Social innovation and collective intelligence: past, present and future

Geoff Mulgan, Malmo

November 2019

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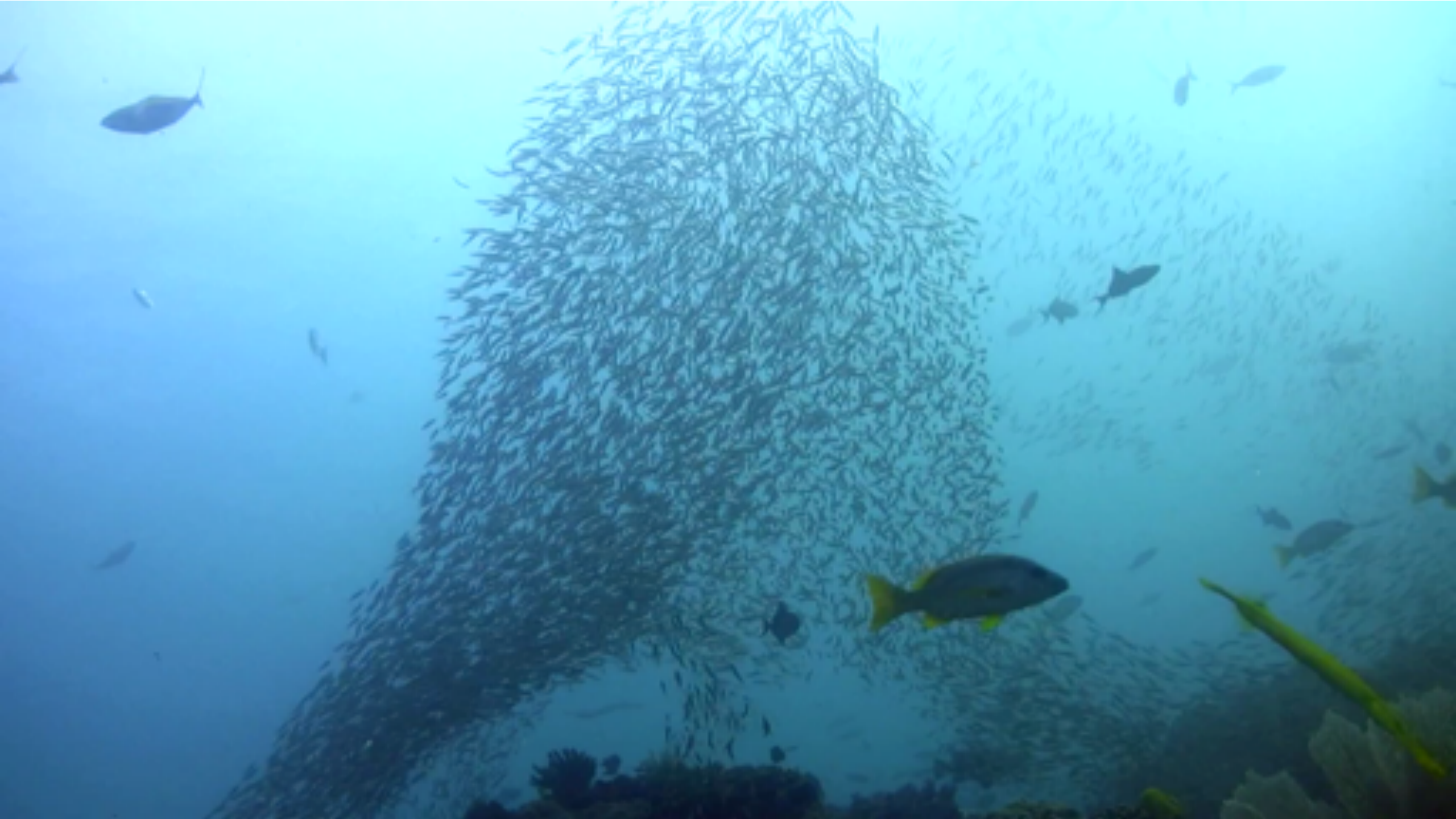
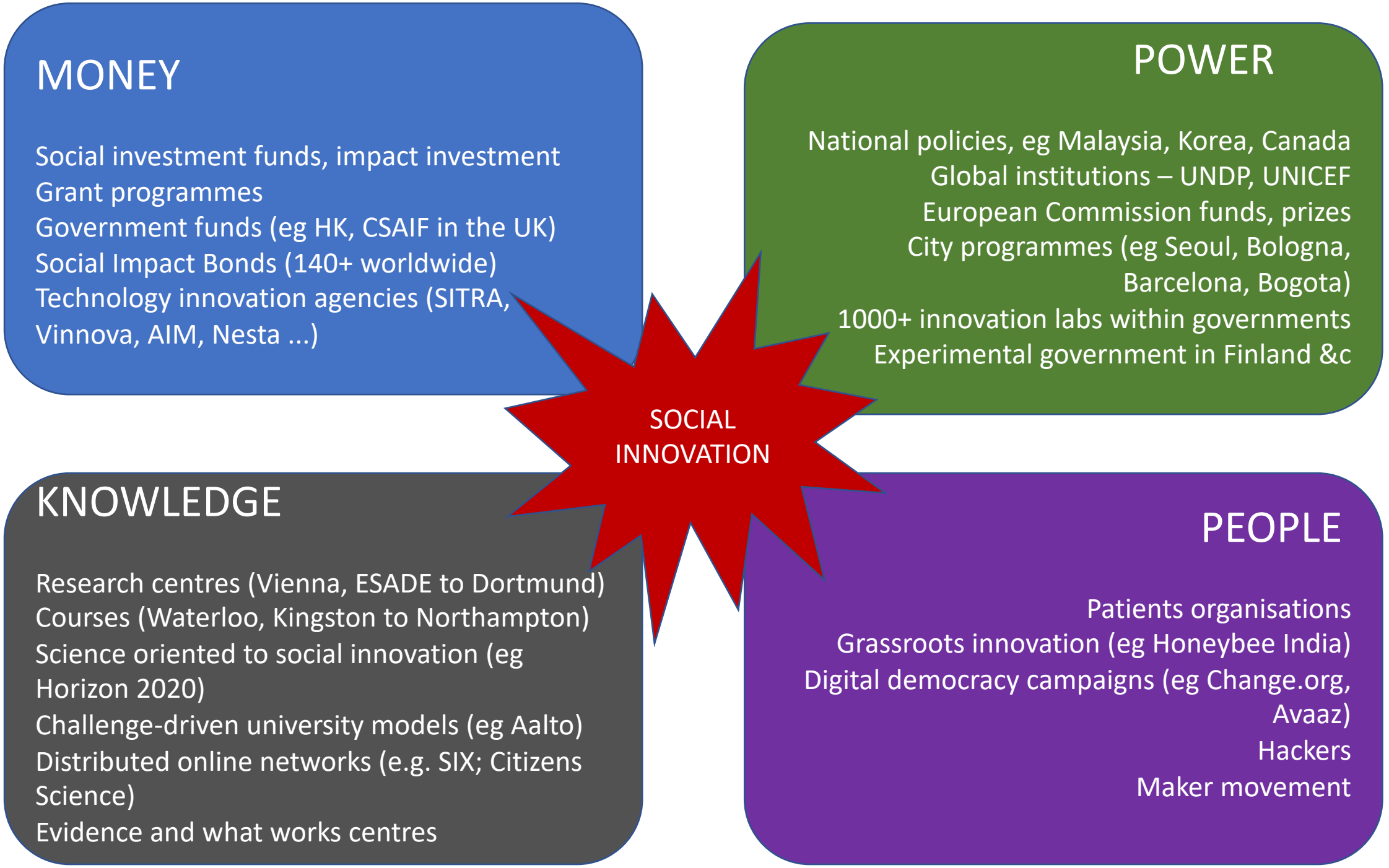


