



# Workshop 'Social Innovation & Workplace Innovation'

*"Social Innovation 2015: Pathways to Social Change - Research, policies and practices in European and global perspectives"*

*on 18-19 November 2015  
in Vienna, Austria*

*"Pathways to Social Change" is organized  
by TRANSIT, SI-DRIVE and Net4Society  
in collaboration with  
CRESSI and SIMPACT*



Session Chair: Peter Oeij (SI-Drive, TNO Netherlands)  
co-organisers Steven Dhondt & Paul Preenen (SI-Drive, Simpact – TNO)  
November 18, 14.30-15.30, room "Business Stage 4.1"  
TechGate, Donau-City-Straße 1, Vienna, Austria



# Programme

14.00-14.15      1. Introduction  
**Peter Oeij** (TNO, Leiden, Netherlands).

14.15-14.30      2. Getting the right people to innovate  
**Katharina Lochner** (cut-e GmbH, Hamburg, Germany) & Achim Preuss (cut-e GmbH, Hamburg, Germany)


14.30-14.45      3. Social Innovation and Employment Services  
Ka Lin (Professor, Zhejiang University, Hangzhou, China) & **Longfei Yi**, presenter (Zhejiang University, Hangzhou, China)

14.45-15.00      4. Social innovation via IT companies; the case of Dream Oval  
Henry Sampson (DreamOval and DreamOval Foundation, Accra, Ghana) & **Deborah Akuoko** (DreamOval Foundation, and student at GIMPA, Ghana Institute of Management and Public Administration, Accra, Ghana).

15.00-15.15      5. Challenging workers beyond their normal boundaries  
**Audrey Chia** (NUS Business School and Saw Swee Hock School of Public Health, National University of Singapore) & Lim Yee Wei (NUS Business School and Saw Swee Hock School of Public Health, National University of Singapore).

15.15-15.30      6. Leaders enabling workplace innovation bottom-up  
**Peter Totterdill** (Chief Executive of UK Work Organisation Network (UK WON), Director Workplace Innovation Limited, Professor Kingston University London, London, UK) & Rosemary Exton (Director UK WON and Workplace Innovation Limited, London, UK)


## Eurofound Report



**Eurofound** Workplace innovation in European companies

**3<sup>rd</sup> European Company Survey**

**51 case studies of companies that apply workplace innovation in 10 EU countries**



## Special Issue (forthcoming)



## *In: World Review of Entrepreneurship, Management and Sustainable Development, Vol 12, Issue 1, 2016*



Special Issue of 'World Review of Entrepreneurship, Management and Sustainable Development' (in press, forthcoming 2016)

### **WORKPLACE INNOVATION – SOCIAL INNOVATION SHAPING WORK ORGANISATION AND WORKING LIFE**

#### Guest Editors

#### **Professor Jürgen Howaldt**

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#### **Peter R.A. Oeij**

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<http://www.eurofound.europa.eu/publications/report/2015/working-conditions/third-european-company-survey-workplace-innovation-in-european-companies>



## MAIN FINDINGS

- companies apply different roads to achieve workplace innovation
- the 'best' companies have an atmosphere of high agreement among management, employees and employee representatives
- adoption & implementation of workplace innovation practices shows strong cooperation and dialogue
- both performance and quality of work are improved as a consequence

