



ZENTRUM FÜR SOZIALE INNOVATION  
CENTRE FOR SOCIAL INNOVATION

ZSI eJOURNAL

December 2012

**Contents:** EDITORIAL | ZSI\_Short News | ZSI\_Events | Previews & Reviews | ZSI\_Publications | Video\_special

#### EDITORIAL

0. Review on 2013: Looking back to an emerging future

1. ZSI\_Short News and media voices

#### ZSI\_Events

2. GFF Science Forum: Smart cities need social innovations: 22<sup>nd</sup> of January 2013

#### Previews & Reviews

3. ESF Innovation Award 2012

#### ZSI\_Publications

4. ROLE: The ZSI project at Cloud Education Environments Workshop in Guatemala

5. Presentations on social innovation

6. Report "International Cooperation in Science, Technology and Innovation: Strategies for a Changing World"

#### Video\_special

7. Video news 2012 by ZSI

**Alle Innovationen sind sozial relevant.  
All innovations are socially relevant.**

#### EDITORIAL

##### Review on 2013: Looking back to an emerging future

By the end of a year reviews are more than common, actually rather imperative. However, it should not be neglected that developments which became visible in the current year may date back and build on trends induced years ago. In the case of ZSI two main evolutionary, partly contradictory, changes surfaced 2012.

The first one in fact is external and causes organizational stress: There are cuts in public spending since several years, severely challenging an institute that depends fully on income project by project. Acquisition of projects becomes even more competitive than it was. In research, austerity measures first hit less fancy areas such as social sciences, a sector with traditionally high dependency of public funding. Thanks to favourable position in very wide international networks, and its diverse competencies in scope and scale the ZSI can balance a lot of shake-ups occurring. Nevertheless, due to such developments 2012 marks the beginning of a strategic re-positioning, aiming at strengthening the internal organization and opening up to new clients and groups of stakeholders. One of the first specific measures taken was a re-structuring of the organizational chart and changes in the executive management of the institute. After a full decade of successfully acting Executive Director, **Klaus Schuch** took over the new position Head of Strategic Research Management. His successor as Executive Director is **Wolfgang Michalek**, previously deputy head of the unit "Work and Equal Opportunities". Further measures are in preparatory stages and shall become effective during the year 2013. What ZSI wants to achieve is not only to compensate the gradual drop-out of public funding. Moreover, the core of ZSI competencies – social innovation as such and the key topics of our three units – actually call for even further augmentation of the international involvement on the one hand, and to address the public, private, and civil society sectors in more coherent and comprehensive ways.

The other one in fact is external as well, but pleasing and supporting the mission ZSI stands for since more than two decades: Social innovation definitely found its way into mainstream innovation strategies, research programmes and will be granted increasing amounts of funding in the next years. Though again faced with fierce competition in this realm, ZSI certainly enjoys some advantages based on what has been accomplished so far. We will continue working in large numbers of projects in various thematic fields and international programmes (currently 51). Yet beyond the variety of these, ZSI is increasingly invited to international presentations and conferences, and in addition to engage in significant collaboration with universities in teaching and other high-level training activities.

##### Primetime for training and education for social innovators

In July 2012 ZSI was responsible for the internationally appreciated **SOQUA Summer School "Social Innovation in Europe and Beyond"** in the beautiful settings of Schönbrunn Palace in Vienna. Based on the success of the 2011 international conference "[Challenge Social Innovation. Innovating innovation by research – 100 years after Schumpeter](#)", the summer school was another great event to mingle researchers with practitioners, jointly learning about and from social innovation. It in fact offered continuation of established networks, as well as the creation of novel exchanges of knowledge and expertise for future collaboration.

As a result of cooperation between the ZSI and Donau Universität Krems (Danube University, University for Continuing Education) the [Master of Arts in Social Innovation](#) has been launched to start in the academic year 2012/2013, which was presented in 2012. It is the first course of study educating academics in post-graduate education to acquire a solid professional profile of social innovators to act as enablers, evaluators and promoters of social innovation. The five semester, 120 ECTS study programme is lectured by an international faculty in English language, already attracting students from very distant world regions such as Australia and Mexico.

ZSI experts are also part of the expert pool of another new (undergraduate) M.A. study programme, namely [Master of Social Design – Art as Urban Innovation](#) offered at the University of Applied Arts in Vienna, which had premiere during the winter term 2012/2013.

A final highlight of the year 2012 will be the release of a reader based on the 2011 conference Challenge Social Innovation:

[Hans-Werner Franz, Josef Hochgerner, Jürgen Howaldt, eds. 2012. Challenge Social Innovation. Potentials for Business, Social Entrepreneurship, Welfare and Civil](#)

[Society, Berlin-Heidelberg: Springer.](#)

We are looking forward to further collaboration with all our partners and clients also 2013 and to welcoming you at one or the other of our upcoming events! Best wishes for Merry Christmas and a Happy New Year – may health, success and contentment be with you!

