

COMMUNITY-BASED INNOVATION AND TECHNOLOGY FOR IMPROVED SOCIAL WELL-BEING

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Economic and Social Commission for Western Asia

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الاقتصادية
والاجتماعية
في
الشرق
الغربى

ESCWA

[Based on an ESCWA study under preparation]

Table of Content

1. Introduction
2. SDGs and CBI
3. Types of community-based innovation (CBI)
4. CBI in context
5. Enablers and barriers to CBI
6. Recommendations

1. INTRODUCTION



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Introduction

Motivation

- To learn from previous mistakes
- Top-down approaches did not achieve inclusive development
- The objective is to explore CBI for improved social well-being
- How can innovation and technology alleviate social issues
- To understand the importance of engaging local stakeholders at the community level
- To present recommendations on how to integrate and encourage CBI
- CBI is not a panacea, but it is a key part of the solution

Introduction

Defining Community



A community is a group of people in a specific **geographical** locality sharing **common local challenges** and using **collective action** for **solving problems** facing these issues

Defining Innovation



Offering new or substantially improved products, services, processes, organizational routines, and production and distribution methods, in terms of their characteristics, capabilities, user friendliness, components or sub-systems

In the context of a community, the focus of innovation is on bottom-up approaches, such as grass-roots innovation, crowd-sourcing innovation, social innovation or citizen innovation, stemming from the community, its members and civil society

Defining Community-Based Innovation

Community-based innovation is **grounded in community needs** and aims to achieve positive change for the community and particularly its **most vulnerable members**

Such projects mobilize the resources of the community for the **greater benefit of its members**. It is a process that can result in new organizational, process or marketing innovation or policy and/or it could be manifested as an outcome such as a new or improved product or a service. **It directs collective or individual creativity** to answer the community's needs

Therefore, we consider innovation and technology to **be both a process and an outcome**

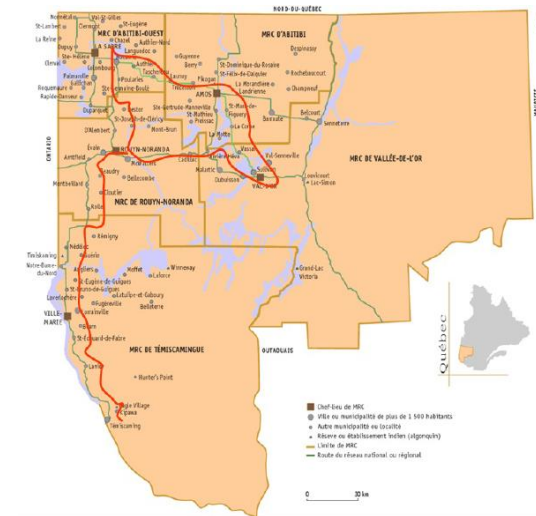
Case Study

GIRAT (Canada)

The rural/urban digital in Canada, whereby both public and private sectors cannot justify economically such expensive investment

GIRAT is a community-based organization created in 1998 by local population, local authorities, as well as the Algonquin Anishinabek indigenous community who inhabit this region

GIRAT network is comprised today of over 1500 km of cables, touching 47 communities. The impact of such a project goes beyond the region as it allows to reduce the rural/urban digital divide, allow local schools and libraries to have access to internet, connect the region with other regions as well reduce mobility and rural migration



SDG 4 – Quality education

SDG 9 – Industry, Innovation and infrastructure

SDG 11 – Sustainable cities and communities

2. SDGs AND CBI



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Goal 1: No poverty

- Social insecurity impacts about 80 per cent of the global population
- 1.4 billion people live in poverty, i.e. less than \$1.25 a day
- SDG goal 1 is a call to end poverty in all its forms by 2030, including extreme poverty
- **Arab region witnessed an increase in poverty from 22.7 percent in 1990 to 23.4 percent in 2011**
- Increase could be traced back to the ongoing violent conflicts
- Poverty rates have reached disturbing levels at 83 percent in Syria, 54 percent in Yemen, 47 percent in Sudan, 41 percent in Djibouti, 31

Did you know that...?

- 27% of Lebanese are considered poor, spending less than \$270 per month.
- In 2015, 70% of Syrian refugees in Lebanon spent less than \$120 a month, 65% of Palestine refugees in Lebanon spent less than \$210 a month and 90% of Palestine refugees from Syria spent less than \$80 a month.

People are Lebanon's most important resource, and reduced poverty can help ensure that the country benefits as much as possible from its human capital. Through targeted support for the poorest and renewed efforts to increase economic growth, Lebanon can lift many of its most vulnerable out of poverty.

