

AN EQUAL FUTURE

INSPIRING SOCIAL INNOVATIONS FROM FINLAND, IRELAND AND THE UK



AN EQUAL FUTURE - INSPIRING SOCIAL INNOVATIONS FROM FINLAND, IRELAND AND THE UK

DEAR READER,

THE FINNISH INSTITUTE IN THE UK AND IRELAND SUPPORTS EXCHANGE BETWEEN ARTISTS, RESEARCHERS AND CULTURAL ACTORS IN FINLAND, THE REPUBLIC OF IRELAND AND THE UK. DURING THE LAST 30 YEARS, THE ROLE OF THE INSTITUTE HAS SHIFTED FROM BEING A PROMOTER OF FINNISH PHENOMENA TO A FACILITATOR OF CULTURAL EXCHANGE.

FINLAND IS KNOWN GLOBALLY FOR HOW IT STRIVES TOWARDS EQUALITY, FEMINIST POLICIES, AND SOCIAL INNOVATIONS. EXAMPLES OF THIS INCLUDE MEASURES SUCH AS THE BABY BOX, FREE SCHOOL MEALS, UNIVERSAL CHILDCARE AND IMPLEMENTING THE HOUSING FIRST MODEL AS A SOLUTION TO HOMELESSNESS.

ON OUR 30TH ANNIVERSARY, WE FIND OURSELVES IN A WORLD FACING GREAT CHALLENGES: THE CLIMATE CRISIS, THE COVID-19 PANDEMIC, AND BREXIT, ALL OF WHICH COULD POTENTIALLY LEAD TO GROWING SOCIAL INEQUALITIES.

IN FINNISH, THE WORD FOR AN ORGANISATIONAL HISTORY BOOK IS HISTORIIKKI, WHEREAS A PUBLICATION DEPICTING POSSIBLE FUTURES IS CALLED A FUTURIIKKI. WE DECIDED THAT INSTEAD OF DELVING INTO THE HISTORY OF OUR ORGANISATION, WE WANTED TO SHARE SOME INNOVATIVE SOLUTIONS TO SOCIAL ISSUES AND INSPIRE FUTURE SOCIAL INNOVATORS.

THE INSTITUTE BELIEVES IN MUTUAL LEARNING AND SHARING BEST PRACTICES. IN ORDER TO IDENTIFY SOCIAL INNOVATIONS THAT HAVE THE POTENTIAL TO BUILD A MORE EQUAL FUTURE, WE INTERVIEWED EXPERTS FROM FINLAND, IRELAND AND BRITAIN.

THE INSTITUTE HAS WORKED CLOSELY WITH THE LAKES INTERNATIONAL COMIC ARTS FESTIVAL FOR MANY YEARS. TOGETHER WE SHARE A STRONG BELIEF IN COMICS AS A VERSATILE ARTFORM AND ARTS AS A DRIVER OF SOCIETAL CHANGE.

WITH THIS BOOK, WE AIM TO MAKE THE TOPIC OF SOCIAL INNOVATION APPROACHABLE ALSO FOR AUDIENCES THAT ARE NOT NECESSARILY INTERESTED IN ACADEMIC SOCIAL SCIENCE LITERATURE.

THE SOCIAL INNOVATIONS SELECTED FOR THE BOOK WERE TRANSFORMED INTO COMIC STRIPS BY THREE VISIONARY ARTISTS: PJ HOLDEN FROM NORTHERN IRELAND, DARRYL CUNNINGHAM FROM ENGLAND AND MARIA BJÖRKLUND FROM FINLAND. WE HOPE YOU ENJOY THIS BOOK AND LOOK FORWARD TO THE NEXT 30 YEARS!

EMILIE GARDBERG

DIRECTOR

FINNISH INSTITUTE IN THE UK AND IRELAND

NINNI LEHTNIEMI

PROGRAMME DIRECTOR, SOCIETY AND COMMUNICATION

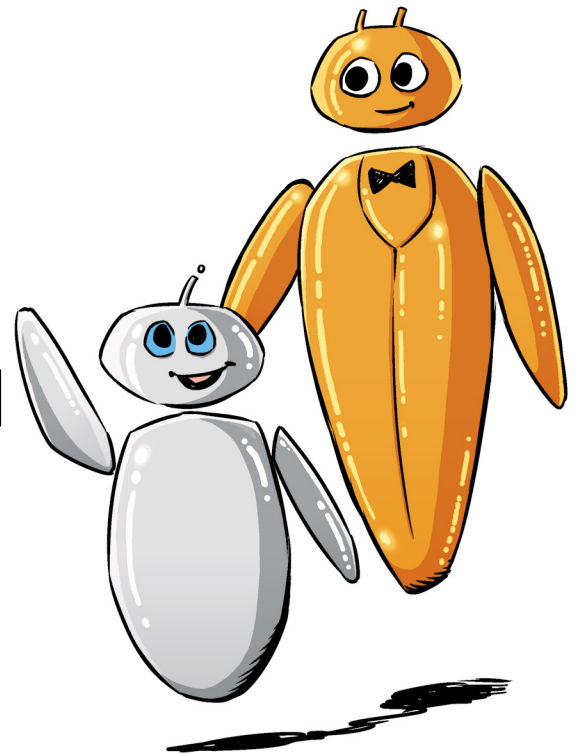
JAAKKO NOUSIAINEN

PROGRAMME DIRECTOR, ARTS

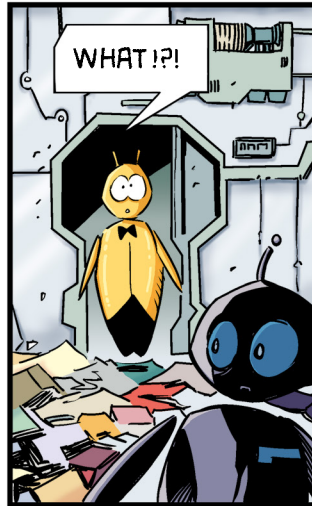
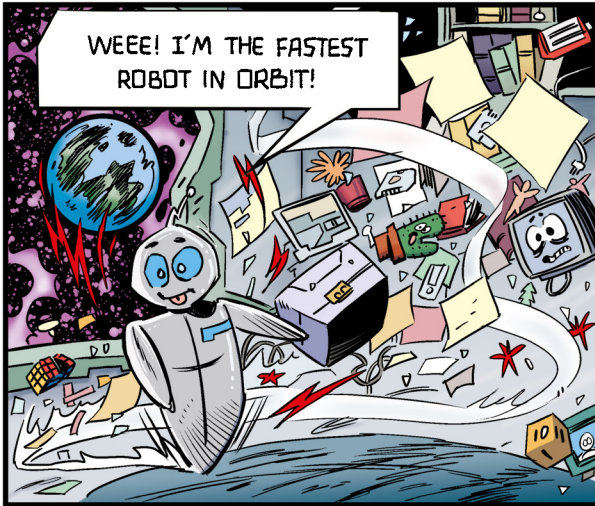
WHAT DID THE SMALL ROBOT LEARN
FROM THE BIG ROBOT?

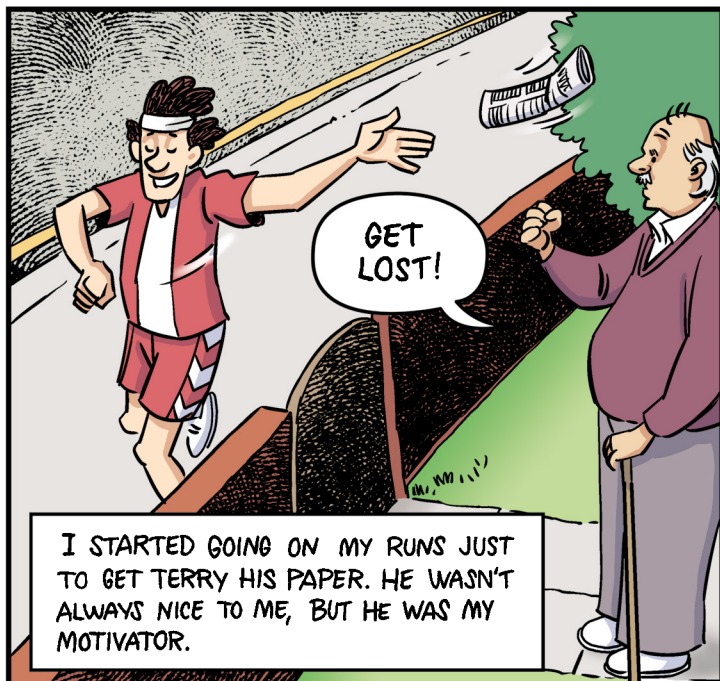
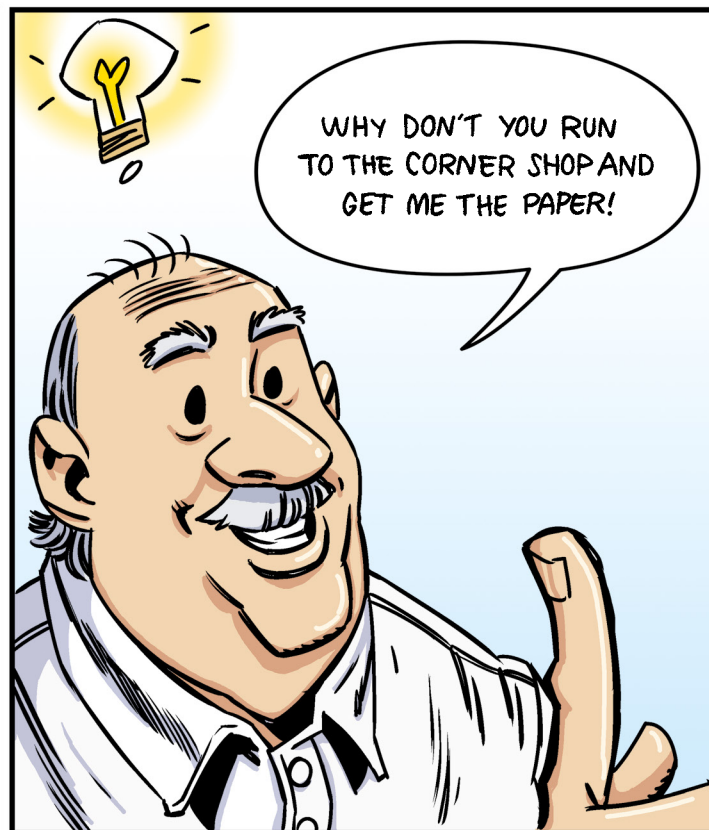
4 LESSONS ABOUT HUMANS

PJ HOLDEN

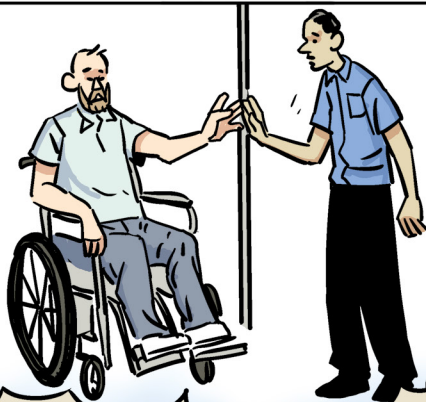


GOODGYM





... AND SO I CREATED GOODGYM APP TO MATCH THE LAZY ONES WITH THE LONELY ONES.



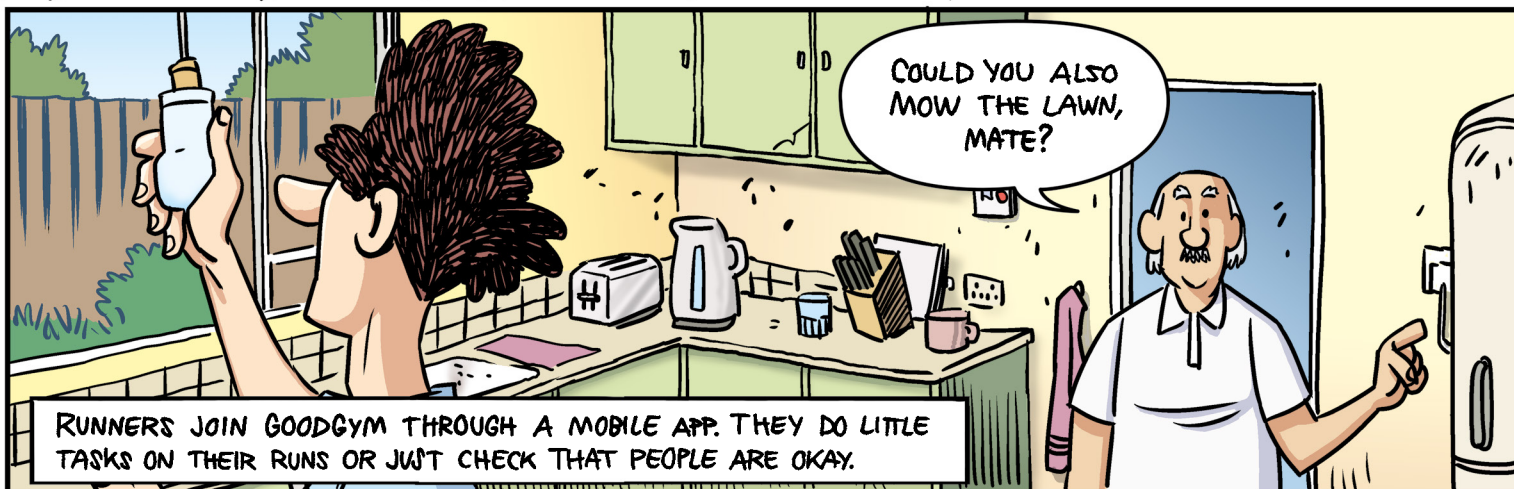
PEOPLE HAD THEIR DOUBTS AT FIRST.



I DON'T NEED ANY SWEATY LOSERS SHOWING UP ON MY DOORSTEP!

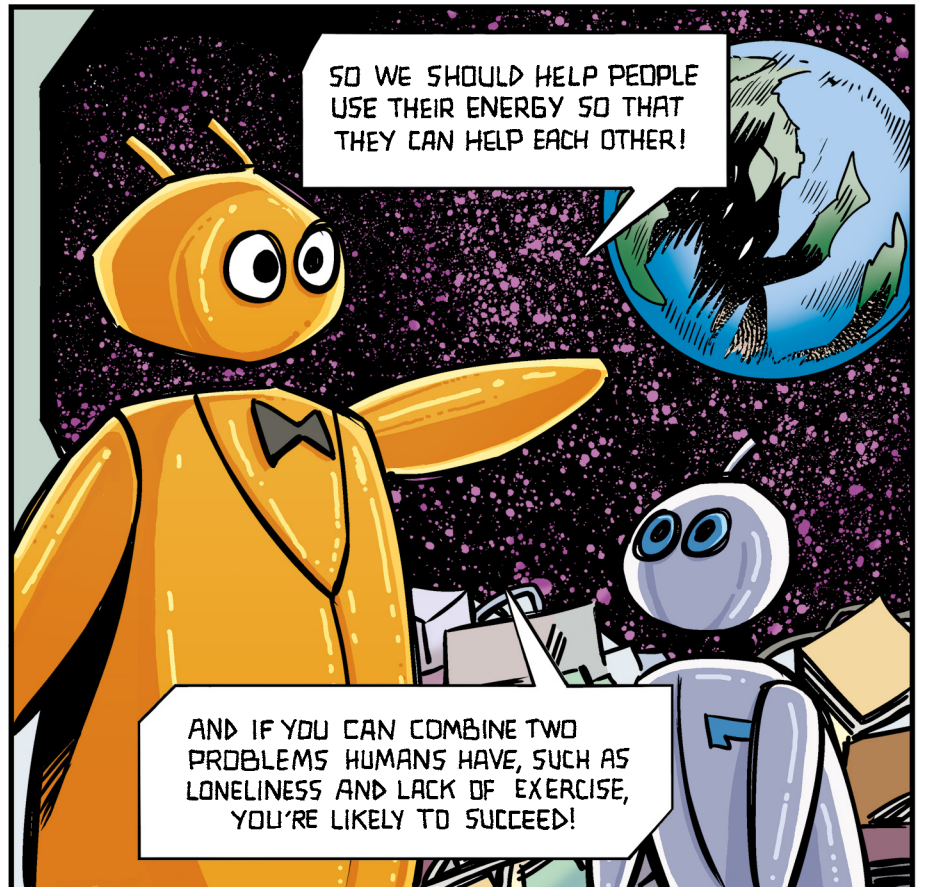
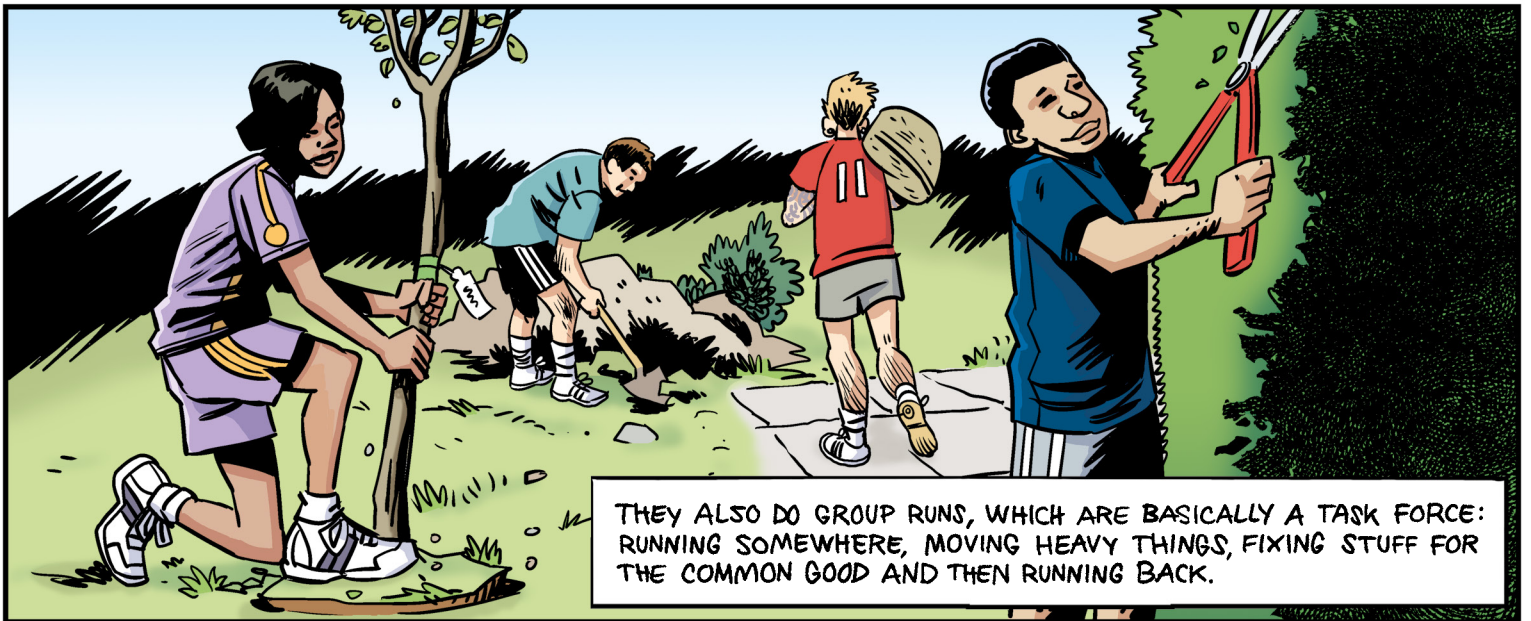


BUT THEN I GOT AGE UK AND THE RED CROSS ON BOARD TO FIND IMMOBILE ELDERLY PEOPLE WHO MIGHT BE INTERESTED.

