



**INNOVATION ACTION
& CREATING CHANGE**

Social
Entrepreneurs
Initiative

Changing the Rules of the Game: From Ideas to Action Are You Ready?

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Hosted by



Social Sanctions Video

<http://vimeo.com/85155271>

Today's Session

- Your expectations 5 minutes
- Intro + Concept 15 minutes
- Break out groups 60 minutes
- Reporting back 35 minutes
- Feedback + next steps 5 minutes

What + Why?



SOCIAL ENTREPRENEURS INITIATIVE

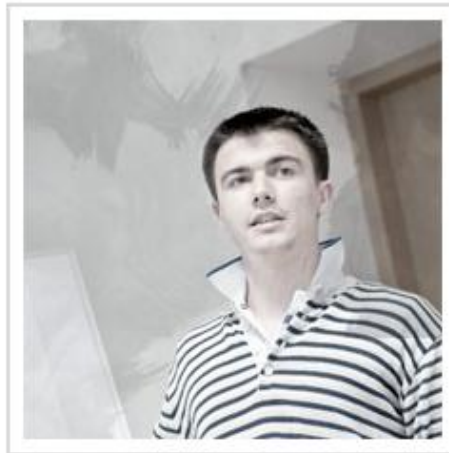
Tracking Construction Companies

Creating Projects

E-Participatory Budgeting



Tracking Construction Companies



Opening Public Jobs for the Public

WORKSHOP PREPARATION



- Divide into direct action groups
- Nominate 1 note taker + 1 facilitator + 1 presenter
- Each member explains the corruption problem in their country
- Group brainstorms ideas + solutions
- Group votes on the most doable one
- 1 member of the group presents all ideas + solutions to the larger group (tweet style)



DISCOVER

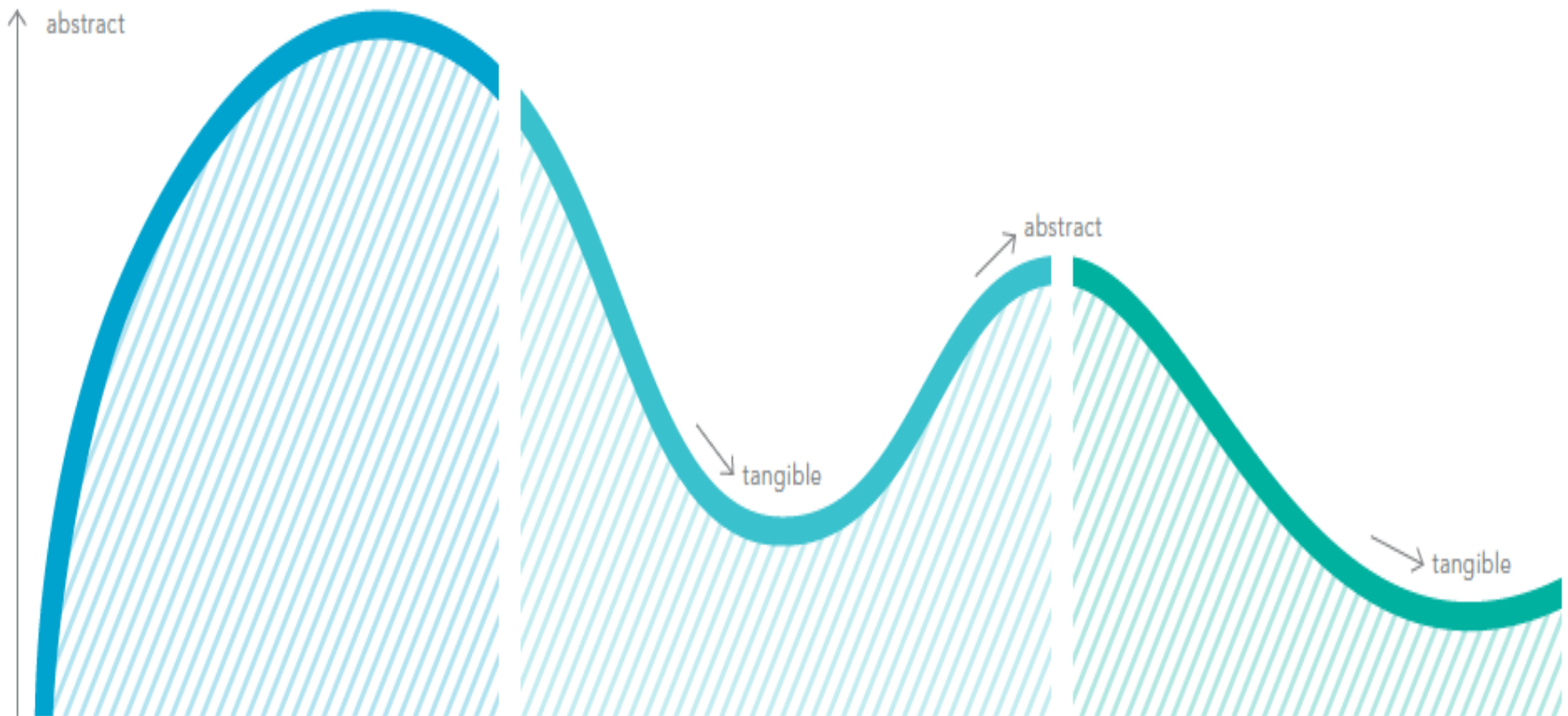
I have a challenge.
How do I approach it?

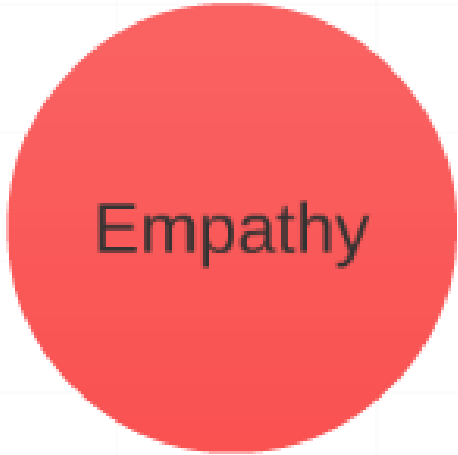
IDEATE

I learned something.
How do I interpret it and begin
designing from what I learned?

PROTOTYPE

I have an idea.
How do I build and refine it?





Driving Questions

- What's regulated, what not & why not?
- What's relevant for the public?
- How can technology help?
- Can social media help?
- Can students or volunteers help?
- Are there power relationships/conflict of interests?
- Is your government open?

Let's Begin!



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Breakout Roles

Facilitator

- Ensure everyone first describes their problem
- Each brainstorms on solution
- Group chooses which solutions they wish to focus on
- Keep time – allow space for everyone

Notetaker

- Jot down ideas+solutions with name+country
- Write neat, short tweetlike sentences

Presenting Back

- Who's up for it?
- Keep it snappy!

Making it Happen!



And Finally...

- Email address + Google docs/hangouts



Ideas to Action Brainstorming Outcomes

	Name / Country	Problem	Solution
1			
2			
3			
4			
5			
6			



Defining Terms

It is important to distinguish several closely related concepts:

IMPACT is what nonprofit organizations and the funders who support them seek to achieve—making real differences in the world.

An organization's **STRATEGY**, or **LOGIC MODEL**, is its plan for achieving impact.

A **THEORY OF CHANGE** is the empirical basis underlying any social intervention—for example, the belief that a young person's close relationship with adult role models can reduce his susceptibility to violence, or that regular visits by registered nurses to first-time pregnant women can improve parenting skills and children's outcomes.

What is Social Entrepreneurship?

