



# SOCIAL INNOVATION IN JAPAN

## ---LATEST TRENDS AND ECOSYSTEM---

Tatsuaki Kobayashi  
Associate Professor  
Gakushuin University, Japan

# *Social Innovation and its Ecosystem*

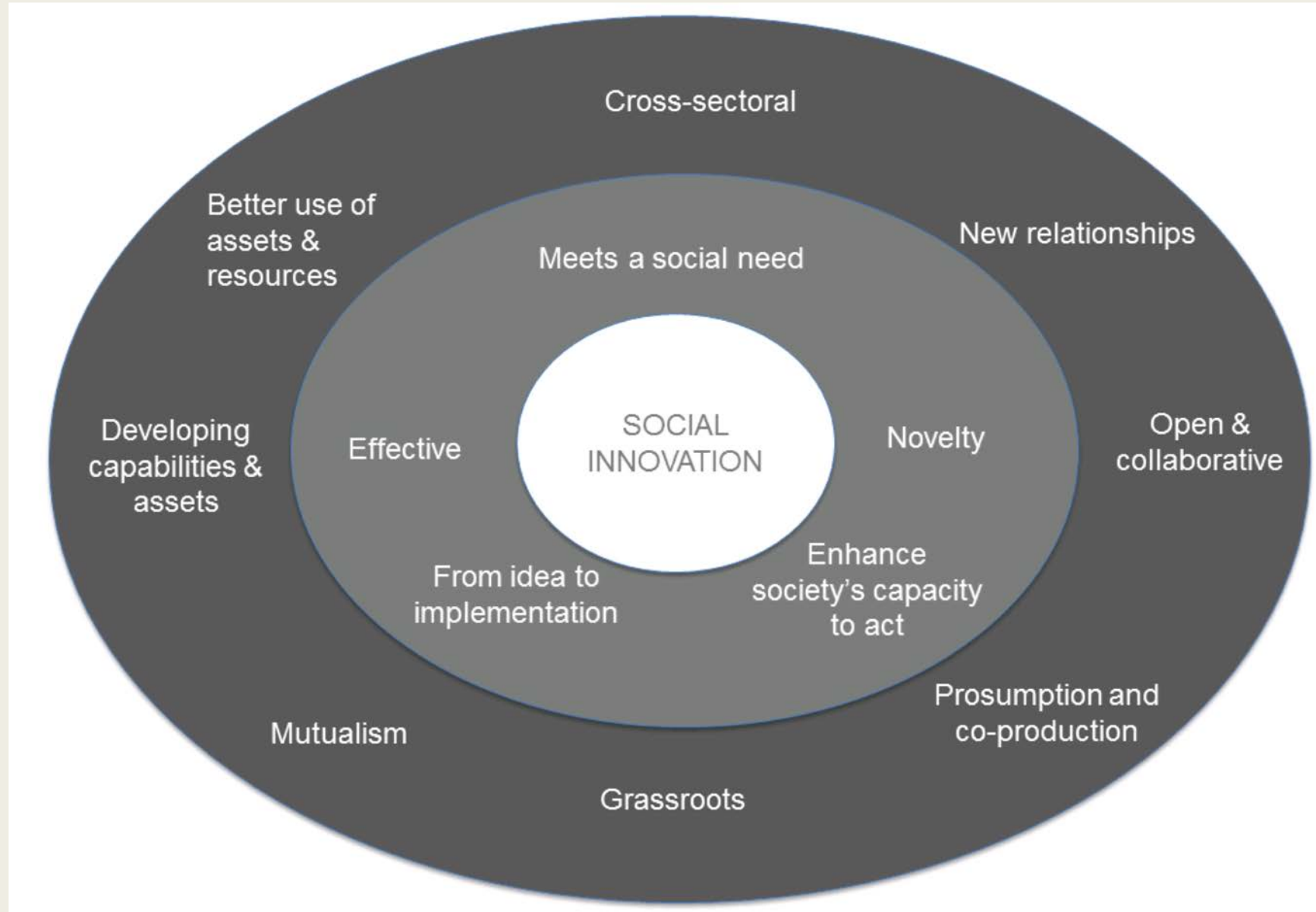
# What is social innovation?

