

## INFORMATION

# The SoRA Guide

Reflect to assess how socially responsive your green mobility innovation is.

This is a reflexive assessment framework created for **innovators, researchers, local authorities** and **community action workers** to recognise their innovation's societal readiness and their responsiveness to strengthen the same.

### INNOVATION:

For the purpose of this assessment, it refers to any product, process, service or initiative that attempts to do things differently to achieve decarbonisation in urban mobility.

### REFLEXIVE:

Finding strategies to question our own attitudes, thought processes, values, assumptions, prejudices and habitual actions, to strive to understand our complex roles in relation to others and in turn the responsiveness of our innovation.



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## SoRA is made up of **1 capacity map** and **4 reflexive canvases**

SoRA is designed to support reflexive assessments of **four areas** guided by **four key principles** of societal readiness.

### AREAS OF REFLEXIVE ASSESSMENT

#### OBJECTIVES

The intentions, priorities and co-benefits of the innovation

#### PROCESS

Process of innovation design and inclusion of considerations and stakeholders

#### IMPACT

Decarbonisation as a key impact amongst other innovation specific parameters

#### INTEGRATION

How the innovation fits into practices, place-based policy, culture and social trends

### KEY PRINCIPLES OF SOCIETAL READINESS



#### SOCIAL GOOD

An innovation contributing and promoting society's well-being.



#### EQUITY

Widening access to innovation and inclusion of stakeholders in the process of innovation.



#### UTILITY

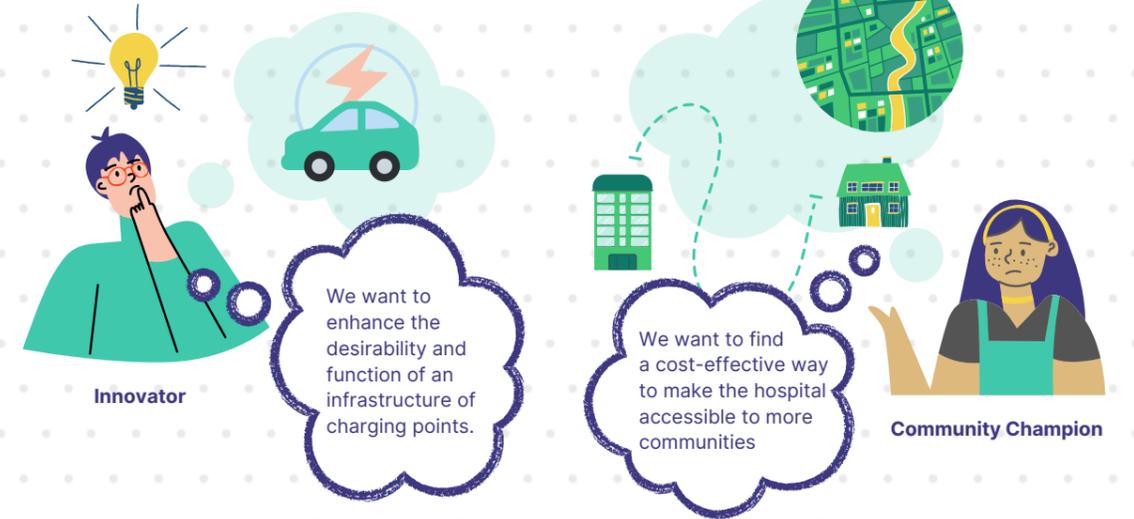
The ease for people to productively incorporate the innovation into their lives.



#### DECARBONISING EFFICACY

Limiting the use of carbon intensive materials, processes, and improving environmental conditions.

## WHEN YOU CAN USE SoRA



## HOW TO USE SoRA



### Step 1: Recognising Capacity

Use the capacity map to **identify the innovation's relative position amongst strengths and drawbacks**. Make a 'tick mark' in the circles as an answer to the corresponding questions.



### Step 2: Reflecting

Use **worksheets 01 -04** to reflect on details of your innovation's objectives, process, integration and impact.



### Step 3: Re-assessing

Come back to the capacity map to **identify the revised relative position of your innovation**. Colour in the circles as a re-assessed answer to the corresponding questions.



Then, scan the QR code to see our collection of tools that might support your area(s) of improvement!

