Social Innovation

- in civil society organisations -

12 July 2012,
Soqua summer school, Vienna

Grand Challenges

Financial crisis

→ **Speculations on financial products: Finical capital is 'making money' beyond the real economy and out of control ('Financialization'; Krippner (2005), etc.)**

→ **A loss of 'reality' in regard to product values of financial products**

Growing divide between the rich and the poor (Poverty)

→ **On the global level: "Rise in poverty in all its manifestations (…) represents sufficient evidence for a judgement of persistent, if not growing, injustice in the world" (UN, Social justice in an open world, 2006)**

→ **In OECD countries: Increasing divide between the rich and the poor (OECD, Divided We Stand, Why inequality keeps rising, 2011)**

Ageing Society: e.g. pressure on the social security systems (EU)

→ **'Growing old' (ageing population, healthier people, longer life expectancies, old-age dependency ratio increases)**

→ **Failing of intergenerational contracts? (new models/adaptations necessary?)**

Grand Challenges

Migration/Integration

→ **Need for immigration (EU) due to demographic change**

→ **Integration and inclusion is a challenge (system adaptations are necessary)**

Environmental sustainability (climate change)

→ **Exploitation of the planet (public goods; free-riding)**

→ **Need for integrated sustainable economic and social systems**

The three core questions

- How to solve the grand challenges?

- Who solves/contributes in solving the big challenges? (and which role does civil society play?)

- Which approaches can be applied to contribute in solving the challenges?
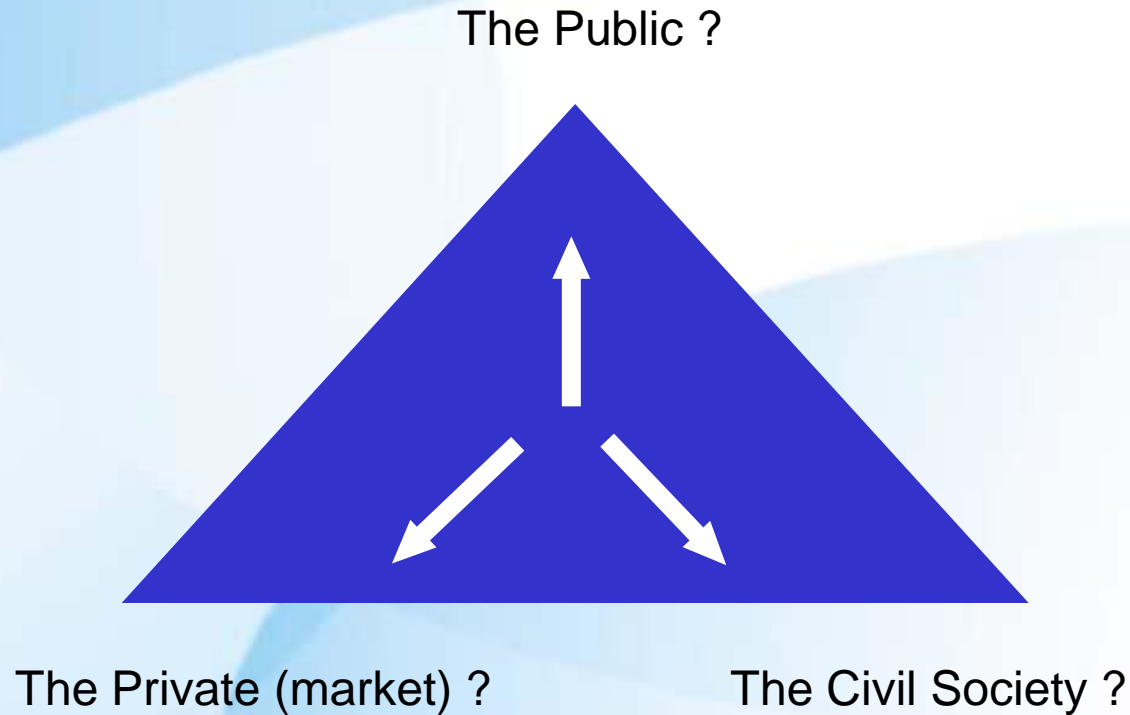
Civil Society Organisations

Who are they?