- Definition of SI

*Social innovations are **new solutions** (products, services, models, markets, processes etc.) that simultaneously meet **a social need** (more effectively than existing solutions) and lead to **new or improved capabilities and relationships** and **better use of assets and resources**. In other words, social innovations are both **good for society** and **enhance society's capacity to act**.*

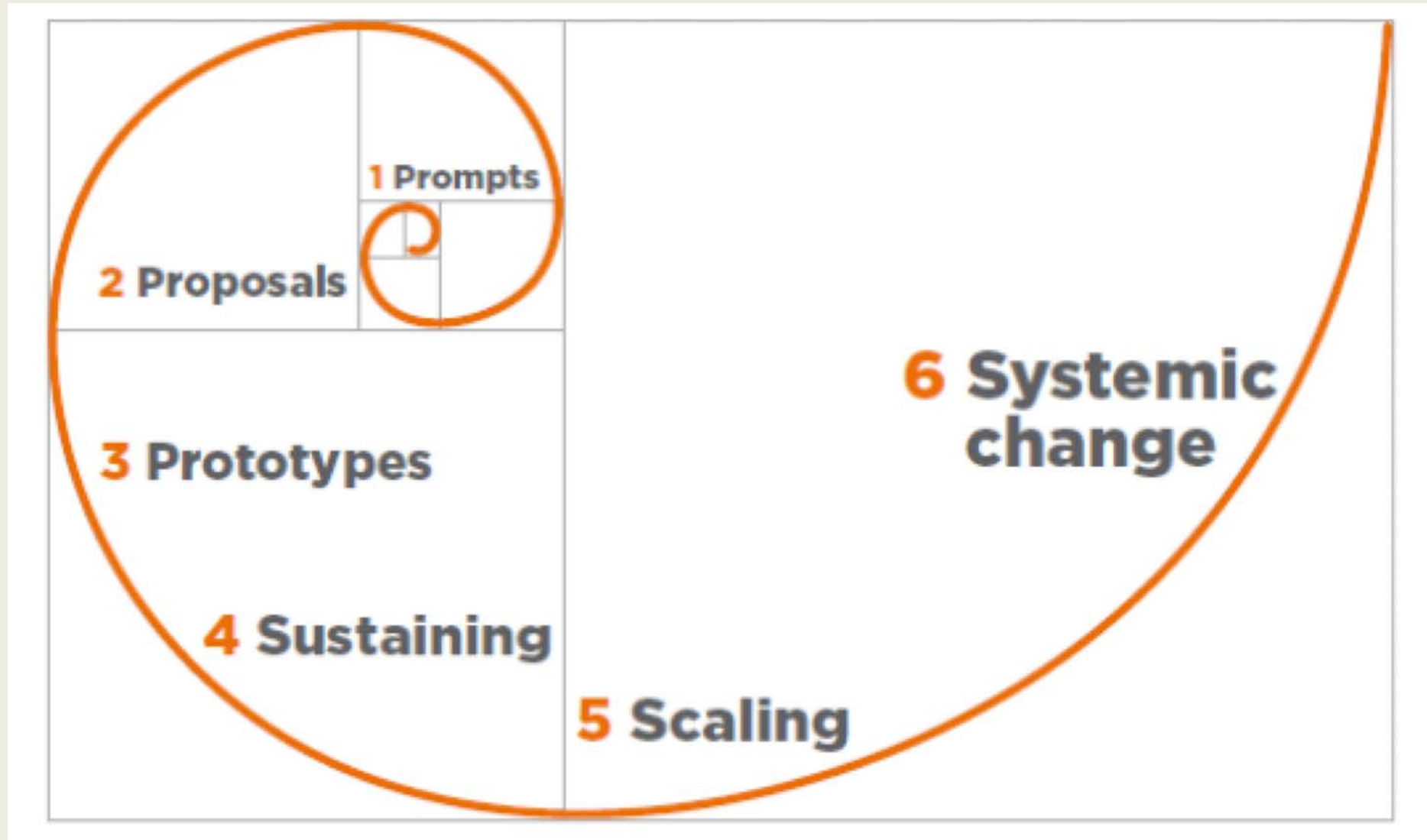
(The Young Foundation (2012))

# Core elements and common features of social innovation



(The Young Foundation (2012))

