



# The most needed social innovations of the 21st century

Panel discussion  
University of Vienna  
30th November, 2009



## Part I:

# Institutional background of the speakers






**THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION**  
**BOLD IDEAS. BETTER LIVES.**



**technische universität dortmund**




**THE YOUNG FOUNDATION**

**supported by Social Innovation eXchange**




**universität wien**

**BM.W.F<sup>a</sup>**

**bm:uk**

**FFG**

**supported by Social Innovation eXchange**

**Creativity and Innovation European Year 2009**




**Zentrum für Soziale Innovation ZSI**

**The Centre for Social Innovation (ZSI) is a self-contained independent scientific institution, asserting leadership in Europe to advance social innovation and to foster an open and solidly united society**







## **Mission**

**The ZSI bridges  
knowledge generation and knowledge application processes  
by social-scientific research, education, advisory services,  
and networking services  
to reduce the gap between social needs and prospects  
of the knowledge based information society.**

### **Areas of work:**

**Work and equal opportunities  
Research policy and development  
Technology and knowledge**



## **Maria Carmen Lemos**

**Associate Professor  
Political scientist**

**School of Natural Resources and Environment  
University of Michigan**





THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION  
**BOLD IDEAS. BETTER LIVES.**

**Brenton Caffin**  
Chief Executive Officer

The Australian Centre for Social Innovation  
**TACSI**



THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION  
**BOLD IDEAS. BETTER LIVES.**

- Based in Adelaide, South Australia, but with national scope
  - Independent entity, but supported by an initial grant by the South Australian Government
  - Commenced operations in October 2009
  - The idea for the centre arose from Geoff Mulgan [Director of the Young Foundation, participant in the Adelaide “Thinkers in Residence” programme]
- 



## Hans-Werner Franz

Founder of Social Innovation Ltd. (1995)

&

Member of the Management Board

of

Sozialforschungsstelle Dortmund

**sfs**

## sfs – Sozialforschungsstelle Dortmund

Founded in 1946, Dortmund

One of the major research centres for social sciences in Germany

State institute of North Rhine Westphalia from 1972 to 2006

Central Scientific Institute since 2007 of the University of Technology Dortmund



## **sfs – Areas of work**

Research, consultancy and evaluation projects  
with respect to current issues in the world of labour

**Heavy emphasis on directly applicable results**

Major projects are organised in co-operation  
with partners from the respective business sectors





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## **Louise Pulford**

Co-ordinator Social Innovation eXchange  
**SIX**



**Social Innovation  
eXchange**

the global community for social innovation






**Social Innovation eXchange**
the global community for social innovation

## What is SIX?

SIX is a *global community* of individuals and organisations committed to developing the field of social innovation to make it more effective, and to promoting social innovation around the world.





Social Innovation  
eXchange

the global community for social innovation

For more information please go to  
[www.socialinnovationexchange.org](http://www.socialinnovationexchange.org)

Or contact

[Louise.pulford@youngfoundation.org](mailto:Louise.pulford@youngfoundation.org)

[Louise.pulford@socialinnovationexchange.org](mailto:Louise.pulford@socialinnovationexchange.org)

