



MaRS

Social Innovation

- the view from Canada (via MaRS)

Social Renaissance
June 2014 - Turino, Italy

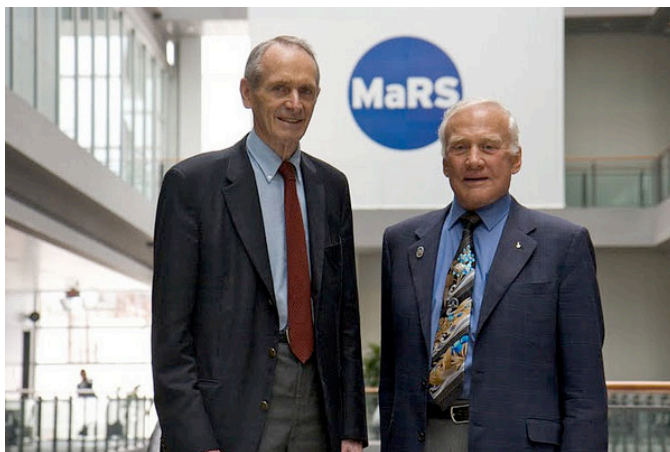
Overview of MaRS

A large, oval-shaped image of the Canadian flag, featuring a red maple leaf on a white background, with red borders on the sides. The flag is slightly wavy, giving it a sense of motion.

MaRS is a non-profit organization dedicated to maximizing the **economic** and **social** impact of Canadian innovation

Our history

MaRS



Convergence Innovation



Urban Innovation Hub



Discovery District



Financial District



Creative & Arts District

Royal Conservatory of Music

University of Toronto

UHN Princess Margaret
Mount Sinai

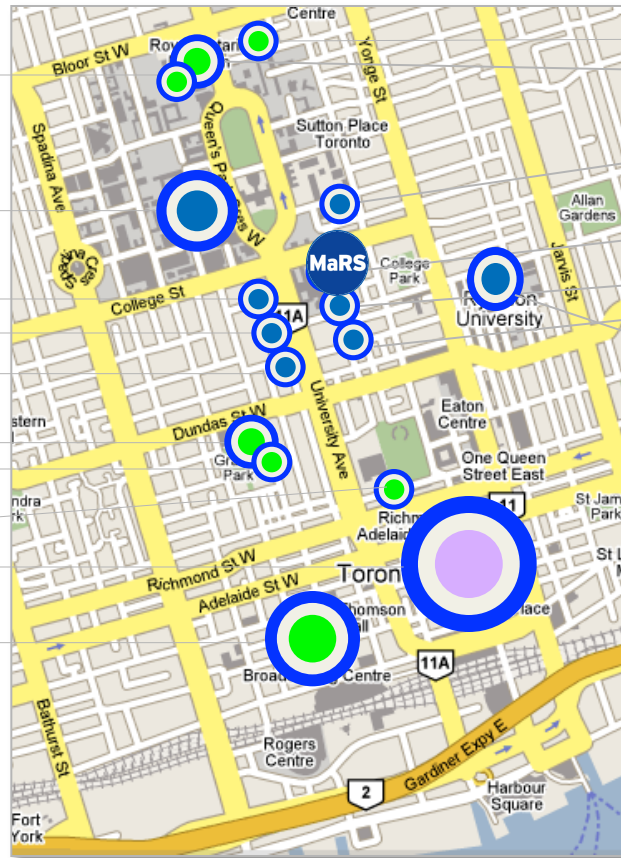
Toronto Rehab

Art Gallery of Ontario
TIFF & OCAD

Four Seasons Centre

Financial District

Entertainment District



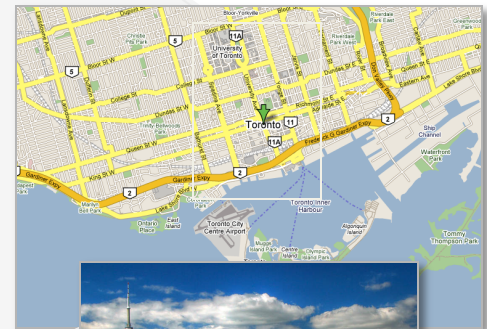
Gardiner Museum of Ceramic Art
Royal Ontario Museum

