

# Moral Ordering Model

The **Moral Ordering Model** distinguishes between the contexts and occasions (or stages in the lifecycle of a social innovation) including:

- When the Ethos of a Social Innovation is defined/reflected on and the associated activity initiated/reviewed?
- The Management which plans, monitors and reports and the process of doing of the pilot activity of delivery and the experiences of stakeholders in relation to the new innovative process. (the discussions about planning, measuring, accounting, evaluating a pilot)
- Discussions about Feelings and Experiences of a social innovation from the perspective of the activity but also the context of social innovation
- The Moral Ordering Model then positions the Governing process as the contexts and occasions when the three activities in the relationships between the processes are examined and evaluated.

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**Define Ethos**

**Values**  
**Principles**  
**Intentions**

**Individual Cases**