→ 'The <u>third sector</u>' (The 'grant sector'): NGOs, NPOs, Associations in the area of democracy, environment, culture, labour market, etc.

→ The <u>voluntary service sector</u>: PVO-Private voluntary organisations (e.g. in the health and care sector)

→ <u>Organised citizen groups</u> (men's/women's groups, community foundations, sport clubs, charities, consumer organisations, etc.)

→ Trade Unions, etc.

→ The churches, charities, etc.

→ Political parties organisations, etc.

→ …

Examples of CSO today
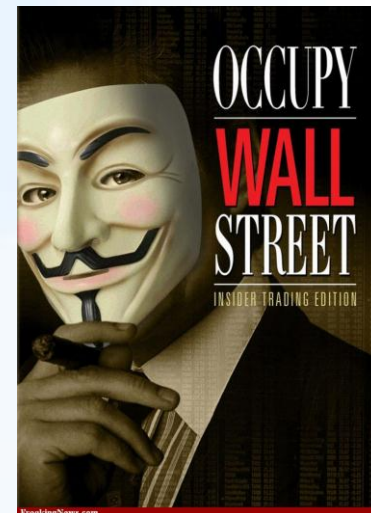
Social Innovation:
Examples driven by CSO

Digital services: United Kingdom/Ireland/Italy/…

What happens when you get a bunch of software developers and social innovators together, give them a set of social problems and only 48 hours to solve them?

Social Innovation Camps (http://www.sicamp.org/si-camp-uk/) are about finding out. Once a year these weekend-long events bring together Europe's web developers and designers with people at the sharp end of social problems.

The Social Innovation Camp takes a set of ideas for web-based tools that will create social change and develops them over one weekend. Working with a diverse range of people, participants organise themselves into teams and help make a back-of-the-envelop idea into a working prototype – complete with working software – in just two days.

Source: SIE – Social Innovation Europe http://socialinnovationeurope.eu

Social Innovation:
Examples driven by CSO

Change Nation: Ireland

Change Nation (http://changenation.org/solutions) is an Ashoka initiative all about making real change happen.

CHANGE NATION

In March 2012, they invited fifty of the world's leading innovators and entrepreneurs to help solve Ireland's greatest challenges in education, health, environment, economic development, civic participation and inclusion.

Now, through partner organisations and local champions, their work is beginning to spread throughout the country.

Source: SIE – Social Innovation Europe http://socialinnovationeurope.eu

Social Innovation:
Examples driven by CSO

The social innovation area Athens: innovating a future for Europe

Could Athens once again be the birthing place for a new Europe? Where crisis is re-defined from "a problem needing to be fixed" to being the seedbed for social innovation? A place where we build new cultures of citizen agency – both locally and connected across Europe?

What if Greece is the key to turning the page from crisis to potential, for not only Greece but as a beacon of social innovation for all of Europe?

Source: SIE – Social Innovation Europe http://socialinnovationeurope.eu

Examples of SI
based on cooperation:
Territorial Employment Pacts (AT)

Rationale: Labour market challenges exist, which can not be met by just a few institutions on their own

_ e.g. concentration of unemployment on certain groups of persons

_ e.g. gender segregation on the labour market

_ e.g. shifts between industries, economic sectors and regions as a result of developments, in the business and technology areas in particular

Territorial Employment Pacts: Partners (AT)

Public Employment Service

Federal Office of Social Affairs

Chamber of Labour

Economic Chamber

Chamber of Agriculture

NGOs (Local Initiatives)

Gender Mainstreaming Experts

Budgets of the partners: over EUR 900 Million p.a.

TEP

Provincial Government

Federation of Industry

Federation of Trade Unions

Provincial School Board

Educational Institutions

Municipalities

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Added value through partnerships

Partnerships add considerable value to the policy development process through:

_ e.g. bringing together actors and policy areas;

_ e.g. improving vertical communication between policy makers;

_ e.g. supporting the better adaptation of policies to local circumstances, needs and opportunities;

_ e.g. testing and sharing good practice; offering know-how on what works and what does not.

