The contribution of Social innovation to Territorial development

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ABSTRACT
In this international context of crisis where challenges are becoming more complicated, socio-economic development could be oriented towards the development of an inclusive economy based on social innovation. This allows for the reduction of poverty and the territorial divide through social entrepreneurship based on social innovation in favour of Moroccan citizens living in precariousness.
This descriptive and theoretically oriented synthesis article aims to build a literature review of the main concepts and models of social innovation. In this respect, we have used the exploratory method in order to interpret and answer our central question: how does social innovation contribute to territorial development?

Keywords: Social entrepreneurship, social innovation, territorial divide, inclusive economy, territorial development.

1- Introduction
Nowadays, inclusive economic development is economic development that contributes to poverty reduction. In this international context of crisis where challenges are becoming more complicated, socio-economic development could be oriented towards the development of inclusive economy based on social innovation. This helps to reduce the poverty and the territorial divide through social entrepreneurship based on social innovation in favour of Moroccan citizens living in poverty.
According to Schumpeter (1991), innovation is associated with the introduction of new items, new production processes, the opening of new markets, the conquest of new sources of raw materials and the formation of new forms of industrial organization [1]. Innovation must allow the organization to acquire an advantage that differentiates it from the competition [2].
Development innovations refer to the search for more effective solutions to social, economic and environmental problems, as well as to the desires and aspirations of society, particularly in developing countries. Due to their stage of these territories face the most difficult problems in the fight against poverty, exclusion and the territorial divide. Depending on the nature of the problem or need, these innovations may emerge from the public sector, the private sector or the third sector. It is widely recognized that social innovation is a key driver for respond to the complex and multidimensional societal concerns that have developed over the last decades, and this concept is frequently linked to territorial development.
Indeed, the advent of new, broader and more inclusive approaches, taking into account various forms of creativity, has broadened the theory of innovation, generally linked to social enterprises, social entrepreneurship, the generation of social value beyond that of the economy, and the development of a new social economy. Social innovation is one of these new forms that have attracted significant scientific interest.
Social innovation is a key differentiator and a source of added value for Morocco in the face of current world challenges such as political, economic and health crises and also to face the tough international competition. One of the biggest challenges for the Moroccan economy in its expansion is social innovation, which is necessary for social cohesion.

The objective of this paper is to present the overview of key concepts, dimensions, phases and approaches of social innovation, and to highlight the place occupied by all stakeholders in territorial development in this process.

This descriptive and theoretically oriented synthesis article aims to build a literature review of the main concepts and approaches of social innovation. In this respect, we have used the exploratory method in order to interpret and answer our main question: **how does social innovation contribute to territorial development?**

To answer this question, we will first analyze the conceptual and historical evolution of territorial development. Then, we will analyze the concept of social innovation in all its aspects. Finally, we discuss the effects of social innovation on territorial development.

### 2- Research Methodology

This descriptive article aims to build a literature review of the main concepts and models of social innovation. It is a "theoretical" oriented article (focusing on a set of conceptual notions or tools). In this regard, we used the exploratory method to interpret and answer our three initial secondary research questions.

To better understand the colossal amount of data in our bibliographic research, we used one of the tools for managing the literature review and processing qualitative data: the NVIVO software, and another for managing the bibliography: ENDNOTE. The databases used for bibliographic research with keywords are: SCOPUS, CAIRN, JSTOR, Science Direct, and Google Scholar. We selected 44 scientific articles among hundreds as the database for our bibliographic references.

### 3- Conceptual and Historical Evolution of Territorial Development

In the past, according to Darwinism, the term "development" was linked to the process of evolution of living organisms to reach their genetic potential. Later, this concept of development started to be applied to the economy during the 17th century with the arrival of the industrial revolution in Europe. This notion acquired a scientific meaning after the World War II. By introducing terms such as change, progress, poverty, welfare and wealth, Adam Smith made a first sketch of development theory when he explained his concern with the structures and levers of the wealth of nations [3].