Goal 3: Good Health and Well-Being

Globally, maternal mortality and the under 5 children mortality rate have declined, between 1990 and 2015, by 44 percent and 50 percent respectively

We are witnessing ongoing alarming health trends such as the obesity wave, the occurrence of certain chronic diseases or increasing fiscal pressures on health-care systems

For developing countries there is a “double burden”, i.e. malnutrition and infectious diseases added to low health services

The Arab region has the largest number of refugees. These underprivileged refugees fleeing from war settle in already poor hosting communities increasing the severity of the health situation

Country	Infant mortality rate (per 1000 live Births)		Life Expectancy at Birth (years)	
	2009	2015	2009	2014
Algeria	24	22	74	75
Comoros	65	55	61	63
Djibouti	64	54	60	62
Egypt	25	20	70	71
Iraq	31	27	68	69
Jordan	18	15	73	74
Lebanon	9	7	78	79
Libya	15	11	72	72
Mauritania	71	65	62	63
Morocco	30	24	72	74
Palestine	21	18	73	73
Somalia	100	84	54	55
Sudan	55	48	62	63
Tunisia	16	12	74	74
Yemen	45	34	62	64
Arab world	33	28	70	71
World	39	32	70	71
OECD	7	6	79	80

SDGs and CBI

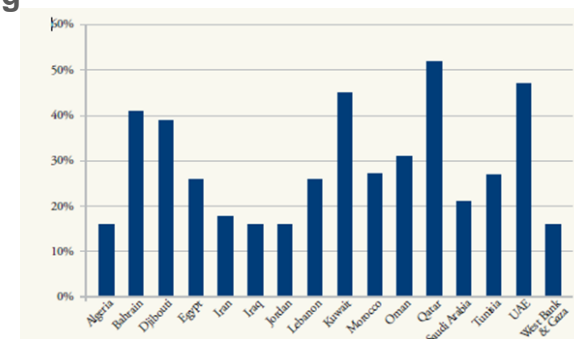
Goal 5: Gender Equality

The equal enjoyment by women and men of socially-valued goods, opportunities, resources and rewards, a state which can result from gender empowerment

By 2025, women participating in the workforce will reach 40 percent- 250 million additional individuals entering the workforce. This will change the workforce scenery as it will have a significant economic impact across both developing and developed nations

Barriers to gender equality need to be eliminated. gender discrimination; enforcing laws and eliminating violence against women; empowering youth and young girls by eliminating harmful practices...

Only 25.2 percent of the women in Middle East and North Africa are in the labor force compared to 50 percent in other developing countries



SDGs and CBI

Goal 11: Sustainable Cities and Communities

In 2014, 30% of the global urban population lived in urban slums and 50% is exposed to air pollution levels at least 2.5 times above the standard of safety

Resilient cities are a key part of ensuring that progress on poverty is maintained (Goal 1). At the same time, reducing air pollution in cities will considerably improve human health (Goal 3)

Cities need to plan and implement for new initiatives to become more environmentally friendly, safe, inclusive, and thus sustainable by Integrating smart solutions

The Arab region is one of the most urbanized regions. With overpopulation comes poverty, pollution, violence and instability, Therefore, community-based innovation is essential in solving the problems of conflict arising from human displacement, poor infrastructure, and eventually achieving sustainability



SDGs and CBI

Goal 16: Peace, Justice and Strong Institutions

Half of children under five were not registered in LDC. goal 16 is connected to a number of goals and some are prerequisites for its achievement. For instance, reducing poverty will necessitate dealing with violence and conflicts. On the other hand, gender equality is a basic enabler for just, peaceful and inclusive societies

6 billion people are directly impacted by corruption. Therefore, community-based innovations enhances the role of institutions and that bridge the gap between officials and communities provide solutions to countries that are lagging behind in development

Arab countries fall short with accountability, political stability, government effectiveness, and control of corruption leading to civil unrest. For instance, corruption is a major obstacle to development and a danger to stability

Integrated Approach to CBI

•HEALTH• PROVIDING HEALTH SERVICES REMOTELY

TELEMEDICINE ASSISTANCE FOR CHILDREN

Siwa

El-Shabty Child hospital Alexandria

250 PHYSICIANS benefitted from Continuous Medical Education

5 TELECLINICS

•ENTREPRENEURSHIP• BOOSTING ECONOMY IN THE DIGITAL ERA

6 E-MARKETING COURSES for small and medium enterprises

20 E-MARKET PORTALS have been created to promote Siwa's agricultural products and handicrafts on the internet

•LITERACY• EMPOWERING WOMEN

•EDUCATION• MODERNIZING SCHOOLS

6 SMART SCHOOLS

The project has established a complete ICT infrastructure at schools, providing **computer labs** and **connectivity solutions**

