AIEC 2018,
Sydney

Engaging with our communities to address entrenched social issues

SOCIAL INNOVATION

Presented by Robin Dick
Social Innovation Program Manager
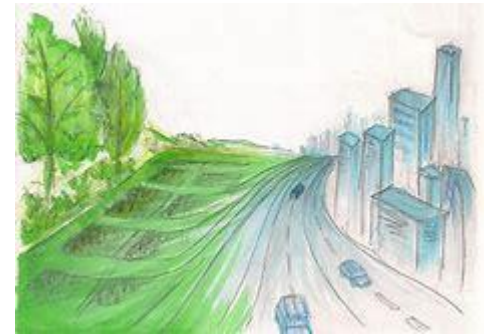CQUniversity

SOCIAL INNOVATION . . . 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.

Stanford University from https://www.gsb.stanford.edu/faculty-research/centers-initiatives/csi/defining-social-innovation

BE WHAT YOU WANT TO BE
cqu.edu.au

Global Ecosystem: Education

Kindergarten/Primary/Secondary

Global Ecosystem: Education

Kindergarten/Primary/Secondary

Global Ecosystem: Education

Tertiary

Global Ecosystem: Education

Tertiary

Global Drivers

SOCIAL INNOVATION
@ CQUniversity

Engaging with our communities to address entrenched social issues

Ashoka U Changemaker Campus: Strategic Intent and Action

ASHOKA U

TEACHING & LEARNING

COMMUNITY & CULTURE

RESEARCH

LEADERSHIP

APPLIED LEARNING

STRATEGY

Ashoka U: Benchmarking Best Practice

Institute for Social Innovation and Impact
- Evaluates and measures the impact of social innovations in the UK and around the world, while also exploring the financing of, and policy support for, social innovation
- Supports social innovators through the delivery of academic research and consultancy services, including social impact measurement reporting

Social Innovation Lab
- Capacity-building support for community partners
- Students trained as social innovation consultants

Social Innovation Collaboratory
- Programs supporting social justice, global sustainability and "people, profit and planet" in business – involves community engagement
- Builds awareness and capacity for change around big social problems by integrating across schools and disciplines

Institute for Sustainable Solutions (ISS)
- Students can spend their freshman year in a "Living Learning Community," and take part in projects to create a more liveable society.
- Seniors in capstone courses work with businesses, non-profits, and civic organizations to address sustainability issues.
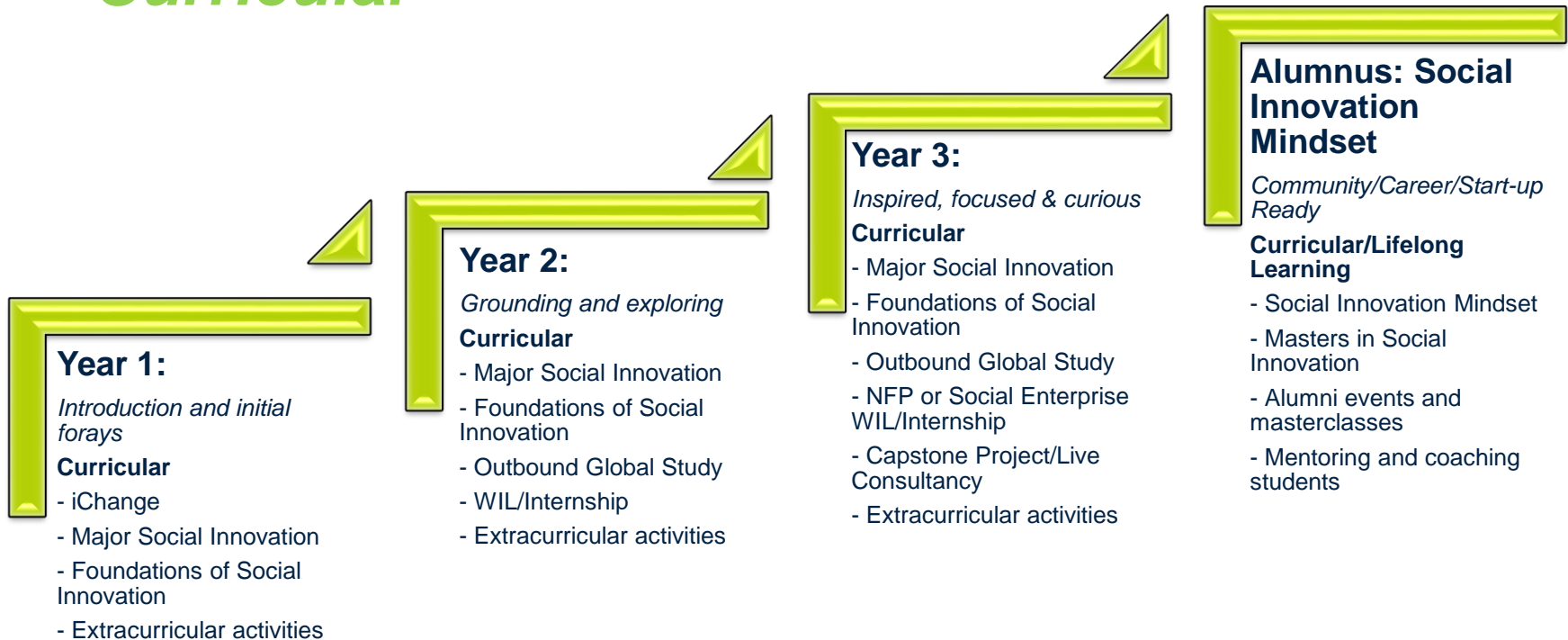
Social Innovation Strategy: Changemaker

