

## SOCIAL INNOVATION BY DESIGN

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**Abstract:** This paper defines social innovation as a concept and a phenomenon, focusing on the process of cocreation that addresses a significant social challenge that is well-known globally but is tackled in a specific local context, and whose innovative solution – novel in terms of both the result and the path of its generation – has the potential to generate positive change and social impact. It proposes a relationship between social innovation, the lab approach, as well as the design process, and the design mindset to develop plausible solutions. Examples of models applied by various schools that employ Design Thinking, as well as sample methods suitable for each stage of the design process are given. The final section discusses approaches used to measure and assess the social impact of innovative solutions.

**Keywords:** Social Innovation, Social Innovation Labs, Design Thinking, Social Impact

**JEL Codes:** M1; M14

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