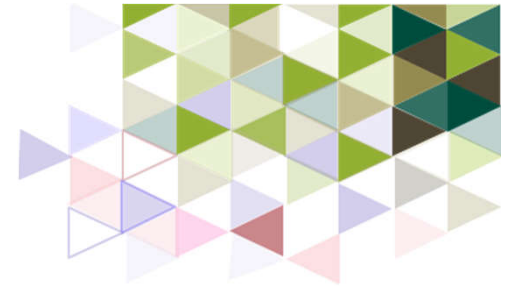




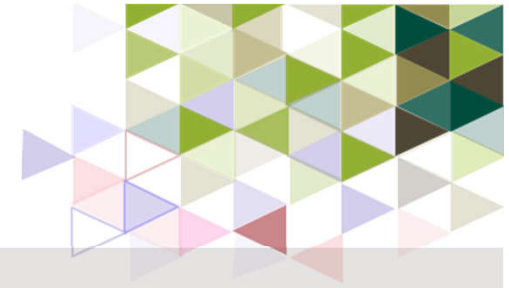
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Development**



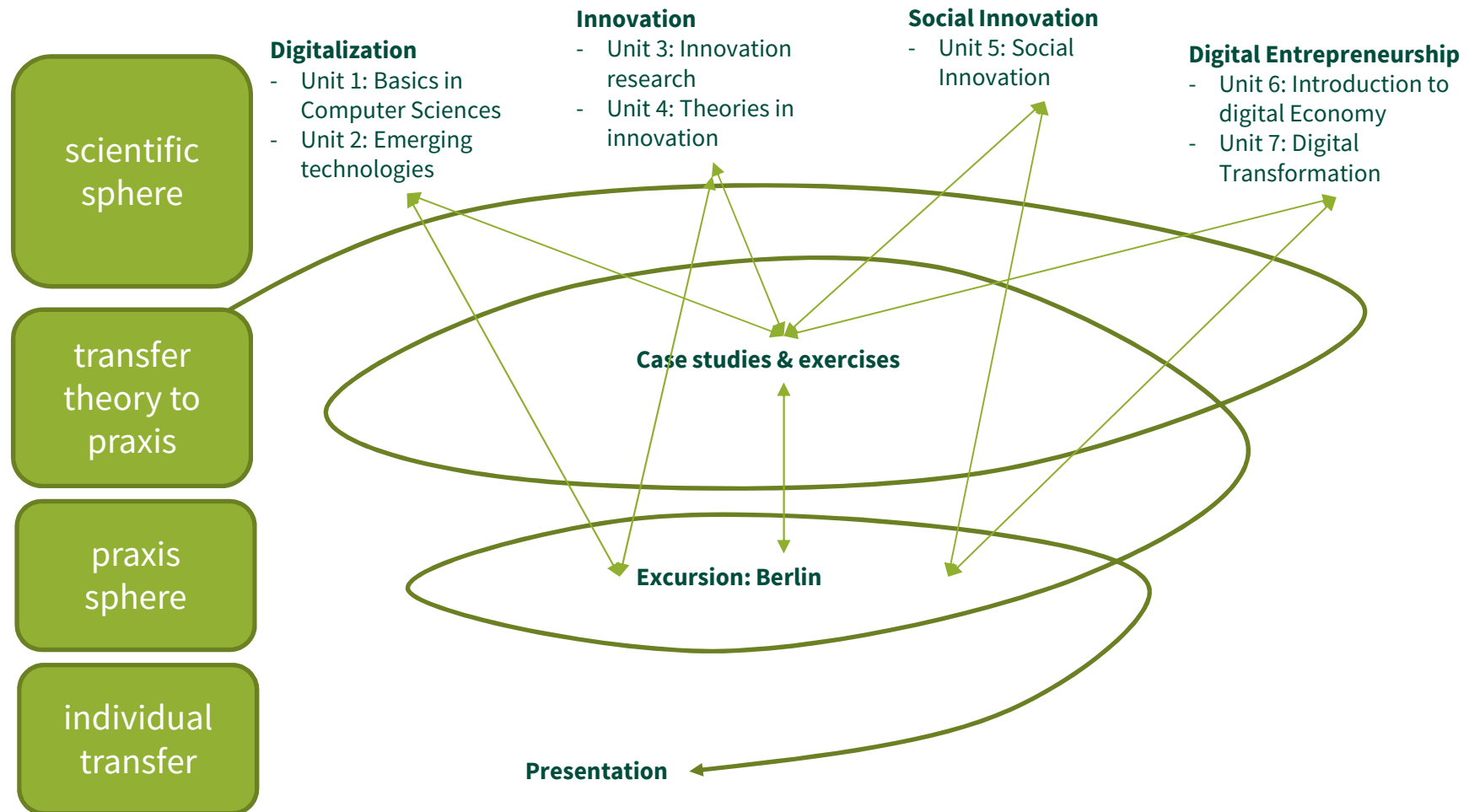
SIDT SOCIAL INNOVATION & DIGITAL TRANSFORMATION

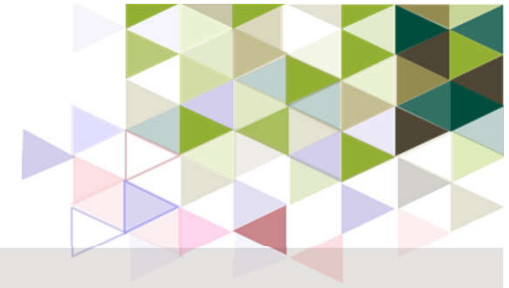
Unit 01 – 07: Key Learnings

Prof. Dr. Britta M. Gossel



Didactical approach





Storyline

Digital Economy: How does digitalization change the economy?

Digital Transformation: How do digital technologies fundamentally change economy & society?

Innovation: How is the idea of innovation connected to technological process?

Social Innovation: What is the difference?

Emerging Technologies: What solutions can be created out of this?

Computer Science: Where are the roots of digital transformation?



Unit 01 – Basics in Computer Science

Knowledge

- Digital Competence
- Digital Literacy
- Computer as tool
- IPO input – process –output
- Digital – a technical definition (001101)
- Basic concepts of programmingc

Skills

- First contact with Scratch Tool (MIT App Inventor)

