

# Community development & social innovation

## The innovation process METALOG



### Content:

- 1) Short introduction to the research project METALOG
- 2) 4 basic principles to set up a METALOG
- 3) The two new developed METALOG processes: *m<sup>iD</sup>* & *m<sup>CC</sup>*
- 4) Tools & instruments inside the METALOG
- 5) Chosen results out of the METALOG survey. Success & failure factors
- 6) Next steps & future prospects

# Proceeding & methods

2

1 2 3 4 5 6 7 8

Initial question of the METALOG survey (qualitative research)

→ How can we create processes to generate social innovations in an ideal way?

- participating observation
- continuous reflection with initiator & inventor -circle
- Expert interviews during the process

4)  
Investigate  
and monitor  
the process

1)  
Analysing  
preconditions  
to develop  
METALOG

- Theoretical basis (cooperation/innovation)
- Learn from similar concepts (success & failure factors)
- Expert interviews

- 4 METALOG-Processes
- 2 regions/ 2 different partners/ 2 different aims
- Coaching & moderation during the process

3) Test the  
prototype/  
bring actors  
together

2) Draw  
conclusions/  
develop the  
first  
prototype

- building „inventor circle“
- Finding initiator
- create a matched-up METALOG concept

# 4 basic principles in the METALOG approach

3

1 2 3 4 5 6 7 8

## **METALOG is based on varied approaches:**

e.g. Design Thinking | start-up research | innovation management | ...

METALOG uses four basic (success) principles

**1)**

Community development needs radical social innovations

(more than just improving existing systems)

**2)**

Radical innovation needs a special precondition

Intersectoral cooperation  
(strategic alliances between, industry, government and civil society)

→ Provoke dynamic friction at interfaces

**3)**

Social innovation can be promoted by

**Participation**

(involvement of citizens)

&

**Social**

**Entrepreneurship**  
(combines an interest in making a profit with the intention of doing something good for people)

**4)**

Radical innovation requires:

- Experiments
- Trial & error
- courage to try something new

→ Social Rapid Prototyping

# The two METALOG processes: $M^{iD}$ & $M^{CC}$

$M^{iD}$  inside of an organisation

4

$M^{CC}$  outside of an organisation

## Aims

- **motivate employees for civil engagement**
- generate **innovative ideas** for (extern) **social entrepreneurs**
- Consulting & **promotion** for SE

## Setting

- **2 bar camps** (marketplace)
- 1 rapid **prototyping process** (to test the ideas)
- **participants** (employees) sees themselves as **social consultants**
- **lean process** all in all (2 month)

## Instruments

- **Walking Invitation Card**
- multisectoral innovation process (based on „**design thinking**“)
- **early rapid prototyping**
- **New-media** based communication

## Aims

- **motivate citizens for civil engagement** in their own districts
- **generate innovative ideas** to solve „their own“ challenges
- **Empower participants** by using the SE approach (increase their ability to act)

