NEED A BOOST TOWARDS SOCIAL INNOVATION?

CREATIVE INDUSTRIES AUSTRIA
TAKES YOU OUTSIDE THE BOX

"Social innovation: just a new buzzword or a new way forward?"

Anette Scoppetta
ZSI - Centre for Social Innovation
18 November 2014, Brussels

ZSI

The Three Core Questions

➤ *Why (and where) are **changes needed**?*
(EU Grand Societal Challenges)

➤ *What are **social innovations** and how can they contribute in solving the grand challenges?*
(State of the art on research on social innovations)

➤ *Which **framework conditions** are required to support social innovations?*
(with focus on public programmes and strategies)

EU Grand Societal Challenges

➢ Health, demographic change and wellbeing;

➢ Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the Bioeconomy;

➢ Secure, clean and efficient energy;

➢ Smart, green and integrated transport;

➢ Climate action, environment, resource efficiency and raw materials;

➢ Europe in a changing world - inclusive, innovative and reflective societies;

➢ Secure societies - protecting freedom and security of Europe and its citizens.

(Source: http://ec.europa.eu/programmes/horizon2020/en/h2020-section/societal-challenges)

Current Challenges of Working Life (Examples)

- Lack of working places in many regions

- Labour market (and thus social) challenges with regard to the inclusion of young, old, vulnerable groups of society

- Societal challenges of today's world of work:
  - Work Life Balance
  - Change of family structures
  - Migration to more affluent regions
  - Missing health and education infrastructure in deprived areas

- Adaptation of governance systems to upcoming demands (demographic change, migration, pension and health systems, skills shortages)

(Source: CE-Ageing Platform: www.ce-ageing.eu)

WHY *SOCIAL* INNOVATION ?

Evolution of Brains

**Social change, development, crisis and 'Grand Challenges':
Resources and solutions**

Innovative Technologies

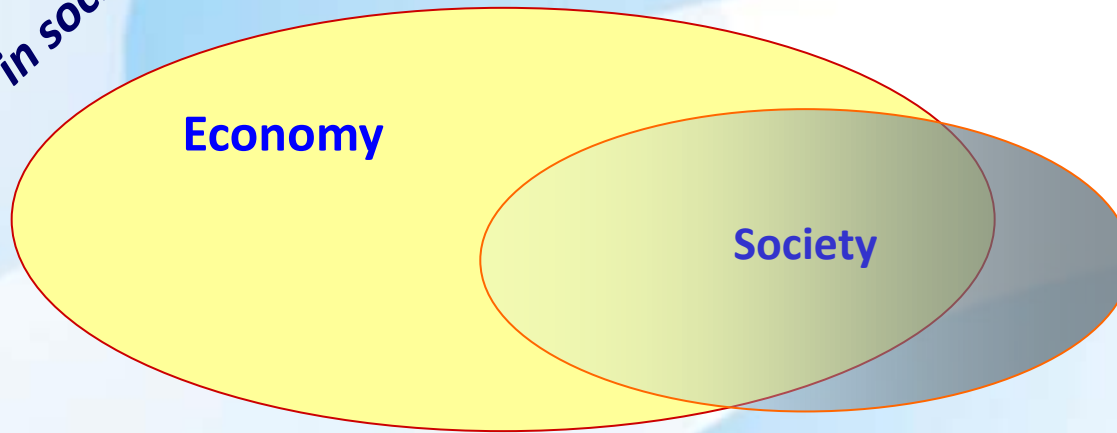**Collaborative intelligence &** intelligent collaboration

Social Innovation for Social Action

>> Cultural Evolution

"The Great Transformation"

Economic processes separate from society, dominate social relations instead of being regulated to benefit societal needs