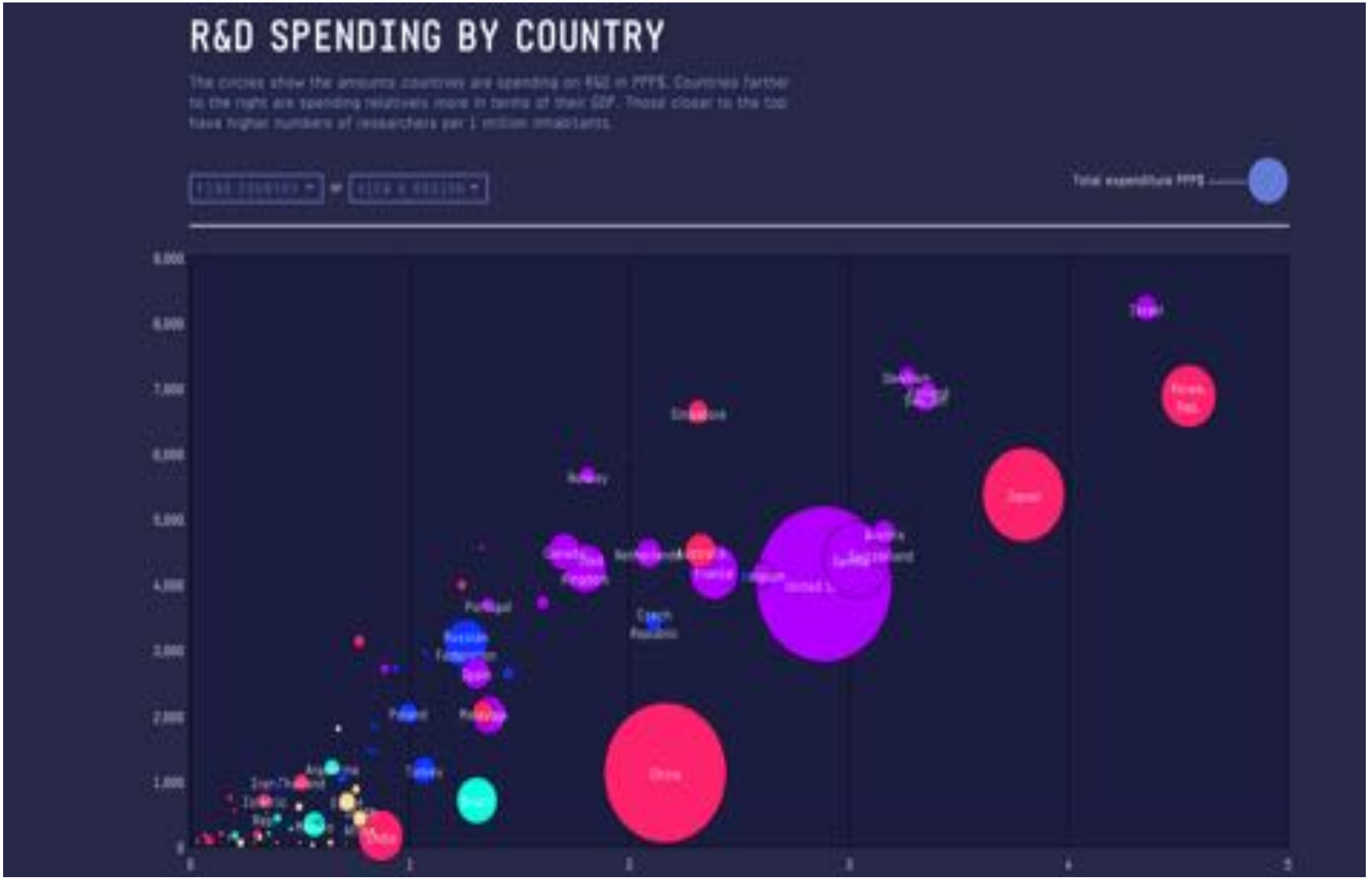
Geoff Mulgan
SOCIAL
INNOVATION
How societies
find the power
to change
P

- **new sources of finance**, including public and philanthropic investment in high-risk R&D, targeted at the areas of greatest need and greatest potential;
- **public funding and services directed more to outcomes** and opened up to social enterprises and user groups as well as private business;
- **new kinds of incubator** for promising models, and 'accelerators' to advance innovation in areas such as chronic disease or the cultivation of non-cognitive skills;
- new ways of **empowering users** to drive innovation themselves – with tools, incentives, recognition and access to funding for ideas that work;
- new institutions to orchestrate more **systemic change in fields like climate change** or welfare – linking small-scale social enterprises and projects to big institutions, laws and regulations;
- new institutions focused on **adapting new technologies for their social potential – such as AI** – as well as more extensive, rigorous, imaginative and historically aware research on how social innovation happens and how it can be helped.


MONEY
Social investment funds, impact investment
Grant programmes
Government funds (eg HK, CSAIF in the UK)
Social Impact Bonds (140+ worldwide)
Technology innovation agencies (SITRA, Vinnova, AIM, Nesta ...)
POWER
National policies, eg Malaysia, Korea, Canada
Global institutions – UNDP, UNICEF
European Commission funds, prizes
City programmes (eg Seoul, Bologna, Barcelona, Bogota)
1000+ innovation labs within governments
Experimental government in Finland &c
SOCIAL INNOVATION
KNOWLEDGE
Research centres (Vienna, ESADE to Dortmund)
Courses (Waterloo, Kingston to Northampton)
Science oriented to social innovation (eg Horizon 2020)
Challenge-driven university models (eg Aalto)
Distributed online networks (e.g. SIX; Citizens Science)
Evidence and what works centres
PEOPLE
Patients organisations
Grassroots innovation (eg Honeybee India)
Digital democracy campaigns (eg Change.org, Avaaz)
Hackers
Maker movement

But … are we winning battles yet losing the wars?

DU30


R&D SPENDING BY COUNTRY
The circles show the amounts countries are spending on R&D in PPP$. Countries farther to the right are spending relatively more in terms of their GDP. Those closer to the top have higher numbers of researchers per 1 million inhabitants.
Total expenditure PPP$
Portugal
Czech Republic
Poland
Turkey
Japan
China
United S.
Switzerland
Germany
Norway
Canada
Netherlands
Finland
Sweden
Denmark
Ireland
Israel
Russian Federation
Spain
Argentina
Iran/Thailand
Ukraine
Egypt
Mexico
Brazil
India
Chile
Singapore
Taiwan
Korea, Rep.
0
1,000
2,000
3,000
4,000
5,000
6,000
7,000
8,000
9,000
0
1
2
3
4
5

The 20th century hierarchy survives: drones to AI

1. Military (US devotes over 50% of government R&D expenditures to defense).
2. Commercial
3. Social (only much later)

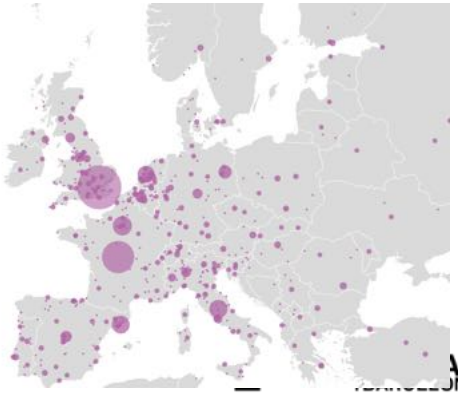
The great imbalances remain

So … what next?

Engaging with politics – and redesigning politics

Digital social innovation

digitalsocial.eu
@DSI4EU



betterplace lab

waag society

Barcelona Activa

Fundacja ePaństwo

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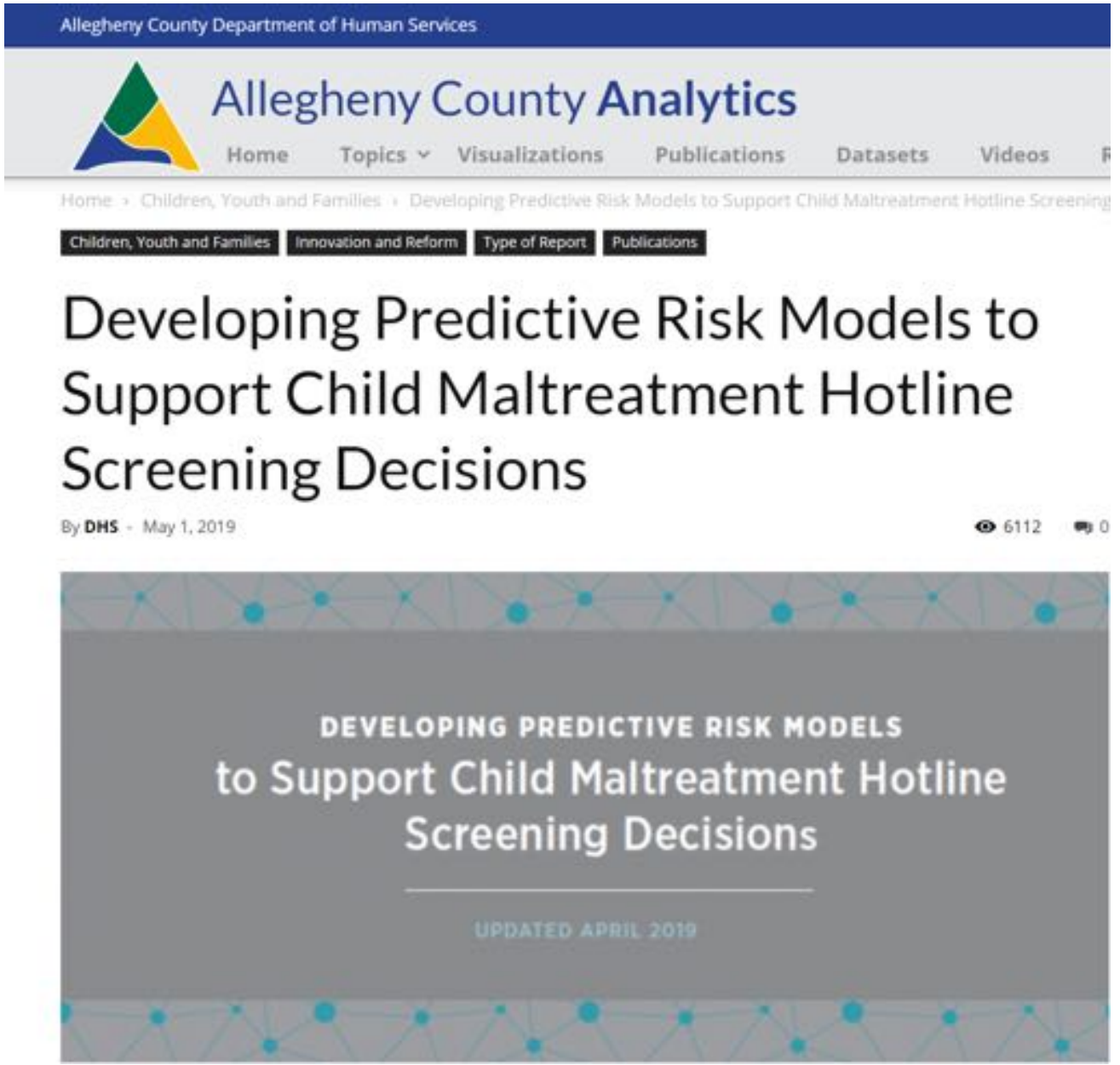
Data and AI: ethics *and* use



