



**Mainstreaming Inclusive Innovation  
and Social Entrepreneurship  
in Higher Education**

2022-1-PL01-KA220-HED-000089820

# **InnoSocial Course in Inclusive Innovation and Social Entrepreneurship**

**Module 1. Inclusive innovation  
and social entrepreneurship**

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Fundacja Rozwoju Systemu Edukacji. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by  
the European Union

# Project Consortium



UNIVERSITÀ  
DI PAVIA



# Content of presentation

## UNIT 1.1

**Sustainable development  
goals and societal challenges**

## UNIT 1.2

**Mainstream innovation,  
social innovation &  
inclusive innovation**

## UNIT 1.3

**Social entrepreneurship**

## UNIT 1.4

**Case studies**



# Learning outcomes

Module I		
Units/Topics 1-4:		
KNOWLEDGE	SKILLS	ATTITUDES
<p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>understand what inclusive innovation is and how is it different from mainstream innovation;</li> <li>understand what social entrepreneurship is and how is it connected to inclusive innovation.</li> </ul>	<p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>apply the concepts of inclusive innovation and social entrepreneurship in real cases;</li> <li>identify and analyse social/environmental problems or needs in the local context.</li> </ul>	<p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>recognize case studies of successful inclusive innovations and social businesses.</li> </ul>

