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Tech for good, a stimulator of social innovation: The Moroccan case

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Abstract:

This article explores how the emerging concept of Tech for Good, using technology to solve social and environmental problems, can catalyze social innovation and generate large-scale positive impact. Based on a recent literature review on social innovation and Tech for Good, the study highlights the importance of a genuine "Tech for Good" inspired by capability theory, offering development opportunities based on the talents expressed by individuals, while considering their potential capabilities. The article also explores the interconnection between technology and social innovation, highlighting the impact of Tech for Good on social transformation. Concrete initiatives, such as DabaDoc in Morocco, testify to the commitment of local players to using technology for social solutions. In summary, this scientific paper aims to deepen understanding of Tech for Good as a lever for social innovation, exploring its implications for social justice, inclusion, and sustainability.

Keywords: Tech for Good; Social innovation; Inclusion; Sustainability; Capability theory.
JEL Classification: O35
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1. Introduction

Tech for Good, or technology for social good, is an emerging concept that aims to use technological advances to solve social and environmental problems. This approach is based on the idea that technology can be a catalyst for social innovation, providing innovative solutions to the challenges facing communities and the planet.

According to Gorgi et al, (2020), Tech for Good is closely linked to social innovation, to the point where it becomes difficult to distinguish technology from social innovation. This interconnection underlines the importance of Tech for Good as a lever for social and economic transformation.

Tech for Good is also associated with social innovation initiatives, such as those described by Phills et al. (2008). These initiatives aim to invent, support, and implement innovative solutions to social needs and environmental problems, using products, production processes, technologies, principles, ideas, social movements, interventions, or a combination of these.

In addition, Ménissier (2018) points out that Tech for Good can be inspired by capability theory, providing real development opportunities based on the talents expressed by individuals, while taking into account their potential talents.

As such, Tech for Good represents a fast-growing field, with significant potential to catalyze social innovation. By leveraging technological advances, Tech for Good offers opportunities to create a positive impact on society and the environment, while fostering the development of innovative and sustainable solutions to contemporary challenges.

The Moroccan context for Tech for Good is evolving, with emerging initiatives aimed at using technology to solve social and environmental problems. Although specific academic sources on the Moroccan Tech for Good context are limited, the Moroccan government and various civil society actors recognize the importance of technological innovation to solve social and environmental problems.

In addition, initiatives such as DabaDoc, a platform for booking medical appointments online, and the "Joussour" mobile app for locating waste collection points, illustrate Morocco's commitment to Tech for Good. These initiatives reflect a collective awareness of the importance of positive societal impact at the heart of digital transformation. Furthermore, Morocco recognizes the pivotal role that Science, Technology, and Innovation will play in achieving the 2030 Agenda, underlining the importance of technological advances for the country's sustainable and social development. In short, Morocco is committed to technological innovation in the service of social and environmental good, offering opportunities to play a significant role in this rapidly evolving field.

Our question is therefore as follows: How can Tech for Good, as an emerging concept aimed at using technology to solve social and environmental problems, serve as a catalyst for social innovation and help create a positive impact on a large scale, while addressing challenges related to social justice, inclusion, and sustainability?

To provide an answer to our problem, our paper will be divided into four axes:

- Research methodology;
- Tech for Good and social innovation, a presentation of the concepts;
- The state of play and the impact of Tech for Good on social innovation in Morocco;
- And finally, the challenges and opportunities presented by Tech for Good in the Moroccan context.

2. Research methodology

In this article, we begin by detailing the methodology underlying this literature review, aimed at providing an in-depth understanding of the current situation of Tech for Good projects, also known as Technology for social good, in Morocco. The main objective is to analyze their impact on social innovation and identify the challenges and opportunities specific to this particular context.

To achieve these objectives, our methodological approach is based on a targeted literature search. As a first step, we will undertake an in-depth analysis of previous work on the subject of Tech for Good, with a particular focus on the Moroccan context. This step aims to establish a solid foundation by reviewing previous contributions and identifying gaps or areas requiring further exploration. Next, we will proceed with a rigorous selection of the works deemed most relevant to feed the present literature review.

Our article will be structured in three main sections to provide conceptual clarity. The first section will take a detailed look at the concepts of Tech for Good and social innovation. It will include an in-depth presentation of these concepts to enable a better understanding.