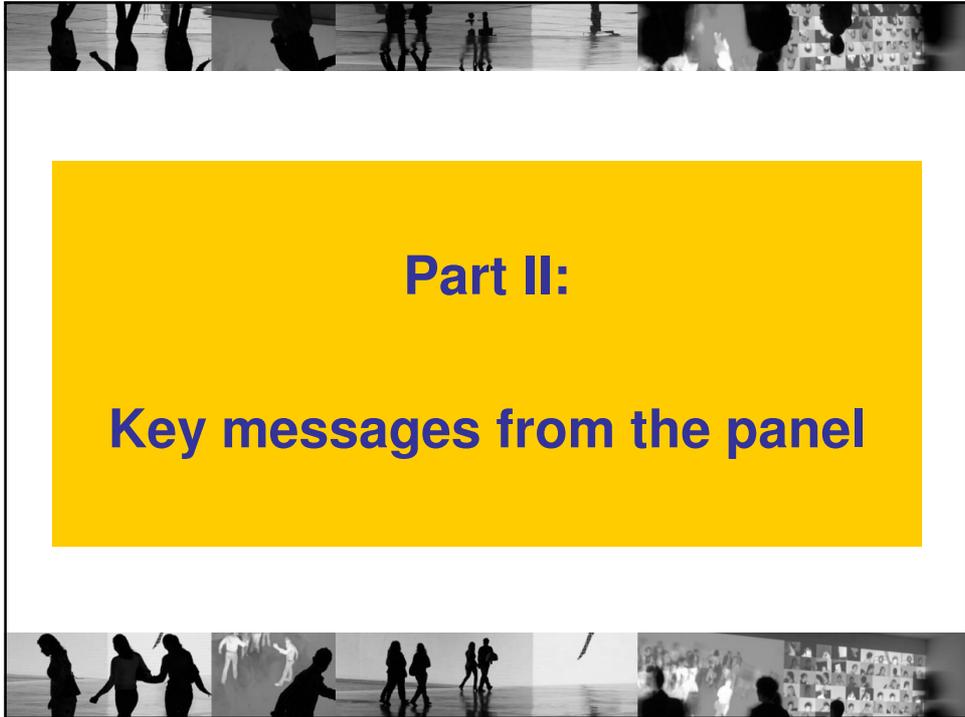
## Pierre Valette

European Commission  
**DG Research**

Directorate L - Science, economy and society

Head of Unit

**Prospective Planning for Research in the  
economic, social sciences and humanities**



**Part II:**

**Key messages from the panel**



**Social innovations**  
are

new concepts and measures  
to resolve societal challenges,  
adopted and utilised by social  
groups concerned



## Key message

- Major innovations are needed to dismantle the dominance of the conceptualisation of economy as management of scarcity, and to replace it by social principles aiming at **management of the affluent society**. [cf. Galbraith, 1958]
- Most important requirement will be to permeate and implement **lateral (non-linear) thinking** in economic processes, in institutions of learning, science and research, and politics in and beyond boundaries of nation states.

## Turning perceptions and knowledge to action

How to comprehend globalisation and potential innovations to resolve challenges of the „knowledge-based global information society“?

Tools	► Main methods	► Usage, results	► Resources for Innovations
Data	abstraction	processing, segregation	facts & figures
Information	pattern rec.	attribution, conflict	forecasts, scenarios
Knowledge	linear th.	cognition, empathy	strategies, conventions
Wisdom	lateral th.	creation, balancing	joint action: USW? UWS!

USW: „United States of the World“ – UWS: „United World Society“



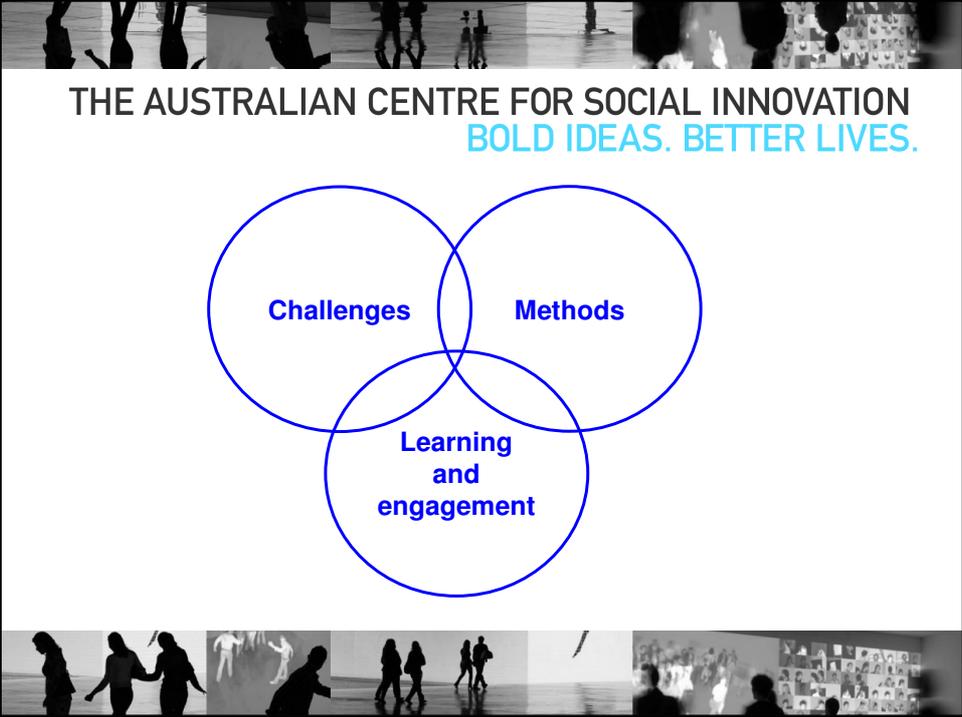
**Key message**  
addressing climate change:

**Building adaptive capacity**  
To meet unknown needs of the future  
requires thinking the unthinkable.

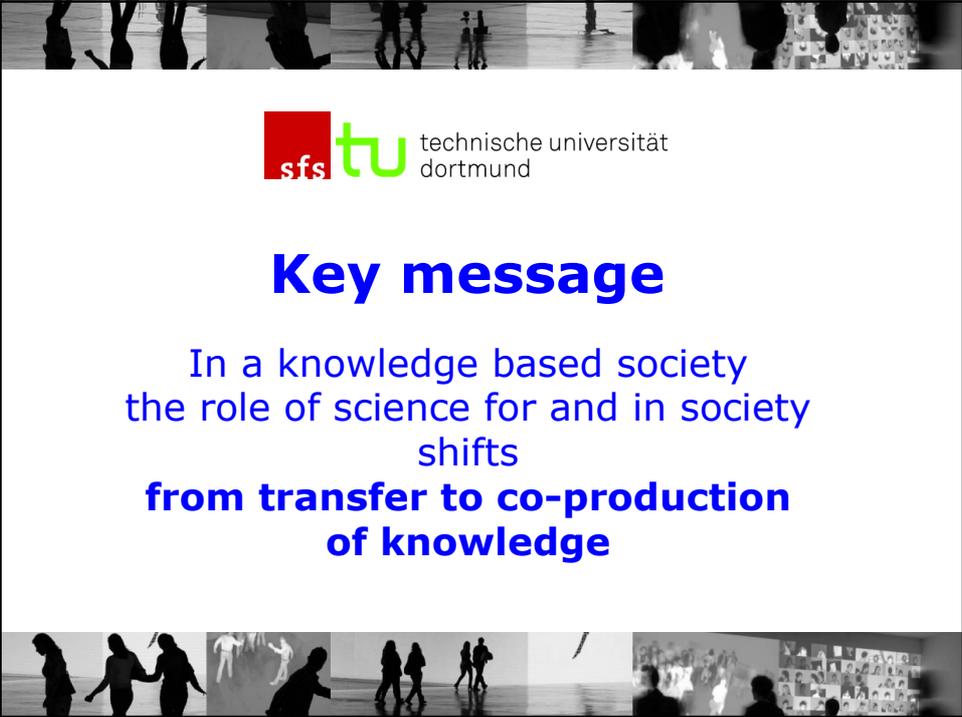
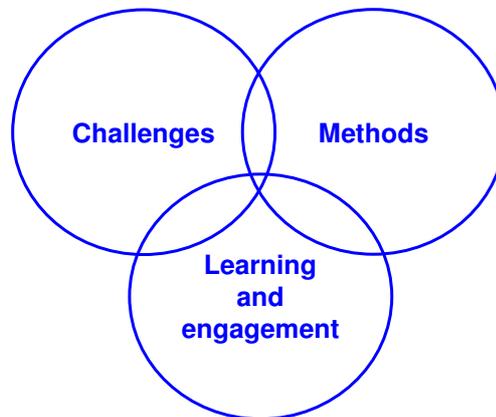
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**BOLD IDEAS. BETTER LIVES.**

## **Key message**

The increasing  
**pace, scale and complexity**  
of the challenges we face means that  
society and its institutions must become more  
**adaptable, collaborative and resilient.**  
This requires **systemic** social innovation.