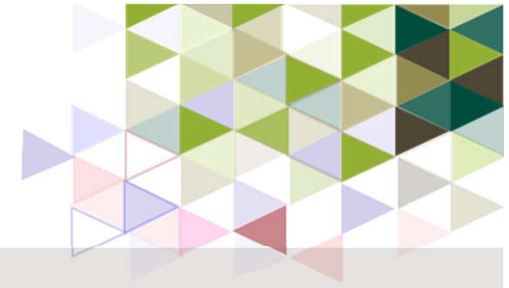
What is your take-away?

Task

- Part 2: Basic knowledge to come up with a suggestion of a innovative digital transformation

SIP Project / Praxis

- Inspiration for rethinking SIP-Idea against the background of digital options
- Tool to craft a mockup / sketch of an App (if relevant)



Unit 02 – Emerging Technologies

Knowledge

- Definition of „technology“
- Definition „emerging technologies“ + examples
- Deep dive: AI as emerging technology
- Role of emerging technologies for designing a better future (tech / application / business model)

Skills

- Add-on to sustainable entrepreneurial mindset (exercise „What’s new?“)

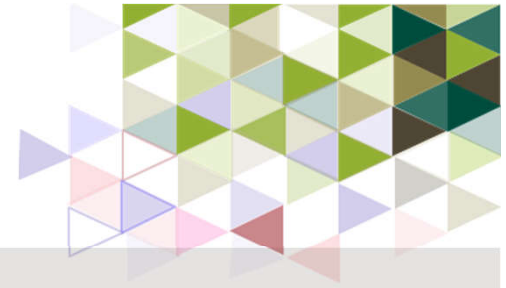
What is your take-away?

Task

- Part 2: Basic knowledge to come up with a suggestion of a innovative digital transformation, creating a relation to digital technologies

SIP Project / Praxis

- Inspiration for rethinking SIP-Idea against the background of emerging technologies → Can the application level of an emerging technology push your idea to next level?



