

**“Transferring Social Innovations  
Across the Baltic Sea Region”**

Stockholm, Sweden

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# **Introducing social innovation transfer**

## **Key factors for consideration**



**NDPHS**

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# 1. What are we talking about?



# What are social innovations?

## ❖ Key features of an innovation

- ❖ Novelty and discontinuous change
- ❖ Value creation or preservation as the presumed goal
- ❖ Practical application
- ❖ Can be a product or a process

- ❖ Social innovations refer to *“the development and implementation of new ideas (products, services and models) to meet social needs and create new social relationship and collaborations (...) It is aimed at improving human well-being.”* (European Commission, 2013)

# Applicability VS transferability

- ❖ **Applicability** refers to the implementation process – whether an innovation process could be implemented in the local setting, no matter what the outcome is.
- ❖ **Transferability** determines the outcome – if an intervention were to be implemented in the local setting, would the effectiveness of it be similar to the level detected in the origin setting?

**Table 2:** List of questions to ask in determining applicability and transferability

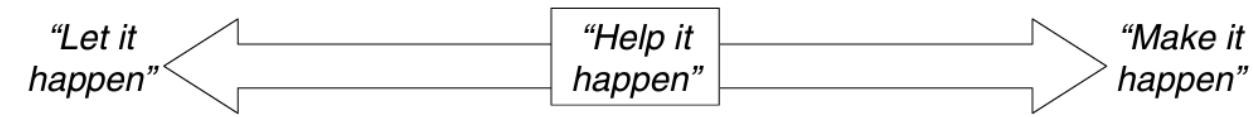
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Applicability	<p>Does the political environment of the local society allow this intervention to be implemented? Is there any political barrier to implementing this intervention?</p> <p>Would the general public and the targeted (sub)population accept this intervention? Does any aspect of the intervention go against local social norms? Is it ethically acceptable?</p> <p>Can the contents of the intervention be tailored to suit the local culture?</p> <p>Are the essential resources for implementing this intervention available in the local setting? (A list of essential resources may help answer this question.)</p> <p>Does the target population in the local setting have a sufficient educational level to comprehend the contents of the intervention?</p> <p>Which organization will be responsible for the provision of this intervention in the local setting? Is there any possible barrier to implementing this intervention due to the structure of that organization?</p> <p>Does the provider of the intervention in the local setting have the skill to deliver this intervention? If not, will training be available?</p>
Transferability	<p>What is the baseline prevalence of the health problem of interest in the local setting? What is the difference in prevalence between the study setting and the local setting?</p> <p>Are the characteristics of the target population comparable between the study setting and the local setting? With regard to the particular aspects that will be addressed in the intervention, is it possible that the characteristics of the target population, such as ethnicity, socioeconomic status, educational level, etc will have an impact on the effectiveness of the intervention?</p> <p>Is the capacity to implement the intervention comparable between the study setting and the local setting in such matters as political environment, social acceptability, resources, organizational structure and the skills of the local providers?</p>

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**Wang, S. Moss, JR., Hiller JE. (2006). Applicability and transferability in evidence-based public health. *Health Promotion International*, 21:76-83.**

# Types of transfer processes



## *Defining Features*

Unpredictable,  
unprogrammed,  
uncertain, emergent,  
adaptive, self-  
organizing

Negotiated,  
influenced,  
enabled

Scientific, orderly,  
planned, regulated,  
programmed,  
systems “properly  
managed”

## *Assumed Mechanism*

Natural,  
emergent

Social

Technical

Managerial

## *Metaphor for Spread*

Emergence,  
adaptation

Knowledge  
construction,  
making sense

Diffusion

Negotiation

Knowledge  
transfer

Dissemination,  
cascading

Re-  
engineering

Transfer agents have a key role in facilitating the process through which an innovation is introduced to a new context.

The decision to adopt and/or use an innovation is based on individual perceptions of the innovation’s worth relative to other alternatives of reaching the same goal.

FIGURE 2. Different Conceptual and Theoretical Bases for the Spread of Innovation in Service Organizations

Greenhalgh T et al. (2004). Diffusion of innovations in service organisations: a systematic review and recommendations. *Milbank Quarterly*, 82(4): 581-629.

## 2. What contributes to a successful transfer?



# Attributes of the innovation

Relative advantage

Adaptability and  
reinvention

Added benefit

Compatibility

Risk

Trialability

Required knowledge for use

Observability

Simplicity

Augmentation

Even when an innovation has all these attributes, it may still not be adopted. Decisions about adoption do not occur in isolation but are determined by the interactions of the innovation, the intended adopter(s), and the particular context within which the innovation is to be introduced.



# Contextual attributes

## DRIVERS FOR ADOPTION

- Existing service, policy or organizational challenge.
- Urgency
- External mandates (political “must-dos”)
- “Peer pressure”

## ENABLERS OF SUCCESS

- Receptive political or societal context
- Receptive organizational context for change
- Compatibility of the values and systems

# Attributes of the transfer process

- ❖ Innovations have to be **translated** and **customized** to improve the 'fit' with local conditions.
- ❖ Customization requires a **good understanding** of the innovation itself, how it interacts with its context, and the process of transfer itself.
- ❖ Securing **stakeholder commitment** from decision-makers, individuals, organizations and networks encourages success.
- ❖ **Adaptations at the organizational, service and system level** may also be needed to embed an innovation to daily practices.



# References

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# Thank you for your attention!

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