# Development Path for Social Innovation

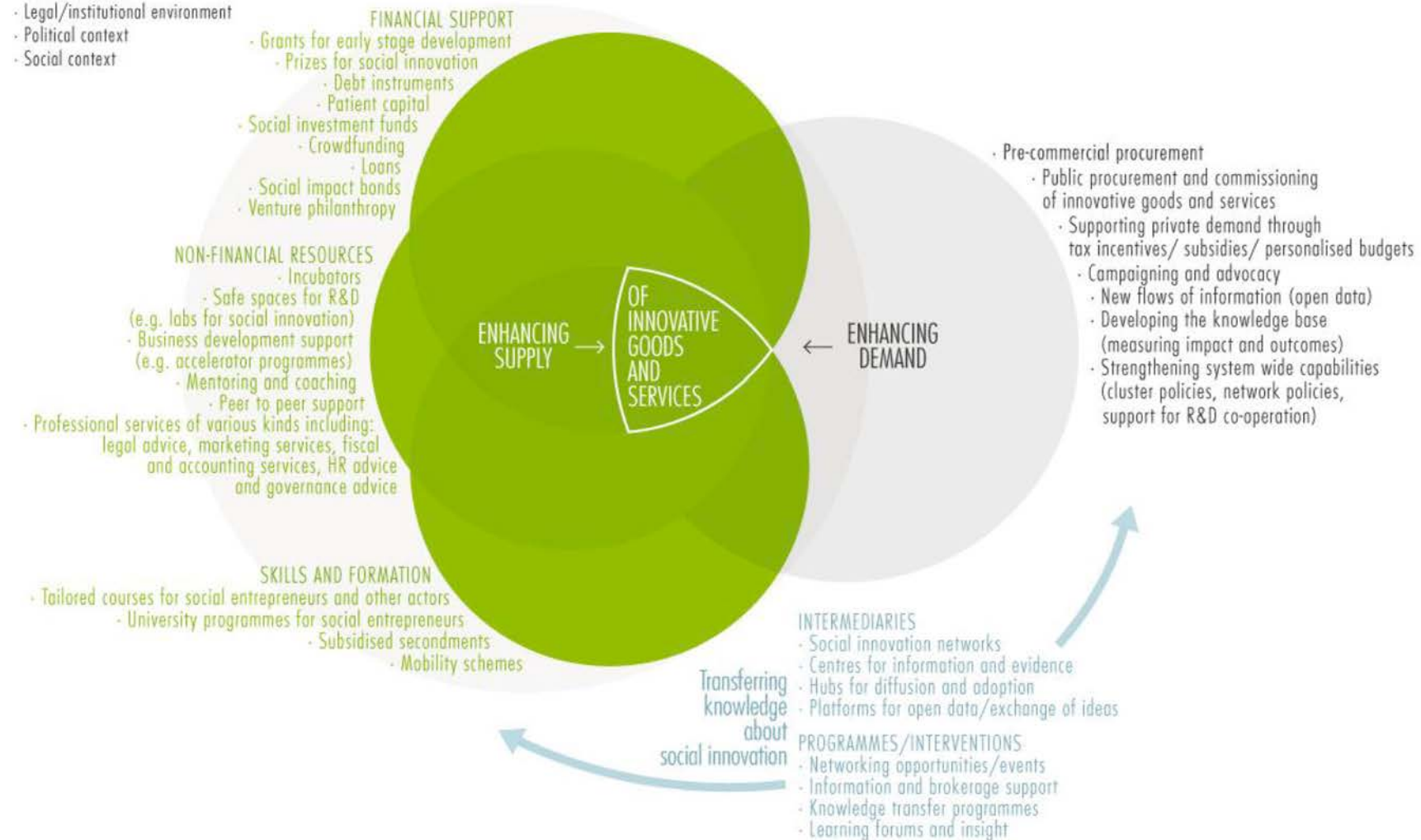


# Ecosystem for social innovation

## AN ECOSYSTEM FOR INNOVATIVE SOCIAL PURPOSE ORGANISATIONS

### FRAMEWORK CONDITIONS

- Financial/economic environment
- Human resources
- Legal/institutional environment
- Political context
- Social context



## Key Factors to Promote Social innovation

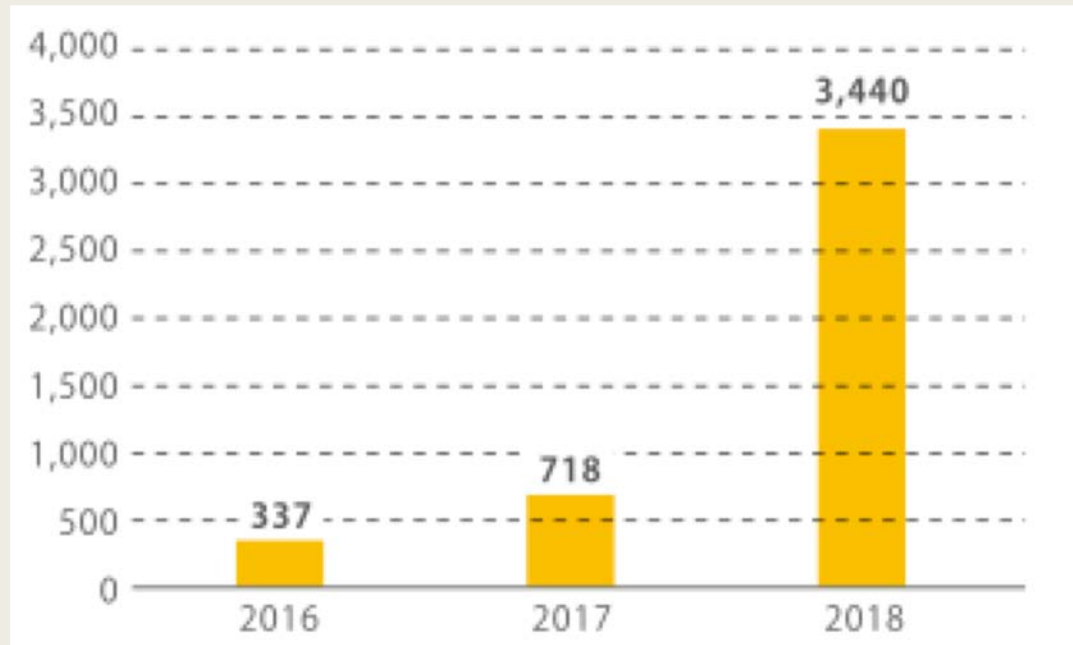
- Financial Support
- Non-financial Support
- Skills and Formation
- Intermediaries
- Public Policy
- Infrastructure

