



Grands Défis Canada<sup>MC</sup>  
Grand Challenges Canada<sup>TM</sup>

**Innovation Intégrée<sup>MC</sup>**

## Contents

- Definition of Integrated Innovation
- Examples of Integrated Innovation
- Questions to consider when applying Integrated Innovation to your proposed solution

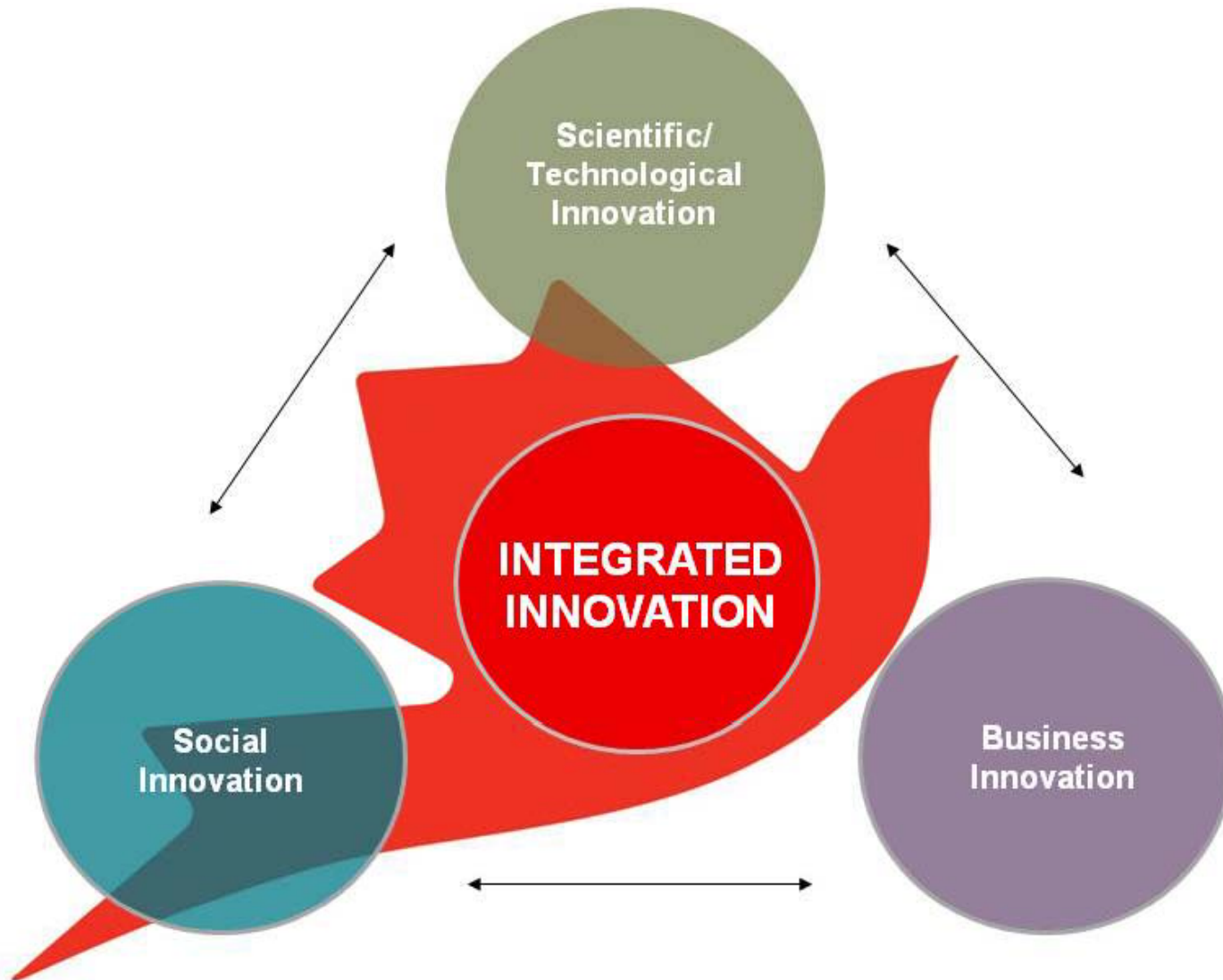
## What is Integrated Innovation<sup>TM</sup>?

**Innovation** is the development and application of new (and/or modification of existing) tools, products, services or processes.

**Integrated Innovation** is the coordinated application of scientific/technological, social and business innovation to develop solutions to complex global health challenges.

## Integrated Innovation

- Does not discount the singular benefits of each of these types of innovation alone, but rather highlights the powerful synergies that can be realized by aligning all three.
- Recognizes that scientific/technological innovation has a greater chance of going to scale and achieving global impact and sustainability if it is developed from the outset in conjunction with appropriate social and business innovations.
- Similar recognition that social or business innovations on their own will not be as effective for solving global health challenges without a coordinated approach.
- Endorses the engagement of end-users and stakeholders at the outset and throughout the project.



