

# Social Innovation Types and Framework: Literature Review

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**Abstract.** The main goal of implementing social innovation is to solve specific social problems. Social innovation is presented in the form of a project, for which the execution time, resources, and expected results are determined. The ability of social innovation organizers to adapt to institutional conditions determines the effectiveness of project implementation. By authors considered the main approaches to social innovation.

**Keywords:** Innovations, social innovations, foundations, definition, commercial activities, economic benefits.

## 1. INTRODUCTION

Social innovation is an economic category that has received increasing attention from the scientific community in recent years. In general, this category of economic knowledge summarizes the areas of human activity in the development and implementation of new ideas, products, services and models that meet social needs and challenges. Social innovation can take many forms, including new technologies, business models, social policies and social programs. The goal of social innovation is to create positive social change and improve the well-being of individuals and communities. Social innovation is often contrasted with traditional innovation, which focuses on developing new products and services for commercial purposes, but it should be understood that traditional innovation can also bring social benefits, social innovation places more emphasis on solving social and environmental problems, achieving social impact and aimed at social well-being. Social innovation is the original reason for its emergence, expressed in the desire of society to create social value, and not just make a profit from commercial activities, which connects social innovation with social entrepreneurship. Social entrepreneurship is a type of business that combines a social mission and commercial benefit. The main goal of social entrepreneurship is to create and implement innovative solutions to solve social problems and improve the quality of life of people. That is, making a profit is not the goal in itself of a social entrepreneur, since social entrepreneurs seek to solve more global social problems, such as poverty, unemployment, environmental problems, health care and education, while using commercial business models.

## 2. LITERATURE REVIEW

The study of innovative aspects in sectors of the social sphere in the works of domestic authors has become relevant since the late 1980s.

Landscape of social innovation: organizational and managerial aspect of ethnic culture, the role of social innovation in the formation of human creative activity before the systematic study of social innovation in education. It is important to note that only after the onset of the 2000s. The term “social innovation” arose. Until this time, the concept of “innovation in the social sphere” was used.

In 2007, several works appeared devoted to the description of possible organizational forms for the implementation of social innovations. From the point of view of M.Yu. Platonov, the essence of new mechanisms for achieving social needs is “the creation of a special structure that unites subjects of the social sphere and ensures stable relationships within an extensive innovative social infrastructure - the Sociopark.” From the author’s point of view, the basis of innovative processes in the social sphere should be the reorientation of state policy in the field of social development from adaptive, adaptive to active, problem-oriented. The most important direction of transformation of the social sphere is the involvement of non-profit organizations in the performance of certain social functions of the state, and they are recognized as the source of social innovation.

M.Yu. Platonov draws a parallel between social innovations and social technologies, pointing out that the use of the former is associated with the development and implementation of the latter, which are understood as “the most important tools for the sustainable development of society, which are a means of rationalizing and optimizing the functioning of society to meet certain needs.” V.G. Sadkov, O.B. Kuznetsova also adhere to the position that “social technologies act as an intellectual, knowledge-intensive resource, the use of which allows not only to study and predict

various social changes, but also to actively influence practical life and obtain an effective, predictable social result.” According to the authors, social innovation performs the following main functions in society: satisfying consumer demands, innovative development of society, an attempt to predict the future social model based on taking into account established traditions.

This type of social innovation currently includes social technologies of cross-sector interaction. In other words, the managerial basis of social innovation is associated with building high-quality interaction between various sectors, into which V.G. Sadkov, O.B. Kuznetsov include the following: public, commercial, family, non-profit. Rethinking the role of government bodies, business and society allows us to form a solid basis for introducing new methods of solving social problems. By intersectoral interaction, the authors understand “on the one hand, the process of multilateral influence of three sectors of society on each other, and on the other, a system of joint, coordinated actions of state and municipal authorities, business and non-governmental non-profit organizations aimed at achieving agreed specific goals,” and by social innovations - “technologies that are not yet sufficiently applied in practice, but due to their renovation nature and orientation to the future, make it possible to increase the efficiency of interaction between government, business and public non-profit organizations and the management of this social process, satisfying the changing needs of society.” In this case, we can talk about the existence of a two-way process: on the one hand, social innovations are based on intersectoral interaction, and on the other hand, social innovations themselves make it possible to improve the quality and efficiency of intersectoral interaction.