Women's College

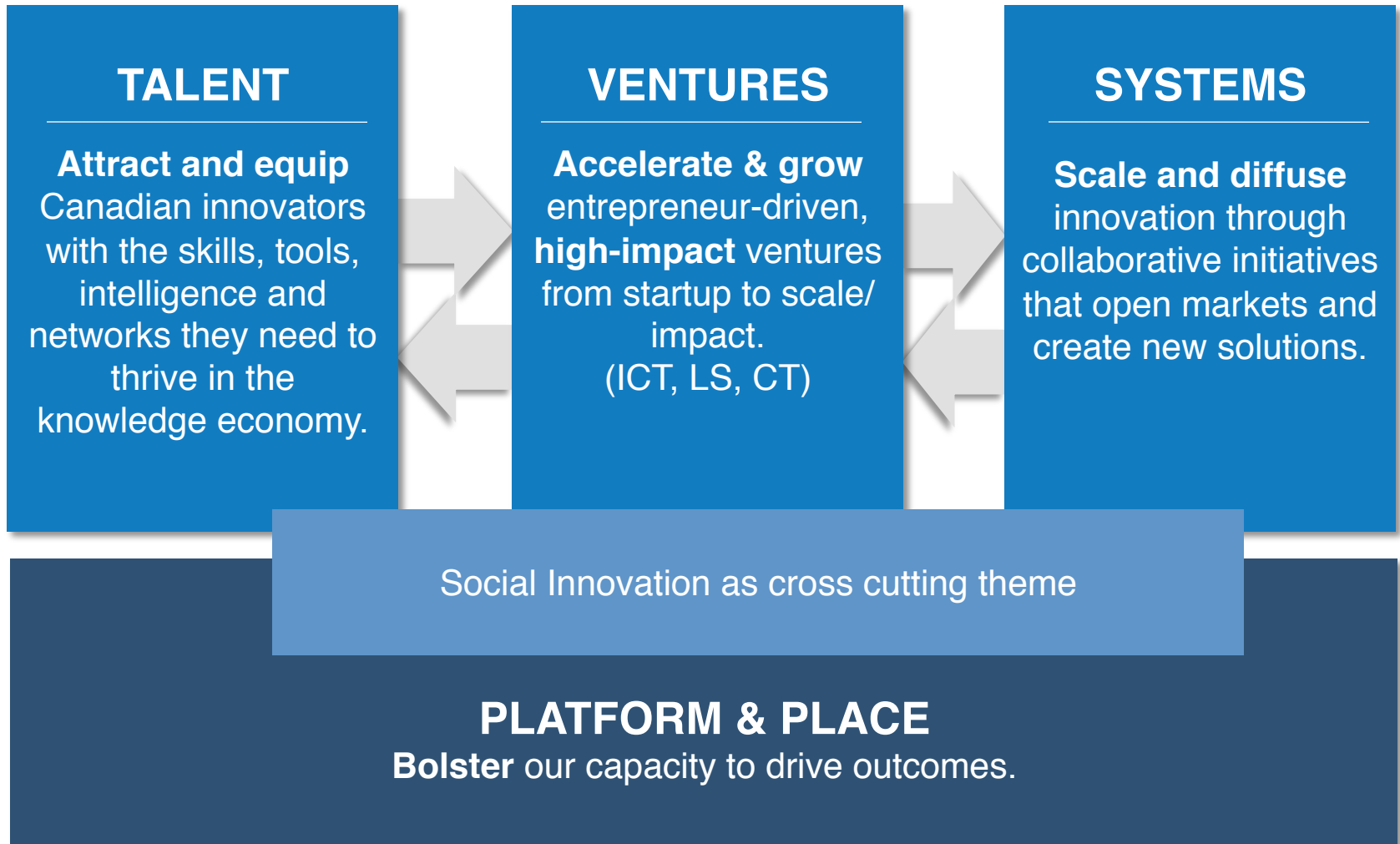
The MaRS Centre

UHN Toronto General
Hospital for Sick children

Ryerson
University



MaRS' Strategic Priorities



Social Innovation Generation



□ National initiative of four nodes across the country

■ Tim Brodhead, **JW McConnell Family Foundation** – founder, now **Stephen Huddart**, CEO

■ Frances Westley, **University of Waterloo**

■ Al Etmanski, **SiG West/ PLAN Institute**

■ Allyson Hewitt, **MaRS**

■ And Tim Draimin, **National Executive Director**, who links our initiatives across the country

□ The primary aim of SiG is to create a culture of continuous social innovation in Canada



Defining Social Innovation



- ❑ Social innovation defined as: *an initiative, product or process that profoundly changes beliefs, basic routines, resource and authority flows of any social system in the direction of greater resilience.*
- ❑ *Successful social innovations have durability, impact and scale.*
- ❑ Social innovation is the design and application of better ways of meeting social needs.