EGYPT ICT TRUST FUND

SIWA

CONNECTING THE OASIS

Siwa Oasis is one of the most isolated communities located in the western desert of Egypt. UNDP and The Ministry of Communication and Information Technology are working together to empower the community through integrated ICT tools, providing essential services and enhancing the role of women in local development

10 LITERACY INSTRUCTORS TRAINED

120 WOMEN TRAINED

1,700 HOURS OF TRAINING

1,120 STUDENTS TRAINED ON ICT SKILLS

DROPOUT RATE HAS DECREASED BY 5%

INNOVATIVE TOOLS: 3 INTERACTIVE CDS

- ILLITERACY ERADICATION
- SYLLABUS ORIENTATION

TRADITION+TECHNOLOGY
The tabluter, an integrated computer into the traditional tableya, allows women to follow a literacy programme inside their homes

fb.com/undpegypt

UNDP Ministry of Communications and Information Technology EGYPT ICT TRUST FUND

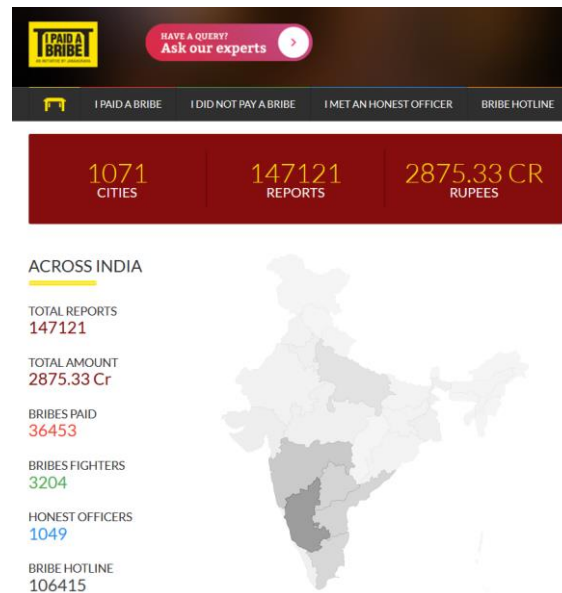
Case Study

I Paid a Bribe

Petty corruption is prevalent as ease payments in India

Citizens stepped in and started to use innovation in the road to fight corruption

An anonymous website has become a model for change that asks the public to aid in the process towards eliminating corruption by placing their reports on applications and online podiums



“If one looks at today’s governance problems ... we face a terrible lack of trust. ... Governments have not been able to adapt to the changes in technologies that force these interactions for participation to have a different nature and reform for creating conditions for a government to interact in a modern way for societies is, I think, a crucial area of reform.” (António Guterres)

SDG 8 – Decent work and economic growth
SDG 16 – Peace, justice and strong institutions

Case Study

Rekonstrukce Státu

In the Czech Republic “grand corruption”, is a serious problem for the country, with favoritism being especially challenging. With the spread of corruption and absence of any hope of improvement, citizens of the republic have taken an innovative approach to tackle the issue

In 2013, NGOs asked citizens to address their representative Members of Parliament (MPs) and ask that they pledge support for implementation of the nine specific anti-corruption measures into legislation

The campaign “Rekonstrukce Státu” (Reconstruction of the State), **holds MPs accountable** for their promises by posting their positions on the campaign website

This approach proved successful as **the campaign resulted in five of the nine laws being passed within three years**



SDG 8 – Decent work and economic growth
SDG 16 – Peace, justice and strong institutions

3. TYPES OF COMMUNITY-BASED INNOVATION



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Types of CBI

Grassroots Innovation

Systems of individuals and organizations cooperating to come up with new and **bottom-up solutions** to reach sustainable development and social well-being. These innovations **build on local needs**, considering local interests, values and culture of the targeted community. It must **start from inside and then spread** outside to external assistance and then become scaled up.