## **Issue that presenters will address: Social innovation applied to workplaces**

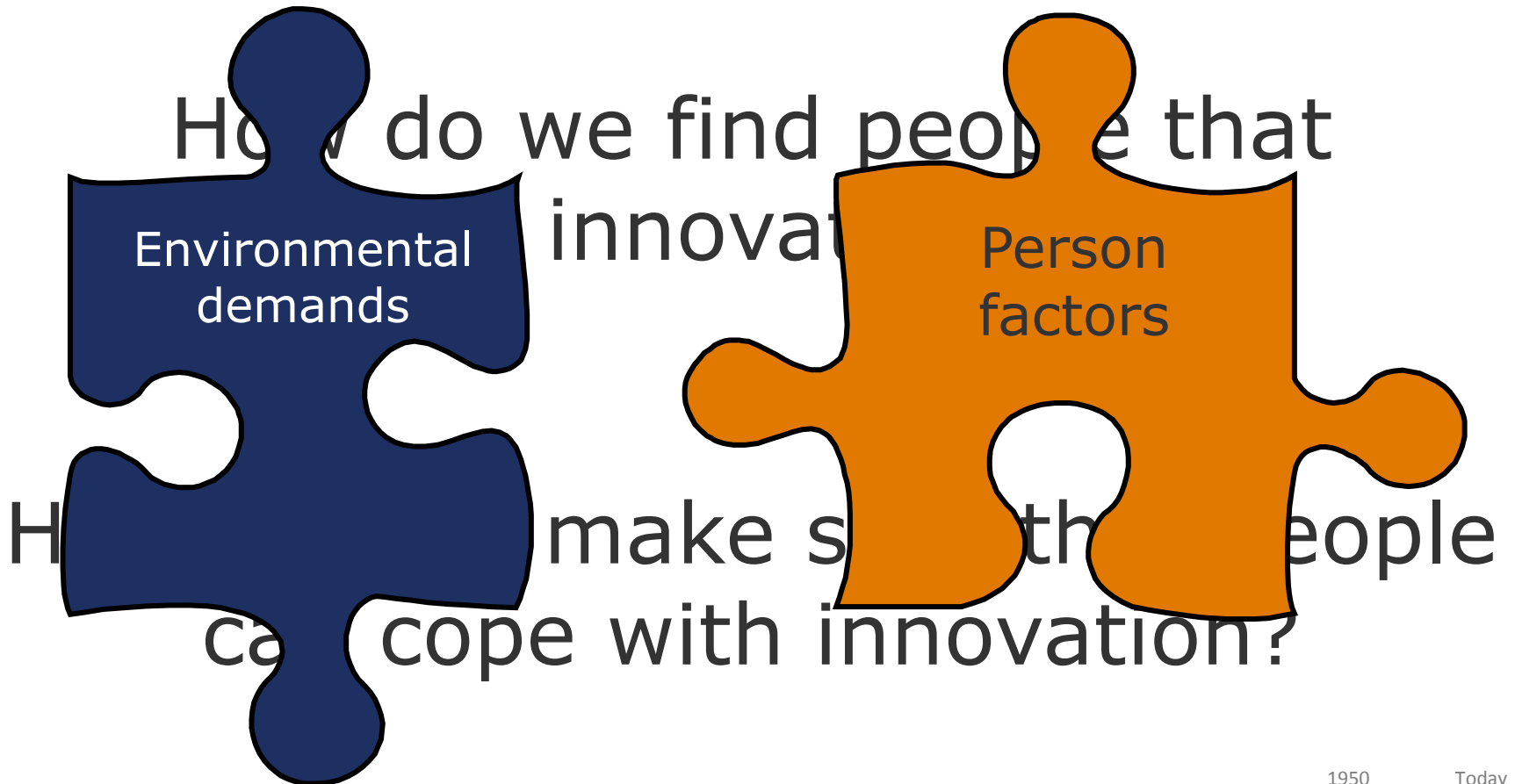
- 1] How can we design workplace innovation in such a way that this will enhance the capabilities of both the employees (and employee representatives) and the (innovative) capability of the work organization?
- 2] How can employees play a role in designing such workplaces?
- 3] How can organizations and employees be supported to develop workplace innovation?
- 4] How can we link workplace innovation within organizations with social innovation in the environment of organizations?