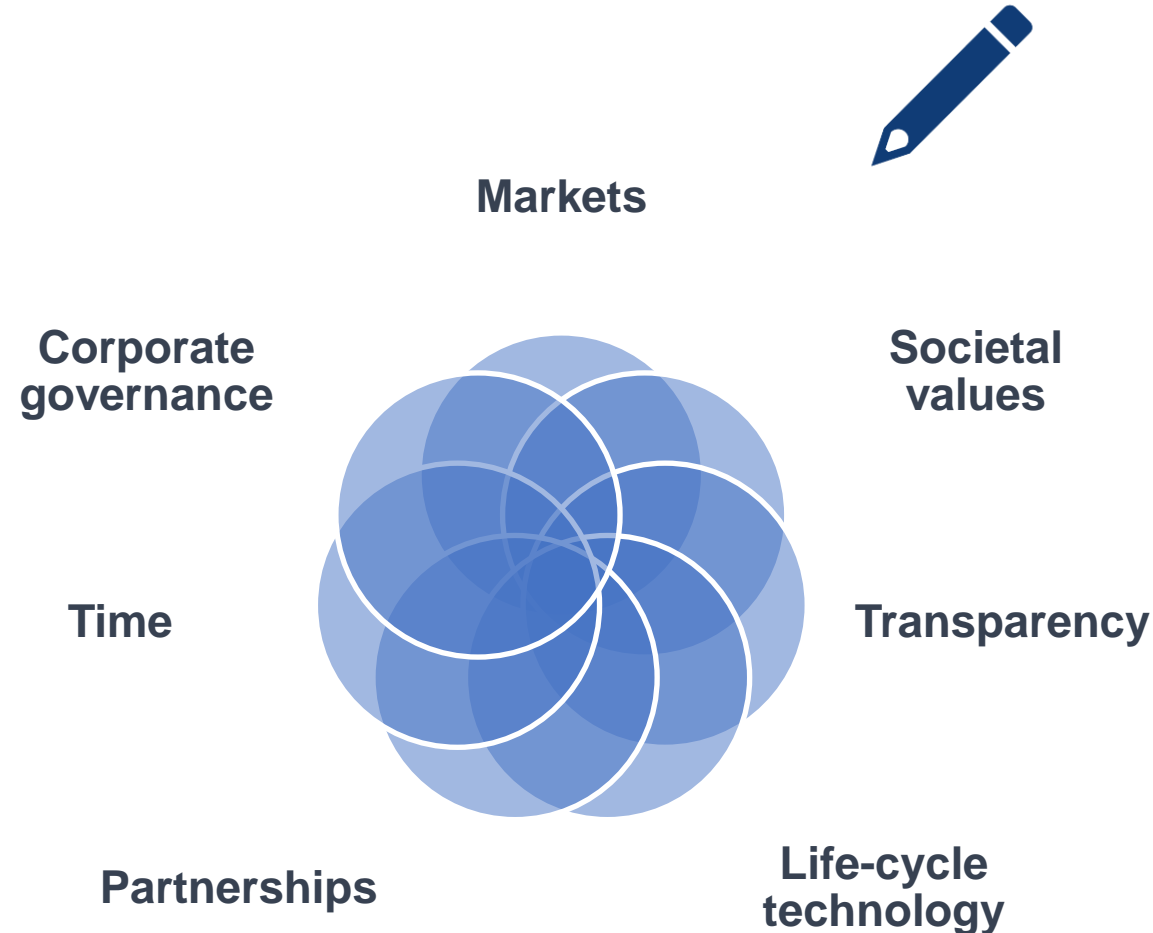


# **Unit 1.1 Sustainable development goals and societal challenges**

# Introduction

**Historical Context:** Sustainability concept dates back to "spaceship earth" (George, 1879). Brundtland Report (1987) defines sustainable development as meeting current needs without compromising future generations' ability to meet theirs. John Elkington's question: "Can capitalism sustain itself?" (Elkington, 1997).

**Triple Bottom Line (TBL):** Introduced by John Elkington in 1994. Framework assessing performance across economic, social, and environmental dimensions (Profit, People, Planet). Widely adopted; in 2005, 70% of the top 250 global companies used TBL accounting (Tullberg, 2012). Provides a holistic view of organizational impact.



# Agenda 2030



The 2030 Agenda for Sustainable Development, adopted by United Nations Member States in 2015, serves as a comprehensive framework aimed at fostering global peace, prosperity, and sustainability. It consists of 17 Sustainable Development Goals (SDGs) organized under five key pillars: People, Planet, Prosperity, Peace, and Partnership. These goals address a wide range of global challenges and aim to ensure that current and future generations can thrive.

**Role of Organizations:** Organizations play a pivotal role in advancing the objectives of the SDGs by translating global targets into tangible actions at local and organizational levels. The private sector, in particular, is essential for driving sustainable development through innovation, responsible production practices, and inclusive employment opportunities. Collaboration between international initiatives and businesses, such as the Global Partnership for Business and Biodiversity, highlights the importance of partnership in achieving the SDGs. Businesses can align their strategies with the SDGs to uncover new opportunities, forge partnerships, and create significant social impacts.





# SDGs





# Agenda 2030



## Challenges and Criticisms:

Despite its ambitious goals, the 2030 Agenda faces several challenges, including slow progress and external crises like the COVID-19 pandemic. Moreover, some critics argue that the interrelationships between the SDGs and the underlying drivers of the challenges they address are not clearly articulated. This lack of clarity can hinder effective implementation and progress. Nonetheless, the SDGs remain a crucial framework for addressing some of the world's most pressing issues, and continued effort and collaboration are vital for their success.



# Unit 1.2 Mainstream innovation, social innovation & inclusive innovation

# Definitions



**Mainstream Innovation** (Greve et al., 2021; Govindarajan et al., 2011; Patriotta and Hirsch, 2016):

- Mainstream innovation refers to traditional forms of innovation that primarily focus on technological advancements, product improvements, and efficiency gains within existing systems.
- It often originates from established businesses and industries, aiming to enhance their products or services to gain a competitive edge.



# Definitions



**Social Innovation** (SI - Anderson et al., 2014; Djellal and Gallouj, 2012; Sharra and Nyssens, 2010):

- Social innovation involves developing new ideas, solutions, or approaches to address societal challenges. It goes beyond technological advancements and often focuses on social, environmental, and cultural aspects.
- SI aims to create positive social impact and can involve changes in processes, policies, or organizational structures to address systemic issues.



