

The logo for soQua, featuring the text "soQua" in a red, sans-serif font inside a light gray, rounded rectangular shape.

soQua

Summer School

Social Innovation in
Europe and Beyond

The concept, its potential, and
international trends

Vienna, July 9 – 13, 2012



Summer School 2012

Social Innovation in Europe and Beyond.

The concept, its potential, and international trends

Key objectives:

To provide fundamental expertise

concerning social innovation, and know-how to apply the concept in different vocational areas and sectors of the society.

To connect, create and disseminate

internationally advanced knowledge on theories, practices and implementation of social innovation.

To build on existing international networks

in local and global settings, providing opportunities for mutual collaboration between distinct communities

To lay out stepping stones

for a modular repository of the European School of Social Innovation [ESSI]. **ESSI will refine, disseminate and re-use results of this Summer School**, e.g. in future workshops, in academic and post-gradual M.A. study programmes, and in vocational training programmes requiring particular knowledge on social innovation.

Target groups – who should attend?

Employed and self-employed persons

that are social innovators, and those who feel their area of work calls for social innovation.

Students of any discipline

interested in various topics of social innovation as part of study, research and practice.

Academics and scientists

from various disciplines who are or would like to become involved in social innovation research.

There is no age limit, and we welcome international participants!

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General introduction

The Summer School on social innovation is labelled >SOQUA Summer School< because it is an extension of a post-graduate course programme named “Sozialwissenschaftliche Berufsqualifizierung” (social science vocational training, in short “SOQUA”: www.soqua.net) that is run in Austria jointly by three social science institutes (FORBA www.forba.at, SORA www.sora.at, ZSI www.zsi.at) since 2006. Besides the 2-year course programme in 2010 a first SOQUA Summer School was carried out on “Evidence Based Policy Making and Social Impact Assessment”, initiated and executed by SORA. **In 2012 ZSI took the lead to implement for the second time a summer school rooted in SOQUA, this time on social innovation.**

Based on the huge success of last year’s international conference “**Challenge Social Innovation**. Innovating innovation by research – 100 years after Schumpeter” (Vienna, September 19-21, 2011, www.socialinnovation2011.eu), the Summer School will be another event allowing to learn about and from social innovation. It in fact offers continuation of established networks, as well as the creation of novel exchange of knowledge and expertise opening up future collaboration among scholars and practitioners of social innovation.

1. About the topic: Social Innovation

The social, alongside the technical, was emphasized as fundamentally relevant as early as in the European Commission's "Green Paper on Innovation" of 1995¹:

"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."

This statement addressed the fact that innovation has social aspects, yet there was still no emphasis on what is currently termed social innovation. The present concept found its way into the politics, economics, and science of many different countries only a few years ago, particularly having achieved some significance since 2009. Now there are public debates on the topic, and many institutions devote themselves to social innovation. Explanations of the importance of social innovation can be found in the official documents of a number of EU Member States, as well as in the EU "Flagship Initiative", the Innovation Union². The intensive examination of the topic on a European level has begun in the context of the "Renewed Social Agenda" of 2008³, and through the preview of the future EU Innovation policy⁴ initiated by the Directorate-General for Enterprise and Industry of the European Commission. The so-called BEPA Report⁵ was published in 2010, and in 2011 the Europe-wide campaign "Social Innovation Europe"⁶ began; in that same year, social innovation was announced for the first time as a topic of research in the European Seventh Framework Programme.

Despite the growing popularity of the topic, there is still widespread uncertainty regarding what social innovations are, how they come into being, and what can be expected from them. In addition, as the "grand challenges" become ever more urgent (challenges ranging from poverty, social exclusion, ageing societies, financialisation⁷, and climate change, to immigration and social conflicts), the research, teaching, and support of the practice of social innovation is becoming more and more important. The social, economic, and cultural changes of the 21st century are creating further requirements for the analysis and implementation of innovation in general – and certainly of social innovation in particular.

The need for innovative changes in social practices exists in both the public and private sectors, as well as in civil society organisations (the "third sector"). Social innovation can appear as new rules of

¹ http://europa.eu/documents/comm/green_papers/pdf/com95_688_en.pdf

² http://ec.europa.eu/research/innovation-union/index_en.cfm

³ <http://ec.europa.eu/social/main.jsp?langId=de&catId=547>

⁴ Business panel on future EU innovation policy: Reinvent Europe through innovation: From a knowledge society to an innovation society. http://ec.europa.eu/enterprise/policies/innovation/files/panel_report_en.pdf

⁵ Hubert, Agnès et al., 2010: Empowering people, driving change: Social innovation in the EU. BEPA (Bureau of European Policy Advisers). http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf

⁶ <http://socialinnovationeurope.eu/>

⁷ Cf. T. I. Palley, 2007: Financialisation. What it is and why it matters. http://www.levyinstitute.org/pubs/wp_525.pdf

participation and decision-making for social processes, as services that influence the social situation of particular segments of the population, and as changed behaviour patterns or improved concepts of social precaution. Yet just as technical discoveries are only counted as innovations once they have become marketable as products and processes and are disseminated, so must social innovations produce sustainable benefits to target groups.