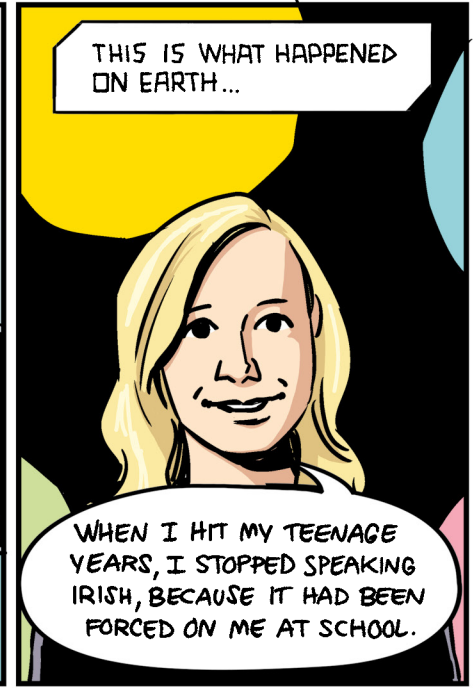
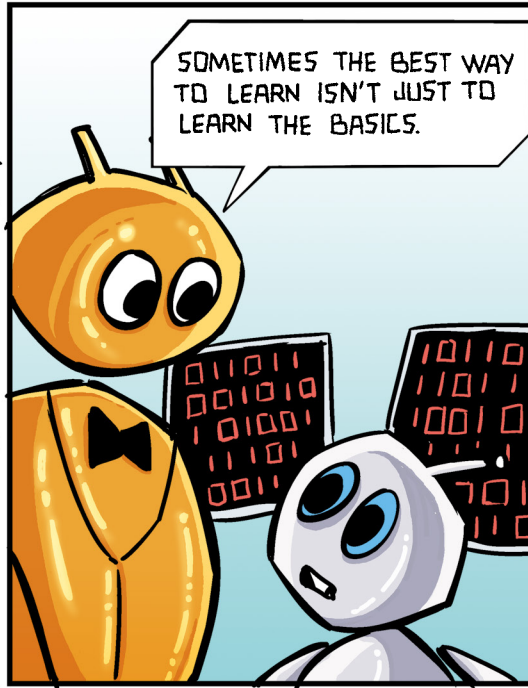
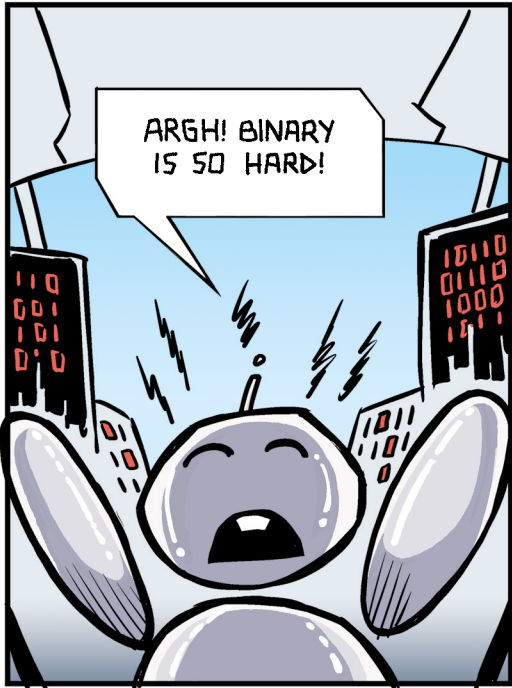


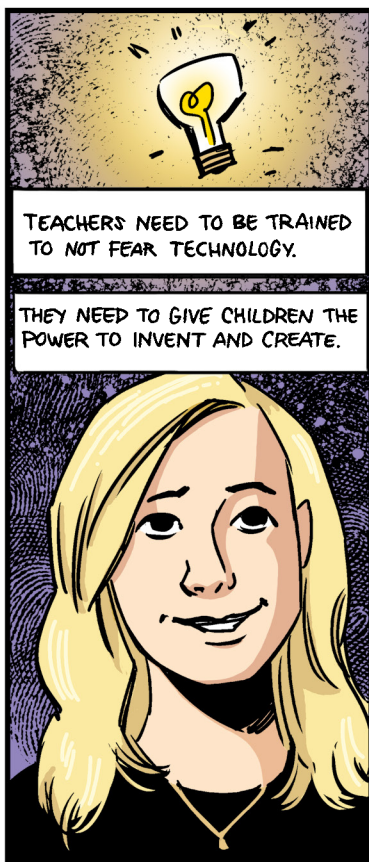
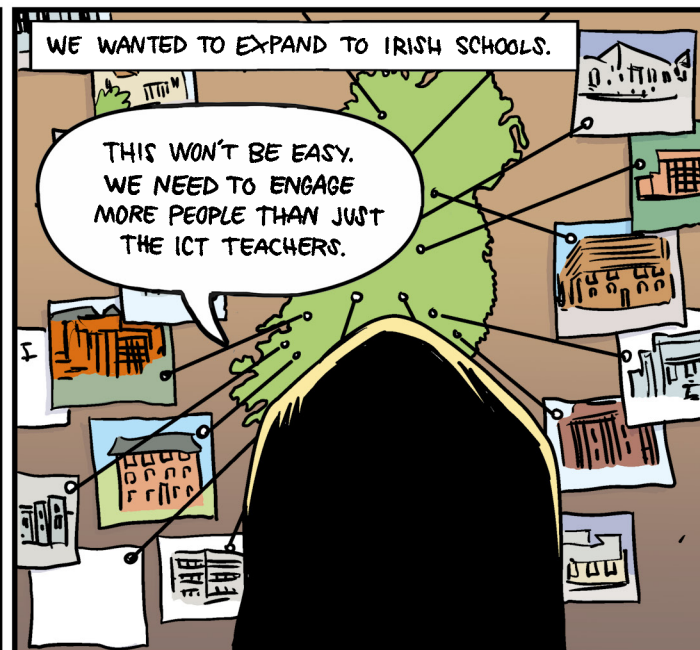
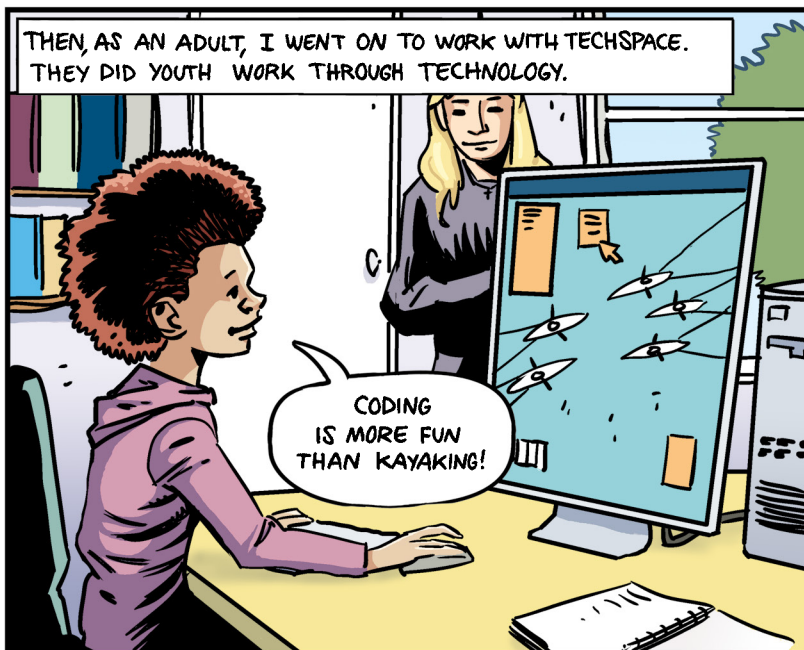
COULD YOU ALSO MOW THE LAWN, MATE?

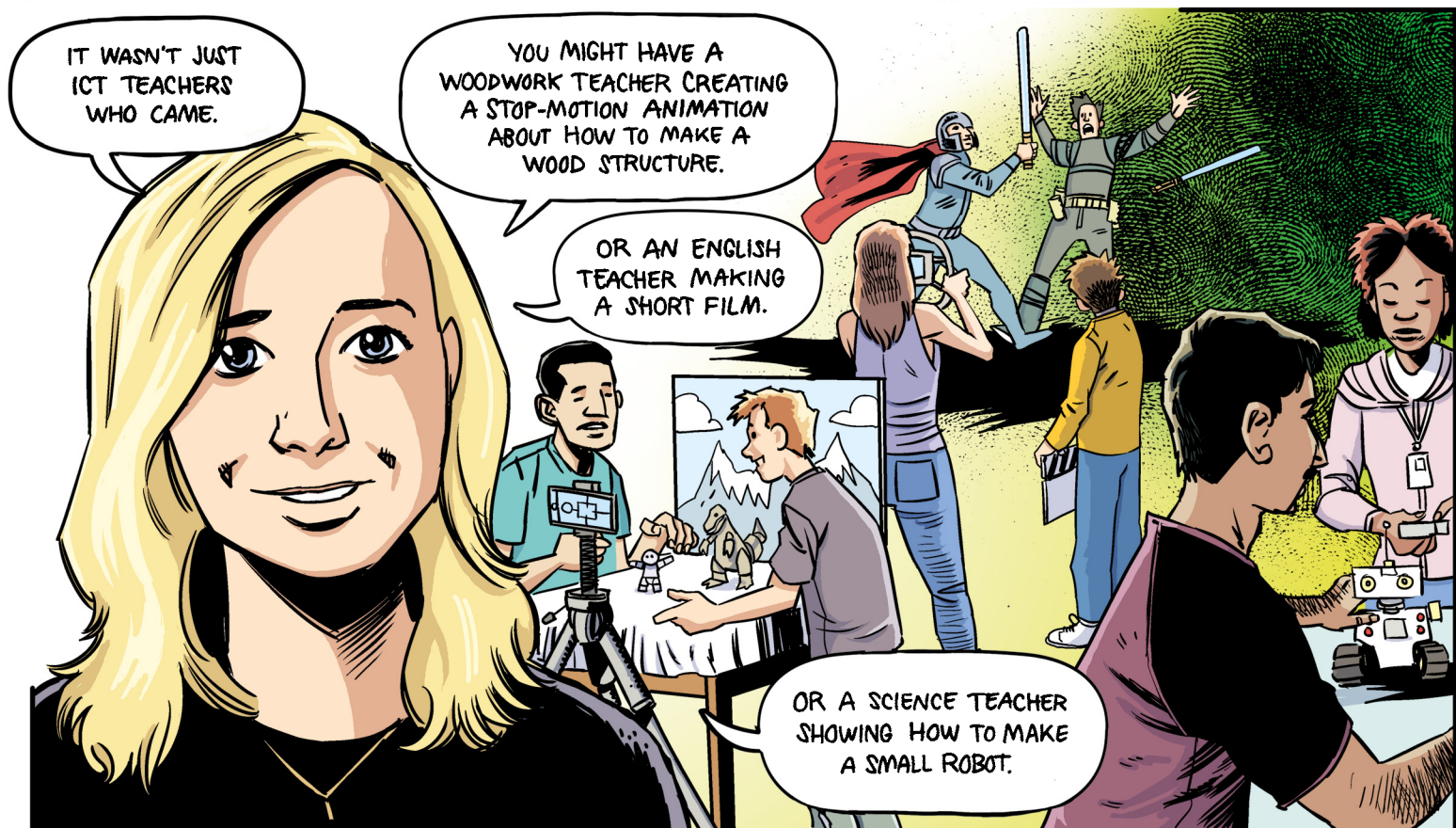
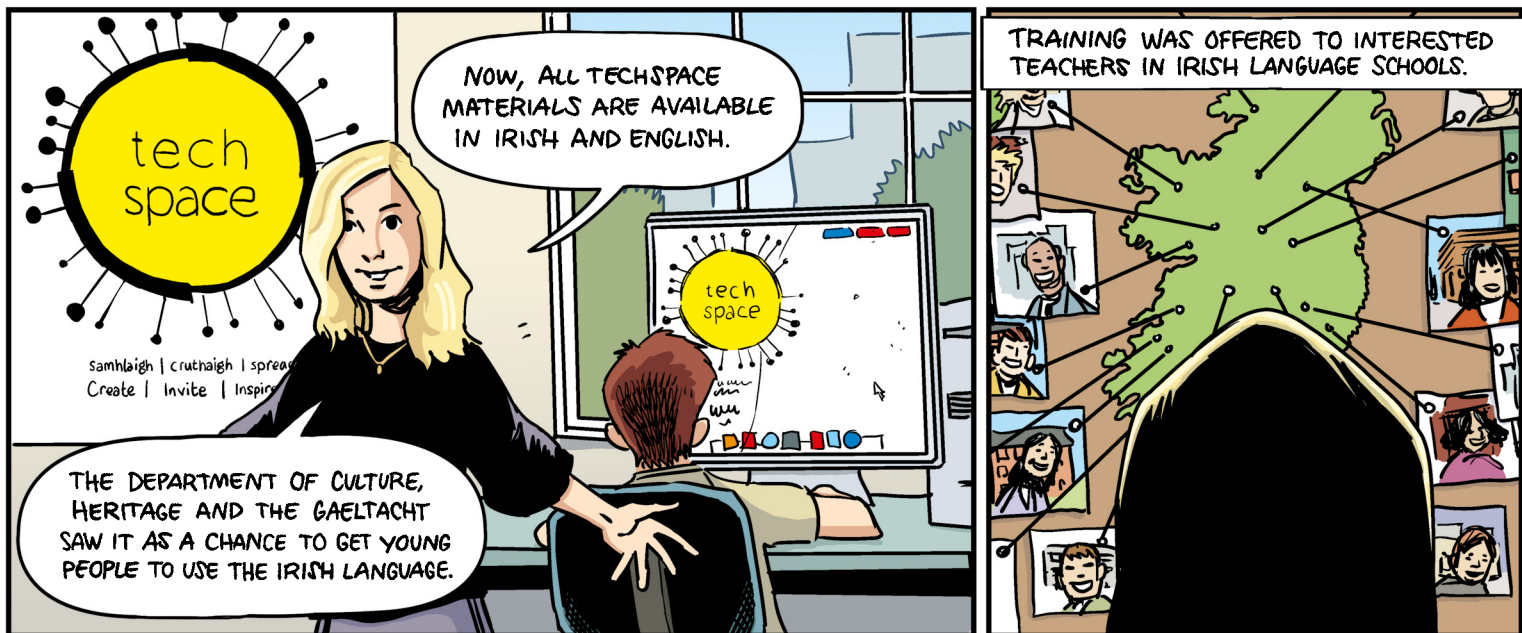
RUNNERS JOIN GOODGYM THROUGH A MOBILE APP. THEY DO LITTLE TASKS ON THEIR RUNS OR JUST CHECK THAT PEOPLE ARE OKAY.

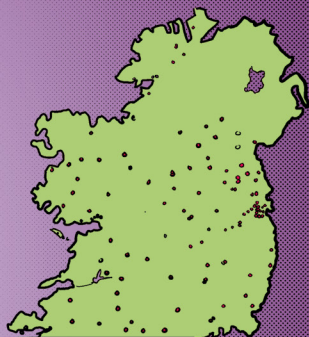


TECHSPACE





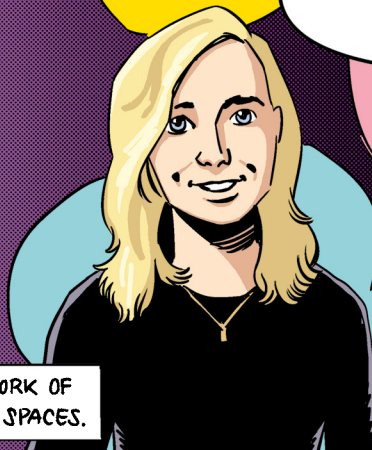




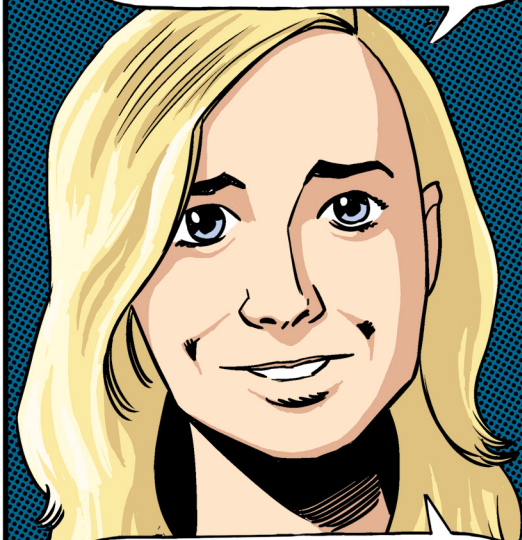
TECHSPACE CURRENTLY RUNS
IN 81 IRISH LANGUAGE SCHOOLS
ACROSS THE COUNTRY.

WE TRAIN TEACHERS IN EACH REGION, AND THEN
HAVE A LOCAL COORDINATOR IN EACH REGION TO
HELP TEACHERS SUPPORT EACH OTHER.

WE SPECIALISE IN TRAINING THE TRAINERS AND BUILDING A NETWORK OF
LEARNERS WHO KEEP DEVELOPING TECHNOLOGY AND EDUCATION SPACES.



IF YOU WANT TO SCALE UP SUCCESSFULLY,
YOU NEED TO IMAGINE THAT YOU WON'T
BE THERE IN THE MORNING.

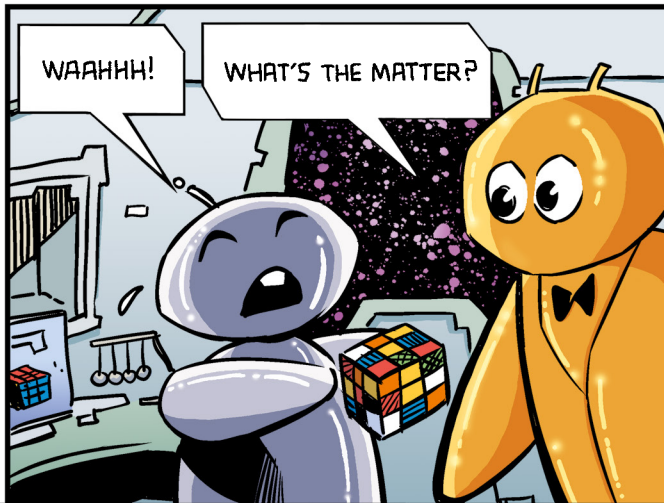


IF I DON'T EXIST TOMORROW,
THE TEACHERS WILL STILL HAVE THE
NECESSARY KNOWLEDGE AND THEY CAN
CONTINUE TO DEVELOP THEIR WORK.

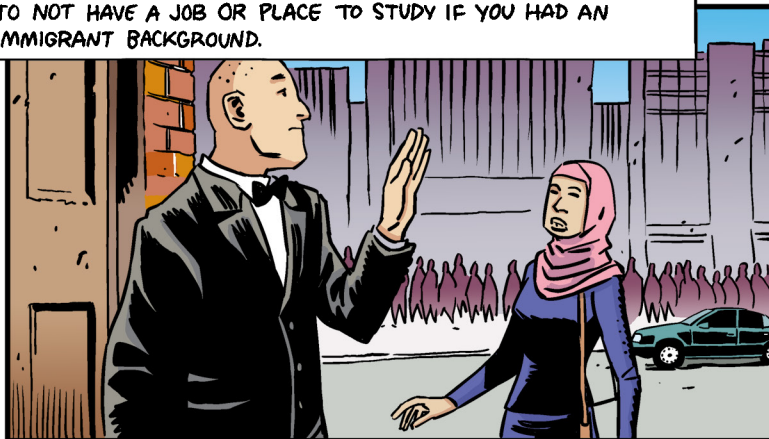
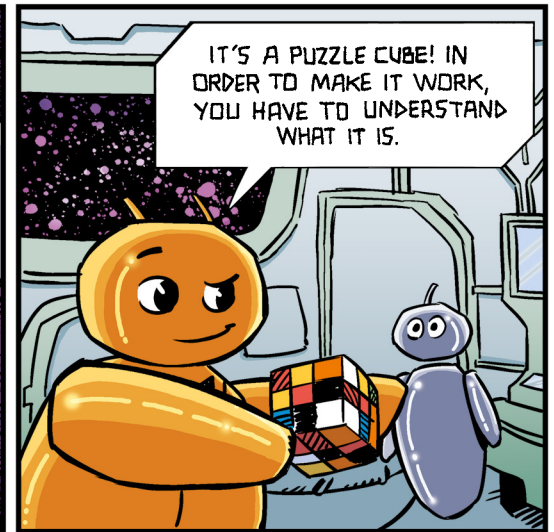
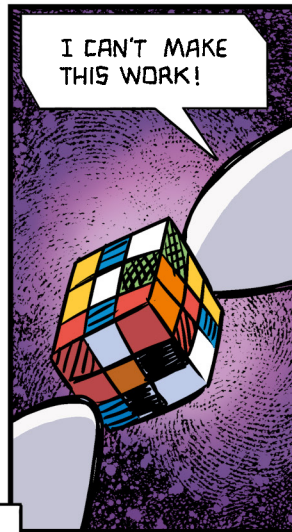
YOU NEED TO MAKE
LEARNING FUN!



JOB'D



IN THE 2010s IN FINLAND, YOU WERE SEVEN TIMES MORE LIKELY TO NOT HAVE A JOB OR PLACE TO STUDY IF YOU HAD AN IMMIGRANT BACKGROUND.