(See also Vienna Action Statement on Partnerships, 2011, OECD LEED Forum on Partnerships and Local Governance)

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Innovations generated

Methodological innovation e.g. Consultancy service for start-ups of migrants (TEP Lower Austria), new and interlinked measures, integration chains, mix of actions and target groups (holistic approaches)

Process innovation e.g. Modifications in communication (effective, transparent information flows between actors involved) as well as adaptations in project & programme management to achieve efficient operations and services

Systemic innovation e.g. Implementation of the one-stop-shop principle for persons with asylum status (TEP Upper Austria), Restructuring data and interface management for social welfare beneficiaries

Structural innovation e.g. Pilots for One-Stop-Shops for persons concerned (pioneering demand-oriented minimum wages (TEP Vienna)

**Improved interface between labour market and social policy**

Examples

Assistance to trainees and start-ups

Cross-project co-operation

Interface social welfare to work and school to work

Special employment facilities for marginalised groups

Female youth: manufacturing school Tyrol and Unterland

Vienna

Upper Austria

Lower Austria

Burgenland

Salzburg

Styria

Vorarlberg

Tyrol

Carinthia

Structural integration at the interface school/labour market

Sustainable measures, co-operation between interfaces

Closing gaps: measures for unemployed

Role of civil society (NGOs) involved

TEPs could not develop social innovations for vulnerable groups without NGOs in the way they do:

_ e.g. bridging the <u>needs</u> of the target groups to the potential support offered; and hence, supporting the better adaptation of policies to local circumstances

_ e.g. bringing in the <u>ideas, know-how, trust</u> on the target groups and on how to better solve problems;

_ e.g. <u>access</u> and communication to target groups;

_ e.g. <u>testing</u> and sharing good practice; offering know-how on what works and what does not.

OECD LEED Forum Partnerships (A Selection)
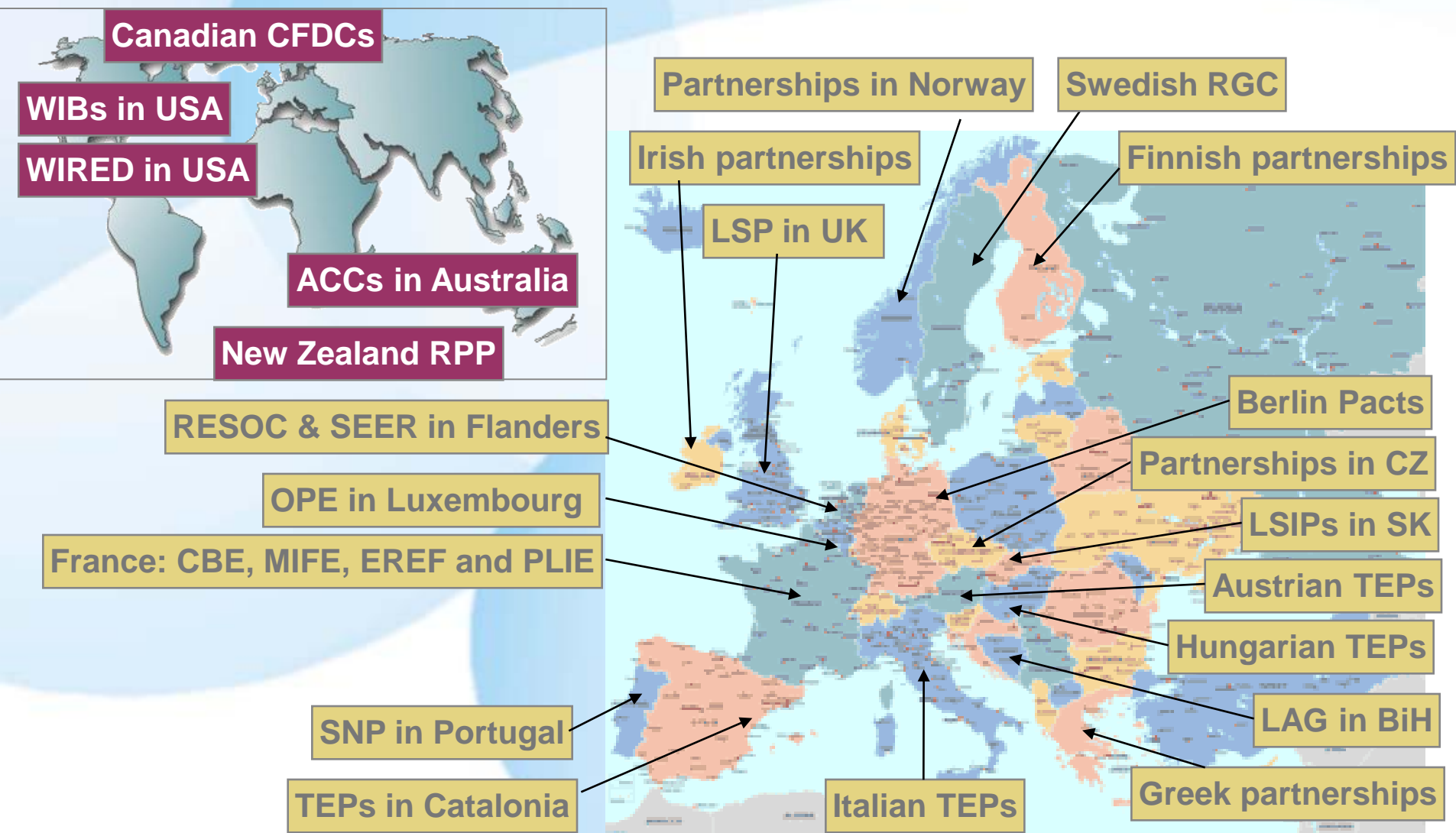
Need for SI: Other Examples