## Setting

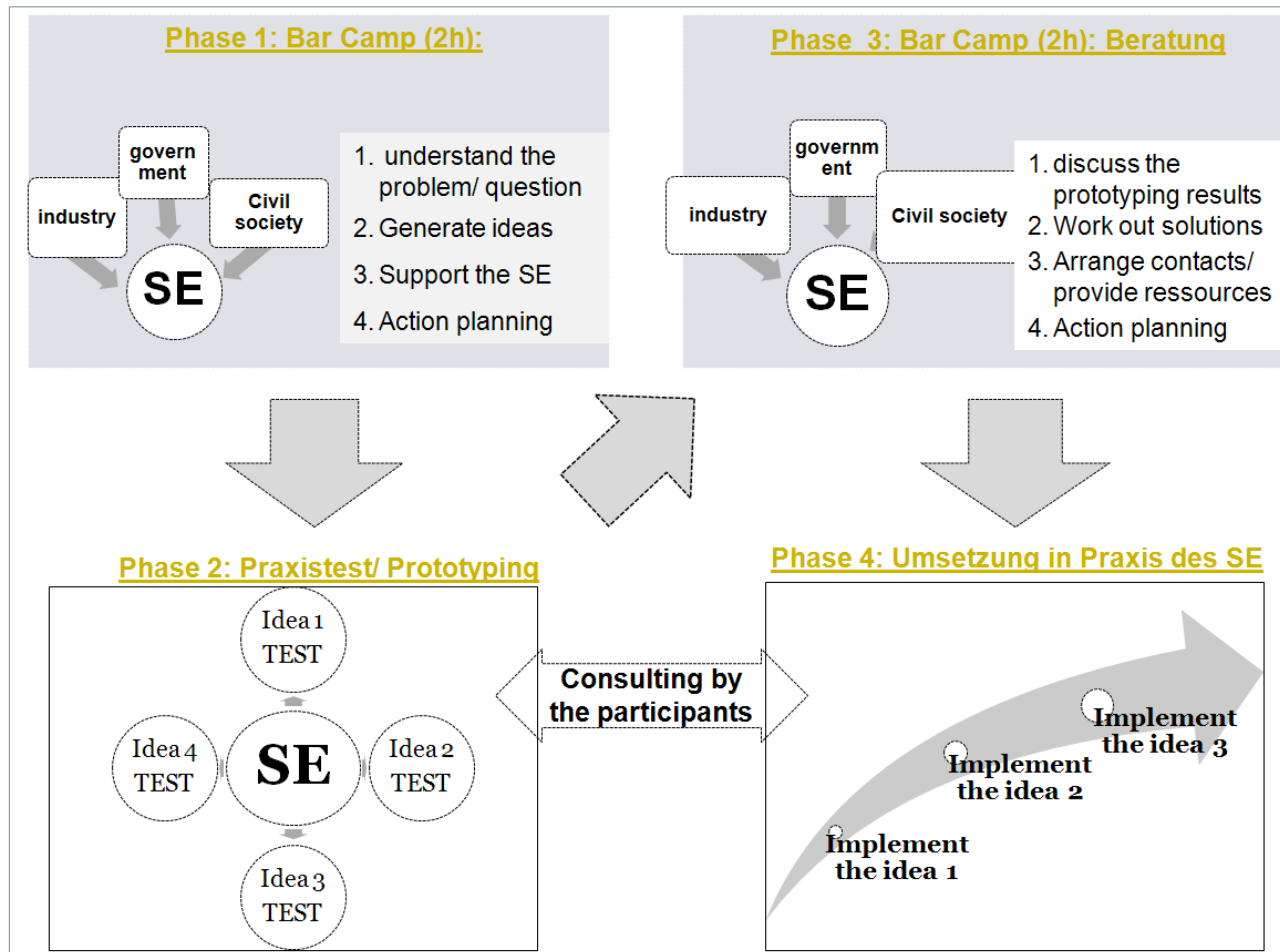
- **2 innovation marketplace's**
- multisectoral innovation process
- „**1 Day off**“ (reflect best ideas in private environment)
- **Team founding** & „start-up support“ (peer level & expert level)

## Instruments

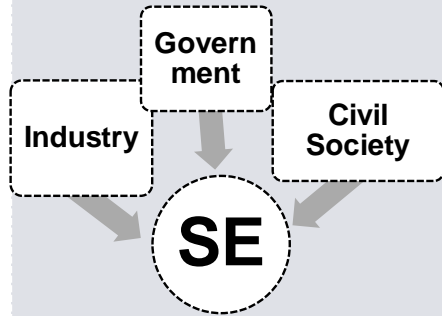
- Generating ideas: **WorldCafe/ creativity techniques/ ...**
- Realizing ideas: **Mentoring/ microcredits/ specialist counselling**

# The M<sup>CC</sup> Process at a glance

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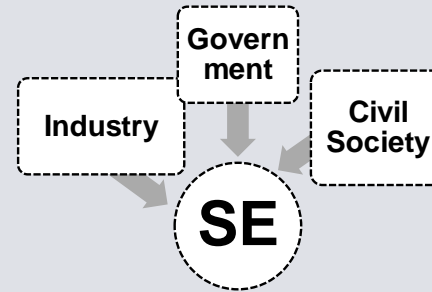


