

Social Innovation Bites

Finance Lab Innovation & Entrepreneurship
Webinar, March 9th 2010.

Tamara Giltsoff

Hello



Abundance Partners is a strategic consulting group that believes

sustainability is the necessity that drives breakthrough innovation.

Our mission is to help clients find radical-enough responses to the epochal challenges of sustainability, resilience and wellbeing. We unlock the abundance of opportunity that comes in response to these challenges. And identify new markets and business models.

Abundancy Partners is a Strategic Consultancy and Think-Do Tank

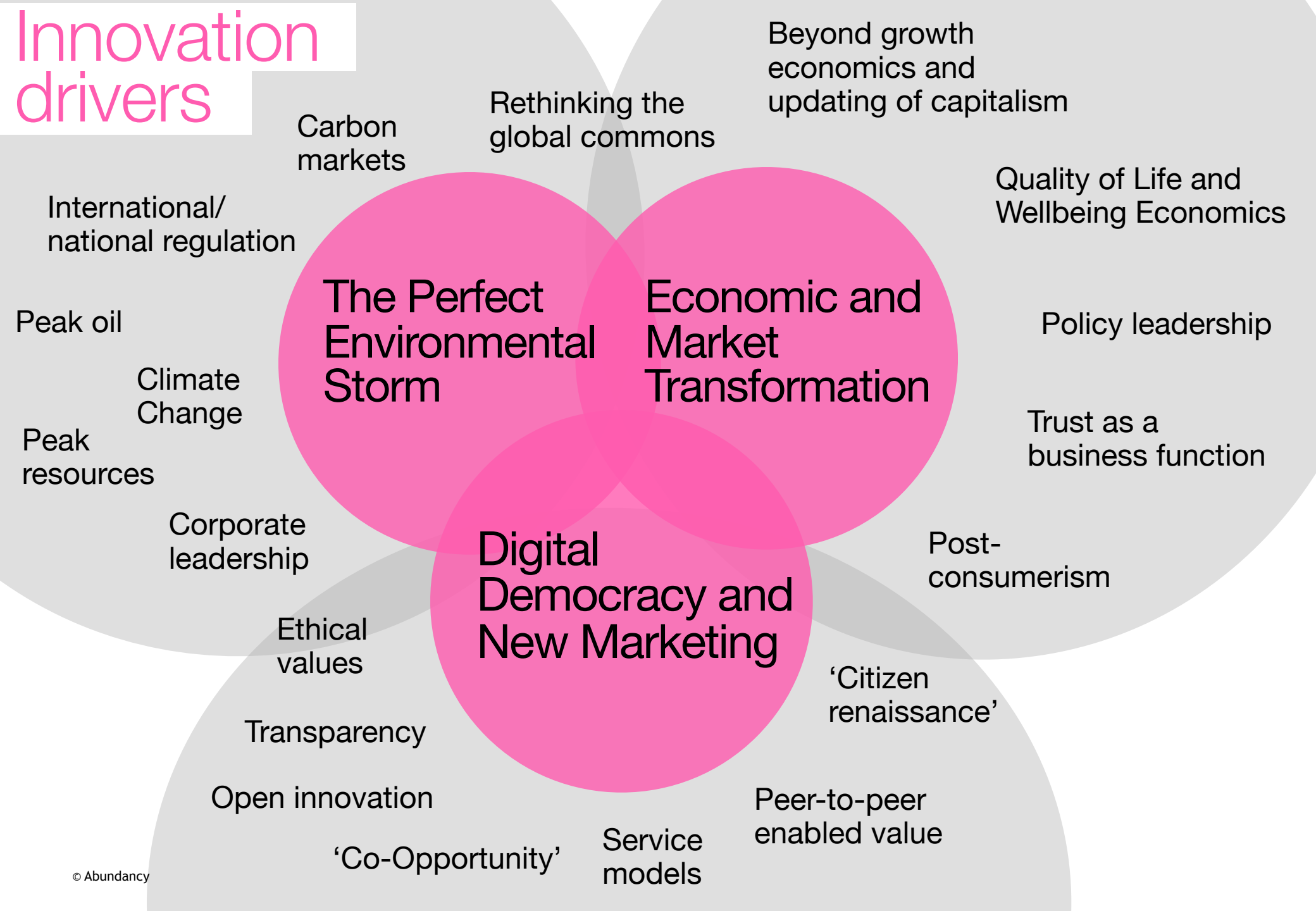


John Grant: co-founder St Luke's communications agency; author of five books including the award winning Green Marketing Manifesto, consultant to ACTONCO2, IKEA, innocent, Unilever. John's new book Co-opportunity (2010) is about sustainability and cooperation.