# *Development of SI Ecosystem in Japan*

# Financial Support

## Key Funders

Estimated AUM of Social Impact Investment in Japan



(Unit: 100 million Japanese Yen)

### ■ Public Financial Institutions

Japan Finance Corporation (JFC), Japan International Cooperation Agency (JICA)

### ■ Private Financial Institutions

Dai Ichi Life Group, Nomura Asset Management, Daiwa Securities, Sumitomo Mitsui Banking Corporation, Shinsei Corporate Investment etc..

### ■ Foundations

Social Innovation and Investment Foundation (SIIF), Sasagawa Peace Foundation (SPF)

### ■ Impact Funds

Plus Social Investment, Next Shift Fund, Kibow Fund, Social Investment Partners (SIP), Mistletoe etc..



# Non Financial Support

## Map of Service Providers for NPOs in Japan

2019年10月

<p><b>寄付決済システム</b></p> <p>BOKIN han Square Another Lane ,Inc. ROBOT PAYMENT SHIN FUNDRAISING PAYMENT Syncable KITY つながる資金 手嶋屋 activo CANPAN 決済サービス KIFUKARA PAY.JP congrant キフ SOLIO</p>	<p><b>支援者管理</b></p> <p>GOEN salesforce SHANON kintone sansan 顧客王 Zoho Marketo VYNDEX shikuminet MOTION BOARD</p>	<p><b>広報ツール</b> クローバ PAGE actcoin PRTIMES cp innova FOR YOUR IMAGES PRTable gooddo CANPAN Hatena Blog ペライチ +tableau Publishers <b>広告</b> Twitter Ads for Good Google AdGrants Draft デジマメ <b>メールツール</b> BENCHMARK Mailwise <b>ステータス支援</b> Study HIS airbnb</p>	<p><b>会計・経理・帳票発行</b> SVF Cloud 会計王 給料王 MakeLeaps Fleekform Nport 経理@ミカタ OPRO 会計フリー 人事労務フリー</p>	<p><b>会計/法務コンサルティング</b> NPOのための弁護士ネットワーク NPO会計税務専門家ネットワーク Accountability for Change BLP 社会公益法律事務所 樽本法律事務所 SOCIAL CUSHION アイケイ会計事務所</p>
<p><b>寄付付き商品</b></p> <p>SOIF JAMMIN おまエイト BRAND PLEDGE きしゃぼん モロキフ charibon. VALLE BOOPS</p>	<p><b>クラウドファンディング</b></p> <p>Ready for GoodMorning LIFULL ソーシャルファンディング FAAYO GREEN FUNDING BY SITE COUNTDOWN MotionGallery セキリテ MOONSHOT polca Makuake kickstarter fever Gojo kizuna</p>	<p><b>デザイン：ロゴ、広報物制作</b> NPOのためのデザイン UNPLUG. Canva <b>政策提言・キャンペーン</b> Makaira change.org JODAT! Issues PoliPoli</p>	<p><b>総務</b> SmartHR TeamSpirit B-SAPO techsoup ライフ Agree SatelliteOffice Bizer ORACLE NETSUITE</p>	<p><b>RPA：ロボットによる業務自動化</b> UiPath RHODIUM</p>
<p><b>組織 / 事業評価</b></p> <p>SOCIAL VALUE 一般財団法人CSOネットワーク CSO Network Japan SIHI newdea Public Resource RESEARCH SIIF</p>	<p><b>融資</b> JFC 日本政策金融公庫 NPOバンク SEIBU 西武信用金庫</p>	<p><b>広報コンサルティング</b> COMMON SENSE ECCOM <b>動画制作</b> WORLD FESTIVAL inc. VOICE JAPAN Vubar 物語 socialfilm</p>	<p><b>人材獲得</b> 日本仕事百貨 DR:VE LinkedIn for Good WANTEDLY activo スタンバイ engageV tomotobi</p>	<p><b>組織運営 / コミュニケーションツール</b> Fleekdrive Google for Nonprofits Office サイボウズ zoom aws コミュ動 Dropbox Business Office 365 WANTEDLY CHAT LINE WORKS Workplace slack Mammoth Project Scrobox</p>