In this sense, it shows that after the Second World War, the concept of economic development was based on the idea of economic growth, productivity, consumption, economies of scale, industrialism, technological progress, rationalism, urbanism, ethnocentrism and single models of good practice. At that time, the idea of developed countries was directly linked to the notion
of industrialization, and the development observed at that time was accompanied by other phenomena, such as: the concentration of progress in only one third of the world's population and the persistence of various forms of absolute poverty in several Third World countries [3].

At the end of the 1960s and the beginning of the 1970s, there was an evolution of questions and practices in the field of development, with a search for new concepts and behaviors in the field, especially in the environmental field, which strongly testifies to the impossibility of insisting on economic growth in the models that had been in force up to then (indiscriminate use of natural resources and production of residues and pollutants) [4]. Thus, the concept of development has been endowed with adjectives, aiming at a better compatibility with the objectives that this concept encompasses, such as sustainable, local, participatory, human, social and integrated development [5].

The term territorial development expresses the idea of needs and improvements in the living conditions of a population in a given historical and geographical space, in which it assumes control over its actions and acts essentially within the limits of its capacities. For the construction of this concept, the Territorial Paradigm is used, which is based on the internal capacity of localities to generate the conditions for change in their productive structures [6]. Furthermore, the territorial approach emphasizes the territory, its specificities and resources in order to initiate a bottom-up development process involving local actors. Without sacrificing openness to the outside world, it aims to be participatory, global and a guarantee of long-term territorial growth. Indeed, the concept of territorial development is defined as "the capacity of actors located in a territory to control its future evolution" [7]. The territorial approach to development seems to be an appropriate response to the challenges of recent years of multiple crises, to put economic actors in competition with each other on the national and international market, thus offering a better territorial distribution of the development dynamic.

This territorial development is also meant to be inclusive. Indeed, according to Sen(2000), development expresses the expansion of real freedoms supported by improved personal incomes, technological advances and industrialization. This concept of development is based on human capabilities [8].

In this sense, development would be closely related to people's conscious choices of autonomy in constructing their purpose, style and quality of life, aiming to achieve happiness. This freedom also includes the power to obtain goods and services, to choose to be healthy, to have access to resources that prevent premature death, among others. Development expresses the expansion of real freedoms that are supported by improvements in personal incomes, technological advances and industrialization [9]. Furthermore, the persistence of high levels of poverty, social exclusion and inequality, and the territorial divide in developing countries, indicates that the predominant paths of development proposals have not yet found their primary focus; that of the collective well-being of people [10].

The notion of territory has evolved over time and formerly linked to geography, territory can be conceptualized as a constructed territory, belonging to a human group and also associated
with the conception of the state. It can also be linked to the idea of power, a concept highlighted by political geography, which analyses the diversity of powers and the role of actors within the state [11].

The territory can also be seen from the point of view of appropriation, being composed of lived experiences that bring the feeling of belonging or domination (power relations). Both aspects are present in the territory and are complementary, as social relations are imbued with power relations and these have an impact on territorial development [12].

The term territorial development is also used to refer to the development of productive units within a geographical area. The choice of the adjective territorial, as opposed to local, is made in the sense that local refers to a specific place (a small dimension), which contrasts with the meaning of development [13].

Two theoretical models supported the development strategies formulated in the second half of the twentieth century: the centralized model and the decentralized model. The centralized development model refers to the idea of industrialized growth poles and articulates the notions of economic space and development. In this model, development cannot be stimulated by isolated and competing initiatives, but by a set of dominant individuals and companies that generate various effects (direct, indirect and induced). There is a central authority that controls economic activity by setting targets for production and logistics of raw materials between the different production units. As for the decentralized development model, it had socio-economic, political and environmental phenomena as its motto, especially from the 1980s onwards. Socio-environmental and political issues supported territorial development, emphasizing the idea that regional development should be assumed by local actors [14].

Pecqueur (2005) specifies that the concept of territorial development is characterized by the 'process of mobilization of actors that leads to the elaboration of a strategy of adaptation to external limits, based on a collective identification with a culture and a territory', revealing talents and riches that are still unknown [13].