Five driving themes:

- Bright Youth Futures
- Healthy and Connected Communities
- Partnership with First Nations People
- Sustainable Regional Development
- Looking After Our Planet

Developing a Social Innovation Mindset: Curricular

Year 1:

Introduction and initial forays

Curricular

- iChange

- Major Social Innovation

- Foundations of Social Innovation

- Extracurricular activities

Year 2:

Grounding and exploring

Curricular

- Major Social Innovation

- Foundations of Social Innovation

- Outbound Global Study

- WIL/Internship

- Extracurricular activities

Year 3:

Inspired, focused & curious

Curricular

- Major Social Innovation

- Foundations of Social Innovation

- Outbound Global Study

- NFP or Social Enterprise WIL/Internship

- Capstone Project/Live Consultancy

- Extracurricular activities

Alumnus: Social Innovation Mindset

Community/Career/Start-up Ready

Curricular/Lifelong Learning

- Social Innovation Mindset

- Masters in Social Innovation

- Alumni events and masterclasses
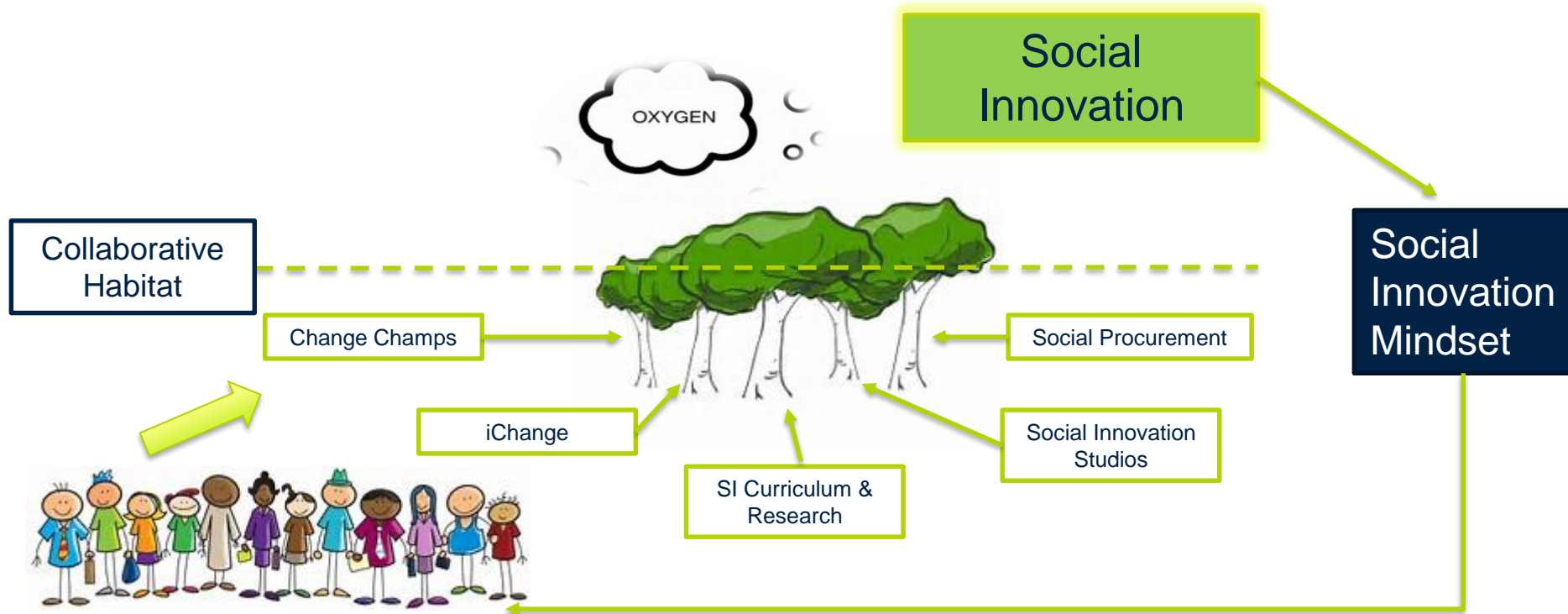
- Mentoring and coaching students