Experimentalism

Health

Development

Social Experimentation

Education

IGL Innovation Growth Lab

The new global laboratory for innovation and growth policy

THE BEHAVIOURAL INSIGHTS TEAM.

Accelerating innovations in money

- Grants
- Stage-gated grants
- Loans
- Equity
- Quasi-equity
- Convertible loans and grants
- Grants with royalties

- Challenge prizes and inducement funding
- Crowdfunding
- Matched crowd-funding
- Revenue-based grants
- Social/Development impact bonds
- Service contracts for innovation
- Outcome-based procurements

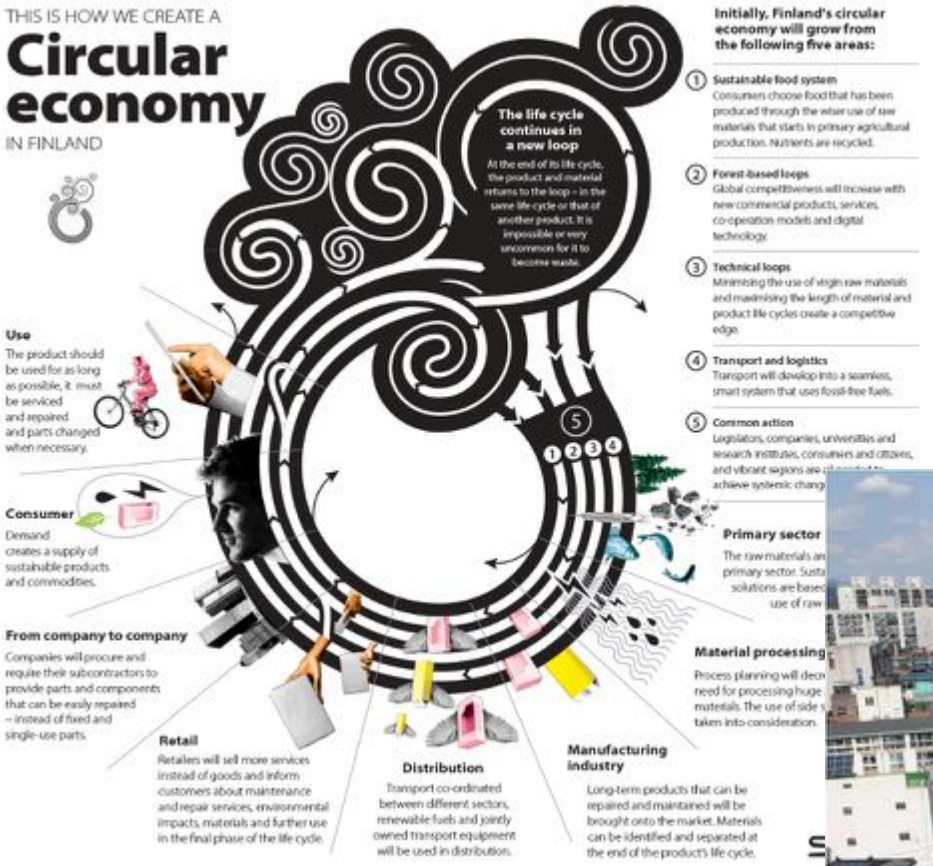
THE BLOG 07/02/2015 12:05 pm ET | Updated Dec 06, 2017

Corporate Social Innovation is the New Corporate Social Responsibility

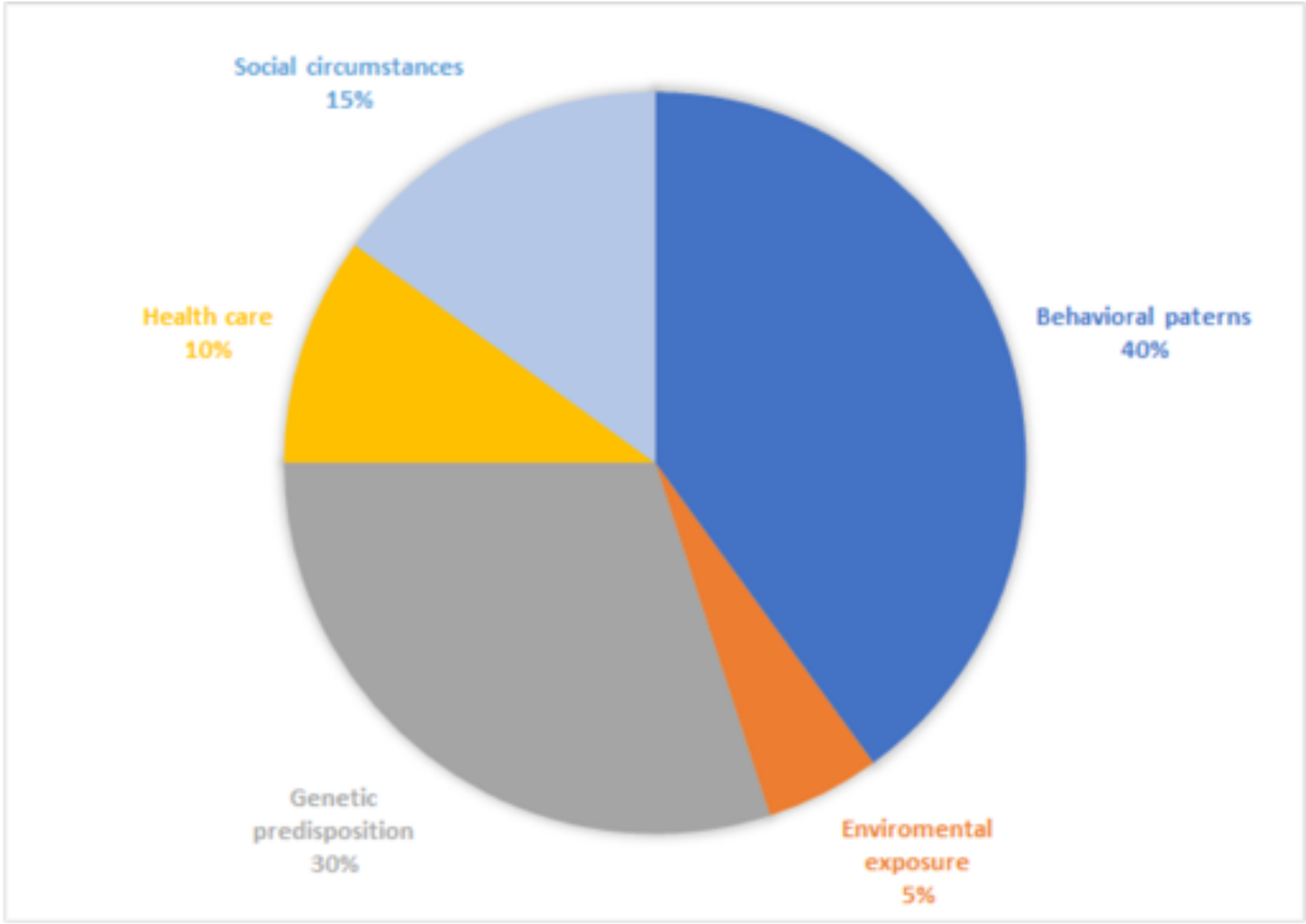
By FOMIN

Just transition

Cluster GREENCITY FREIBURG



Proportional Contribution to Premature Death



Source: Robert Wood Johnson Foundation

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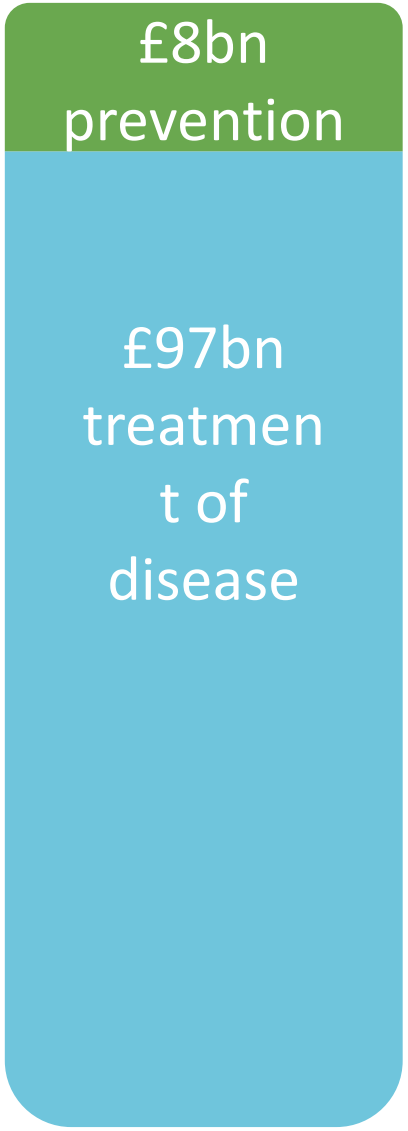
Health spend