<p><b>ファンドレイジング戦略コンサルティング</b></p> <p>jfra 日本ファンドレイジング協会 Japan Fundraising Association SHIN FUNDRAISING PARTNERS FUNDREX apoc VALIOSA アカツキ お船び と</p>	<p><b>IT導入コンサルティング</b></p> <p>JOYZO FASTER saicompany fev SpeedApp Webider Smartphone Converter ARK-Web あしたの株式会社 MAQ AIZAWA studio</p>	<p><b>アンケート</b> Q=ILU=O Quesant! BLOC APPLICATION SurveyMonkey <b>メディア</b> alterna greenz DR:VE</p>	<p><b>イベント/コミュニティ運営・集客</b> Peatix <b>オフィスDIY/DITリノベーション</b> KUMIKI PROJECT</p>	<p><b>サロン</b> NPO INPUT SALON</p>
<p><b>フリーランスファンドレイザー</b></p> <p>今給黎辰郎 浅井美絵 高橋麻子 石井大輔 山内悠太 宮本 謙 鎌倉幸子 FRL レシピ 徳永洋子 河合得生 富村コンサルジュ 高村 和雄</p>	<p><b>フリーランスPRプランナー</b></p> <p>MACARON 明野 カイト 谷 浩明 加藤たけし 佐藤西 市川裕康 石山城 桂 亜沙美</p>	<p><b>ウェブ・アプリ制作会社</b> saicompany fev SpeedApp Webider Smartphone Converter ARK-Web あしたの株式会社 MAQ AIZAWA studio</p>	<p><b>事業戦略コンサルティング</b> ETIC SVP CRファクトリー litye 認定 NPO 法人振興会 SERVICE GRANT JIMI-Lab Probona</p>	<p><b>事業戦略コンサルティング</b> GEMSTONE NPOリスク・マネジメント・オフィス litye 多摩大学総合研究所</p>
<p>■ 資金調達 ■ 広報・PR ■ 総務・会計 ■ 組織・人材 ■ 事業戦略・管理</p>	<p>(c) NPOサポートセンター, CC BY-SA 3.0</p>			

([https://www.npo-sc.org/PDFs/2019\\_nonprofit\\_support\\_map\\_jp.pdf](https://www.npo-sc.org/PDFs/2019_nonprofit_support_map_jp.pdf))

# Non Financial Support

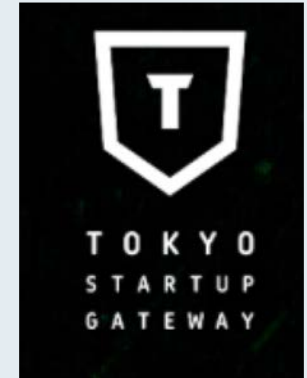


## Entrepreneurial Training for Innovative Communities

ETIC. aims to develop and produce entrepreneur-minded leaders who resolves social problems and create new value through their own intentions and actions.

We contribute to an increase in profits by evoking transformation of the whole society through building and improving the social ecosystem in which entrepreneur-minded leaders are developed.

## Awards



## Leadership & Skill



**IMPACT Lab.**



## Information Sharing

ツクルゼ、ミライ！行動系ウェブマガジン[DRIVE]

**DRIVE**

## Recruiting & Matching

**DRIVE** キャリア

**DRIVE** インターン

「地域で働く」をもっと身近に！  
**YOSOMON!**

## Hands-on Support

西武ソーシャルビジネス成長応援融資

**CHANGE**

「チェンジ」  
NPO・社会起業家・中小企業を本気で応援



# Leadership Development, Education & Training, Research

Leadership Development & Education	Professional School	The Graduate School of Project Design (事業構想大学院大学)
	University	Doshisha University Graduate School of Policy and Management Social Innovation Course (同志社大学総合政策科学研究科SIコース)
	Certificate Program	Social Entrepreneurship School (社会起業大学)
Research	General	Keio Research Institute at SFC (慶應義塾大学SFC研究所)
	Social Innovation	Nagano University Center for Social Innovation Research (長野大学ソーシャル・イノベーション研究所)
	Social Finance	Tama University Center for Social Investment (多摩大学社会的投資研究所)
Others	Support Network	JFC Social Business Support Network ~more than 100 networks covering almost all prefectures~