From the point of view of G.A. Churilova, the main obstacle to the formation of an innovative space in the social sphere is unformed innovative behavior, and the lack of proper organizational and managerial foundations in the economic, political, legal and other spheres can result in dysfunction of the innovation sphere. In subsequent years, domestic research was focused on the study of social innovations in various spheres of public life and activities. [19]

### **3. ANALYSIS AND RESULTS**

In general, social innovation can be characterized as innovations that are primarily focused on improving human life and, secondly, on commercial gain, allowing for the presence of a social effect and the absence of commercial gain: “social innovation will include new ideas in the social space, embodied in the form of products or services and aimed at solving public problems. Social space is understood as a set of interconnected social processes, relationships, as well as social practices and positions” [1, p. 39]. One of the key features of social innovation is its focus on collaboration and co-creation, and the design of social innovation often involves multiple stakeholders, including individuals, communities, businesses and governments. These stakeholders work collectively, pursuing collective goals, to identify social needs and develop efficient, sustainable and socially effective options for creating innovation. Social innovation can also be used in product design and emphasizes the importance of design within a consumer-focused marketing framework that involves engaging with end users to understand their needs and preferences, including within social entrepreneurship: “Using the term ‘social entrepreneur’ is growing rapidly, the field of social entrepreneurship lacks rigor and is in its infancy compared to the broader field of entrepreneurship, as evidenced by the large number of its definitions” [2, p. 69]. Social innovation has a wide range of applications: from improving access to health care and education to promoting environmental sustainability and poverty reduction: “It is obvious that the introduction of social innovation entails transformation and change in the strategic priorities of culture, and the transformation of social institutions themselves. Social innovation is a kind of social experiment that can lead to unexpected results and changes” [3, p. 55]. Social innovation involves commercial activities and economic benefits, in general this is expressed in the following combination: creating new jobs and stimulating economic growth within the framework of social responsibility: “Corporate social responsibility is the voluntary contribution of business to the development of society in the social, economic or environmental spheres, associated directly with the main activities of the company” [4, p. 5]. Social innovation can also be seen as a response to the limitations of market approaches to solving social and environmental problems. Many market mechanisms for ensuring public welfare, such as charity and government assistance, have been criticized for ineffectiveness, the lack of a methodological basis for assessing effectiveness, introducing the understanding of social sustainability as a general indicator of social innovation: “In recent years, the social dimension (or “social sustainability”) has received increasingly recognized as a fundamental component of sustainable development. Previous studies of sustainability were mainly limited to environmental and economic issues” [5, p. 865]. From a scientific perspective, social sustainability can be defined in terms of three key dimensions: social justice, social cohesion and social capital. Social justice is about the fair distribution of resources, opportunities, and benefits within society, regardless of factors such as race, gender, or socioeconomic status. Social cohesion refers to the degree of interconnectedness and solidarity within a given society, including factors such as

trust, the sustainability of social networks, and community engagement in solving social problems. Social capital refers to the quantifiable resources and capabilities that enable individuals and social groups to work together to achieve common goals. Achieving social sustainability within the national community requires the development of long-term government programs aimed primarily at reducing poverty and ensuring the health and well-being of citizens.

Social innovation also emphasizes the importance of realizing the opportunities for personal growth of individuals who take an active position in solving social problems: "... and we define socio-political effectiveness as a key predictor of positive youth development" [6, p. 865].

That is, it can be argued that social innovation represents a complex and multi-component concept of economic knowledge, which covers a wide range of social, economic and environmental factors, the result of which is social sustainability. In Western practice, social sustainability is considered closely related to social justice: "The concept of social justice includes three aspects: recognition, which "revalues unfairly devalued identities," redistribution, which suggests that the remedy for injustice is some form of economic restructuring, and parity of participation , which promotes significant public participation in the production of space" [7, p. 2]. The challenge for social sustainability lies in the difficulty of measurability and the methodological complexity of assessing this category: "In our view, these social conditions range from 'non-transformative' provision of information about the environment and certain services (such as recycling schemes) to 'transformative' approaches that challenge a challenge to the fundamental ways of social construction of the "environment"" [8, p. 344]. In general, social sustainability has been linked by many researchers to the economic "concept of sustainable development" [ 9 ], [10], [11] and suggests a close connection between economic and social policies: "...however, social sustainability has begun to gain political and institutional approval, intertwining with the sustainable communities agenda and the concepts of governance, social capital and corporate social responsibility" [12].