Ideas for social development become social innovations when they are more effective than other concepts, and are thus accepted and put to use. When a social idea is used and disseminated it becomes a social innovation, having its share in the overcoming of a concrete problem, or in meeting one of society's existing social needs, a need that may be either new or long-standing.

2. Objectives: Mutual learning, building bridges, and international networking among practitioners from various fields and social sciences

Very briefly, social innovations are *new combinations of social practices*⁸, or – in the form of an analytical definition⁹:

Social innovations are new practices for resolving societal challenges, which are adopted and utilised by individuals, social groups and organisations concerned.

All innovations are socially relevant and they are in need those days. Next to technical innovations social innovations are required within the EU's private sector in order to assist in becoming a smart, sustainable and inclusive economy. The public sector across the globe, furthermore, demands sustainable solutions for the efficient use of its limited resources and civil society is called upon to engage in the political as well as societal challenges of today worldwide. The key questions raised during the SOQUA Summer School, hence, comprise:

- *Which social innovations are needed in the private sector that contribute to EU's growth strategy, in particular?*
- *Which social innovations are on demand in the public sector in order to invest tax money sustainable?*
- *How to best engage civil society concerns to provide answers to our most important societal challenges?*
- *What can social science and innovation research do in order to provide analysis, concepts and empirical data about social innovations?*
- *Which trends and status of social innovation development, pre-conditions and impact can be observed in international comparison?*

The first day, organised in the framework of the SOQUA Summer School "Social Innovation in Europe and Beyond" on Monday, 9 July, will highlight some major topical areas in need for social innovation. Following a keynote on social innovation, the areas looked at in the afternoon will comprise "working life and social welfare", "democracy and political culture", and the "funding of research and innovation". The next days will address, by keynotes and working sessions: social innovation in social science (Tuesday, July 10), social innovation in the private sector (for-profit business and social entrepreneurship; Wednesday, July 11), social innovation in the public and civil society sectors (Thursday, July 12), and international trends and strategies (Friday, July 13).

A specific objective of the summer school is to facilitate networking among practitioners, researchers and international platforms supporting social innovation. This is based on close collaboration with

⁸ Adapted from the famous quote of Schumpeter (1912): "Innovations are new combinations of production factors".

⁹ Centre for Social Innovation (2012): "All Innovations are Socially Relevant". ZSI Discussion Paper 13, Vienna; online: <https://www.zsi.at/dp>

“SozialMarie”, the Austrian Social innovation Award (annually since 2005 with meanwhile more than 2000 applicants and more than 100 prize winning projects, cf. <http://www.sozialmarie.org/winners>) These are invited to make contact with participants and participate themselves in a specially dedicated workshop on Wednesday evening (pls. refer to the programme).

- In this workshop each project present will have a table to which participants of the Summer School are sent with certain questions to learn from practical experience.
- ZSI will facilitate a matching between SozialMarie projects on the one hand, and Summer School participants and lecturers on the other hand.
- ZSI also collaborates with two online networks focusing on social innovation: "SIE - Social Innovation Europe", <http://www.socialinnovationeurope.eu/>, and "SIX – Social Innovation eXchange", <http://www.socialinnovationexchange.org/>
- They would like to connect with social innovators, either face-to-face or online, and carry out interviews to become published on the two sites indicated.

Generally speaking, we are going to learn about and from social innovation in regard to concepts and practices of innovation.

Focus and composition of the faculty and participants is international. There will be a strong European core of speakers and participants, with a systematic built-in nexus to local social innovators from Austria, yet also key intelligence provided from other world regions.

The summer school calls for experienced social innovators, as well as for persons who feel their area of work requires social innovation. In addition, academics and scientists from various disciplines, who are or would like to become involved in social innovation research, are invited to take part in sharing scientific eagerness for knowledge and enthusiasm.

Participants are welcome from Austria, Europe and beyond. There is no age limit. Students are very welcome, yet we do not want to solely educate students. This Summer School also wants to involve on the one hand employed and self-employed persons that are social innovators, and those who feel their area of work calls for social innovation. On the other hand academics and scientists from various disciplines, who are or would like to become involved in social innovation research, are invited to take part in sharing scientific eagerness for knowledge and enthusiasm. “Involvement” means, we wish to bring together experts from different walks of life in an ambience which allows to learn from each other, benefiting the inquiring mind *and* the quest for practical experience.

