The role of society in providing social services is long-established. Meanwhile, the range of social issues having to be addressed by social services is continuously growing. The risks associated with resource constraints are expected to rise significantly, and this issue keeps generating debate on available resources' allocation. Social innovation strives to reflect and tackle these related, complex societal challenges. All activities, as well as the discussion related to social services' innovation, should be conducted in compliance with ethical principles. The main objective of this thesis is to contribute to an understanding that making ethical responsibility an integral part of everyday decision-making and practice empowers reaching a sustainable positive social change. This, in turn, can create a normatively compact solution - and vice versa.