One of the key factors of social innovation that determines its measurability and effectiveness is the recognition of the fact that many social problems and events are interconnected, as elements of a social system and require systemic solutions. For example, poverty, health care and education - fundamental goods to which every citizen should have access - are closely interconnected social problems that cannot be solved in isolation. Social innovation aims to address these complex, interconnected systemic problems by developing comprehensive solutions that take into account the multiple factors that contribute to solving social problems. However, social innovation often involves implementing a project to test new ideas and approaches, as well as learning from both successes and failures. This iterative process of experimentation and learning helps ensure that social innovation is effective, sustainable and adaptable to changing circumstances.

An important aspect of creating social innovation is social integration: "Social integration prevails in a group if the bonds of attraction unite its members. People interested in becoming integrated members of a group are under pressure to impress other members that they will make attractive partners, but the resulting popularity competition generates defensive tactics that block social integration" [13, p. 545]. One of the key ways in which social inclusion promotes social innovation is through the involvement of various stakeholders in the innovation process. By engaging with individuals and social institutions whose activities or citizenship affect social issues, social inclusion ensures that their voices and perspectives are heard and that solutions are tailored to their existing needs, an approach that helps build trust, promote collaboration and promotes social cohesion, and it is necessary to separate the concepts of "social integration" and "social cohesion": "Confusion in definitions in the literature on social cohesion is a symptom of the complexity associated with mutually related phenomena at the individual and group levels" [14, p. 410]. Social innovation also promotes social inclusion by addressing systemic barriers and emerging social inequalities. Social innovation aims to transform the underlying structures and systems that generate social problems such as quality of life, poverty and the deterioration of public space.

Social innovation is also a trigger for social sustainability and the resilience of social groups, since many social problems such as climate change, resource depletion, natural disasters, hunger, income imbalances are related to the existing structure of society, which undergoes qualitative changes due to social innovation. Social innovation aims to address these challenges by developing programs and solutions that are socially sustainable, resilient and adaptable to changing circumstances. That is, social innovation builds the potential to create positive social and economic impacts, in particular, social innovation can create new markets, products and services that satisfy social needs and create new economic opportunities. For example, social enterprises are businesses that use market-based approaches to solve social and environmental problems, where they can create jobs, generate income and stimulate economic growth, while meeting social needs and promoting sustainable development of public space.

Social innovation also creates social value by improving the quality of life of individuals and communities: “The only needs that, for the purposes of economic theory, should be called strictly social are those that are consciously defended by the whole society” [15, p. 216]. An example is health care, social innovations in health care improve access to health care, reduce costs and improve health outcomes: “The health status of a country’s population expresses to a concentrated extent the level of quality of life and material capabilities of the state. At the same time, the healthcare system and its effectiveness largely depend on existing social relations, justice and equality with regard to the availability of medical services. A special role is played by the state as a subject of social policy, institutional norms and principles of the social state” [16, p. 160]. At the same time, social value is ensured by legality and legal space, so the domestic researcher notes the following: “With all the diversity in the interpretation of the social value of the criminal procedural form, we consider it necessary to proceed from its usefulness and significance for the most successful, effective implementation, formulated in Art. 6 Code of Criminal Procedure of the Russian Federation...” [17, p. 132]. Social innovation in education can improve access to quality education, reduce illiteracy rates, and improve learning outcomes. Social innovation in housing can improve access to affordable, safe and healthy housing, reducing homelessness and improving living conditions. Social innovation also creates social value by encouraging social and environmental responsibility, for example, social innovation in energy can contribute to the development of renewable energy sources, reducing carbon dioxide emissions and increasing the energy efficiency of existing industries. Social food innovation can contribute to sustainable agriculture, reduce food waste and promote healthy eating and lifestyles.

