

Social Innovation for Business:

Inspire others and Integrate

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A social innovation is any public or business initiative that supports people in their efforts to flourish and grow. Once you have tested your idea and found that it works - it meets a need, is inspirational, and creates partnerships - **what's next?**



Play around with a **Sustainable Business Model** (SBM) and think about the following:

- What's the core value proposition (CVP)?
- Can you resource it with money, time, energy, space, and support?
- The numbers don't work? Innovate until they do, without losing the CVP
- Is it an internal venture? Make sure you get the OK to go ahead

Do the research and integrate

- Explore more into *who* will benefit? How can you build on these insights?
- Consider how it inspires or makes connections with people
- Think about optimising the four returns: Inspirational, environmental, social, and financial. – In that order!
- Remember: money is the means not the end

Howdy pardner!

- With whom can you partner?
- Spread the word and meet people.
- You never know who might be interested in partnering with you!
- Sometimes an SI is a good opportunity to work with business partners in new ways.

