



ASHOKA NORDIC

How can we fund systems changing social innovations in Finland?

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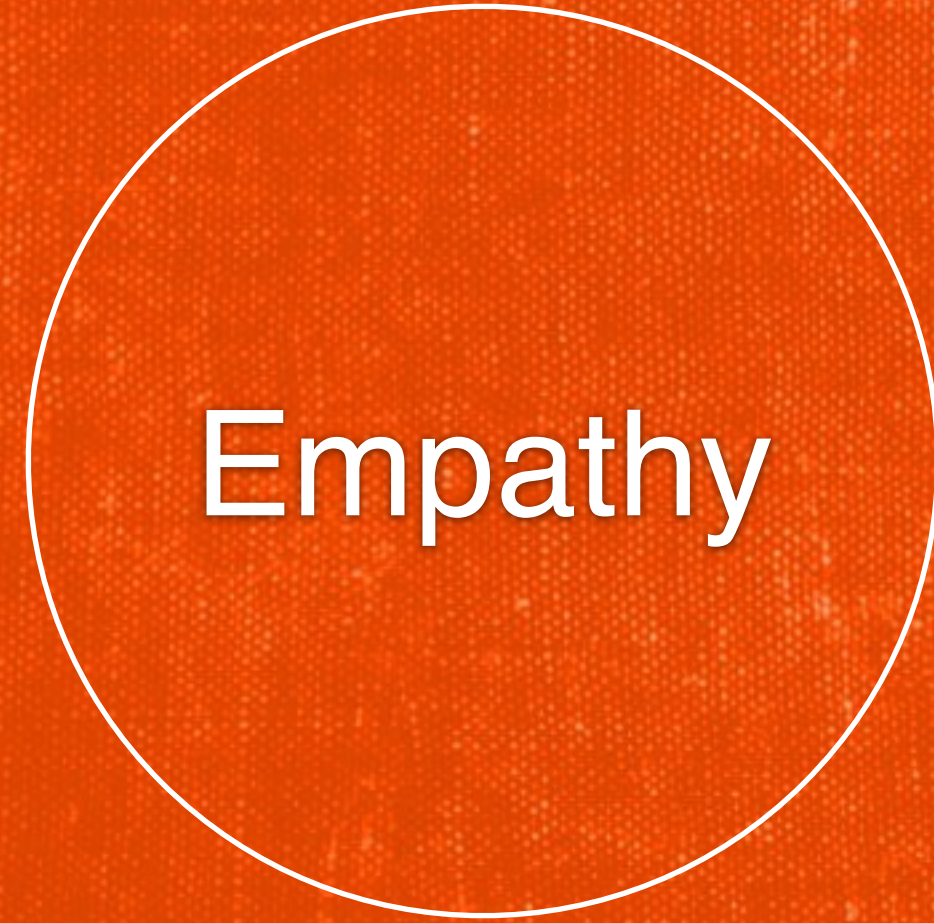
Social Entrepreneur

A night view of a canal in a European city, likely Venice. The canal is the central focus, reflecting the lights from the buildings and streetlights. The buildings are multi-story with many windows, some of which are lit up. The sky is dark, and the overall atmosphere is quiet and reflective. A large white circle is overlaid on the canal, containing the text.

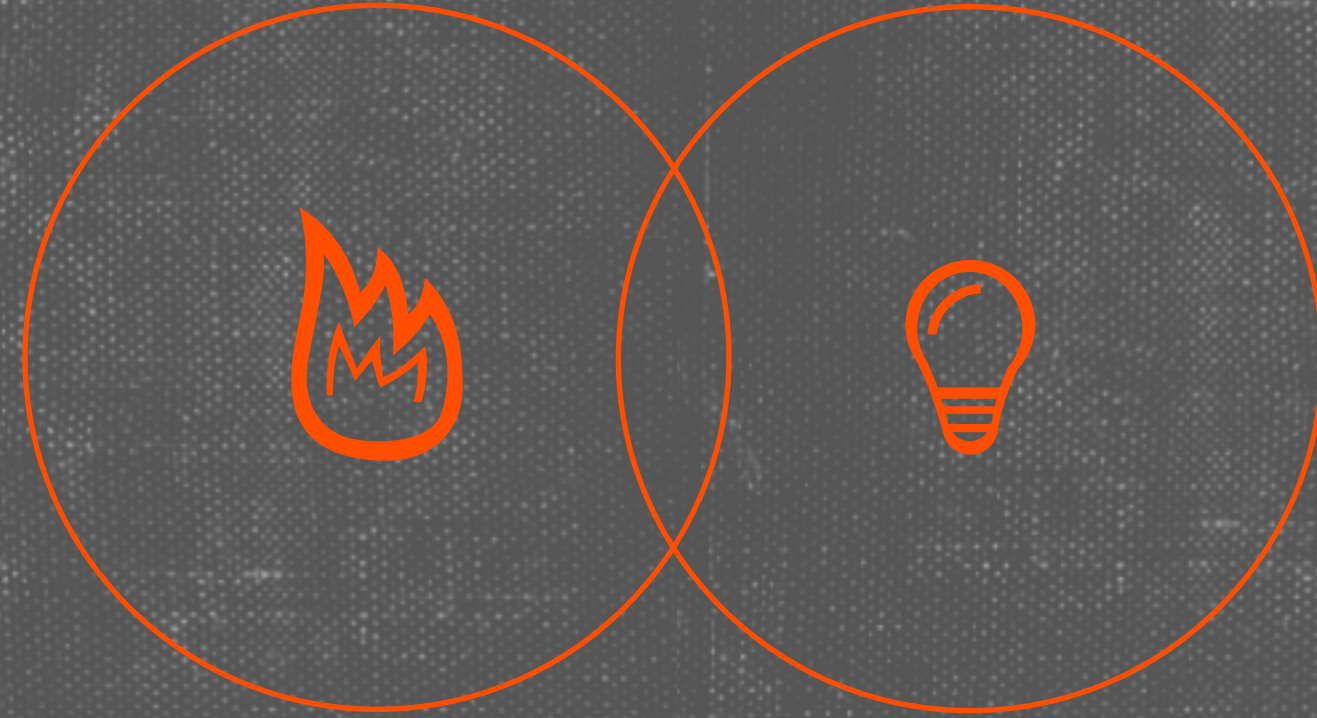
If we think by doing, what does it tell about our thoughts
if we always do the same things?