Stress in social systems
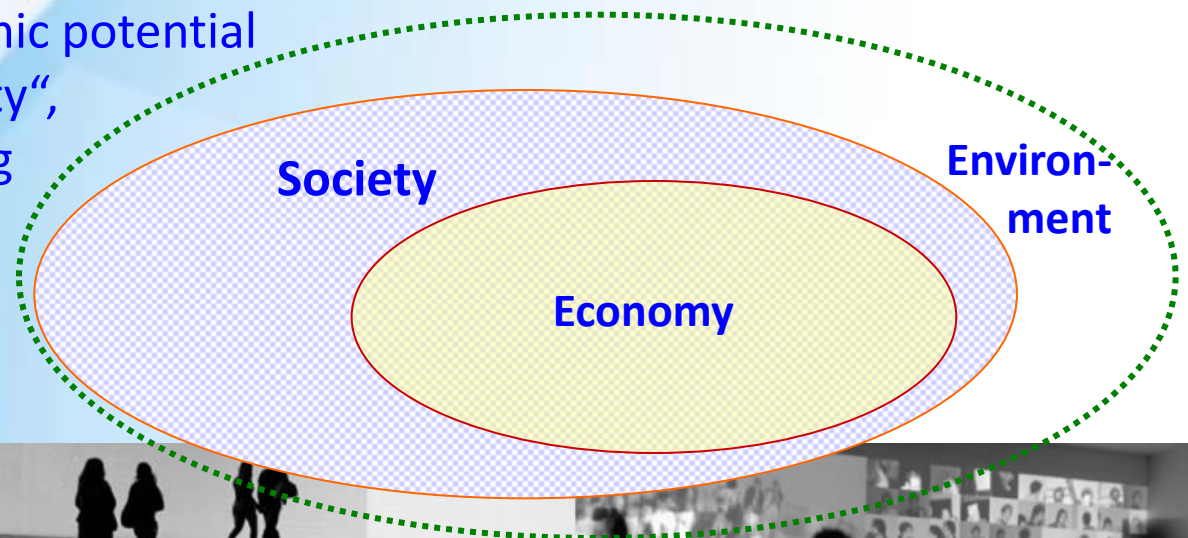
Economy

Society

„Society becomes an annex to the economy and market forces."

The utmost concern of social innovations in the 21st century:

To apply the vast economic potential of the „knowledge society", *as part of society,* serving more distributive justice instead of accelerating social inequality.

Society

Economy

Environ-ment

The Concept of Social Innovation

»Social innovations are new practices
for resolving societal challenges,
which are adopted and utilized by the individuals,
social groups and organizations concerned.«

With reference to Schumpeter
(‚Innovations are new combinations of production factors')
→ »Social innovations are new
combinations of practices«

*) Analytical definition by the Zentrum für Soziale Innovation, 2012: „All innovations are socially relevant" ZSI-Discussion Paper 13, p. 2: www.zsi.at/dp

Areas relevant to social change	Examples of social innovations	
	Old / historic / previous	**New / current / future**
Science, education and training	✓ Universities; compulsory education; Kindergarden; pedagog. concepts e.g. Montessori ...	✓ Technology enhanced learning; 'micro-learning', Web 2.0; Wikipedia; 'science mode 2'
Work, employment and the economy	✓ Trade unions; Chambers of commerce/labour; Taylorism; Fordism; self service	✓ Flextime wage records; CSR; social entrepreneurship; diversity mgmt.; collaborative consumption
Technologies, machinery	✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence	✓ Open source movement (com-munities); self constructed solar panels; decentralized energy prod.
Democracy, politics and justice	✓ 'Attic democracy'; the state as a juristic person; general elections	✓ Citizens participation; 3rd sector; equal rights; gender mainstreaming
Social and health care systems	✓ Social security; retirement schemes, welfare state	✓ Reforms of financing and access to welfare (e.g. 'birth right portfolio')

HOW TO CREATE SOCIAL INNOVATION ?

