

May 2018

Welcome to the Wayfinder!

Social innovation is the term we use for innovative social change focused on remedying the root causes of pressing and complex problems in the 21st century. It includes social finance, social enterprise, social purpose business, impact investing, community innovation, design labs and so much more. It is based on values of respect, empowerment and agency. At its core, it depends on working with the people and communities affected by a problem to co-create transformative solutions.

Social innovation is both about the *process* and *purpose*. The process of innovating involves working with different types of people to try new things in different ways, or old things in new contexts. Innovation can come from anywhere and from anyone.

Over the past 10 years, social innovation has achieved a huge amount globally, with the rise social innovation labs, agencies, financial tools, prizes, competitions and offices in governments, companies and NGOs. Co-creation and collectively working toward impact is resonating across sectors and countries, from public servants, politicians, academics, businesses, and nonprofits to everyday people in the neighbourhood.

Although this field has grown substantively, it's still limited compared to the scale of the challenges we face. That is why SIX designed the Wayfinder.

The Wayfinder is about the future. It's a global event curated by SIX, the global Social Innovation Exchange and hosted with local partners. Istanbul Wayfinder is hosted by Zorlu Holding, powered by imece, in knowledge partnership with ATÖLYE and S360, and supported by Brookings Doha Centre and UNDP.

The first Wayfinder was held in London last year. It explored how we can create large scale, deep and systemic change over the next 10 years. Istanbul Wayfinder will dive deeper into these calls of action from the inaugural Wayfinder - how can we get truly multisector in our work? How do we build regional innovation systems? What does it take to create systemic change?

Social innovation is driven by diversity. That is why we have more than 80 leading thinkers and practitioners from 26 countries coming to Istanbul. They are eager to share, learn and exchange. We ask you to please kindly create space for generosity, forgiveness and patience, should anything get lost in translation.

We want you to leave feeling inspired, with the courage and confidence act. Meet new people, partners and friends - they might just be sat right next to you.