### Phase 1: Bar Camp No. 1 (120 min):

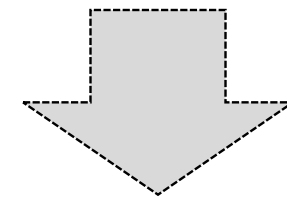
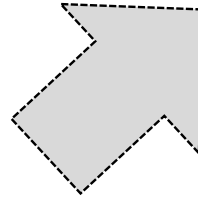
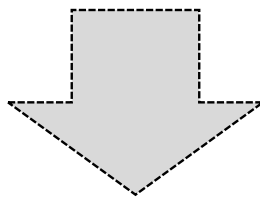


1. understand the problem/ question
2. Generate ideas
3. Support the SE
4. Action planning

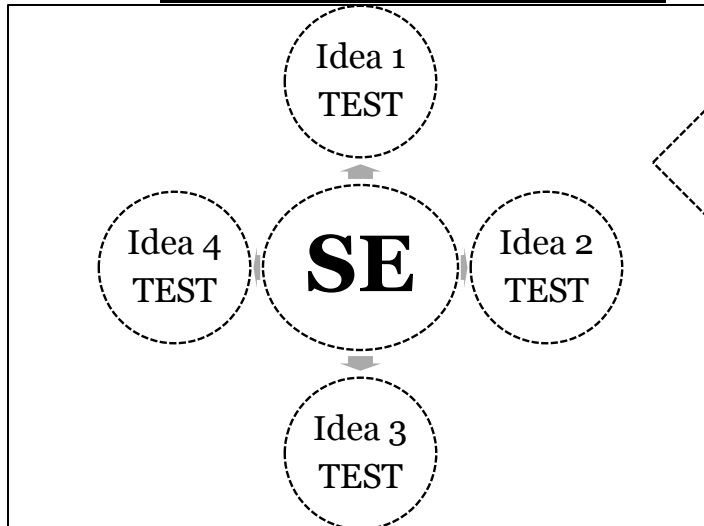
### Phase 1: Bar Camp No. 2 (120 min):



1. discuss the prototyping results
2. Work out solutions
3. Arrange contacts/ provide resources
4. Action planning