Tamara Giltsoff: former head of OZOLab (green ventures incubator in NYC), lead strategist at live|work (service innovation consulting); blogger for Treehugger, PSFK and Sustainable Life Media; named one of the '35 outstanding businesswomen under 35' by World Business.

Jules Peck: sustainability advisor to business, governments and NGOs, formerly director of the Conservative Party Quality of Life Group and global policy advisor at WWF; co-author of Citizen Renaissance and contributor to IPPR and Demos. Jules is a trustee of nef and a Fellow of ResPublica.

Innovation drivers



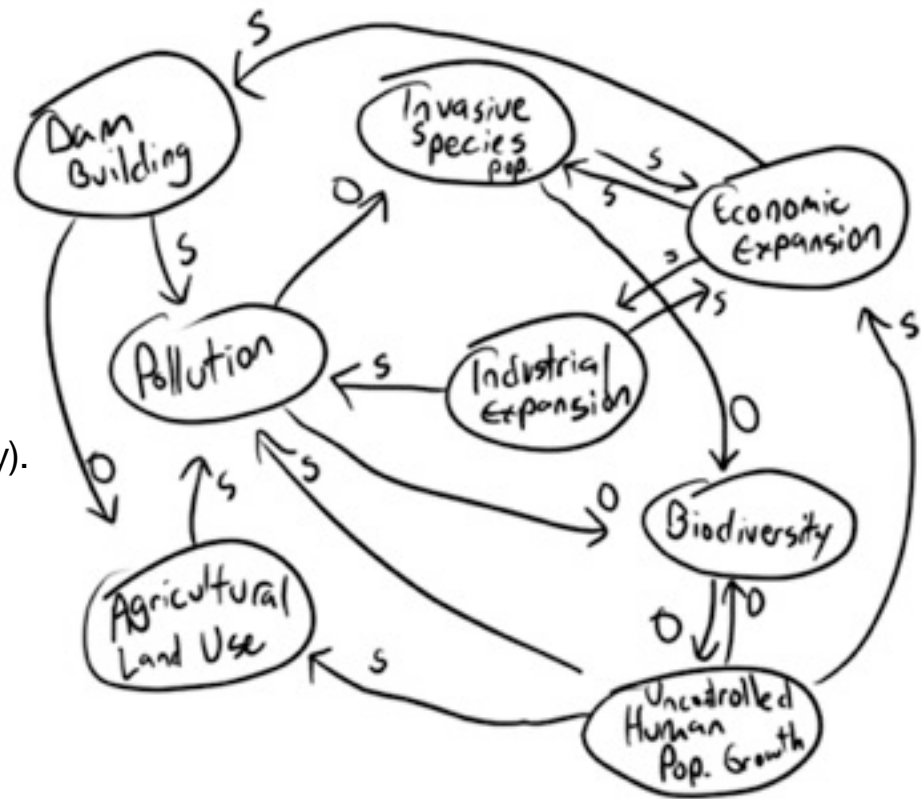
13 (social) innovation bites

**SYSTEMIC
CHANGE** THE ULTIMATE
GOAL OF SOCIAL
INNOVATION

(NESTA, The Open Book of Social Innovation)

1. Systems thinking

1. Work with the actors of the system.
- 1a. Add a designer.
2. Map the system; see the whole.
3. Understand the limits and issues (opportunity).
- 4. Intervene in the system.**
5. Notice, the (small) things going on.
6. Feedback. Iterate. Loop.



2.

Service paradigm

350 hours a year
having sex

420 looking for parking



Drive Zipcars
from \$9.50/hour

\$50 FREE DRIVING



[click here](#)