Skillsets and Behaviours
- Team player
- Enabler/Collaborator
- Human Centred Design, Appreciative Inquiry, Action Learning
- Systems/Framework Thinking

Social Innovation Mindset: Social Entrepreneur/ Changemaker

- Driven by social purpose
- Emotional & social intelligence
- Problem solver
- Leader
- Enabler
- Values-driven
- Curiosity
- Ethical
- Innovator
- Self-confidence
- Public voice

- Tenaciousness
- Self-belief
- Self-awareness
- Action orientation
- Creative thinking
- Critical thinking
- Empathy and sympathy
- Reflective
- Communicator
- Collaborator
- Fundraiser

Social Innovation Ecosystem @ CQUni

OXYGEN

Social Innovation

Social Innovation Mindset

Collaborative Habitat

Change Champs

Social Procurement

iChange

Social Innovation Studios

SI Curriculum & Research

iChange: Start of Journey

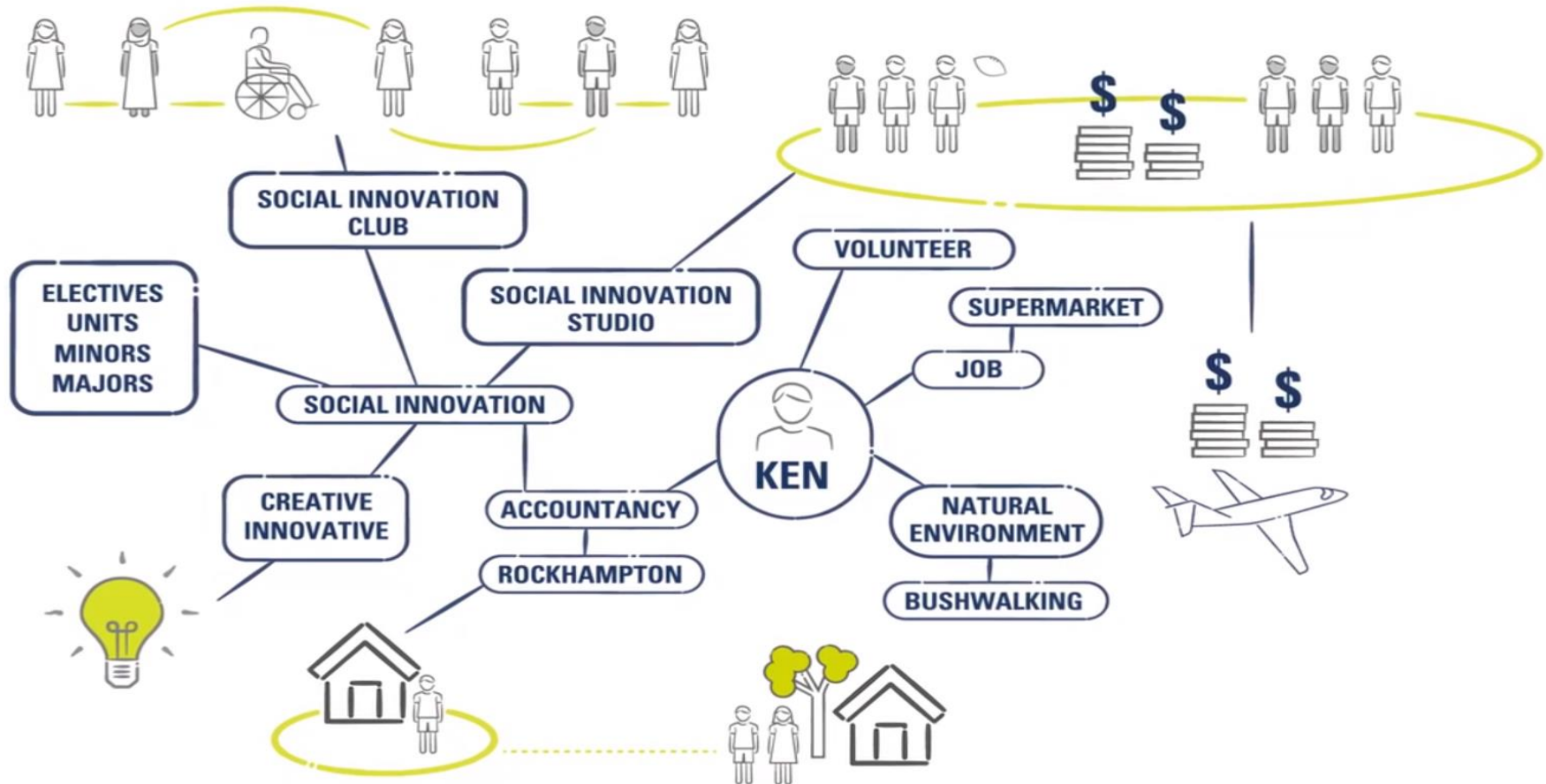ACTIVATING CHANGEMAKING AT CQUNIVERSITY ®

iChange: Format

Inspiring Outbound Mobility for Social Innovation Learning

Why Me? Getting Involved!

