

# Proposal for the creation of the **Social Innovation Hub Anáhuac Mexico** Executive Summary

## Background

In 2018, with the support of various educational institutions of Canada, Mexico, and the United States, including the Faculty of Social Responsibility of Anáhuac University, the Commission for Environmental Cooperation created the North American EcoInnovation Network, whose purpose is to facilitate the creation, enhancement, and networking of innovation centers within academic institutions across North America to cultivate youth and community leadership in innovation, entrepreneurship, and sustainable growth. The ultimate goal is for young people to be able to capitalize on their projects, successfully putting their sustainable development initiatives into practice with the support of innovation hubs. These hubs catalyze knowledge to achieve concrete solutions for real-world social, environmental, or economic problems in various strategic sectors, communities, and regions. It has been a priority of the Faculty of Social Responsibility of Anáhuac University to transfer knowledge out of academia and focus on generating value for society from the development and creation of opportunities for participation by the public, private, and social sectors.

This document summarizes a proposal for the creation of the Social Innovation Hub Anáhuac—Mexico (SIHA), which will address specific needs or problems in the area of social responsibility within an academic setting, but in close cooperation with private initiative and the public sector. Becoming a member of the EcoInnovation Network and exchanging ideas with its members, including the Tom Love Innovation Hub of Oklahoma University, provided useful information to Anáhuac for developing this proposal.

An important pillar of the proposal is the concept of creating shared value (CSV), introduced by Michael Porter, which is defined as a set of operational policies and practices—in this case, based in an academic setting—that improve the competitiveness of projects, businesses, and institutions, while improving the economic and social conditions of communities.



EcoInnovation  
Network



## Social Innovation Hubs

One of the models that best facilitates cooperation among academia, government, and the private sector is that of social innovation hubs, in which social, economic, and environmental innovations are promoted within a multidisciplinary ecosystem offering the tools, spaces, and support necessary for individuals to innovate and acquire intellectual and social values that will feed into their projects.

“Business incubators”, “business hubs”, and “innovation hubs” are nurseries of ideas in which individuals, guided by experts in multiple disciplines, bring a wide variety of projects, businesses, and initiatives into being. The first science and technology research park, the Stanford Research Park (SRP), was created by Stanford University in 1951 with the objective of transferring the findings and results obtained within the academic institution directly to the private sector. The model quickly spread to the rest of the United States and reached Europe. Today, nearly a thousand incubators or hubs have been created in the United States alone and are offering multidisciplinary opportunities for work, training, development, and professional experience in fields outside the technological, financial, and social sectors.

## Objectives and Model of SIHA

The goal of the Social Innovation Hub Anáhuac (SIHA) is to provide an incubator for researchers, entrepreneurs, and professionals working together on projects and advancing the interests of participating communities and stakeholder groups. The six core objectives of SIHA, through its Social Responsibility Lab, are presented in **Figure 1**, and the various elements of SIHA’s model are shown in **Figure 2**.