The „4-*i* process" of social innovation development:

o   *I*dea   >> What is the issue, what could be the solution?

o   *I*ntervention   >> Conceptualisation, define approaches, methods

o   *I*mplementation >> Using resources, breaking deadlocks, cooperation

o   *I*mpact   >> Measures of quality, range and scales, life cycle!

| Ideation | Intervention | Implementation | Impact |
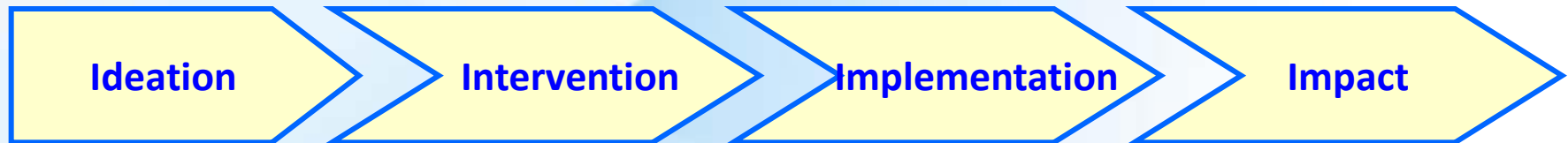
Only if there is notable impact, according to the objective(s),
an idea becomes an innovation.
<u>Success criteria:</u> *Novelty* or superiority of the solution; involvement of and benefit to
the *target group(s)*; *effectiveness* and sustainability; *replicability* and scaling.

Analysing social innovation examples

Public sector: Municipality of Kapfenberg (AT) – „Future for all"

- – *I*dea   >> Issue poverty – social assistance without stigmatisation
- – *I*ntervention   >> „Activity Card"
- – *I*mplementation   >> Transport companies, Caritas (NGO), Supermarket, Cafe, Sports ...
- – *I*mpact   >> Participation, elevating quality of life and cohesion

Business sector: ERSTE Bank (AT) – „2nd Savings Bank"

- – *I*dea   >> Issue private persons excluded from financial services, re-inclusion
- – *I*ntervention   >> Collaboration with insolvency advisers and social care NGO
- – *I*mplementation   >> Access to bank account, guidance by the NGO and bank volunteers
- – *I*mpact   >> Learning, inclusions, empowerment, scaling

Civil society: Nagykaniza (HU) – „Social housing reconstruction camp"

- – *I*dea   >> Issue: social exclusion, threat of eviction from homes
- – *I*ntervention   >> Negotiating rent arrears compensation by labour contributed
- – *I*mplementation   >> Contracts, camp and co-ordination of students, roma, professionals
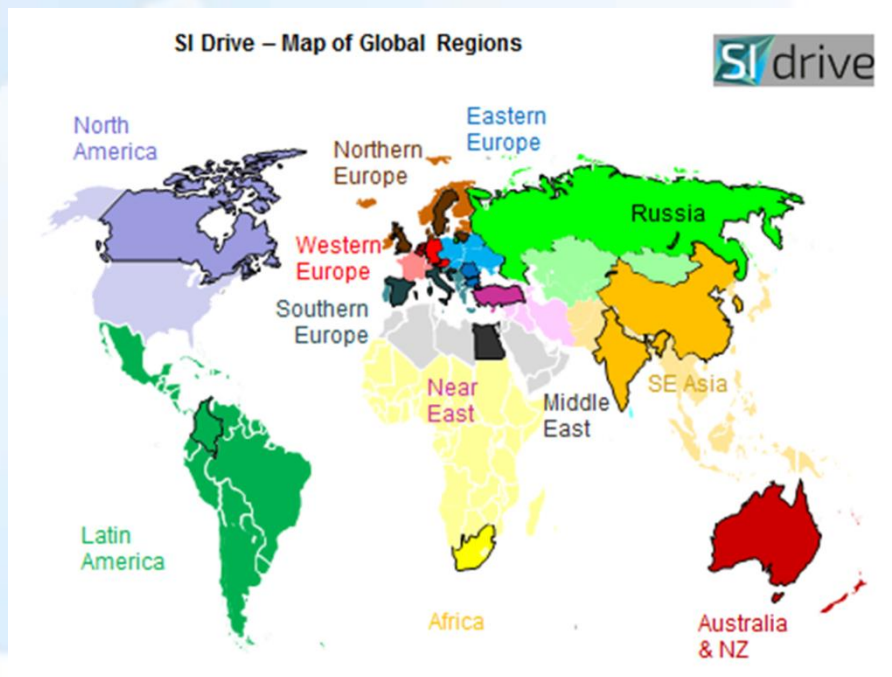- – *I*mpact   >> Better houses, cost/energy reduction, empowerment, replication