CQUGLOBAL & SOCIAL INNOVATION

Eleanor Mitchell
International Partnerships Manager

AIEC | Sydney, Australia
12 October 2018

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CQUGLOBAL SOCIAL INNOVATION PROGRAMS

Interdisciplinary and cross-culturally engaging

Key locations for University

Real social impact and change for local community

CQUGlobal Social Innovation

Partner with instrumental organisations and/or institutions with community at the heart

Nurture life-long changemaking

Real-world relevant with practical experience

RANGE OF DISCIPLINES

Allied Health

Multidisciplinary

Education

Nursing

Environmental Science

Paramedic Science

APPROACH METHODS

Longstanding programs with clear opportunity and ability to incorporate social innovation

VS

New programs with social innovation focus from design onset

REGARDLESS, SIGNIFICANT EFFORT

- Scene setting: social innovation toolkit, iChange orientation

- Finding communities and local connections with which academic and/or institution can work

- Work with third party provider with local knowledge, particularly if no academic champion

- Utilise partner existing program for jumpstart

- Assessment of real social innovation

NURSING TO NEPAL

- Using a longstanding successful program with strong community roots and partnerships (Fishtail Hospital, Pokhara University)
- Their forward momentum has taken along other students - health sciences & social work
- Still requires improvement
  - Shaping to ensure social innovation
  - Working with School for shared goals and changes

CHALLENGING GLOBAL PERSPECTIVES: NEPAL

- 2017: Researchers began working with Seven Women, a Nepal social enterprise, to deliver skills training and develop training manuals and cookbooks to grow its public cooking classes

- Dec 2018/Jan 2019: First study tour facilitated by Hands On Development
  - Consortium with Deakin University

- Connect students to NGO's and social enterprises in Nepal

- Learn differences between organisations that give welfare and ones that empower people

CHALLENGING GLOBAL PERSPECTIVES: NEPAL

Seven Women Model of Development

1. Identify Need
2. Find/Build Facility
3. Create a Management Team
4. Skills Training and Employment
5. Education and Development
6. Partnerships and Expansion
7. Phase Out Once Sustainable

1. DONATIONS / 100% of PROFITS
2. ORDERS
3. PRODUCTS
4. IMPACT REPORTING

Nepal

Australia

1. Identify Need
2. Find/Build Facility
3. Create a Management Team
4. Skills Training and Employment
5. Education and Development
6. Partnerships and Expansion
7. Phase Out Once Sustainable

ENCOURAGING SOCIAL INNOVATION

- Developing or nurturing quality programs

- Identifying programs with existing potential and new ones altogether

- Working with local partners to drive programs

- Weighting given in funding and scholarships to programs with social innovation focus

- Input from social innovation team to ensure genuine social innovation occurring

- Celebrating and showcasing programs upon return to encourage other students

GROWTH INITIATIVES

AWARENESS	• Presentations at Open Days & Social Innovation studios and Festival of Change • Materials available on 12 major campuses • Working closely with Office of Social Innovation • Harnessing academic champions
FUNDING MECHANISMS	• CQUGlobal targeted travel grants • Government approvals for more over 28's • Advocating to Vice-Chancellor's Advisory Committee for earmarked funding for programs
STAKEHOLDER ENGAGEMENT	• School commitments to social innovation programs • Liaisons and advisors advocating benefits • Incorporating more direct and immediate impact

ONGOING CHALLENGES

- Funding

- Academic champions with position time and flexibility to commit

- Qualitative measurement of impact, not just numbers

- Social issues overseas but close to home

EVOLVING SOCIAL INNOVATION

- ## Leslie Lowe
- ## *Yulang*
- BEnvSc, Bachelor of Aviation, CQU, Bundaberg, Queensland.

Dreaming of flying a plane since he was a tot, Leslie has taken the long road to achieving his goal – in a diverse career that continues to honour his Indigenous culture and country.

After high school in Gladstone and completing an apprenticeship with Queensland Rail, Leslie took on his first degree in 2012, a Bachelor of Environmental Science at CQUni. He chose the program because it was the modern degree that most closely mirrored a traditional Aboriginal education.

During his studies, Leslie also developed a sustainable hive for Australian native bees, founding the TECKnology Indigenous Corporation to support the Gabai native bee project commercialisation, and receiving a CQUniversity Opal Award for his work with Woorabar elders.