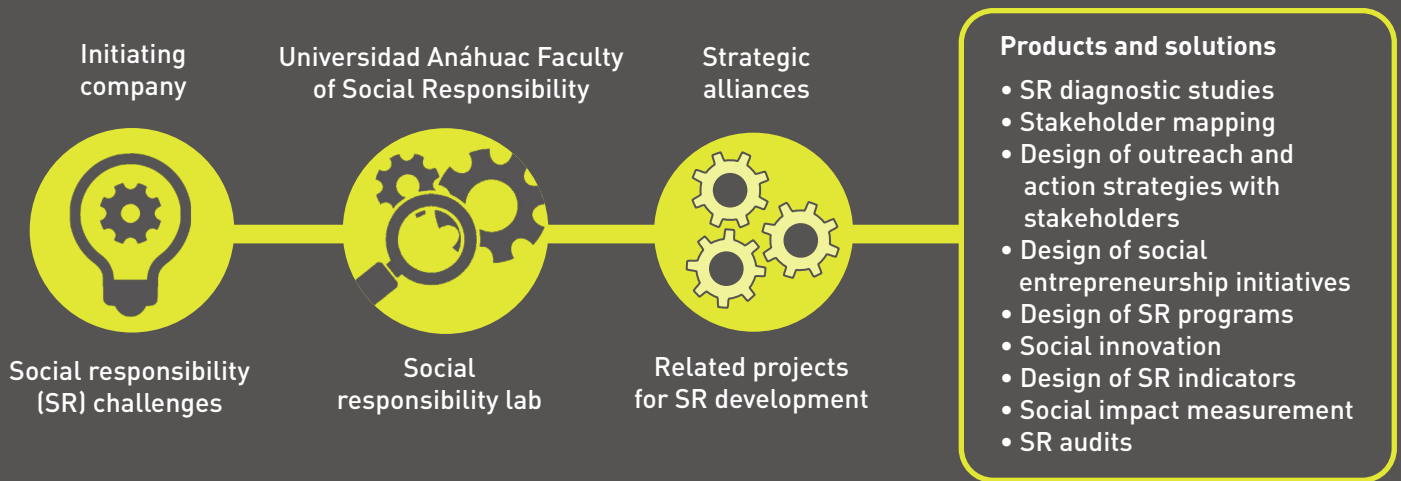
### Benefits of the Social Responsibility Lab

- High potential to generate social, economic, environmental, business, and academic value
- Innovative responses to meet unaddressed or inadequately covered needs
- Responds to needs and/or problems, based on creating shared value

Figure 1. **Objectives of the Social Innovation Hub Anáhuac—Mexico**



Figure 2. **Model of the Social Innovation Hub Anáhuac—Mexico**



The proposal is to develop SIHA in two phases. In phase 1, there will be no dedicated physical infrastructure, since the Faculty of Social Responsibility (FSR) has space in which teams of students are currently engaged in guided problem-solving work in tandem with communities that have solicited their support. In phase 2, efforts will be made to secure a dedicated facility for SIHA, where the work necessary to explore and develop social entrepreneurship and innovation ideas and projects can be pursued.

## Strategic Alliances

Strategic alliances for joint investment and project development will emphasize participation of the private sector as a key driver, through specific calls for proposals or competitions put out by FSR around social responsibility-related themes. Strategic alliances within or external to Anáhuac University are central to the development of high-performing projects. They respond to the requirements of various sectors or to needs discovered by the university and are appropriate for work by SIHA that will result in products or other results creating shared value. Centering around the creation of strategic alliances, the SIHA model includes the following elements:

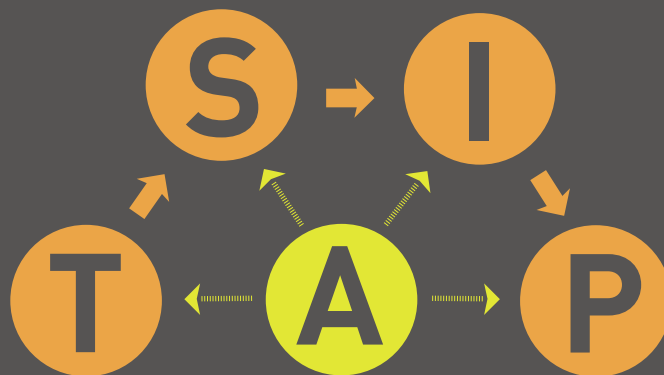
**Alliances (A):** Create and implement projects of local, regional, or national impact within a multidisciplinary perspective and with the collaboration of a range of actors in the academic, public, private, and social sectors. Alliances are central to the development of high-performance projects.

**Social responsibility trends (T):** Monitor local, national, and global trends in social responsibility, through the construction of a platform for tracking progress at local, national, and international scales, as well as for consulting and decision-making.

**Sustainable innovation (S):** Design innovations in an academic milieu in response to requests from participatory or beneficiary sectors, in line with the Sustainable Development Goals (SDG), generating value and impact at various scales and levels.