**Getting the right people to innovate**

**Katharina Lochner**  
**(cut-e GmbH, Hamburg, Germany)**

Open Hyperlink:

<https://www.dropbox.com/sh/a629d3pthug1dd/AABCIZAcRICOq-p9leZIIUWaa?dl=0>





# **Social Innovation and Employment Services**

**Longfei Yi**

**Zhejiang University, Hangzhou, China**

- **Case 1: Sailing Project** This project is set up by Zhejiang Youth Entrepreneurship Fund, founded by Youth League of Zhejiang Province, is a kind of project to encourage innovation, which is helping the youth start a business and helping them to obtain a job by the fund support, the skill training, the information service, the policy coordination and the social supporting.



扬帆工程

- **Case 2: Entrepreneurship Beehive Project** This program is set up by Zhedawangxin Company together with the International College of Innovation, Zhejiang College of Young entrepreneur, etc. The company runs this program with cheap housing rent, but offers a good condition of facilities and equipment.



- **Case 3: Xiezhi Hotel Project** This project is set up for the university graduates who are usually lack of working experience. In this background, this hotel applied a concept of “job-search + accommodation + human resource service”. Through occupational training scheme it becomes an platform of information exchange, making graduates to get guidance from professionals, make people from outside to learn better about the labor market in Hangzhou, and achieve a job in a short time.



- **Sailing Project:** the use of government incentives and programmes to create more employment opportunities in rural areas
- **Honeycomb Project:** the use of business model to facility the entrepreneurship (encouraging people to start their own business and make innovations)
- **Xiezhì Project:** the use of social enterprises in solving the employment problem



- **Implications for employment service and policy:**

1. Employment policy should be coordinated with the economic policy
2. Employment service should be based on the social reality
3. Employment service should be focus on the long-term policy outcomes (Help people to help themselves)
4. The main body of employment service should be diversified (governmental agents-social organizations-markets)



**Making life simple through  
innovation**

**Deborah Akuoko**

**DreamOval Limited, Accra, Ghana**

## Who we are

Motivated young ambassadors of change and simplifying life with technology

Social Innovators; making life simple for society

Software development company

## What we have done

iTeach - Discussed in abstract

Slydepay (Fintech innovation)

MOTECH application  
(Telemedicine)

