

soQua Summer School

Social Innovation in Europe and Beyond

The concept, its potential and international trends

Vienna, 9 July, 2012

Social Innovation in Europe

The concept and its emergence

Josef Hochgerner

Zentrum für Soziale Innovation



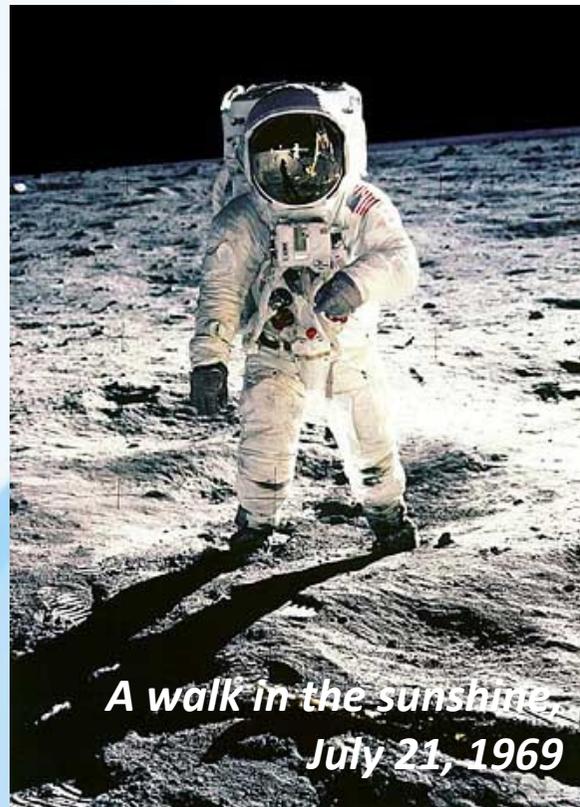
When the tide of innovation comes in ...

Options, made by humans ...

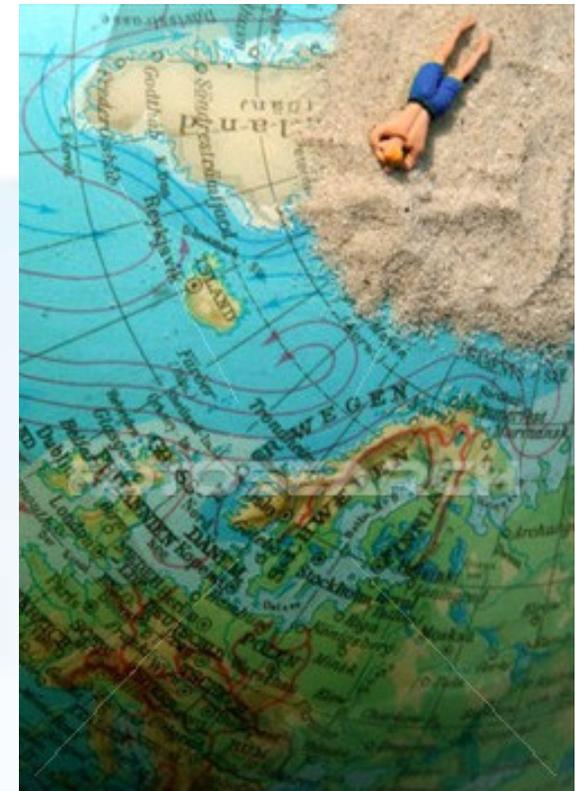
Neither one big innovation, nor a series of innovations only.
» » » We observe manifestations of **powerful socio-technical systems**, enabled by a particular **culture of innovation**

... create spectacular intended achievements: ... like unintended ones, such as climate change:

*Earth rise from moon orbit,
December 24, 1968*



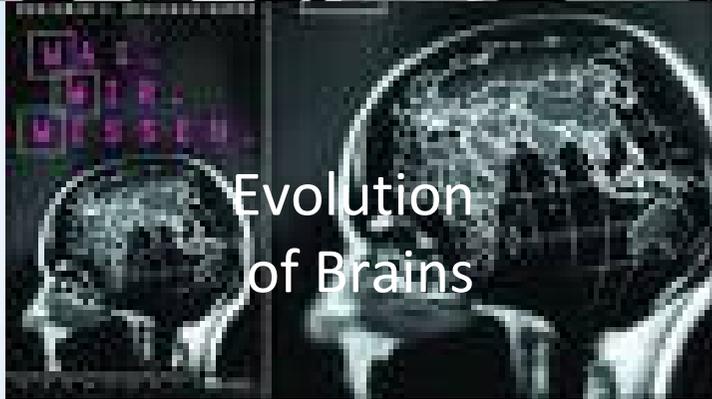
*A walk in the sunshine,
July 21, 1969*



k2058491 www.fotosearch.com



Why SOCIAL Innovation ?



Collaborative intelligence & intelligent collaboration **>> Cultural Evolution**





100 years of innovation theory and current innovation research

Comparison of the 5 types of "new combinations" according to Schumpeter and the basic four "main types of innovations" according to the Oslo Manual

5 "New combinations of production factors"
(Schumpeter 1912, and subsequent publications):

4 „Main types of innovation“
(OECD/EUROSTAT 2005, 29):

New or better products



Product innovation

New production methods



Process innovation

Opening up new markets



Marketing innovation

New sources of raw materials



Organizational innovation

Reorganization of the market position

75%
Schumpeter





Innovation from a socio-cultural perspective

Innovations are ,changes or novelties of rites, techniques, customs, manners and mores.'

Horace Kallen, 1949: Innovation, in: Encyclopedia of the Social Sciences; Vol. 8; pp. 58ff.





Approaches to innovation

‘Innovation is not just an economic mechanism or a technical process. It is above all a social phenomenon.

Through it, individuals and societies express their creativity, needs and desires.

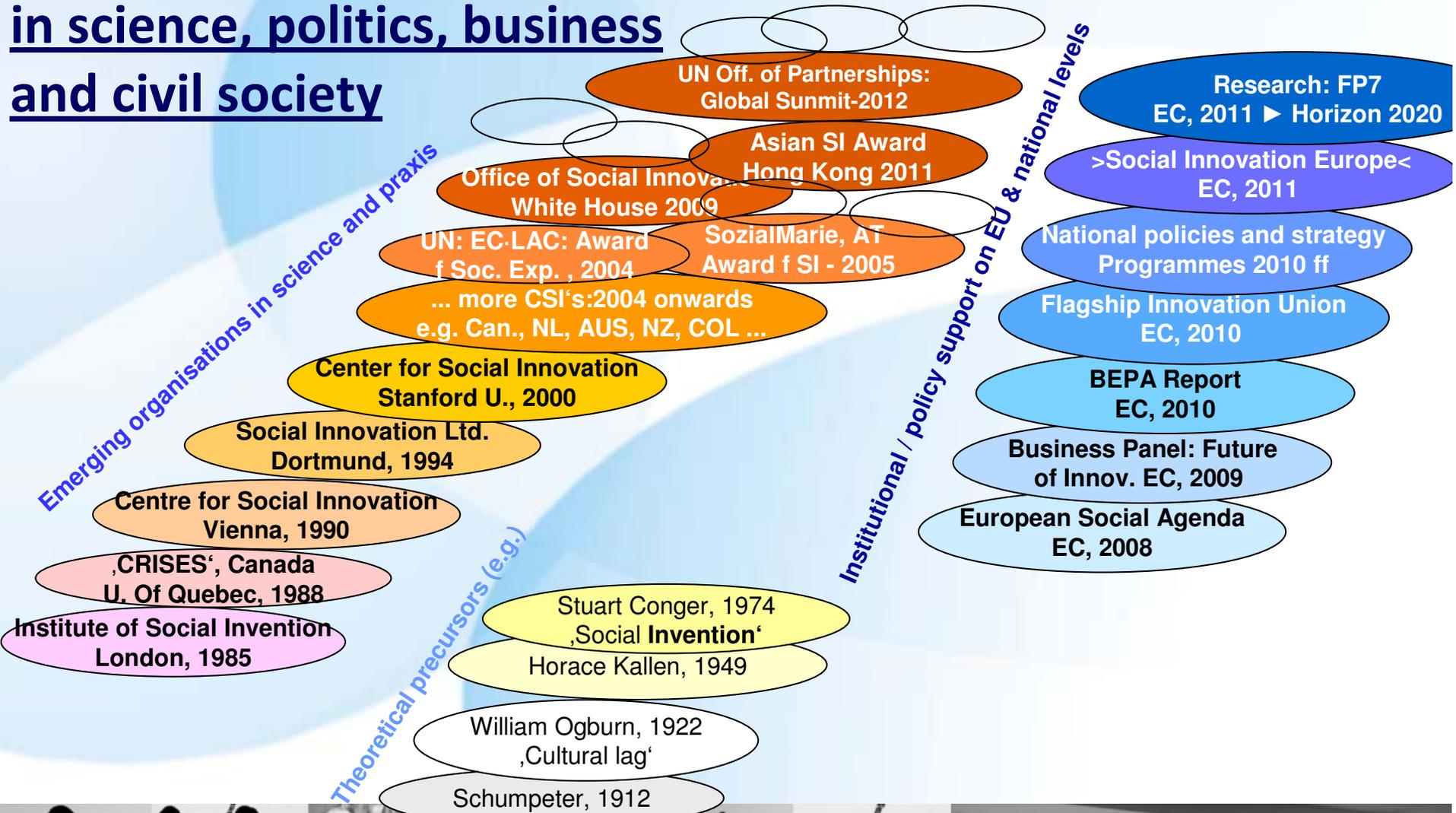
By its purpose, its effects or its methods, innovation is thus intimately involved in the social conditions in which it is produced.’