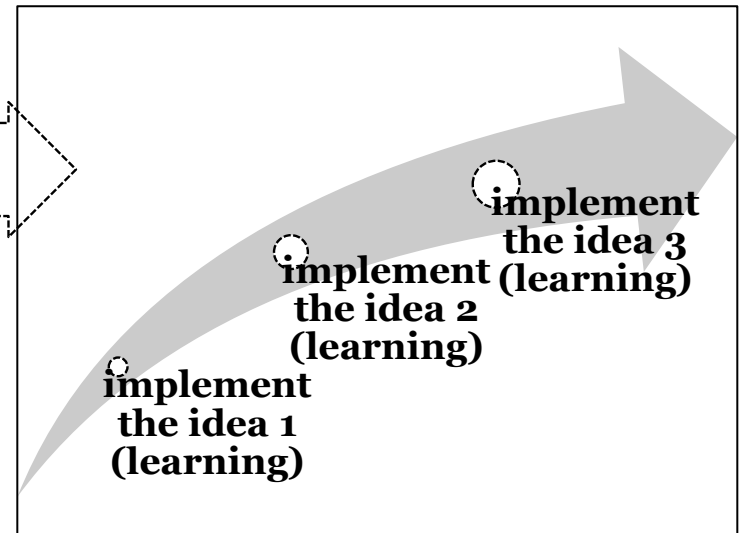


### Phase 2: rapid prototyping



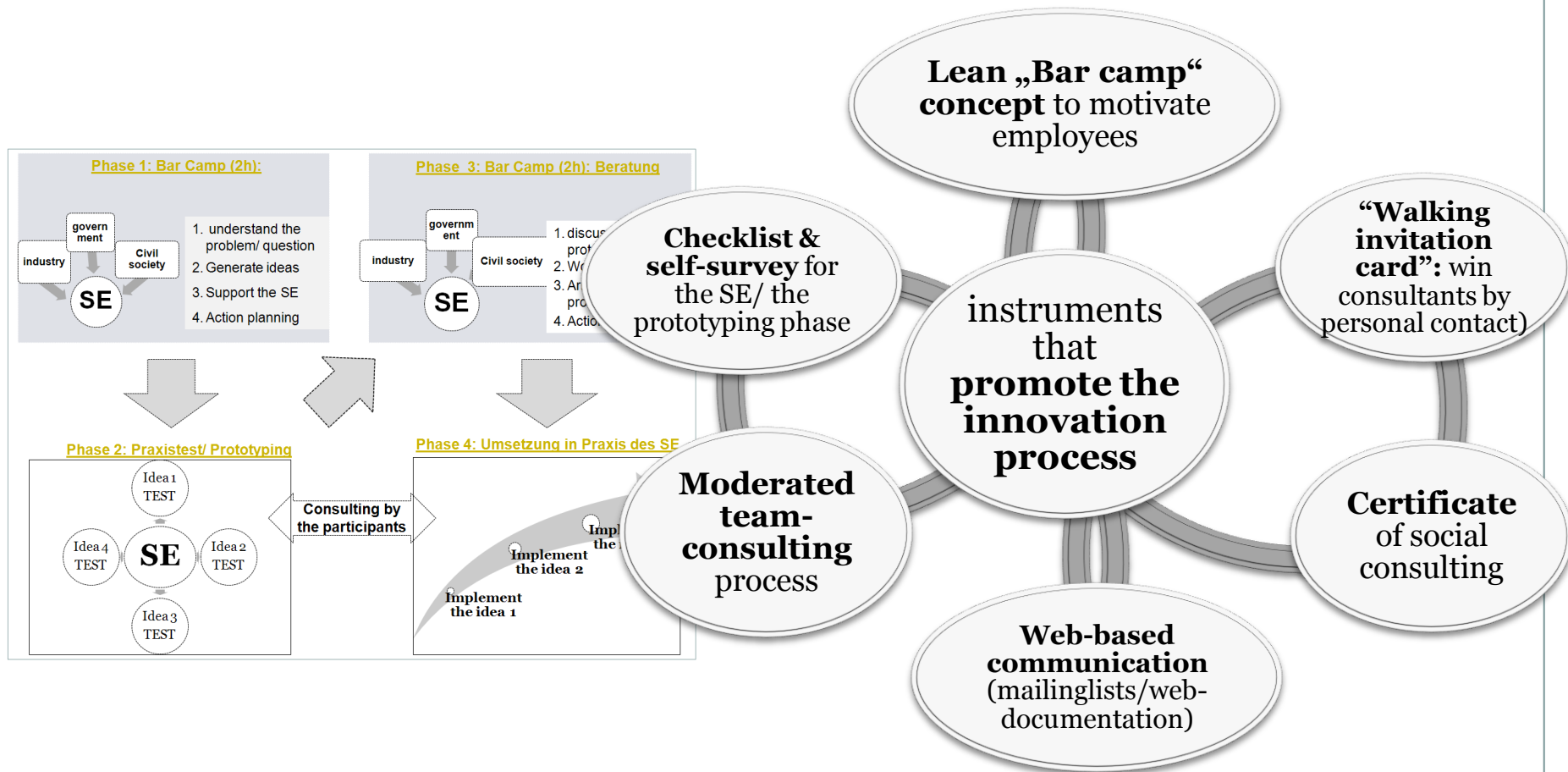
Consulting by the participants