Health research

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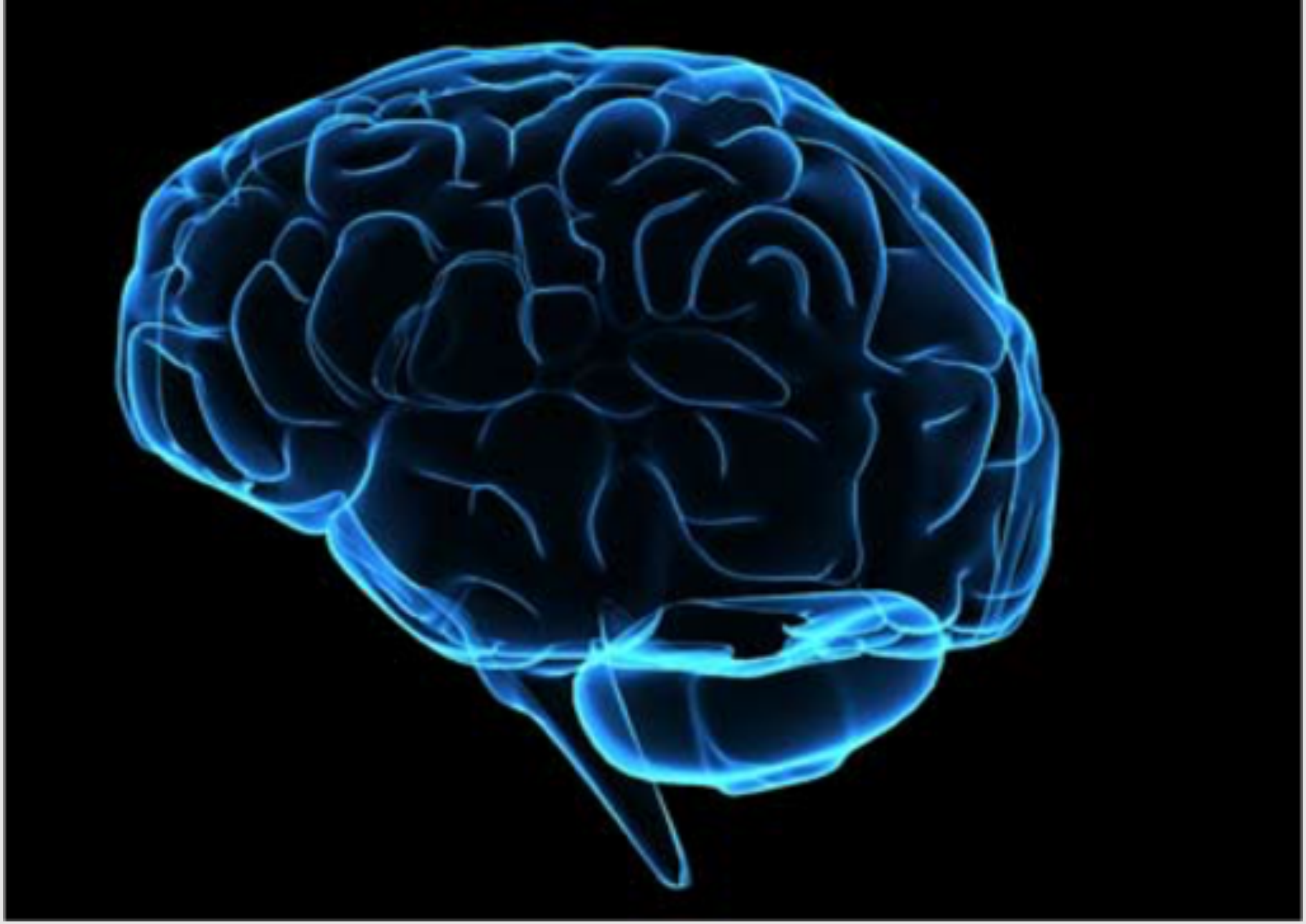
Areas of innovation
The Nightingale
Time to get serious about addressing the social, behavioural and environmental influences on health

COLLECTIVE
Intelligence



WATSON

amazon

DEEPMIND

LUTZ Pathfinder

WIKIPEDIA
English
español
Русский
Italiano
Português

ZOONIVERSE

850 feet
2nd Ave
E 6th St
St. Marks Pl
E 8th St
Astor Pl
Cooper Sq

Elements of Social and Collective Intelligence

- Observation and Data
- LIve models of the world
- Analysis and prediction
- Memory
- Motor coordination
- Empathy
- Creativity
- Judgement
- Wisdom

Home
UNDP Accelerator Labs
We're building the world's largest and fastest learning network around development challenges.
We're hiring people who are curious, persistent, and deeply committed to social change.
What if you joined us?
Who are we hiring?
Why are we doing this?

What can collective intelligence help you do?

understand problems

Generate contextualised insights, facts and information on the dynamics of a situation.

seek solutions

Find novel approaches or tested solutions from elsewhere. Or incentivise innovators to create new ways of tackling the problem.

Make decisions with, or informed by, collaborative input from a wide range of people and/or relevant experts.

decide and act

Monitor the implementation of initiatives by involving citizens in generating data, and share knowledge to improve the ability of others.

learn and adapt

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Understanding problems: Peta Bencana

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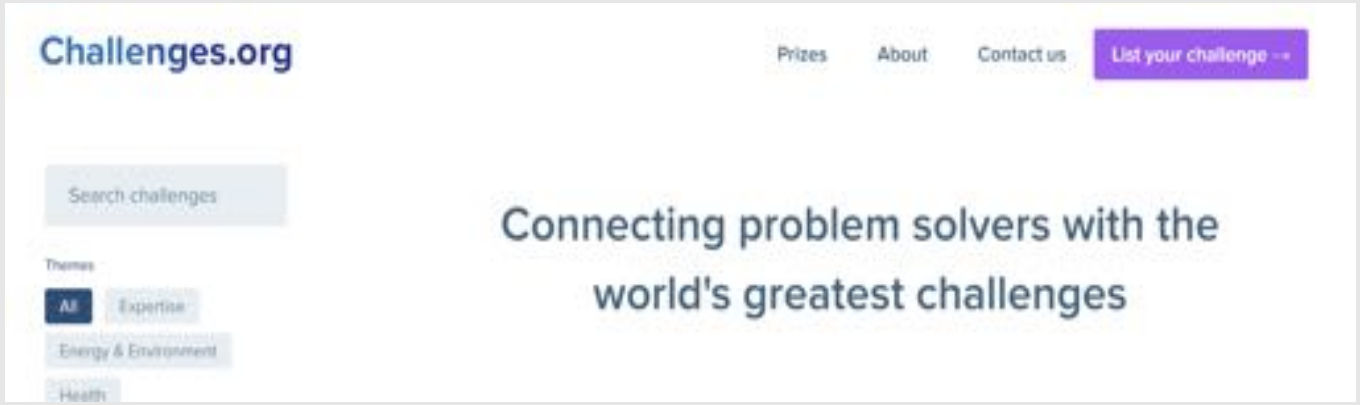
Seeking solutions: WeFarm

