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Social Innovation for Business: Structure, Implement and Launch

A social innovation is any public or business initiative that supports people in their efforts to flourish and grow. **Launching** a SI in a sustainable way often requires adjusting the idea itself: streamlining, simplifying, or turning it into more modular elements so it can be transferred across settings.

How are you managing?

- Social purpose management: a standard corporate structure with public values instilled through the management system.
- User orientation and autonomous work groups: Self-organized teams with management autonomy.
- Distributed organization: Many social ventures avoid top-down structures and operate as independent units based on locality and partnerships.



Internal or external?

Businesses *can* retain their SI internally, however, sometimes to move from piloting to launch and implementation, it's good to have a separate external venture with its own service contract. This also enables the SI to have its own identity.

Going External? Consider different forms of ownership

- Certified B-corps
- Limited Liability Partnerships
- Co-ops and Associations & Mutuals
- Not-for-profit or low-profit businesses
- Foundations and Charities
- Community Interest Companies



Celebrate all the great work you've done so far with a fantastic **launch!** Use the launch as a social marketing strategy and make it a real community event!