The existing resources in the territory can condition the development. Wealth and talents can be divided into specific assets and resources, where assets are mobile elements and resources are elements that represent a reserve that still needs to be exposed, studied and established. The reference to generic assets and resources is based on their transferability. The value of specific assets is closely linked to their use, and their transfer generally involves a high sunk cost. Specific resources are not transferable, as they result from processes of combining different shared knowledge, which generate new knowledge [13].

Moreover, territorial development must focus on the idea of bottom-up development, i.e. the search for the satisfaction of the basic needs of the local population, identifying priorities and enhancing territorial capital.

Indeed, territorial development depends on the participation of civil society in the decision-making process, since it is through this participation that the objectives, means and
commitments of the subjects involved in carrying out the development. It is this form of territorial intelligence that will make the territory resilient to crises [15]. Several objectives can be identified, ranging from the satisfaction of basic needs to economic development and improving the quality of life. It should be noted that these objectives are instrumentalized by strengthening local qualities and capacities. Therefore, on the basis of the premises presented, it can be summarized that the main objective of territorial development is the search for specific assets and resources that are hidden, underused or dispersed. The appropriate and efficient use of these specific assets and resources is linked to social innovation processes. As our economists still praise growth as a necessity for solving all our current problems [15]. Finally, from traditional economic development to the people-centred inclusive territorial development approach is human development, which can be expressed, according to Sen(1999), in terms of objective conditions (education, health, quality of life, etc.) and in terms of the quality of the environment.

It is a development that does not exclude the understanding of the importance of economic growth, but understands it as one dimension among others that conditions the development of territories and societies. It is a development that does not exclude the understanding of the importance of economic growth, but understands it as one dimension among others that conditions the development of territories and societies human rights. These objective conditions are reflected in the adoption by the United Nations of sustainable development goals in the 2030 Agenda for Sustainable Development, which links each goal to targets to be achieved by 2030, with the aim of “eradicating poverty, protect the planet and ensure prosperity for all” [16]. This call for collaborative work in a participatory approach between the three sectors: public, private and the social and solidarity economy (3rd sector). The latter will contribute to inclusive territorial development through social innovations to address current challenges. This is particularly important for the social and economic development of developing countries and even for industrialized countries.

4- Social Innovation

4.1 Definition of the concept of social innovation

Innovation constitutes a break with the predominant ways of thinking, acting and doing. The difficulty of defining the concept of social innovation leads to the attribution of two interpretations of this concept: For the technocratic paradigm, social innovation is managed in an approach of new markets and competitiveness, with a reformulation of the State and a process of soft privatization. Under the democratic paradigm, the conception of social innovation is accompanied by the idea of rupture and new governance of territories [17], with participatory management [18]. Therefore, we present in a table all the different definitions given over the years to this polysemous concept:
Table 1: Summary of different definitions of social innovation

<table>
<thead>
<tr>
<th>Definition</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>A new and more effective solution that simultaneously meets the needs of</td>
<td>[19]</td>
</tr>
<tr>
<td>the society and lead to new or improved skills and relationships, and</td>
<td></td>
</tr>
<tr>
<td>better use of assets and resources.</td>
<td></td>
</tr>
<tr>
<td>A process.</td>
<td>[20]</td>
</tr>
<tr>
<td>A change that responds to a need for improvement.</td>
<td>[21]</td>
</tr>
<tr>
<td>A new idea (products, services and models) that simultaneously satisfies</td>
<td>[22]</td>
</tr>
<tr>
<td>the needs of the society and create new social relationships or</td>
<td></td>
</tr>
<tr>
<td>collaborations. In other words, they are innovations that are both good</td>
<td></td>
</tr>
<tr>
<td>for society and increase societal capacity for action.</td>
<td></td>
</tr>
<tr>
<td>A new idea that has the potential to improve the quality or quantity of</td>
<td>[23]</td>
</tr>
<tr>
<td>life.</td>
<td></td>
</tr>
<tr>
<td>A new solution to a social problem that is more effective, efficient,</td>
<td>[24]</td>
</tr>
<tr>
<td>sustainable or equitable than existing solutions, and where the value</td>
<td></td>
</tr>
<tr>
<td>produced benefits society as a whole rather than individuals.</td>
<td></td>
</tr>
<tr>
<td>A creative activity and service to meet social needs.</td>
<td>[25]</td>
</tr>
<tr>
<td>A new idea to meet social objectives.</td>
<td>[26]</td>
</tr>
<tr>
<td>A type of social intervention that values local development and initiatives</td>
<td>[27]</td>
</tr>
<tr>
<td>associated with the promotion of the social and solidarity economy.</td>
<td></td>
</tr>
<tr>
<td>A new response, defined in action and with lasting effect, to a social</td>
<td>[28]</td>
</tr>
<tr>
<td>situation which seeks the well-being of individuals and/or local</td>
<td></td>
</tr>
<tr>
<td>communities.</td>
<td></td>
</tr>
</tbody>
</table>