The second section will explore the current state of play and the concrete impact of Tech for Good on social innovation in Morocco. This part of the article will critically analyze the various projects underway, examining how they have influenced communities and individuals in the country.

Finally, the third section will focus on identifying the current challenges and obstacles facing Tech for Good initiatives in Morocco. We will also highlight emerging opportunities, such as potential collaborations and technological advances that could further stimulate the development of Tech for Good in the Moroccan context. This structured approach aims to provide a comprehensive and balanced analysis, shedding light on the current Tech for Good landscape in Morocco.

In conclusion, this literature review will endeavor to provide essential information on Tech for Good in Morocco, while identifying areas for future research and encouraging the continued development of socially responsible technology projects in this specific context.

3. Conceptualizing social innovation and Tech for Good

Social innovation is a concept that aims to solve social and environmental problems using innovative approaches. Tech for Good, on the other hand, is an emerging concept that aims to use technology to solve these same problems. These two concepts are closely linked, as technology can catalyze social innovation. In this section, we will explore these concepts to gain a better understanding of them.

3.1. Social innovation

The concept of social innovation appeared in social psychology in 1970, about the study of technical or technological innovations (Gurviez & Sirieix 2013). In 1999, Bouchard defined social innovation as "any new approach, practice or intervention, or any new product developed to improve a situation or solve a social problem, that has found a taker in institutions, organizations or communities".

The term social innovation has become popular as an umbrella concept describing a range of social programs and initiatives deserving of attention (Pue et Al, 2016).

According to Sayarh and Bennis (2020), social innovation consists of developing new responses to social needs that are new or poorly met under current market and social policy conditions, involving the participation and cooperation of the stakeholders concerned, particularly users and users. These innovations concern not only the product or service itself

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but also the way it is organized, distributed, and so on.

According to the Déclaration québécoise pour l'innovation sociale (Réseau québécois en innovation sociale, 2011), social innovation is a new idea, approach, or intervention, a new service, product or law, a new type of organization or partnership, that meets a defined social need and has a collective, measurable benefit. Takers participate in the process, taking ownership of the social innovation and benefiting from it. Their primary role is to benefit from social innovation. But they also implement innovative practices by taking part in discussions, development, adjustments, and evaluations.

Pue et al (2016) defines social innovation as a process encompassing the emergence and adoption of socially creative strategies that reconfigure social relations to achieve a given social goal. This process must take into account several important characteristics, according to the same authors.

Firstly, this definition of social innovation present as a dynamic process rather than a final state. Elle englobe une série d'étapes et de changements liés à l'évolution d'une stratégie sociale créative vers son adoption finale. Social innovation is characterized as being driven by two "engines": an acting engine, reflecting the actions and intentions of individuals in the process, and a structural engine, similar to institutionalization, which shapes the context and mechanisms underlying the production and reproduction of socially creative strategies over time.

Secondly, process innovation implies emergence and adoption of strategies socially creative. La stratégie socialement créative, en tant que réactant clé, initie l'innovation sociale par son invention, mais des transformations tout au long du processus. Thus, the social innovation process requires a socially creative strategy to begin with. The two other elements of the definition of social innovation define the characteristics of creative social strategies. To be considered as a social innovation, strategy social creative must seek to reconfigure the social relations view to generate a social benefit.

Thirdly, the creation of social benefits is not a condition of our definition of social innovation. As stated above, our definition requires that a socially creative strategy intends to use social practices to solve social problems, which indicates that the socially creative strategy is problem-solving. It is not necessary for the actors involved in social innovation to act altruistically. Furthermore, our definition does not imply that the outcome will improve society or generate a social benefit, even if the strategy is successfully adopted. A misdirected socially creative strategy, even if adopted through a social system, might fail to improve social conditions and might even produce detrimental results. It would nevertheless have undergone the process of social innovation.

Finally, social change inevitably emerges from social innovation. Even if a socially creative strategy fails, for various reasons, to complete the social innovation process by reaching the final state of adoption, a completed social innovation process will always result in social change. As explained in more detail below, this outcome results from the interaction of the two drivers of social innovation: the acting driver and the structural driver.

In this sense, social innovation is a process of change driven by an acting motor and a structuring motor. In this way, Tech for Good is seen as a means by which social innovation can be implemented in a more effective and scalable way, harnessing the potential of technology to solve social problems and create a positive impact.