Unit 03 – Introduction to Innovation Research

Knowledge

- Definition of „Innovation“
- Types of innovation (sustaining, disruptive, incremental, radical)
- Schumpeter I & II
- Schools of thought (linear – iterative – practice)
- Development of field of research

Skills

- Ground for scientific reading

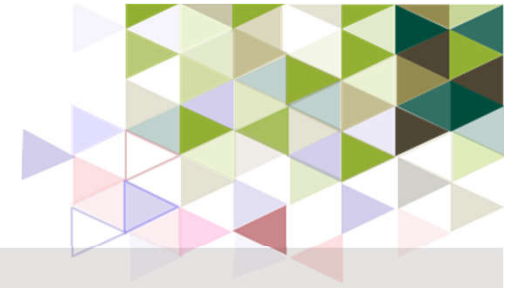
What ist your take-away?

Task

- Part 1: Contextual knowledge to read and understand a scientific paper in the field.

SIP Project / Praxis

- Inspiration for rethinking SIP-Idea against the background of innovation
→ How innovative is your idea?



Unit 04 – Theories in Innovation

Knowledge

- Rogers „Theory of Innovation Diffusion“
- Davis „Technology Acceptance Model“

Skills

- Scientific reading (Davis 1989)
- Integrating context information about a paper.
- Reading techniques (Exercise: „Investigative Journalists“)

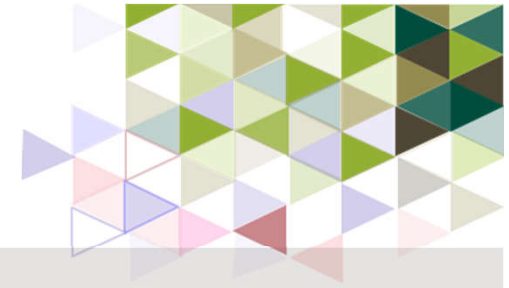
What is your take-away?

Task

- Part 1: Skills to read and understand a scientific paper in the field.
- Part 1: Contextual knowledge to read and understand a scientific paper in the field.

SIP Project / Praxis

- [...]
- Skills for preparation of your MA thesis or other exams.
- Knowledge (theories) to prepare your MA thesis (if related to this issue).



Unit 05 – Social Innovation

Knowledge

- Definition of „Social Innovation“
- Emergence of the field of research on SI
- Difference SI <-> Innovation
- Process of SI
- Levels & Dimensions of SI
- New approach on scaling

Skills

- Differentiating SI <-> Innovation in praxis (Exercise Moodle Self-Learning Unit)

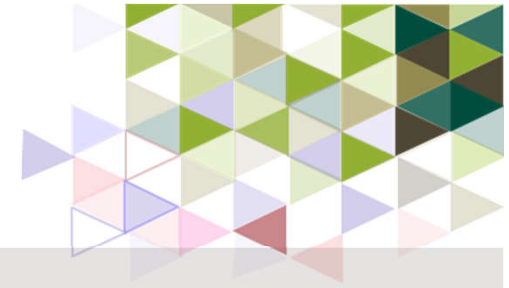
What ist your take-away?

Task

- Part 2: Systematic analysis of your own social digital innovative transformative idea

SIP Project / Praxis

- Inspiration for rethinking SIP-Idea against the background of social innovation → To what extent is your idea a (digital) social innovation?



Unit 06 – Digital Economy

Knowledge

- Development of digital economy
- Specialties of digital economy
- Platforms of digital economy
- Business models of digital economy

Skills

- Understanding digital platforms in the context of social organisations (Exercise Moodle Self-Learning Unit)

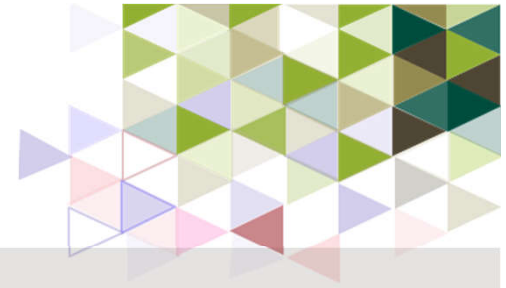
What is your take-away?

Task

- Part 2: Thinking about a digital business model of your own social digital innovative transformative idea

SIP Project / Praxis

- Inspiration for rethinking SIP-Idea against the background of digital economy → To what extent is your idea a digital (social) innovation?