Now studying Aviation, while working with the Department of Agriculture and Forestry on fruit fly strategies, the Bundaberg resident said his two degrees are a surprisingly good fit – and have plenty of room for social innovation, and Indigenous partnerships.

CQUNI SPOTLIGHT

CQUniversity AUSTRALIA

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LESLIE LOWE

Co-presenter of the new iChange social innovation program, Leslie Lowe is studying Aviation at CQUni Bundaberg, and previously completed a Bachelor of Environmental Science. Managing a sustainability social enterprise with local Traditional Owners, Leslie is a proud Bundjalung man from the northern rivers of NSW, and his Indigenous name is Yulang, which translates to "skin", and indicates responsibility as a storyteller or keeper of knowledge.
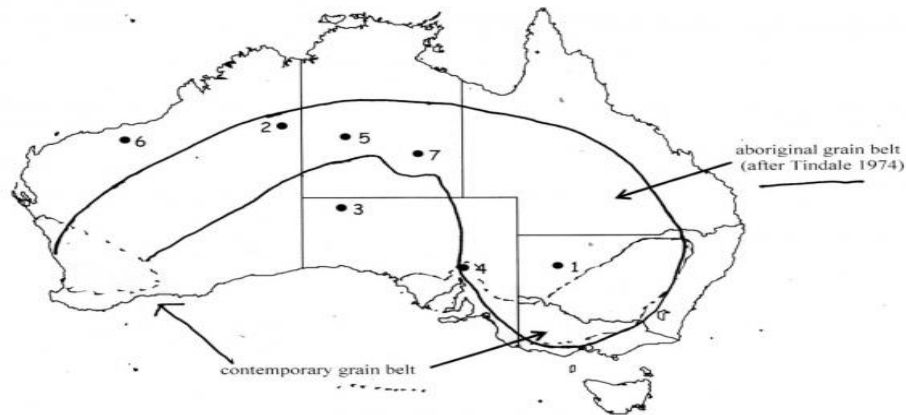
SOCIAL INNOVATION

"**Social innovation** is not the prerogative or privilege of any organizational form or legal structure. **Solutions** often **require** the **active collaboration** of constituents across **government, business, and the non-profit world**."

—Soule, Malhotra, Clavier

"The **distinction** between exactly what is meant by **invention** in contrast with **innovation**, and innovation in contrast with **technological** change, is usually less clear.' This absence of any clear-cut analytical distinction among concepts which have been assigned such important places in current economic discussion is particularly disturbing." (Ruttan, 1959, p. 596).

Social innovation is 'a **solution** to a social issue that is **more; effective, efficient, sustainable, or sagacious** than existing models and for which the **benefits** created accrues primarily **to society** as a whole rather than the individual.'

The World's First Bakers: Australian Indigenous, Ingenious Innovation

aboriginal grain belt (after Tindale 1974)

contemporary grain belt

Within five days 326,547 troops & 104,428 tons of supplies had been landed on the beaches

Vast quantities of Australian grown and produced pharmaceuticals, for instance, were employed for the preparation of the troops participating in D-Day, prompting the Australian historian Geoffrey Blainey to write in 1977: "Here, in 1944, was the greatest armada in the history of man, setting out towards a turning point in history; and much of the success of that armada depended on a drug which had been discovered by forgotten men and women in ancient Australia.

- The Australian nations cultivated domesticated plants for possibly 100,000 years, sewed clothes, engineered streams for aquaculture and agricultural purposes. Forged codes of LORE for governance of; trade, commerce, social harmony (marriage, ceremony, ritual).
- This was and is an incredible human response to the difficulties of fostering economic, cultural and social policies. It is both unique in its longevity but also in the way first Australians were able to flourish without police forces or resorting to war.

- **The worlds first form of aquaculture** was practiced in Australia 40,000 years ago.
- Utilising marine, river and swamp ecosystems with highly advanced engineering
- the ability to work as a cohesive society without employing slavery models.
- Engineering feat predating other civilisations by 20,000 years.

THE BORA GROUND.

