SOCIAL INNOVATION SAFARI
A PROBLEM SOLVING LEARNING ADVENTURE

KL
Hivos people unlimited
UNIVERSITY OF AMSTERDAM

MAKE CASE TO WICKED SOCIAL PROBLEMS

FIELD TRIPS TO LOCATIONS OF CASE STUDIES

TEAM UP!

PROBLEMS & PATHOLOGIES

DO ANALYSIS

START

day 1 ... REFLECTION ... day 2 ... REFLECTION ... day 3 ... REFLECTION ... day 4 ... REFLECTION ... day 5 ... REFLECTION ... day 6

USE THE KNOWLEDGE FOR YOUR OWN WORK

FINISH

day 11

how do we know we're doing more good than harm?

SOCIAL DAY!

FINAL PRESENTATION

MODELS OF SCALE

REFLECTION LEARNING ITERATION

PROTOTYPING

IDEA GENERATION & VISUALISATION

day 10   day 9   day 8   day 7

Day 1 — July 9
- Introductions to each other, to faculty, to intent of the program.
- Making explicit our reference points and inspiration.
- Introducing Safari concept.
- Making the case for new approaches to 'wicked' social problems.
- 'Taste testing' some of those approaches: co-design, prototyping, mobilizing...
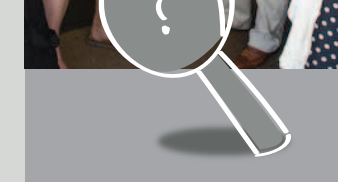
Day 2 — July 10
- Field trips to locations of case studies.
- History of failed past social interventions under the name of good intentions.
- Content specific reading and lectures (based on cases).

Day 3 — July 11
- Getting into teams.
- What makes for a good team? Discussion of literature and personal experiences.
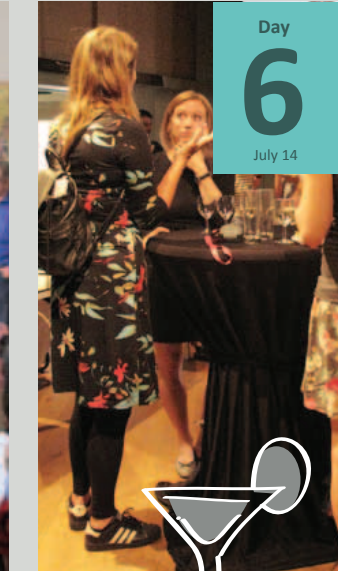- Meeting coaches.

Day 4 — July 12
- Problems and pathologies: the challenges of naming and framing.
- Recruitment and ethnography crash course.
- Introduction in theories of change.
- Teams meet people in their homes and communities.

Day 5 — July 13
- A crash course in analysis.
- The difference between problems & outcomes: an introduction to behavior change & the logic model.

Day 6 — July 14
Social day!

Day 7 — July 15
- Playshop in idea generation and visualisation.
- Typology of interventions: in and out of system, system-to-system, system-to-user, etc.
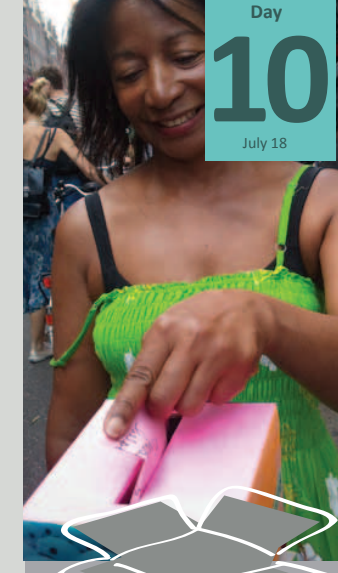- Teams present before expert panel and get feedback on their early ideas.

Day 8 — July 16
- Playshop in prototyping and measurement.
- Introduction to social design.
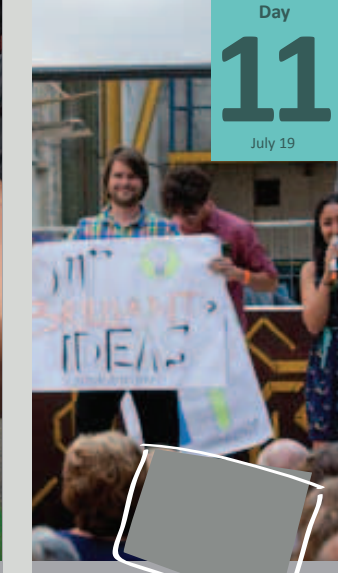- Teams rapidly prototype.

Day 9 — July 17
- Teams continue to prototype.
- Debrief: how do we know we're doing more good than harm? Can we?
- Reflection learning iteration.

Day 10 — July 18
- What next? From discrete interventions to systems change? Models of scale, spread, replication, and adaptation using real-life examples.
- Teams prepare final presentations.

Day 11 — July 19
- Teams give final presentations.
- Group feedback session.
- Take home ideas.
- Party!

» what's next?
How to use the knowledge and skills you have learned in your own work?

TESTIMONIALS FROM THE PARTICIPANTS OF
SOCIAL INNOVATION SAFARI 2012

Doekes Prakken,
Netherlands,
New Learning Program Developer

"Prepare to play an intense game. Goal is to provide your (social) client with a sustainable solution. However, the way to get there helps you to build an international network of innovators, helps you to learn about new techniques for innovation and provides you with a lot of fun. A pressure cooker you shouldn't miss. Go do it."

Zahra Ebrahim,
Canada,
Principal and Founder of ArchiTEXT

"The Social Innovation Safari is a great opportunity to test out innovation in real-time with a group of dynamic collaborators. It's a rapid-fire coming together of business, design, innovation, social enterprise, and creativity in an environment where new ideas and boundary-pushing provocations are encouraged. For anyone new to the creative social innovation space, the Safari is an incredible sandbox to learn, test, and hone key skills with a phenomenal international network of innovators"

Vincenzo Di Maria,
Italy,
Service designer

"The Social Innovation Safari is an opportunity to grow personally and professionally, challenge your collaboration capacity and engage with exciting client projects. Taking part to this adventure I discovered a different Amsterdam, immersing myself into the local social innovation scene working on the ground with other talented professionals. I would recommend anyone interested in collaboration and innovation to pack your best tools and join the Safari crew!"

APPLY NOW!

APPLICATION DEADLINE: APRIL 22th 2013

For more information, please visit*:
www.socialsafari.org
www.uva.nl/summer-social-safari
Clicking the links will direct you to the webpages

For participants who wish to earn credits, additional program activities will be developed.