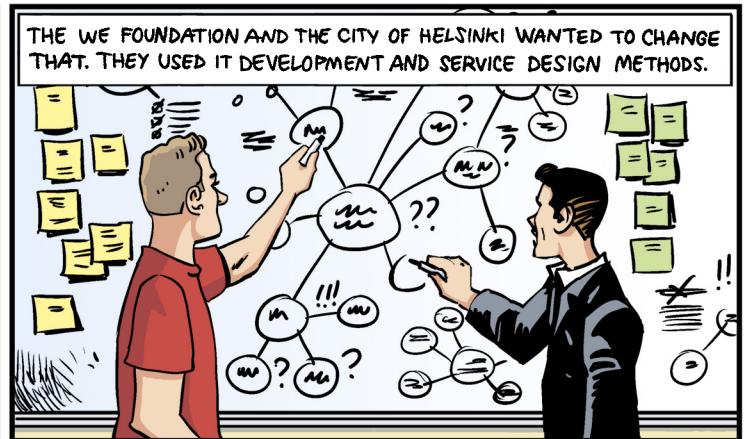


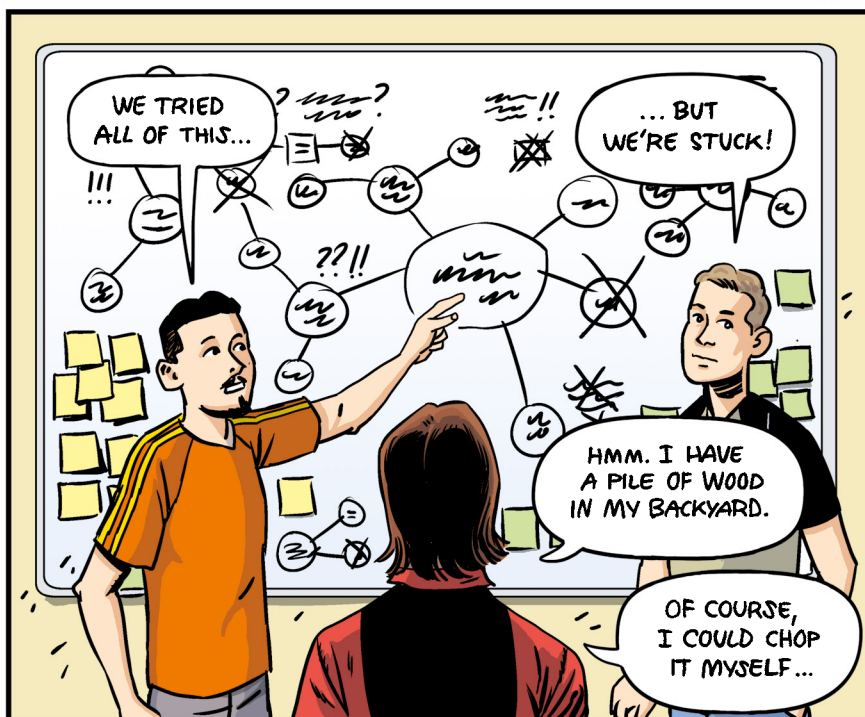
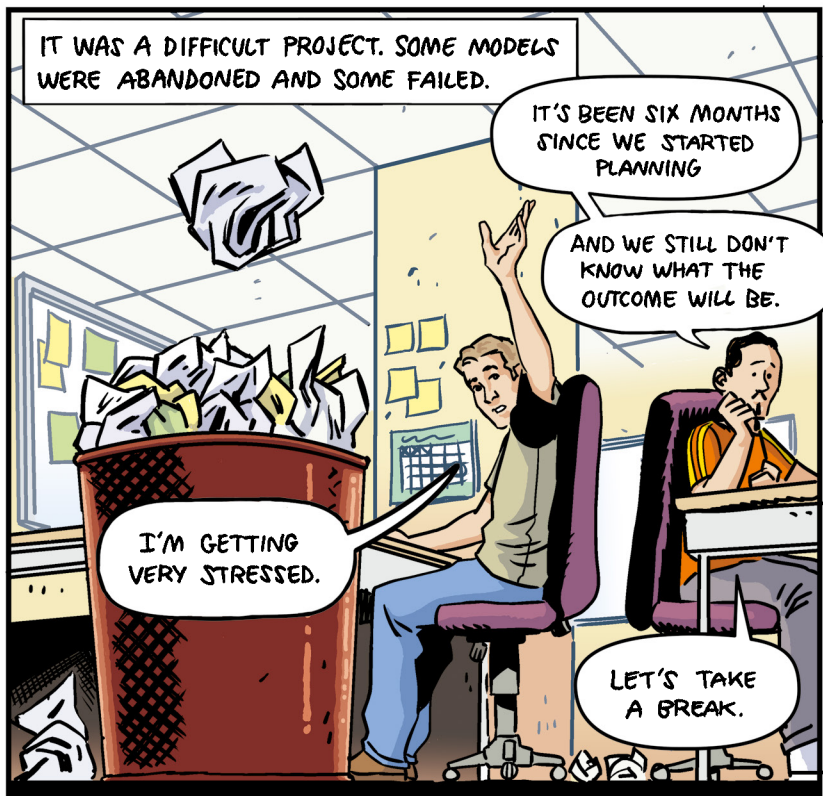
THEY THOUGHT ABOUT A MENTORING PROGRAMME AND CV CLINICS, BUT SCRAPPED THOSE IDEAS.

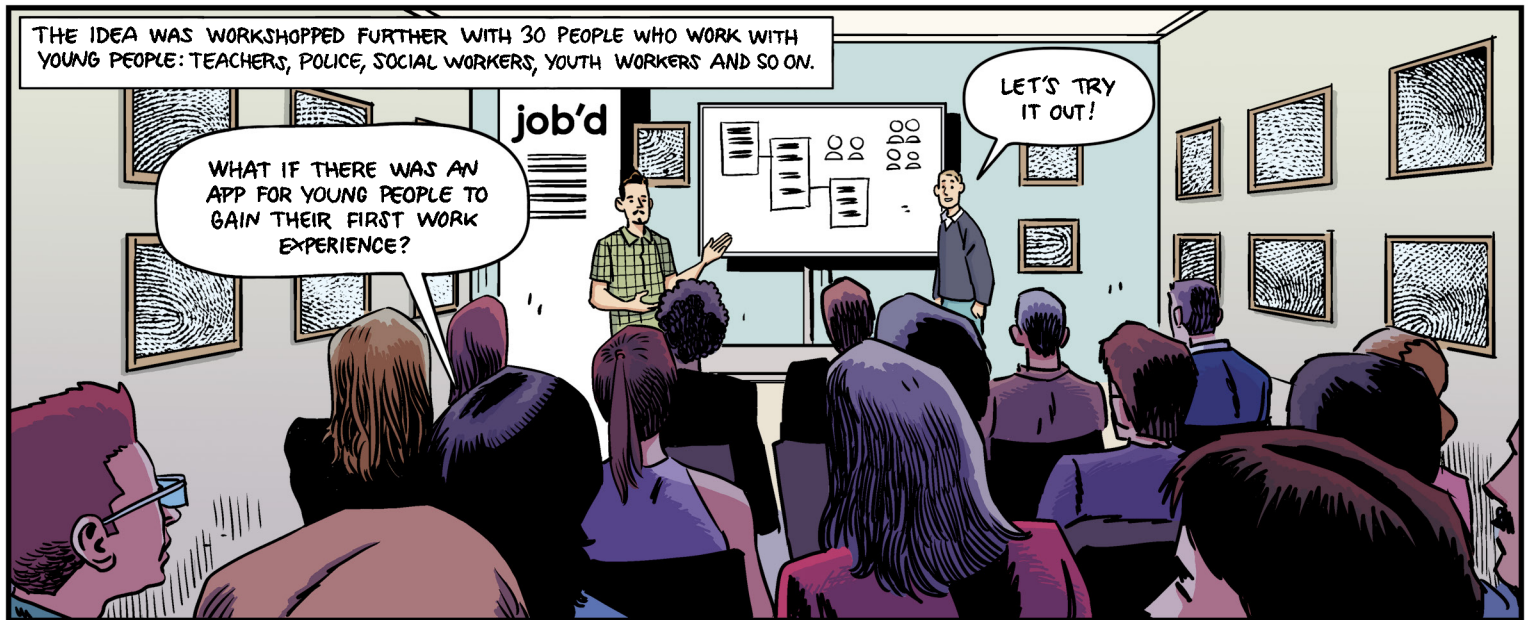
THESE YOUNG PEOPLE DON'T LACK MOTIVATION, THEY'RE JUST FRUSTRATED THAT THEY CAN'T GET THE FIRST JOBS TO PUT ON THEIR CVs.



THEY DON'T MAKE IT TO JOB INTERVIEWS, POSSIBLY DUE TO THEIR SURNAMES.

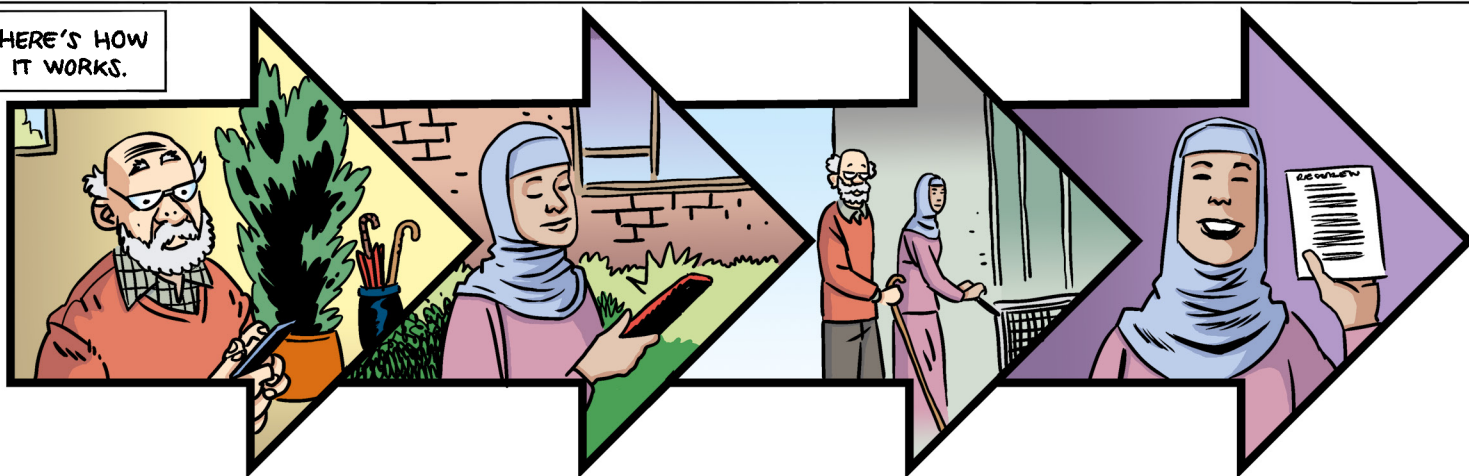






THE FIRST GIGS WERE ARRANGED WITH THE HELSINKI WAR VETERANS' ASSOCIATION. THE CITY OF HELSINKI EVENTS AND A SINGLE PARENTS' ORGANISATION JOINED AS EMPLOYERS, SO THERE WERE CLOAKROOM AND BABYSITTING GIGS AVAILABLE TOO.

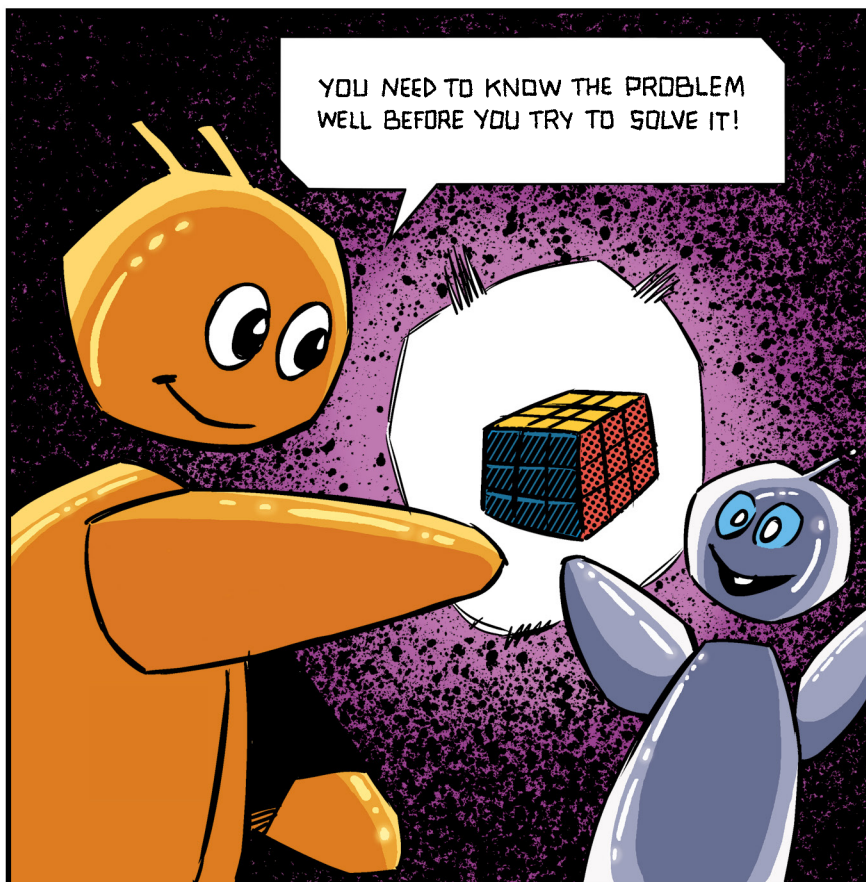
HERE'S HOW IT WORKS.



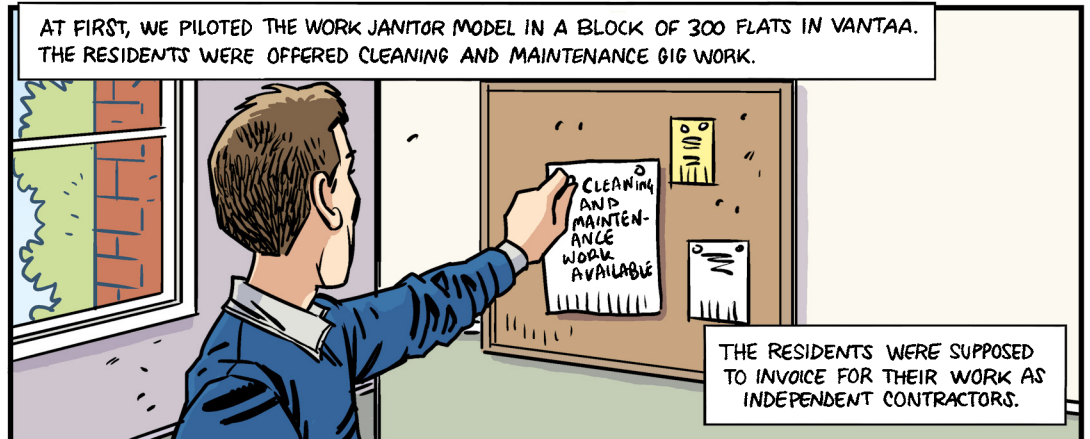
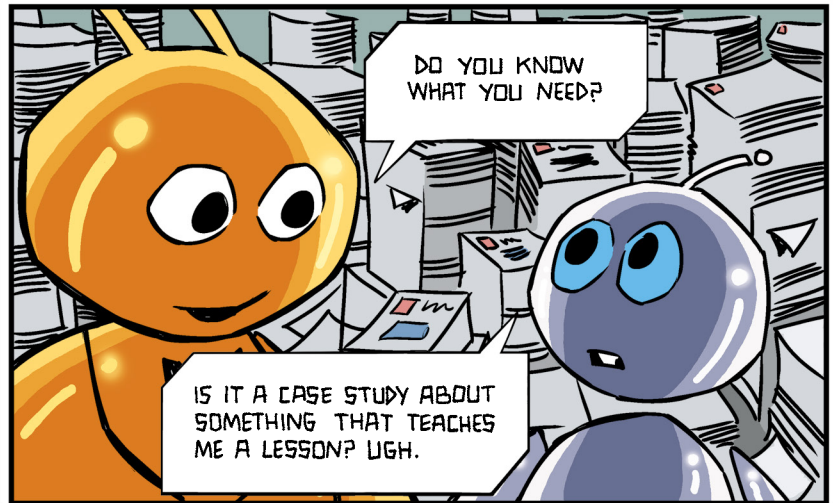
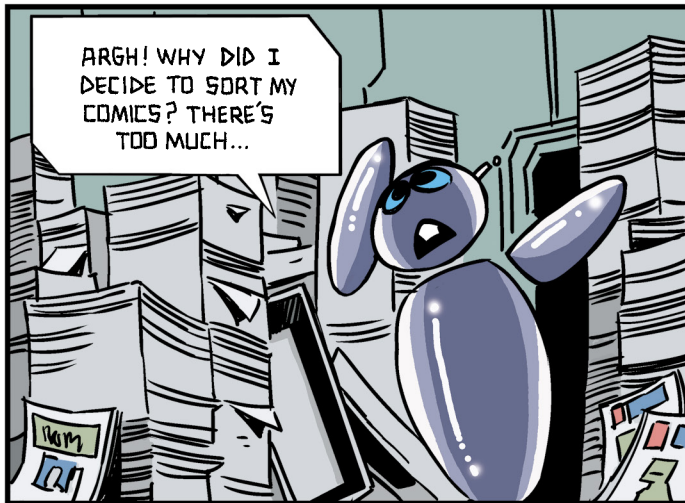
AND SO, THE PROBLEM OF YOUNG PEOPLE NOT GETTING THEIR FIRST WORK EXPERIENCE WAS SOLVED.

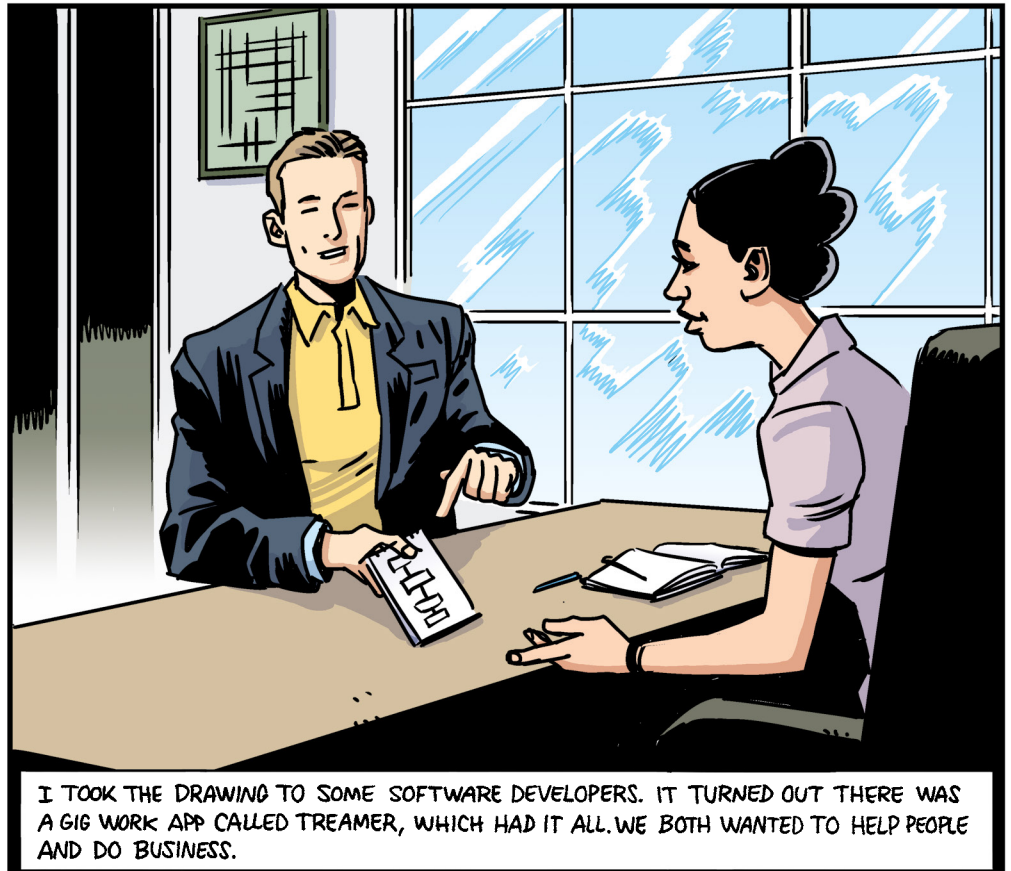
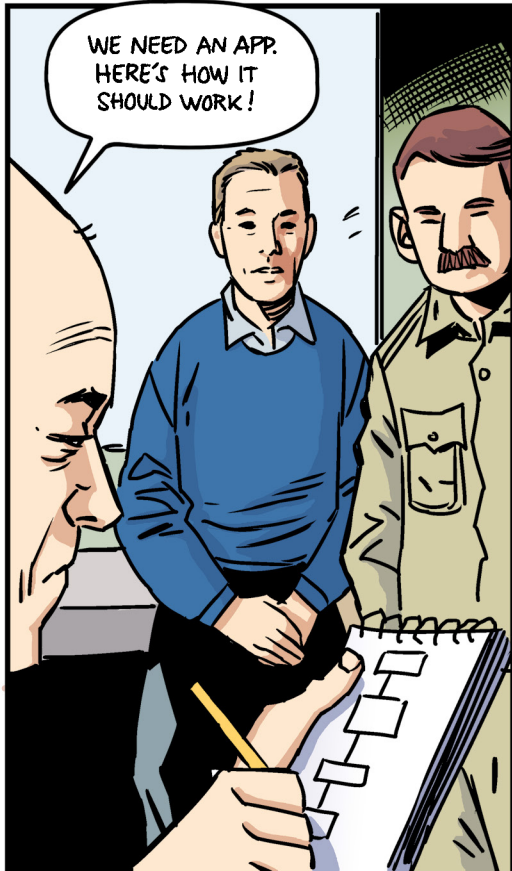
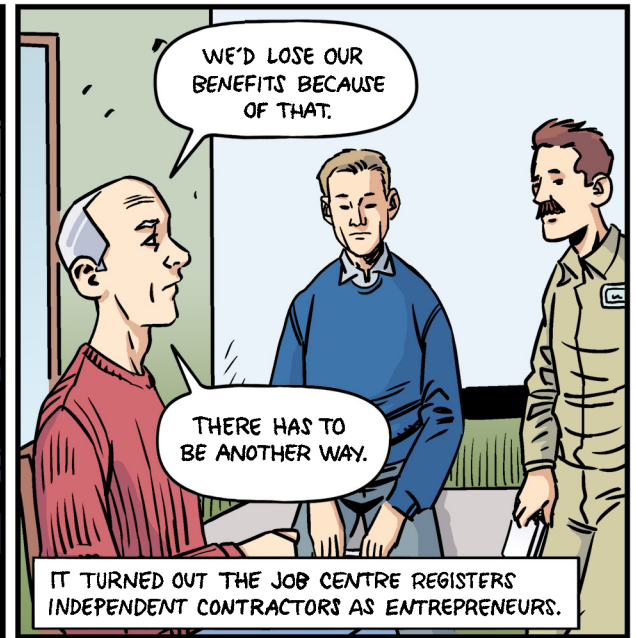


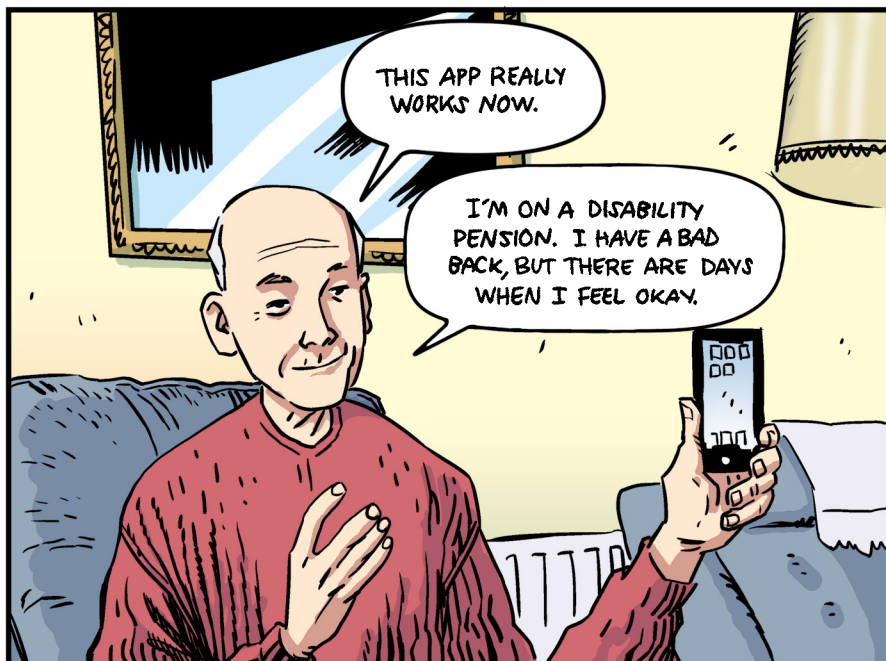
YOU NEED TO KNOW THE PROBLEM WELL BEFORE YOU TRY TO SOLVE IT!

