



# TRAINING COURSE SYLLABUS MODULE 3: TECHNOLOGY & CREATIVITY FOR SOCIAL INNOVATION

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## MODULE 3 SYLLABUS

### Course Module Description

The module 4 of the ‘Social Innovation Design Academy’ focuses on how leveraging creativity and technology to tackle concrete social problems. To this end, it guides you in exploring approaches and tools useful to devise, validate and implement innovative services and products able to answer to pressing social problems.

### Learning Objectives

During the module you will learn how to:

1. analyze and understand the concrete needs of the people experiencing social problems;
2. design user-centred innovative services and products able to satisfy such needs;
3. develop and test prototypes of your would-be products and services in the real world and learn how to improve (or discard) them;
4. transform a prototype into an actual product/service.

### Course Module Structure & Outline

#### Framework:

Innovation is not a problem. The real challenge is making innovations meaningful for the final users. Especially if they are social innovations, which must answer primary needs that powerfully influence (and often determine) the everyday life of real people, strongly involving them also at emotional level. To win such a challenge creativity and technology are central resources, but they have to become more and more user-centred. Think about digital technologies with their promises of revolutionizing any aspect of our lives, new mobility and energy possibilities, upcoming healthcare techniques and food cultivation tools: they will help face social challenges, but they will also open new issues. Also frugal innovation - that is, the answer to limitations in resources, whether financial, material or institutional that turns these constraints into an advantage (Nesta, 2012) - is an example of how creativity can be applied to tackle social problems. To benefit from creativity and technology, it is necessary to understand the final user, to co-create with the relevant stakeholders and to test the devised innovations in the real life.

#### Outline:

The module introduces you to the problems and dynamics of an innovation process and how to manage it by exploiting user-centred analysis, co-creation techniques, scientific and lean procedures of product development (fig. 1).

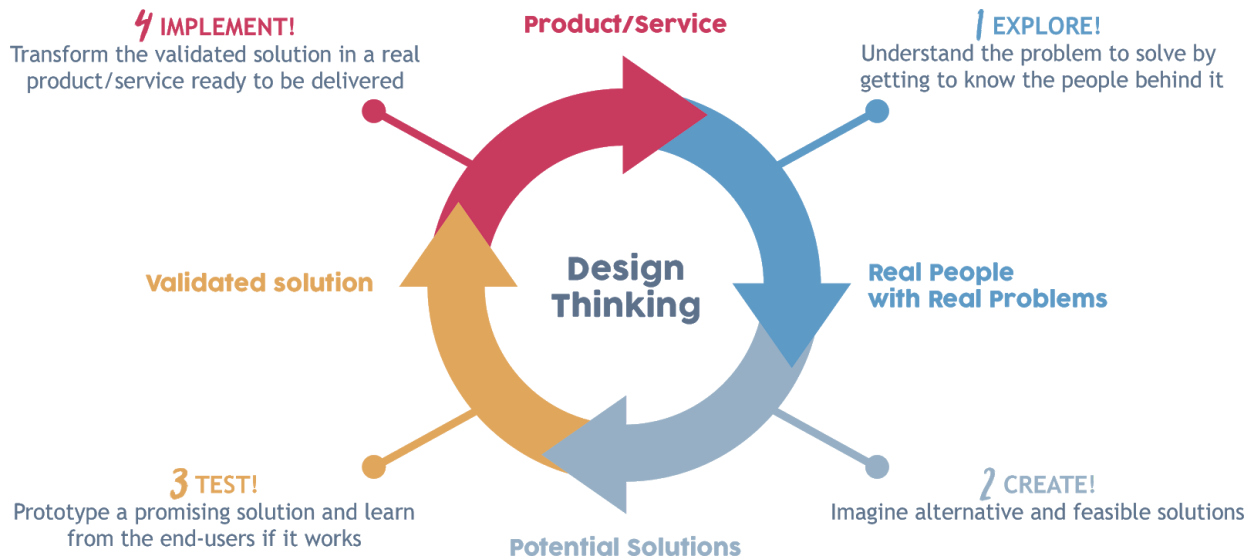


Fig. 1 - Innovation Development Approach

In more detail, the lessons present:

- a. ‘Innovation For Good’: Introduction to Innovation and Social Impact;
- b. The Innovation Development Process: Explore > Create > Test > Implement;
- c. Understand the Problem To Solve...and the People Behind It;
- d. Co-create a Possible Solution;
- e. Make Your Solution Reality-Proof: Build - Measure - Learn from testing Lean Prototypes;
- f. Transforming Validated Prototypes in Actual Products/Services: Organizational Implementation Blueprints and Change Management.

**Goal:**

The module aims at offering practical insights useful to the everyday activities of social entrepreneurs, financiers, policy makers and citizens. The overarching objective is to help all of you to play the social innovation game together through shared operational tools! For example:

- If you are a social entrepreneur, in this module you may find interesting indications to build flexible and cost-saving design & development processes to secure that your services/products are effective answers to everyday social needs;
- if you are a financier, you will hear about which behaviours to keep monitored to recognize social enterprises and initiatives that are working on solutions that can be impactful and sustainable;
- if you are a policy maker, you may discover tips useful to build programmes directed to pick innovative solutions emerging from the community you administer and to scale them up at systemic level avoiding wrong investments;
- if you are a citizen desiring to play an active role in your community, you will learn how to make the other stakeholders aware of your concrete needs and to participate in the co-creation of their solutions.