## Scientific/Technological Innovation

- Has a scientific or technological base.
- Can come from the natural, health, social or behavioural sciences, or from engineering.
- Examples:
  - Efficient drug delivery system
  - Portable point-of-care diagnostic device
  - Mobile application to facilitate access to health care

## Social Innovation

- Recognizes the broader social, structural and political determinants of health, and addresses one or more of these.
- Addresses local and/or cultural contexts that factor into implementation and scale.
- Examples:
  - Intervention to address low social status of women
  - Engagement of religious leaders to spread health messages
  - Tool or process to alleviate financial barriers.

## Business Innovation

- Maximizes the value, relevance and unique quality of the solution to create demand.
- Addresses affordability and accessibility barriers to the solution.
- Recognizes that there is always someone who needs to be convinced that the solution is a worthwhile investment.



## Business Innovation (continued)

### Examples:

- Affordable business model to get investor or government buy-in
- Strategy for developing manufacturing and distribution partnerships
- Incentivization within target community.

## Integrated Innovation: Our DNA

**Integrated Innovation** is an approach that Grand Challenges Canada will encourage applicants to use from the outset and throughout their projects. Grand Challenges Canada will ensure:

- Relevant criteria is included in each Request for Proposal
- Peer Review Committees include scientific/technological, social and business innovation experts
- Project milestones are incorporated into each grant to identify and address barriers to achieving scale.

# Examples of Integrated Innovation

## Diagnostics Solution

<b>Scientific/ Technological Innovation</b>	Novel, simple-to-use diagnostic device for rapid, accurate assessment of individuals' iron status in rural, low-resource settings
<b>Social Innovation</b>	Recognizing that the training many community health workers receive is minimal, the device is built to be easy to use
<b>Business Innovation</b>	As part of the solution's business plan, there is a detailed strategy to lower the costs of the device, including engaging a local manufacturing partner with an existing factory and distribution channels

## Mobile Health Solution

<b>Scientific/ Technological Innovation</b>	Mobile phone application providing educational material on pregnancy and newborn care via sound recording, which is easy to use, interpretable for women with low literacy, and appropriate in settings with poor health worker coverage
<b>Social Innovation</b>	Cause viral spread of the mobile application by targeting individuals who are naturally skilled at introducing information into social networks to use the app first
<b>Business Innovation</b>	Incentivize sharing of the app by providing those who pay for it with part of the proceeds from app sales; the remaining proceeds support the developer in project sustainability

## Behaviour Change Solution

<b>Scientific/ Technological Innovation</b>	Strategy for health behaviour change in a conservative religious setting
<b>Social Innovation</b>	Uses religious thought leaders to endorse and promote healthy community behaviours to support use of antenatal care, facilities for birth and immunization of newborns
<b>Business Innovation</b>	Models traditional business distribution channels and “top-down” messaging strategies that utilize key opinion leaders whose influence is important to promote and change behaviour.

## Service Delivery Solution

<b>Scientific/ Technological Innovation</b>	New service delivery model for effectively delivering treatment and care in a community-based setting with limited mental health services
<b>Social Innovation</b>	Integrates program into existing health system to expand access, and implements services responsive to local needs and cultural considerations, including stigma within the community; strategy to use the delivery model to build a case to government for decentralized mental health services and influence mental health policy
<b>Business Innovation</b>	Develop strategic partnerships with local medical and nursing schools to integrate mental health training into curriculum for sustained impact

# Integrated Innovation Questions

**Following are questions to ask yourself when developing your proposal for Grand Challenges Canada**

*Download the Integrated Innovation Workbook from our website for more detailed questions to consider.*



## Scientific / Technological Innovation

- How does your solution incorporate scientific or technological innovation?
- How is your scientific/technological innovation novel and unique?
- What is the current evidence for it?
- How will you validate and/or evaluate its effectiveness and what data are needed?

## Social Innovation

- How does your solution incorporate social innovation?
- What social and cultural factors will impact the development and scaling up of your solution?
- Who will you engage to develop and scale up your solution within the target population?
- How does your solution address the broader social determinants of health (elements outside the health system)?

## Business Innovation

- How does your solution incorporate business innovation?
- How will your business approach overcome barriers to introducing the solution to end-users?
- How does your solution address affordability?
- What is your model for scaling up and for eventual sustainability of your solution?
- What systems or resources are in place that could be leveraged to produce, distribute and deliver the solution?

# Thank you.

For more information, please contact:

T 416.673.6568  
info@grandsdefis.ca

Grands Défis Canada  
MaRS Centre, Tour du sud  
101, rue College, bureau 406  
Toronto (Ontario) Canada M5G 1L7  
grandsdefis.ca

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