# Definitions

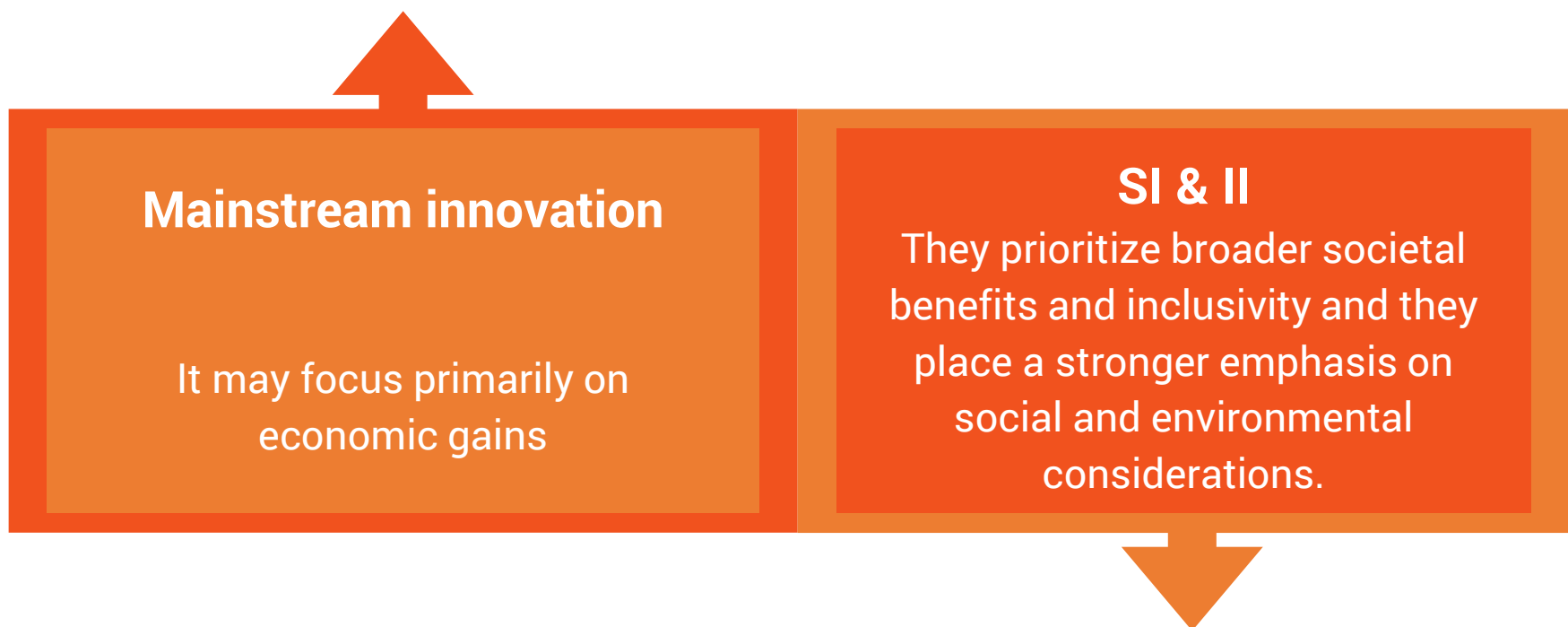


**Inclusive Innovation** (II - Heels et al., 2013; Schillo and Robinson, 2017; Chataway et al., 2014; Heeks et al., 2014):

- Inclusive innovation is centered around ensuring that the benefits of innovation are accessible to a broad and diverse range of people, including those traditionally marginalized or excluded.
- II involves designing and implementing innovations in a way that considers the needs and perspectives of all stakeholders, especially those in underserved or vulnerable communities.



# Main differences





# References



- Anderson, T., Curtis, A., & Wittig, C. (2014). Definition and theory in social innovation. Master of arts in social innovation. Krems: Danube University.
- Chataway, J., Hanlin, R., & Kaplinsky, R. (2014). Inclusive innovation: an architecture for policy development. *Innovation and Development*, 4(1), 33-54.
- Djellal, F., & Gallouj, F. (2012). Social innovation and service innovation. In *Challenge social innovation: Potentials for business, social entrepreneurship, welfare and civil society* (pp. 119-137). Berlin, Heidelberg: Springer Berlin Heidelberg.
- Govindarajan, V., Kopalle, P. K., & Danneels, E. (2011). The effects of mainstream and emerging customer orientations on radical and disruptive innovations. *Journal of Product Innovation Management*, 28(s1), 121-132.
- Greve, K., Vita, R. D., Leminen, S., & Westerlund, M. (2021). Living Labs: From niche to mainstream innovation management. *Sustainability*, 13(2), 791.
- Heeks, R., Amalia, M., Kintu, R., & Shah, N. (2013). Inclusive innovation: definition, conceptualisation and future research priorities. *development informatics working paper*, (53).
- Heeks, R., Foster, C., & Nugroho, Y. (2014). New models of inclusive innovation for development. *Innovation and Development*, 4(2), 175-185.
- Patriotta, G., & Hirsch, P. M. (2016). Mainstreaming innovation in art worlds: Cooperative links, conventions and amphibious artists. *Organization Studies*, 37(6), 867-887.
- Schillo, R. S., & Robinson, R. M. (2017). Inclusive innovation in developed countries: The who, what, why, and how. *Technology Innovation Management Review*, 7(7).
- Sharra, R., & Nyssens, M. (2010). Social innovation: An interdisciplinary and critical review of the concept. *Université Catholique de Louvain Belgium*, 1, 15.