- People external can be included
- **It should not send signals to minimize state responsibility**
- Grassroots initiatives face participation issues
- The low levels of financial resources and absence of government support are barriers

Types of CBI

Social Innovation



Social innovations are approaches that generate novel solutions or systems that are directly linked to a specific social need

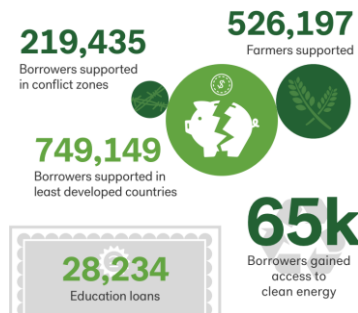
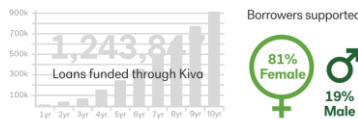
It is addressing SDG's as they work on existing social, cultural, environmental, and economic challenges for the good of the community and environment

Since citizens have a deep knowledge of their community, their engagement plays a critical role in the implementation of social innovation

The critical stage in the social innovation scaling to reach the greater number of the vulnerable population

Types of CBI

Crowd-sourcing Innovation



Crowd-sourcing initiatives are a group of activities based on the concept of the public providing information to leaders and innovators. Similarly, **crowd-funding** is a specific case of crowd-sourcing where the crowd provides financial support in the field of innovation. Crowd-sourcing entails a broad range of activities and actions that are part of every type of community-based innovation

Case Study

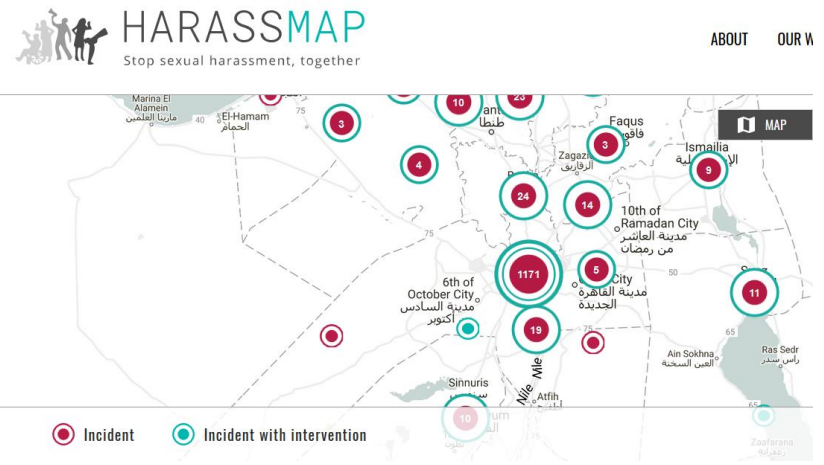
Ushahidi/HarassMap

In Egypt, a **HarassMap** was created with the purpose to engage the Egyptian society to create an environment where sexual harassment is not tolerated

Created in December 2010 by four women, the initiative was born as a response to the **persistent problem of sexual harassment** on the streets of Egypt where very few cases were denounced

Using **Ushahidi's crowd-mapping** system, it allows victims of sexual harassment to pinpoint the location of the incident on a **Google Map** and describe the assault anonymously

HarassMap creates local neighborhood teams and trains volunteers who are responsible of **building awareness and changing cultural sensibilities**. Moreover work is done with local businesses, schools and universities to create safe areas



SDG 5 – Gender equality

SDG 9 – Industry, Innovation and infrastructure

SDG 11 – Sustainable cities and communities

4. CBI IN CONTEXT



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Community Readiness

- Lack of grounding in the community may be a major reason why innovations fail
- Informing the community is essential
- Willingness to be open to change within the community
- Leaders of change are preferred to be from the community
- Appropriation and local ownership are important since results will not be in the short-term and positive social impact is a long-term investment
- Identifying and amplifying local networks within a community

Innovation in Times of Crisis



Zaatari UNICEF Innovation Lab

Shift from the traditional humanitarian aid, towards initiatives that empowers and gives choice to the vulnerable populations

More participatory approaches are being used to involve stakeholders and beneficiaries of aid in determining their own priorities and coming up with solutions that are context specific



Redi-School for Digital Integration

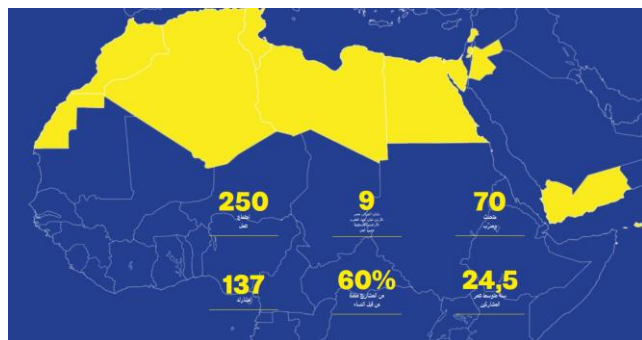
In the past decade, a number of community-based innovations have surged aiming to tackle problems within **camp settings**, but as well **for host communities** and for refugees and IDPs in urban settings