Unit 07 – Digital Transformation

Knowledge

- Digitalisation of social organisations
- Definition „Transformation“ & „Digital Transformation“
- Relevance of digital transformation for economy & society

Skills

- Challenges in forming a normative judgement on digital transformation (Exercise Fishbowl Discussion)

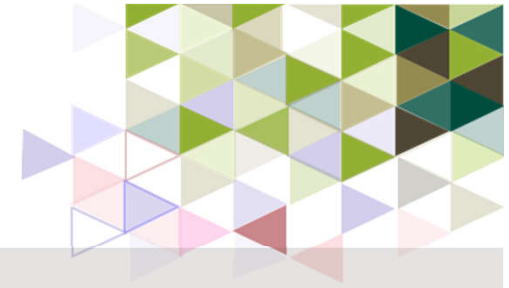
What ist your take-away?

Task

- Part 2: Understanding of digital transformation to create an own idea
- Part 2: Arguing about the relevance of your own social digital innovative transformative idea

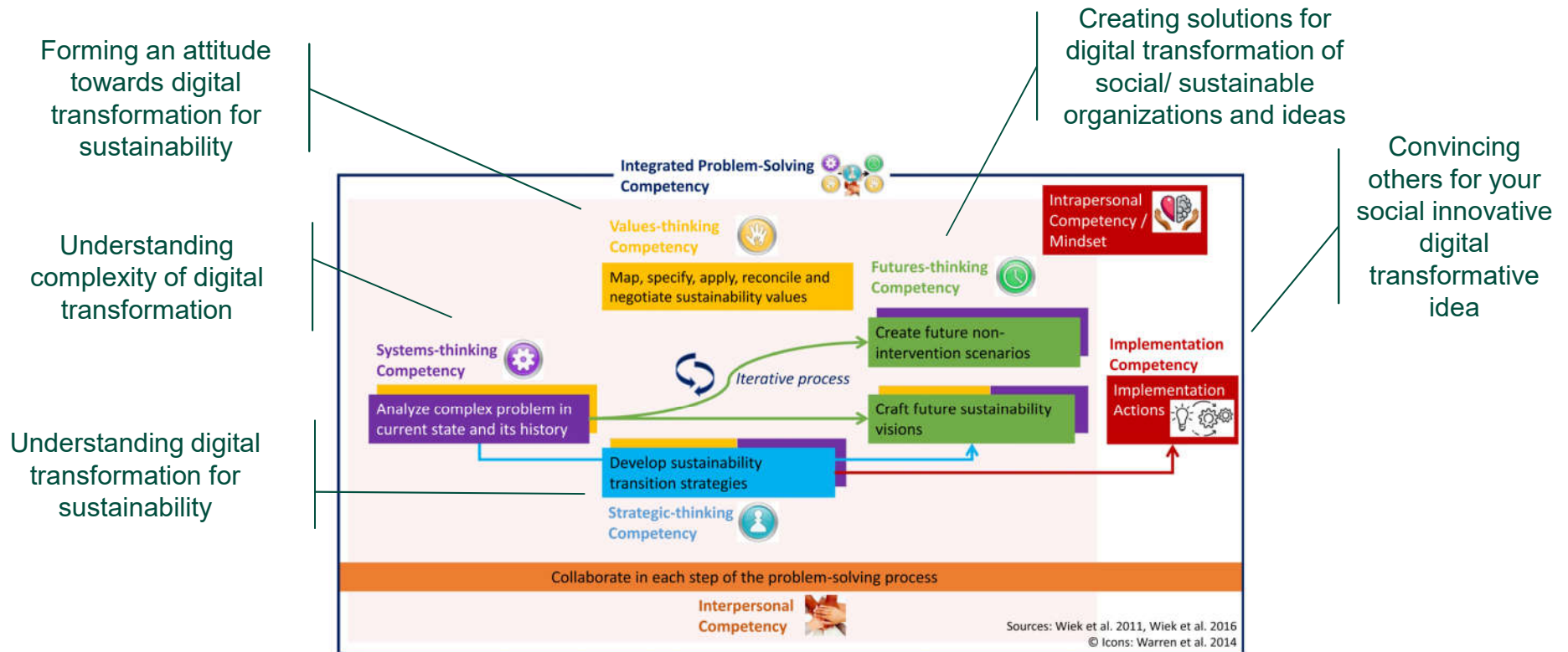
SIP Project / Praxis

- Inspiration for rethinking SIP-Idea against the background of digital transformation → To what extent can your SIP-idea be digitally transformative?



Bigger context

Key competencies in sustainability



Brundiers et al., 2021, p.21