**Investigation for knowledge and technology transfer (I):** Basic and applied research in social innovation and social responsibility, conducted by FSR academic staff and students, in response to requests from participating or beneficiary sectors.

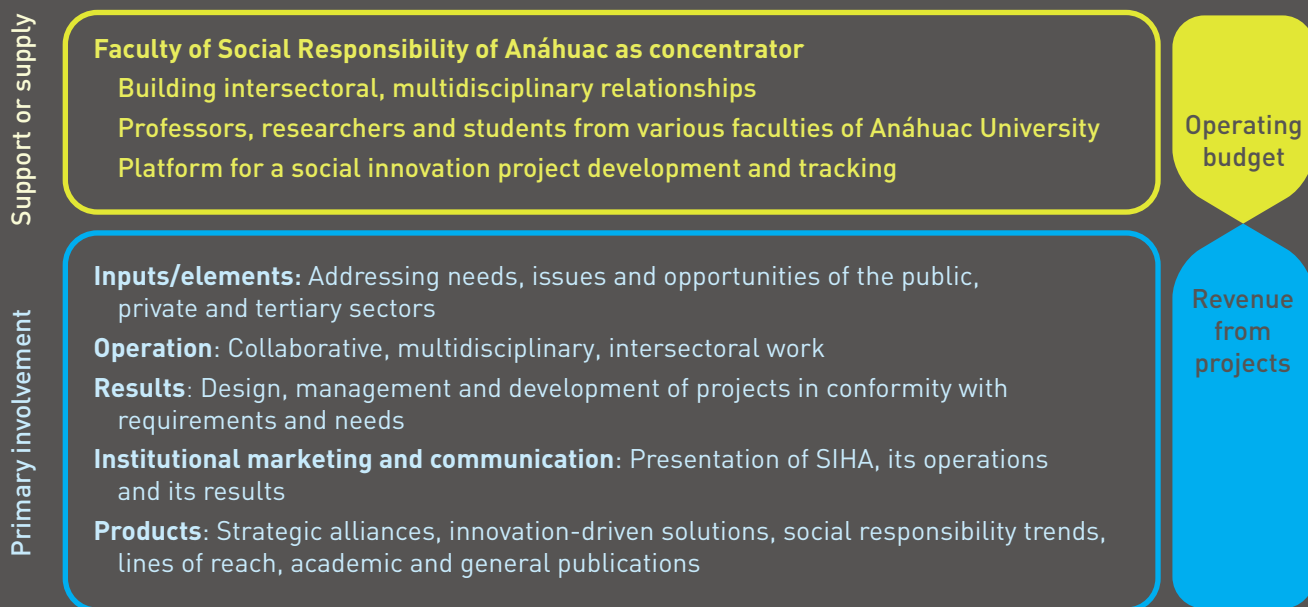
**Publication (P):** Produce and distribute academic and general-interest publications to disseminate research results, trends, solutions, and alliances created.



## SIHA Value Chain Model

The proposed value chain for SIHA's operation comprises two main categories of assistance: support and supply, and primary involvement, as shown in **Figure 3** below. Essential to this model is the creation of a SIHA Steering Committee, a SIHA Operations Committee and a Cultural Transformation Committee (CTC). The primary mission of a CTC is to provide feedback to the SIHA Steering Committee on new ways of doing things, through the adoption or improvement of proposals and activities within the framework of social responsibility, innovation, and diversity and inclusion.

Figure 3. **SIHA value chain (operation)**



## Acknowledgement

The proposal for the design and development of the Social Innovation Hub Anáhuac (SIHA) was developed by Dr. Miguel Ángel Santinelli Ramos (project management); Klaudia Sánchez Espíndola (project coordination, design and production); Oscar Mauricio Alvarado Gómez (design and production); Brenda Morales Márquez (production); Paola Yazmín Orozco Barragán (production); and collaborators Héctor Eduardo Hernández Vázquez, Evelyn Vanessa Loredó Lara and Diego Mora Azcárraga.

## Contact

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