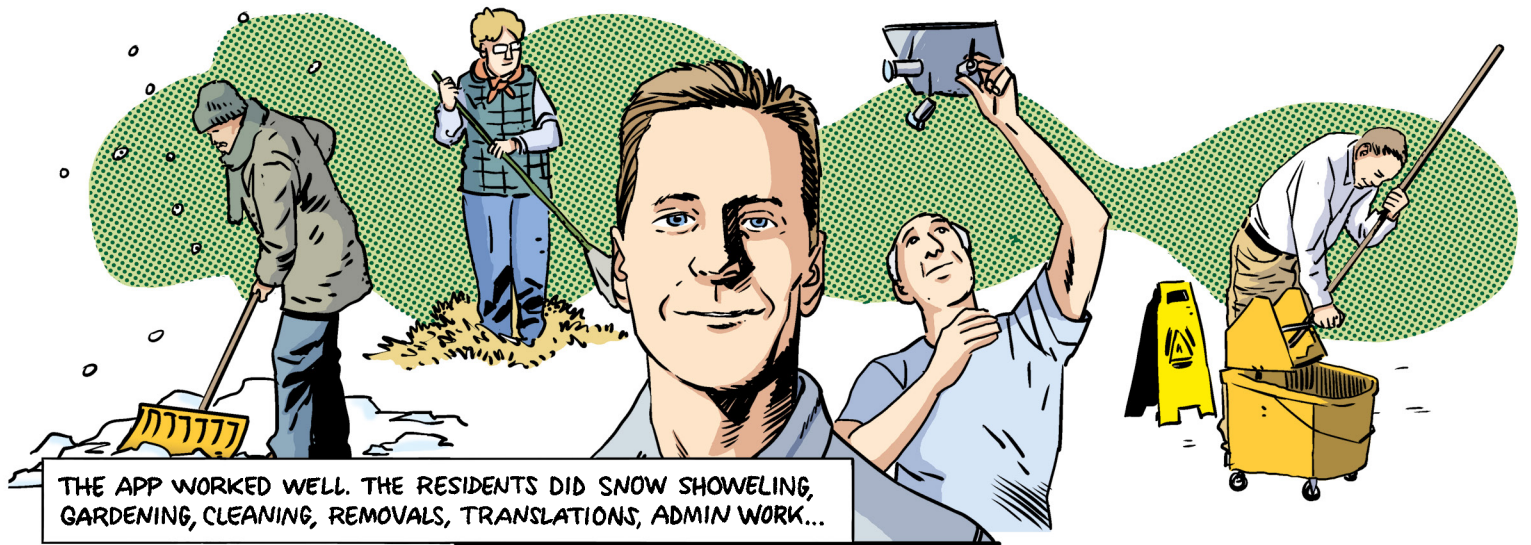


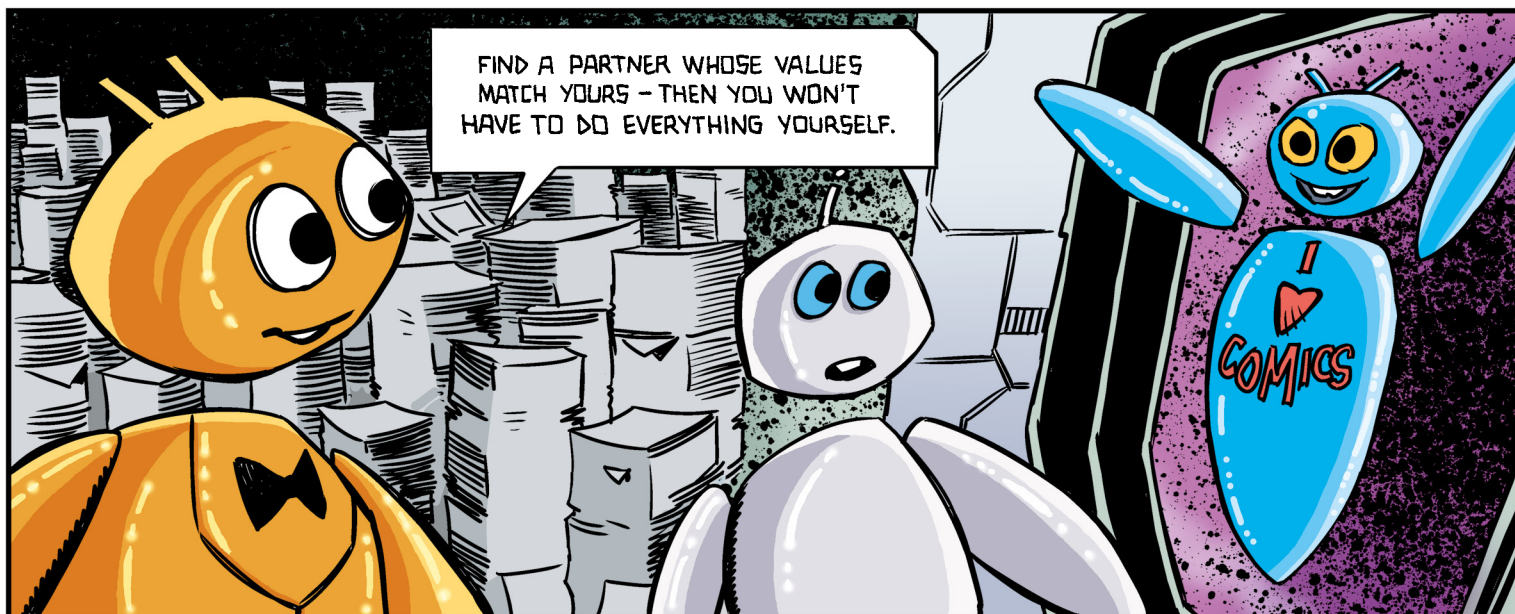
THE UURAS PROGRAMME





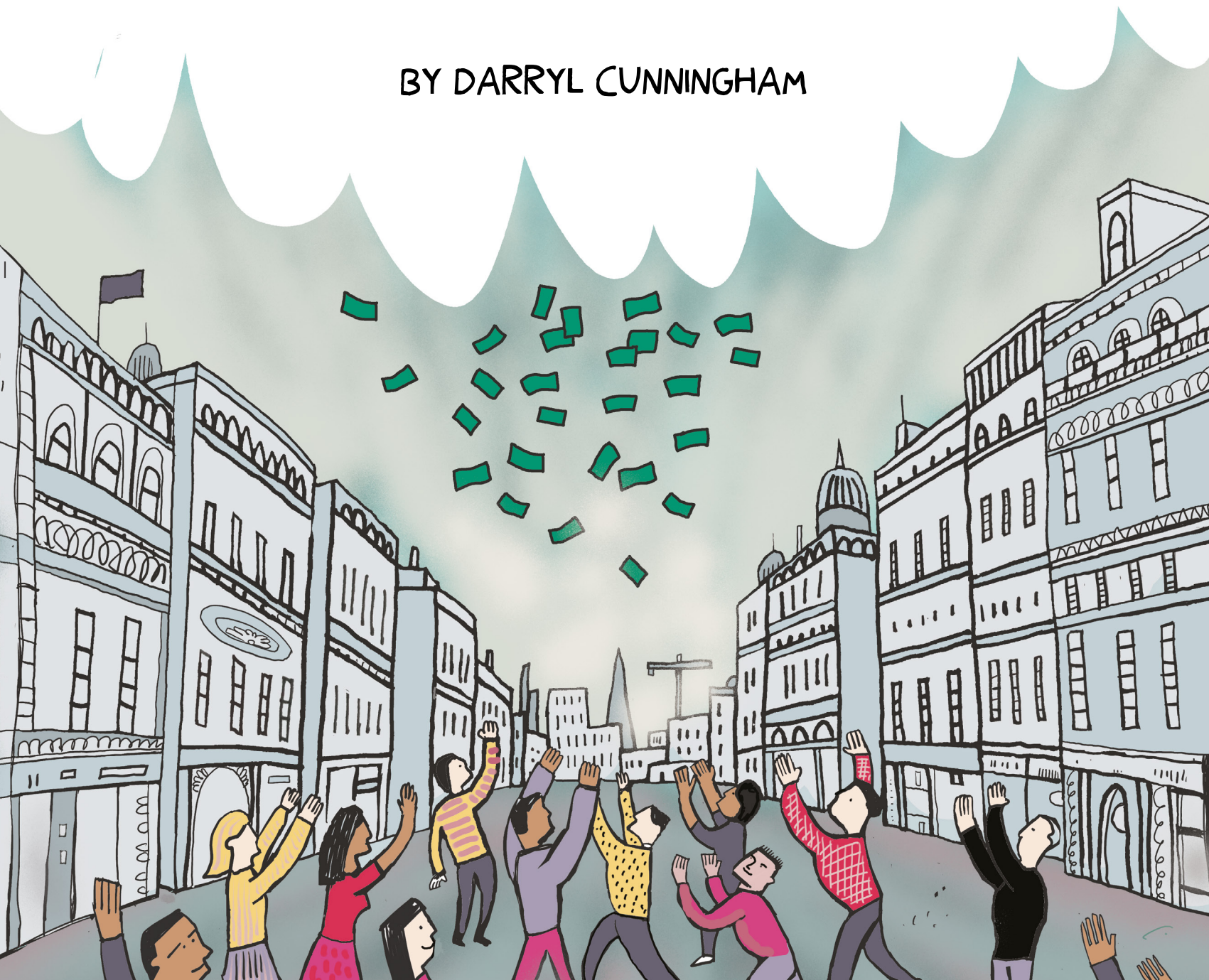




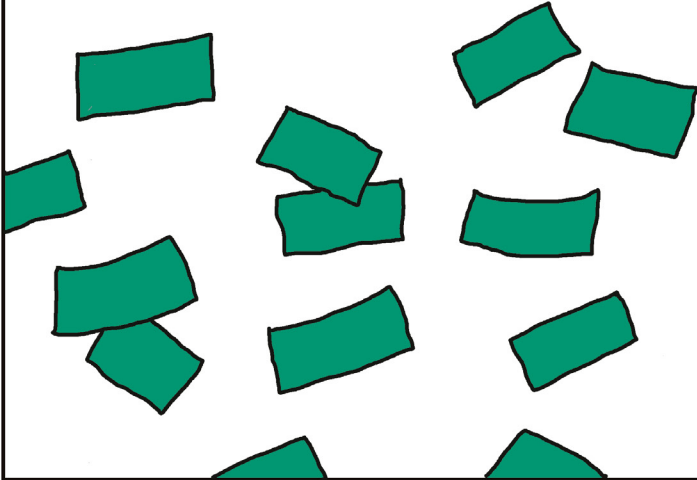


WHAT IS UNIVERSAL BASIC INCOME?

BY DARRYL CUNNINGHAM



A UNIVERSAL BASIC INCOME IS AN UNCONDITIONAL, PERIODIC CASH PAYMENT THAT THE GOVERNMENT MAKES TO EVERYONE. THERE WOULD BE NO MEANS TESTING. NO STRINGS ATTACHED.



A HEDGE FUND MANAGER AND A HOMELESS PERSON WOULD RECEIVE THE SAME AMOUNT. THERE WOULD BE NO REQUIREMENT TO WORK, ATTEND SCHOOL, REGISTER FOR MILITARY SERVICE OR VOTE.



THE IDEA HAS A LONG HISTORY.



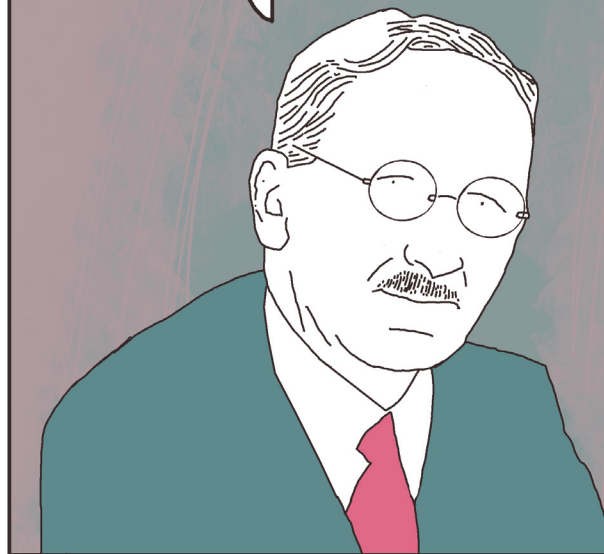
THOMAS MORE, THE TUDOR-ERA ENGLISH LAWYER, PHILOSOPHER AND CATHOLIC SAINT, SUGGESTED UBI IN HIS BOOK UTOPIA (1516), ABOUT THE POLITICAL SYSTEM OF AN IMAGINARY ISLAND STATE.



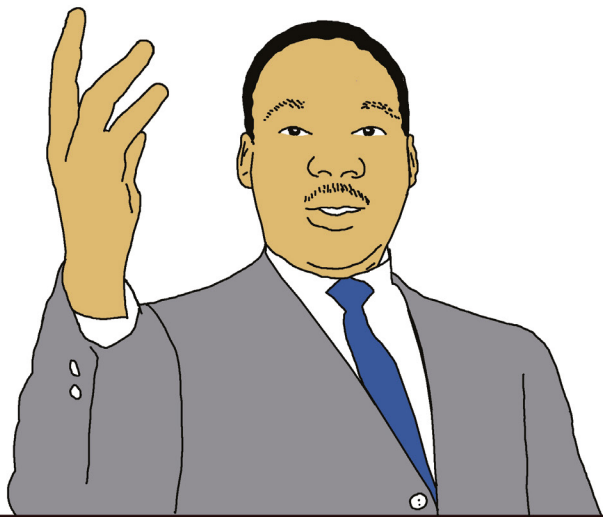
MODERN INTEREST IN UBI BEGAN ON THE RIGHT, WITH ANGLO-AUSTRIAN ECONOMIST FRIEDRICH HAYEK, WHO ARGUED FOR A MINIMUM INCOME FOR EVERYONE. IT WOULD CREATE...



A FLOOR BELOW WHICH NOBODY NEED FALL, EVEN WHEN HE IS UNABLE TO PROVIDE FOR HIMSELF.



BUT THE LEFT HAVE ALSO EXPRESSED INTEREST IN THE CONCEPT, INCLUDING MARTIN LUTHER KING (CHRISTIAN MINISTER AND LEADER OF THE US CIVIL RIGHTS MOVEMENT).



IT IS AN IDEA THAT CROSSES THE POLITICAL DIVIDE.

THE SOLUTION TO POVERTY IS TO ABOLISH IT DIRECTLY BY A NOW WIDELY DISCUSSED MEASURE: THE GUARANTEED INCOME.

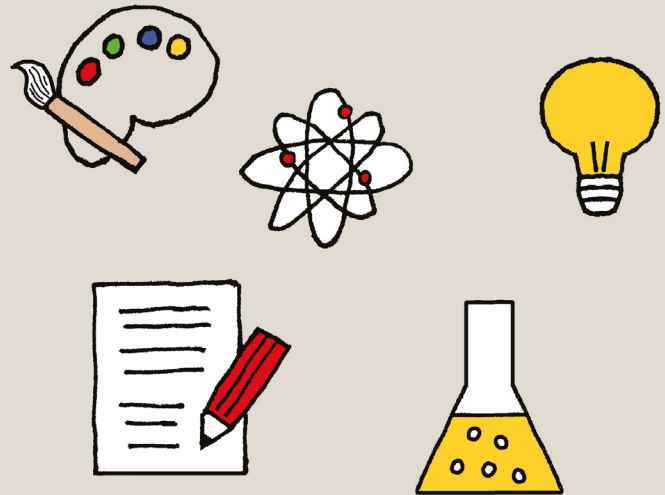


AN UNCONDITIONAL BASIC INCOME WOULD ENABLE WORKERS TO WAIT FOR A BETTER JOB OR NEGOTIATE HIGHER WAGES.

HERE'S WHAT I'M OFFERING.

LET ME THINK ABOUT IT.

THEY WOULD HAVE THE OPTION TO GET FURTHER QUALIFICATIONS, AND SO IMPROVE THEIR CHANCES IN THE WORKPLACE.



EXISTING WELFARE PROGRAMMES ARE STRUCTURED IN SUCH A WAY THAT THEY TRAP PEOPLE IN POVERTY. IF WELFARE RECIPIENTS MAKE TOO MUCH MONEY, THEY CAN LOSE BENEFITS.

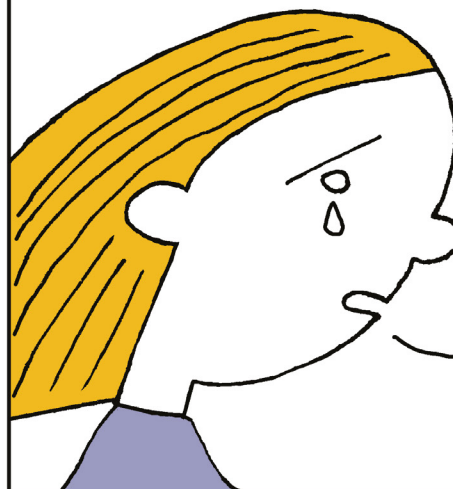
THESE PROGRAMMES ARE ALSO VASTLY COMPLICATED FOR BOTH ADMINISTRATORS AND RECIPIENTS. COMBINING THE MULTIPLICITY OF WELFARE PROGRAMMES INTO ONE SIMPLE PAYMENT WOULD REDUCE BUREAUCRACY AND SAVE MONEY.



UBI WOULD ALSO ALLEVIATE THE EMPLOYMENT TRAP THAT KEEPS WORKERS FROM LEAVING A JOB, HOWEVER BADLY THEY'RE TREATED.



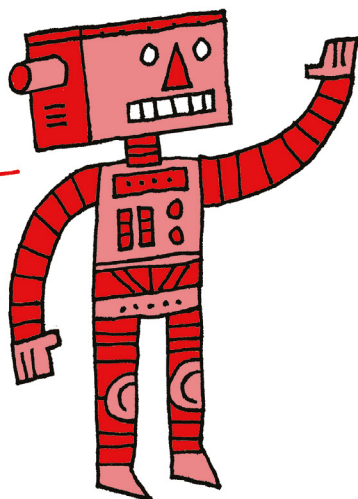
BAD EMPLOYERS RECEIVE A SUBSIDY IN THE FORM OF A GUARANTEED LABOUR POOL WHO HAVE NO LEEWAY TO NEGOTIATE FOR BETTER PAY OR CONDITIONS.



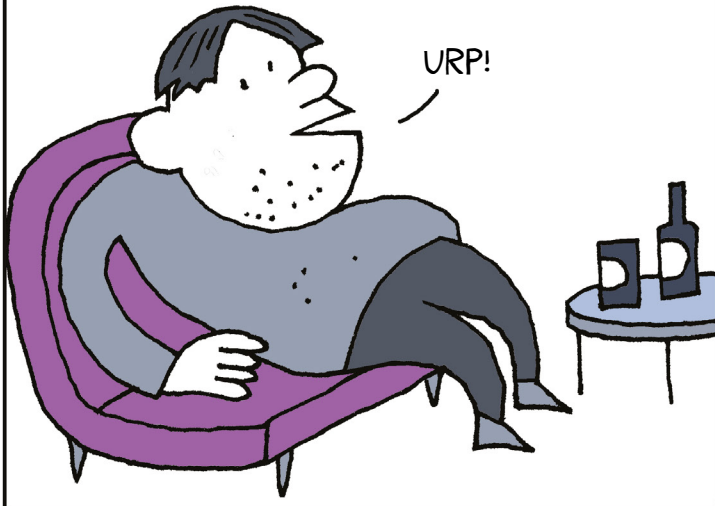
I'VE NO CHOICE BUT TO STAY AND SUFFER THIS BULLYING.

WHILE SOME SEE UBI AS A WAY TO REDUCE POVERTY, OTHERS VIEW IT AS AN ANSWER TO THE RISK POSED BY AI AND AUTOMATION. MILLIONS OF MANUFACTURING JOBS HAVE BEEN REPLACED SINCE 2000 AND THE PACE OF TECHNOLOGICAL CHANGE IS ONLY EXPECTED TO ACCELERATE IN THE FUTURE.