**Key Concepts:**

Innovation Management, Design Thinking, Creativity, Technology & Social Change



## Lecturers:

Matteo Vignoli (Assistant Professor, University of Modena and Reggio Emilia; Director, Food Innovation Program)

## Content Sequence:

Going through the basic teaching materials of this module requires approximately 2 hours (quiz included). To access them you just need a computer and an internet connection.

- A. Lecture Video (2)
  - a. The Innovation Development Process:
    - i. Explore & Create (Part 1)
    - ii. Test & Implement (Part 2)
- B. Infographics (4)
  - a. The Innovation Development Process Toolbox, complementary to the lecture video
- C. Quiz/Tool (1):
  - a. Test what you have learnt about the key elements of an innovation development process.
- D. Case Studies (2, presented in the 'Expert Video')
  - a. [Talking Hands](#)
  - b. [ènostra](#)
- E. Expert Videos (2)
  - a. 'Innovation For Good': Introduction to Innovation and Social Impact
  - b. 'Social Innovation Makers: Chronicles from the Field'
- F. Group Discussion (1, optional participation)
- G. Additional Readings (optional)
  - a. General Handbooks:
    - i. Alex Osterwalder, Yves Pigneur, Greg Bernarda & Alan Smith, *Value Proposition Design*, John Wiley & Sons, 2014;
    - ii. Marc Stickdorn & Jakob Schneider, *This Is Service Design Thinking. Basics - Tools - Cases*, John Wiley & Sons, 2011;
    - iii. Eric Ries, *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*, Penguin Random House, 2011;
    - iv. '[Service Design Books](#)' by Design Thinkers Academy: a co-created library that presents fundamental and useful books about design thinking applied to services.
  - b. Design Tools:
    - i. European Commission, [Social Innovation toolkit, European Social Innovation Competition, 2018](#);
    - ii. '[Design Kit](#)' by Ideo.org: repository of methods to apply design thinking;
    - iii. '[Design for Europe](#)': repository of case studies, experts' thoughts, guides and tools;
    - iv. '[Design Method Toolkit](#)' by MediaLAB Amsterdam: repository of design tools;
    - v. '[Service Design Tools](#)' by Roberta Tassi, DensityDesign - Politecnico of Milan and DARC - Domus Academy: repository of communication methods supporting design processes.
  - c. Technology and Design Applied to Social Innovation:
    - i. '[Social Tech Guide](#)': database collecting examples of tech solutions applied to solve social problems;
    - ii. '[Tech for Good](#)': repository of stories of technology and people for social innovation told through podcasts, video, and other multimedia contents;



- iii. [‘OpenIDEO’](#) by IDEO: platform promoting open innovation and design thinking to tackle social problems.
- d. ‘Explore’ Insights:
  - i. Paul Boag, [‘What is Customer Journey Mapping and How to Start?’](#), in *Boagworld*, 27/02/2018;
  - ii. Ideo.org, [‘The Five Whys’](#), in *Design Kit*
  - iii. Interaction Design Foundation, [‘Contextual Interviews and How to Handle Them’](#).
- e. ‘Create’ Insights:
  - i. Edward De Bono, *Six Thinking Hats*, Little Brown and Company, 1985;
  - ii. This is Service Design Doing, [‘Desktop Walkthrough’](#);
  - iii. [‘Storyboard’](#), in *Design Kit*;
  - iv. [‘What Do We Mean By Design?’](#), in *Design for Europe*, 14/02/2017.
- f. ‘Test’ Insights:
  - i. Steve Blank, [‘Why the Lean Start-Up Changes Everything’](#), in *Harvard Business Review*, May 2013;
  - ii. B the Change, [‘Lean Startup Techniques for Social Change Companies’](#), 01/03/2016 (have a look also to the excerpts 2-6 reported from Michel Gelobter, *Lean Startups for Social Change*, 2015);
  - iii. Anika Horn, [‘The Lean Startup For Social Entrepreneurs: Designing programs and products together with beneficiaries, not just for them’](#), in *tbd\**, 01/01/2018;
  - iv. Eric Ries, [‘Minimum Viable Product: A Guide’](#), in *Startup Lessons Learned*, 03/08/2009;
  - v. [‘Service Staging’](#)
- g. ‘Implement’ Insights:
  - i. Judith Kertesz, [‘Creating a Service Blueprint: Levels of Digital and Human Interactions’](#), in *RealtimeBlog*;
  - ii. John Jones, DeAnne Aguirre & Matthew Calderone, [‘10 Principles of Change Management: Tools and Techniques to Help Companies to Transform Quickly’](#) in *Strategy + Business*, 15/04/2004.
  - iii. Adam Westbrook, [‘Storytelling + Design Thinking: Design stories to be great user experiences’](#) in *Medium*, 26/02/2018.