



# SOCIAL INNOVATION LAB's



*Conceptualized and presented by*  
**SOCIAL INNOVATION EXPERT**  
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# PREFACE



William Melton Marston, a famous psychologist asked 300 people within one of his research on the humankind aspirations, the following question: «to what do you live? The reply of nine out of ten was that they are waiting for an event; a better job, or a new house, or a trip, or wealth falls on them. They look at the clock, a spin, and languishing in the waiting unknown tomorrow parameters. They may have ambitions, ideas and wishes, but only a few of them, having a project to help others.

Social innovation can be defined as the development and implementation of new ideas to meet social needs and create new social relationships or collaborations. It represents new responses to pressing social demands, which affect the process of social interactions. It is aimed at improving human well-being. Social innovations are innovations that are social in both their ends and their means. They are innovations that are not only good for society but also enhance individuals' capacity to act. Social economy employs over 11 million people in the EU, providing %6 of total employment. It covers bodies with a specific legal status (cooperatives, foundations, associations, mutual societies). Initiatives such as a «1£bn university challenge» are increasing the opportunities for social enterprises to get high-value, long-term contracts from the public sector.



Social innovation labs (also called design labs and change labs) are forming an innovative approach to tackle complex societal challenges and develop qualified change makers. This new series of labs will provide a structured process for approaching messy problems to experiment and prototype radical innovations. It also enables deep collaboration among multi-disciplinary teams and diverse stakeholders. These labs will form a social innovation movement in the society by including several specialized workshops in most pressing problems facing the societies as **following**:

## The package of programs in social innovation

The learning process we're proposing consists of several programs which can be either integrated together or stand alone as distinct courses. The whole philosophy is to reach certain knowledge and know-how in managing the social innovation either its social business model or non-for-profit organizations model or even for research purposes. The suggested labs are listed below. All the suggested programs are programed to be delivered over 2 to 5 days



<b>PROGRAM I</b>	BASICS OF SOCIAL INNOVATION
<b>PROGRAM II</b>	CREATING A SUCCESSFUL SOCIAL BUSINESS
<b>PROGRAM III</b>	CREATING A SUCCESSFUL CSR INITIATIVE
<b>PROGRAM IV</b>	SOCIAL BUSINESS LAB FOR CULTURAL & ARTS
<b>PROGRAM V</b>	BASICS OF SOCIAL LAB FOR CULTURAL HERITAGE
<b>PROGRAM VI</b>	BASICS OF SOCIAL LAB FOR SUSTAINABLE TOURISM
<b>PROGRAM VII</b>	SOCIAL BUSINESS LAB FOR FOOD & AGRIBUSINES
<b>PROGRAM VIII</b>	SOCIAL BUSINESS LAB FOR ENVIRONMENTAL AND WASTE MANAGEMENT
<b>PROGRAM VIII</b>	SOCIAL BUSINESS LAB FOR EDUCATION
<b>PROGRAM X</b>	SOCIAL BUSINESS LAB FOR JOB CREATION & EMPOWERING YOUTH
<b>PROGRAM XI</b>	SOCIAL BUSINESS LAB FOR POVERTY ALLEVIATION
<b>PROGRAM XII</b>	SOCIAL BUSINESS LAB FOR TOURISM & TRADITION HANDMADE INDUSTRIES
<b>PROGRAM XIII</b>	SOCIAL BUSINESS LAB FOR TOURISM & TRADITION HANDMADE INDUSTRIES
<b>PROGRAM XIII</b>	BUSINESS MODELS LAB FOR NON-FOR-PROFIT ORGANIZATIONS
<b>PROGRAM XV</b>	DESIGN DEVELOPMENT PROJECTS FOR NON-FOR-PROFIT ORGANIZATIONS
<b>PROGRAM XVI</b>	DESIGN CSR INITIATIVE FOR CORPORATES & NON-FOR-PROFIT ORGANIZATIONS
<b>PROGRAM XVII</b>	GROWTH LAB FOR SOCIAL BUSINESS & NON-FOR-PROFIT ORGANIZATIONS
<b>PROGRAM XVIII</b>	DESIGN VALUE CHAIN DEVELOPMENT FOR NON-FOR-PROFIT ORGANIZATIONS
<b>PROGRAM XVIII</b>	SOCIAL FINANCE & IMPACT INVESTMENT LAB