Source: <http://sigeneration.ca/primer.html>

Social Innovation

It's Canadian Nature

RDSP

world's first savings plan for people with disabilities

Greenpeace

first global environmental organization

Nez Rouge

volunteer safe ride home service

JUMP Math

non-hierarchical confidence based learning

Multi-national UN Force

peace keeping

Women's Institute

first global women's advocacy network

Medicare

universal healthcare

Produced by Social Innovation Generation | www.sigeneration.ca | communications@sigeneration.ca
This is a living document. Comments are encouraged

SiG



social innovation
generation
de l'innovation sociale

Social Innovation in Italy

MaRS

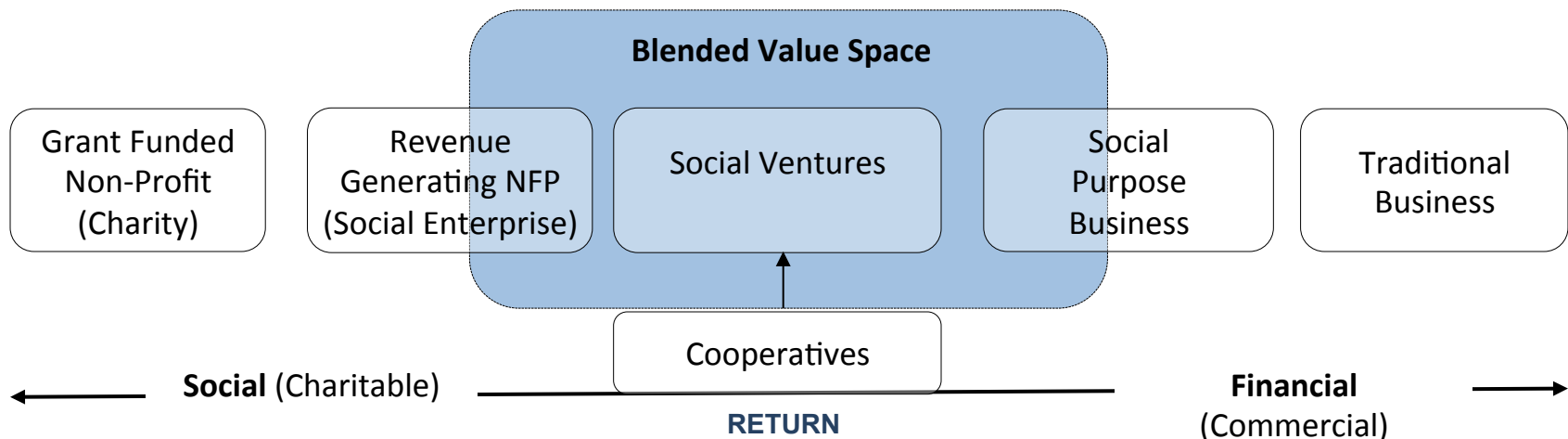


Social Ventures



- ❑ Innovative enterprises which combine a strong social purpose with sound business principles
- ❑ Contrast to traditional businesses which are primarily driven by the need to maximize profit or charities only driven to serve a social need
- ❑ Includes both for-profit and non-profit entities

