



Social innovation and systemic change in the EU

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The question: how to transform
whole systems –health, finance,
food, money – making the most of
the energy and insight of
innovators and social
entrepreneurs...



The spread of social innovation...

Parks (Bilbao, Singapore)
 Exchanges (globally)
 Camps (globally)
 Funds (Australia, HK, France)
 Government teams (Colombia to UK)
 Incubators (several hundred)
 Offices (eg White House)
 Mayors (eg Seoul)
 Prizes (US, Europe, China..)
 Labs (Chile to Netherlands)
 Corporate programmes (Vodafone, Danone, HP)
 Consultancy units (McKinsey, Deloitte ...)



Many examples of impact at scale ...



... and growing knowledge



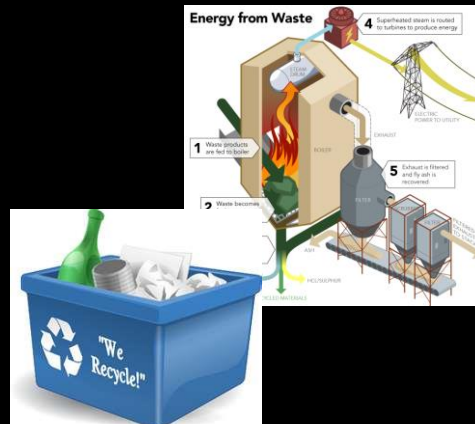
But systemic change is
much harder ...

Systemic change

To get from here...



...to here...



...many things need to change in tandem

Transforming a system

**New technologies,
products and
services**

**Recalibrated
markets**



**New policies and
regulations**

**Behavioural
change, social
movements**

What Europe needs ...

- Growing the building blocks of finance, government institutions, law, incubation and growth
- New tools to align the micro and the macro

Indicative options for contributing to systemic innovation

ACTIONS	GOALS					
	Raise awareness of need or possibility	Design elements of new system	Reshape laws, regulation, taxes	Change attitudes, cultures	Demonstrate new system on small scale	Spread, export new system
Move into existing power structures	✓✓	✓✓	✓✓	✓	✓	✓
Research, advocacy, argument, policy promotion	✓✓	✓	✓	✓✓		
Create new organisations that exemplify new system				✓	✓✓✓	✓
Develop coalitions, networks	✓✓	✓	✓✓	✓		✓
Develop new markets					✓✓	✓