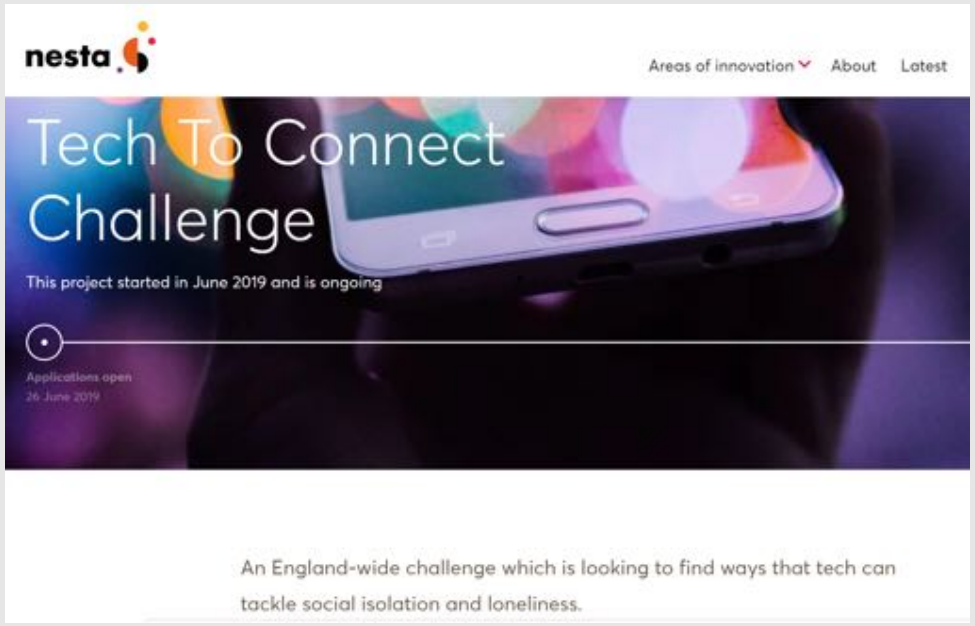
How Wefarm works is simple:

Rose's crop is suffering from a disease, so she sends a simple, free SMS to the local Wefarm number.

Her question is instantly posted online and sent to selected members of the Wefarm community via SMS.

Rose receives useful, relevant knowledge within minutes... without leaving her farm or having any access to internet.


Challenges.org
Prizes
About
Contact us
List your challenge →
Search challenges
Themes
All
Expertise
Energy & Environment
Health
Connecting problem solvers with the world's greatest challenges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Areas of innovation
About
Latest
Tech To Connect Challenge
This project started in June 2019 and is ongoing
Applications open
26 June 2019
An England-wide challenge which is looking to find ways that tech can tackle social isolation and loneliness.

Home
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Innovators
Judging
Media
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Three €50,000 prizes awarded by the European Commission for the most innovative projects designed to reduce plastic waste.
View this year's Winners
Browse the Alumni Network
CHALLENGING
Plastic Waste
European
Social Innovation

NASA

	Public prize/challenge programs			Other public crowdsourcing initiatives		Internal crowdsourcing program
	DREAM IT. MAKE IT. WIN IT.	NTL NASA Tournament Lab	INTERNATIONAL SPACE APPS CHALLENGE	CITIZEN SCIENCE	STUDENT CHALLENGES	NASA@WORK
Duration	Years	Months	Days/Weeks	Months	Months	Weeks
Awards	$100K+ to $Ms	$1K to $250K	Recognition	Recognition	Varies	Recognition
Products	Technology demos	Ideas, design, software	Software apps/tech concepts	Scientific observations and analysis	Design	Ideas, info
Who	US-led (to win prize)	Worldwide; US-led (COMPETES)	Worldwide	Worldwide	Students (US)	NASA
Authority	NASA prize authority	Procurement; COMPETES Act	Space Act	Amer. Innov. and Competitiveness Act	Space Act; grants & cooperative agreements	N/A

SOLVE

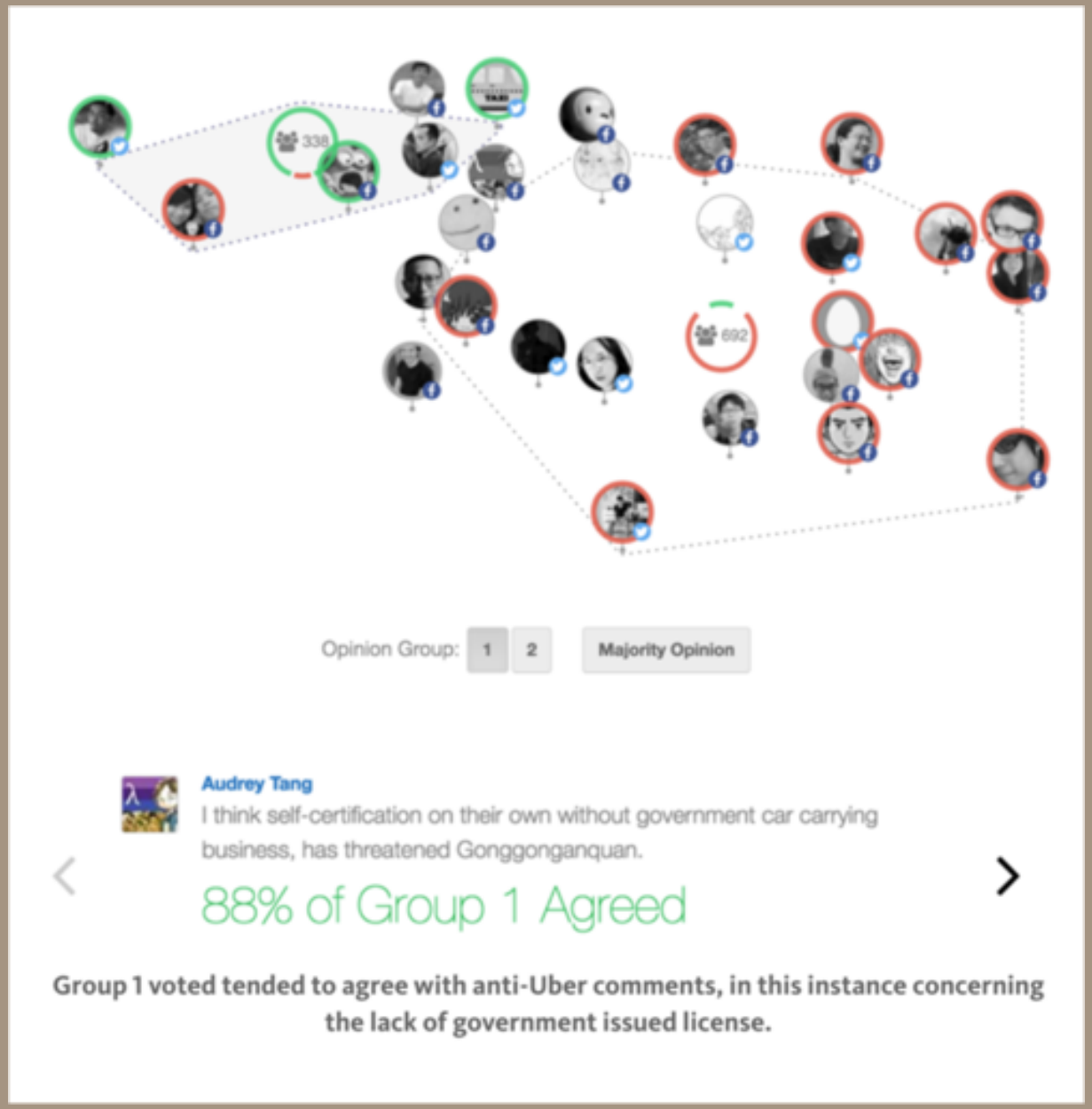
CELEBRATING 10 YEARS OF CROWDSOURCING AND CO-CREATION WITH LEGO® FANS

PUBLISHED ON
08 November 2018, 20:00 CET

DOWNLOADS

LEGO® Ideas – originally started as a playful experiment – has evolved into a global phenomenon of crowdsourcing user-driven innovation from LEGO adult fans