HI THERE! I'M
HERE TO TAKE
YOUR JOB.



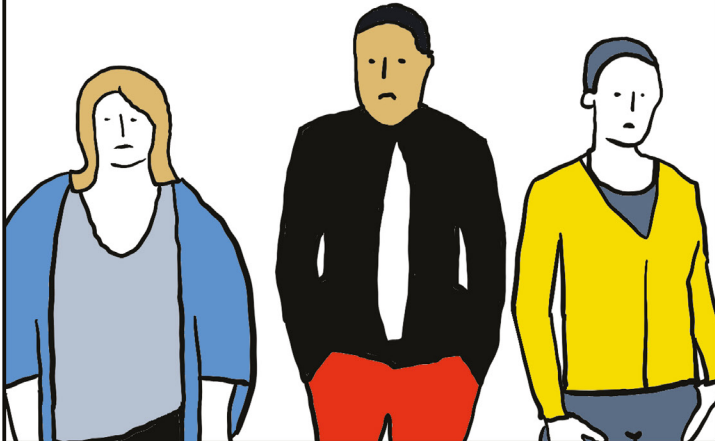
THE TWO MAIN CRITICISMS OF UBI ARE THAT IT WOULD BE RUINEOUSLY EXPENSIVE AND THAT IT WOULD REDUCE INCENTIVES TO WORK.



COULD A UNIVERSAL BASIC INCOME BE EFFECTIVE? THERE HAVE BEEN MANY STUDIES OVER THE PAST FEW DECADES, BUT THE EVIDENCE REMAINS INCONCLUSIVE.



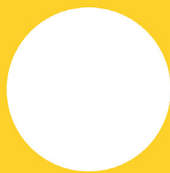
IN 2018, A STUDY CONDUCTED BY THE SOCIAL INSURANCE INSTITUTION OF FINLAND, KELA, LAUNCHED A PROJECT DELIVERING 560 EUROS A MONTH TO ROUGHLY 2,000 PEOPLE WHO WERE PREVIOUSLY RECEIVING UNEMPLOYMENT ASSISTANCE.



THE RESEARCHERS FOUND THAT THE INCOME PEOPLE RECEIVED MADE LITTLE DIFFERENCE IN EMPLOYMENT RATES, BUT IT DID MAKE A DIFFERENCE TO PEOPLE'S WELLBEING.



PEOPLE WHO RECEIVED A BASIC INCOME SAW THEIR WELLBEING AS BEING BETTER THAN THE CONTROL GROUP, WITH 55 PER CENT OF THE RECIPIENTS OF BASIC INCOME SAYING THEIR STATE OF HEALTH WAS GOOD OR VERY GOOD.



PEOPLE'S WELLBEING IS ENHANCED WHEN THEY HAVE SOME KIND OF FINANCIAL SECURITY. THEY FEEL SECURE, SO THEY FEEL BETTER - THAT'S SOMETHING WHICH WE SEE IN OTHER COUNTRIES TOO, IT'S NOT JUST A FINNISH EXPERIENCE.

MINNA YLIKÄNNÖ
LEAD RESEARCHER



OTHER INTERESTING CONNECTIONS EMERGED FROM THE DATA TOO. PEOPLE WHO WERE ON BASIC INCOME FOUND THE WELFARE SYSTEM TO BE LESS BUREAUCRATIC THAN BEFORE...



AND AS A GROUP, THEY HAD MORE TRUST IN INSTITUTIONS, OTHER PEOPLE, AND THEIR FUTURE ABILITY TO FIND WORK.



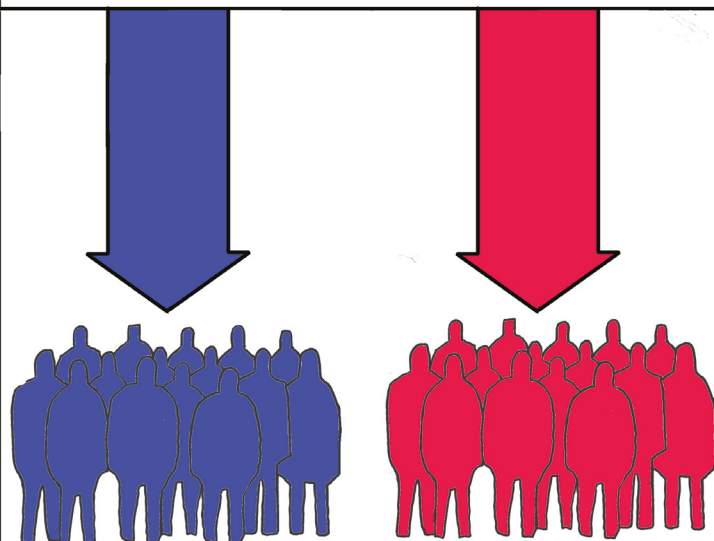
THE RECIPIENTS OF A BASIC INCOME HAD LESS STRESS SYMPTOMS AS WELL AS LESS DIFFICULTIES TO CONCENTRATE AND LESS HEALTH PROBLEMS THAN THE CONTROL GROUP. THEY WERE ALSO MORE CONFIDENT IN THEIR FUTURE AND IN THEIR ABILITY TO INFLUENCE SOCIETAL ISSUES.



FURTHER DATA ON THE EFFECTS OF A UNIVERSAL BASIC INCOME COMES FROM THE CANADIAN 'MINCOME' EXPERIMENT



IN IT TWO GROUPS OF MANITOBA RESIDENTS RECEIVED A GUARANTEED MINIMUM INCOME FROM 1974 TO 1979.

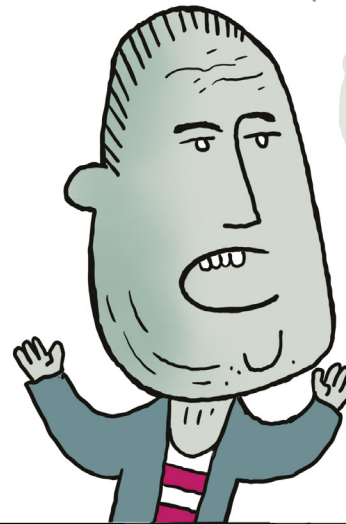


THE PURPOSE OF THE EXPERIMENT WAS TO ASSESS THE SOCIAL IMPACT OF A GUARANTEED, UNCONDITIONAL ANNUAL INCOME...



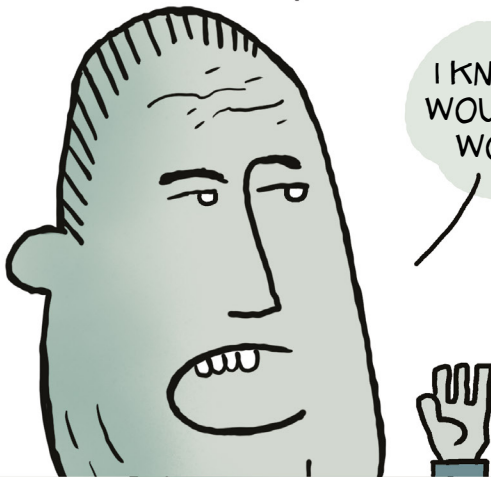
THAT'S A RIDICULOUS IDEA.

INCLUDING WHETHER A PROGRAMME OF THIS NATURE WOULD CREATE DISINCENTIVES TO WORK FOR THE RECIPIENTS AND, IF SO, TO WHAT EXTENT.



OF COURSE PEOPLE AREN'T GOING TO WORK IF YOU PAY THEM NOT TO.

BY THE TIME THE DATA COLLECTION WAS COMPLETED IN 1978, INTEREST IN GUARANTEED INCOME WAS ON THE WANE AND THE CANADIAN GOVERNMENT CANCELLED THE PROJECT BEFORE THE DATA WAS ANALYSED.



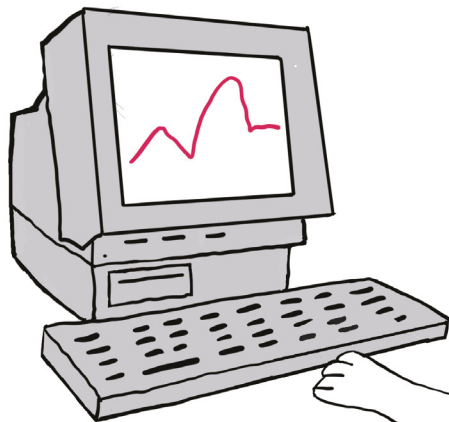
I KNEW IT WOULDN'T WORK.

BUT IN THE 1980s, ECONOMISTS DIGGING INTO THE DATA, FOUND THAT SECONDARY EARNERS WORKED LESS, WHILE PRIMARY EARNERS BARELY ALTERED THEIR BEHAVIOR.



WAIT... WHAT DOES THAT MEAN?

IN 2011, EVELYN FORGET OF THE UNIVERSITY OF MANITOBA COMPARED THESE FINDINGS TO HEALTH DATA TO TRY TO PINPOINT WHY. SHE FOUND THAT TWO GROUPS IN PARTICULAR WORKED LESS, MARRIED WOMEN AND YOUNG MEN.



MARRIED WOMEN PROLONGED THE PERIOD THEY WERE OUT OF THE WORKFORCE WHEN THEY GAVE BIRTH, USING THE MONEY FROM THE GUARANTEED INCOME TO BUY THEMSELVES LONGER PARENTAL LEAVE.



AS FOR YOUNG MEN...

I BET THEY WERE JUST LAZING AROUND DRINKING AND CLUBBING AND STUFF. BLOODY LAYABOUTS!



BUT NO.

WHAT WE FOUND WAS A PRETTY DRAMATIC INCREASE IN HIGH SCHOOL COMPLETION RATES IN DAUPHIN DURING THAT PERIOD COMPARED TO THE REST OF RURAL MANITOBA.

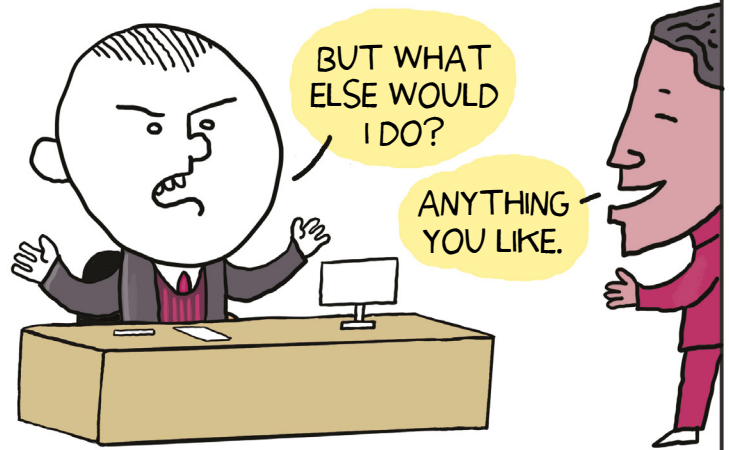


EVELYN FORGET

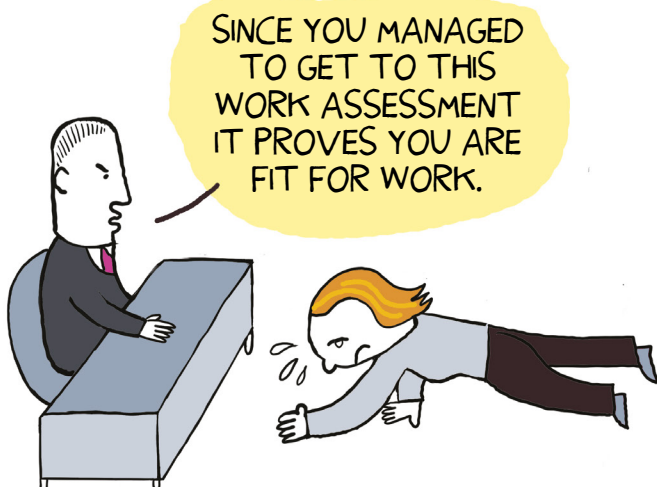
WHICH IS GOOD, UNLESS YOU THINK AN EDUCATED POPULATION IS A BAD THING. MOST OF THOSE COMMENTING ON THE RESULTS ASSUMED ANY WORK REDUCTION, NO MATTER HOW SMALL TO BE A NEGATIVE EFFECT.



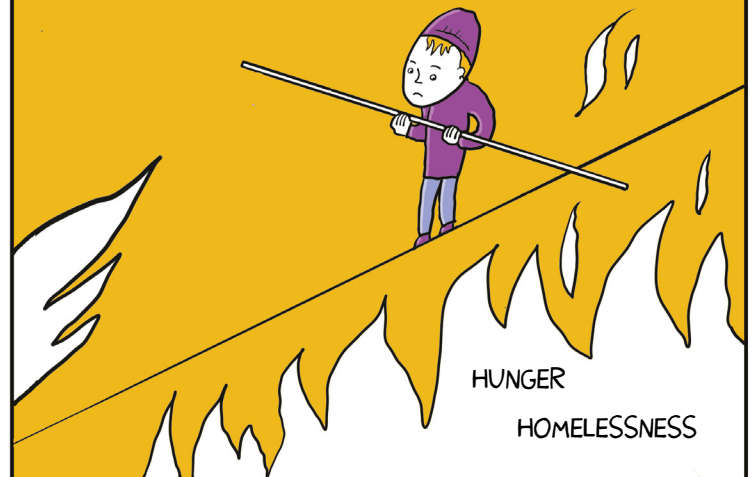
FOR MORE PEOPLE, IT IS IMPOSSIBLE TO IMAGINE A SOCIETY WITHOUT WORK, IT DOMINATES EVERYDAY LIFE MORE COMPLETELY THAN AT ANY TIME IN RECENT HISTORY.



IN BRITAIN EVEN SEVERELY DISABLED WELFARE CLAIMANTS ARE REQUIRED TO BE JOB-SEEKERS.

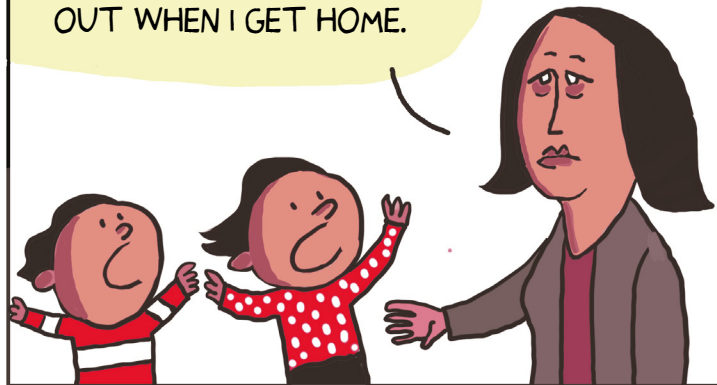


MODERN WORK IS INCREASINGLY PRECARIOUS: THE MORE ZERO-HOURS OR SHORT-TERM CONTRACTS, THE MORE SELF-EMPLOYED PEOPLE WITH IRREGULAR INCOMES.



AND AWAY FROM OUR UNPREDICTABLE, ALL-CONSUMING WORKPLACES, VITAL HUMAN ACTIVITIES ARE INCREASINGLY NEGLECTED. WORKERS LACK THE TIME OR ENERGY TO RAISE CHILDREN OR TO LOOK AFTER ELDERLY RELATIONS.

I'M JUST TOO WORN OUT WHEN I GET HOME.



THIS IS WORK TOO, BUT BECAUSE IT IS TRADITIONALLY DONE BY WOMEN, IT IS NOT VALUED AND UNPAID. WITH UBI I COULD SPEND MORE TIME WITH MY KIDS AND CARE FOR MY AGEING PARENTS.



YET ANY SUGGESTION THAT PEOPLE SHOULD WORK LESS OR IN AN UNTRADITIONAL SENSE IS OFTEN MET WITH MORAL OUTRAGE.



WITH UBI A LARGE CHUNK OF THE POPULATION WOULD BE PAID SIMPLY TO EXIST. THEIR MATERIAL NEEDS MET, BUT THEIR SPIRITS WITHERING.



IT WOULD LEAD TO A GREAT DIVIDE
BETWEEN 'WORKERS' AND THOSE WHO
DEPEND SOLELY ON UBI: PARASITICAL
PEOPLE WITH NO PURPOSE OR STRUCTURE
TO THEIR LIVES.



BUT THIS ARGUMENT IS BASED ON THE
IGNORANT ASSUMPTION THAT POORER
PEOPLE LACK DRIVE, AMBITION, INTELLIGENCE
OR ANY INTEREST IN GAINING A BETTER LIFE.

WHAT SHE
SAYS IS
RUBBISH.



WHY WOULDN'T THE PEOPLE RELEASED
FROM DEAD END VALUELESS JOBS
SEEK MORE FULFILLING ACTIVITIES,
MANY OF WHICH COULD GENERATE
MONEY AND BOOST THE ECONOMY?

I'M STARTING
A BAND.



EMPLOYERS WHO DEPEND ON PART-TIME
LABOUR, SHORT-TERM CONTRACTS, ZERO-
HOURS CONTRACTS, AND THE CONCIERGE
ECONOMY SUCH AS UBER, DELIVEROO AND
OTHER PLATFORMS, WOULD LOSE OUT.

DELIVERY
FOR YOU.



BUT SUCH COMPANIES SHOULD LOOK AFTER THEIR WORKERS. THE PRECARIOUS NATURE OF THE LOW-WAGE ECONOMY COSTS LIVES.



FOR EXAMPLE, DURING THE HEIGHT OF THE CORONAVIRUS OUTBREAK OF 2020, AN UBER DRIVER DIED FROM COVID-19 AFTER TRYING TO HIDE HIS ILLNESS FOR FEAR THAT HE WOULD BE EVICTED IF HIS LANDLORD FOUND OUT.



RAJESH JAYASEELAN WAS A MARRIED FATHER OF TWO. THE 44-YEAR-OLD DRIVER HAD STARVED FOR SEVERAL DAYS IN HIS RENTED LODGINGS...



TELLING HIS WIFE BY PHONE THAT HE DID NOT WANT TO LEAVE HIS ROOM BECAUSE OTHER RESIDENTS MIGHT REALISE HE HAD THE VIRUS AND HE WOULD BE THROWN OUT.



RAJESH JAYASEELAN WAS A MEMBER OF WHAT HAS BECOME KNOWN AS THE PRECARIAT: A SOCIAL GROUP WHO HAVE LITTLE OR NO JOB SECURITY AND FEW EMPLOYMENT RIGHTS.

IF YOU DON'T LIKE IT, GO.

THAT'S RIGHT. NO PAID HOLIDAYS, SICK LEAVE OR ANY PROSPECT OF A MEANINGFUL PENSION.

IT IS A GROUP NOW MILLIONS STRONG, WHO LIVE ON THE EDGE OF UNSUSTAINABLE DEBT, KNOWING THAT ONE ILLNESS, ACCIDENT OR MISTAKE COULD TIP THEM INTO A FINANCIAL ABYSS OR EVEN KILL THEM.

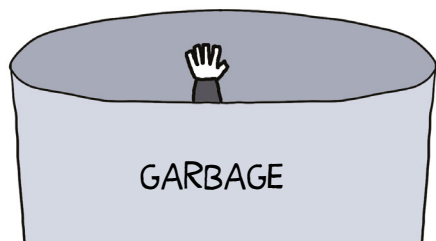
POVERTY LINE

WHAT'S MORE, EVEN IF IN THEORY A WORKER HAS A PERMANENT CONTRACT AND GOOD BENEFITS, IN PRACTICE TECHNOLOGY AND THE RAPIDLY CHANGING DEMAND FOR SKILLS MAY MEAN THEIR PROFESSION OR ENTIRE INDUSTRY IS AT RISK OF OBSOLESCENCE.

GARBAGE

WHAT IS THE POINT OF CIVILISATION IF WE CANNOT STRUCTURE SOCIETY IN SUCH A WAY THAT EVERYONE HAS A FAIR SHOT AT A BETTER QUALITY OF LIFE?

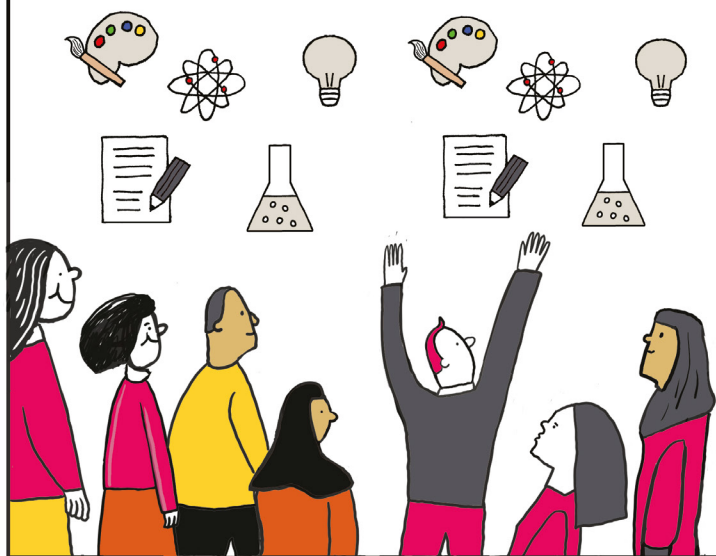
I'M CAPABLE OF DOING SO MUCH BETTER THAN THIS.