3. The programme: Lectures, workshops, interactive events

On a daily basis information exchange, discussion, and the creation of communication spaces enabling future collaboration will be embedded in the scheduled programme of lectures, workshops and presentations.

The foyer will offer space for informal meetings, facilitated by a poster exhibition of social innovation projects and related organisations. In preparatory stages of the Summer School the organisers will provide support to initiate and stimulate communication among participants and assist with logistics to also contact local social innovators and potential future cooperation partners.

A variety of meetings and workshops, breaks, the charming environment of the buildings and the park area of Schönbrunn palace, and an evening out at a Viennese wine tavern will establish and maintain ample room for socialising.

Day	Time	Topic	Room name
Monday July 9		Concepts of innovation, social innovation and research	
	09:00 – 10:00	Get together with coffee & Viennese pastry	<i>Reception</i>
	10:00 – 10:30	Welcome: Gudrun Ragoßnig, Federal Ministry of Science and Research	<i>Franz Joseph</i>
	10:30 – 12:00	Josef Hochgerner: Social Innovation in Europe	<i>Franz Joseph</i>
	12:00 – 13:30	Lunch break	
	13:30 – 15:30	Topical areas in need of social innovation: <ul style="list-style-type: none"> ○ Working life and social welfare: Jörg Flecker, FORBA ○ Democracy and political culture: Günther Ogris, SORA ○ Funding of research and innovation: Klaus Schuch, ZSI 	<i>Franz Joseph</i>
	15:30 – 16:00	Break	
	16:00 – 18:00	Roundtable on the keynote and the session on topical areas in need of social innovation. Moderator: Anette Scoppetta, ZSI	<i>Franz Joseph</i>
Tuesday July 10		Social innovation in social science	
	09:00 – 10:30	Jürgen Howaldt, sfs / TU Dortmund: Social innovation in Social Science Production	<i>Franz Joseph</i>
	10:30 – 11:00	Break	
	11:00 – 12:30	Dmitri Domanski, sfs / TU Dortmund: Social innovation networks	<i>Franz Joseph</i>
	12:30 – 14:00	Lunch break	
	14:00 – 16:00	Interactive working session on innovation in social science organisations and innovations in social science methodologies Facilitators: Dmitri Domanski; Jürgen Howaldt, sfs / TU Dortmund	<i>Franz Joseph</i>
Wednesday July 11		Social innovation in the private sector	
	09:00 – 10:30	Georg Schön, Ashoka Austria: Social innovation in social entrepreneurship	<i>Franz Joseph</i>
	10:30 – 11:00	Break	
	11:00 – 12:30	Interactive working session on case studies from social enterprises and research on social innovation in social enterprises Facilitator: Berenike Ecker, ZSI	<i>Franz Joseph</i>

	12:30 – 14:00	Lunch break	
	14:00 – 15:30	Alexander Kesselring, ZSI; Judith Neumer, ISF Munich: Social innovation in for-profit business	<i>Franz Joseph</i>
	15.30 – 16:00	Break	
	16:00 – 17:30	Interactive working session on case studies from enterprises as well as research on social innovation in enterprises Facilitators: Alexander Kesselring, ZSI; Judith Neumer, ISF	<i>Franz Joseph</i>
	17:30 – 18:00	Break	
	18:00 – 20:00	Workshop with agents of social innovation projects, nominated or winning awards from the Social Innovation Prize “SozialMarie” – www.sozialmarie.org	<i>Maria Theresia</i>
	19:00 – 20:30		
Thursday, July 12		Social innovation in the public and civil society sectors	
	09:00 – 10:30	Social innovation in the public sector: Søren Eikers, SKAT (Ministry of Taxation), Copenhagen	<i>Franz Joseph</i>
	10:30 – 11:00	Break	
	11:00 – 12:30	Interactive working session on case studies from the public sector and research on social innovation in the public sector Facilitator: Ilse Marschalek, ZSI	<i>Franz Joseph</i>
	12:30 – 14:00	Lunch break	
	14:00 – 15:30	Social innovation in civil society organisations: Teresa Holocher-Ertl; Ilse Marschalek; Anette Scoppetta, ZSI	<i>Franz Joseph</i>
	15.30 – 16:00	Break	
	16:00 – 17:30	Interactive working session on case studies from civil society organisations and research on social innovation in civil society organisations Teresa Holocher-Ertl; Ilse Marschalek, ZSI	<i>Franz Joseph</i>
Friday, July 13		International trends and strategies	
	09:00 – 10:30	Cross-border developments and examples of social innovations in Austria, the Czech Republic, and Hungary Josef Hochgerner, ZSI (AT) and SozialMarie Award Winners: Bulgan O. Rico, Next Door Family (CZ) Kata Feher, Social Housing Reconstruction Camp (HU)	<i>Franz Joseph</i>
	10:30 – 11:00	Break	
	11:00 – 12:30	Social innovation in Europe: Jeremy Millard, DTI Copenhagen, EU Project TEPSIE	<i>Franz Joseph</i>
	12:30 – 14:00	Lunch break	
	14:00 – 15:30	Social innovation initiatives in Western Balkan Countries and in Spain/Bask Country Mirna Karzen (HR), Social Innovation Laboratory SIL: Croatia, Macedonia and Serbia Alfonso Jaime Unceta Satrustegui (ES), Social Innovation Centre: SINNERGIAC/University of the Basque Country	<i>Franz Joseph</i>
	15.30 – 16:00	Break	
	16:00 – 17:30	Social innovation in North America: Tim Brodhead, SiG – Social Innovation Generation Canada	<i>Franz Joseph</i>
	18:30 – 24:00	Evening out in a Viennese wine tavern: Heuriger Schneider-Gössl, Firmiangasse 11, 1130 Vienna http://www.schneider-goessl.at/english/	