3.2. The Tech for Good

Bardeau (2022) defines Tech for Good as a currently fashionable term for technological and digital solutions designed to accelerate the transition to a more sustainable and

responsible society.
It's about leveraging technological advances to address social, environmental, and humanitarian challenges, to improve people's lives and promote well-being. Tech for Good initiatives focuses on the development and deployment of technological solutions that contribute to sustainable development, equality, inclusivity, and positive societal impact (Iqbal and Campbell, 2023).
Thus, Tech for Good can be applied in several ways, as highlighted by the scientific works and articles consulted. It aims to put societal impact at the heart of economic growth by using new technologies and digital tools to solve societal and environmental problems. This translates into the creation of ecosystems of companies, associations, and investors acting in synergy as a strong lever for ecological transition and social innovation. Tech for Good can also be implemented through initiatives such as Tech for Education, Future of Work, Tech for Diversity, Tech for Economic Inclusiveness, Tech for Environment, Tech for Good Afrique, and AI for Good.
These initiatives aim to combine societal impact with economic growth, demonstrating that technology can be at the service of the common good. What's more, Tech for Good can be applied to foster ecological transition, promote social inclusion, combat inequality, and improve quality of life overall.
It is in this sense that Moroccan local players are making colossal efforts to put technology at the service of society, to alleviate societal problems such as exclusion, social injustice...

3.3. Capability theory, a framework for understanding Tech for Good

Capability theory has had a significant influence in the fields of economics, political philosophy, and human development, providing a conceptual framework for assessing individual well-being and orienting development policies towards promoting people's real opportunities and freedoms.
This theory focuses on the ability of individuals to lead the lives they have reason to value, emphasizing the real freedoms they have to realize their aspirations. The notion of "capability" is constructed in opposition to utilitarianism and a critical relationship to Rawls's theory of justice. It draws on the concept of "relativity about the agent", introduced by Parfit and Nagel, to overcome the shortcomings of consequentialism, but also claims to reintegrate the evaluation of results into moral evaluation (Monnet, 2007).
Indeed, this theory offers a conceptual framework for assessing the impact of Tech for Good on individuals and society, highlighting the importance of the real freedoms available to individuals. It provides a tool for assessing well-being and human development, by highlighting the importance of the real freedoms available to individuals. In this way, capability theory offers a conceptual framework for understanding how Tech for Good can contribute to the realization of individual aspirations and the creation of a fairer, more equitable society (Ballet & Mahieu (2009); Robeyns (2007)).
In addition, Tech for Good can be assessed through its ability to contribute to achieving the Sustainable Development Goals (SDGs) determined by the International Telecommunication Union in 2018. Tech for Good is dedicated to using innovation to serve the common good, by responding to major global challenges. Tech for Good initiatives aim to create technological solutions to address specific issues, such as education, climate change, or healthcare, by using existing technologies in innovative ways or developing new technologies to meet social and environmental needs.
In this way, Tech for Good can be assessed in terms of its contribution to achieving the SDGs, providing a framework for measuring its impact on development and growth on a global scale.

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4. State of play and impact of Tech for Good in Morocco

In Morocco, the emergence of start-ups focused on Tech for Good illustrates the commitment of local players to using technology for social solutions. These initiatives reflect a collective awareness of the importance of positive societal impact at the heart of digital transformation. Tech for Good players in Morocco are contributing to the resolution of societal issues on a local scale, offering opportunities for a positive impact on the country's development and economic growth (Chapus, 2020).

The establishment of various initiatives reveals a shared awareness of the need to create a beneficial social impact during the digital transition. This reflects a collective understanding of social responsibility in the growing adoption of technology. A concrete example of this proactive approach is the Tech 4 Good Morocco community, which recently launched the "i3ana.ma" platform. This initiative aims to simplify the donation process for earthquake victims in Morocco.

This platform is a tangible example of how technology can be mobilized for humanitarian initiatives. Facilitating the online donation process, it eliminates the traditional barriers associated with financial transactions, making it easier and faster for individuals to contribute to important humanitarian causes. This concrete application of technology demonstrates how digital innovations can be put at the service of social good, fostering positive transformation within society. These efforts embody a proactive approach in which technology is used not only as a tool for progress but also as a means of responding to pressing community needs in emergency and crises.

Another notable illustration of the use of technology for social initiatives in Morocco is the "Leena" application, designed and developed by DigiServ, a subsidiary of the BNP Paribas Group and BMCI. This application was specifically designed to facilitate the blood donation process, playing an essential role in meeting the needs of the community.