CBI in Context

Creative Spaces



Impact Hub Dubai



Safir Lab Impact

Creative social spaces such as incubators, accelerators, hackerspace, hacklab, or fablab are emerging around the world. These different names are used to describe a community space equipped with technological tools such as computers, 3D printers, or numerically controlled machines, where people can meet to engage in creative projects

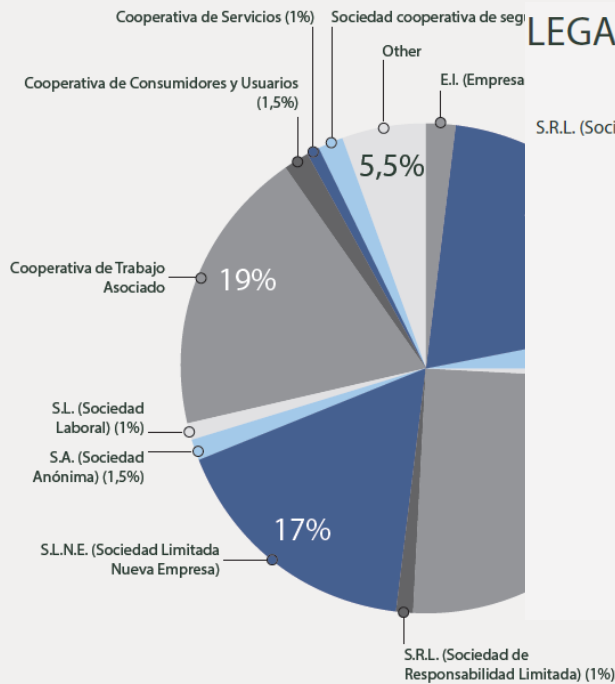
Many of those creative spaces have been created with the main purpose of tackling societal problems, as their mission is to present social innovations aligned with the SDGs

Creative spaces exist in the region, for instance Elevate, a collaboration between AltCity and UNICEF in Lebanon; Dare Inc., in Morocco; Makani in Jordan, as well as programs such as Safir Lab, a laboratory and a catalyst for social innovation targeting youth in Morocco, Algeria, Tunisia, Yemen, Libya, Egypt, Palestine, Lebanon and Jordan

CBI in Context

SE Regulatory frameworks

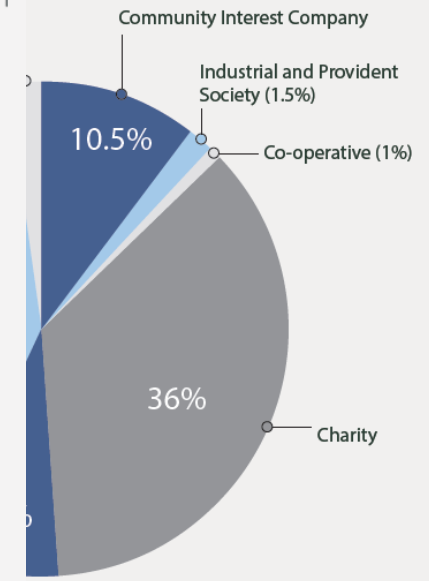
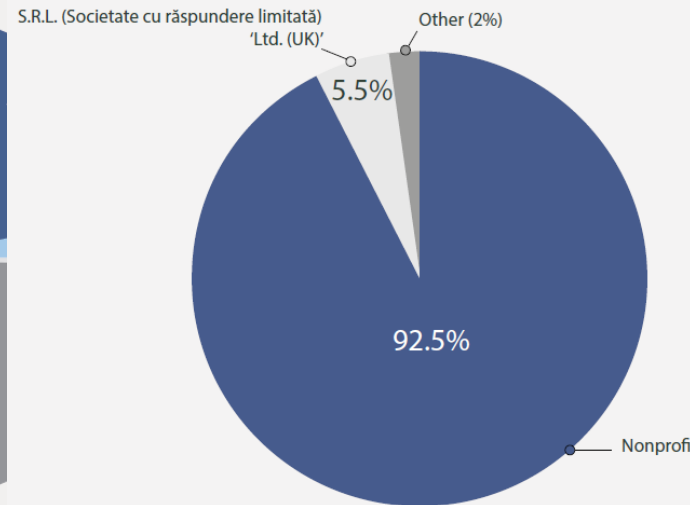
LEGAL FORMS - SPAIN