UBI COULD WORK AS THE CORNERSTONE OF A SOCIETY THAT REDUCES POVERTY AND ENSURES THAT EVERYONE HAS THE CHANCE TO RETRAIN, RE-SKILL, AND LEARN THROUGHOUT THEIR LIFETIME, WITHOUT SUFFERING FINANCIAL CONSEQUENCES



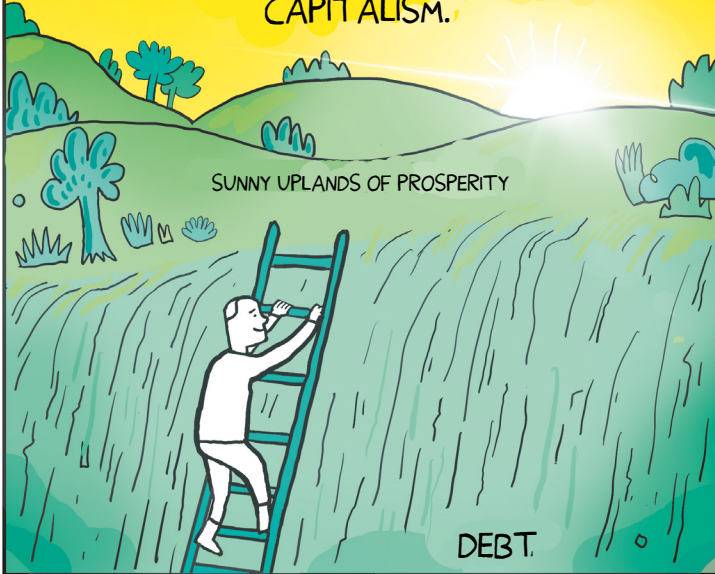
OR SIMPLY STAY AT HOME AND LOOK AFTER THE FAMILY, START A NEW BUSINESS, CREATE ART OR MUSIC. THE CHOICE WOULD BE YOURS.



OF COURSE THERE ARE THOSE WHO WILL RESIST THIS. WE WILL ALL HAVE TO GET OVER OUR INBUILT PREJUDICE AGAINST SEEING PEOPLE GET MONEY FOR APPARENTLY NOTHING. INSTEAD WE SHOULD SEE UBI FOR WHAT IT IS...



A WAY OF FREEING PEOPLE FROM THE BRUTAL EXCESSES OF THE FREE MARKET, WHILE KEEPING THE BETTER ASPECTS OF CAPITALISM.



BUT GONE WILL BE THE POOL OF UNSKILLED LABOUR WHO HAD NO CHOICE BUT TO TAKE LONG HOURS AND LOW WAGES.



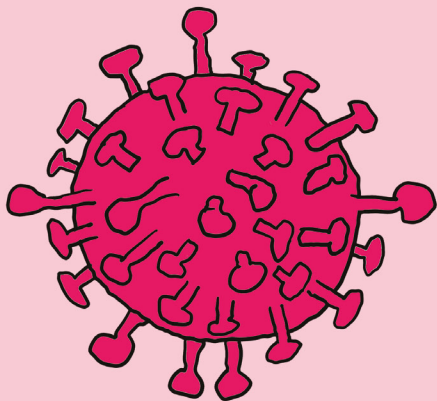
YOU CAN EXPECT MANY LARGE BUSINESSES TO FIGHT ANY ATTEMPT TO ERADICATE POVERTY FOR THIS REASON.



THE SAME PEOPLE DID NOT COMPLAIN ABOUT FREE MONEY WHEN THE FINANCIAL INDUSTRY WAS GIVEN MILLIONS IN TAX-PAYER FUNDED BAILOUTS AFTER THE 2008 FINANCIAL CRISIS.



IT HAPPENED AGAIN DURING THE ECONOMIC CRASH CAUSED BY THE CORONAVIRUS PANDEMIC. IT SEEMS THAT EXISTING CAPITALISM CAN ONLY SURVIVE BY REGULAR INFUSIONS OF STATE FUNDING...



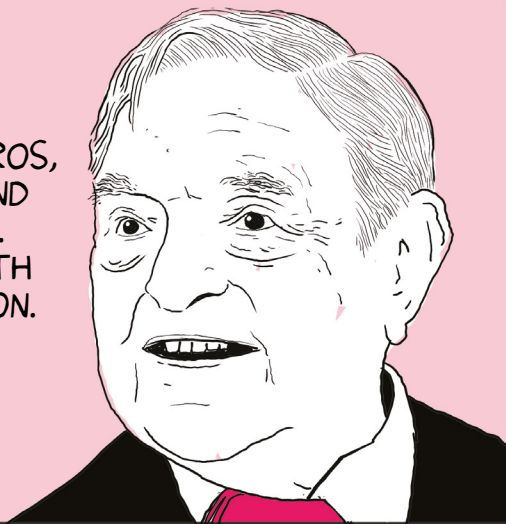
CREATING A MASSIVE SOCIALISATION OF COSTS AND PRIVATISATION, IT IS HARD TO SEE HOW THIS SYSTEM IS DEFENSIBLE, ESPECIALLY WHEN MANY OF THESE GIANT CORPORATIONS PAY LITTLE OR NO TAX.

IT'S SOCIALISM FOR THE RICH AND RUGGED INDIVIDUALISM FOR THE POOR.



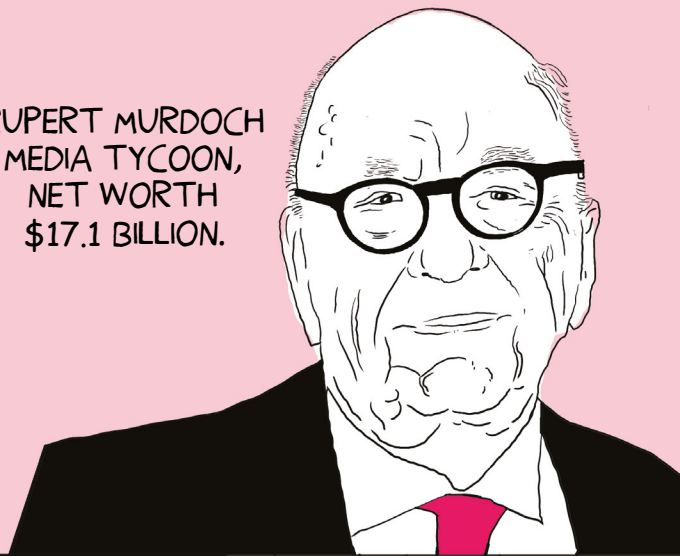
A 2018 OXFAM REPORT SHOWED THAT THE 26 RICHEST BILLIONAIRES OWNED AS MANY ASSETS AS THE 3.8 BILLION PEOPLE WHO MAKE UP THE POOREST HALF OF THE PLANET'S POPULATION.

GEORGE SOROS,
HEDGE FUND
TYCOON.
NET WORTH
\$8.3 BILLION.



OXFAM SAID THE WEALTH OF MORE THAN 2,200 BILLIONAIRES ACROSS THE GLOBE HAD INCREASED BY \$900 BILLION IN 2018 - OR \$2.5 BILLION A DAY.

RUPERT MURDOCH
MEDIA TYCOON,
NET WORTH
\$17.1 BILLION.



THE REPORT WENT ON TO SAY THAT THE WIDENING GAP WAS HINDERING THE FIGHT AGAINST POVERTY, ADDING THAT A WEALTH TAX ON THE ONE PERCENT WOULD RAISE AN ESTIMATED £325 BILLION...

JEFF BEZOS.
FOUNDER AND
CEO OF AMAZON.
NET WORTH
\$161.4 BILLION.

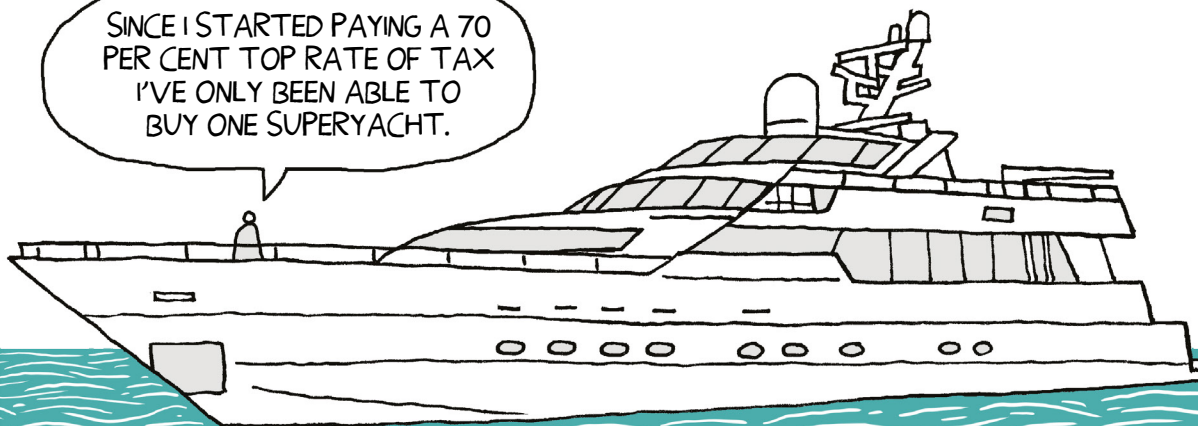


ENOUGH TO EDUCATE EVERY CHILD NOT IN SCHOOL AND PROVIDE HEALTHCARE THAT WOULD PREVENT THREE MILLION DEATHS.



SUCH A TAX WOULD BARELY DENT THE FORTUNES OF THE VERY RICHEST. IT WOULD STILL LEAVE THEM ENORMOUSLY WEALTHY. IF WE WISH TO STOP MONEY FLOWING EVER UPWARDS TO BE HOARDED BY THE SUPER-RICH THEN A FAIR LEVEL OF TAXATION HAS TO BE PART OF THE SOLUTION.

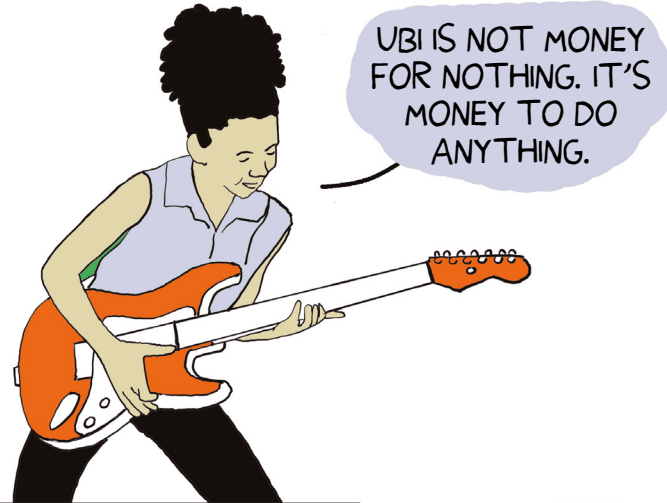
SINCE I STARTED PAYING A 70 PER CENT TOP RATE OF TAX I'VE ONLY BEEN ABLE TO BUY ONE SUPERYACHT.



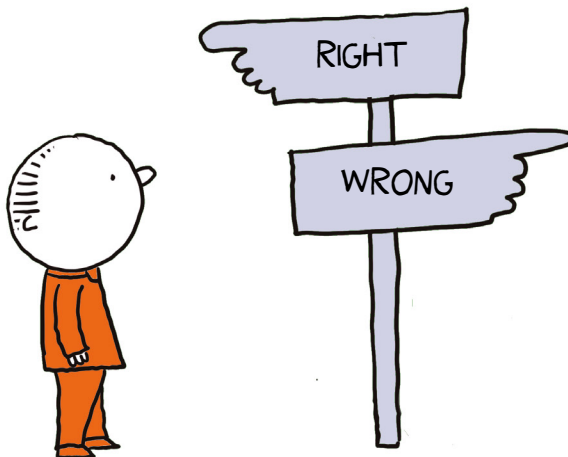
WE NEED TO ORIENT SOCIETY AWAY FROM THE BILLIONAIRE CLASS, MANY OF WHOM COULD NOT SPEND ALL THE MONEY THEY ALREADY HAVE EVEN IF THEY LIVED 10 LIFETIMES.



UBI WOULD HELP BALANCE INEQUALITY AND EXPAND THE MIDDLE CLASSES. THERE WOULD BE MORE THAN ENOUGH FOR ALL, - IF SOME DID NOT HOARD WEALTH.

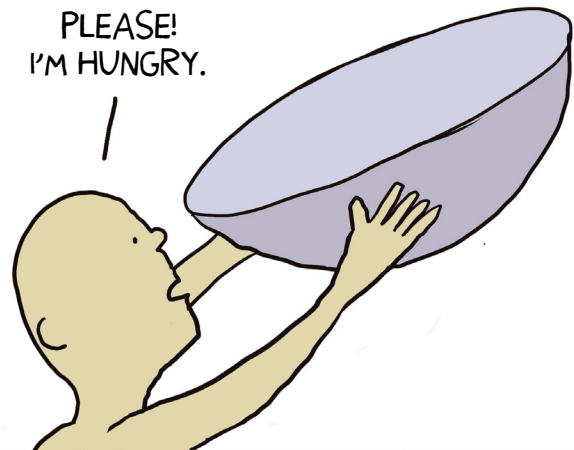


IN THE END IT IS A MORAL QUESTION. IF WE HAVE PRINCIPLES AND WE BELIEVE HUMANITY HAS THE POWER TO SHAPE ITS OWN DESTINY, THEN WE ARE OBLIGATED TO END POVERTY AND OTHER NEEDLESS SUFFERING.



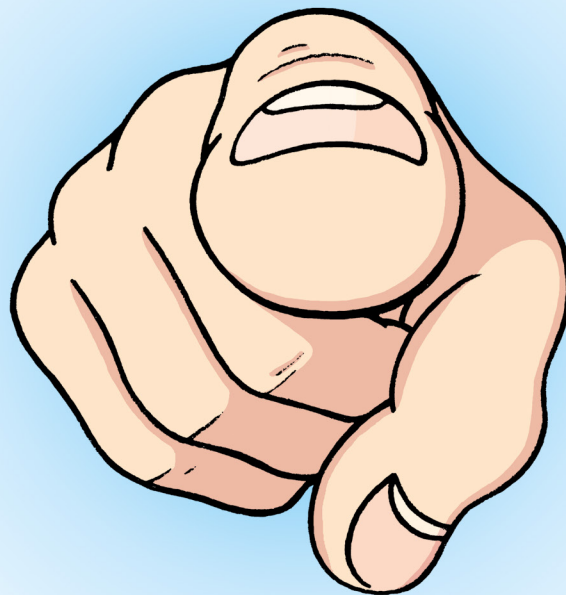
BECAUSE IN THE MODERN WORLD IT IS SURELY SELF-EVIDENT THAT NO ONE SHOULD HAVE TO GO WITHOUT ACCESS TO HEALTHCARE, EDUCATION OR FOOD. BUT THEY DO AND IT IS TO OUR SHAME THAT WE LET THIS HAPPEN.

PLEASE!
I'M HUNGRY.



END.

YOU CAN MAKE A CHANGE



YOU DON'T HAVE TO BE A POLITICIAN OR SOFTWARE ENGINEER TO MAKE SOCIAL INNOVATIONS. MANY SOCIAL INNOVATIONS CONCERN CHANGING HOW PEOPLE THINK OR INTERACT, AND THIS CAN BE DONE AT A HUMAN LEVEL. YOU CAN AIM FOR A DEEP LOCAL CHANGE FOR A SMALL GROUP OF PEOPLE, OR A BIG SYSTEMIC CHANGE.

OR YOU CAN START WITH SOMETHING SMALL THAT BECOMES SYSTEMIC, SUCH AS THE FINNISH HOUSING FIRST MODEL.

A SMALL CHANGE IN GENE STRUCTURE CHANGES THE WHOLE CELL. SOCIAL INNOVATIONS ARE SIMILAR.

ILKKA TAIPALE

PSYCHIATRIST, ACTIVIST, POLITICIAN

THE HOUSING FIRST MODEL STARTED WITH A SMALL TWEAK IN THINKING: WHAT IF HOMELESS PEOPLE WERE GIVEN HOMES BEFORE HAVING TO PROVE THAT THEY'RE SOBER, WELL-BEHAVED CITIZENS?

A CHANGE REQUIRES SIMPLIFICATION. YOU CAN SAY HOMELESS PEOPLE HAVE COMPLEX NEEDS...

...OR
YOU CAN SAY THAT
A HOMELESS PERSON
LACKS A HOME.

HERE ARE
SOME TIPS
ON HOW TO
MAKE SOCIAL
INNOVATIONS!

JUHA KAAKINEN

CEO, THE Y-FOUNDATION

1. GIVE AGENCY TO THE PEOPLE WHOSE LIVES YOU WANT TO CHANGE

PROBABLY THE BEST THING A SOCIAL INNOVATOR CAN DO IS HELP PEOPLE IMPROVE THEIR OWN LIVES, ON THEIR OWN TERMS.

CASE STUDY: PERTTI'S CHOICE

SAMI HELLE PLAYED IN THE PUNK BAND PKN WITH KARI AALTO, TONI VÄLITALO AND PERTTI KURIKKA. THEY FIRST MET AT NON-PROFIT LYHTY'S BAND WORKSHOP FOR PEOPLE WITH LEARNING DISABILITIES.



IN 2016, PERTTI HAD SOME SHOCKING NEWS FOR THE BAND.

I WANT TO LEAVE THE BAND.



IT WAS TIME TO COME UP WITH SOMETHING NEW.

MAYBE WE COULD BECOME SHOPKEEPERS?

THAT'S A CRAZY IDEA!



THE BAND'S INSTRUCTORS HEINI AND TEUKKA MERKKINIEMI AND KALLE PAJAMAA HELPED WITH THE PAPERWORK AND FINDING A SPACE.



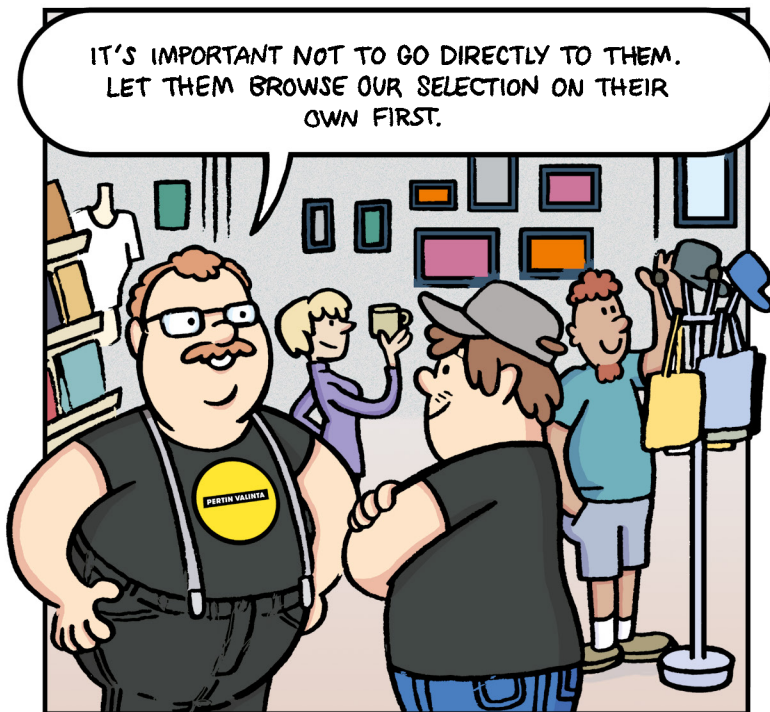
PERTTI'S CHOICE IS THE WORLD'S FIRST SOCIAL ENTERPRISE OWNED BY PEOPLE WITH LEARNING DISABILITIES. IT'S A SHOP, GALLERY AND AGENCY THAT HELPS DISABLED ARTISTS MAKE A LIVING FROM THEIR ART. AND, DUE TO THE BENEFITS SYSTEM, THAT'S NOT ALWAYS EASY.



AS AN ENTREPRENEUR, I ALWAYS NEED TO BE POLITE TO THE CUSTOMERS. WITHOUT CUSTOMERS, THERE'S NO BUSINESS.



IT'S IMPORTANT NOT TO GO DIRECTLY TO THEM. LET THEM BROWSE OUR SELECTION ON THEIR OWN FIRST.



I LOVE THE SHOP AND OUR STAFF, WHO ARE MOSTLY PEOPLE WITH LEARNING DISABILITIES. I'M SO PROUD OF EVERYONE AND THE WAY THEY KEEP WORKING.



THE PERTTI'S CHOICE POP-UP SHOP HAS VISITED NEW YORK AND LONDON WITH ITS VIRTUAL ART EXHIBITION, INSIDE OUTSIDE FINLAND, AND PERFORMANCES BY PERTTI'S ALTER EGO, KALEVI HELVETTI.



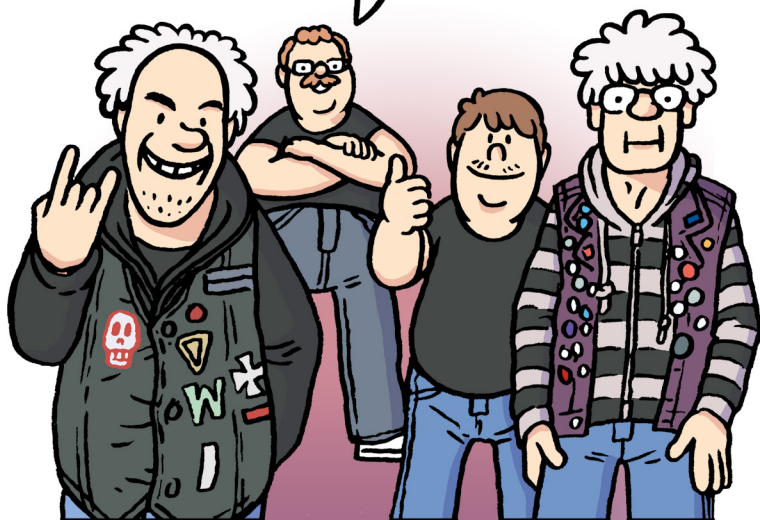
RUTTO! RUTTO TULEE JA TAPPAA
TEIDÄT KAIKKI JA TE JOUDUTTE
HELVETTIIN!*

THIS IS THE BEST
PART OF MY JOB!