Cocoa Link

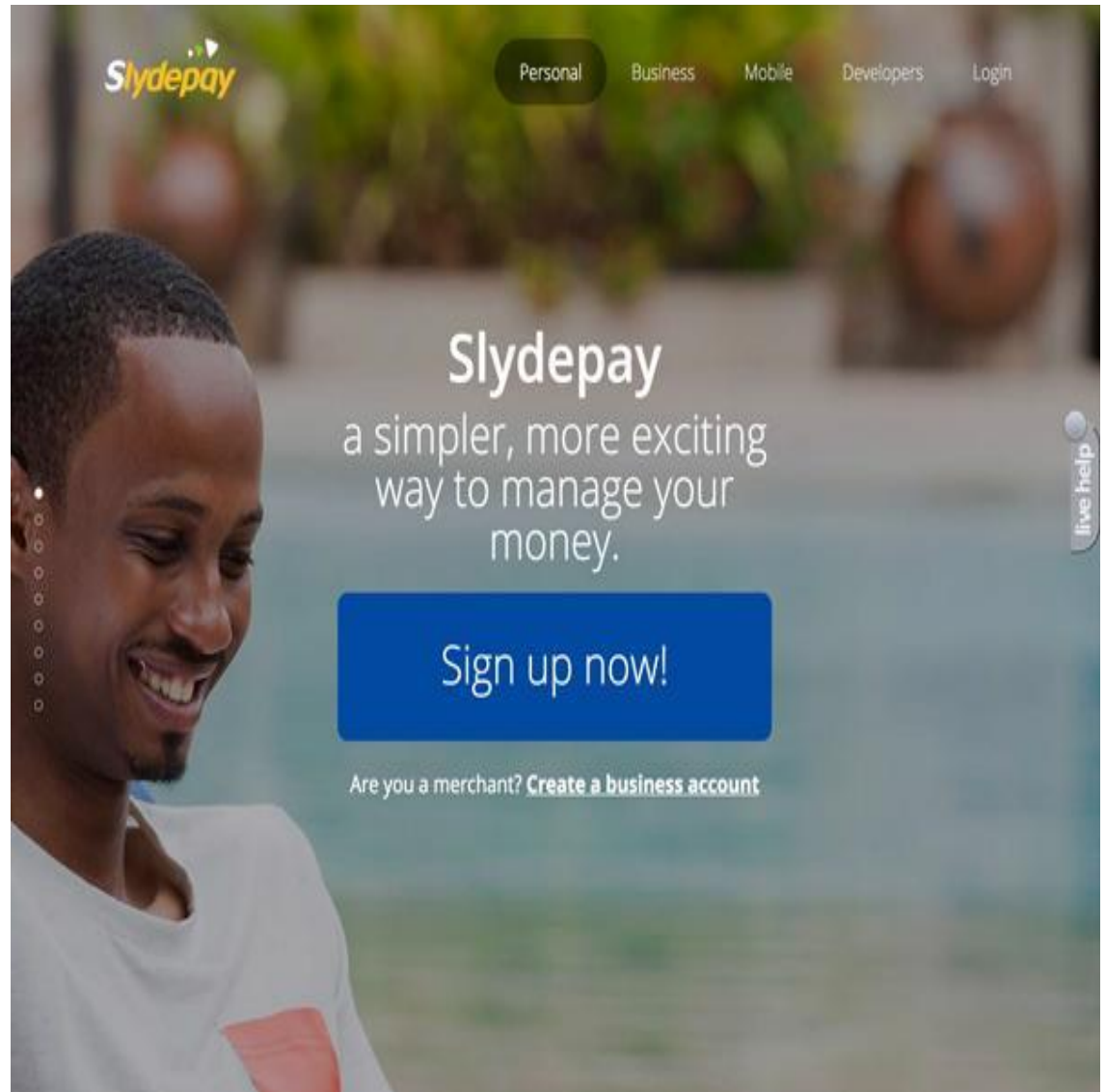


# Slydepay

## Fintech Innovation

online payment  
system

Integrates with  
several other e-  
payment systems  
like Visa



# Cocoa Link

- Mobile technology service
- Delivers timely farming, social and marketing information to cocoa farmers



**45,000**  
registered  
CocoaLink users

**1,200,000**  
free local language  
SMS texts

**1,800**  
communities

**25%**  
women farmers

During the past 5 years rural West Africans have gone from virtual isolation in farming communities to mobile connection rates that exceed 90%.

**CocoaLink** is one of the first large-scale mobile outreach projects to assess the impact of agricultural texts and social messages on farmer knowledge and behavior.

MOBILE CONNECTION RATES EXCEED **90%**

**CocoaLink** is an innovative program first launched in Ghana in 2011. The original enrollment target has been exceeded by 5-fold. Today 95% of Ghana's 700,000 cocoa farmers use mobile phones.



## KEY FACTS ABOUT COCOALINK

- Average age is **46**
- Average cocoa farm size is **-10** acres
- **88%** received conservation training
- **55%** prefer voicemail to text
- **8** years education
- **65%** received literacy training
- **100%** local language delivery
- **FREE** to farmers



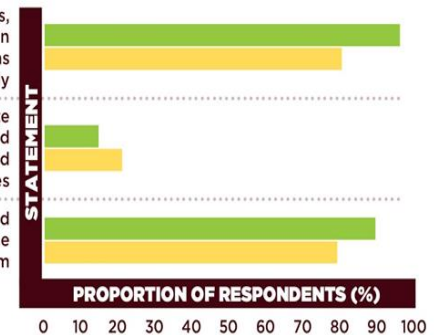
## Assessment of Farmers Knowledge of Good Agricultural Practices

Over the past 3 years, my general knowledge in cocoa production has improved significantly

I cannot differentiate between improved hybrid cocoa varieties and traditional varieties