## THE PROGRAM DETAILS

The different LAB's will be between 1 to 5 days, for six hours a day to cover the main topics of innovation, idea creation and social entrepreneurship; selected topics are in the following:

- Sources of business ideas
- Articulate a social problem and a business as solution
- Understand the Importance of Business with a mission
- Achieving the social purpose by engaging in the marketplace.
- Understand how to holding assets and wealth in trust for community benefit.
- Understand the top social enterprise venture types
- Management of innovation process
- Analysis of some social businesses in different sectors
- Business Model Canvas & Lean Startup to develop business-models for social business and non-profits
- Main differences and limitations with commercial businesses
- Understand how to setting goals and estimating costs.
- Design your innovative social enterprise
- Understanding of the importance of web-based Platform
- Understanding of the concepts of stakeholders, partnership and third part beneficiaries.
- Impact finance and social business funds.
- Social Enterprise Impact Measurement,

## Example: PROGRAM I –SOCIAL INNOVATION LAB

The growth of modern economic systems has generated numerous complex and pressing social challenges, some are defying known doctrine like the connection between economic growth and social welfare. Growth does not automatically lead to social welfare anymore, or not as much as it used to be under the previous growth regime. This results in the persistence of social challenges even in countries with significant economic growth and a growing social division between different population classes and countries. Social innovation applies this thinking to social issues: education and health, issues of inequality and inclusion.

Social innovation refers to a group of strategies, concepts, ideas and organizational patterns with a view to expand and strengthen the role of civil society in response to the diversity of social needs (education, culture, health). The term covers, inter alia: new products and services, new organizational patterns (e.g. management methods, work organization), new institutional forms (e.g. mechanisms of power distribution by assignment, positive discrimination quotas), new roles and new functions, or new coordinating and governance mechanisms. The designed SOCIAL INNOVATION LAB will provide the participants with the opportunity to understand product and technology innovations that impact communities and might be used to improve people's lives. The Social Innovation Lab focuses on four phases:

- Uncover – participants will uncover and analyze the pressing social problems facing the society to truly recognize and measure the challenge.
- Ideate – participants will utilize the insights of peers, mentors, innovator-in-residence, and high school students to accelerate possible solutions and ideas.
- Prototype – participants will transform ideas into reality, by designing and testing early prototypes, soliciting stakeholder input, and evolving iteratively.
- Launch – each participant pitches his ideas and solutions to attracting support to help turn his ideas into the next social investments.

## THE EXPECTED OUTCOMES

By the end of this training course, the participants will have the following:

- Enhancing their awareness of social challenges and problems persisting in their communities,
- Enhancing their ability on how to extracting valuable ideas, how to structure an



idea to nurture it to fruition, and how to turning an idea (Creativity) into new venture (Innovation),

- Learn how to identify and build on the social opportunities & challenge
- Sharpening their ability to think on sustainability and economics of achieving social purpose
- Developed and experienced the skills and knowledge needed to create innovative social business initiative,
- Improve their theoretical and practical understanding of the different aspects of classical and social entrepreneurship,
- Understand the local social entrepreneurship eco-system and how to improve it in the country,
- Translated all these aspects to solve the challenges faced by their local reality,
- understanding the strategic and business management tools like Porter's five forces, competitive advantage, Business Modeling, Lean Startup technique,
- Explored and prototyped business models using design thinking,
- Learned about and applied a practical visual language to describe, design, challenge, and test value propositions.
- Discovering the «Innovator's DNA», Design Thinking
- Understanding how to promote an innovation culture.