* = "THE PLAGUE WILL KILL YOU ALL!"

WE ARE ROLE MODELS. WE WANT TO SHOW PEOPLE
WITH LEARNING DISABILITIES AND PEOPLE FROM OTHER
SPECIAL GROUPS THAT WE CAN BE ENTREPRENEURS, TOO.

TO ALL THOSE WORKING WITH PEOPLE FROM SPECIAL
GROUPS, I WANT TO SAY: SUPPORT EVEN THEIR STUPID
AND CRAZY IDEAS, DON'T SHOOT THEM DOWN. WE NEED
TO SUPPORT AND CARE FOR EACH OTHER TO MAKE
GOOD INNOVATIONS WORK.

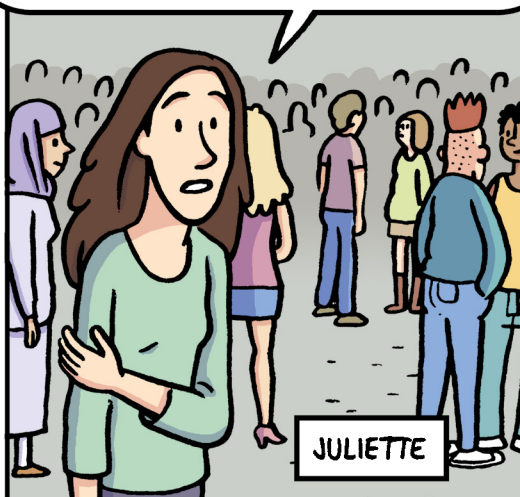


2. COMBINE SURPRISING ELEMENTS

THE WORLD IS FULL OF GREAT IDEAS. YOU JUST HAVE TO COMBINE THEM CREATIVELY - LIKE AT-RISK YOUTH AND THE CIRCUS.

CASE STUDY: GALWAY COMMUNITY CIRCUS

I WAS QUITE UNDERWEIGHT IN MY TEENS. I WAS WORKING HARD AND REALLY STRUGGLING WITH BEING OBSESSED WITH CONTROL.



TO GET A BREAK FROM IT ALL, I WENT TO PARIS TO STAY WITH MY AUNT FOR MY TRANSITION YEAR.*



* = IRISH CONCEPT: A GAP YEAR WITH EDUCATIONAL GOALS.

I FELT LONELY WITHOUT MY FRIENDS. I JUST WALKED AROUND, COMPLETELY CONFUSED.



I STARTED TO PUT ON WEIGHT AND COULDN'T RECOGNISE MYSELF ANYMORE. MY ANXIETY GREW. I WAS SO WORRIED I STARTED TO ARRIVE AT SCHOOL ONE OR TWO HOURS EARLY.



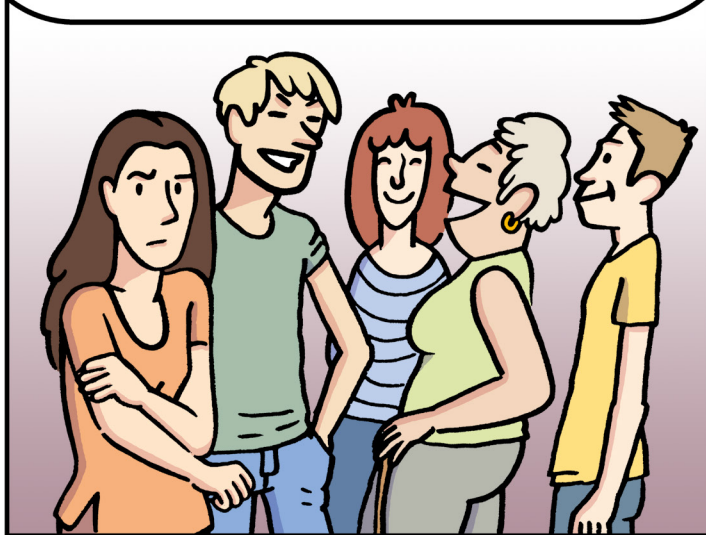
PARIS MADE MY PROBLEMS WORSE.



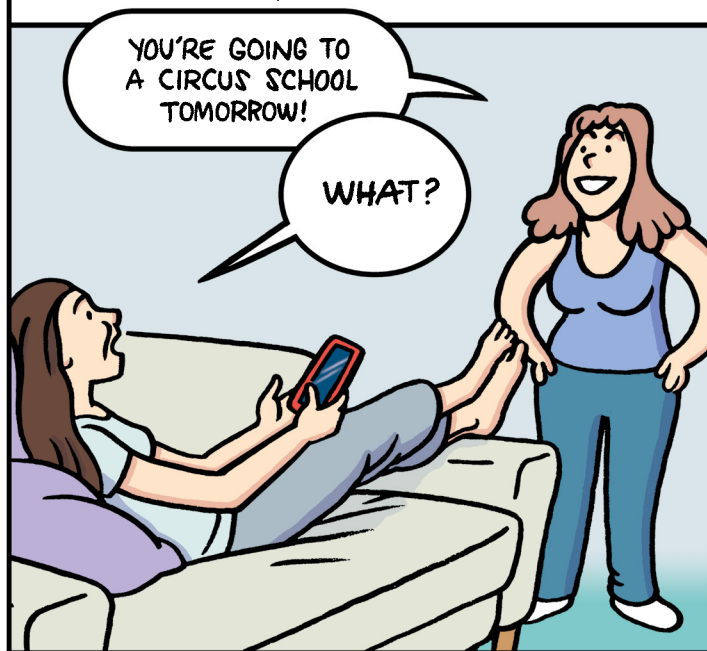
I HAD TO RETURN TO GALWAY.



I'D BEEN GONE FOR JUST THREE MONTHS. NOW I SUDDENLY HAD ALL MY FRIENDS AROUND ME AGAIN, BUT I WAS A COMPLETELY DIFFERENT WEIGHT COMPARED TO WHEN I LEFT. IT WASN'T EASY TO ACCEPT THAT.



THEN ONE TUESDAY, MY MUM SURPRISED ME.



GALWAY COMMUNITY CIRCUS HELPS DISADVANTAGED, AT-RISK AND VULNERABLE PEOPLE DEVELOP THEIR SELF-CONFIDENCE AND SOCIAL SKILLS. I KNEW FROM THE FIRST SECOND IT WAS GOING TO BE THE MOST IMPORTANT THING IN MY LIFE. THESE ARE THE THINGS THE CIRCUS TAUGHT ME.



1. MY PERSONALITY IS A POSITIVE THING

I'M LOUD, TALKATIVE AND COME ACROSS AS SUPER CONFIDENT. IN THE CIRCUS, ALL OF THAT IS CELEBRATED.

MY PASSION HAS ALLOWED ME TO OVERCOME A LOT OF THE DIFFICULTIES WITH MY PERSONALITY.



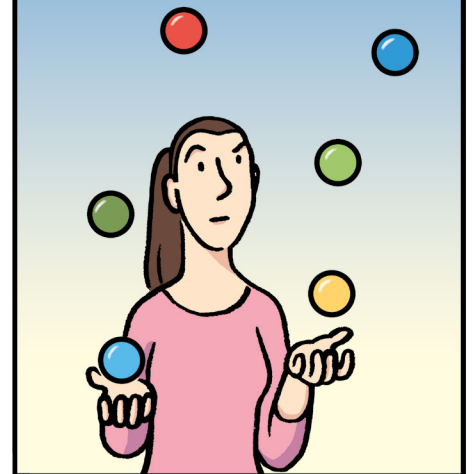
2. TEAMWORK AND COMPROMISE

I'M TERRIBLE AT TEAMWORK. MY ACRO PARTNER HAS A TOTALLY DIFFERENT PERSONALITY TO MINE. I'VE LEARNT TO COMPROMISE WITH HER.



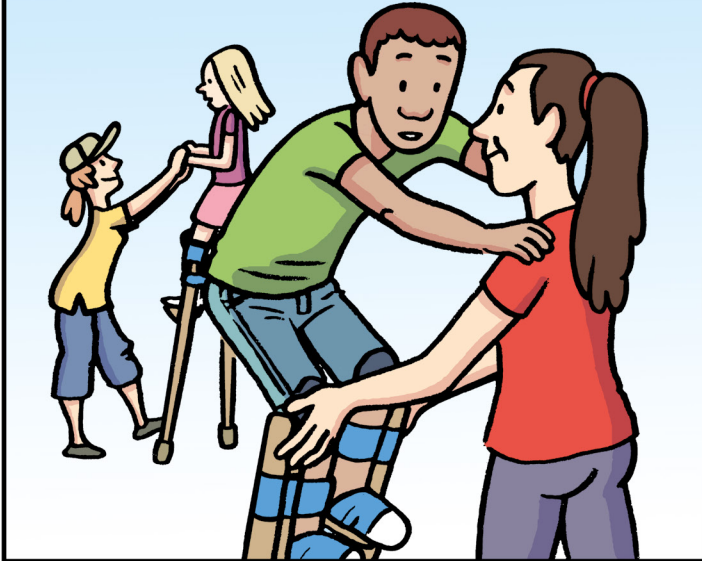
3. PERSEVERANCE

YOU DROP THE JUGGLING BALLS OVER AND OVER AGAIN, BUT YOU ALWAYS PICK THEM UP AND CONTINUE. NOW I CAN DO THE SAME IN ANY SITUATION LIFE THROWS AT ME.



4. PROBLEM-SOLVING AND STRESS MANAGEMENT

I'VE STARTED TEACHING AND I ABSOLUTELY LOVE IT. I TEACH STILT WALKING AND THERE ARE LOADS AND LOADS OF SAFETY PROTOCOLS INVOLVED.



ONCE, WE WERE PRACTICING FOR THE ST PATRICK'S DAY PARADE AND ONE OF MY KIDS HAD A TERRIBLE FALL. LIKE THE WORST FALL I'D EVER SEEN.

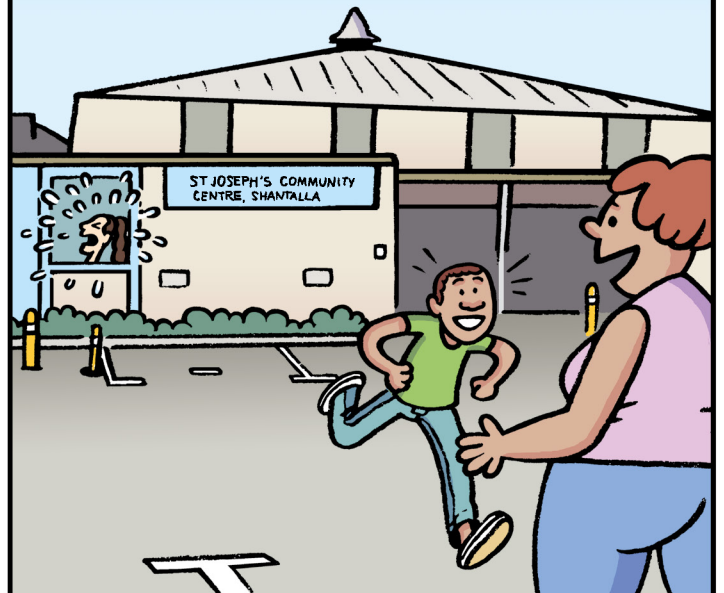


I WAS FREAKING OUT INSIDE, BUT I MANAGED TO KEEP CALM UNDER PRESSURE AND NOT MAKE THE SITUATION WORSE BY SHOWING IT.

ARE YOU OK?
LET ME HELP YOU
BACK UP.



AFTER WE FINISHED THE CLASS, I RAN TO THE OTHER TEACHERS AND STARTED CRYING. IT WAS FINE BECAUSE THE KID HAD NO IDEA WHAT HAD JUST HAPPENED.



5. EVERYONE HAS STRENGTHS AND WEAKNESSES

MY ACRO PARTNER DOESN'T DO WELL AT SCHOOL. BUT AT THE CIRCUS, SHE ABSOLUTELY NAILS IT.

SHE'S SO GOOD AT COMING UP WITH CREATIVE IDEAS.



6. BEING STRONG IS MORE IMPORTANT THAN BEING SLIM - AND FAR HEALTHIER.

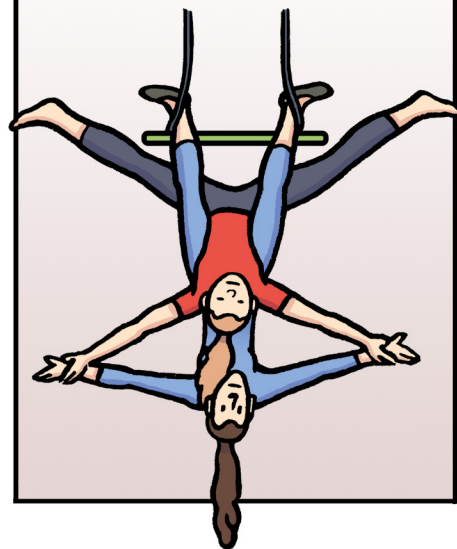
I LOVE AERIALS, BUT I DON'T FIT THE STEREOTYPE OF HAVING LONG LIMBS AND BEING FLEXIBLE.



I'M MORE STRENGTH-BASED.

7. FUEL YOURSELF CORRECTLY

YOU HAVE TO TAKE CARE OF YOURSELF IN ORDER TO TAKE CARE OF OTHERS. IF I'M FEELING EMOTIONALLY OR PHYSICALLY OFF, I CAN'T LIFT MY ACRO PARTNER CORRECTLY.



8. DON'T LIMIT YOURSELF

I'M NOW A PSYCHOLOGY STUDENT AT UNI. I WANT TO RESEARCH HOW THE CIRCUS AND ARTS HELP PEOPLE. MY CIRCUS TEACHERS THINK I'LL GO TO A CIRCUS UNIVERSITY. THE CIRCUS HAS TAUGHT ME THAT THE ONLY THING BLOCKING YOU IS YOURSELF SAYING "I CAN'T DO IT."

SO, WHY NOT DO BOTH!



3. THINK ABOUT
HOW PEOPLE
FROM DIFFERENT
SOCIAL GROUPS
COULD INTERACT
WITH EACH
OTHER

IN FINLAND MANY
YOUNG PEOPLE DROP
OUT OF SOCIETY
BY STAYING HOME
AND ISOLATING
THEMSELVES.

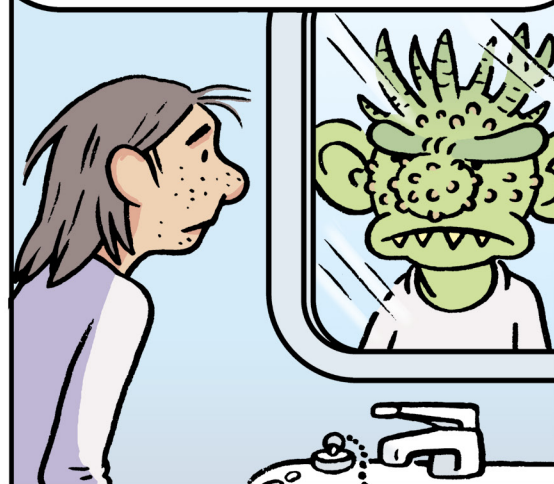
CASE STUDY: AMIGO MENTORING PROGRAMME

IIISAKKI ALMOST BECAME ONE OF THEM.

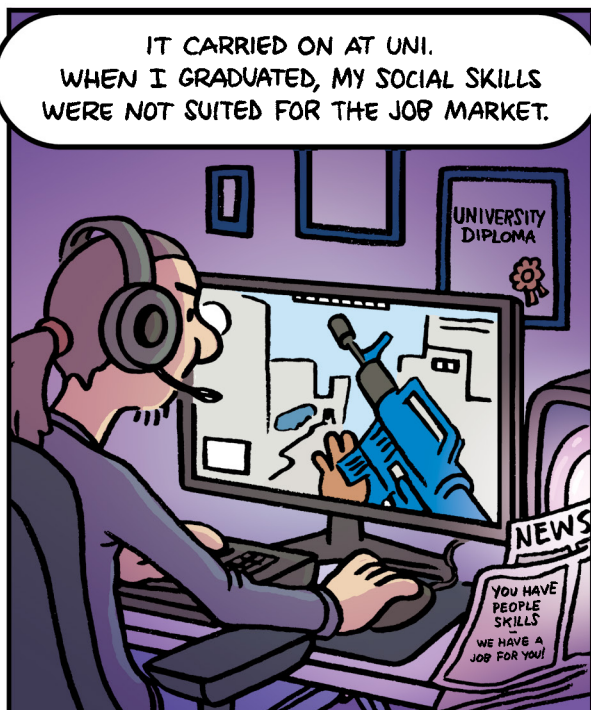
I ALREADY HAD PROBLEMS INTERACTING
WITH PEOPLE IN MY PRIMARY SCHOOL.



IT GOT WORSE IN SECONDARY SCHOOL.
I FELT MY PRESENCE WAS REPULSIVE TO
EVERYONE, SO I AVOIDED OTHER PEOPLE.



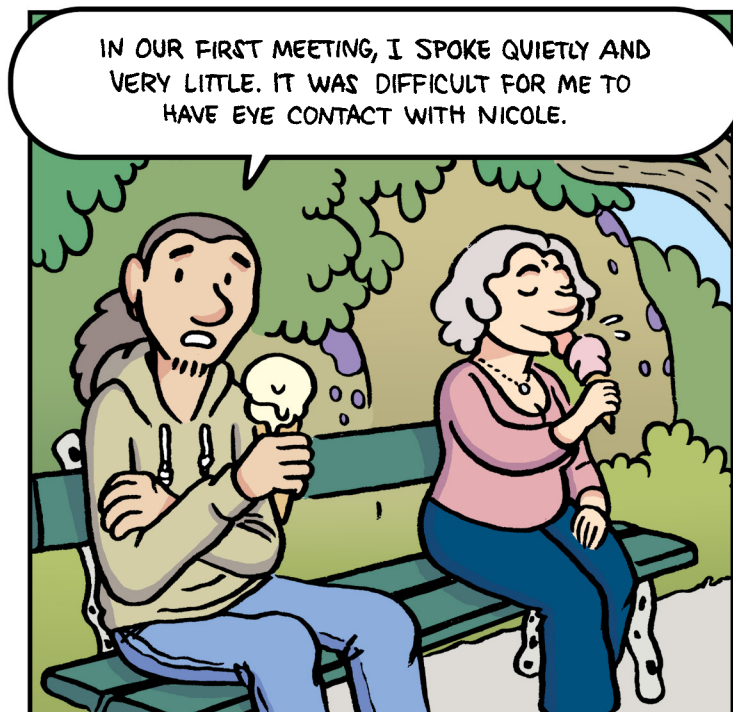
IT CARRIED ON AT UNI.
WHEN I GRADUATED, MY SOCIAL SKILLS
WERE NOT SUITED FOR THE JOB MARKET.



FINALLY, I WENT TO SEE A CAREER COUNSELLOR.

YOU SHOULD GET A MENTOR FROM THE AMIGO
PROGRAMME.





NOW I MEET WITH NICOLE IN PARKS AND MUSEUMS ABOUT ONCE A MONTH.



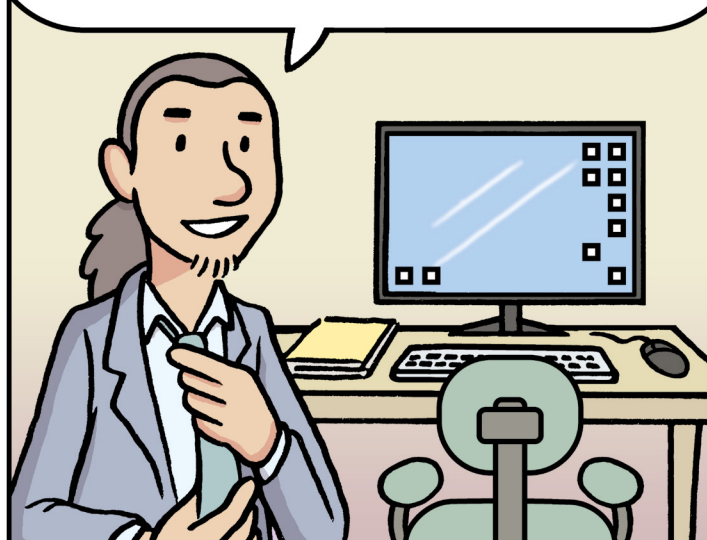
THE STAFF AT THE DEACONESS INSTITUTE ALSO SUPPORT US. SOMETIMES THEY GIVE US TICKETS TO CONCERTS OR SPORTS EVENTS.



WE HAVE A LOT OF FUN, BUT WE ALSO DISCUSS IMPORTANT THINGS.



NOW THAT I HAVE EXPERIENCE CHATTING INFORMALLY, IT'S EASIER FOR ME TO PARTICIPATE IN CONVERSATIONS AT MY WORKPLACE. I'M MORE CONFIDENT AND MY GENERAL MOOD IS BETTER.



4. CHANGE HOW PEOPLE THINK

OFTEN, SOCIAL INNOVATION HAS BEEN THE RESULT OF ONE INDIVIDUAL SEEING THINGS DIFFERENTLY AND PUSHING FOR CHANGE.