Source: (Authors, 2023)

Today, many argue for the need to foster social innovation dynamics in response to the economic crisis and the decline of the public and private sector.

4.2 Dimensions of social innovation

According to the two researchers Hardif and Harrisson (2005), there are five dimensions to be taken into account for the analysis and definition of a social innovation. We summarizes them in the table below [29]:

Table 2: Summary of dimensions of social innovation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Purpose of the analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>The transformation proposed or achieved</td>
<td>A context for change is identified, which may be economic or social, focusing on crises ruptures and discontinuities, which can occur in a territorial context.</td>
</tr>
<tr>
<td>The innovative nature of the proposal</td>
<td>These are inventions conceived as responses of actors to crises. It takes into account the context in which they emerge, as well as the inventive and original solutions that require new institutional structures and</td>
</tr>
</tbody>
</table>
social norms can be used in the realization phase.

<table>
<thead>
<tr>
<th>The innovation itself</th>
<th>Its purpose is the common good, its general and collective interest, but also the cooperation between actors who create in the territory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The actors involved</td>
<td>Due to the multiplicity of stakeholder interests, social innovation is a collective learning process with the ultimate goal of cooperation between actors, whether it is involvement in negotiations, formal agreements and/or partnerships to generate adequate governance.</td>
</tr>
<tr>
<td>The processes adopted</td>
<td>The impact of the social innovation project, the coordination mechanisms, the resources employed and the obstacles to implementation are all examined. These processes concern the mobilization and commitment of actors and their complexity, the unpredictability of the dynamics, the resistance and conflicts of actors, the institutional constraints and the mechanisms for implementing the social innovation.</td>
</tr>
</tbody>
</table>

Source: Adapted from Tardif and Harrison (2005)

Tardif and Harrison (2005) explore the process of social innovation from idea to execution by those involved in the process. The effects of these efforts, including the search for best practice, on the achievement of its objectives are assessed.

### 4.3 Approaches to social innovation

The concept of social innovation has been debated by at least three major schools of thought:
- The current that for its part, social innovation emerges intentionally from the identification of the problem and the attempt to solve it in a planned perspective, aiming at social development.
- The current that is based on processes of continuous social and cultural transformation without prior planning and that usually emerge in civil society. It innovates to adapt to the new reality.
- the stream that focuses on innovations in which the new is not necessarily linked to critical social and environmental problems, but rather to specific realities that ultimately contribute to the progress and social development of a given territory.

According to previous development debates, social innovation is not the preserve or privilege of any particular organizational structure or legal framework; in other words, social innovation can come from social actors, organizations (formal and informal) and institutions (laws, public policies). Indeed, social innovation solutions often require joint activities by constituents, businesses, organizations, organized society and individuals [30]. Moreover, the expressions 'innovation' and 'social' when combined in the same sentence generate a vast new notion [31]. Consequently, and according to the analyses of the different aspects of this concept, four main approaches can be identified [32]:

The institutional approach refers to a vision of social innovation as a tool for upgrading public policies, which is part of the new philosophy of public management; The Anglo-Saxon entrepreneurial approach to social entrepreneurship focuses on the individual and the social purpose of his or her action, which can be based on prior market resources, i.e. on a business activity; In terms of social organization, the Latin entrepreneurial approach emphasizes the Non-profit, collaborative and democratic characteristics of social organizations; The institutionalist approach integrates and extends the latter by considering social innovation as a territorialized system and a lever for social change [33].