## WHAT YOU CAN EXPECT

At the end of the SoRA activity, you will have identified key areas of the innovation that could better reflect the four principles to inform responsiveness, planning and action towards societal readiness.

## GOOD TO KNOW

- You can **work alone or in teams** to explore the SoRA material.
- These activities will take you **approximately 60-90 mins**.
- Best to **print on A3 size paper**.
- You can keep coming back to do these activities to **re-reflect on your progress**.
- You can **show the worksheet to someone** who knows about your innovation and ask their opinion.

## DISCUSS

Which project or innovation would you be assessing today?

Write, sketch, or use stickies to briefly describe the project or innovation  
Consider : what, where, how, who is the user, when is it used

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## NEXT >>>>

Keep this step in mind throughout the activities and **go to the capacity mapping sheet** to mark the relative position of your innovation



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Read through the stages of **past, present and future** in the diagram below and discuss where the innovation you will be assessing is **positioned**.

Think about the **indicative points** that are written below each section of the strip as a **guide** to identifying where your innovation is placed.

### UPCOMING PROJECT

- **Problem or opportunity** is being **identified**. Innovation and development are in the **preliminary stage**.
- **The intended impact and context** or place of delivery are being shaped.
- **Proof of concept** needs to be developed through **ethnographic and analytical evidence**.

### ONGOING PROJECT

- **Components** of the innovation are **being evaluated** with and against each other.
- **Prototypes** are being **tested** in controlled environment or small groups for qualitative insights.
- **Innovation** is being **iterated**.

### COMPLETED PROJECT

- The innovation has been **tested** and is **ready for implementation** into existing community, neighbourhood or system.
- The innovation is '**Society Ready**' and **insights** can be **adapted**.

ACTIVITY

# Capacity Mapping

Use this map to recognise to what extent you have incorporated societal readiness principles into the the 4 areas of (objectives, process, integration, impact) your innovation. Think of them as **opportunities to strengthen your innovation**. You can answer the questions on the Capacity map, by **ticking the circles where you think you fall**.

### NEXT >>>>

Once each area is complete, go to the **reflexive canvases 01-04** and answer the questions. Then return to the Capacity map to **colour in the circles** to reassess your position based on the reflections.

### Once you finish the entire activity >>>>

Scan the QR code to see **more tools to develop and strengthen** the areas of your innovation!



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## 01. OBJECTIVES

*Defining the intentions, priorities and co-benefits of the innovation*

- 01.** To what extent do you feel the objectives of the innovation might achieve desirable outcomes?
- 02.** Have you/will you modify the innovation to extend it's priorities to include other benefits?
- 03.** Do you anticipate that the innovation has been/will be delivering across a wider spectrum of benefits than at the outset of the development?

## 02. PROCESS

*Process of innovation design and inclusion of considerations and stakeholders*

- P1.** To what extent do you feel the innovation is being developed and modified to maximise its potential?
- P3.** Have you/will you be actively engaging with the stakeholders relevant to the development and implementation of your innovation?
- P2.** Do you anticipate that engagement with stakeholders will lead to meaningful input from them in terms of shaping the innovation?