I am now well informed regarding the right time to spray my cocoa farm

■ Test Community  
■ Control Community

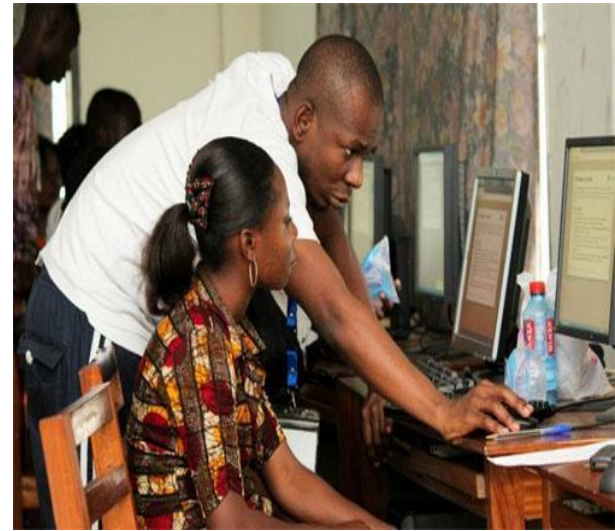


iTeach

iTeach  
2015  
WESTERN REGION

**Organised  
annually**

**Free ICT tuition is  
offered to rural  
teachers to  
equip with with  
enough skills to  
teach.**



**MOTECH**

**telemedicine project**

**open source software project delivered  
by Grameen Foundation**

**Benefit of this project is to help rural women get  
medical advice and information through mobile  
devices and also for health official to  
communicate with them easily without physical  
meetings.**





How we DO IT ...

# Passion !!!



How you can DO IT ...

# Passion !!!

How can we link DreamOval's social innovation to national development?

Vielen Dank !!!

Wabeeja  
Medawagse  
Mersi  
unalchéesh  
Tingki  
Komapsumnida  
Shukuria  
Paldies  
Hatur  
Tashakkur  
Maketai  
hui  
Sanco  
Maake  
Denkauja  
Aguyje  
Spassibo  
Fakaaue  
Spasibo  
Ekhmet  
Mehrbani  
Nenachalhya  
Baiika  
Yuspagarátam  
Minmonchar  
Atto  
Gaejtho  
Yaqhanyelay  
Efcharisto  
Dankscheen  
Arigato  
Mairaka  
ekoju  
Tavtapuch  
suksama  
Sikomo  
Gui  
Merci  
Shukria  
lah  
Merastawhy  
Dhanyabaad  
Chaltu  
Biyangrazie  
Snachalhuya  
Juspaxar

**YOU**

**THANK**

# Challenge employees beyond the normal boundaries of their work

## Audrey Chia

NUS Business School and Saw Swee Hock School of Public Health, National University of Singapore

Audrey Chia

NUS Business School and Saw Swee Hock School of Public Health, National University of Singapore

A potential advantage for companies that engage in social innovation is that when seeking to solve a social problem, employees are challenged beyond the normal boundaries of their work.

The context, clients, assumptions and constraints are changed, leading to opportunities to think, design and act differently.

For example, employees working in a company that chooses to create products to address the needs of the poor or near-poor face constraints of affordability and have to consider the needs of their new customers.

There is a push towards low-cost innovation that can in return benefit the organisation by suggesting new ways of working and operating.

Examples from workplaces based in Japan and India.

# Social innovation encourages workplace innovation

## Social innovation as a crucible for workplace innovation



## Why?

- Challenges assumptions
- Seek new ways of working
  - Because the context is different
- Freed from boundaries
  - Sectoral, disciplinary
- Resource constraints
  - Frugal innovation