CASE STUDY: LGBTQI+ ARCHIVE

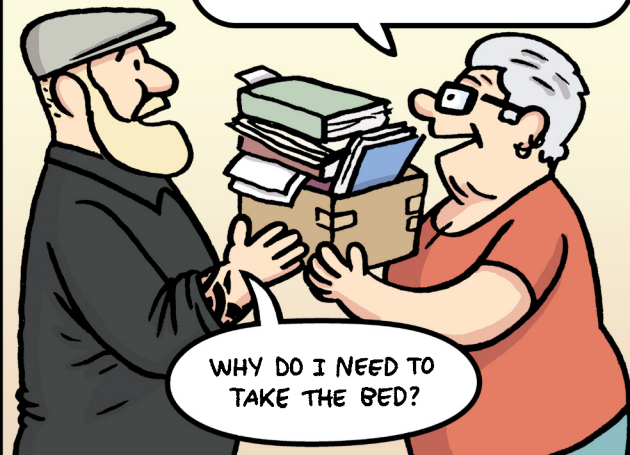
WHEN I STARTED WORKING AS AN ARCHIVIST AT BISHOPSGATE INSTITUTE, I DECIDED TO MAKE IT AN ARCHIVE FOR CITIZEN ACTIVISM AND LGBTQI+ PEOPLE IN LONDON.



STEF DICKERS
SPECIAL COLLECTIONS AND
ARCHIVES MANAGER

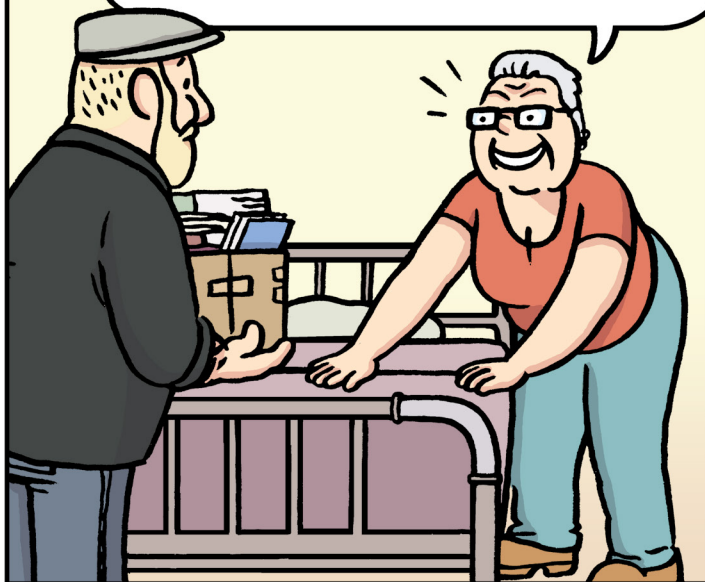
I RECENTLY TOOK THE ARCHIVE OF A WOMAN WHO WAS A MEMBER OF REBEL DYKES, A LESBIAN FEMINIST GROUP. SO WE TOOK ALL HER LETTERS AND DIARIES.

SHE WAS AMAZING. CAN YOU TAKE THE BED AS WELL?



WHY DO I NEED TO TAKE THE BED?

THIS BED IS ICONIC! MORE WOMEN HAVE HAD PLEASURE IN THIS BED THAN ANY OTHER BED IN LONDON.



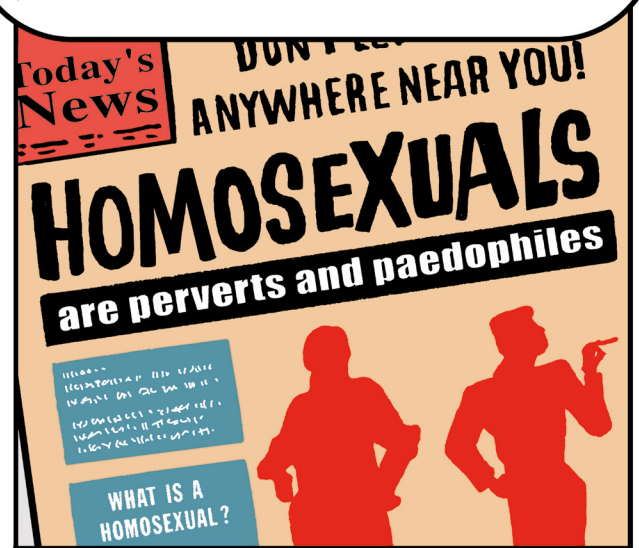
SO, THE BED IS HERE. I HAD TO DO IT. BUT WE DIDN'T TAKE THE MATTRESS, YOU'LL BE PLEASED TO HEAR.



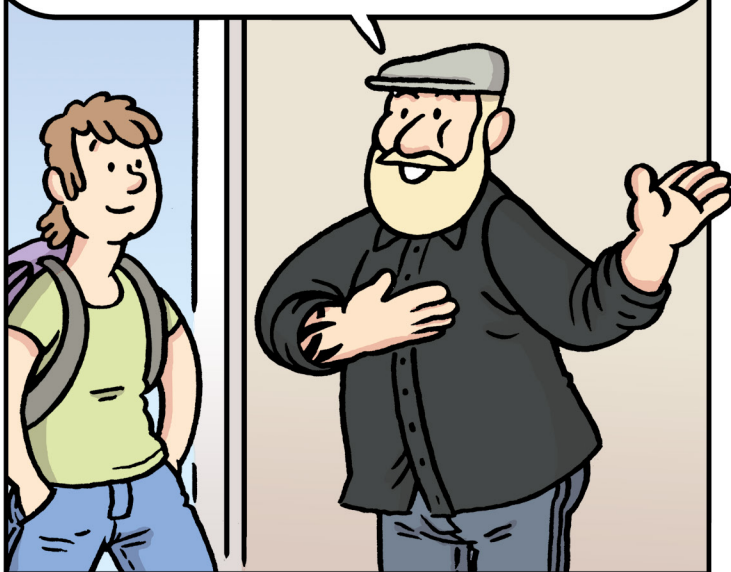
BY PRESERVING THE HISTORY OF WHAT PEOPLE HAD TO GO THROUGH TO GAIN THEIR RIGHTS, WE CAN PREVENT HISTORY FROM REPEATING ITSELF.



SOME STORIES COME AROUND AGAIN AND AGAIN. PRESS CUTTINGS ABOUT GAY MEN IN THE 1950S ARE SIMILAR TO THE CURRENT DEBATE ABOUT TRANS PEOPLE AND WOMEN-ONLY SPACES.



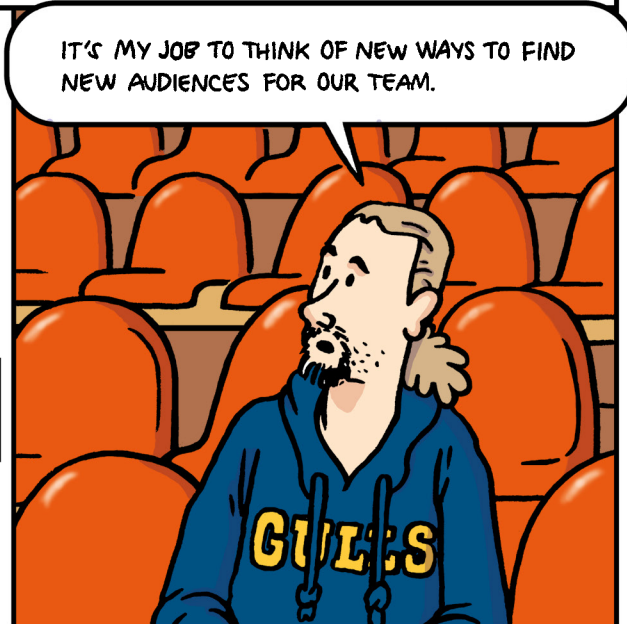
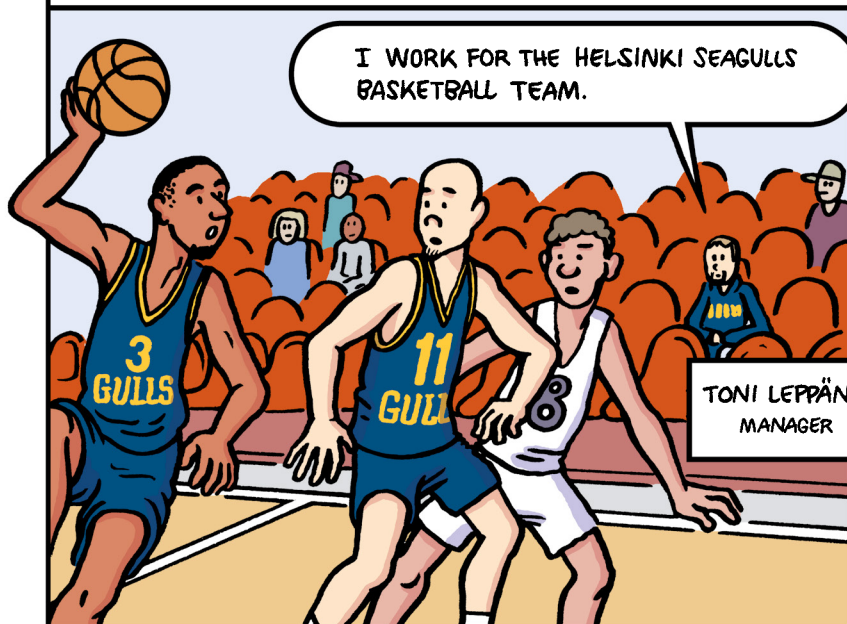
THE ARCHIVE IS AN OPEN SAFE SPACE. THERE'S NO NEED TO REGISTER, SHOW AN ID OR BOOK A TIME SLOT FOR A VISIT.



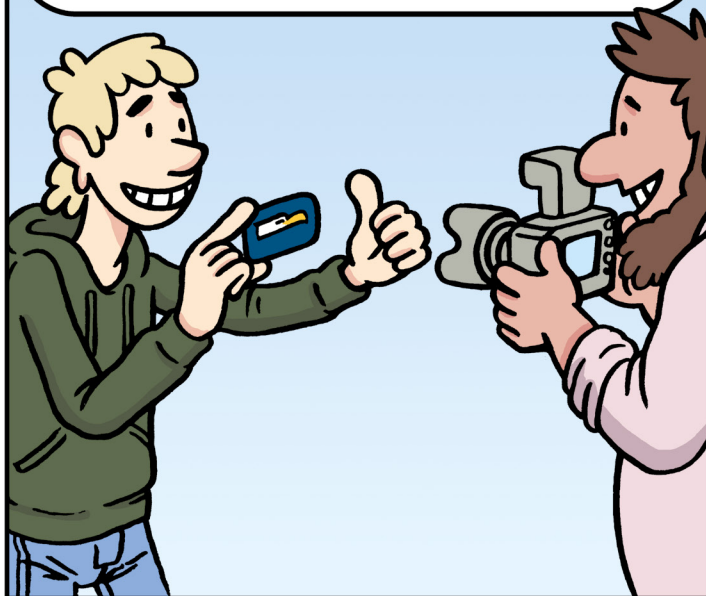
IT'S EMPOWERING FOR YOUNG LGBTQI+ PEOPLE TO REALISE THERE WERE PEOPLE LIKE THEM IN THE 17TH CENTURY AND EVEN FURTHER BACK. THIS IS A PLACE WHERE THEIR HISTORY IS VALUED.



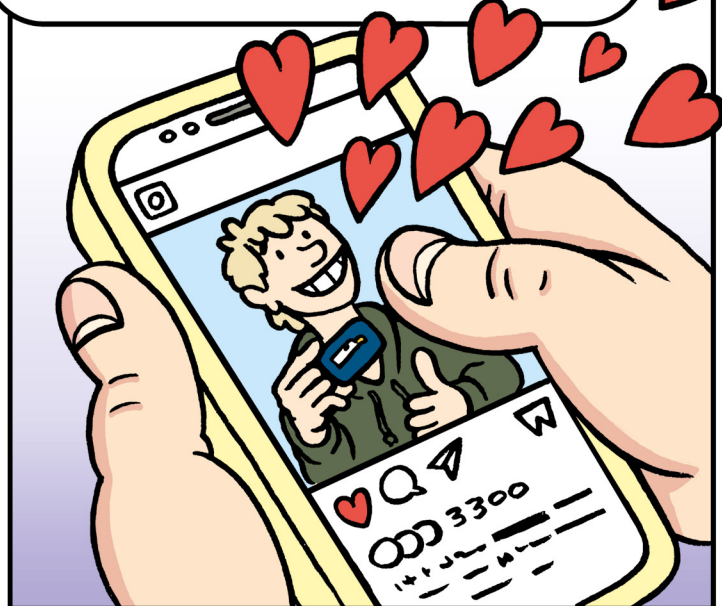
CASE STUDY: SEASON TICKETS FROM THE LIBRARY



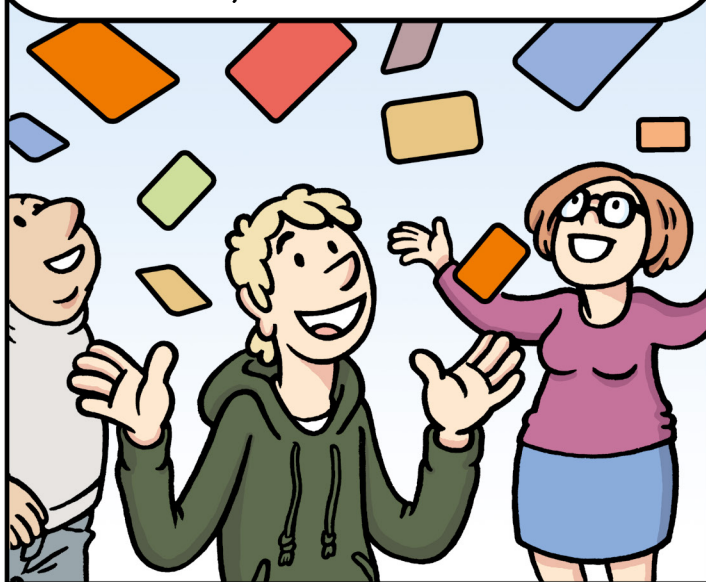
THE IDEA CAUGHT THE ATTENTION OF
LOCAL NEWS MEDIA.



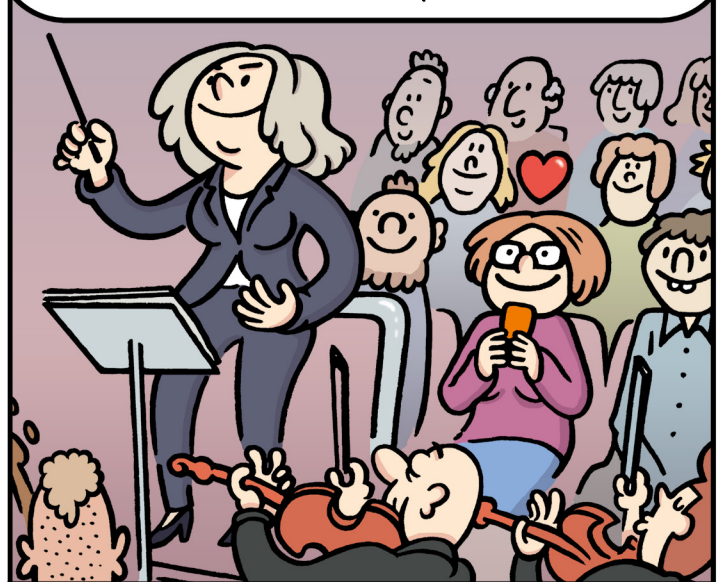
THE ARTICLE AND OUR SOCIAL MEDIA POSTS
INSPIRED MANY.



OUR IDEA SPREAD LIKE CRAZY. WITHIN A COUPLE OF
WEEKS, IT WAS REPLICATED IN TURKU, TAMPERE,
OULU, AND EVEN ABROAD.



MANY CULTURAL ORGANISATIONS ALSO JOINED IN.
YOU CAN NOW BORROW SEASON TICKETS FOR
ORCHESTRAS AND THEATRES, FOR EXAMPLE.

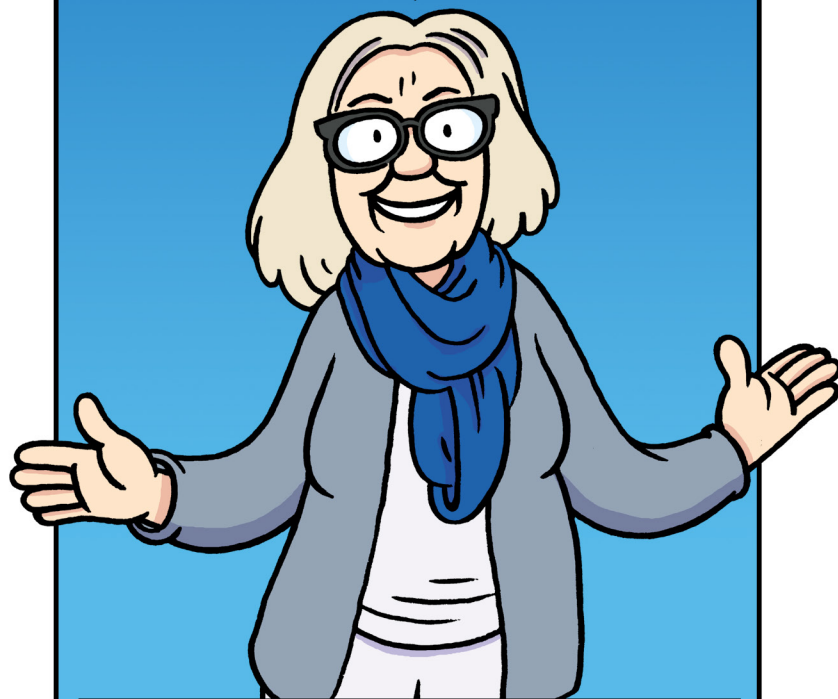


SOCIAL INNOVATOR CHECKLIST:

1. GIVE AGENCY TO THE PEOPLE CONCERNED
2. COMBINE SURPRISING ELEMENTS
3. DESIGN FOR INTERACTION BETWEEN DIFFERENT SOCIAL GROUPS
4. CHANGE HOW PEOPLE THINK

IT ALL COMES DOWN TO SOMETHING QUITE SIMPLE:

VERY OFTEN,
SOCIAL INNOVATION IS JUST
NORMAL LIFE BEING OFFERED
TO DISADVANTAGED PEOPLE.
IT'S JUST ABOUT A HUMAN BEING
SEEING ANOTHER PERSON AS A
HUMAN BEING, TOO.



MARJA PENTIKÄINEN

DIRECTOR OF DIACONIA AND SOCIAL RESPONSIBILITY,
HELSINKI DEACONESS INSTITUTE

ACKNOWLEDGEMENTS

THE TEAM

ARTISTS: MARIA BJÖRKLUND, DARRYL CUNNINGHAM AND PJ HOLDEN

LETTERING: REETTA NIEMENSIVU AND DARRYL CUNNINGHAM

COLOURS: DEBORAH MCGARRY AND DARRYL CUNNINGHAM

GRAPHIC DESIGN: STEVE KERNER

SUPPORT AND CONSULTATION: JULIE TAIT LAKES INTERNATIONAL COMIC ARTS FESTIVAL

SCRIPT: NINNI LEHTNIEMI, JAAKKO NOUSIAINEN AND DARRYL CUNNINGHAM

RESEARCH: NINNI LEHTNIEMI, EEVA LEHTONEN AND DARRYL CUNNINGHAM

WORKSHOP FACILITATION: ANDREW MILES PROFESSOR OF SOCIOLOGY, THE UNIVERSITY OF MANCHESTER

PROJECT MANAGEMENT: NINNI LEHTNIEMI

PROOFREADING: KRISTOFFER WESTLAKE

INTERVIEWS

ANDREW BAILIE SOCIAL ENTREPRENEUR, PARTERSHIPS MANAGER, SOCIAL BITE
HILARY COTTAM SOCIAL ENTREPRENEUR
CARRIE DEACON DIRECTOR OF GOVERNMENT AND COMMUNITY INNOVATION, NESTA
STEFAN DICKERS LIBRARY AND ARCHIVES MANAGER, BISHOPSGATE INSTITUTE
MATTHEW DOWNIE DIRECTOR OF POLICY AND EXTERNAL AFFAIRS, CRISIS UK
TIA DE GODZINSKY BUSINESS LIAISON DEVELOPER, Y-FOUNDATION
SAMI HELLE ENTREPRENEUR, ARTIST, ACTIVIST, PERTTI'S CHOICE
JEN HESNAN PROGRAMME MANAGER, TECHSPACE
ULLA HOKKANEN EXECUTIVE CREATIVE DIRECTOR, GALWAY COMMUNITY CIRCUS
JUHA KAAKINEN CEO, Y-FOUNDATION
TOMMI LAITIO EXECUTIVE DIRECTOR, CULTURE AND LEISURE, CITY OF HELSINKI
ILKKA LOVIO SERVICE BUSINESS DESIGNER, SOLITA
HEINI MERKKINIEMI ARTS MANAGER, PERTTI'S CHOICE
PAUL MILLER MANAGING PARTNER, CEO, BETHNAL GREEN VENTURES
DEIRDRE MORTELL CEO, RETHINK IRELAND
MARJA PENTIKÄINEN DIRECTOR OF DIACONIA AND SOCIAL RESPONSIBILITY,
HELSINKI DEACONESS INSTITUTE
KAISA SCHMIDT-THOMÉ SENIOR EXPERT, DEMOS HELSINKI
ILKKA TAIPALE POLITICIAN, PHYSICIAN, ACTIVIST
TUUKKA TOIVONEN DIRECTOR, MA INNOVATION MANAGEMENT, CENTRAL SAINT MARTINS
EERO UNTAMALA DEVELOPMENT COORDINATOR, Y-FOUNDATION

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Maria Björklund, Darryl Cunningham and PJ Holden

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