4.4 The stages of social innovation

Social innovation occurs through practices that link groups stimulated by internal and external factors that aggregate their perceptions, attitudes and behaviours in the pursuit of building social skills and assets. We note that there are six steps to producing a social innovation according to the practical study by Caulier-Grice et al. (2012):

(i) Demand (the need for innovation is verified),
(ii) Proposal (development),
(iii) Prototypes (tests),
(iv) Accompaniment (sustainability),
(v) Scaling up (extension and dissemination).

These six steps can be summarized in three main stages:

a) Problematisation, which is triggered by an initial impulse that stimulates social actors to act;

b) Attracting attention, involving and increasing interest in the innovation from the relevant social group(s);

c) Coordinate participants in the implementation of new behaviours, during which a dynamic process of co-learning takes place [35].

In this sense, it is understood that social innovation in the territory aims at collective well-being through attitudes, actions, strategies, products or processes that embrace crucial local problems and give rise to the independence and power of the agent social innovation. It is therefore extremely important to understand the effect of social innovation on the development of the territory; this is what we will develop in the following section.

5- The Effects of Social Innovation on Territorial Development

Territories have always been faced with challenges to develop in the interests of collective well-being. These challenges are of all kinds and range from global challenges, such as the eradication of poverty, the COVI-19 crisis and the socio-economic effects of the war in Ukraine, to territorial challenges that are sometimes part of wider, sometimes local, issues, such as unemployment, job creation and income, better health and education, and natural resource management, among others. Moreover, in order to maintain economic balance, a key element of capitalist societies, governments are cutting spending and increasing fiscal austerity without improving the level of provision social services that guarantee social cohesion. This expresses the interest of social innovations to achieve the development of a given territory. The definition given by the European Union to social innovation explains in some detail the
effect of this type of innovation on the development of a territory: "social innovation is a new solution to a social problem that is more effective, efficient, sustainable or just than existing solutions and for which the value created accrues primarily to society as a whole rather than to private interests" [24, 36]. So "empowering people and driving change" in the sense that this social innovation could lead to social change that subsequently produces sustainable social inclusion [36, 37].

Indeed, social entrepreneurship gives rise to social innovation in areas where neither the private sector nor the state seems to provide satisfactory answers [38]: creation of new products or services or improvements to existing ones, new organizations and/or modes of production, new factors of production, new commercial relations and new forms of enterprise. Because of the synergies between market and non-market activities, this option allows social innovation to contribute to territorial development. The mobilization of social capital strengthens endogeneity, promotes territorial growth and attracts external resources [39].

On the other hand, social innovation can be understood as a process of social change of an endogenous nature, capable of producing a kind of solidarity and territorial inclusion of people living in precariousness, and of leading in an inclusive and permanent way to the improvement of the well-being of the entire population of a given territory.

The territorial approach to development is the result of an intentional collective action, anchored in the territory, i.e. associated with a local culture, project and institutions, with the objective of improving social practices.

Moulaert and Sekia (2003) argue that the implementation of territorial development strategies based on social innovation is very useful for achieving governance change in local authorities [40]. As the territory is conceived as an organization that links civil society with private, public and social economy organizations (3rd sector), aimed at learning, knowledge transfer and the generation of social innovations. The interaction between these actors and the territory results in the development of new practices. This makes it possible to respond, in a more or less adequate way, to the social needs of the population of the territory, and especially the most disadvantaged.

To the extent that social innovation can be undertaken by individuals, communities. In this sense, the process of social innovation built in a given territory leads to changes in the local way of life of the population [41]. In this sense, the process of social innovation built in a given territory leads to changes in the local way of life of the population [41].

Social innovation seeks to create social value in order to contribute to the solution of social problems. Cooperative or associative solutions, or those stemming from the social and solidarity economy in general, aim in principle at collective learning, based on individual and collective talents, allowing the emergence of new social interactions and structures. Because they need resources to devote to research and development and employ mechanisms that allow for the replication and dissemination of experiences in communities and research institutions, these efforts can start small and local [42, 43].