## 04. IMPACT

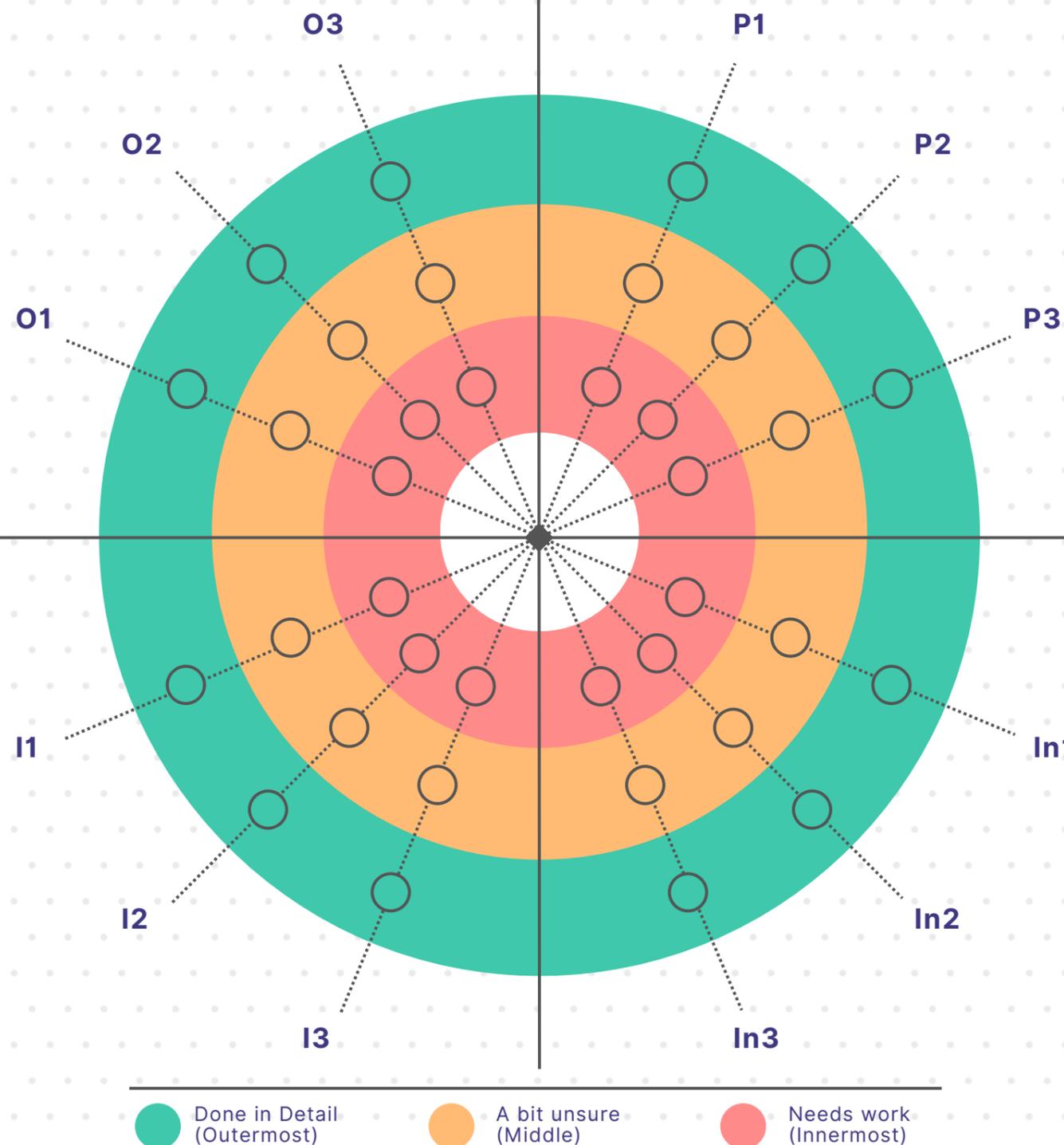
*Decarbonisation amongst innovation specific parameters*

- I1.** How well informed do you feel your team is regarding decarbonisation with respect to your innovation?
- I2.** Have you/will you modify your innovation to maximise its carbon reduction potential?
- I3.** Do you anticipate that any modifications would lead to improvements in rate or scale of decarbonisation or other benefits?

## 03. INTEGRATION

*How the innovation fits into practices, place-based policy, culture and social trends*

- In1.** To what extent do you feel that your innovation fits into relevant practices, policy, social trends, others' priorities and agendas?
- In2.** Have you/will you modify the design of the innovation to align it with other policies, trends, agendas and priorities?
- In3.** Do you anticipate that any modifications would result in stronger foundations, adoption and continued use of the innovation?

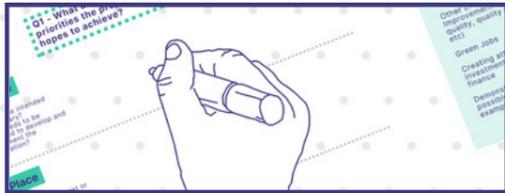


● Done in Detail (Outermost)
 ● A bit unsure (Middle)
 ● Needs work (Innermost)

## ACTIVITY

# 01. Reflexive Canvas Objectives

Use this canvas to define the intentions, priorities and co-benefits of the innovation.



