
Social Innovation

University of Economics in Bratislava, Slovakia, 2018

Introduction

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CONTENT

1. What is social innovation?
 2. Procter & Gamble
 3. Conclusion
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1. What is social innovation?



“Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively. The European Commission’s objective is to encourage market uptake of innovative solutions and stimulate employment.” – European Commission

What is
SOCIAL INNOVATION?

Are more sustainable

Bring value to society

Are more fair

Are novel solutions

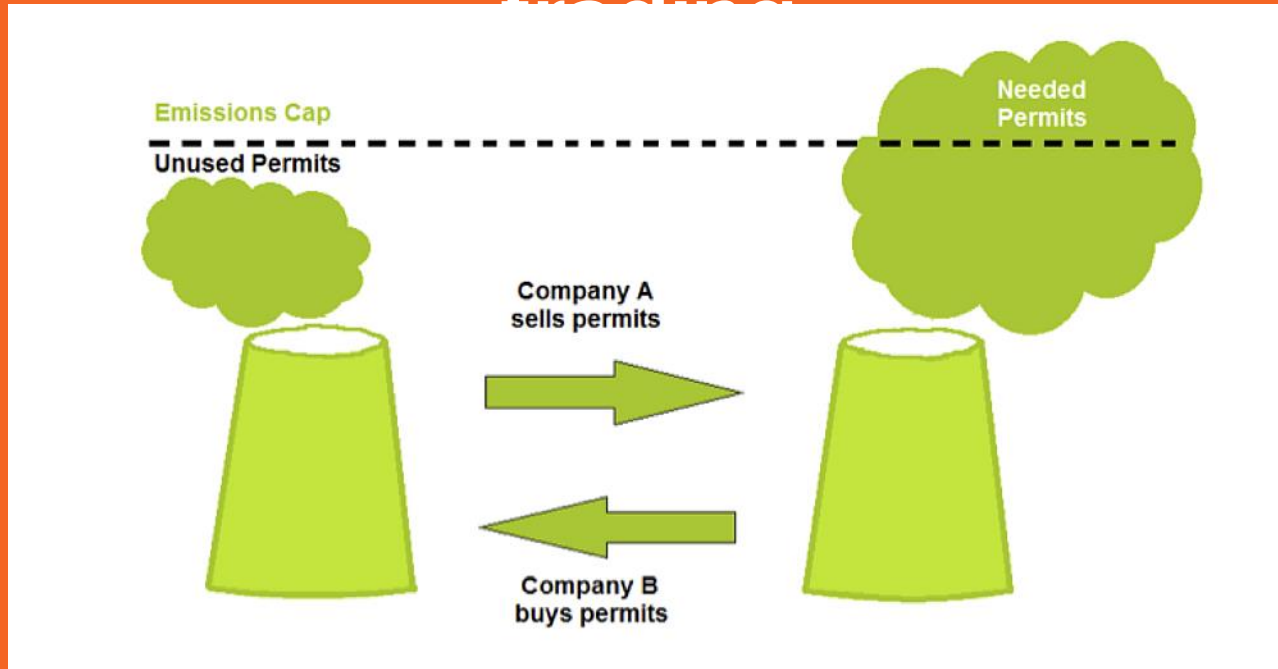
Are more effective

Are more efficient

**Ideas
that...**

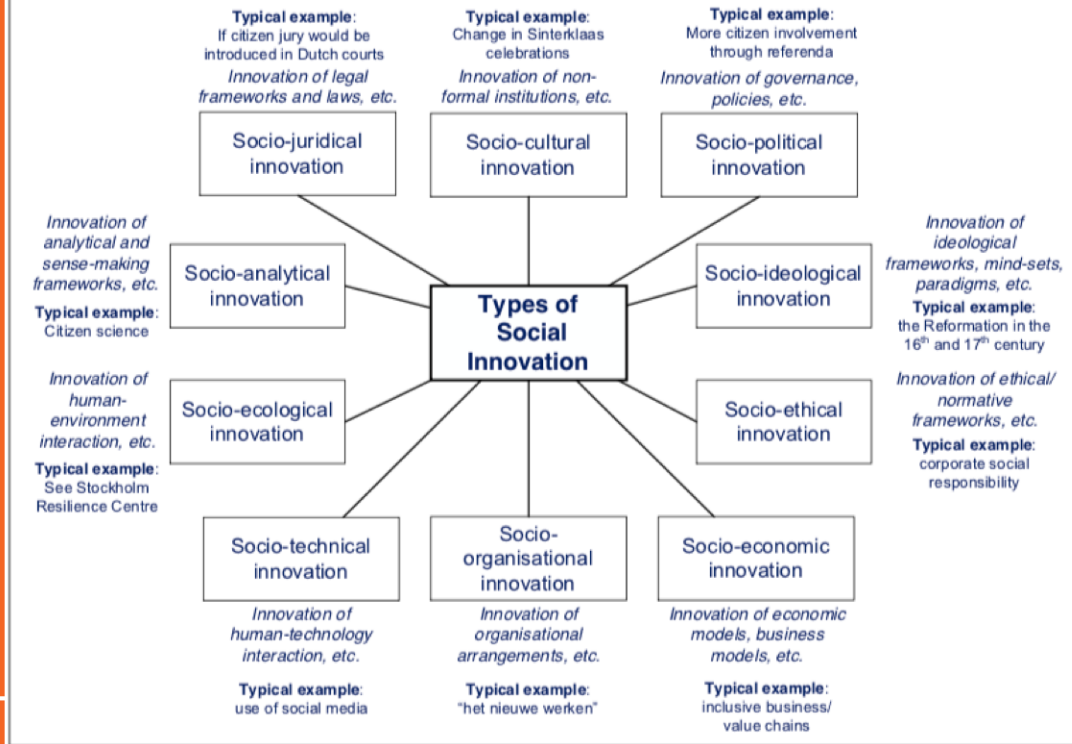


Example of Social innovation: emissions trading



Typology of social innovation

Figure 1: A typology of ten different types of social innovation



Supporting the social innovation



DSI: WORKSHOP ON DIGITAL TECHNOLOGY TO SUPPORT SOCIAL INNOVATION

An international workshop on Digital Social Innovation

Thessaloniki, Greece, November 22 - in conjunction with INSCI 2017

Example :



Founded - October 31, 1837 (almost 180 years ago)

Founders - William Procter, James Gamble

Industry - Consumer goods

Revenue (2017) - \$65.06 Billion

**Brands : Always, Ariel, Gillette, Head & Shoulders, Oral-B, Pantene
and many more**