LEGAL FORMS - UK



LEGAL FORMS - ROMANIA

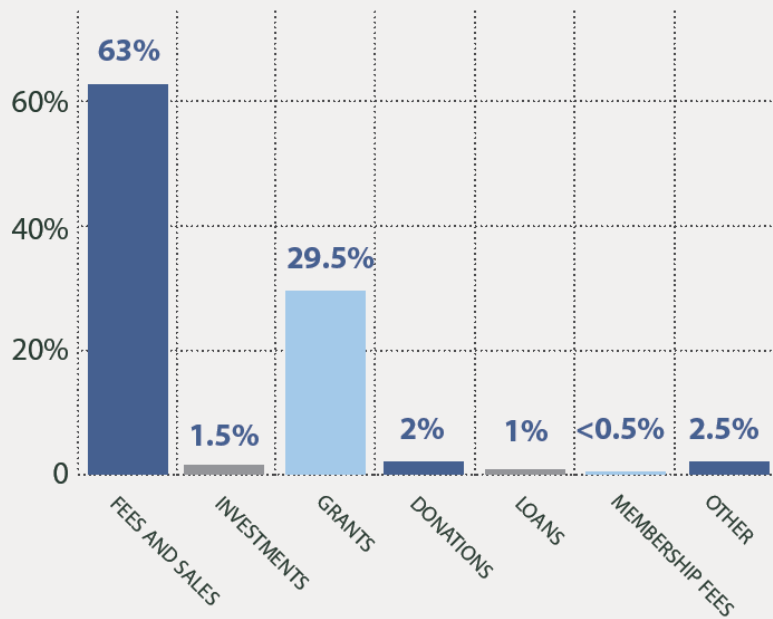


CBI in Context

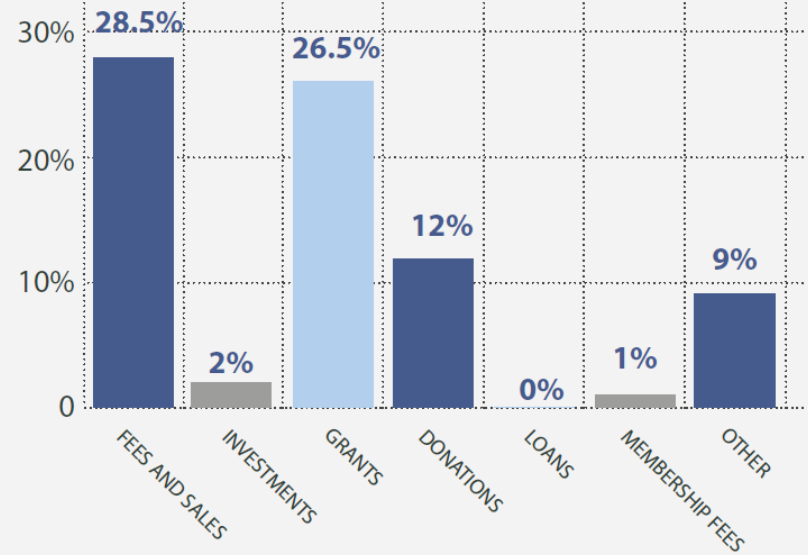
SE Financing



SOURCES OF FINANCING - UK



SOURCES OF FINANCING - ROMANIA

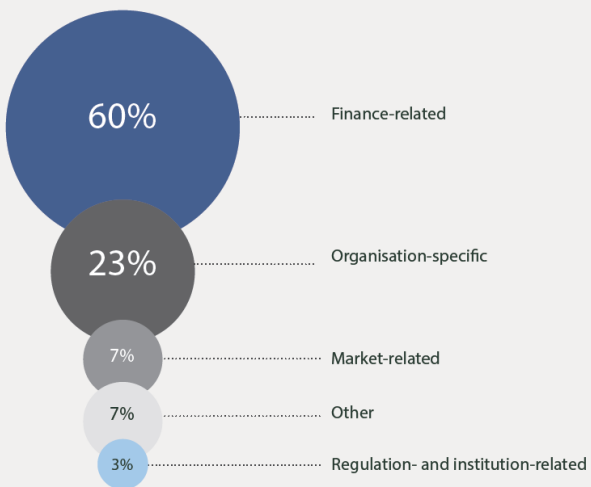


CBI in Context

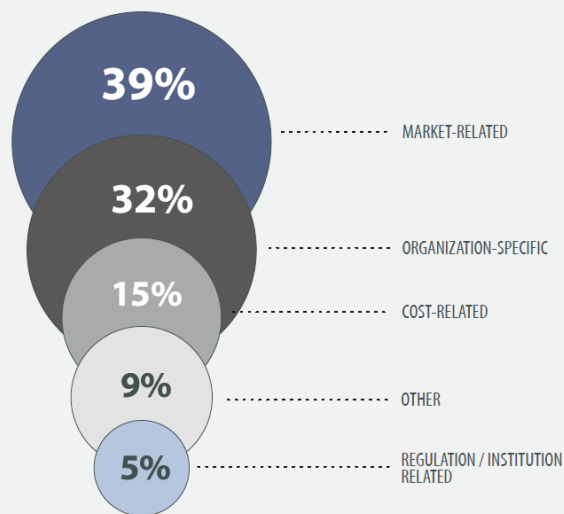
SE Innovation barriers



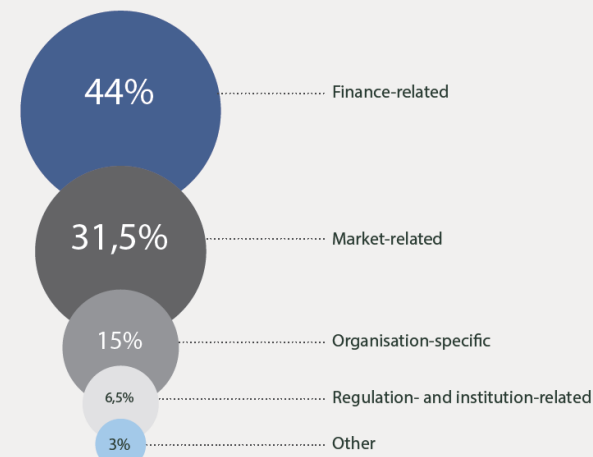
INNOVATION BARRIERS - UK



INNOVATION BARRIERS - CHINA



INNOVATION BARRIERS - SPAIN



5. ENABLERS AND DRIVERS OF CBI



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Enablers and Drivers of CBI

Barriers

In some cases, **innovation has pushed the world away from achieving the SDGs**

Innovation (including community-based) is not a panacea for all our societal problems. It itself can be a source of divide, accentuate problems and might have negative externalities

Access to technology, internet and other services in urban areas, has led in some cases youth to migrate to cities; **increased the rural/urban digital divide; and increased inequalities, inclusive within communities**

Social and cultural barriers in the communities themselves might be the major reasons behind the failure in innovation

Innovation faces challenges such as **financial, poor infrastructure, shortage in the skills of the human capital, and corruption**

Many of the community-based innovations are **local and cannot be scaled**

Social innovations are most often **services and not traditional commercial products**, requiring a lot of commitment and resources and time to diffuse them and insure their applicability in vulnerable areas

Drivers and Enablers

Supportive Culture