Answer the questions with the help of the prompts provided.



Extend your reflection to the Consider and Deep-Dive boxes.



Discuss opinions and ideas with your colleagues throughout the activity.

## NEXT >>>>

When you complete the canvas, go to the 02 canvas, to continue reflecting on the **PROCESS** of your innovation.



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**Q1 - What are key objectives the innovation hopes to achieve?**

**Q2- What is the scope for additional impact and/or benefits?**

### People

*Intended beneficiaries and other groups or communities the benefits might extend to.*

### Place

*The location, context and background. If relevant, also consider social and cultural trends.*

### Resources

*Required tools, material, funding, talent, research or co-ordination.*

### Risks & Challenges

*Unintended consequences. Also consider anticipated challenges in adoption, cost to user, and communication.*

### Strengths & Opportunities

*Key areas for impact, and factors working in favour of the innovation.*

### Have you considered?

- Financial Viability
- Profit
- Benefit to target communities
- Benefit to excluded or marginalised people
- Collection of Data
- Carbon reduction
- Other Environmental Improvements (air quality, quality of place, etc)
- Green Jobs
- Creating attractor for investment/ green finance
- Demonstration of what is possible through examples

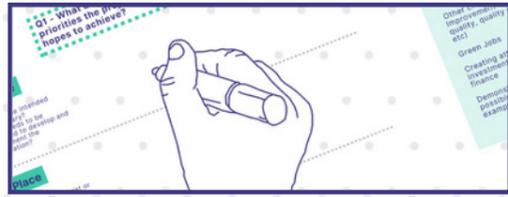
### IF YOU WISH TO TAKE A DEEPER DIVE, THINK ABOUT..

- How will the innovation deliver identified desirable outcomes?
- Could monitoring plans or mitigation measures be developed to address unintended consequences the innovation?

## ACTIVITY

# 02. Reflexive Canvas Process

Use this canvas to reflect on the **process of the innovation by using the considerations and stakeholders.**



Answer the questions with the help of the prompts provided



Extend your reflection to the Consider and Deep-Dive boxes.



Discuss opinions and ideas with your colleagues throughout the activity.

## NEXT >>>>

When you **complete the canvas**, go to **03 canvas**, to continue reflecting on the **INTEGRATION** of your innovation.



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**Q1 - How has the innovation been developed and modified to maximise it's potential?**

**Q2 - How have stakeholders been engaged to meaningfully impact the shaping of the innovation?**

## People

*who need to be involved to develop and implement the innovation.*

## Place

*Social and cultural trends  
If relevant, also consider infrastructure.*

## Resources

*Required tools, material, funding, talent, research or co-ordination.*

## Risks & Challenges

*Anticipated challenges in development, communication and delivery.*

## Strengths & Opportunities

*Key areas for impact, and factors working in favour of the innovation process.*

**Consider who is going to be involved and how are they going to be involved :**

- |  |  |
|--|--|
| <input type="checkbox"/> Users                                 | <input type="checkbox"/> Businesses                      |
| <input type="checkbox"/> Community Representatives             | <input type="checkbox"/> Investors                       |
| <input type="checkbox"/> Youth Representatives                 | <input type="checkbox"/> Suppliers                       |
| <input type="checkbox"/> Activist Groups                       | <input type="checkbox"/> Policy-Makers                   |
| <input type="checkbox"/> Black, Asian, Minority, Ethnic Groups | <input type="checkbox"/> Local Authorities               |
| <input type="checkbox"/> Elderly                               | <input type="checkbox"/> Obvious near markets            |
| <input type="checkbox"/> Women                                 | <input type="checkbox"/> Possible next markets           |
| <input type="checkbox"/> LGBTQ+                                | <input type="checkbox"/> More difficult-to-reach markets |
| <input type="checkbox"/> Non-Users                             | <input type="checkbox"/> Others                          |

- |   |  |
|---|--|
| <input type="checkbox"/> Education              | <input type="checkbox"/> Partnership                 |
| <input type="checkbox"/> Information & Feedback | <input type="checkbox"/> Co-Design                   |
| <input type="checkbox"/> Consultation           | <input type="checkbox"/> Stakeholder led development |
| <input type="checkbox"/> Joint Planning         |  |

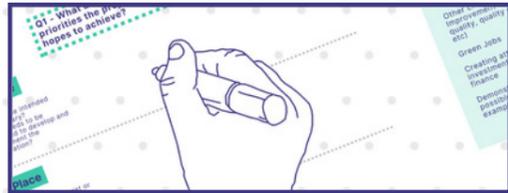
## IF YOU WISH TO TAKE A DEEPER DIVE, THINK ABOUT..