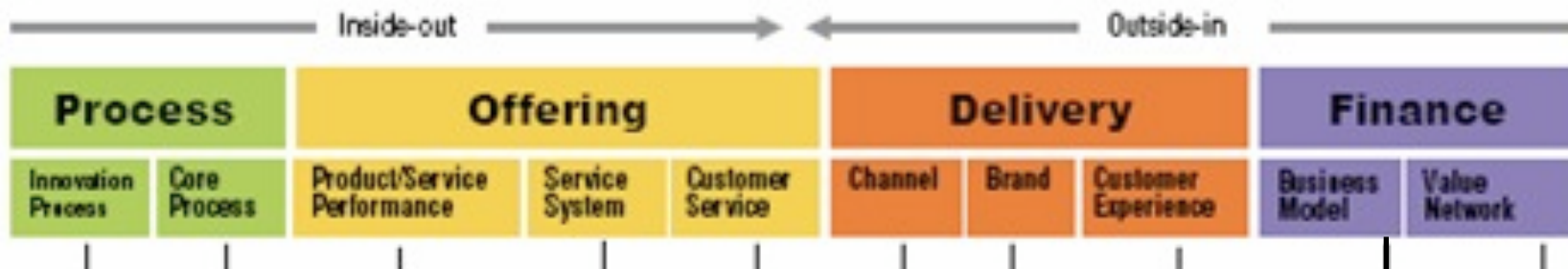
3.

Social opportunity



4.

Ten (or many) types



Larry Keeley, Dublin Group

5. “Love on
the factory floor”

(Ray Anderson)



6.

Experiential insights



7.

Open value, source,
innovation, space

Open Source Hydrogen Car



YouT

0:00 / 4:04





8.

Collaboration/
unlikely friendships

Davos: Nike and Partners Launch The GreenXchange

Posted by: Don Tapscott on January 27, 2010

I mentioned in an [earlier post](#) that Davos can be a catalyst for great ideas, and one example is the GreenXchange conceived by Nike. This morning Nike formally launched the Xchange at a CEO breakfast in Davos.

The venue was a conscripted hairdressing salon that was pressed into service by the Forum as a meeting space. We were like sardines. But the energy in the tiny room was high.

To recap: The Xchange is a Web-based marketplace where companies can collaborate and share intellectual property which can lead to new sustainability business models and innovation. ~~Companies already signed on. The Xchange is the first step in a journey towards companies that get on board, the faster we'll all make~~

In [Wikinomics](#) co-author Anthony Williams and I argued that we're living in a world where new approaches to collaboration enable new business models that empower companies to create better value for consumers. We said companies need a portfolio of intellectual property – some that they own and protect, some that they license and some that they share. The Green Xchange is all about achieving that.

Nike began this morning's announcement with a cool video that made it clear that sustainability is not an obligation, it's an opportunity. Companies can choose to be ahead of the curve or behind the times. The goal is to create an innovation community. No one is "giving away" their intellectual property; the exchange includes a licensing protocol.

"Nike is today committing to placing more the demonstrating our belief

PLANETARY SKIN

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WHAT IS THE PLANETARY SKIN R&D PROGRAM ?

THE CHALLENGE

"FLYING BLIND" IN A COMPLEX AND VOLATILE WORLD

The policies and actions that will help move the world to a low-carbon economy and address the large-scale risks associated with climate change are profound and far-reaching. They require many different individuals and groups to take between them a vast array of small and large decisions, every day. Today, those decisions are made with only partial knowledge of the possible options, benefits, costs, and risks. Decision-makers are, in essence, flying blind. Whether acting globally or locally, they lack a trusted decision information infrastructure for mitigation of, and adaptation to, climate change.

THE SOLUTION

CREATING A GLOBAL NERVOUS SYSTEM TO SENSE, PREDICT AND ACT

This lack implies that we need a new way to make collaboration possible. In many ways the solution lies literally at our fingertips. The skin that covers our bodies provides information from 'sensors' distributed throughout the body. Nerve endings in the skin gather sensory information and transmit it through the central nervous system for processing. The body responds with appropriate remedial action to regulate and adapt to change.

Planetary Skin can be thought of as a nervous system, covering the entire planet and providing a research and development platform for open collaboration between the public, private, academic and NGO sectors. It will collect data from space, airborne, maritime, terrestrial and people-based sensor networks and other sources of structured and unstructured data. It will model, predict, analyze and report in a standardized usable format over an open and adaptable cloud platform that is governed as a global public-good.

LATEST VIDEO



Planetary Skin Institute will research, develop and prototype an approach to provide near-to-real-time global monitoring of environmental conditions and changes. This will deliver the required decision support capabilities to manage global resources, risks and build environmental markets.