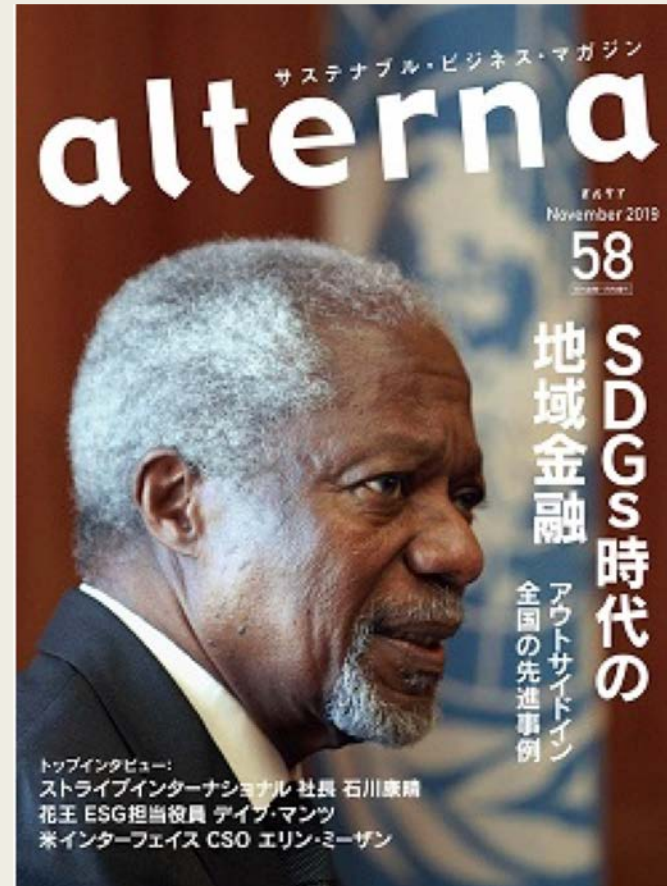
# Social Innovators Network and Forums



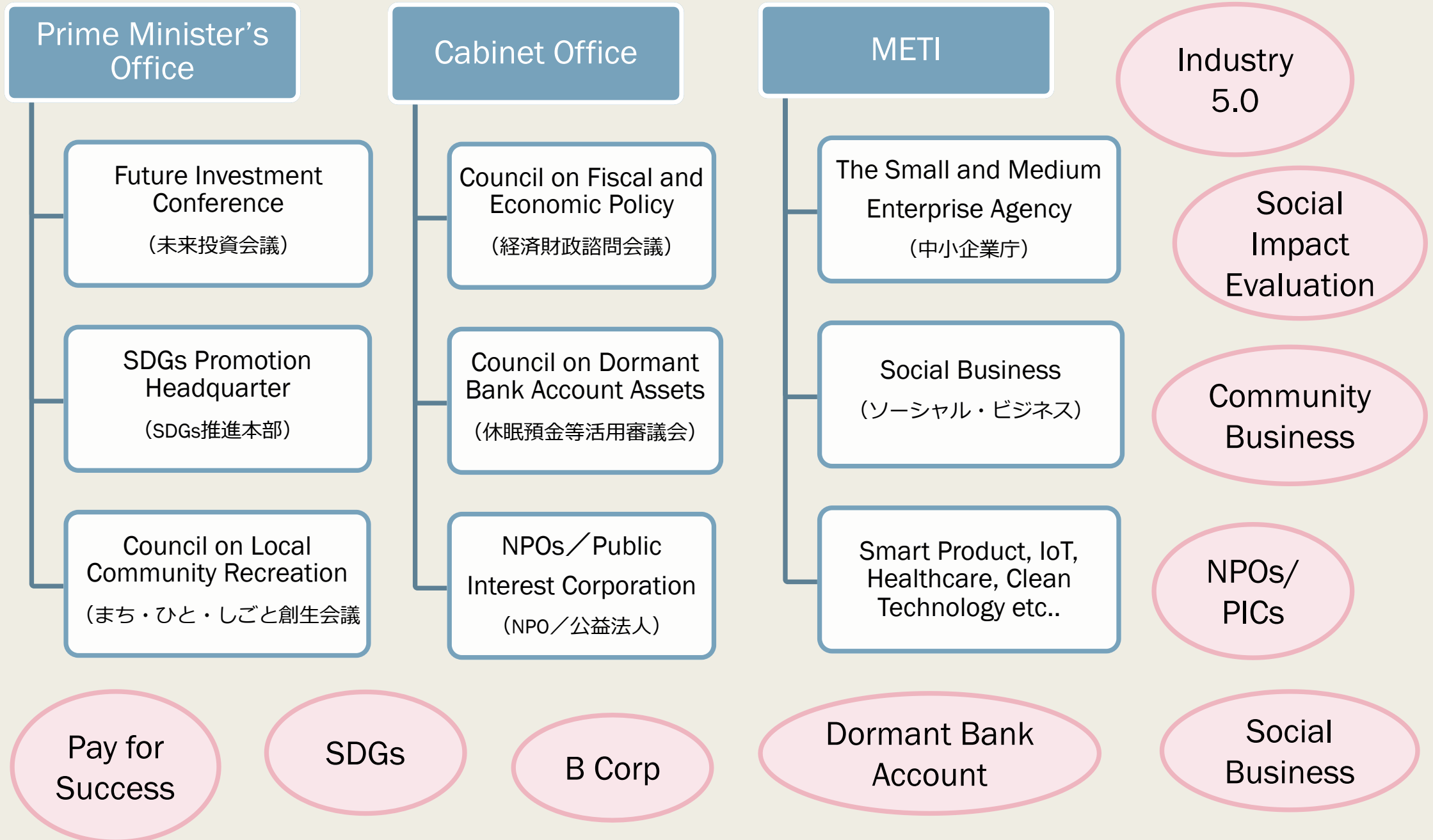
# Online media and magazines

ツクルゼ、ミライ！行動系ウェブマガジン[DRIVE]

# DRIVE



# Government Policy



# Opportunities and Challenges for Social Innovators in Japan

## Opportunities

### ■ More Funding Resources

Dormant Bank Account, Social Impact Investment, Social Impact Bond....

### ■ More commercialization and marketization

More sustainability, scale up....

### ■ More technology

IoT, crowdfunding, blockchain, big data...

Innovation

Scale-up

Business-Oriented

## Challenges

### ■ More pressures from funders

More impact, more measurement, more efficiency, more paper works

### ■ More risks of mission drift and competition

Profit-seeking, exclusion of stakeholders...

### ■ More technology divide and exclusion

Risk of sector divide and exclusion of beneficiaries

Mission-Oriented

Sustainability

Social Inclusion

# What are needed for further development of Social Innovation in Japan

## Enabling Policy

- Funding (Grant/Loan/Equity)
- Tax Exemption
- Public procurement
- Standardization, certification etc...

## Civil Society

- Foundations' commitment
- Strengthening civil society
- Capacity building for intermediary organizations etc...

Public Support

Mainstreaming

Socially built-in

## Business Community

- Corporate Philanthropy / CSR
- CSV
- Social procurement etc...

## Universities and think tanks

- More research on social innovations
- Training for social innovators
- Information sharing & broader education



*Towards a collaborative partnership among  
north-east Asian countries and beyond...*

# Common Agendas among North East Asian Countries

Super Aging  
Society

Poverty and  
inequality

Sustainable  
Agriculture and  
Fishery

Multicultural  
and Diversified  
Society

Global Climate  
Change

Working Poor and  
Unemployment

Gender Equity

Immigrant  
Workers

Change of  
Family Style

Declining  
Population of  
Local Regions

Environmental  
Protection

***WE NEED COLLABORATION FOR MORE INNOVATION AND SOLUTION!***

# Rationale for the Partnerships

## International Students

### ■ Studying in Japan from

- China: 114,950 persons (38.4%)
- Korea: 17,012 persons (5.7%)
- USA: 2,932 persons (1.0%)
- UK: 703 persons (0.2%)

