

**TITLE**

Social Impact, Cloud Computing and Innovation

**ABSTRACT**

A number of governments around the world and the European Commission are driving initiatives that leverage the so-called “network effect”, which is enabled by social, media and cloud technologies. Large networks, particularly social networks, can scale exponentially with the size of the network offering society the potential to drive significant social, political and economic change. This short talks looks at tangible, proven benefits of the cloud in different application areas. It then goes on to explore the role of new technology capabilities in the implementation of new types of social innovations that are more cost-effective and sustainable..