**4. DISCUSSION OF RESULTS**

Based on the results of the theoretical analysis, we can present the definition of social innovation as a category of economic knowledge: Social innovations are products and services, often without material embodiment, developed on the principles of social integration, cohesion and cooperation, with the purpose of their practical application not to extract an economic effect, but ensuring conditions for sustainable development of social space.

However, it should be noted that social innovation is not without its challenges. One of the main problems is the difficulty of scaling social innovations, which often require significant resources, including the creation of new infrastructure for implementation on a larger scale. Despite these challenges, social innovation has the potential to create significant positive social change, by bringing together diverse stakeholders and focusing on social needs, social innovation can help solve some of the most pressing problems facing society today. Social innovation is therefore an important area of research and practice for academics, policy makers and practitioners alike. Social innovation can also be seen as a way to encourage civic engagement and encourage the development of patriotism. Social innovation aims to empower individuals and communities to play an active role in shaping their own future. By involving different stakeholders in the innovation process, social innovation can help build trust, collaboration and social cohesion.

There are three forms of social innovation. The first represents innovations related to the state’s social policy aimed at improving the quality of life of the population. The second form is social innovation aimed at improving the conditions for doing business. The third form represents innovation aimed at improving the quality of production management.

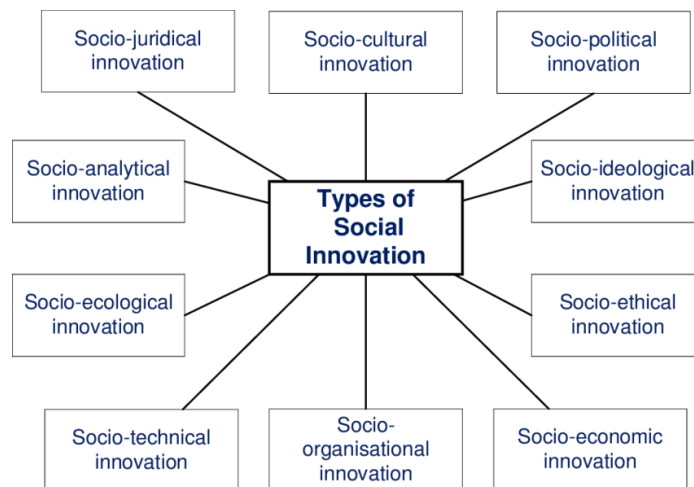


Fig.1.Types of social innovations [21]

According to O. M. Fokina and L. N. Chudinova, the social effect from the implementation of projects arises as a result of investments in the development of human capital [6].

There is a three-criteria system for assessing social innovation, consisting of assessing resource provision, target audience and measuring the degree of change after project implementation. The essence of this system is to analyze growth, balance, and reorganization. The presented system makes it possible to measure the effectiveness of social innovations, but has the flaw of not considering the participation of the population in social innovations [7].

Also, the effectiveness of social innovations is measured based on an analysis of the scaling strategy, the life of the project, financial performance indicators, the number of participants, and implementation conditions [8].

The formation of institutional conditions in the socio-ecological-economic system of the region consists of increasing the influence of specific people on the processes of solving public problems and providing resources for social projects. The theory of shared economy helps with this in relation to issues of social innovation. The shared economy is considered by researchers from two positions, determined by a broad or narrow approach. The first position is a technological view of the shared economy, implying the use of digital technologies [9].

The second approach to the shared economy is socio-economic, associated with the transformation of the institutional environment of the region, forming the rules of interaction of economic entities; The main direction of change is the digitalization of transactions. In this regard, the shared economy is close to social innovation projects. What makes it innovative is the proposal of new models and forms of development. The sharing economy, in addition to transforming the institutional environment, involves the common use of resources, as well as the spread of peer-to-peer relationships, which allows one to avoid intermediation in the provision of benefits and significantly reduce the cost of a product or service. It also creates the possibility of using underutilized resources, which increases the efficiency of resource use. This is exactly what is necessary for the balanced development of the region.

