THE SOCIAL INNOVATION JOURNEY

The model developed by TRANSITION is a Journey into social innovation incubation: an evolving sequence of actions, activities and tools experimented by the TRANSITION Scaling Centres with the aim to help incubators and practitioners in developing their own journeys of scaling social innovation.

Inspired by the Social Innovation Spiral by the Young Foundation and Nesta and shaped by POLIMI Desis Lab, who used their design expertise to develop and visualize the model, the Social Innovation Journey is conceived as action format, focusing on the sequence of steps social innovators may go through acquiring the skills and capabilities they need to grow and increase the level of positive impact on the wider society.

As you make progress, you get closer to the core: the Social Innovation Journey starts on the outside of the circle and moves inwards. That's because as social innovators progress, they get closer to the 'core' of their mission - that is, creating social impact. They gain a better understanding of the social needs they're trying to address. They refine their innovation and their delivery model. They have more evidence that their solution works. The Journey is a progressive empowerment of the incubator as well, who can recognize the different entry points, the steps to follow, the expected outcomes and the activities needed to achieve them.

It consists of two main circles of incubation:

- **the external one** involves social innovation at an early-stage of maturity, helping them moving from an intuition to an idea to a structured proposal and a pre-prototype ready to be tested with a community of stakeholders;

- **the internal circle** works with more formalized and mature social innovations, supporting them to achieve a more structured and replicable solution.

However, the SIJ is a non-continuous, nonlinear process, where a social innovation project can find itself moving both forward as well as backward along the Journey. Moreover the circles of incubation, both the external and internal one, can be reiterated several times, in order to refine the solution and to adapt it to changes occurring within the scaling process.

Within both circles, the activities of the SIJ are organized around five main areas:

1. **Who (stages 1 and 6)** – supporting a mix of people in becoming a group and a team, thus working on raising awareness, engaging stakeholders, building capacity and skills and outlining roles.

2. **What (stages 2 and 7)** - helping the social innovation to transform their first vision into an idea and to formulate the idea into a proposal, defining the social value proposition and the design of the solution.

3. **How (stages 3 and 8)** – looking at the viability of the social innovation, by investigating its sustainability, business model and financial plan, thus developing the proposal into a more structured organization and into a form of social enterprise, if suitable.

4. **How (stages 5 and 6)** – looking at the feasibility of the social innovation by verifying and testing its technical and operational model, thus trying to move the social innovation from being a series of hypothesis to one or more prototypes.

5. **Why (centre of the circle)** – the social impact at the centre of the model as the goal of the overall Social Innovation Journey and a condition to be assessed in all stages of the journey.
THE SOCIAL INNOVATION JOURNEY

1. PEOPLE
2. PROMPT
3. INFORMAL VENTURE
4. HOW - FEASIBILITY
5. PROTOTYPE
6. TEAM
7. OFFERING
8. SOCIAL VENTURE

WHY
WHAT
WHO

SOCIAL IMPACT

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THE SOCIAL INNOVATION JOURNEY TOOLBOX

The SIJ has multiple entry and exit points: a social innovation project does not have to go through all the numbers, but can enter and exit along the Journey according to their stage of maturity and experience. Nevertheless, each step is a progression that requires the adoption of specific tools and competences, provided through the support of professional advices.

TRANSITION partners developed and refined a series of tools to support social innovators at different stages of the Social Innovation Journey. The tools were used to help them enhance their social impact and tackle complex issues in development and scaling.

The SIJ Toolbox presents a selection of them according to the 5 main areas of the journey: who, what, how-viability, how-feasibility and why-social impact. Each tool is introduced by a brief description that explains:

- what it is;
- why to use it;
- how to work with it;
- and when to use it.

A simplified template visualizes the sequence of actions and tasks and guides the social innovators to complete them.

Tools can be adapted to different contexts and different social innovations: most of them can be used by both early- and late-stage innovation. Nevertheless some tools require a wider knowledge of the sector and a deeper development of the social innovation in order to express their full potentiality.
THE SOCIAL INNOVATION JOURNEY TOOLBOX

WHO
Capital System Methodology
Stakeholders Map
Co-design Plan

WHAT
Thinking Out of the Comfort Zone
Storyboard and Touchpoints

HOW - VIABILITY
Social Business Model Canvas
One Pager / Business Plan Summary
Pitch Deck

HOW - FEASIBILITY
Prototyping Framework
Responsible Marketing Pitch

WHY
Social Innovation Scanner
Social Copy Strategy
Responsible Innovation Grid