Technical skills and short programs are mostly offered by public and not-for-profit to level up and build local human capital. For instance, UNICEF works on such programs with Syrian refugees in Jordan and Lebanon, while Shanti in Tunisia works with women in rural areas to revive ancestral craft

Citizen engagement

Technology

Organized and well planned social inclusion is a driver to any community-based change. When an organization such as RuralEntrepreneurs in Lebanon or IFAD in Egypt wants to train youth and women in rural areas, it works with local authorities

Human capital

Social networks

In urban areas, we are seeing an exponential number of creative spaces such as co-working spaces, all over the Arab region. This type of network is crucial to create a sense of belonging and reinforce ties between community-based change makers, For instance Chefchaoun in Cairo, Egypt and Dare Space in Rabat, Morocco, AltCity in Beirut, Lebanon, Impact Hub in Dubai, UAE, are co-working spaces with a strong social mission

Accountable and legitimate institutions

Case Study Malô



POOR STORAGE



INEFFICIENT MILLING



MARKET ACCESS

LEVERAGE TECHNOLOGY



In order for rice to be edible, the hull or the husk needs to be removed. We build facilities equipped with machines set up in a customized processing line designed to minimize waste and enhance the nutritional content of white rice. The machines we employ cleans, sorts, and polishes the rice so that the milled rice is consistent and high quality. Grains that do not pass our rigorous quality control standards are ground into rice flour, mixed with micronutrients such as iron, zinc, folate (Vitamin B9), and Vitamin B12 and reshaped into fortified rice kernels (FRKs) using extrusion technology. The FRKs are blended with rice grown by our farming partners at a 1:100 ratio.