Casino Bora Ground
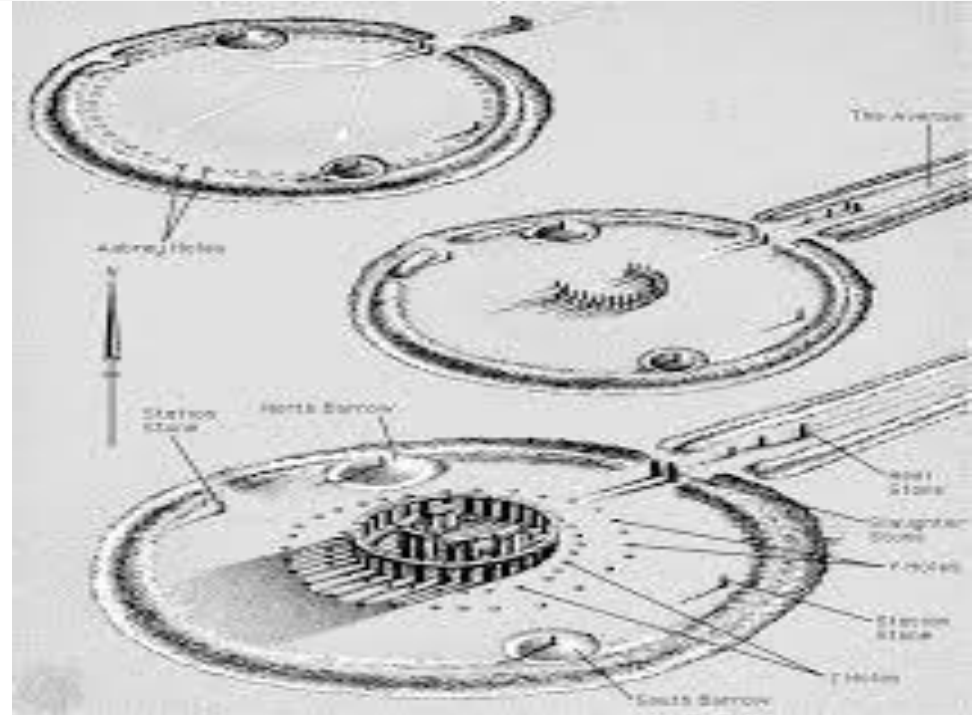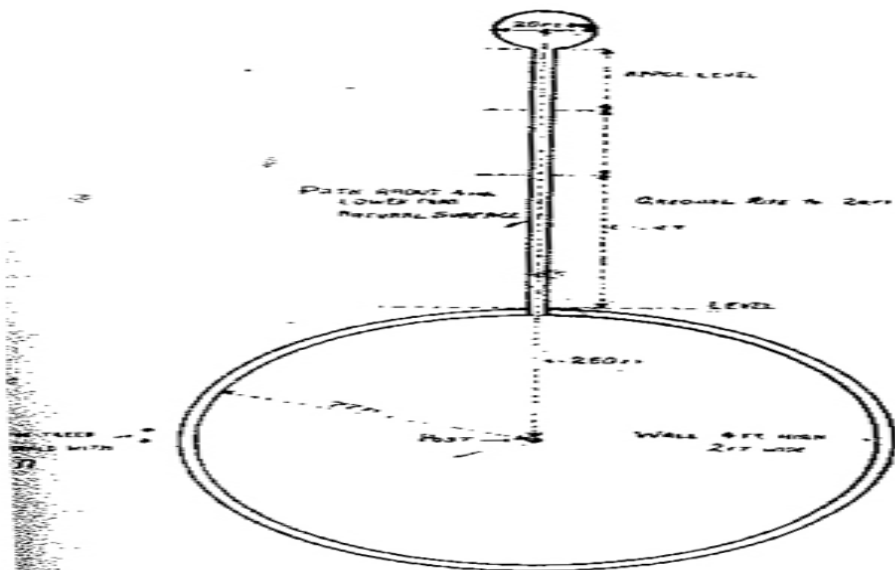
- The handing down of information from father to son, mother to daughter through; storey, song, practical displays, philosophies, lore, cultures and religions of the world formed the continuity of knowledge.
- Evolving social education models; home/community education, culture/religon, schools, centres of learning, universities, open learning, the world wide web.
- Education and the empowerment of women in the modern era has lead to great social change throughout the world lifting third world countries in to new eras of wealth and prosperity.
- Innovative solutions to the issues of growing populations and the technology that drives them remains the hallmark of; innovative, adaptive, resilient and sustainable society's with productive and harmonious communities.

