

# Social Innovation for Business: System Change



A social innovation is any public or business initiative that supports people in their efforts to flourish and grow.

## Changing the big system

Most current SI challenges come from big systemic problems in society and nature. Addressing these problems systemically is the ultimate goal of social innovation. Systemic change involves large scale forces.



**What can you (your community/organization) do with your SI to create system change:**

- Form progressive coalitions that bring together different partners.
- Organize community groups to create shared diagnoses and visions.
- Gather professionals and practitioners together to establish new community groups
- Make use of local government opportunities to build coalitions
- Empower the beneficiaries of your SI so they can advocate for change
- Establish an online platform that can support your SI partners

**Key challenges** - big can be stressful. Be careful with the human costs of going big. Leadership stresses in aiming for systemic change can cause disconnects and misunderstanding as the SI goals become more ambitious

## Systemic change – What role can you play?

- Expose your SI to social movements, business trends, and political environments
- Link your SI to a new infrastructure or IT process, e.g., app or podcast development
- Team your SI up with similar initiatives in either local or other countries - develop critical mass through collaborative initiatives
- Make the most of support agencies, government supports, and public financing options
- Partner with a large organizations and use their SI programs to amplify your impact
- See where, in the big system, your SI plays a role – then leverage that role by evolving what you do, shifting the value proposition to new groups, broadening the reach.