"Leena" offers centralized access to crucial information related to blood donation, creating a user-friendly, easy-to-use platform. Thanks to this application, potential donors can quickly find information on collection centers, current blood requirements, collection events, and other relevant data. By simplifying this process, "Leena" encourages greater participation by Moroccan citizens in meaningful civic acts such as blood donation.

This initiative is in line with the solidarity deeply rooted in Moroccan culture. By harnessing technology to make the blood donation process more accessible and transparent, the "Leena" application illustrates how companies and organizations can integrate digital solutions to support humanitarian causes and promote altruistic behavior within society. It is also a testament to technology's ability to build bridges between citizens' needs and opportunities for action, helping to strengthen the social fabric and solidarity in Morocco.

In addition, Dabadoc is a concrete example of social innovation through the use of technology, as part of Tech for Good. This online platform enables users to find and book appointments with healthcare professionals in Morocco. By facilitating access to healthcare, Dabadoc is responding to a major societal challenge. This initiative demonstrates the positive impact of Tech for Good on the country's social and economic development, by offering an innovative solution to improve access to healthcare for Moroccan citizens.

In addition, Dabadoc is part of a global trend where technology is being used to solve societal problems, particularly in the field of healthcare. This initiative reflects the commitment of local players to using technology for social solutions, offering opportunities for a positive impact on Morocco's development and economic growth.

Finally, the "Joussour" mobile application enables users to locate waste collection sites in

different Moroccan cities. This concrete example demonstrates the strategic use of technology to solve both environmental and social challenges. It offers Moroccan residents a practical solution for easily locating the waste collection points closest to their homes, thus making a significant contribution to efficient waste management and environmental preservation. Although specific information on the "Joussour" application is somewhat limited, it is referenced in online sources such as the CARI Association Resource Center and the GTD Resource Center.

Thus, the Moroccan case of Tech for Good is part of a global drive to use technology for the common good, offering opportunities for Morocco to play a significant role in this rapidly evolving field.

Consequently, initiatives such as Joussour, i3ana.ma, Dabadoc, and Leena offer a considerable number of societal benefits in terms of social innovation and the use of technology to solve environmental and social problems. These initiatives help to improve access to healthcare, manage waste efficiently, promote social responsibility, and adapt to the specific needs of citizens.

By promoting access to healthcare services, initiatives such as Dabadoc and Joussour are playing a significant role in improving the well-being and health of Moroccan citizens. Simplifying the process of finding and booking appointments with healthcare professionals through these platforms is helping to make medical care more accessible and efficient. This is of crucial importance in the context of human development, as accessible healthcare services are essential for improving quality of life, promoting disease prevention, and ensuring a rapid response to medical needs.

At the same time, by facilitating waste management, these initiatives contribute to the preservation of the environment, a key aspect of sustainable development. Joussour, for example, by providing information on waste collection points, encourages more responsible waste management, thereby reducing negative impacts on the local ecosystem. Increased awareness of sustainable waste management has a positive impact on both human health and the environment, helping to create healthier, more resilient communities.

These initiatives are in line with a global trend in which technology is increasingly used as a powerful tool to solve societal problems. By offering practical solutions to health and environmental challenges, they create opportunities for a positive impact on Morocco's social and economic development. Furthermore, by promoting efficient use of resources and encouraging more sustainable practices, they are helping to forge a future where technology serves as a catalyst for balanced and resilient development (Addo et al., 2021).

The Leena application is a concrete example of "tech for good" having a substantial impact on human development in Morocco. The app aims to simplify access to the information needed to make blood donations, thereby contributing to several aspects of human development. Firstly, it promotes health by facilitating an increase in blood donations in Morocco through the provision of crucial information. In addition, it reinforces solidarity by responding to the intrinsic solidarity of Moroccans, offering a centralized and easy way to contribute to blood donation. At the same time, the Leena application plays a role in improving education, serving as a tool to raise awareness of the importance of blood donation and public health issues. Finally, it illustrates the use of technology for well-being by facilitating access to health information and services. In short, the significant impact of the Leena application on human development is demonstrated through the promotion of health, the strengthening of solidarity, the improvement of education, and the use of technology for the well-being of Moroccan citizens.

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5. The challenges and opportunities of Tech for Good in the Moroccan context

According to Oumlil & Aderkaoui (2020), the deployment of Tech for Good in Morocco faces several challenges to maximize its positive impact on human development and economic growth.