4. Additional information and registration

- Throughout the week information will be provided and communication facilitated pertaining to organisations which successfully implemented social innovations in Vienna and neighbouring regions. Such links are established in collaboration with „SozialMarie“, the annual Austrian Social Innovation Award: www.sozialmarie.org
- Matching between participants and local social innovators may take place in various forms: From simple connexion via online communication and information exchange, on to physical meetings at the Summer School, and – as appropriate – visits to sites of social innovation projects. Lists and contact data concerning social innovators willing to communicate and meet will be made available to registered participants.
- Thursday evening: Annual Assembly of the „European School of Social Innovation“
- Friday evening: Final social event in a Viennese wine tavern (“Heuriger” – for information please go to <http://www.wien.info/en/shopping-wining-dining/wine>)

Registration fee:

€ 290 – covering participation in all events of the week, information package, products and documentation of the Summer School, assistance in networking with social innovators, catering (coffee breaks) and the evening in the wine tavern.

€ 190 – student fee

Please register online: www.soqua.net/summerschool

Payment requested to:

Zentrum für Soziale Innovation

Bank Account: Unicredit Bank Austria

IBAN: AT69 1200 0006 8413 7409

BIC: BKAUATWW

Please indicate under ‘reason for payment’: SuS, KS 1017 – Thank you very much!

Limited number of participants: 40

Contact for further information and enquiries:

Franziska Klauser, klauser@zsi.at

Venue:

Vienna, Conference centre Schönbrunn: www.schoenbrunn-tagungszentrum.at

Video tip: „Schumpeter adopts social innovation“ <http://vimeo.com/36697652>

5. Future outlook: The European School of Social Innovation (ESSI)

In order to expand the scientific fundamentals, qualifications and professional competencies for social innovation, the ZSI in partnership with the Social Research Centre of the University of Technology, Dortmund, founded the “European School of Social Innovation” in 2011. ESSI builds on existing organisations and networks dealing with social innovation in science and practice.¹⁰ By collaborating under the umbrella brand ESSI, the partners take up activities and new developments, making them publically visible and interconnected. This can be accomplished by holding seminars, workshops, or conferences such as *CSI Vienna*¹¹, as well as (and especially) through the cooperation of various educational and continuing educational organisations, in order to convey professionally valuable qualifications (on post-secondary, tertiary, and post-graduate levels).

The organisational basic idea aims to combine social innovation education and research, a collaboration structure that will close knowledge gaps in trans-disciplinary and international cooperation, and will spread new approaches to research and practice within the field of innovation.

The cooperation between the institutions working together under the ESSI umbrella (universities, polytechnic institutes, continuing education organisations, research institutes, etc.) is not limited to Europe. The educational (and continuing education) offerings are open to participants from all over the world. However, we assume that because of Europe’s historically well-developed social systems, economies, and cultures, there are genuine demands, prerequisites, and pathways to social innovation here in Europe, even if sizeable regional differences may exist. Well aware of this, the name *European School of Social Innovation* was chosen deliberately. We view our openness to contributions and participation from other regions of the world as a chance to learn to better mutually explore and understand similarities and differences. This kind of understanding and competence can and should contribute to a more socially balanced world society.