- Who should be part of the innovation Design team? Consider Diversity and representation, skill-sets, etc
- Being open to opposing views. How would dissent change the design of the innovation?

## ACTIVITY

# 03. Reflexive Canvas Integration

Use this canvas to reflect on **how the innovation fits into place-based policy, culture and social trends.**



Answer the questions with the help of the prompts provided



Extend your reflection to the Consider and Deep-Dive boxes.



Discuss opinions and ideas with your colleagues throughout the activity.

## NEXT >>>>

When you **complete the canvas**, go to **04 canvas**, to continue reflecting on your the **IMPACT** of your innovation.



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**Q1- How does the innovation fit into relevant practices, social trends, priorities and agendas?**

### People

*Intended beneficiaries and others who need to be involved to deliver and support integration.*

### Place

*Infrastructure, topography and weather conditions. If relevant, also consider socio-cultural trends.*

### Resources

*Required tools, material, funding, talent, research or co-ordination.*

### Risks & Challenges

*Anticipated challenges in adoption, communication and sustainable or continued use of innovation*

### Strengths & Opportunities

*Key areas for impact, and factors working in favour of the innovation process.*

### Have you considered?

**Are you aware of research that could better inform your development?**

- Reducing Carbon
- Influencing how people travel
- Communication and Strategy

**How does the innovation align with...**

- National Policy
- Regional Policy
- Local Policy
- Community Practices

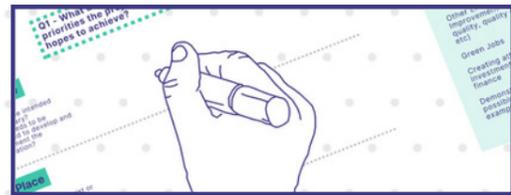
### IF YOU WISH TO TAKE A DEEPER DIVE, THINK ABOUT..

- Is the innovation designed to tackle a recognised problem or social opportunity? Or is it designed speculatively to attract new markets?
- Will the implementation of the innovation lead to exclusion of any groups of people? How can this be addressed?

## ACTIVITY

# 04. Reflexive Canvas Impact

Use this canvas to reflect on **decarbonisation amongst innovation specific parameters.**



Answer the questions with the help of the prompts provided.



Extend your reflection to the Consider and Deep-Dive boxes.



Discuss opinions & ideas with your colleagues throughout the activity.

## NEXT >>>>

When you **complete the canvas**, go to **Capacity Mapping** again to re-assess your innovation's strengths and weaknesses **in the 4 areas** and **scan the QR code** to see recommended tools.



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## Q1- How is the impact of the innovation being measured?

### People

*involved with measuring impact. Also consider response, adoption and benefits.*

### Place

*Rate and scale of decarbonisation. Also consider place-specific parameters or changes.*

### Resources

*Required tools, material, funding, talent, research or co-ordination to evaluate the innovation's impact.*

### Risks & Challenges

*Anticipated challenges in measuring impact. Also consider potential to create problems in other areas, despite benefits to target area.*

### Strengths & Opportunities

*Key areas for impact, and factors working in favour of the innovation.*

### Have you considered?

- Measuring Impact
  - Carbon Budget
  - Informed Estimate : .....
  - Other : .....
- Avoidance
  - Zero Carbon Fuel
  - Reducing Travel
  - Other : .....
- Shifting
  - Low Carbon Alternatives
  - Changing Behaviour
  - Other : .....
- Improving
  - Energy Efficiency
  - Communal Travel
  - Other : .....

### IF YOU WISH TO TAKE A DEEPER DIVE, THINK ABOUT..

- What is the realistic and potential scale and rate of decarbonisation for the innovation? What would have to happen to realize the potential?
- How far up and down the supply chain can you look to identify the impacts of your innovation?