As mentioned earlier, there is no single model or approach social innovation. Social innovation can come from society (social movements, social organizations), from government (public policies, programmers and initiatives) and from the market as much as it can (social and environmental responsibility actions, social impact and business). In order to be implemented and to produce positive effects, social innovation. The most effective creative activities have
been those in which actors collaborate to provide people-centred solutions based on feelings and lived experiences that promote individual and community well-being in territories.

Depending on the challenges faced and the contextual factors that imply opportunities for community action for innovation, social innovation creates specific objectives and establishes different types of activities. It can create new models of production, distribution and lifestyle, as well as new ways of delivering public services.

In fact, social innovation can squarely modify the aspect of material and immaterial resources, such as natural, financial, infrastructural resources and socio-cultural characteristics, and thus the development of the territory where it was born. On the other hand, social innovation generates an innovative environment that favors inclusive sustainable territorial development in better conditions. The characteristics of this innovative environment are:

(i) A spatial component, with competing externalities and transport costs;
(ii) A group of actors aware of the economic and social reality of the territory and the rest of the world;
(iii) Material elements, involving enterprises, infrastructures, norms, values, information flows, institutions and civil society;
(iv) A logic of interaction, regulating the behaviour of actors and favouring local dynamics;
(v) A learning logic, producing knowledge and redefining behavior [44].

In short, social innovation has a positive impact on territorial capital and in particular on social capital and the power relations existing in the territories. This dimension is very present in social innovations, although it is not exclusive to them. These innovations involve reconfigurations of established social and cultural practices that were not responding to the demands and needs of society. Through social innovation, new networks of relationships, collaborations and partnerships emerge which, in general, must be based on trust, reciprocity, collaboration and autonomy.

6- Results and Discussion

Social innovation makes it possible to respond to social needs based on cooperation between different actors in a given territory. It can influence territorial policies, which themselves become innovative. It also contributes to the regeneration of territories.

Indeed, social innovation plays an important role in social and territorial cohesion in order to solve the social problems that the State is facing. Therefore, we can deduce the impact of social innovation on territorial development in terms of implementation of public policies, territorial unity and the search for original and sustainable solutions to social and economic problems.

Often, after analyzing a successful social innovation model in one region, attempts are made to extend this experience to other regions without taking into account their specificities. In this regard, it is important to have a critical approach to the social innovation models cited in this study.

In addition, before applying a model of social innovation from this study, we must carry out a strategic diagnosis of the territory to analyze the territorial challenges in order to provide
solutions. We need to mobilize collective intelligence to establish the conditions and capacities capable of meeting the distinctive requirements of the territories.

An important implication of these theoretical results could be the establishment of smart territories, in order to promote innovative scientific research at the territorial scale. Then, for example social innovation could be, innovative territorial projects in partnership between the university, the territorial authorities and the organizations of the social and solidarity economy, thus contributing to territorial development. In our opinion, given the current economic context the territorial framework gains substantial interest. The current economic situation due to the health crisis and the war in Europe, encourages global competition and this, in turn, enhances the innovative territorial development.

7- Conclusions

In conclusion, our article is timely and relevant because, first, it provides a conceptual framework for using the term social innovation more rigorously, both in academia and in the Moroccan public and private sectors, and second, it provides an overview of the different effects of social innovation on territorial development.

For the territory to have social innovation as a fundamental strategy for its territorial development, awareness must be culturally constructed and not imposed, that of strong cooperation between all the actors of the territorial community, whether it be the State, businesses or Moroccan civil society. Indeed, the strategy of having social innovation as a lever of territorial development always had a continuity, even in times of economic or health crisis worldwide.

For a territorial development process based on social innovation, the articulation and interaction between the different actors becomes essential to achieve the objectives. In this sense, the existence of an entity that articulates interests, demands, offers and public policies proves to be of great importance. As seen in the case of the Moroccan region of Rhamna and Essaouira, this recently launched their «Territorial Innovation Lab» as a territorial open innovation initiative that brings together diverse skills to solve social, economic and environmental problems in their territory. About the limits of this study, we can see that social innovations often lack organizational and leadership capacity, as well as infrastructural anchorage, which creates unsuitable conditions for the development of territories. These obstacles may be the reason why social innovations do not persist or develop sufficiently.
References


