

Hi



How to manage innovation from a perspective of a NGO accelerator
Lisbon, 14/05/2024



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Founder & Director @ Casa do Impacto

5 Years of Casa do Impacto
What we did and where we are going: the numbers
and the importance of measuring impact

**CASA DO
IMPACTO**
onde partilhamos causas

projetado por
**SANTA
CASA**
Misericórdia de Lisboa



With more than five centuries of existence, Santa Casa da Misericórdia de Lisboa is an institution governed by private law and of public administrative utility that has guided its actions, within the community, by the defense of invaluable social values, from a perspective of proximity, respect and defending good causes.

Our mission, since the founding of our house, has been based on improving the well-being of citizens, in general, but especially the most vulnerable.

We develop in-depth and exhaustive work in several areas, namely Social Action, Health, Education and Training, Culture, Heritage, Research, and Innovation and we promote and associate ourselves with various initiatives in the Entrepreneurship and Social Economy sector.



Why did we create Casa do Impacto?



C₃ H₄ A₁ N₁ G₂ E₁
T₁ H₄ E₁
B₃ E₁

ALLIED

**COMMUNITY
IS
STRENGTH.**

BE STRONG. LET'S LOOK OUT FOR ONE ANOTHER.



It's necessary to change the way of thinking and addressing problems – to take RISKS, experiment, evaluate, and make informed decisions.

Because the necessary changes need to be SYSTEMIC – they involve all agents of society (individuals and organizations).

These changes take time to happen: to sow now to reap a (different) future
– PATIENT capital.

Problem:

People and organizations are not prepared to face the increasing complexity of societal problems.

TO DO LIST

mainly procrastinate ...

Solution:

Through innovation and entrepreneurship, transform individuals and organizations to incorporate a culture of impact.



What is an Impact culture?

Impact is the profound and systemic changes, effects that people's and organizations' actions have on society and the planet.

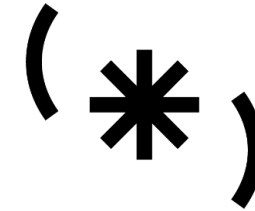
In this House, we want to promote a culture of impact: a culture where organizations and individuals base their decision-making on their social, environmental, and economic impact - without leaving any behind.

At Casa do Impacto, we believe that we can only tackle the growing complexity of societal problems by embracing and promoting a culture of impact within individuals and organizations.



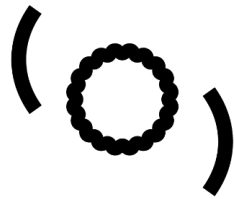
How do we promote the Impact culture?

TAR(·)GET

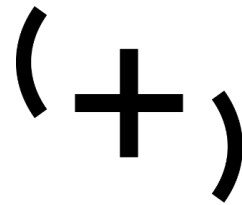


TRIGGERS
Rebalancing our planet

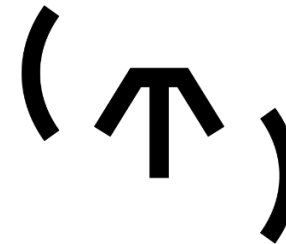
IMPACT
JOURNEY



SANTA CASA
CHALLENGE
Investimento para o Impacto



PLUS
Investimento
para o Impacto



RISE
for Impact

Advocacy

Community

Investment

Acceleration

Incubation

ACTUATION AXES

How will we know we are making an impact?

Examples of changes we want to bring about::

- ↑ Increase the number of trained entrepreneurs and organizations
 - ↑ Increase the number of innovative solutions
 - ↑ Promote the financial sustainability of organizations
 - ↑ Increase the number of active partners
 - ↑ Increase participation in decision forums
 - ↑ Strengthen the cohesion of the CI community
 - ↑ Expand the diversity of the profile of entrepreneurs
- ↑ Provide better health and mental well-being conditions for entrepreneurs
 - ↑ ...(non-exhaustive list)

Changes



Impacts



**Active incubated
solutions₍₂₀₂₃₎**



+400

**Accelerated projects in
programs**
(Accumulated value)



Pilot Projects

(@ SCML - Accumulated value)



Events

(Accumulated value)

+ 13 thousand participants

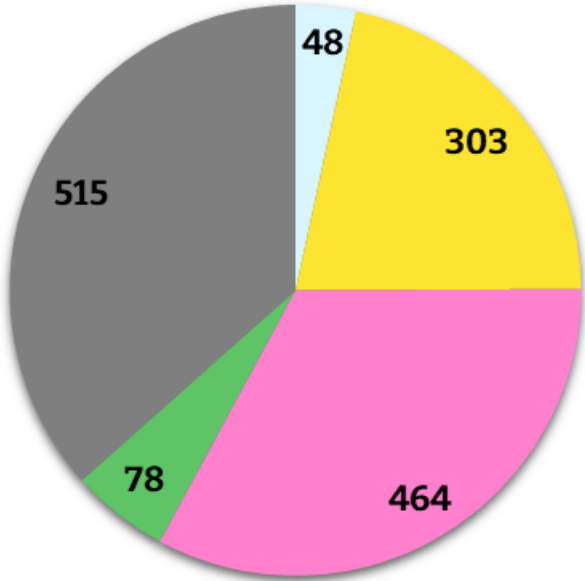


**Active national and
international partners**
(2023)

Results

Eligible Applications

1408
applications



Programa de Incubação Santa Casa Challenge Rise Triggers +PLUS

Principles of Innovation Management
@ Casa do Impacto

Variety (Diversity – Building a Community)

- ↑ Embracing diversity in perspectives, backgrounds, and skill sets fosters creativity and innovation;
- ↑ Building a vibrant community where diverse voices are heard encourages collaboration and idea generation;
 - ↑ By valuing inclusivity, we harness the power of varied experiences to drive innovation forward.

Flexibility

- ↑ Adaptability is key in navigating the ever-changing landscape of innovation.
 - ↑ Being flexible allows us to respond swiftly to market shifts, emerging trends, and evolving consumer needs.
 - ↑ Cultivating a culture of flexibility empowers teams to experiment, iterate, and pivot as needed to achieve success.

Devolution

- ↑ Empowering individuals and teams with decision-making authority fosters ownership and accountability;
- ↑ Devolving decision-making encourages innovation at all levels of the organization, not just top-down;
 - ↑ Devolving to society involves engaging stakeholders, listening to their needs, and co-creating solutions together;
- ↑ Through partnerships and collaboration, we empower local initiatives and grassroots movements, driving sustainable change from the ground up.

Activism

- ↑ Taking a proactive stance in driving change and challenging the status quo fuels innovation;
- ↑ Activism involves advocating for causes, pushing boundaries, and championing bold ideas;
 - ↑ By embracing activism, we catalyze positive transformation, and drive meaningful impact in our industry and beyond.