

soQua Summer School

Social Innovation in Europe and Beyond The concept, its potential and international trends

Vienna, July 9-13, 2012

Cross-border Developments and Trends

Social Innovation in Austria, the Czech Republic, and Hungary
Josef Hochgerner, ZSI (AT) and SozialMarie Award Winners



Josef Hochgerner
Zentrum für Soziale Innovation

Social innovation ‚made in Austria‘ and common trends

Innovation theory: Schumpeter

The formation of the main pillars of the welfare state:

1887: Accidents insurance

1888: Health insurance

1907: Retirement pension insurance

1920: Unemployment insurance

1948: Family support system

1955: General act on social security

1979: 99% of population included

‚Golden age of capitalism‘

‚Second modernity:‘
De-contruction of the welfare system[s]
globalisation, financialisation

→ Research: Centre for Social Innovation, 1990

→ Practice & awareness: SozialMarie, 2005

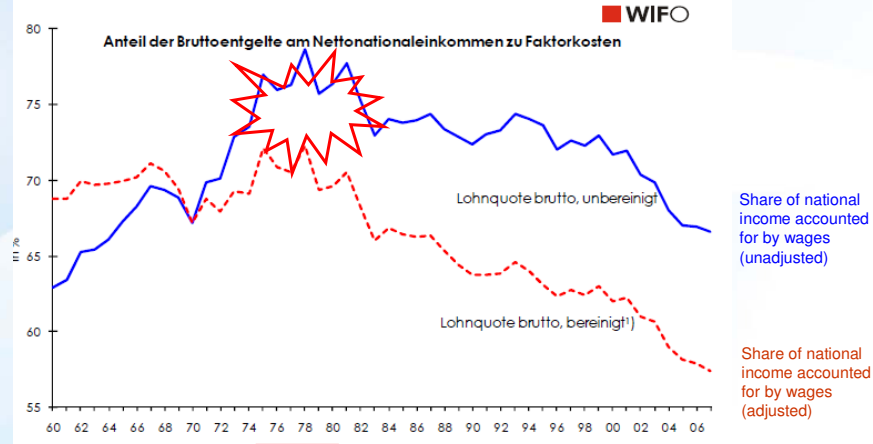
→ Policy statements: 2010 ff.

→ Est. ‚European School of Social Innovation‘: 2011

→ Start M.A. Study programme Social Innovation: 2012

The termination of the 'golden age of capitalism' (1)

Development of labour income share of national income, Austria 1960-2007



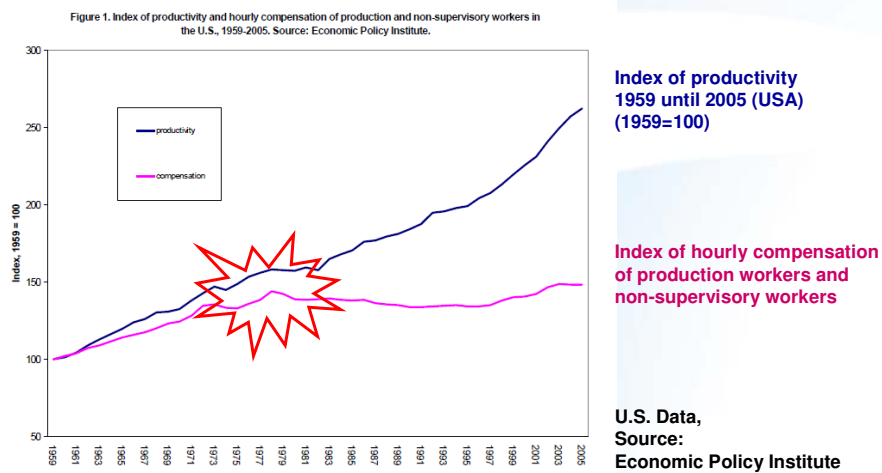
Quelle: Statistik Austria; WIFO-Berechnungen.-

1) Unbereinigt: Brutto-Entgelte dividiert durch nominales Nettionationaleinkommen zu Faktorkosten.

2) Bereinigt: Bruttolohnquote bereinigt gegenüber Veränderungen in der Erwerbstätigenstruktur (= Lohnquote dividiert durch Index der Quote der unselbständigen Beschäftigten an den Erwerbstätigen) auf Basis 1970.

The termination of the 'golden age of capitalism' (2)

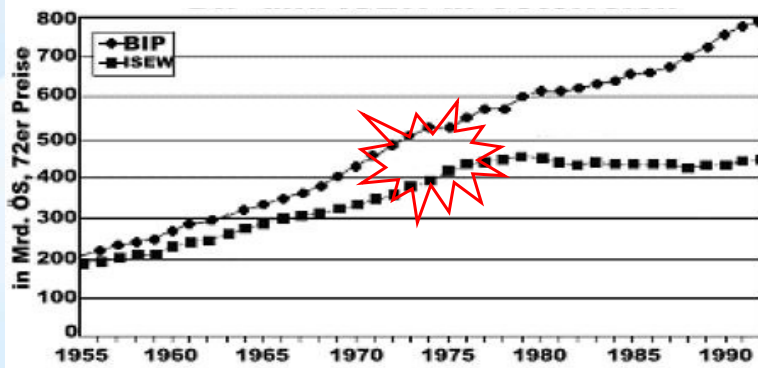
Wages remain static whilst productivity increases, USA 1959-2005



The termination of the „golden age of capitalism“ (3)