### Phase 4: practical implementation



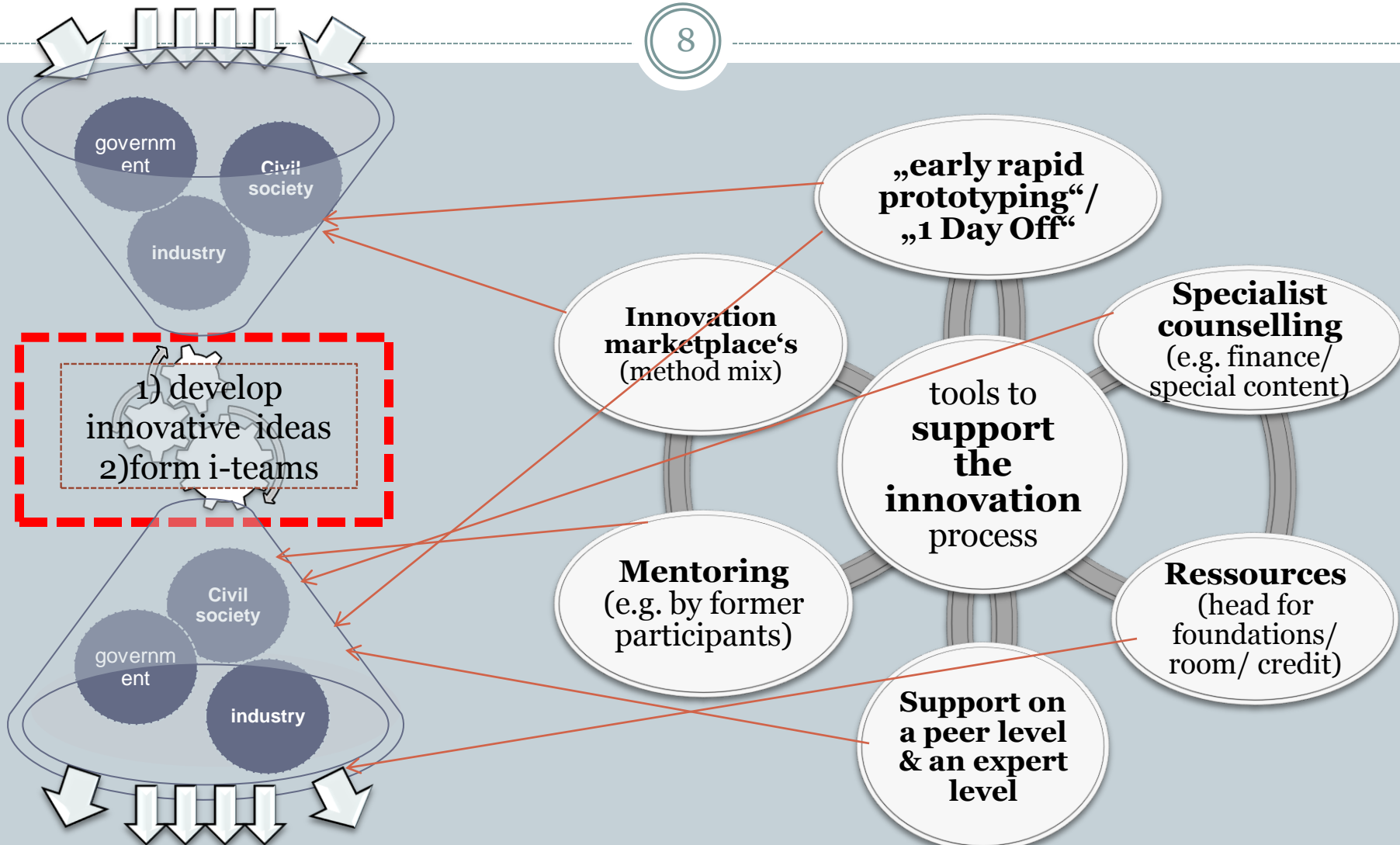
# The M<sup>CC</sup> Process at a glance