Partnerships between the private, the public and civil society e.g.

→ Regional Education and Training Platforms

→ Local Integration Plans/Strategies

→ Social Inclusion Strategies of Cities

Social dialogue between employees/employers

→ Age management, Working conditions, CSR – Cooperate Social Responsibility

→ Workplace innovation

Who solves/contributes?

→ The market?

  → React/acts if market solutions are possible (e.g. when growth is to be expected; attention needs to be given to market failures, e.g. public goods)

→ The public?

  → Trend towards adaption of systems (policy systems, no radical change)

  → Driven by majority opinions (e.g. 'old peoples bias')

→ The civil society?

  → Driven by concern, demand, solidarity, etc.

  → Altruistic behaviour? (sometimes no direct benefit; no incentives)

The drivers for change

The Public: Public Sector Innovation

Social Innovation

The Private: e.g.
Technological Innovation

The Civil Society: e.g.
(Social) Service Innovation

- All innovations are socially relevant -

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Which approaches can be applied to contribute in solving the challenges?
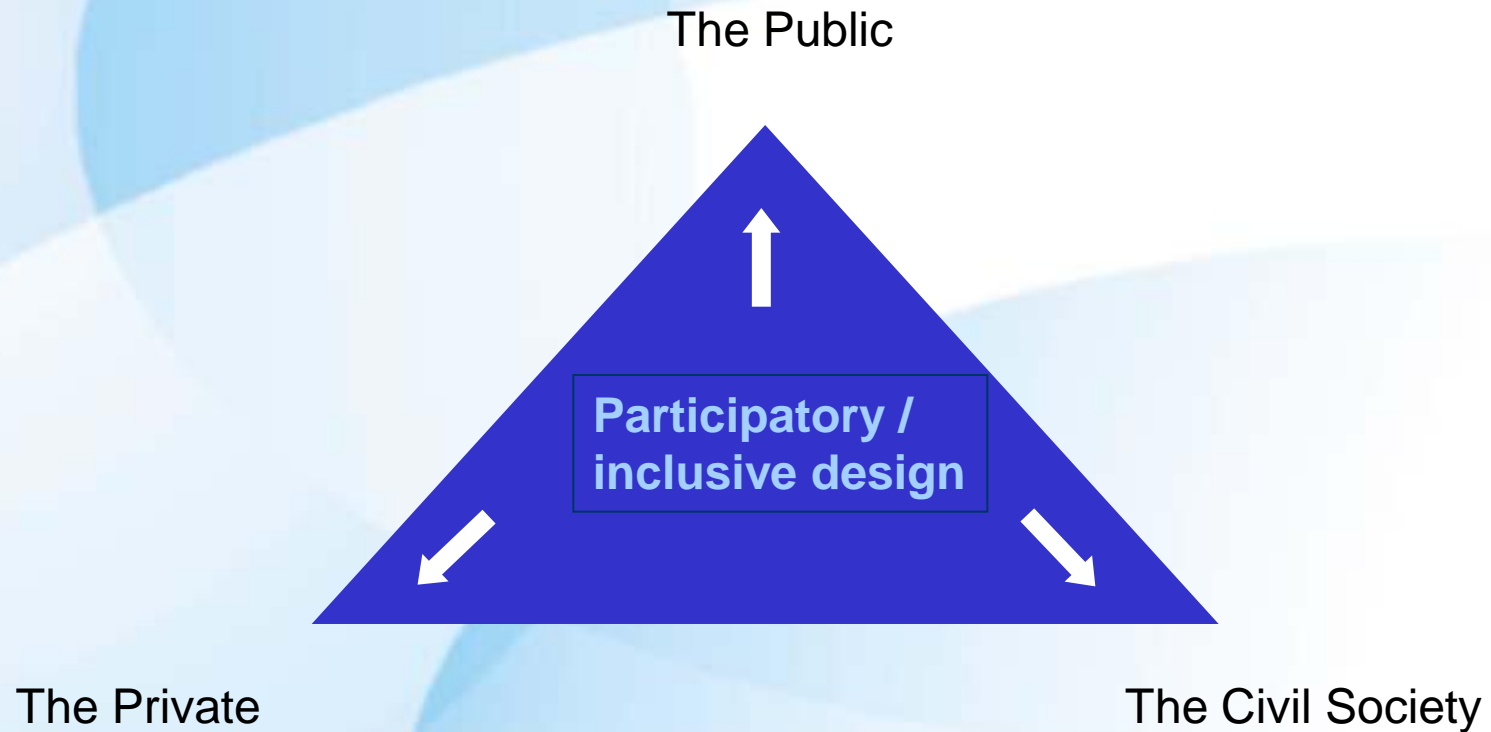
# The roots of participatory design

1960: United States

- Involvement of users in design process of products and environments
- Social responsive and responsible design
- "Barrier free design ", "inclusive design"

The roots of participatory design

1970/80: PD in Scandinavia

- Involves those people who are going to *use* a new system or workplace in *designing* them

- Design-partnership make tacit knowledge explicit

- Provide understanding of processes and how to improve them

- Not only relevant descriptions but concrete experiences

Evaluation

Requirement Analysis

Idea Generation

Prototyping
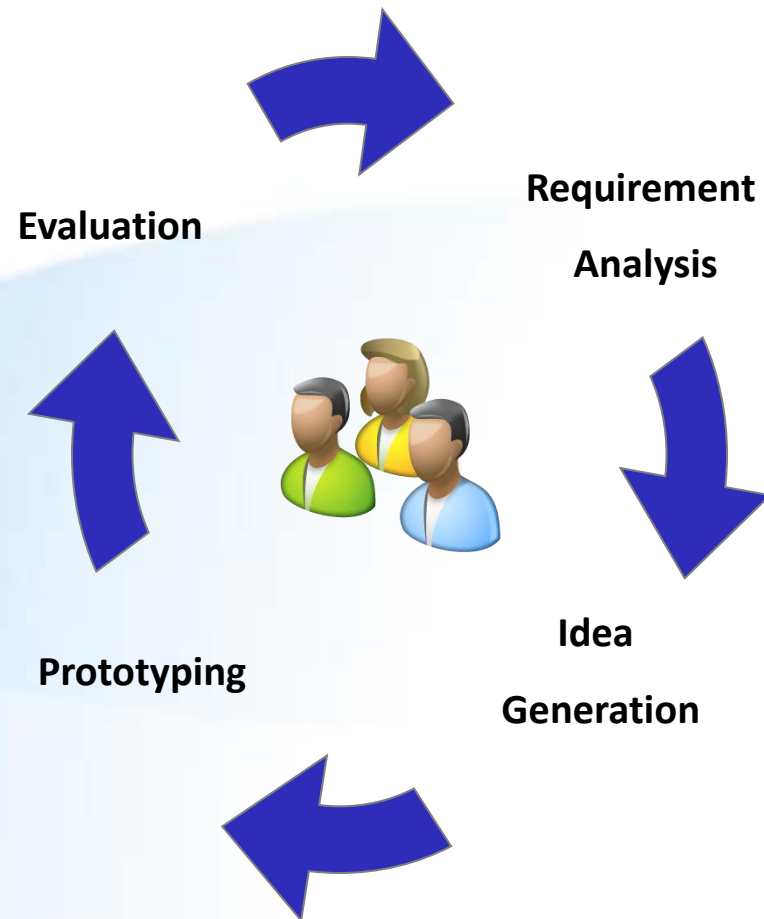
Case Study:
Going online my social life