Digitalization of the region's economic activities expands the possibilities of the shared economy, the consequence of which is the decentralization of property rights. The crowd economy lies at the intersection of the shared and digital economies and pursues the common goals of people based on Internet platforms. These phenomena form the institutional environment and expand the set of tools for the development of innovative activities that ensure the satisfaction of social needs, the formation of a culture of social activity, and the reproduction of goods [10].

Thus, the symbiosis of the listed approaches to assessing social and innovative projects for changing the institutional environment creates new opportunities for interaction between economic entities. This approach allows us to formulate an algorithm for creating a social innovation project.

Social innovations make it possible to increase the economic activity of society; therefore, the quality of human capital increases, which increases the speed of progress, while retaining the right to choose the ways of applying their abilities to the individual [11].

Social innovations have the property of hybridity, that is, they combine the properties of hierarchy with the market form. Hybrid goals, hybrid financing [12] of social innovation and hybrid platforms are also distinguished. A hybrid purpose is a symbiosis of social and commercial purposes. Hybrid financing is a combination of public and private financing. Hybrid platforms [13] are information platforms designed to popularize social innovation [14]. Social innovation requires the use of special sources of resources, which requires the development of hybrid projects.

Digitalization, which is currently taking place, generates new forms of social innovation, namely the crowd economy, which is a symbiosis of the shared and digital economy. The goal of the crowd economy is to achieve common goals based on Internet platforms. The symbiosis of two types of economies expands opportunities for social innovation and makes it possible to more effectively solve social problems [15].

It is also necessary to say something about the investment assessment of social innovation projects. The authors of the project, turning to a potential investor, have projects of varying degrees of development. Therefore, innovators should be divided into two groups. The first group includes those innovators who have worked through all stages of the life cycle of a social innovation project. In this case, the innovators conducted a detailed analysis of project development scenarios and the necessary financial support. Therefore, the innovator can only obtain financial support and begin implementing the project. The second group includes those innovators who are at the stage of formalizing the idea of a social investment project in a concrete form, and they need legal, informational and other forms of support in addition to investment. Therefore, they need help in working through all stages of the project's life cycle, assessing its attractiveness for investors, and coordinating the functions of a social innovation project with the conditions of the institutional environment. Thus, a plan for investment support for a social investment project is being formed [20].

Participants in the process of implementing social innovation can be both individuals and organizations. The ability to innovate is a natural quality of a person, but not everyone can realize their innovative potential in specific conditions. Consequently, a person’s innovative ability must be processed into innovative potential, only in this case the ability to innovate will manifest itself in the outside world in the form of specific projects with novelty. To do this, a person must have creative abilities [21].