One of the major challenges facing Tech for Good in Morocco is the digital divide. This disparity manifests itself through unequal access to technology and the Internet, both between urban and rural areas, and within different strata of the population. This digital divide poses a serious risk in limiting the potential impact of Tech for Good on human development, thus excluding a portion of the population from access to crucial digital services.

Another crucial challenge lies in the protection of personal data, a decisive factor in building user confidence in digital services. Tech for Good must ensure that people's data is handled ethically and securely, underlining the importance of rigorous privacy standards in preserving user integrity and trust.

Finally, the design of Tech for Good must be developed with the impact dimension at the heart of its construction. This requires a thorough understanding of the needs and aspirations of Moroccan citizens, as well as active promotion of citizen participation. By integrating these perspectives, Tech for Good can optimize its positive impact on human development by responding more precisely to the real demands of society.

In economic terms, Tech for Good can create employment opportunities through the development of start-ups focused on social and environmental solutions. By encouraging innovation, it stimulates the creation of dynamic businesses, thereby contributing to the country's economic growth.

In terms of social inclusion, Tech for Good has the potential to reduce the digital divide by developing digital solutions that are accessible to all, including in rural areas.

Social and solidarity-based entrepreneurship also represents a significant opportunity for Tech for Good in Morocco, offering a springboard for social innovation. Strategies for developing social entrepreneurship in Morocco highlight the importance of promoting social entrepreneurship, developing an appropriate legal and regulatory framework, broadening the range of funding available, strengthening support, and helping social enterprises to access markets. Moreover, social innovation and social entrepreneurship are concepts gaining ground in Morocco, offering creative and sustainable solutions to the country's social, economic, and environmental challenges. What's more, Tech for Good players, particularly social entrepreneurs and tech for good companies, are coming together to share best practices, and continuously improve and influence debates, thus providing an ecosystem conducive to social innovation and the growth of social entrepreneurship.

Finally, Tech for Good represents a powerful lever for addressing complex societal issues in Morocco, by aligning technological progress with sustainable development and social inclusion objectives. By exploiting these opportunities strategically, Morocco can not only solve major problems but also prosper economically while promoting the well-being of its population.

6. Conclusion

Tech for Good offers a promising prospect for Morocco, opening up significant opportunities in terms of both human development and economic growth. Initiatives such

as Joussour, Dabadoc, i3ana.ma, and Leena are proving to be key players in societal transformation, making a positive contribution to several crucial sectors. Improving access to healthcare through platforms such as Dabadoc and Leena illustrates how technology can be a catalyst for more accessible healthcare services, while Joussour is involved in sustainable waste management, addressing environmental challenges (BENHADDOUCH & EL FATHAOUI 2022).

Social and solidarity-based entrepreneurship is also emerging as an essential pillar of this dynamic, bringing crucial benefits for social innovation and Tech for Good to the Moroccan context (OUACHANI, 2023). These businesses incorporate viable economic models while seeking to solve social and environmental problems. Their contribution to creating sustainable jobs, empowering local communities, and promoting corporate social responsibility strengthens the Tech for Good ecosystem.

However, challenges remain, such as the digital divide, which requires particular attention to ensure that the benefits of technology reach all segments of the population (Rizza, 2006). Looking to the future, empirical studies could provide in-depth insights into the real impact of these initiatives on human development and economic growth in Morocco.

In addition, the establishment of strategic partnerships between the public and private sectors, civil society, and social and solidarity-based entrepreneurship enterprises is emerging as a necessity, creating a diverse and collaborative ecosystem conducive to the flourishing of Tech for Good (Huybrechts, Nicholls, & Mouchamps, 2012; Dardour, 2012). The introduction of regular monitoring indicators would be an essential tool for assessing the long-term effectiveness and ongoing social impact of these initiatives. In short, Tech for Good and social entrepreneurship represent much more than simply the use of technology to solve concrete problems; they represent a genuine lever for innovation and social inclusion, offering Morocco a promising path towards a sustainable and prosperous future.Comment pouvons-nous maximiser l'impact de la Tech for Good et de l'entrepreneuriat social et solidaire au Maroc, en surmontant les défis tels que la fracture numérique et en renforçant les partenariats stratégiques entre les secteurs public, privé, et la société civile, pour créer un écosystème d'innovation sociale durable et inclusive ?

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