Decide & Act: VTaiwan



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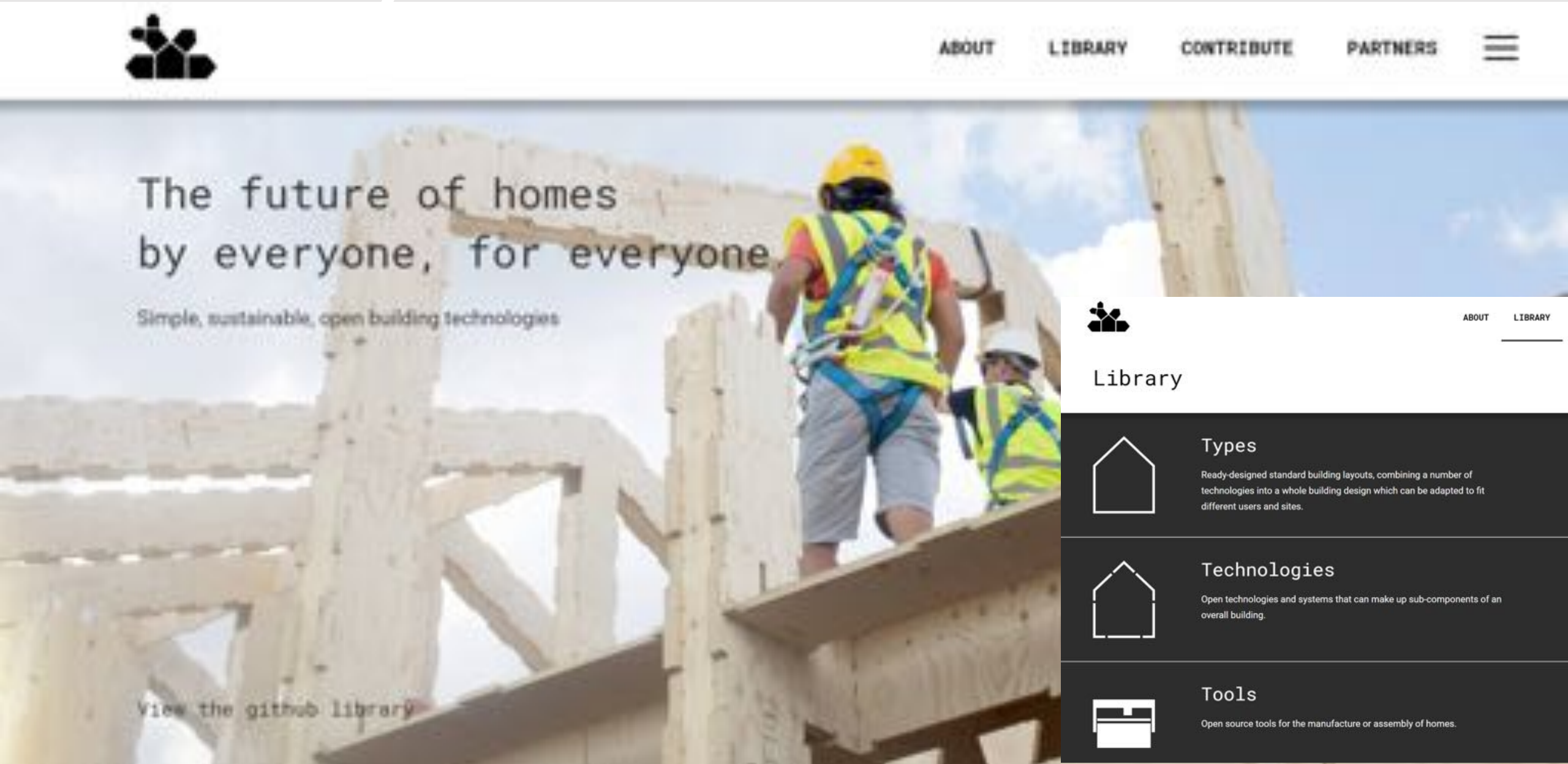
Memory


ABOUT
LIBRARY
CONTRIBUTE
PARTNERS
The future of homes
by everyone, for everyone
Simple, sustainable, open building technologies
View the github library
ABOUT
LIBRARY
Library
Types
Ready-designed standard building layouts, combining a number of technologies into a whole building design which can be adapted to fit different users and sites.
Technologies
Open technologies and systems that can make up sub-components of an overall building.
Tools
Open source tools for the manufacture or assembly of homes.

Empathy

~50%

~9%

~80%

Social innovation - saving lives through technology

GoodSAM is world's most **highly governed** and **technologically advanced** Smartphone *alerting* and *dispatching* system.

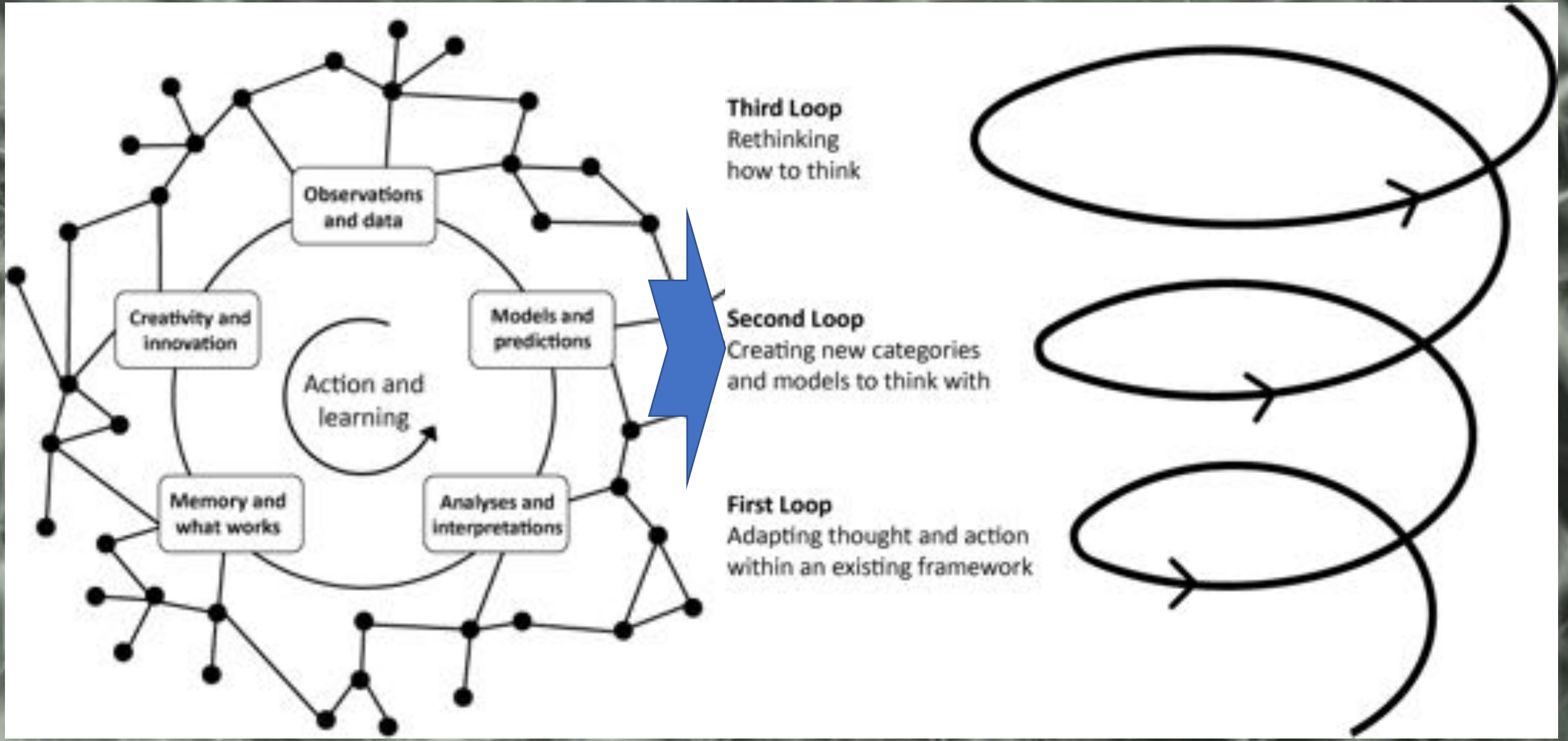
Global Reach

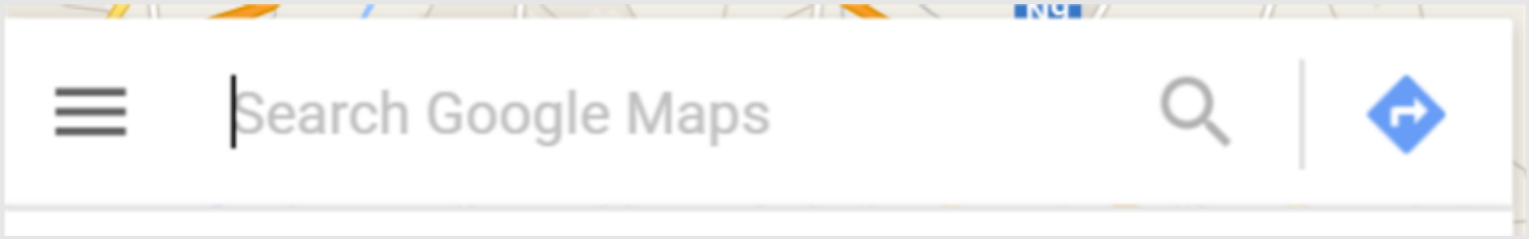
- Used in 30 Countries
- >50,000 responders