Return Continuum



Social Enterprises

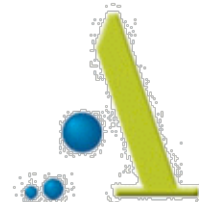
MaRS



Community based development



EVERGREEN
BRICK WORKS

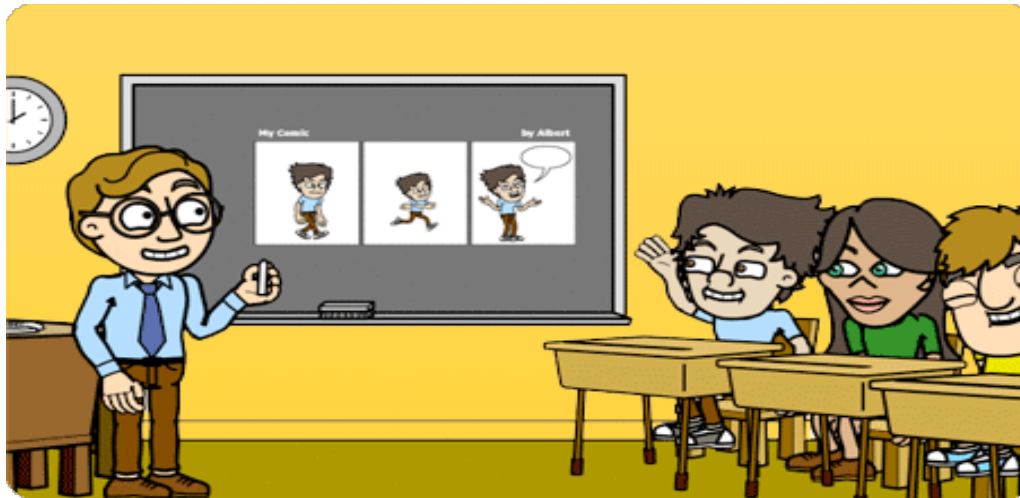


ARTSCAPE

Innovations in Education

MaRS

Bitstrips for Schools



Leveraging Resources



- ☐ Education
- ☐ **Market intelligence**
- ☐ Access to mentors
- ☐ **Networks**
- ☐ Talent
- ☐ Capital
- ☐ Access to **pro bono** professional services
- ☐ Based in **community**



Rooted in
community



Educational Resources



- ☐ **Entrepreneurship 101**
 - ▶▶ More women
 - ▶▶ More immigrants
- ☐ Entrepreneurs Toolkit
- ☐ Best Practice Workshops
- ☐ Global Leaders Series
- ☐ Workshops for Entrepreneurs

A vertical poster for the "entrepreneurship 101" series. At the top, the word "entrepreneurship" is in white lowercase letters, followed by the large white number "101". In the center is a photograph of Geoff Cape, a man with a shaved head, wearing a light blue polo shirt and dark trousers, standing with his arms crossed. Below the photo, the text "Lived It Lecture" is in small white letters, followed by "Geoff Cape" in large white letters. Below that, the event details "Wednesday, November 24th, 5:30 - 6:30 p.m., MaRS Auditorium" are in small white letters. A paragraph of text follows, describing Geoff Cape as one of Canada's best-known social entrepreneurs and the founder of Evergreen, a charitable organization that encourages Canadians to take a hands-on approach to improving the health of their cities. The text mentions Evergreen's focus on integrating nature into urban design through sustainable greening projects in schoolyards, parks, communities, and at Evergreen Brickworks, a unique environmental community centre in Toronto. It also notes that since its inception in 1990, Evergreen has grown to over 115 employees and several locations across Canada. The poster concludes with the registration information "Register at www.marsdd.com/ent101". At the bottom right is the MaRS logo, a blue circle with the white text "MaRS".

Innovative Events with Global Leaders



Canada -> <- The World



SOCIAL CAPITAL MARKETS
AT THE INTERSECTION OF MONEY AND MEANING



Around the World,
Around the Table

The right conversation at the right moment
can make all the difference. SIX
TelePresences bring global stakeholders
around the table to make real change in
real-time.





MaRS Solutions Lab

A NEW APPROACH TO DESIGNING THE FUTURE



- Youth (**aged 18 to 25**) submit to a rigorous application process that results in admission into a leadership program that will help prepare them for the “new economy”. Participants receive:
 - A \$25k stipend
 - Space at MaRS
 - Access to mentors, peers, MaRS and community resources

Enabling Policy Innovations

MaRS



COMMUNITY
INTEREST
COMPANIES

Breaking the Cycle
Ontario's Poverty Reduction Strategy



Centre for Impact Investing



Canadian Task Force on
Social Finance



Mainstream Integration



**World's 1st B Corporation
Hub outside the US**



New stakeholders engaged in **social entrepreneurship**

MaRS

CENTRE FOR
IMPACT INVESTING

Focus on **integration of
social innovation into
mainstream
innovation agenda**

**Social
Innovation
Endowment**



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RBC Social Finance Initiative
Our \$20 million commitment to ignite change.





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