*Josef Hochgerner, Scientific Director, ZSI*

The complete article is also available on the [website of ZSI...](#)

[back to top](#)

### 1. ZSI\_Short News

**ICT KOSEU project consortium:** ZSI joined the ICT KOSEU project consortium as a project partner. The ICT KOSEU project is funded under the ICT Thematic Programme of the European Union's Seventh Framework Programme and aims to support Kosovo to obtain financing for research and development projects in the area of ICT. [www.zsi.at](#) +++ **New project VISH:** Watch out for the big Christmas opening of the ViSH - Virtual Science Hub! The big public opening day was on the 10<sup>th</sup> of December 2012. The ViSH, which is accessible via <http://vishub.org/>, is a place for science teachers and scientists. [www.facebook.com/VirtualScienceHub](#) & [twitter.com/VISH\\_portal](#) +++ **Event of project FORSEE:** The project [FORSEE](#) supported by the [BMVIT](#) organized on the 12.12.2012 a well appreciated consultation in the field of information and communication technologies (ICT) in Vienna. [www.zsi.at](#) +++ **New Release:** Joint newsletter of LEAP, CASCADE, CONURBANT, Covenant capaCITY and ERENET: Five European projects are part of the Intelligent Energy Europe (IEE) programme. [www.zsi.at](#) +++ **Official start of the 'Master of Arts in Social Innovation':** Please note, the official start of the first course will be on the **23rd of April 2013**. [www.donau-uni.ac.at/en/studium/master\\_of\\_social\\_innovation](#) +++

**What the media said about ZSI recently** (only available in German): "Eine gute Zeit für soziale Innovationen" by [Science ORF](#) +++ "Frauen wollen die Welt der Finanzen umkrempeln" by [Tiroler Tageszeitung](#) +++ "Soziale Veränderungen aktiv mitgestalten" by [DerStandard](#) +++ "Soziale Innovationen gegen die wachsenden Ungleichgewichte in der Gesellschaft: Wir brauchen ein neues Innovationsparadigma" by [Wiener Zeitung](#)

[back to top](#)

### ZSI\_Events

#### 2. GFF Scienc Forum:Smart cities need social innovations:22nd of January 2013

We are looking forward to welcoming you to this prominent event: Keynote by Federal Minister **Doris Bures** (Federal Ministry for Transport, Innovation and Technology).

Podium: Josef **Hochgerner** (Scientific Director, ZSI)  
Gerald **Bast** (Rector, University of Applied Arts, Vice-President of Universities Austria)  
Wolfgang **Knoll** (Managing Director, Austrian Institute of Technology – AIT)  
Moderator: Karl **Blecha** (President of GFF – Gesellschaft zur Förderung der Forschung)

The event will take place on 22nd of January 2013 starting at 6:30 p.m. at NOVOMATIC FORUM, Friedrichstraße 7, 1010 Vienna (vis á vis Secession), followed by a reception.

**Registration until 16th of January 2013: Gesellschaft zur Förderung der Forschung (GFF)**

Barbara Dagott, [barbara.dagott@nes.at](mailto:barbara.dagott@nes.at), Tel. 050 550-2040

[...] [Invitation...](#)

[back to top](#)

### Preview & Review

#### 3. ESF Innovation Award 2012

This year the ESF Innovation Award honoured innovative ESF projects especially targeted at girls and women. A jury nominated the Top-5 projects, of which three were developed and are implemented within the Territorial Employment Pacts (TEPs) in Austria. The final ranking was decided by online voting.

This years ESF Innovation Award winner is the project 'Zukunftsweg'. The project has the objective to motivate girl with little positive learning experience through innovative learning methods (e.g. online blog). The second-place winner 'beruf:pflge' (TEP Vorarlberg) supports women working in the nursing sector and unemployed carers with counselling services and workshops on health promotion and stress management. The projects 'go.on' (TEP Vienna) and 'HTL-Kolleg' share the third place. 'Go.on' is a coaching project for young women in non-traditional apprenticeship occupations which supports them with workshops and networking activities in their career start as skilled workers. 'HTL-Kolleg' is targeted at unemployed women and qualifies the participant as industrial engineers within a 4-term programme.

Information is available in German.

[...] [Read more](#)

[back to top](#)

## ZSI\_Publications

### 4. ROLE: The project at Cloud Education Environments Workshop in Guatemala

On 15th of November, Sylvana Kroop (ZSI) presented a paper co-authored with the team of the Knowledge Management Institute, University of Technology Graz, Marcel Berthold, Alexander Nussbaumer and Dietrich Albert on the topic of "Supporting Self-Regulated Learning in Personalised Learning Environments" in the context of the ROLE Cloud Computing Technology. The talk included the presentation of three widget-based PLE (Personalised Learning Environment) scenarios which were evaluated in several Vienna test beds.

The comparative study presents the value of the PLE scenarios in regard to the measured items of

- a) learning outcome, and
- b) cognitive, technical, time-wise easement of the personal learning process. Moreover the study compares students and teachers points of view against the presented PLE scenarios, including Self-Regulated Learning aspects. The presentation on supporting Self-Regulated Learning in Personalised Learning Environments is available [here](#).