# Leaders enabling workplace innovation bottom-up

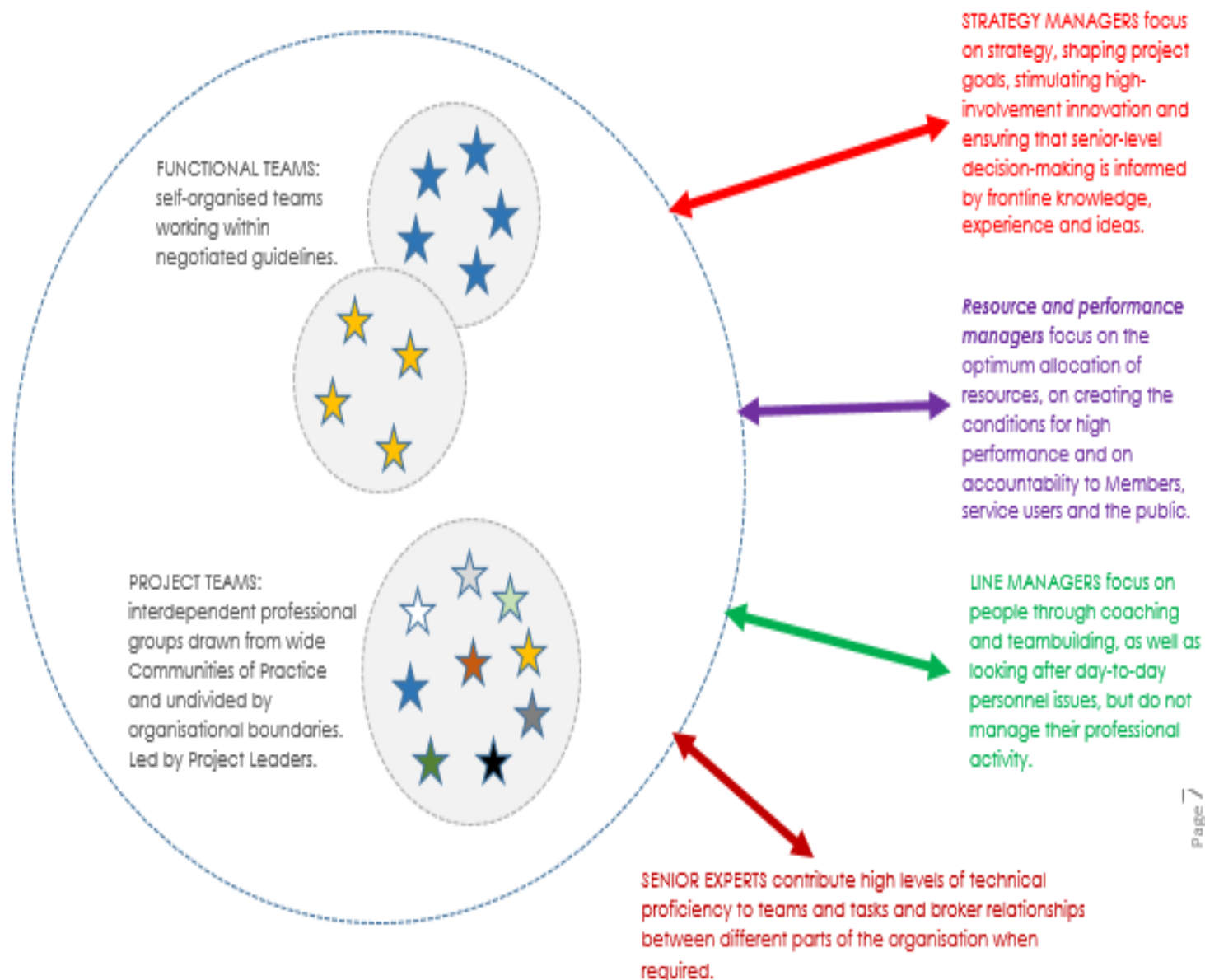
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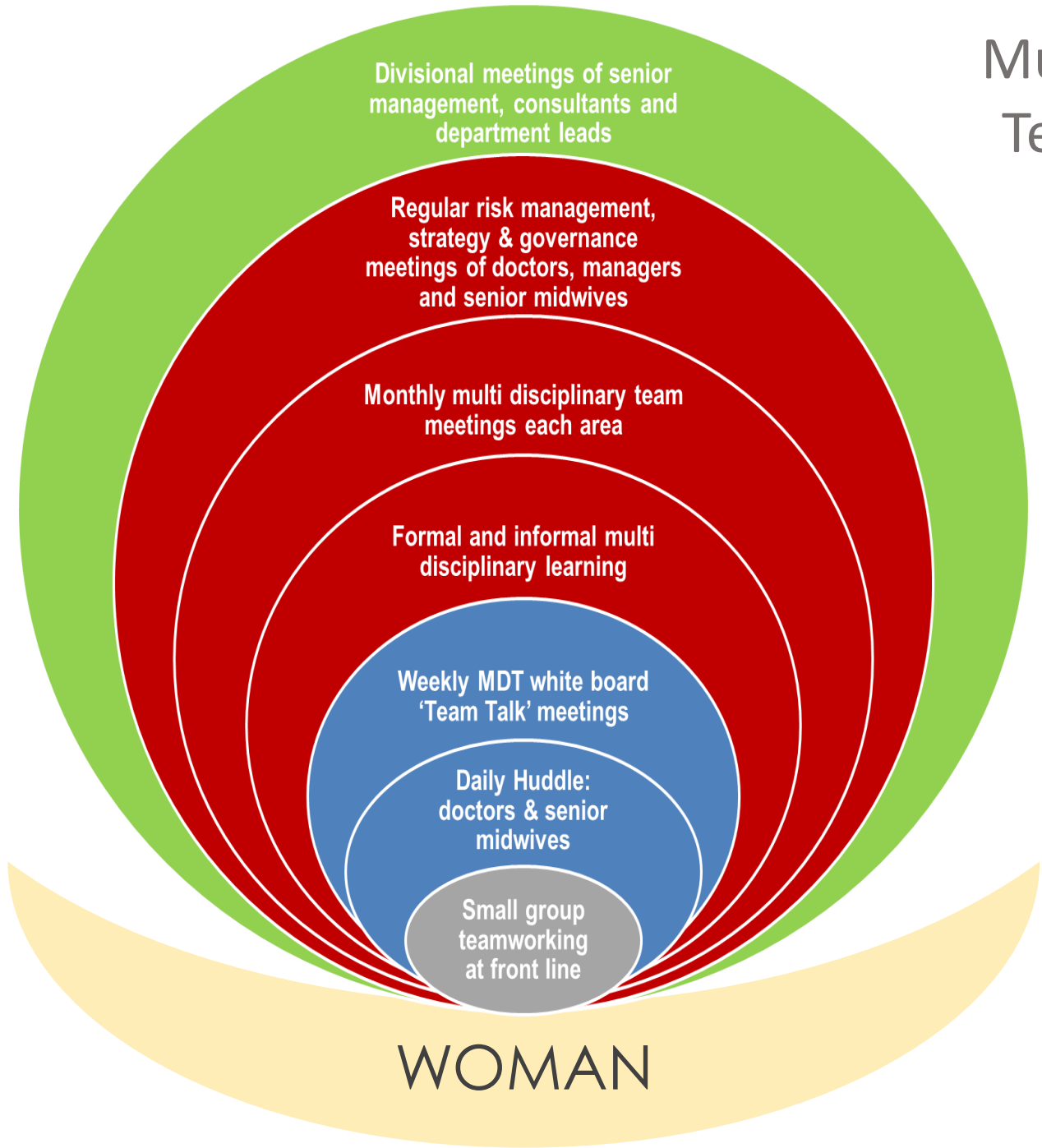
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## Management by Network





# Multi Disciplinary Teamworking in Maternity



## Maternity

*Risk*  
*Reporting*  
*Feedback*

**Shared Learning, Reflection & Improvement**  
*Quality improvement*  
*Cost effectiveness*  
*Staff engagement*

**Multi Disciplinary Meetings**  
*Quality*  
*Managing risk*  
*Problem solving*

**Coaching Culture and Co-operative Working**  
*Quality*  
*Safety*  
*Working life*

# Thank you for visiting this workshop

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