

## Innovations Arising from Society

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Saied Reza Ameli<sup>\*,1,2</sup>

Innovation is crucial for societal progress and the resolution of social challenges. However, there are differences between innovation arising from the market and innovation arising from society and people. Market innovation typically aims to develop products or services that can be sold for a profit, while innovation arising from society is often motivated by addressing societal challenges and improving the lives of individuals. Innovation arising from society and people is typically driven by a different set of players, priorities, motivations, resources, and places of activity compared to the institutions of science, technology, and innovation. While scientific innovation is often driven by researchers and institutions with a focus on advancing knowledge and understanding, innovation arising from society is more likely to involve individuals and groups who are directly affected by societal problems and who are motivated to find solutions. One challenge facing innovation arising from society is the issue of sustainability and scalability. Successful innovations must be sustainable over the long term and have the potential to be scaled up to have a broader impact. One potential solution proposed in the article is to tap into the knowledge and experience of retirees to solve societal problems, particularly in the rural and agricultural sectors. This would enable the transfer of practical skills and knowledge to younger generations, while also providing retirees with meaningful opportunities to contribute to society. Overall, innovation arising from society and people has the potential to address important social challenges and improve people's lives. By recognizing and supporting these innovations, we can accelerate progress and create societies that are more inclusive.

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\* Corresponding Author, Professor, Tel: +9821 88630931, Fax: 02188630932, E-mail: ssameli@ut.ac.ir

<sup>1</sup> Faculty of World Studies, University of Tehran, Tehran, Iran

<sup>2</sup> UNESCO Chair on Cyberspace and Culture, and Cyberspace Policy Research Center