[...] [Read more](#)

[back to top](#)

### 5. Presentations on social innovation

Since the year 2012 brought a vast increase of interest in social innovation, a lot of invited lectures were carried out throughout the year on this topic, mainly by Josef Hochgerner. You may find these and many other presentations online for download at ZSI website in the category [publications \(Vorträge\)](#).

[...] [Read more](#)

[back to top](#)

### 6. Report "International Cooperation in Science, Technology and Innovation: Strategies for a Changing World"

The report was established to support the further development of an EU international STI cooperation strategy. Among the Expert Group members (Erik Arnold, Vandana Ujjual, Zoya Damianova, Kurt Deketelaere, Jakob Edler, Lutz Heuser, Lorenz Kaiser, Rajneesh Narula, Svend Otto Remoe, Sylvia Schwaag-Serger, Reinhilde Veugelers) was also Klaus Schuch from ZSI.

*The key recommendations are:*

1. The EC's internationalisation strategy in STI should focus on promoting European attractiveness as an international research and innovation hub and partner in order to strengthen European competitiveness and prosperity.
2. Theme- and problem-oriented prioritization is needed rather than a geographic one. Grand Challenges as a clear prioritization tool should be mainstreamed also in the international dimension. Prioritization of international collaboration should follow closely the priorities of the EU's core research and innovation programmes, while the geographical approach should be the core of an implementation strategy.
3. Make the Horizon 2020 framework programme truly open and attractive to the best and brightest in the world, allowing European actors to work with the best brains wherever they are.
4. The international perspective needs to be fully integrated into 'regular' programmes at EU level.
5. Variable geometry should be exploited to the full, with flexible arrangements (within the EU and with countries outside of the EU) including multilateral platforms for strategic cooperation. Variable geometry initiatives should also build on lead initiatives by individual Member States that expand their successful bilateral activities to several European partners.
6. A strong focus on firms and innovation is needed. This has not been properly addressed before and it requires a new/different approach; there are fundamental differences in drivers of international cooperation between academia and industry and between research and innovation.
7. Reinforce efforts to strengthen framework conditions for and removal of barriers to international cooperation.
8. Design targeted initiatives for strengthening the cooperation in selected (prioritized) areas: these can be multilateral, bilateral, and unilateral. The key criteria should be achieving benefits for European stakeholders, effectively address global, grand challenges, and support the Union's external policies.
9. All initiatives must be based on more evidence- or analysis-based decision-making, including forward looking analysis to inform decision making about likely trends and future changes and systematic exchange of experiences.

[...] [Read more and get the Report for download](#)

[back to top](#)

## Video\_special

### 7. Video news 2012 by ZSI

#### SOQUA Summer School 2012

[...] [Watch Video](#)

#### Koranet Summerschool 2012

[...] [Watch Video](#)

**Launch: Master of Arts in Social Innovation**

[...] [Watch Video](#)

**'Social Services Europe[...]' by FEANTSA with a contribution by Josef Hochgerner**

Copyrights: European Federation of National Organisations Working with the Homeless (FEANTSA) | [www.feantsa.org](http://www.feantsa.org)

[...] [Watch Video](#)

**Facets of Social Innovation Vol. 1: Social Innovation. Perspectives in the European Union. Prospects in Europe.**

[...] [Watch Video](#)

back to top

Find us also on  [facebook](#) &  [imeo](#) &  [XING](#).

**With kind regards**

**Josef Hochgerner**

**Imprint**

Contents & Copyrights: Univ.-Prof. Dr. Josef Hochgerner  
Zentrum für Soziale Innovation - Centre for Social Innovation  
Linke Wienzeile 246 \* A-1150 Wien  
ZVR: 757 405 110  
Tel.: +43 1 4950442  
Fax.: +43 1 4950442-40  
Mob. Tel.: +43 699 10064787  
email: [hochgerner@zsi.at](mailto:hochgerner@zsi.at)  
<http://www.zsi.at>

Editorial assistance: Pamela Bartar  
[bartar@zsi.at](mailto:bartar@zsi.at)

Publication frequency: 10 times a year

**Disclaimer:**

The editor is not responsible or liable for any possible damages which may accrue from receiving and reading this publication, particularly yet not exclusive of IT-equipment. The editor shall not be held liable for the content of any of the linked websites or hyperlinks in connection with furnishing, performance or use of this material, in particular yet not exclusively concerning IT equipment.

Der Herausgeber haftet nicht für allfällige Schäden, die durch den Empfang und das Lesen dieses Newsletters entstehen können, insbesondere aber nicht ausschließlich an EDV-Anlagen. Der Herausgeber haftet nicht für Inhalte der in diesem Newsletter verlinkten Internetadressen sowie nicht für Schäden, insbesondere aber nicht ausschließlich an EDV-Anlagen, die durch das Aufrufen dieser Links verursacht werden können.