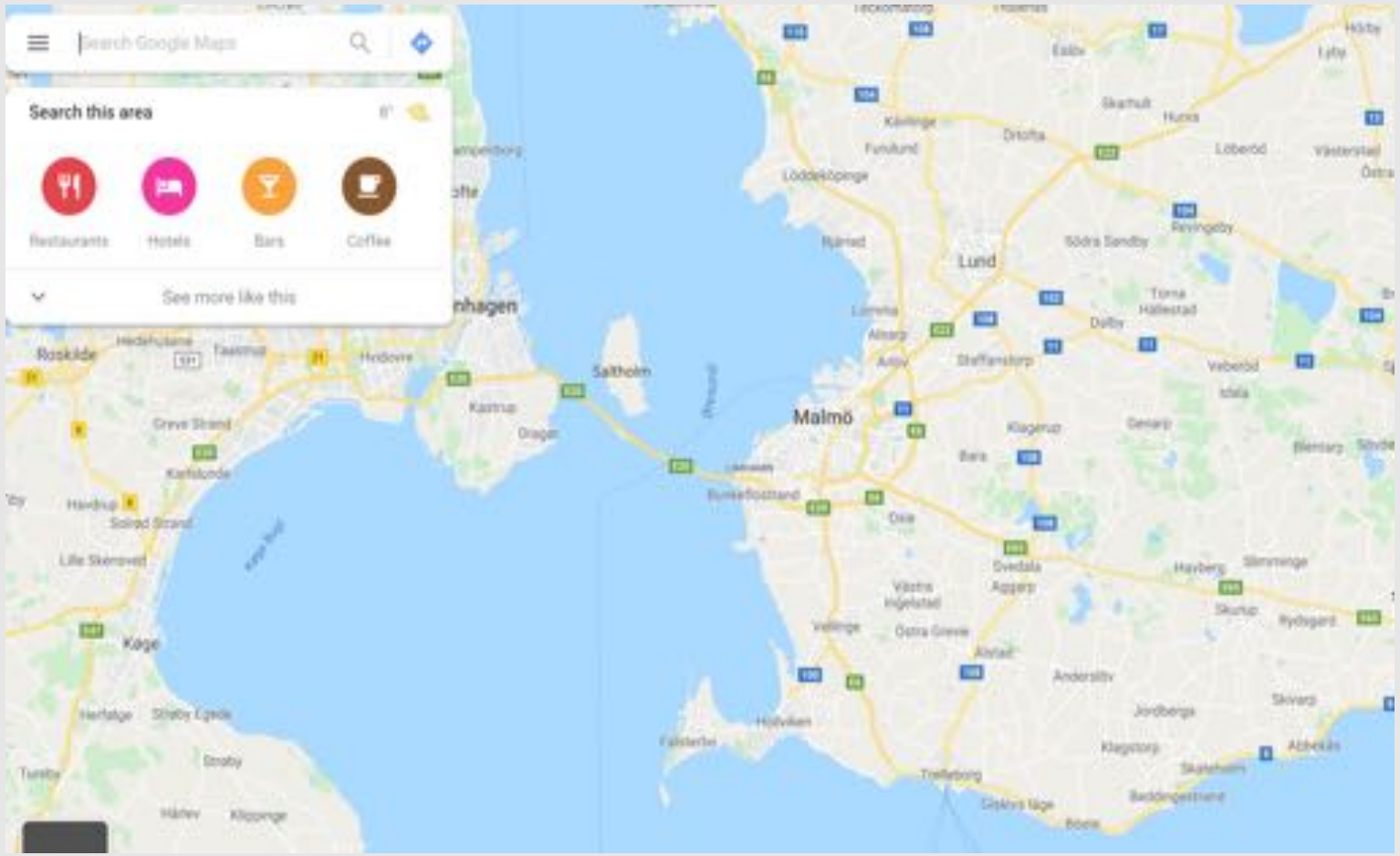
Worldwide Responders, June 2018

London Responders, June 2018

Intelligence Assemblies







Google Maps =

Google

+ Where 2 Technologies

+ Keyhole

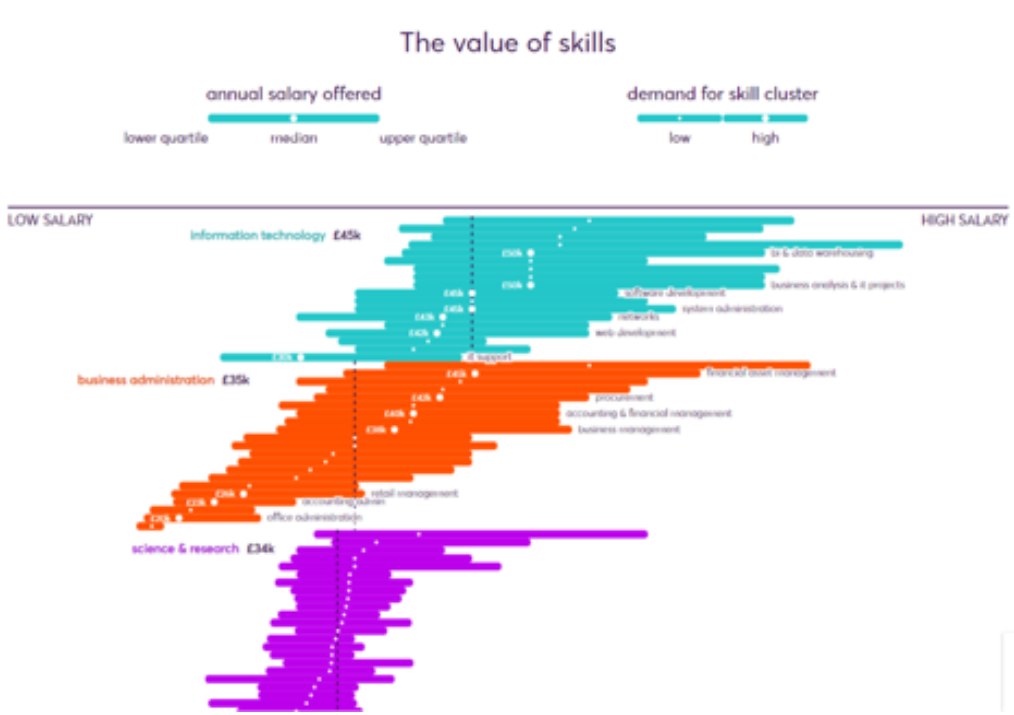
+ ZipDash

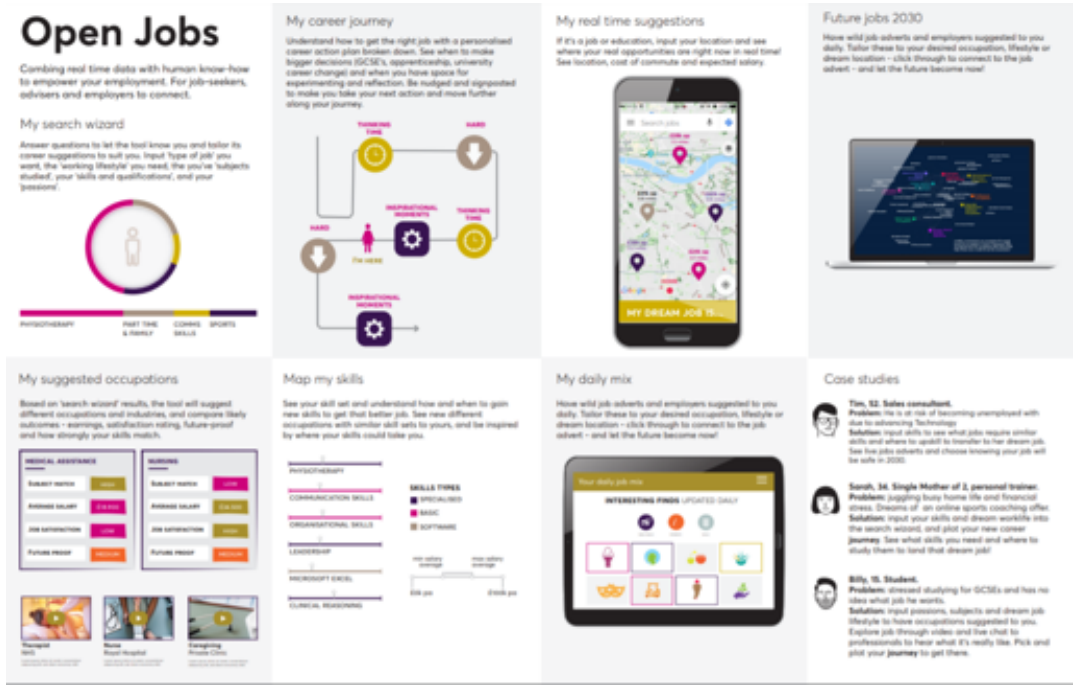
+ Google Maps API

+ Vutool

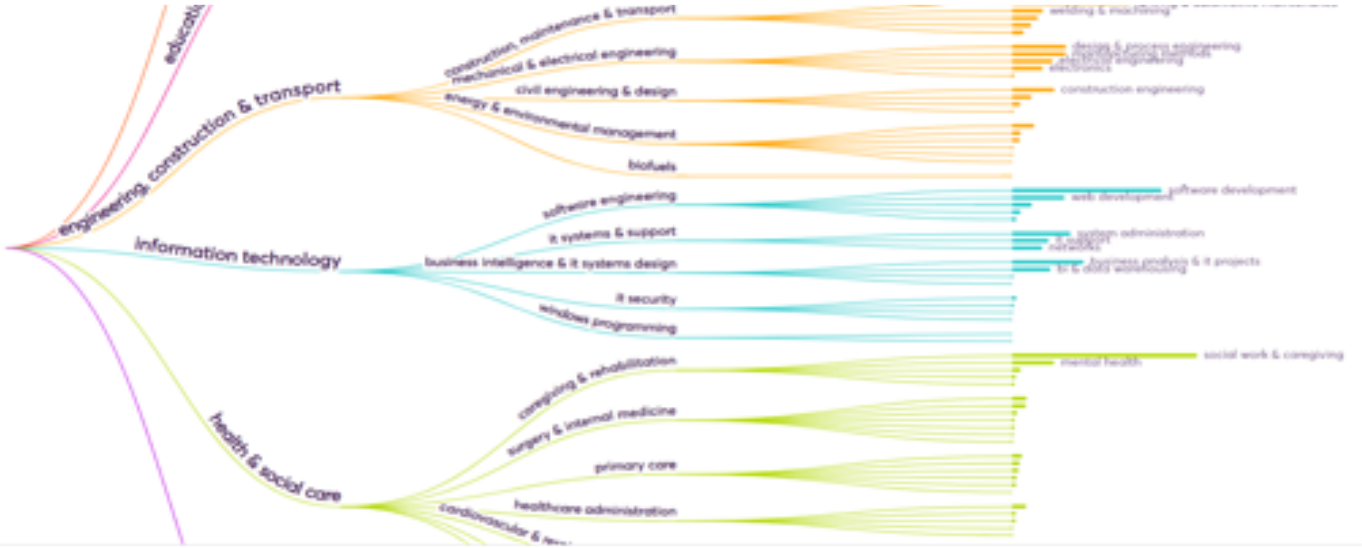
+ iPhone loading

+ Google Map Maker….