Societal challenge:

- Due to retirement and increasing frailty older people risk to become excluded from daily routines of social interactions.

- This trend is increased by the closure of local services and increasing mobility.

- The **older** people are, the **more restricted** are the network types most commonly used

- Older people may turn to the family for instrumental help, they are least likely to do so in times of loneliness.

- **Reciprocal relationships** and mutual help systems are **preferred** over **family** support.

The 4 i-s of social innovation

1. Idea
2. Intervention
3. Implementation
4. Innovation

Case study I
Going online my social life-
Idea

- Social embeddeness and meaningful interaction with „significant others" are predominant health protective factors (Fratiglioni, Paillard-Borg et a. 2004).

- Online social networking platforms have the potential to facilitate interaction, formation of social support and companionship.

- They can foster the link to the outside and support local communities.

- But older people tend to miss the benefits of these networks

Going online my social life-Idea

- Development of a **mobile social networking platform**

  - facilitating the **social inclusion** of older people

  - as well as easy access to relevant geographically based information

  - adapted to the needs of older people.

Objective:

Reduce to social isolation and loneliness of older people

Going online my social life- Intervention

- Seven participatory workshops for user-requirements elicitation
- 2 pilot testing:
  - Pilot 1 during two month, pilot 2 during 1 month
  - 40 participants in Poland and UK (+100 participants)
  - Aged 60 and older

Going online my social life-Implementation

- Contact with 50+ umbrella organisations in different European countries to share the results and implement the wider use of Go-myLife
- Contact with facebook to share the lessons learned
- Contact with third party organisations (e.g. authorities) concerning third party content
- Presentations at conferences addressing the Ageing Society

Going online my social life-Innovation

... this will be seen in the future ...

Case study II

Social Inclusion of Young Marginalised People through

Online Mobile Communities

A pilot study with young marginalised people

ilse Marschalek, Elisabeth Unterfrauner,

Claudia Magdalena Fabian, Technology and Knowledge - ZSI

Situation

- Social exclusion of young people between 15 and 24
- School drop out rates
- Inadequate or insufficient education
- Insecure and precarious job opportunities
- Instability of social structures
- Low social prestige
- Demoralisation and frustration leading towards retreat from education system
- Little participation in LLL activities

IDEA - ComeIn Project

- **ComeIn Objectives**:
- Work against marginalisation
- Bridge digital divide
- Using potentials of new technologies
- (Re)integrate young marginalised people into LLL activities
- Resources approach
- Gameful approach for new learning contents and competences
- Learning modules for mobile devices
- Enable positive informal learning experiences

INTERVENTION Activities of the ComeIn-project

- Development of a mobile learning platform and community

- Prototype with video live streaming

  – Content from different areas of life

- Video-Ping-Pong-System

  – Challenge videos

  – Production of video of max. 30 seconds

  – Exchange with other marginalised young people

  – Feedback via video

- Support by youth workers

- Exchange on the ComeIn-Plattform

- Pilotphase with 100 young marginalised persons in UK and Austria

Mobile Plattform

[Comeln]

Please log in or create a new account.

name:

password:

Send

Forgot your password?

