



21 January 2011

RE: Frugal Innovation Initiative

To Whom it May Concern:

This letter provides background on the Frugal Innovation Laboratory, an initiative of SCU's Center for Science, Technology and Society (CSTS), in partnership with the Leavey School of Business and the School of Engineering. The Frugal Innovation Lab (FIL) fosters development and application of technologies in clean energy, clean water, public health, and mobile applications, in ways that meet the needs of "base of pyramid" communities worldwide. The FIL connects our faculty and students with partners in Silicon Valley, social entrepreneurs, and NGOs. Students and faculty researchers analyze the social, economic, political, and resource conditions in these communities, and acquire core competencies for engineering, management, and marketing to address emerging market design requirements, such as ruggedization, affordability, simplification, adaptation, and use of local materials. Courses such as "Engineering for the Developing World" or "Technology, Innovation & Public Health" bring the needs of underserved communities into the classroom; students design technologies for emerging, underserved markets that provide social benefit.

Frugal innovation addresses the environmental, social, and economic principles of sustainability by appropriate technology application in impoverished communities; it also stimulates sustainable and appropriate economic development. This initiative leverages the unique assets of Santa Clara University's CSTS, School of Engineering and Leavey Business School, Silicon Valley expertise, CSTS's international network of social entrepreneurs, international network of development organizations (such as Catholic Relief Services), and the international network of Jesuit universities. This is an emerging project, piloted last year, and will be a strategic focus of CSTS for the next several years.

Sincerely,

Keith Douglass Warner OFM, PhD
Assistant Director for Education
Center for Science, Technology & Society
kwarnerscu.edu