European Commission, 1995: Green Paper on Innovation

http://europa.eu/documents/comm/green_papers/pdf/com95_688_en.pdf



The emergence of social innovation as a topic in science, politics, business and civil society





All innovations are socially relevant

Any innovation emerges from a certain background in society,
and has impact on social entities.

Many **innovations** originate from technology – and occur in business.
Yet besides economic outcomes they bear **social components** as well.

Social innovations may as well be stimulated by technology.

They occur in **all sectors of society** (private, public, civil society).

Their prime outcome is **changing social practices**, yet besides there may be
economic implications as well.

**Traditional concepts, indicators and measures of innovation fall short of the
social relevance of innovations in general, and of social innovations in particular.**





An analytical definition 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.“



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





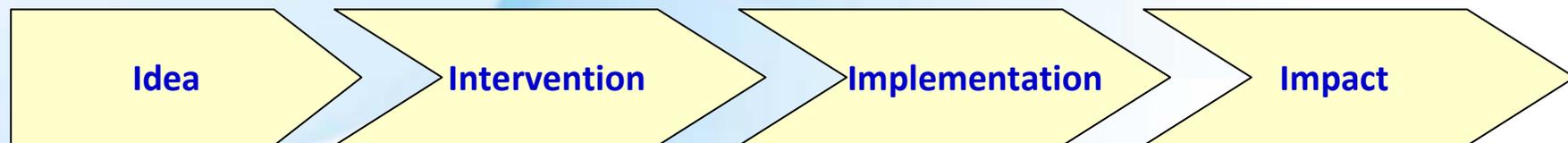
Area of societal development	Examples of social Innovations	
	Old / historic / previous	New / current / future
Science, education and training	<ul style="list-style-type: none"> ✓ Universities; compulsory education; various pedagogical concepts (Steiner, Montessori ...) 	<ul style="list-style-type: none"> ✓ Technology enhanced learning; 'micro-learning', Web 2.0; Wikipedia; 'science mode 2'
Work, employment and the economy	<ul style="list-style-type: none"> ✓ Trade unions; Chambers of commerce; Taylorism; Fordism; self service 	<ul style="list-style-type: none"> ✓ Flextime wage records; group work; open innovation; CSR; social entrepreneurship; diversity mgmt.
Technologies, machinery	<ul style="list-style-type: none"> ✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence 	<ul style="list-style-type: none"> ✓ Open source movement (communities); self constructed solar panels; decentralized energy prod.
Democracy and politics	<ul style="list-style-type: none"> ✓ 'Attic democracy'; the state as a juristic person; general elections 	<ul style="list-style-type: none"> ✓ Citizens participation and the 3rd sector; multi-level governance
Social and health care systems	<ul style="list-style-type: none"> ✓ Social security; retirement schemes, welfare state 	<ul style="list-style-type: none"> ✓ New financial and access rules (e.g. 'birth right portfolio')





