## **Need for social innovation**



## Social innovation of community wind in Japan

- Social responsible invest of residents and citizen
  - 400-4000 \$ for one unit of invest
  - 1.5-3% of return
- Additions for investors
  - Certification card
  - Meeting of investors
  - Sign of investor on the tower
- Additions for local society
  - Distribution of benefit
    - Direct return through investment
    - Donation from dividend
  - Visitors
    - 300-750 investors for each project
    - 90% of them visit/ will visit the sight.
  - New social network
    - A chance for various type of people to know each other
    - New business chance



## **Enhanced acceptance by creating social network**



