

SOCIAL GREENHOUSE® EXECUTIVE SUMMARY

WHO WE ARE:

We render social innovation services through the Social Greenhouse®. We are a group of experienced and doctorate-qualified researchers from AUTHeR (Africa Unit for Transdisciplinary Health Research), a research entity of the Faculty of Health Sciences, North-West University. AUTHeR enables research-informed community-based projects across disciplinary boundaries offering realistic solutions to real-life challenges.

OUR CORE MESSAGE:

- Communities are complex, sensitive, yet robust.
- Strengthen community assets, don't focus only on needs.
- Embrace the sustainable livelihood framework.
- Sustainability is not once-off but a process and measured over time.
- Single impact measurements can be misleading.
- A holistic approach and participatory methodologies.
- A bottom-up and top-down approach, working with community forums.

OUR SERVICE:

The Social Greenhouse® presents social innovation services, listed as:

- Needs-solution matrix: we match appropriate products and services with appropriate communities.
- Participative designs: we conduct community-engaged product development.
- Implementation of innovations: we facilitate innovation implementation into communities.
- Adoption to innovations: we facilitate the process of user-adoption within communities.
- Sustainable impact: we manage sustainability indicators and measurements.

The Social Greenhouse® consult, refer, collaborate and align corporate social responsibility processes.

FULLY FUNCTIONAL SUPPORT OFFICE:

The Social Greenhouse® functions from a fully functional support office on the premises of the Potchefstroom Campus of the North-West University. We use cloud-based project management software, and provide essential support and continuous reporting on Social Greenhouse® activities.