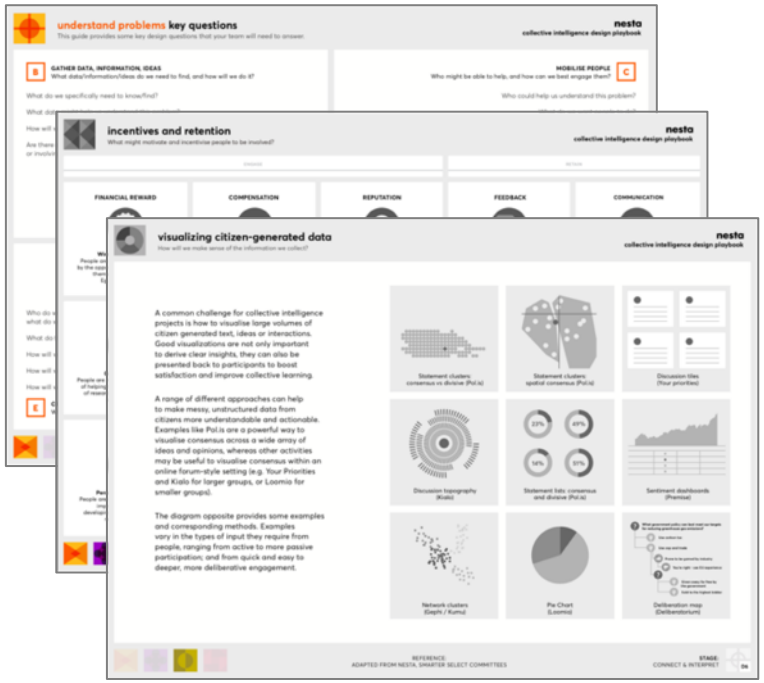

The value of skills
annual salary offered
lower quartile
median
upper quartile
demand for skill cluster
low
high
LOW SALARY
HIGH SALARY
information technology £45k
business administration £35k
science & research £34k
it & data warehousing
business analysis & it projects
software development
system administration
networks
web development
it support
financial asset management
procurement
accounting & financial management
business management
retail management
accounting admin
office administration


Open Jobs
Combing real time data with human know-how to empower your employment. For job-seekers, advisers and employers to connect.
My search wizard
My career journey
My real time suggestions
Future jobs 2030
My suggested occupations
Map my skills
My daily mix
Case studies

UK employment (total: 31 million)
More likely to grow
Percentage of workers whose occupations are...
likely to grow: 8%
likely to shrink: 21%
Secondary education teaching professionals
Primary & nursery education teaching professionals
Sales accounts & business development managers
Nurses
Production managers & directors in manufacturing
Kitchen & catering assistants
Care workers & home carers
Teaching assistants
Large goods vehicle drivers
Cleaners & domestics
Sales & retail assistants
Book-keepers, payroll managers & wages clerks
Other administrative occupations
Elementary storage occupations
Chance of growing*
Most likely to grow
Uncertain
Most likely to shrink
* as a % of the workforce
Occupations select one
Elementary Occupations
Process, Plant & Machine Operatives
Sales & Customer Service Occupations
Caring, Leisure & Other Service Occupations
Skilled Trades Occupations
Administrative & Secretarial Occupations
Associate Professional & Technical Occupations
Professional Occupations
Managers, Directors & Senior Officials


engineering, construction & transport
construction, maintenance & transport
mechanical & electrical engineering
civil engineering & design
energy & environmental management
biofuels
welding & machining
design & process engineering
electronics
construction engineering
information technology
software engineering
it systems & support
business intelligence & it systems design
it security
software development
web development
business analysis & it projects
health & social care
caregiving & rehabilitation
surgery & internal medicine
primary care
healthcare administration
social work & caregiving
mental health

the collective intelligence design playbook



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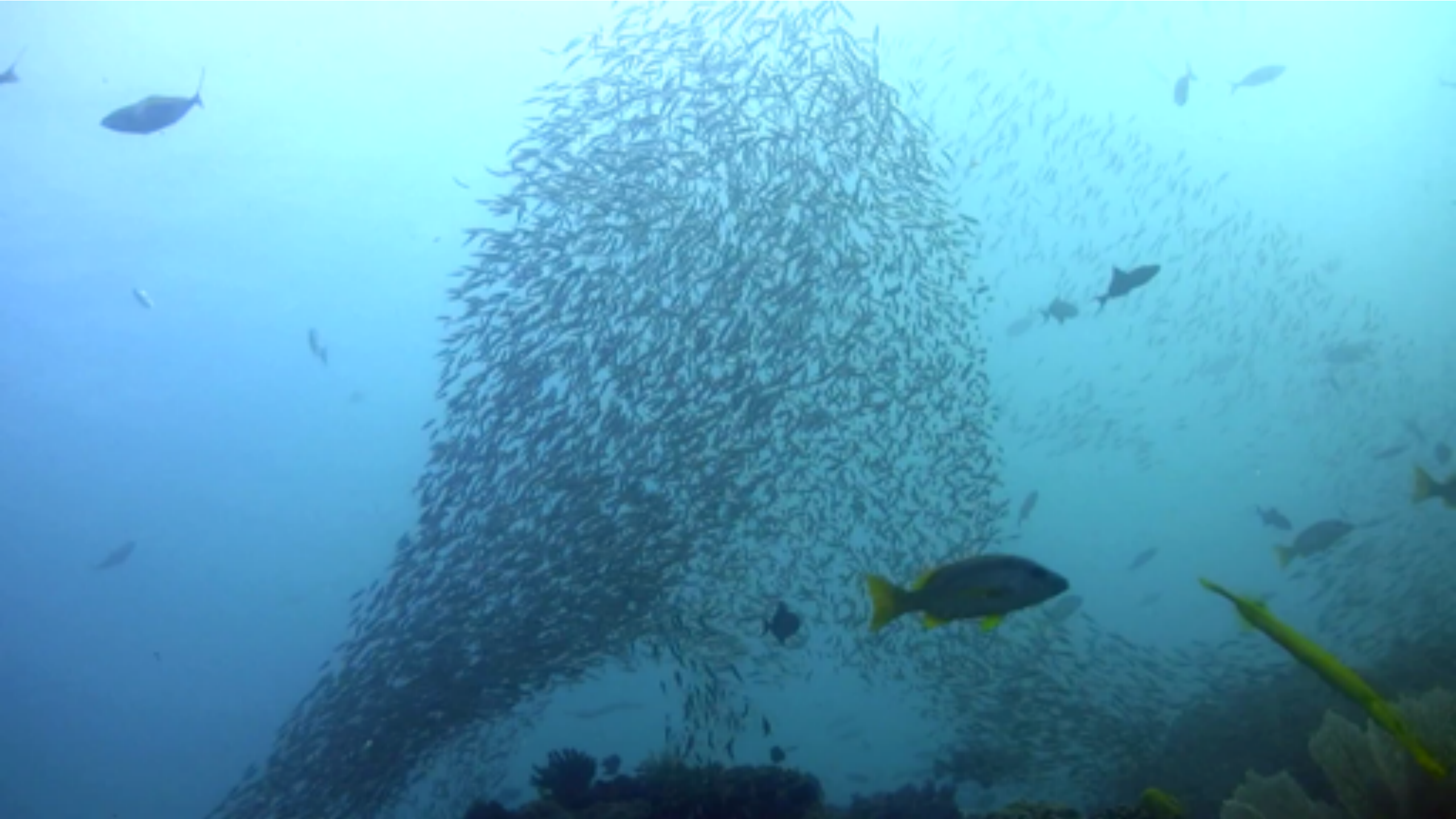
www.nesta.org.uk/cidplaybook



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