[VIEW FULLSIZE](#)

LATEST NEWS

NOVEMBER 12th 2009

[Planetary Skin R&D public private partnership chosen](#)

9. Reframing (‘generative scripts’)

(NESTA, The Open Book of Social Innovation)

**TAKE-
AWAY**

PAYG

P2P

**PATIENT
CAPITAL**

RENTAL

FAST FOOD

CURRENCY

**SELF-
MANAGE**

CSA

SHAREABLE

LOCALISE

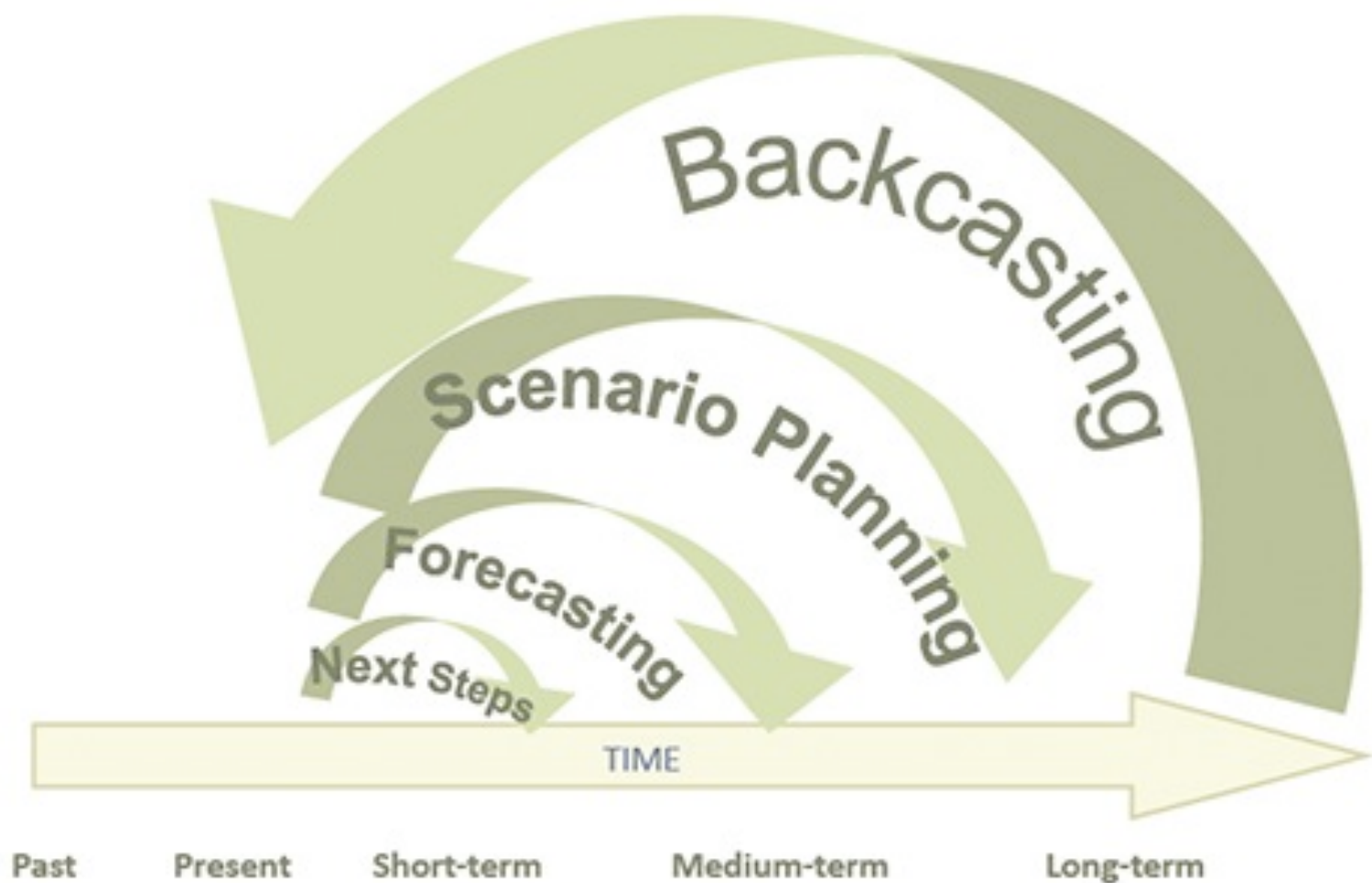
**MICRO-
GEN**

**BUILDING
SOCIETY**

CUSTOMISATION

CO-OP

10. Backcasting/ re-imagining



1 1 . Always in beta



12. Prototyping (evidencing)



13. Diversity



Tom Szaky,
TerraCycle



Ray Anderson,
Interface



Paulynn Cue
CCO, CMO of Unified Field Corporation

Notice things going on in the world.

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