# Unit 1.3 Social entrepreneurship

# Definition



According to previous studies, entrepreneurship is a multidisciplinary concept (Abu-Saifan, 2012; Croci, 2016) that involves initiating actions to establish new organizations (Barot, 2015) and focused on fostering creativity and generating economic and social value (Buendía-Martínez and Carrasco Monteagudo, 2020). Despite varied definitions (as provided in Table 2), the core objective of entrepreneurship is to create job opportunities and drive economic development (Barot, 2015; Hessels and Naudé, 2019). Essential to entrepreneurship is the utilization of diverse human resources, including technical, skilled labour, and managerial talents (Barot, 2015; Diandra and Azmy, 2020).



# Definition



**Social entrepreneurship** involves the use of entrepreneurial principles and methods to address social or environmental issues. Social entrepreneurs aim to create sustainable and positive change by developing innovative solutions to pressing societal challenges (Brooks, 2008; Haugh, 2005; Phillips et al., 2015).

## Social Impact Focus

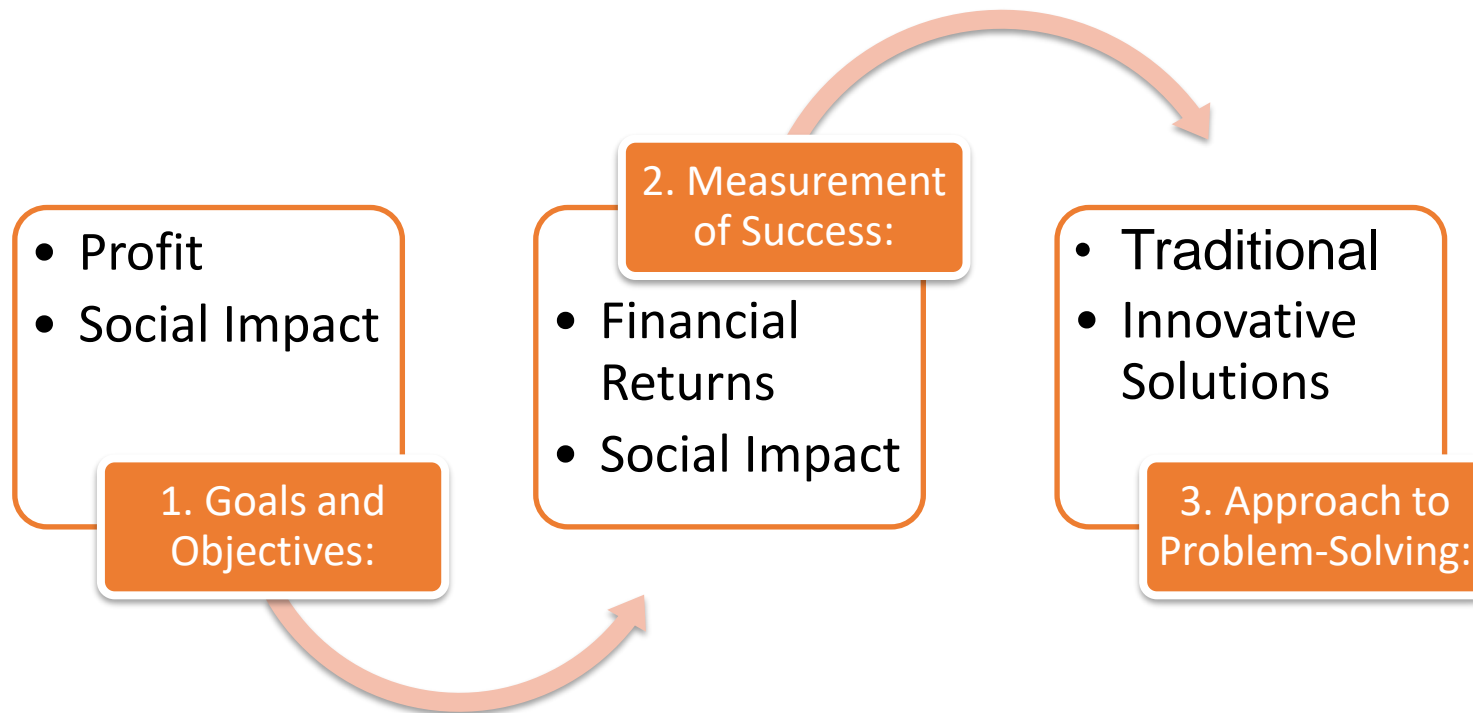
Creation on positive social or environmental impact

