



## MAPPING INNOVATION IN THE NON-PROFIT SOCIAL SECTOR

Social Network Analysis (SNA) is a research approach focused on mapping and measuring relationships and flows between people and groups. An analysis of social networks allows for the identification of and an enhanced understanding of communities of practice, cliques, isolation, barriers and opportunities for innovation. Similar to the geospatial layering approach envisioned for the Digital Basin project, social networks within the Basin will be mapped according. The first phase of SNA within the Basin will focus on the non-profit social sector. Research will aim to identify key stakeholders/ organizations, connections & pockets of isolation, nodes of innovation and opportunities for knowledge transfer. This research initiative will ultimately support a better understanding of the social sector landscape with respect to key stakeholders, the strength of their relationships, barriers to knowledge and innovation, and the plans / indicators already in place to support local data collection. Findings will inform future State of the Basin development.

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