P&G social innovation



Connect+Develop

Home [What is Open Innovation?](#) P&G's Needs Open Innovation Stories FAQ Submit Innovation

What is Connect + Develop?

RT @KKnapp: Crazy week for big cos. & #startups in #Cincinnati! #OmniCincy 7/20-21, #SignalPG 7/22, #NewCoCincy on 7/23!
<https://t.co/srvje...>
7:26 PM Jul 21

In This Section

- P&G Open Innovation
- Submission Criteria
- Frequently Asked Questions

The History of C+D

[Connect + De...](#)

[home](#) > [open innovation](#) > [P&G Open Innovation](#)

What is Connect + Develop?

It's our version of [open innovation](#): the practice of tapping externally developed intellectual property to accelerate internal innovation and sharing our internally developed assets and know-how to help others outside the Company. [What is Open Innovation?](#)

Historically, P&G relied on internal capabilities and those of a network of trusted suppliers to invent, develop and deliver new products and services to the market. We did not actively seek to connect with potential external partners. Similarly, the P&G products, technologies and know-how we developed were used almost solely for the manufacture and sale of P&G's own

Future plans

AMBITION 2030

ENABLE AND INSPIRE
POSITIVE IMPACT

BRANDS



SUPPLY
CHAIN



SOCIETY



EMPLOYEES



P&G





Conclusion

**Thank you for your
attention!**

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