## Innovation

Adoption of innovative approaches to address social issues



# Main differences from conventional entrepreneurship



# Different social entrepreneurs' business structures (Buchko, 2018)



## Leveraged non-profit ventures

The entrepreneur sets up a non-profit organization to drive the adoption of an innovation that addresses a market or government failure. In doing so, the entrepreneur engages a cross section of society, including private and public organizations, to drive forward the innovation through a multiplier effect. Leveraged non-profit ventures continuously depend on outside philanthropic funding, but their longer-term sustainability is often enhanced given that the partners have a vested interest in the continuation of the venture.

## Hybrid non-profit ventures

The entrepreneur sets up a non-profit organization, but the model includes some degree of cost-recovery through the sales of goods and services to a cross section of institutions, as well as to target population groups. Often, entrepreneur set up several legal entities to accommodate the earning of an income and the charitable expenditures un an optimal structure. To be able to sustain the transformation activities in full and address the needs of clients, who are often marginalized from society, the entrepreneur must mobilize other sources of funding from the public and/or philanthropic sectors. Such funds can be in the form of grants or loans, and even quasi-equity.

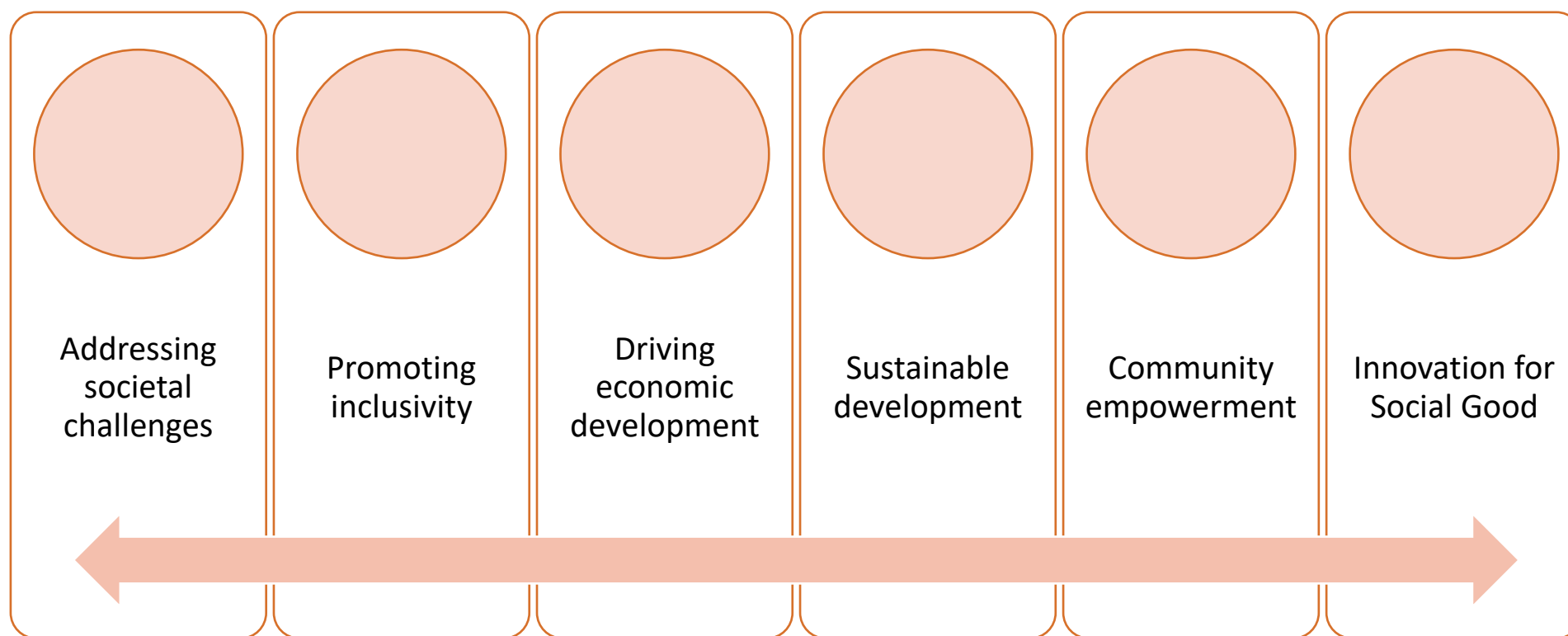
## Social business ventures

The entrepreneur sets up a for-profit entity or business to provide a social or ecological product or service. While profits are ideally generated, the main aim is not to maximize financial returns for shareholders but to grow the social venture and reach more people in need. Wealth accumulation is not a priority and profits are reinvested in the enterprise to fund expansion. The entrepreneur of a social business seeks investors who are interested in combining financial and social returns on their investments.



# Importance of II and SE

Source: Abosedo et 2013; Kalkanci et al., 2019; Baskaran et al., 2019; Saha & Saha, 2020; Sonne, 2012