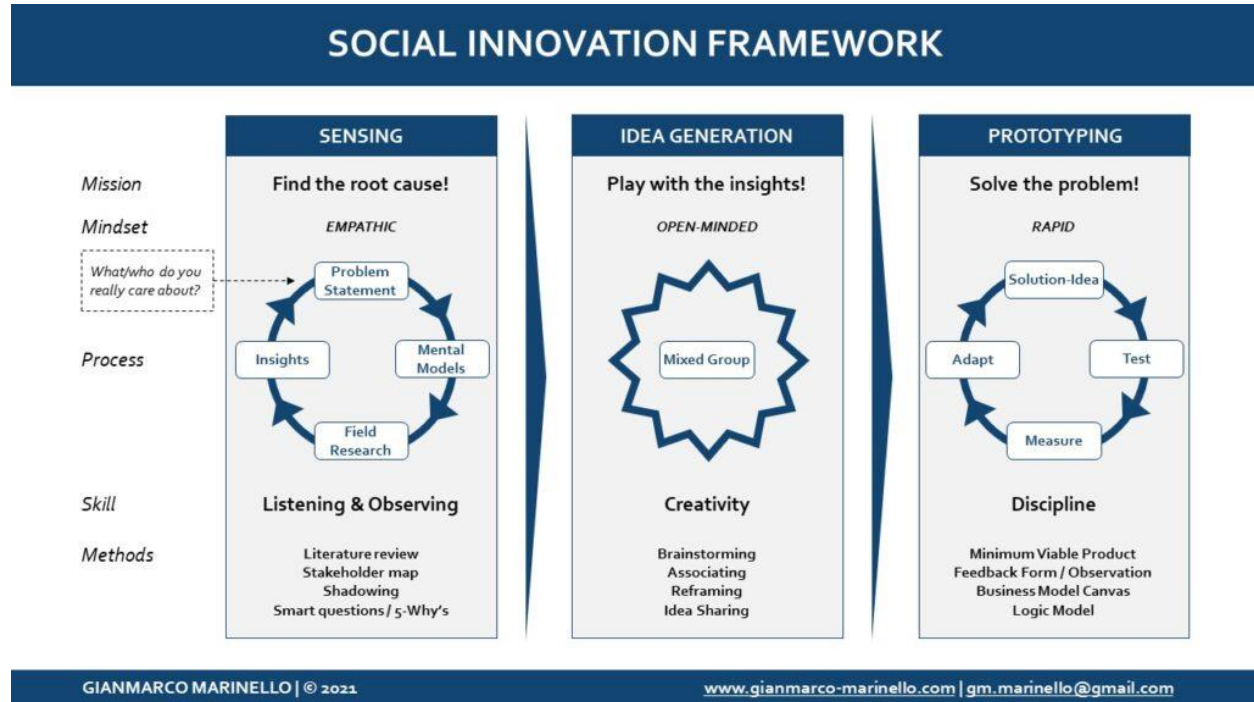


Fig.2. Logical Framework for Social Innovation [22].

Social investments are based on an idea that is implemented in socially significant services or products. Based on the idea, it is possible to check the demand and relevance of specific innovations for society, and identify the problems that the proposed idea is aimed at solving. By comparing the idea and the problems of society, it is possible to determine the goals of social investment and the expected results, thus forming a social investment project. This is the first step of the algorithm to reduce the uncertainty of the project implementation environment [16].

The second step is to determine the function of the social investment project. The function of social investment is to provide solutions to the problems of both an individual and society as a whole. The social innovation function allows you to determine the circle of potential investors for the project. The type of investor plays a significant role. Thus, if social investments are aimed at the production of public goods, then the state must be chosen as the investor. If social investments have the purpose of marketing or investment, then the investor must be a private person.

The third step is to evaluate the effectiveness of social innovations. The competitiveness of social innovation can be assessed using the adapted McKinsey matrix. This matrix allows you to create a project strategy based on variations of potential development vectors [17].

The fourth step is to explore ways to obtain resources to carry out the project. The institutional environment plays a significant role here. Therefore, it is necessary to score its components such as flexibility and hybridity [18].

The strategy for financing social innovation is based on a combination of flexibility and hybridity of the institutional environment and the degree of their development. Developing a financial strategy allows you to begin implementing a social investment project. At this point, the development of an algorithm for reducing the uncertainty of environmental conditions for a social innovation project is completed; on its basis, scenarios for the development of the project can be determined. The implementation of the social innovation project will improve the quality of life of the population by solving the social problems that the project is aimed at.

Thus, a methodological toolkit has been obtained for assessing a social innovation project, the use of which is assumed by the given algorithm. The use of this methodological toolkit makes it possible to reduce the degree of uncertainty of social investments that arises in the process of project implementation. The methodological tools

presented in the table below are necessary for the implementation of this algorithm; it allows you to develop a financial plan for the project, determine the circle of potential investors, as well as the priority method of financing the project. [20]

## 5. CONCLUSION

Thus, we have proposed an algorithm for developing a social investment project that allows us to determine the circle of potential investors. They also presented methodological tools, capable of reducing uncertainty that has a negative impact on a social innovation project through deep and consistent study of all stages of the project's life. This helps reduce the uncertainty that accompanies the implementation of a social innovation project. The conducted research expands the methodological tools used to evaluate social innovation projects.

Social innovation can also be seen as a way to promote social inclusion and equality; many social problems, such as poverty, inequality and income gaps, disproportionately affect marginalized and vulnerable groups. Social innovation aims to address these challenges by developing solutions, providing a powerful tool for promoting social inclusion, equity, sustainability and community resilience. By engaging diverse stakeholders, addressing systemic barriers and inequalities, and promoting environmental sustainability, social innovation can help create fairer and more sustainable societies. Thus, social innovation is an important area of research and practice for scholars, policymakers, and practitioners who strive to bring about positive social change.

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