SOCIAL INNOVATION

Building a better world, one idea at a time.

"A social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions. The value created accrues primarily to society rather than to private individuals."

~ *Graduate School of Stanford Business*

What is Social Innovation?

Social innovation refers to the creation, development, adoption, and integration of new concepts and practices that put people and the planet first.

Social innovations resolve existing social, cultural, economic, and environmental challenges. Some social innovations are systems-changing — they permanently alter the perceptions, behaviours, and structures that previously gave rise to these challenges.

Even more simply, a social innovation is an idea that works for the public good.

Social innovations come from individuals, groups or organizations, and can take place in the for-profit, nonprofit and public sectors. Increasingly, they are happening in the spaces between these three sectors as perspectives collide to spark new ways of thinking.

~ *Centre for Social Innovation*

For more information, visit **wetech-alliance.com**

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