7



# The M<sup>iD</sup> process at a glance

8



# Chosen results out of the METALOG Survey

## Success & failure factors

9

### encourage people to participate – by...

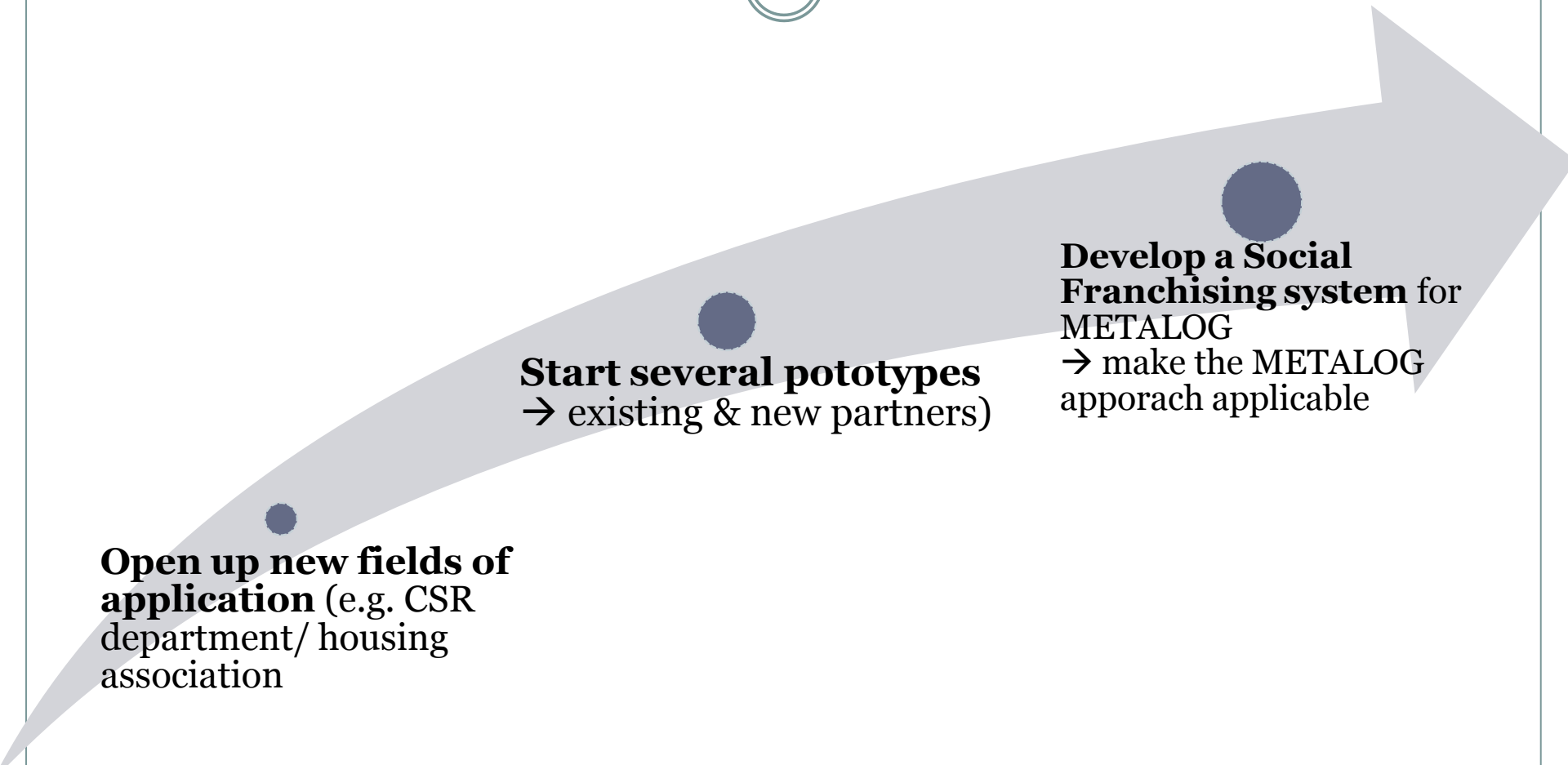
- **...by esteem**  
→ for their expertise as a citizen; their experience; their engagement)
- **...by personal identification**  
→ with their district development; with the I-Team (neighbours); etc)
- **...by acting in founding teams**  
→ increase their ability to act
- **...by acting near the job**  
→ includes professional expertise
- **...by personal recommendation**  
→ semi-closed access to process
- **by lean & attractive setting**  
→ low-threshold setting/ participation without obligation

### Bring innovative ideas into life – by...

- ...by using **methodical mixture** in all marketplaces (out of innovation management, start-up research/creativity, interactive & dialogical techniques)
- ...by **develop & realize all innovations from a single source** (the whole I-Team) independent / responsible
- ...of course by **multisectoral development of ideas and concepts** equal participation/ level of individuals (not organisations)
- ... by **focussing on radical** (not incremental) **innovation** right at the start (requires no special previous knowledge)

# Next steps & future prospects

10



**Open up new fields of application** (e.g. CSR department/ housing association)

**Start several pototypes**  
→ existing & new partners)

**Develop a Social Franchising system** for METALOG  
→ make the METALOG approach applicable

Thank you very much for your attention