

Focus :

INNOVATION

CONFERENCE

[AP4]

Room Muhammad Yunus  
Palais Brongniart

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## SOCIAL INNOVATION TO BETTER RESPOND TO PEOPLE'S NEEDS: AN EXAMPLE WITH HEALTH

### MAIN FINDINGS

The session begins with a definition of the concept of social innovation. **Elise Depecker** presents it as putting together new responses which aim to break away from currently existing solutions in a collaborative and multifaceted way. Many examples are given of projects which bring together social innovation in the health sector between the North and South: the experiences of Pesinet working to reduce infant mortality in Mali; of Siel Bleu promoting physical activity as a way of preventing health risks in France and other countries; of Results for Development, which seeks new solutions for fighting against poverty in poor countries and of Macif-Mutualité, which is thinking out new actions in France which aim to consolidate support for those losing their independence.

### SPEAKERS

**Nicholas Burnett**  
CEO, Results for Development

**Marie-Pierre Janvrin-Pouchain**  
Director, Social Innovation Departement, Macif-  
Mutualité

**Jean-Michel Ricard**  
Co-founder and CEO, Siel Bleu

**Anne Roos-Weil**  
Managing Director, Pesinet

**Adrien Tomarchio**  
Communication and Development Manager,  
ACTED

### MODERATOR

**Elise Depecker**  
Director of programmes, Avise

## SUMMARY OF INTERVENTIONS

### Introduction to social innovation

The moderator, **Elise Depecker**, opens the debate by defining the concept of social innovation. Social innovation is a notion which is increasingly used and which outlines new solutions to respond to social needs. It consists of putting together new responses which aim to break away from already existing solutions. Social innovation aims to be collaborative, integrating a large number of actors. Social innovation is above all multifaceted: it can be a new product or service, a new organisational model, an economic model or a production process. Social innovation needs to be developed in order to inspire new public policies and to allow different sectors to be able to open up to each other.

### The example of Pesinet in Mali

**Anne Roos-Weil**, Head of Pesinet, explains that the main mission of her international solidarity association is to reduce infant mortality by providing access to existing care in Mali. The Pesinet programme in Mali includes the following services: health follow-up care at home for children, education on health and making use of healthcare and ensuring easier access to health services in partner healthcare centres (free healthcare provision and half-price medication). There are several innovative aspects of Pesinet's services: an integrated set of services including prevention, planning and foresight, treatment, access to health services and insurance. The services offered by Pesinet are local, healthcare is concrete and tangible, the service takes into account existing healthcare centres with available capacity. All of this is directed towards ensuring that the entire practice of social innovation is integrated and focused around the geographical area in question. Social innovation also needs to make use of mobile telephone services in order to pass on information from the field to healthcare centres. There are numerous obstacles to spreading Pesinet's services to other areas of Mali: the need to validate the relevance of a project on the national level and with public authorities (nationally this has been achieved between the Health Ministry and the Federation of Local Healthcare Centres through a national convention). Other obstacles

include the challenge of co-funding in order to complement the current economic model and to ensure that service provision is sustainable in the long-term and independent. Finally, the challenge of transferring know-how and activities to local structures also represents a hindrance, this being linked to the difficulty of identifying local actors able to carry forward the management of this type of services.

### Siel Bleu: partnerships to prevent risks to health

Siel Bleu is an association created 15 years ago which proposes physical activity as a means of preventing risks to health. **Jean-Michel Ricard**, its co-founder, explains that his organisation deals with people in a vulnerable state, such as the elderly living in retirement homes. The first service offered by Siel Bleu was integrating physical activities into retirement homes. The main objective of the association is financial accessibility and it targets a broad segment of the population. Siel Bleu set up a partnership with Macif-Mutualité, an organisation which aims to help retired people as well as those with a mental or physical handicap. The service is aimed towards people with chronic illnesses such as Parkinson's or Alzheimer's, and offers them physical and therapeutic activities which do not require medication. The association has also set up a partnership with the Institut Curie, which aims to provide a medical and physical assessment of those beneficiaries suffering from cancer. The activities are offered at the patient's home. Siel Bleu has also developed a programme called GPS Santé, which promotes physical activity in the workplace. The first sector targeted was that of building and public works. Here, Siel Bleu representatives lead physical warm-up sessions on the building site. Jean-Michel Ricard states that these actions contribute to an 85% reduction in accidents at work. This programme benefits the companies, employees and also public institutions, since it reduces time taken off for sick leave. There are still many needs on the ground and new programmes will be launched in coming years. Siel Bleu now has 350 employees or volunteers in France and 80,000 beneficiaries. The association has developed its activities in Ireland, Belgium and Catalonia and puts co-construction in practice with other associations, private