CQU Social Innovation Studio Generation 3 Gladstone Campus

Changes in societies that occur as people progress along the path of societal evolution.
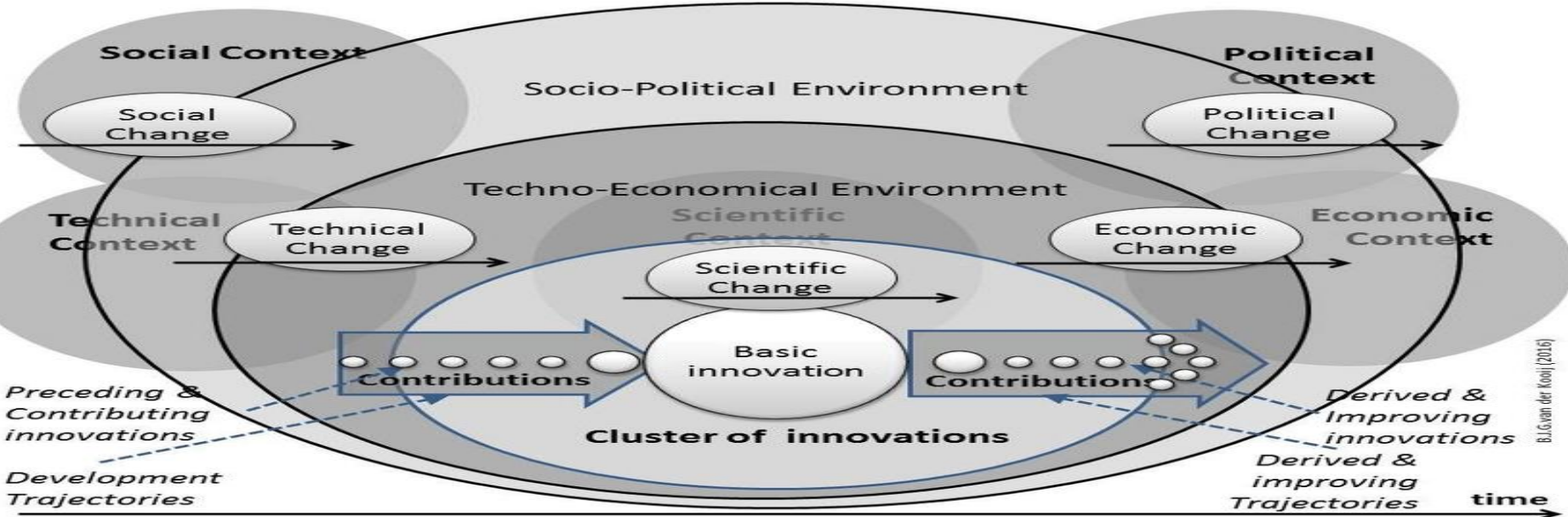
What is the framework and the tools required to have a social innovation mindset.
- Engaged education sectors, schools/universities,
- Collaborations, Ashoka-U network of universities and institutions.
- Human Centred Design
- PESTLE, SWOT analysis
- Mind Mapping
- Quantitive, Qualitive evaluation

Human Centred Design

- *Inspiration* (or Discover), In the **Inspiration** phase, you **engage** with and learn from the people and **communities** you are designing for, as you seek to deeply connect to their **needs, experiences, challenges and opportunities around the issue**.

- *Ideation* (or Design) In the **Ideation** phase you **analyse** and make sense of what you have **learned**, and **identify opportunities** for design as you work towards a **solution**.

- *Implementation* (or Deliver) In the **Implementation phase**, you launch a **prototype** solution or model out into the real world and **test** it out.

P

- Government policy
- Political stability
- Corruption
- Foreign trade policy
- Tax policy
- Labour law
- Trade restrictions

E

- Economic growth
- Exchange rates
- Interest rates
- Inflation rates
- Disposable income
- Unemployment rates

S

- Population growth rate
- Age distribution
- Career attitudes
- Safety emphasis
- Health consciousness
- Lifestyle attitudes
- Cultural barriers

T

- Technology incentives
- Level of innovation
- Automation
- R&D activity
- Technological change
- Technological awareness

E

- Weather
- Climate
- Environmental policies
- Climate change
- Pressures from NGO's

L

- Discrimination laws
- Antitrust laws
- Employment laws
- Consumer protection laws
- Copyright and patent laws
- Health and safety laws

WALKABOUT-a journey that leads to learning, discovery and growth

CQUni's Ashoka U delegates, including (top right) students Urusha Kansakar and Leslie Lowe, (bottom left) staff Shirley Ledger and Trixie James, and (bottom right) researchers Dr Wendy Hillman and Dr Jen Oweis
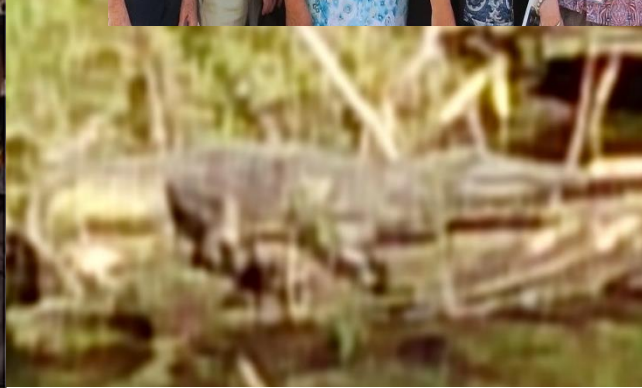
T.E.C.K.nology I.C.
ICN # 8495 ABN # 37434531678
Environmental Consultancy & Management