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**sfs** **tu** technische universität  
dortmund

## **Key message**

In a knowledge based society  
the role of science for and in society  
shifts

**from transfer to co-production  
of knowledge**

Organisations of education and science need  
to become learning organisations,  
aiming  
to institutionalise social networking research  
to **produce socially robust knowledge.**



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the global community for social innovation

**Key message**

**T. A. L. K.**



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# Talk

- Share ideas
- Networks for collaboration
- Between countries, between sectors
- Better ability to know what's already out there
- Openness to new solutions
- Stimulate universities and public research centres to be more open and international



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# Act

- DO* something
- set up innovative projects in your own country
- Replicate good ideas
- Create funding cultures





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# L

## earn

Rapid learning

New skills

Share both successes and failures

Learn about different ways of doing things

Share methods

Develop a shared language

Fill in the gaps, make the social innovation field less fragmented

Increase mutual, awareness and trust



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# K

## nowledge

Knowledge is critical

Social innovation is a new concept and still developing

Develop a shared base of concepts, case studies and research

Contribute to the new knowledge base through the forth

coming [www.socialinnovator.org](http://www.socialinnovator.org)

Share knowledge – across sectors, across disciplines





# “The most needed social innovations of the 21st century”

VIENNA, 30th November 2009

Pierre Valette

Economic, social sciences and humanities -  
Prospective



## Motivation

### **Social innovation: a response to societal challenges**

1. Global crisis: will have far reaching social consequences in particular unemployment; make the challenges more pressing;
2. Ageing population, globalisation, education and skills, technological change, poverty, urbanisation, gender roles, are generating needs of social innovations;

### **Social innovation to be fully recognised and supported**

3. Member States, European Union (EU 2020) and Third Countries: Australia, Canada, US, BRICs, Developing Countries) are taking new initiatives;
4. Entrepreneurship (services, industries, NGOs) from both public and private sectors has to be strengthened.



## What is social innovation about?

### Social Innovation: some concern with definitions

1. Improving human being and social needs; response to social demands which affect the **process** of social interactions between individuals to reach outcomes; ex: micro credit, second chance school...
2. Complementary concepts of “social economy”, “third sector”, systems based on solidarity, inclusion, reciprocity... enterprises with social objectives and a more participative processes;
3. Giving a **value** to social innovation needs research;
4. Does not occur only at local level; consider also spatial and temporal scales: e.g. consumption patterns for communities, long term sustainability.



## a new European policy context

1. The post-Lisbon strategy, “**EU 2020**”, is presented to the public for comments until 15<sup>th</sup> January 2010; strong support of the President Barroso for “social innovation” (even if the word is not used in the strategy document!);
2. “**Renewed Social Agenda**” (2020); sector policies take more and more care of social innovation in the definition of policies: employment, health, education and life long learning, cohesion, inclusion,...
3. “**European Innovation Act**” and “**European Research Area**”, driven now by societal challenges, start to address social innovation;
4. “**Financial perspectives**” (2013-2020) will be the most crucial support to innovation; Social Innovation should be present, if well identified and developed.



## SSH-EU programme opportunities

1. **Social Sciences and Humanities** research programme of the European Union is opening annual call for proposals;
2. **Societal challenges** (SC) and **Topics** (T) are the basic instruments of the SSH program; some of them contain social innovation as a driving force for research (1 SC and 3 Ts) in the Work Programme 2010;
3. New jobs for “green economy”, role of public sector for the implementation of social innovation, welfare systems for urban and cohesion issues, demand side research oriented, are “**grips**” for research on social innovation.
4. **Social platforms** present also strong opportunities for progress of knowledge and concrete initiatives, including participative approaches with the users of Social Innovation (ex: “Innovation social services” in WP2011, “Urban welfare systems” in WP2010).



### Important websites:

FP7 call info:  
<http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.FP7CallsPage>

SSH home page:  
[http://ec.europa.eu/research/social-sciences/index\\_en.html](http://ec.europa.eu/research/social-sciences/index_en.html)

Cordis home page:  
[http://cordis.europa.eu/fp7/home\\_en.html](http://cordis.europa.eu/fp7/home_en.html)

**Thank you  
for your attention!  
Good luck for your application!**