# The Program Value Propositions

## 1- The content

This program consists of several modules and submodules joining tighter to form a whole educative, awareness and professional program initiating the participants to the creation of innovation and innovative organization. It will give participants the necessary know-how and skills to turn their ideas into successful products.

The content of the current program is originally and delivered in several countries in the world, from European to African to Asian. However, a drastic enhancement will be undertaken to accommodate to the local entrepreneurship and innovation eco – system in Qatar in order to give participants real access to the national potential and capabilities.

## 2- The training materials

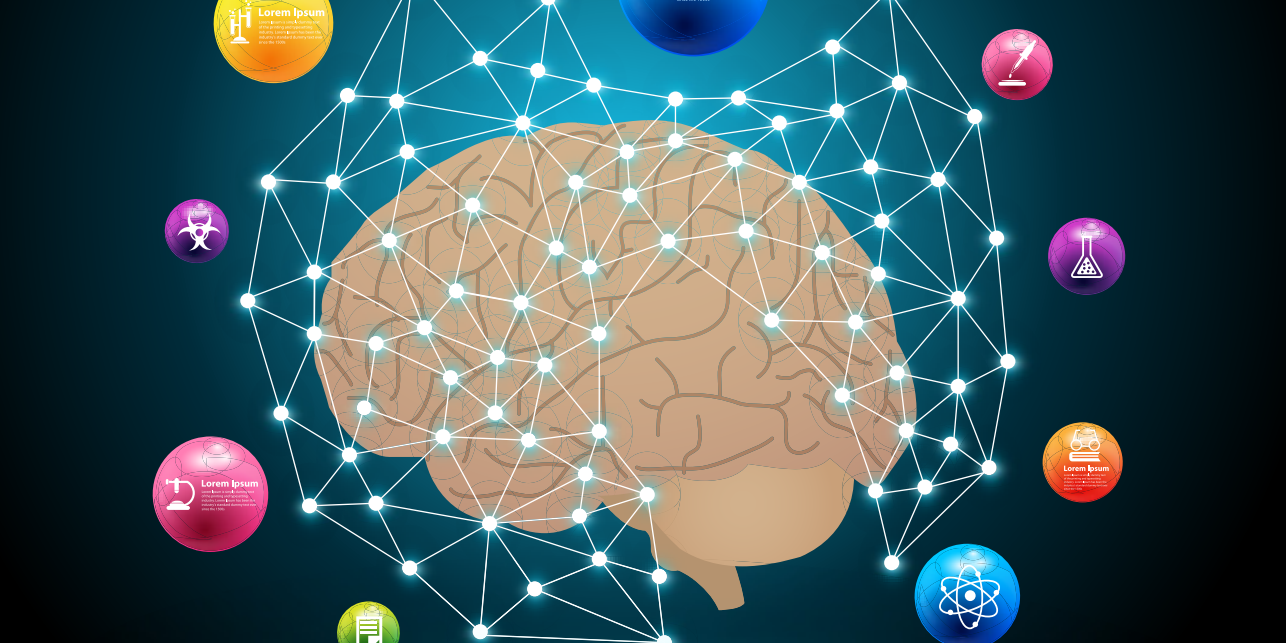
Each course will have a small booklet containing all the theoretical and practical background and facts on the subject to be used as an introductory manual for the course. Such booklets are elaborated purposely by the instructor and it will be distributed within the course.

## 3- THE EMPLOYED TOOLS & METHODS

This training is about the implementation of different aspects of entrepreneurship and how to stimulating the creation of enterprises among women and youth.

- Participant will learn, undertake exercises, work in groups and exchange experiences within a professionals manner.
- A specialized elaborated business model canvas for social business will be used





(exclusive & copyrighted).

- An excursion might be part of the program to see examples of initiative and real social entrepreneurship in the community.
- The main outcomes of the training will be the development of new initiatives and proposals which can be funded through the local financial institutions.

