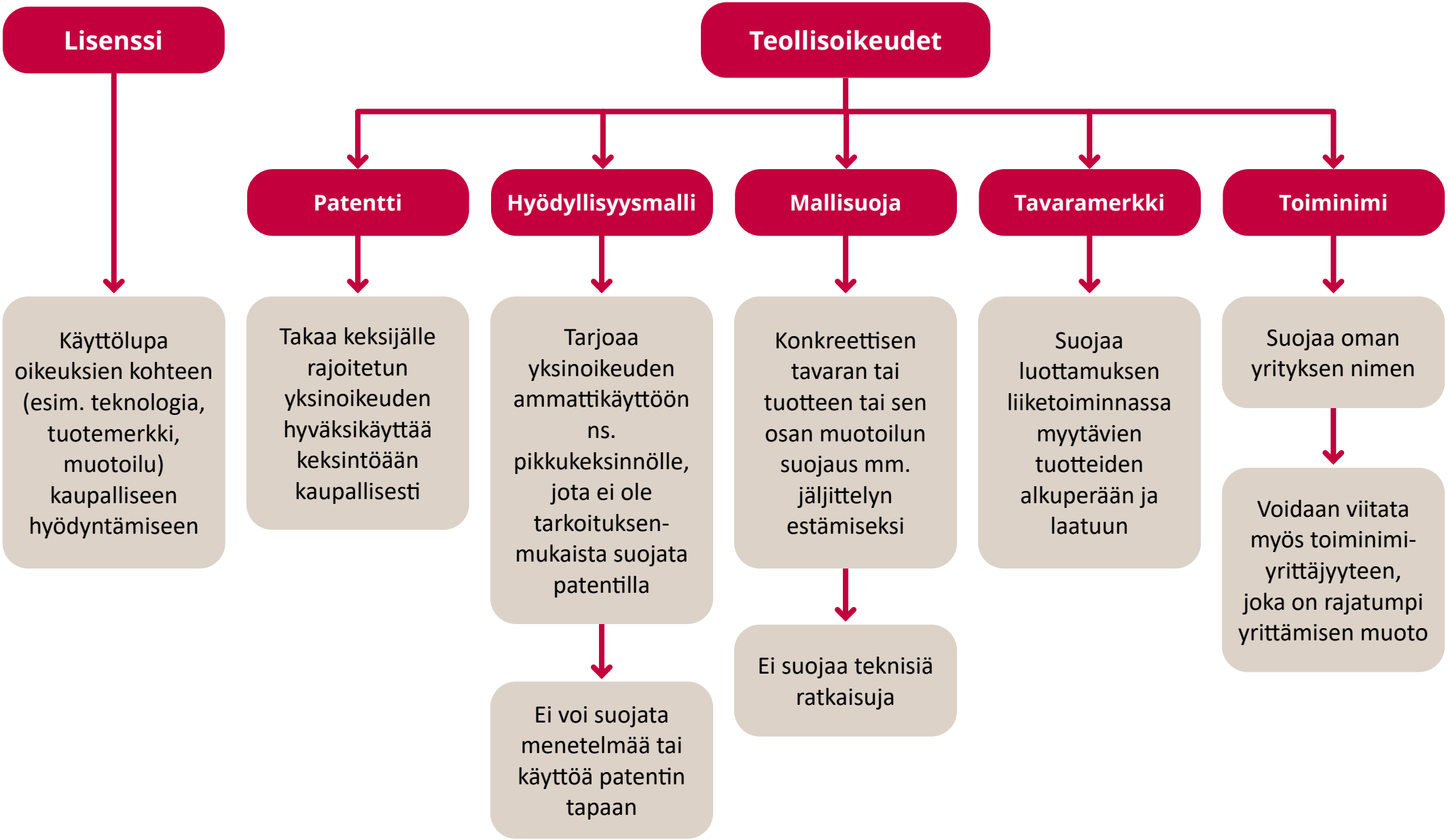Miten voin suojata sosiaalisen innovaation?