Main features of social innovation (1)

- **Distinction between idea and implementation:** an idea becomes an innovation *in the process of social implementation* – it changes and improves *social practices*
- The „4-i process“:
 - *Idea*
 - *Intervention*
 - *Implementation (or Institutionalisation)*
 - *Impact*





Main features of social innovation (2)

Social innovations (like any innovation) **compete** with traditional or other novel solutions – and they have a **life cycle**

No normative nature: Social innovations are not necessarily ‚good‘

The scope of social innovations: the new practice does not need to be applied to the whole of society

Agnès Hubert et al. (BEPA – Bureau of European Policy Advisors) distinguish three perspectives to analyse objectives and impact, i.e.

- the „**social demand**“ perspective,
- the „**societal challenges**“ perspective, and
- the „**systemic change**“ perspective.

„Empowering people – driving change. Social Innovation in the European Union.“

http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf





Towards a comprehensive paradigm of innovation

In general, innovations aim

- primarily either on economic or on social **objectives**,
- they may be **technology**-based or not;
- in the social sphere they may require formal **regulation** or not.

Innovations, addressing primarily economic objectives¹⁾, include

- **products**
- **processes**
- **organisational measures**
- **marketing**

Innovations, addressing primarily social objectives²⁾, include

- **roles** (of individuals, CSOs, corporate business, and public institutions)
- **relations** (in professional and private environments, networks, collectives)
- **norms** (on different levels, legal requirements)
- **values** (customs, manners, mores, ethical/unethical behaviour)