## 4- The expected Program Benefits

At the end of this program participant you will be able to:

- Discover, see, touch, observe, identify, recognize, learn, understand, listen to, practice innovation and ideation,
- Work in group, innovate, Imagine, meet, write down, draw, design, evaluate, enhance, improve, familiarize, and build a new relationship with ideas, innovation and entrepreneurship .,
- Do personally the same steps any entrepreneur has to do to develop his ideas, business concepts, strategy, business models, etc.
- Understand building blocks of creation and management of ideation and innovation,
- Enhance participant's creative and innovative thinking skills,
- Be familiar with creative and innovative thinking tools, methods and styles,
- Understand risk taking, paradigm shift, and paradigm paralysis .
- Meet and exchange views with real successful qatari entrepreneurs living in the same socio-economic texture.
- Registered members of the program can have one year access to our mentorship

platform to guide them through any difficulty they may have along the way of their becoming entrepreneurs,

- Members with viable business projects can have the opportunity to have their plans forwarded to our international business investors for consideration and funding.
- Have opportunity to publish their projects in our Crowd-funding platform to source for business investments.
- Members with viable technological business projects can have the opportunity for them to have direct assistance from Enick Technologies Limited in Nigeria and AIDE SCIENTIFIQUE ET TECHNIQUE (AST) in Lyon France.
- Members who wish to further their business training can have recommendation from us to gain admissions into top business schools in the GCC and France.
- Members who finish the program will be awarded with a reputable certificate of Social Innovation training.

## THE WORKING LANGUAGE

English, French or Arabic

## THE PROFILE OF PARTICIPANTS

**The profile of participants either short or long programs will follow some guidelines like**

- Social entrepreneurs willing to sharpen their knowledge and experience
- Governmental officials, policy makers, responsible willing to start a business incubation program.
- Private investors, bankers, Investment Companies, venture capitals, etc.
- Academia, research centers, and universities who are willing to invest in creation of incubation systems,
- Incubator managers and specialist and or responsible of SME's supporting structures.
- NGO's and non-for-profit organizations.
- Students and unemployed.

## PROFILE OF THE INSTRUCTOR

With more than 24 years of experience in entrepreneurship, social businesses and social development, including several senior positions in France, Saudi Arabia, Bahrain and Egypt. Member of Yuns social business think-tank and international speaker. Prepared several national plans and meetings on CSR & impact investment in Egypt, Bahrain and KSA. In Bahrain, I worked as advisor to Ministry of Social Development, I established a national CSR & PPP plan includes the creation of a social business bank, which I led as CEO for four years (it won the Prize of Mohammed Bin Rashid 2013). I headed the national social business committee who organized social business activities in Bahrain between 2013-2009. I was GM in Bahrain Development Bank developing Bahrain SME's. In my native Egypt, I was Manager in the Social Fund for Development where I designed a master plan for empowering youth through a financing, training and incubation system. Recently, CEO-founder of Social Innovation Expert a specialized firm in social entrepreneurship and innovation, contracted to Centennial Fund-KSA to establish entrepreneurship academy in middle east.

Dr Atef awarded by the following prizes: FB winner of Mohammed Bin Rashid Award for "Young Leaders" 2013, Winner of Prize of «Young Researchers» in Franc, attributed from AUGC, France May 1995. Winner of Prize of Bahraini Ministry of Interior's research Competition on "Community Partnership towards Fighting youth Crime and its impacts". December 2011, Major of graduation, Faculty of Engineering, Cairo University 1989-1988. More, he has several scholarship & grants from: NEP-&BC-UK, France, China. EC, ICNL-USA.

He has a D.E.A, Ecole des Mines de Nancy, France 1992, and L'INSTITUT NATIONAL POLYTECHNIQUE DE LORRAINE (INPL), France 1996, a Bachelor's degree, Faculty of Engineering Cairo University – Egypt, 1989, as well as several certificates, several diplomas in finance, strategic management and development.

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