Back Row:
King Billy, Elizabeth Lowe, Phoebe Lowe, Mary Effie Lowe, William Lowe, Dick Lowe

Front Row:
Sarah Lowe holding Sarah Jane, Herbie Richard Lowe, Nellie Hamilton

TRANSFORMING THE GLOBAL LEARNING EXPERIENCE: MODELS THAT ENGAGE COMMUNITIES TO ADDRESS ENTRENCHED SOCIAL ISSUES

John S. Lucas, Ph.D.
AIEC | Sydney, Australia
12 October 2018

STUDENT MOBILITY: CHANGING OBJECTIVES

Peace Building

Cross-cultural understanding; world view

Making the world a better place

Our mission:
ISEP facilitates student mobility for academic and cross-cultural learning through our worldwide membership network of higher education institutions.

ISEP VALUES

ACCESSIBILITY — by students of all backgrounds and means
DIVERSITY — of programs and participants
AFFORDABILITY — offering value for money, programs & experiences
QUALITY — in programs, service and systems
COLLABORATION — across the network

WE BELIEVE IN
– Immersion and integration of students with local cultures and communities
– Importance of foreign language studies
– Contribution of student mobility to global understanding and peace

CHANGEMAKING IS EFFECTIVE ORGANIZATIONAL OR SOCIETAL CHANGE

In the context of higher education, changemaking includes :

- Social entrepreneurship
- Social innovation
- Service learning
- Civic engagement
- Social justice
- Philanthropy

Source: http://ashokau.org/resources/ashoka-u-glossary/

ASHOKA U CHANGEMAKER CAMPUSES

Ashoka U Changemaker Campuses have embedded social innovation as a core value and showcase the ways in which they have built supportive environments for changemaking across their institutions.

Source: https://www.ashoka.org/en/program/ashoka-u

Ashoka U Changemaker Campus	Ashoka U Designation	ISEP member since
CQUniversity (Australia)	2016	2015
Tecnológico de Monterrey (Mexico)	2011	1988
Universidad de Monterrey (Mexico)	2013	1999
UPAEP (Mexico)	2015	1997
University of Evansville (USA)	2018	2016
Western Washington University (USA)	2014	1983

STARTING SMALL: UNIVERSITY OF GHANA

ISEP Ghana Program 1996	Scholarships Ghanaian Students & Faculty	Global Engagement Program 2010	CGI U Commitment Partner 2010-14	106 Students / 24 NGOs

- Outbound University of Ghana students, faculty and administrators complete post-secondary coursework towards PhDs degrees in STEM and Social Sciences.

- Inbound international students have access to numerous courses at the University of Ghana, including resource development, agriculture, social sciences & public health.

- ISEP-facilitated community engagement opportunities enable students to apply in real-life situations.

GLOBAL ENGAGEMENT PROGRAM BY THE NUMBERS

GEP SITES	2014-2018 Total Students		GEP SITES	2014-2018 Total Students
Archaeology Depatment Museum	1		Kofi Annan International Peace Keeping Training Centre (KAIPTC)	1
Austism Awareness Care Training Centre	1		Mawulolo Youth Network (MYN)	16
BASICS International	5		Mawuvio's Outreach Program (MOP)	7
Beacon House	11		New Horizon Special School	3
Canadian International School	1		Noguchi Memorial Institute	1
Dubois Centre Archives	1		Play 'N' Learn	22
Echoing Hills	1		Sports	2
Foreign Services Express (American Embassy)	2		Stanford SEED	1
Ghana Energy Commission	1		University of Ghana Hospital	12
Global Civic Preservation (Now African Child)	2		University of Ghana Primary School	1
Handi Vangelism Ministries International (HVMI)	3		West African Aids Foundation	3
Integrated Social Development Centre	1		West African Primate Conservation Action (WAPCA)	7

Data compiled by ISEP Resident Director

GLOBAL ENGAGEMENT PROGRAM:
AN IMPACT STORY

August 2009 ISEP student Renee Farwell meets local Kwame Agoe. Together they co-found Mawuvio's Outreach Program (MOP), an outdoor free education and care facility in the outskirts of Accra, in January 2010.

MOP provides an opportunity for international students attending the University of Ghana and other volunteers to engage in impactful hands-on activities, working directly with 85 children ages 4-18.

Photos courtesy of Mawuvio's Outreach Programme

MAWUVIO'S OUTREACH PROGRAMME FIRST COHORT GRADUATE 2018

Photo courtesy of Mawuvio's Outreach Programme

MOP AS A CHANGEMAKER WITHIN THE COMMUNITY

- Social entrepreneurship
- Social innovation
- Service learning
- Civic engagement
- Social justice
- Philanthropy

Photo courtesy of Mawuvio's Outreach Programme

Thank you!

John S. Lucas, Ph.D. | President and CEO

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