

# Social Innovation – What is it?

We've adopted a simple working definition:

**Social Innovation refers to new ideas that resolve existing social, cultural, economic and environmental challenges for the benefit of people and planet.**



**The Melting Pot**  
*inspiration at work*

A true social innovation is systems-changing – it permanently alters the perceptions, behaviours and structures that previously gave rise to these challenges.

Even more simply, *a social innovation is an idea that works for the public good.* Social innovations come from individuals, groups or organisations, and can take place in the for-profit, non-profit and public sectors. Increasingly, it is happening in the spaces between these three sectors. The Melting Pot operates here, in the spaces between sectors and among individuals, projects and organisations who're trying to make the world a better place.

The Melting Pot creates spaces to foster social innovation by bringing together a mix of people, services, strategies and ideas. We're focused on creating conditions for the emergence of social innovations which strengthen civil society.