Research

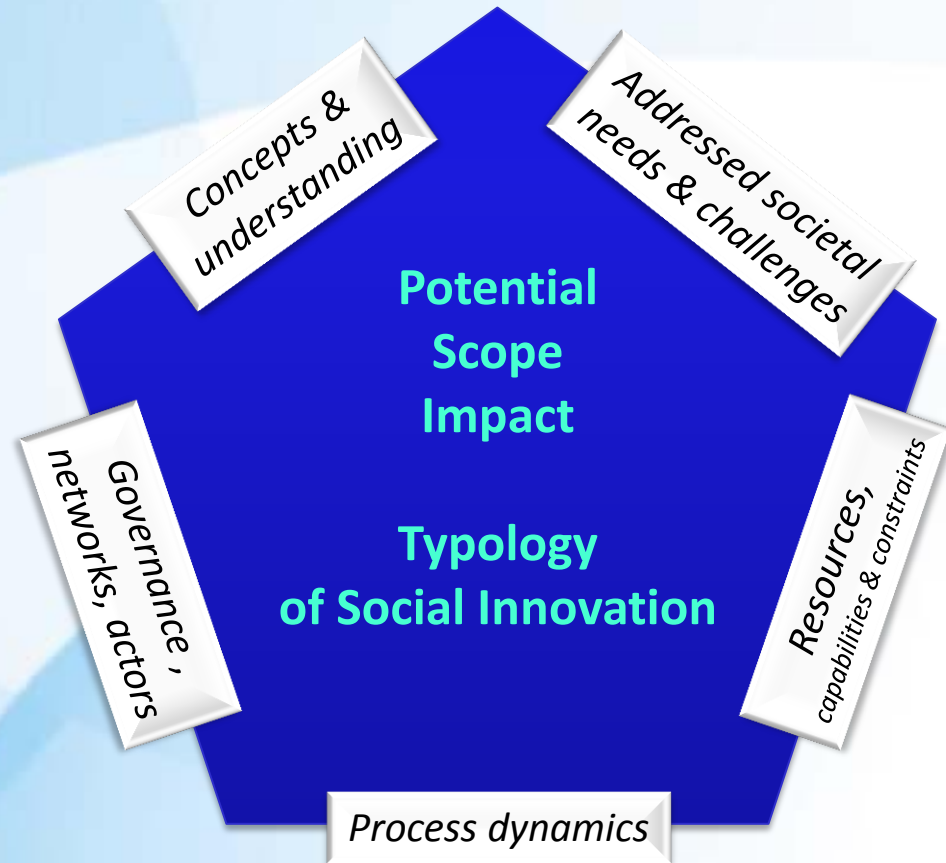# Social Innovation: Driving Force of Social Change

International Consortium Members:

SI-DRIVE involves 15 partners from 12 EU Member States, 10 partners from other parts of the world, and 14 high level advisory board members: all in all 31 countries involved.

SI Drive – Map of Global Regions

The Five Key Dimensions of Social Innovation

SIdrive

Concepts & understanding

Addressed societal needs & challenges

Governance, networks, actors

Resources, capabilities & constraints

Process dynamics

Potential
Scope
Impact

Typology
of Social Innovation

ZSI

Some Lessons Learnt so far

➢ Social innovations develop through the **interaction of individuals** in a **creative learning environment**. Social innovation thus must be understood as a **cooperative and reflective process** that is directed and guided by actors.

➢ Social innovations often grow in **partnership between the private, the public and the civil society**.

Obstacles to the development and mainstreaming of social innovations:

➢ traditional risk-averse and cautious organisational cultures of administrations,

➢ closed systems which favour single-issue solutions developed within clusters of organisations lacking mutual awareness, communication, networking and trust,

➢ fragmented capacities (resources, infrastructures and intermediaries) and skills (training, design tools, monitoring, validation and evaluation)

(Source: European Communities 2011; 'BEPA-Study')

Framework Conditions supporting social innovations: POLICIES & PROGRAMMES

Development of **a rich 'eco-system'** for enabling social innovations, and for ensuring 'stable, seamless and sustainable funding throughout all stages of the innovation cycle' (European Communities 2011 – BEPA-Study)