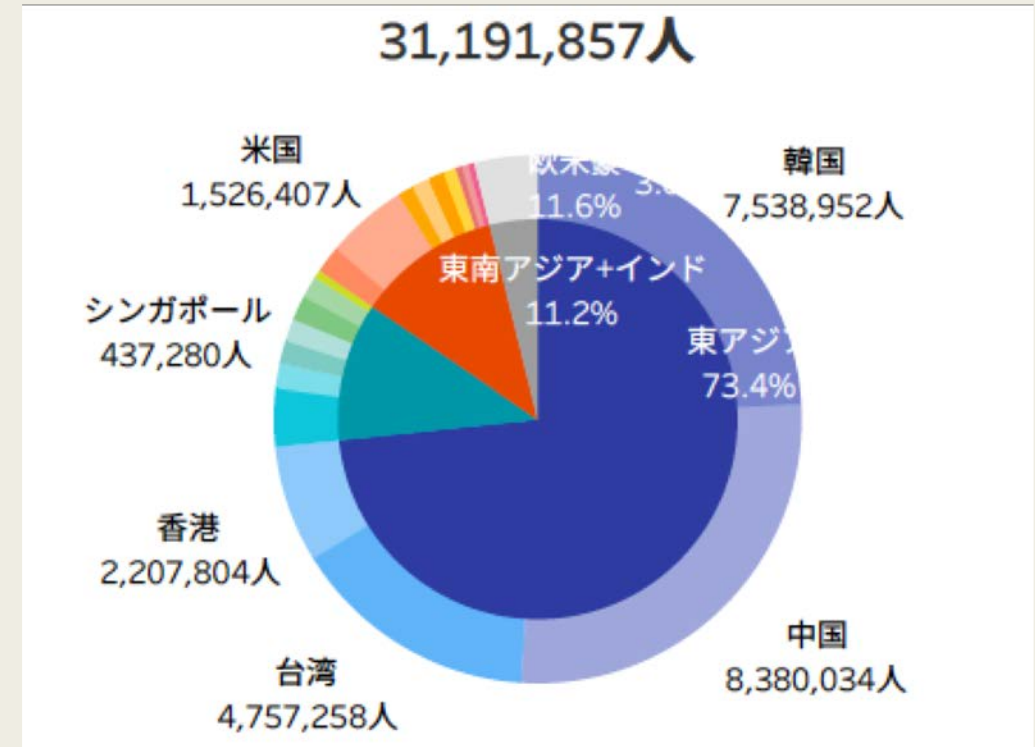
(as of May 2018, according to JASSO)

### ■ Studying in China from

- Korea: 50,600 persons
- USA: 20,996 persons
- Japan: 14,230 persons

(as of April 2019, according to Min. of Education)

## Foreign Visitors to Japan 2018



*We have already started a community building process!*

# EU's efforts to promote social innovation

## European Social Innovation Competition awards



## Funding Scheme for Social Innovation in EU

**EU Programme for Employment and Social Innovation (EaSI)**

## Comprehensive research



## Community Building

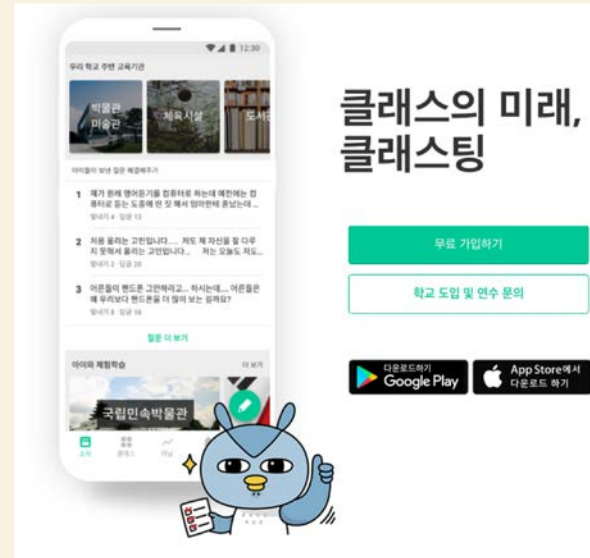


## Incubation



# Pioneering Examples for Social Innovation Collaboration

## Classting Co.



## Investors



# Pioneering Examples for Social Innovation Collaboration

**BORDERLESS**

ソーシャルビジネスで世界を変える



**AMOMA**  
natural care

赤ちゃんと母乳育児の専門ブランド



**AMOMA natural care**

AMOMA natural care는

- 조산사와 영국허벌리스트가 공동 개발한 여성을 위한 유기농 허브티
- 사업 개시부터 5년 만에 약 88만명의 고객이 이용
- 계약 농가에서 공정 무역 허브의 연간 수입량이 30분을 돌파
- 미얀마-인도 마을의 계약 농가가 95명 돌파
- 2015년 한국 법인 설립, 중국 출점 준비 중

- Incubation
- Training
- Tutoring
- Management Support
- Fundraising Support

Same social needs,  
Same social innovation,  
Extended business chance

Thank you for listening!

©Tatsuaki Kobayashi (2019)

All rights reserved

# References

- The Young Foundation (2012) *Social Innovation Overview: A deliverable of the Project: “The theoretical, empirical and policy foundations for building social innovation in Europe” (TEPSIE)* (European Commission, Brussels)
- Boelman et al. (2014). *Growing Social Innovation: A Guide for Policy Makers. A deliverable of the project: “The theoretical, empirical and policy foundations for building social innovation in Europe” (TEPSIE)* (European Commission, Brussels)
- GSG Japan Advisory Board (2019) *Latest trends of social impact investment in Japan 2018.* (GSG Japan Advisory Board, Tokyo)