1) „Oslo Manual“, OECD/EUROSTAT 2005, re. Schumpeter

2) My extension, 2011



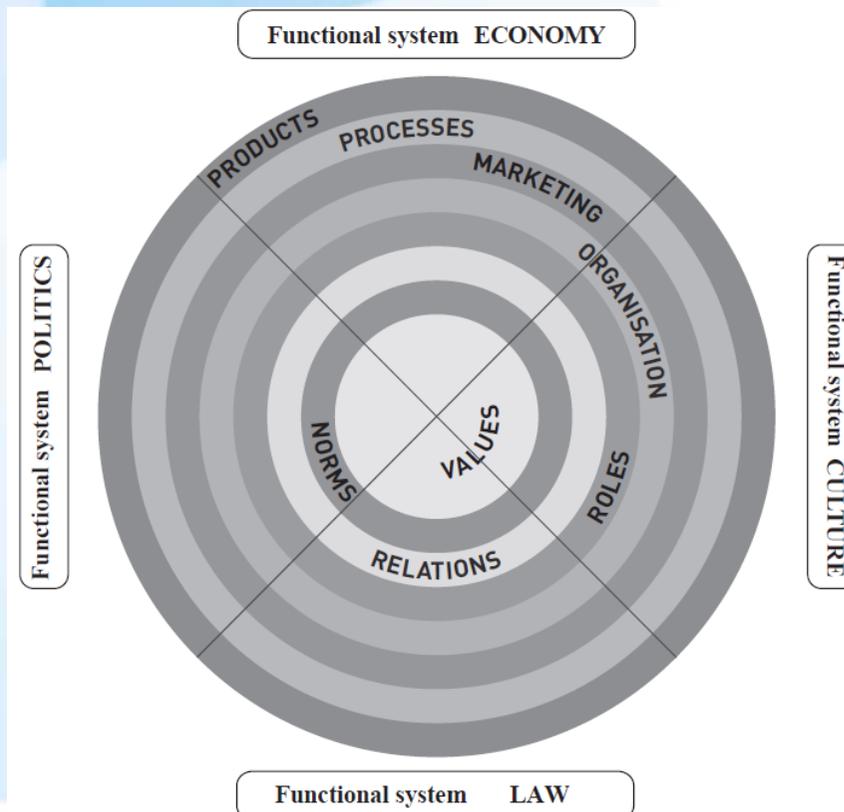


<p>Comparison of the 'new combinations' according to Schumpeter with the 'main types of innovations' according to the Oslo Manual</p>		<p>... and the main types of social innovations</p>
<p><u>New combinations of production factors</u> (SCHUMPETER 1912)</p>	<p>Innovations in the corporate sector (OECD/EUROSTAT 2005, 'Oslo Manual')</p>	<p><u>New combinations of social practices: social innovations, established in the form of ...</u></p>
<p>New or better products</p>	<p>Product innovations</p>	<p>Roles</p>
<p>New production methods</p>	<p>Process innovation</p>	<p>Relations</p>
<p>Opening up new markets</p>	<p>Marketing</p>	<p>Norms</p>
<p>Reorganization of the market position</p>	<p>Organizational innovations</p>	<p>Values</p>
<p>New sources of raw materials</p>		



The extended paradigm of innovation

All categories (types) of innovations are relevant
(however, with variable impact) to all social functional systems*)



Eight types of innovation ...

- o Products
- o Processes
- o Marketing
- o Organisation
- o Roles
- o Relations
- o Norms
- o Values

... across four functional systems:

- o Economy
- o Culture
- o Politics
- o Law

*) **Functional systems** according to Parsons, 1976: Zur Theorie der Sozialsysteme. Opladen: Westdt. Verlag



Key issues in science and research on social innovation (1)



Innovating innovation by research – 100 years after Schumpeter * Vienna, Sept. 19-21, 2011
www.socialinnovation2011.eu

Results and products

Vienna Declaration: The most relevant topics in social innovation research

What is required from social sciences to meet expectations in social innovation practices

- Elaboration on the particular features of the concept and **definition**
- Embedding the concept of social innovation in a **comprehensive theory** of innovation
- Development of coherent **methodologies to identify and measure** social innovations

Prioritised research topics (14 selected out of 56 by conference participants) → *next slide*

Publications:

- 17 papers for free download, accessible: www.zsi.at/dp
- H.-W. Franz, J. Hochgerner, J. Howaldt (eds.): Challenge Social Innovation. Berlin-New York: Springer (ISBN 978-3-642-32878-7, October 2012)





Key issues in science and research on social innovation (2)

Topical research areas according to the Vienna Declaration





Key issues in science and research on social innovation (3)

Teaching, training and dissemination of knowledge by collaborative efforts

(1) The 'European School of Social innovation'

- Open network of institutions engaged in education and research concerning social innovation
- Formal establishment in the legal form of an association according to Austrian law: 2011
- Operational start: 2012/2013

(2) The study programme 'European Master of Social Innovation'

- Offered from 2012/2013 onwards by the Danube University Krems/AT
- M.A., 120 ECTS
- Extra-occupational blended learning courses for post-graduate education
- www.donau-uni.ac.at/emsi





Prof. Dr. Josef Hochgerner
Centre for Social Innovation
Linke Wienzeile 246
A - 1150 Vienna

Tel. ++43.1.4950442
Fax. ++43.1.4950442-40
email: hochgerner@zsi.at
<http://www.zsi.at>