Malô, a social enterprise founded in Mali, was created to tackle two key problems faced by the community, i.e. malnutrition and inefficiency in rice production

SDG 1 – No poverty

SDG 2 – Zero hunger

SDG 12 – Responsible consumption and production

RICE DEPENDENCE

When global prices of rice tripled in 2008, riots erupted from India to the West Indies. The World Bank estimated that a 100 million people fell back into poverty given rice's key position in total household budget expenditures. West Africa is heavily dependent on rice imports from Asia which is cheaper than local rice

MALNUTRITION

In terms of malnutrition 83% of Malian children under 5 and 65% of women are anemic

CREATE PRODUCTS

SupermalôTM
RIZ FORTIFIÉ

African food brands are rare. We package and distribute fortified rice products directly to urban consumers and retailers under the brand name Supermalô. We also sell our byproducts. Rice husk (22%) and rice bran (13%) are sold to chicken coop owners and animal feed manufacturers, respectively.

REWARD FARMERS



Rice cultivation is hard work. Expecting smallholder farmers to also excel at milling, logistics, and sales is unrealistic. We reward farmers for their dedication by purchasing their harvests at a premium. For farmers, having a guaranteed buyer reduces their risk and workload given they no longer need to engage in processing, marketing, and distribution. Getting paid fairly at harvest also enables them to pay back old loans for inputs, plant a second rice harvest, purchase livestock, or grow high-value, nutritious vegetables. Our farming partners also commit to improving their production practices and along with our NGO partners, we provide them with technical and capacity building support.

6. RECOMMENDATIONS



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Recommendations

Capacity Building

- Encourage innovative education and skill building such as digital literacy
- Promote technical and vocational training
- Encourage experiential learning including failures
- Provide opportunities for researchers to investigate this emerging field
- Build long-term training and capacity building programs with local communities

Role of Public Authorities

- Give a bigger role to local authorities
- Local authorities provide open-space for mapping and fostering local needs and innovations
- Protect innovation and give incentives for communities and individuals
- **Broaden the public funding approach**
- **Encourage social innovations through ethical/social public procurement**
- Create legal frameworks to facilitate and encourage the formalizing of CBI
- Appropriate digital infrastructure in rural areas
- **Brake dependence – Not replicate the NGO model**

Scaling-Up

- Create an ecosystem for social innovation
- Encourage failure as much as success
- Create and reinforce local networks
- **Provide support for incubators and other support organizations**
- **Encourage innovative financing models such as hybrid and impact investing**
- **Not all CBI are scalable!**

Measurement

- CIS measures innovation in EU measured based on the Oslo Manual (Eurostat)
- CIS in Flanders Belgium is done by KU Leuven
- For CIS 2015 we added 2 new sections for Flanders:
 - DEVELOPED A MODULE ON SOCIAL INNOVATION AND INCLUDED IT IN THE CIS2015 FOR FLANDERS
 - EXPANDED THE SAMPLE WITH 992 NON-FOR-PROFIT ORGANIZATIONS LOCATED IN FLANDERS, WHICH WERE SELECTED BASED ON THEIR LEGAL FORM (SELECTING NON-FOR-PROFITS AND COOPERATIVES).



MEASURING SOCIAL INNOVATION IN THE COMMUNITY INNOVATION SURVEY: EXPERIENCE AND EVIDENCE FROM THE CIS2015 CONDUCTED IN FLANDERS

Authors: Petra Andries and Alain Daou

04/01/2017

INTRODUCTION

Europe faces huge challenges in reducing inequality and social exclusion. 80 million people are at risk of poverty and 14 million young people are not in education, employment or training. We have not yet overcome the economic crisis which has led to unemployment rates of 12% in general and 20% among the youth. In order to address these challenges, the European Commission has launched several initiatives, all aimed at stimulating the development of a more inclusive society. This challenging task cannot be accomplished by the European, national, regional, and local governments alone, but will require a joint effort by all societal stakeholders, including for-profit enterprises and non-for-profit organizations.

In order to develop and evaluate policy actions in this area, monitoring the contribution of these for-profit and non-for-profit organizations to a more inclusive society becomes crucial. This project takes a first step forward by proposing a module that can be included in the Community Innovation Survey (CIS). This module measures the extent to which for-profit and non-for profit organizations engage in social innovation, which it defines as the development of product or process innovations that improve the access to basic provisions of vulnerable groups in our society. It also provides insights in the main drivers behind social innovation, and in the types of beneficiaries that were reached.

THANK YOU

Economic and Social Commission for Western Asia



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