VS



Charles Leadbeater



THE MOST IMPORTANT MISSION OF FUNDING IS TO CREATE NEW NORMAL
BETWEEN IDEAS, EXPERIMENTS IN PEOPLES EVERYDAY LIFE.

SOCIAL INNOVATIONS ARE BORN BY FRUSTRATION AND DEMAND.

CREATING UNDERSTANDING THAT SOMETHING NEW CAN BE MADE. IT`S
POSSIBLE!



STEA

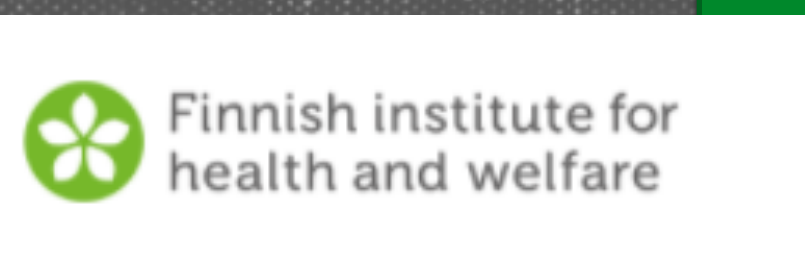
Non-profit organisations can apply for grants from the Funding Centre for Social Welfare and Health Organisations (STEA) for their work that promotes health and social welfare.



Organisations receive grants for general or targeted activities, investments, development projects, introductory projects and other projects with a defined purpose.

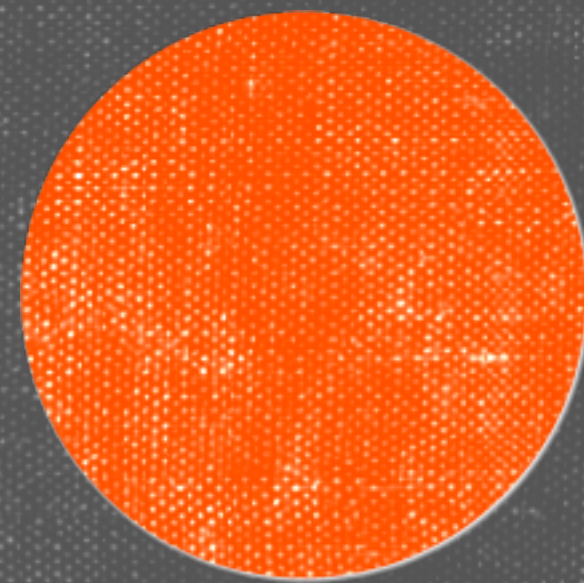


Kela, the Social Insurance Institution of Finland, is a government agency that provides basic economic security for everyone living in Finland.



The Finnish Cultural Foundation is a private foundation dedicated to promoting art, science, and other fields of intellectual and cultural endeavor in Finland. The Foundation provides grants from a central fund and 17 regional funds.





FIRST IDEA



IDEA OF EXPERIMENTATION



IDEA OF EXCECUTION



IDEA OF IMPLEMENTATION





The funding application is often a very exact description what will definitely not going to happen.

There is so much innovations happening outside the "scene", because the industry thinks it knows it better.



SOCIAL INNOVATIONS THAT WOULD PROBABLY NOT SOUND GOOD ON A GRANT APPLICATION



CULTURAL CONCEPTS AS OBSTACLES TO FUNDRAISING

1. NGO`s are not allowed to get investments, just grants. Only companies can.
2. The funds raised may not be used for marketing, scaling or developing the NGO`s overhead. They should stay small forever.
3. It is ethically questionable if the project is not worth it. So no risks are taken.
4. The time to reach the goals should be shorter than for companies.
5. You must not take any risks on new revenue ideas so that investors could be interested what you`re doing.
6. Only one target group for one funding or NGO, these should not mix anyway.

WHAT DOES IT SAY IN NGO'S GRAVESTONE?

"WE KEPT OUR OVERHEAD COSTS SMALL."



CAN YOU CHANGE SOMETHING WITH THE FUNDING THAT IS IN POWER OF SYSTEM SUSTAINING INEQUALITY AND POVERTY?



Audre Lorde's
declaration: "*the
master's tools will
never dismantle the
master's house.*"



OPERATION MANUAL:



Do different things
then others or do the
same things
differently.



CHANGEMAKERS UNITE!

LETS MAKE OUR OWN TOOLS!

CHEATSHEET TO GET IDEAS FOR SOCIAL INNOVATIONS & GETTING THEM FUNDED A LA MARKUS RAIVIO (THE MAGIC SIX)

1. Combining two models from completely different fields (Tinder)
2. An application from an existing model or service to another target group or exporting the model to another environment (Tourist).
3. Add or remove an element from the template (Snap Crackle & Pop).
4. Making customer an expert. (Experts of experience)
5. Helping customers of different models or phenomena to create value for each other. (Uber)
6. Combinations of all these and different variations. (Mashed Potatoes)



THANK YOU!!

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