

Innovation, social innovation and digital social innovation: what is new?

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Innovation

Is a process

Is relational, mutual, collective

Often imagines as related to technology

- **Social innovation**
- Faces 'unmet' social needs
- Tackles general social problems
- Is 'social' in its ends, and its means
- EG: complementary currencies and natural disasters

1. Digital social Innovation

Should be social in its **premises** (since it can be designed much more than traditional social innovation processes)

DSI faces unmet social needs and tries to **solve general social problems** in terms of exclusion in communities, public services or businesses.

DSI relies and **exploits on a technological structure** that is decentralized and offers some leverage to rebalancing social and economic inequalities.

DSI stresses **and enhances the social, collective and relational dimension of innovation**

because

DSI could **preserve the link to the socio-institutional context** that can produce innovation while exploiting the decentralized structure

- **DSI is a social and political** construction because it is not simply technologically pushed or determined.
- It needs an institutional context that helps in configuring the way actors interact.
- DSI has a social dimension targeted to offer solutions to social problems, for example, enhancing trust, otherwise impossible.
- Trust should be the building block of a new system based on DSI

2. Why is the Manifesto important?

it **plays as one institutional element** that:

-sets the stage;

-**helps in defining the context** where the process and the output of DSI will happen.

It is important because It calls together individual actors that are social innovators but do not share a common network.

DSI manifesto **pushes the collective dimension of innovation**. It makes people **aware** of each other.

3. What is the Manifesto missing so far?

- **A gender perspective**
- It is necessary to better design both premises and ends of DSI
- Eg. To avoid the built-in gender bias in, for example, videogames
- E.g. To rethink transportation in cities bearing in mind that men and women do have different expectations in terms of safety
- Thus, contributing to social resilience and mutual trust, which are two objectives of DSI.