WHAT IS SOCIAL INNOVATION?

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In recent times we have gone from talking about innovation in relation to technology or the company to also starting to talk about social innovation. In fact, many things are being done under the label of "social innovation" in our environment. But in reality, what really is social innovation? We liked this video generated by SIG Knowledge Hub, which is a kind of Canadian think tank geared towards promoting , precisely, social innovation.

In a graphic and didactic way, they explain how they understand social innovation as a collaborative process between multiple agents to solve problems and jointly address challenges of a social or environmental nature that affect our society. The video is a bit rolly but it is very graphic and in the end we think it helps to focus the concepts.

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