➢ **Extension of the innovation system** (e.g. incorporation of SI in universities, vocational training and adult education; innovation in science, development of indicators, metrics and statistics of social innovation)

➢ **SI-Infrastructure for the practice and research**: SI initiation and implementation in all sectors of society (e.g. networks, SI-communities, SI-research)

➢ **Funding of SI**: focused programmes and accompanying research

Framework Conditions: EU-POLICIES & PROGRAMMES

➢ **Social innovation and the EUROPE 2020 Strategy:**

*"…to design and implement programmes **to promote social innovation for the most vulnerable**, in particular by providing innovative education, training, and employment opportunities for deprived communities, to fight discrimination (e.g. disabled), and to develop a new agenda for migrants' integration to enable them to take full advantage of their potential…"*

➢ **EU Programme for Employment and Social Innovation (EaSI)**:
budget € 815 million for 2014-2020

➢ Overview of **EU funded research projects** under the „Social Sciences and Humanities" programme in the 7th EU Framework for Research, Technology Development and Innovation: http://ec.europa.eu/research/social-sciences/pdf/ssh-projects-fp7-5-6-social-innovation_en.pdf

Still, national programmes/strategies may lack supporting social innovations.
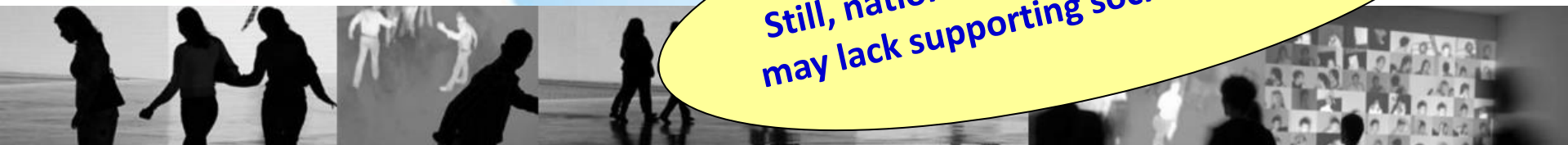
TO SUM UP …

Our societies are confronted with societal challenges such as climate change, demography, health, etc. that cannot be solved by single working institutions on their own. The lessons learnt on analysing social innovations tell us that in order to contribute to solving the societal challenges the following is required:

- **Vivid interaction between different players such as the public, the private and the civil society (*the creative industry has an important role to play in cooperation with the others!*)**

- **SI-Ecosystem, SI-Infrastructure, SI-Funding**

Social innovations are not „good" per se!

Transfer of the responsibility of the public to the market/the civil society!

For further reading …

'BEPA-STUDY': Empowering people – driving change. Social innovation in the European Union.
Background study, leading the European Commission into the area of social innovation.
BEPA (Bureau of European Policy Advisers), 2011:
http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf

THE OPEN BOOK OF SOCIAL INNOVATION.
Robin Murray, Julie Caulier-Grice, Geoff Mulgan, 2010. Presents a lot of cases from public, private and civil society sectors and information about various forms of support in the public sector, the grant economy, the market economy, the informal or household economy
http://youngfoundation.org/wp-content/uploads/2012/10/The-Open-Book-of-Social-Innovationg.pdf

GUIDE TO SOCIAL INNOVATION
European Commission, prepared by DG Regional and Urban Policy and DG Employment, Social affairs and Inclusion with inputs by various other DGs, 2013
Includes examples of social innovation funded by the Structural Funds and modes of funding
http://ec.europa.eu/regional_policy/sources/docgener/presenta/social_innovation/social_innovation_2013.pdf

NEED A BOOST TOWARDS SOCIAL INNOVATION?

CREATIVE INDUSTRIES AUSTRIA TAKES YOU OUTSIDE THE BOX

Thank you!

Anette Scoppetta
Zentrum für Soziale Innovation
Linke Wienzeile 246
A - 1150 Vienna

Tel. ++43.1.4950442
Fax. ++43.1.4950442-40
email: scoppetta@zsi.at
http://www.zsi.at