businesses and insurance firms. A shared framework with the Red Cross has been set up in line with these efforts.

### Innovation in the fight against poverty in low and middle income countries

**Nicholas Burnett** represents the Results for Development Institute in Washington DC, which has the aim of finding new solutions for fighting poverty in low and middle income countries. The organisation mainly deals with health, education and governance. For instance, one of its activities is to analyse funding provided for treatments against AIDS and the cost of mosquito nets to combat malaria and it has set up a learning network for universal access to medical healthcare. **Nicholas Burnett** explains that social and entrepreneurial innovation is at the heart of the strategy of the Results for Development Institute, which is centred around the following points: orientation outcomes, market approach, financial drive, the importance of public goods and citizen involvement in improving the quality of services. First and foremost, the organisation's approach is to focus on results and not on inputs or procedures. Secondly, applying the principles of the market in the public sector is considered essential, given that most innovation is created by non-state actors, such as NGOs and private organisations. Thirdly, new actors are taking it upon themselves to fund health projects, such as the Bill and Melinda Gates Foundation, for example. There is also the need to get to know and to approach other actors in order to broaden access to funding. With this in mind, the Results for Development Institute has created the *Centre for Health Market Innovations*, an online database which publicises information regarding market methods and health services that are not provided by governments, now including over 1000 programmes. The database is used by roughly 10,000 people a month. Finally, the organisation offers technical support and communicates with civil society organisations, such as NGOs that verify public activities in the field of healthcare.

### The different forms of social innovation at Macif-Mutualité

Head of the Social Innovation Department at Macif-Mutualité, **Marie-Pierre Janvrin-Pouchain** explains that social innovation is part of her organisation's DNA. Macif-Mutualité makes itself accountable to its subscribers and to its 5 million members. The organisation is in charge of insurance activities and management of "Health and Planning Ahead" contracts, for individuals or groups. The social innovation department is an innovation centre devoted to research and is supported by European funding. The organisation's mutual programme provides healthcare reimbursements but also support and prevention programmes. In 2002, the Macif-Mutuelle group undertook a large initiative which took in considerations and action proposals which aimed to consolidate care provision in all its forms for those losing their independence. The "Aidants & Aidés" programme (Helpers & The Helped) is what came out of this initiative. Independence contracts for those requiring assistance and for family helpers have since been created, and a website for helpers has been launched. Macif-Mutuelle is committed to a large number of innovation and social responsibility projects. These include, among others, setting up lasting partnerships and co-constructing responsible projects with social economy actors in France and across Europe. For example, thanks to the partnership with Siel Bleu, citizen workshops and activities on the ground have been organised in order to ensure that close support is provided to beneficiaries. For example, an approach based on social innovation has also been introduced internally, by introducing CSR criteria in evaluating managers, by distributing questionnaires among employees and by providing more information to members and employees on CSR and raising their awareness about it. According to its director, the Macif-Mutuelle social innovation department is an innovation incubator, where social innovation is built from the ground up. Brainstorming and a collaborative approach should be encouraged. This is applicable to developing new funding models as well, in order to ensure that projects are sustainable in the long-term.

REPORTER

Berenika Kramer

## MORE ON THIS TOPIC

- ACTED : [www.acted.org](http://www.acted.org)
- Pesinet : [www.pesinet.org](http://www.pesinet.org)
- Results for Development Institute : [www.resultsfordevelopment.org](http://www.resultsfordevelopment.org)
- Siel Bleu : [www.sielbleu.org](http://www.sielbleu.org)