Wealthier society provides less additional welfare

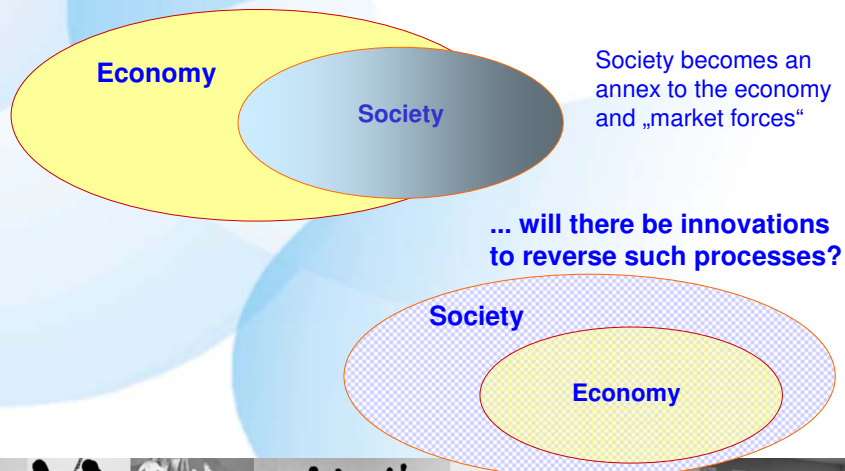
GDP („BIP“) compared to ISEW (Index of Sustainable Economic Welfare) in Austria, 1955 – 1992



„THE GREAT TRANSFORMATION“

Karl Polanyi, 1944:

Large parts of economic processes separate from society and rule social relations instead of being regulated to benefit societal needs



- ‚Making more of less‘ ? The rise of social innovation in view of declining welfare

The most needed social innovation of the 21st century: ‚Management of abundance‘

- Stop and reverse financialisation

Financialization is defined a ‘**pattern of accumulation in which profit making occurs increasingly through financial channels rather than through trade and commodity production**’

Krippner, Greta R., 2004: ‚What is Financialization?‘; mimeo, UCLA Department of Sociology, p. 14.

SozialMarie. Austrian Award for Social Innovation: Eligibility

Eligible for submission are projects of the:

- social economy (civil society initiatives, NPOs/ NGOs, associations)
- public sector, administrations
- private sector, businesses

Applications since 2004:
ca. 2000^{plus}

Total prize money awarded
(to a number of 120 awardees): € 336,000.--





European School of Social Innovation

➤ **A network of scholars (umbrella organisation):**

Educators, promoters and researchers in social innovation

Legal status: Association, according to Austrian Law (est. 2011)

Members: Individuals (physical persons) and institutions (legal persons)

Registered office: ZSI – Centre for Social Innovation, Vienna

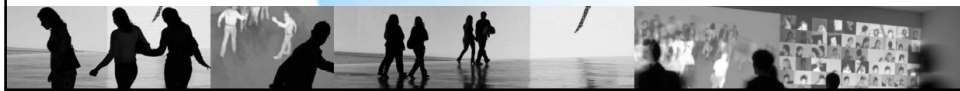
Executive Board: J. Hochgerner/ZSI, Vienna, H.-W. Franz, Dortmund (prov.), A.J. Unceta Satrustegui/SINNERGIAK, San Sebastian

Activities:

Education & Training (e.g. EMSI, Summer School ...)

Conferences, media, p.r. and promotion of social innovation (e.g. in/via EC)

Research: Development of methodologies, indicators; ‚Handbook of S.I.‘



The ‚European Master of Social Innovation‘



Danube University Krems, Austria

www.donau-uni.ac.at

Department of Interactive Media and Educational Technologies
Competence Centre for e-Education

Start: 2012

Information:

http://www.donau-uni.ac.at/en/studium/master_of_social_innovation/index.php



The study programme (1)

Course	Module	ECTS
1. Social science fundamentals	1.1. Concepts and current trends of social structure and social change	3
	1.2. Economic development in public, private, and non-profit sector	3
2. Innovation theory and methodology	2.1. Innovation systems in the Knowledge Society	5
	2.2. Measuring innovations 1: Indicators and methods of innovation research in the private sector	4
	2.3. The theory of social innovation and international approaches	5
	2.4. Measuring innovations 2: Indicators and research on social innovation impact	4
3. Social innovation generation and application & the role of digital peer-to-peer media	3.1. Ideas creation and elaboration: Personal, educational and social conditions	4
	3.2. Intervention: transforming ideas into viable social practices	5
	3.3 Implementation: Accepting, managing and finalising social innovation processes	5
4. Types, dissemination & impact of social Innovation	4.1. Work Environment & Employment	3
	4.2. Communication, Education & Educational Technologies	3
	4.3. Technology, Climate & Ecology	3
	4.4. Demography	3
	4.5. Health, Care & Social Services	3

The study programme (2)

5. Social innovators' professional profile	Core competences and the role of digital peer-to-peer media	4
6. Scientific methodology I	6. Introduction	3
7. Project work	7.1 Preparing scientific case study in one of the five policy areas	2
	7.2 Execution of the project	10
8. Scientific methodology II	8.1 Research methods	3
	8.2 Science theory	3
	8.3 Scientific publishing	3
9. Management of social innovations and their impact	9.1 Management of social innovations in the public sector (regional, national, international)	5
	9.2 Management of social innovations in the private sector (corporate business and social economy)	5
	9.3 Management of social innovations in the 3rd sector (NPO's, Civil Society Organisations)	5
10. Master Thesis	Seminar of the M.A. Thesis, and writing the Thesis	24
Total	All modules completed	120



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