Home | Contact | About
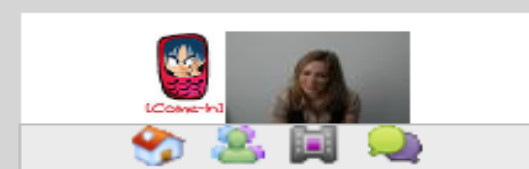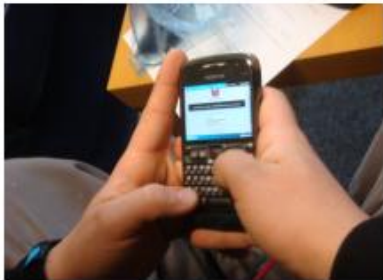
Results, Potentials

- Visual contents are appropriate
- Mobile learning allows for participation anytime, anywhere
- Still, marginalised young people need personal support
- Collaborative learning with competent peers for showing alternative solutions
- „flow-experiences" – succesfully dealing with tasks , more self confidence

IMPLEMENTATION - Next steps....

- Research on needs of the target group for tailored offers
- Involvement of target groups at an early stage – participatory technology development
- Policy recommendations and enhancing social inclusion through ICT
- Open access to ICT for vulnerable groups

4. - INNOVATION ??

- Who are possible stakeholders?
- What are tasks for stakeholders?
- Which supporting structures are needed?
   to establish social innovations

The drivers for change

The Public: e.g. governments, municipalities, the EC, etc.

Social Innovation

The Private: e.g. industry, SME's, banks, etc.

The Civil Society: e.g. NGO, NPO, Civil groups, citizen's initiatives, etc.

- All innovations are socially relevant -

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Literature & Links - I

SI Examples - Databases:

→ **SIE – Social Innovation Europe Initiative http://www.socialinnovationeurope.eu**

→ **SIX - Social Innovation Exchange http://www.socialinnovationexchange.org/**

Guides, Studies, etc.:

→ **Ondrusek, D. (Ed.). (2003). A reader for non-profit organisations. Bratislava: open society foundation Bratislava, partners for demoratic change slovakia.**

→ **Social Innovation eXchange (SIX) Co-creation Guide Realising Social Innovation together http://www.socialinnovationexchange.org/ideas-and-inspiration/methods-and-tools/articles/co-creation-guide-realising-social-innovation**

→ **Fazi, E. Smith J. (2006) on "Civil Dialogue — Making it work better" http://act4europe.horus.be/module/FileLib/Civil%20dialogue,%20making%20it%20work%20better.pdf**

→ **Social Services Europe: Social Innovation: the Role of Social Service Providers (2012) http://www.eurodiaconia.org/files/other_soc_policies/Social_Services_Europe_ 062012_Briefing_on_Social_Innovation.pdf or http://www.socialserviceseurope.eu/**

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Literature & Links - II

→ **Cassim, J., Coleman, Rr., Clarkson, J., Dong, H. (2007) Design for Inclusivity: A Practical Guide to Accessible, Innovative and User-Centred Design, Gower Publishing Limited, Hampshire, England**

→ **Sanoff, H. (2006): Origins of community design. Progressive Planning, Vol 166, 14-17.**

→ **Spinuzzi, C. (2005): The methodology of participatory design. Technical Communication, Vol 52, No 2 163-174.**

At international organisations:

→ **at the UN http://social.un.org/index/CommissionforSocialDevelopment/Sessions/ 2012/CivilSocietyForum.aspx**

→ **at the EC (White paper on European Governance (2001), European citizen consultation, European citizens' initiative, http://ec.europa.eu/transparency/civil_society/index_en.htm**

→ **European Economic and Social Committee Civil society involvement in the National Reform Programmes See http://www.eesc.europa.eu/resources/docs/europe-2020-strategy.pdf**

→ **at the OECD: http://www.oecd.org/document/45/0,3746,en_36734052_36734103_48500205 _1_1_1_1,00.html**