# References



- Abosede, A. J., & Onakoya, A. B. (2013). Entrepreneurship, economic development and inclusive growth. *International Journal of Social Sciences and Entrepreneurship*, 1(3), 375-387.
- Baskaran, A., Chandran, V. G. R., & Ng, B. K. (2019). Inclusive entrepreneurship, innovation and sustainable growth: Role of business incubators, academia and social enterprises in Asia. *Science, Technology and Society*, 24(3), 385-400.
- Brooks, A. C. (2008). Social entrepreneurship.
- Haugh, H. (2005). A research agenda for social entrepreneurship. *Social enterprise journal*, 1(1), 1-12.
- Kalkanci, B., Rahmani, M., & Toktay, L. B. (2019). The role of inclusive innovation in promoting social sustainability. *Production and Operations Management*, 28(12), 2960-2982.
- Phillips, W., Lee, H., Ghobadian, A., O'regan, N., & James, P. (2015). Social innovation and social entrepreneurship: A systematic review. *Group & Organization Management*, 40(3), 428-461.
- Saha, N., & Saha, P. (2020). Entrepreneurial universities inclusive perspective: Does it trigger social innovation process and entrepreneurship?. In *Proceedings of the European Conference on Innovation and Entrepreneurship, ECIE*. Academic Conferences and Publishing International Limited.
- Sonne, L. (2012). Innovative initiatives supporting inclusive innovation in India: Social business incubation and micro venture capital. *Technological Forecasting and Social Change*, 79(4), 638-647.

# Unit 1.4 Successful case studies

# Case Studies of Inclusive Innovations:

Emerging Markets



# Case Studies of Inclusive Innovations:

Developed Markets



# Case Studies of Social Enterprises:

## Emerging Markets





# Case Studies of of Social Enterprises:

Developed Markets



# Thank you!



[www.innosocial.eu](http://www.innosocial.eu)



[@InnoSocialfb](https://www.facebook.com/InnoSocialfb)





This document may be copied, reproduced or modified according to the above rules.

In addition, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

All rights reserved. © Copyright 2023 InnoSocial

[www.innosocial.eu](http://www.innosocial.eu)