In case you are interested in ESSI as a potential member (as an institution or as a person) please contact directly Josef Hochgerner, hochgerner@zsi.at

¹⁰ These include existing centres or laboratories for social innovation, universities with relevant research and study offerings, significant EU projects, foundations, and networks, as well as international organisations like the OECD. Overview:

https://www.zsi.at/attach/List_of_social_innovation_organisations_and_key_publications.doc

¹¹ “Challenge Social Innovation. Innovating Innovation by Research – 100 years after Schumpeter” – www.socialinnovation2011.eu

6. Organisers: The Centre for Social Innovation and partner institutes



ZENTRUM FÜR SOZIALE INNOVATION

CENTRE FOR SOCIAL INNOVATION

Zentrum für Soziale Innovation

ZSI is a scientific institute based in Vienna, Austria. It is pioneering social innovation and works in ever increasing international networks since its establishment in 1990. As an independent private non-profit organisation ZSI creates and disseminates knowledge and skills in thematic domains of pertinent relevance to a socially balanced unfolding of the global knowledge society:

- Work and Equal Opportunities (A&C)
- Research Policy and Development (F&E)
- Technology and Knowledge (T&W)

www.zsi.at

In collaboration with SOQUA-partner institutes FORBA and SORA:



Forschungs- und Beratungsstelle Arbeitswelt

FORBA is an independent research institute specialising in social-science research on work and employment. The institute is interdisciplinary and international in character, looking back on long-term cooperation with researchers in the EU and overseas. In terms of their training and background, FORBA's academic staff cover sociology, political science, business administration and computer science, with research activities at the institute centring on both basic and applied research in these areas. Knowledge transfer aimed at translating research findings into social practice forms an integral part of the institute's activities. FORBA wants to add to the knowledge available on work and employment and to provide policy advice with the aim of contributing to better working conditions.

www.forba.at

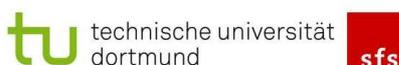


Institute for Social Research and Consulting

SORA builds on many years of experience and consequent development of expertise and knowledge of methodology. As an established partner in European social science, SORA is at the forefront of expert debates and methodological innovation. We pass on our knowledge and our experience through university courses and [training](#) programmes. Since 2006 and in cooperation with the non-university institutes FORBA and ZSI, SORA has been organizing the [SOQUA](#) courses and seminars providing professional qualification in social sciences.

www.sora.at

And, in the framework of the newly formed European School of Social Innovation, with:



sfs – Sozialforschungsinstitut Dortmund

sfs is one of the long established and major research centres for social sciences in Germany. Founded in 1946, the sfs has been a state institute of North Rhine Westphalia from 1972 to 2006. Since the beginning of the year 2007 sfs is a Central Scientific Institute of the [Technische Universität Dortmund](#).

www.sfs-dortmund.de

7. Supporting partners and networks

Funding:

The soQua Summer School on Social Innovation is generously supported by the Austrian Ministry for Science and Research



Bundesministerium für Wissenschaft und Forschung, www.bmwf.gv.at

Media partners:



Austria Presse Agentur, www.apa.at



Der Standard, www.derstandard.at

Networking partners:

SozialMarie
Preis für soziale Innovation



Austrian Annual Award for Social Innovation
www.sozialmarie.org



Platform on social innovation in Europe, launched by the EC
www.socialinnovationeurope.eu



Social Innovation eXchange, SIX
<http://socialinnovationexchange.org/>

8. Venue: Conference Centre Schönbrunn



Schloß **Schönbrunn**
Tagungszentrum
Conference Centre

Schönbrunn Palace Conference Centre



A historic ambience for modern ideas

The Schönbrunn Palace Conference Centre is located in the former Apothecaries`Wing on the east side of the extensive palace grounds. Following two years of building and renovation, eight conference and events rooms of various different sizes extending over a total area of 2,700 m² have been created.

A congenial atmosphere for conferences and meetings

Access to a leafy inner courtyard and to the Orangery Garden provides for relaxing breaks during the focused intensity of conferences, working groups or meetings. The immediate proximity of the palace park and its attractions offers the possibility of combined arrangements within the context of seminars and events. Formerly housing the Cedrat House and the apothecary of the imperial family, this unusual conference venue is today notable for its atmosphere in which intensely focused discussion and debate can go hand in hand with wellbeing and relaxation.

Ambience

The ambience has been carefully designed to activate the five senses in order to enhance a feeling of wellbeing within the conference centre. This includes numerous optical and haptic elements designed according to the principles of Feng Shui. Variable and coloured lighting can be deployed to create a particular mood and ambience.

Modern design and technology

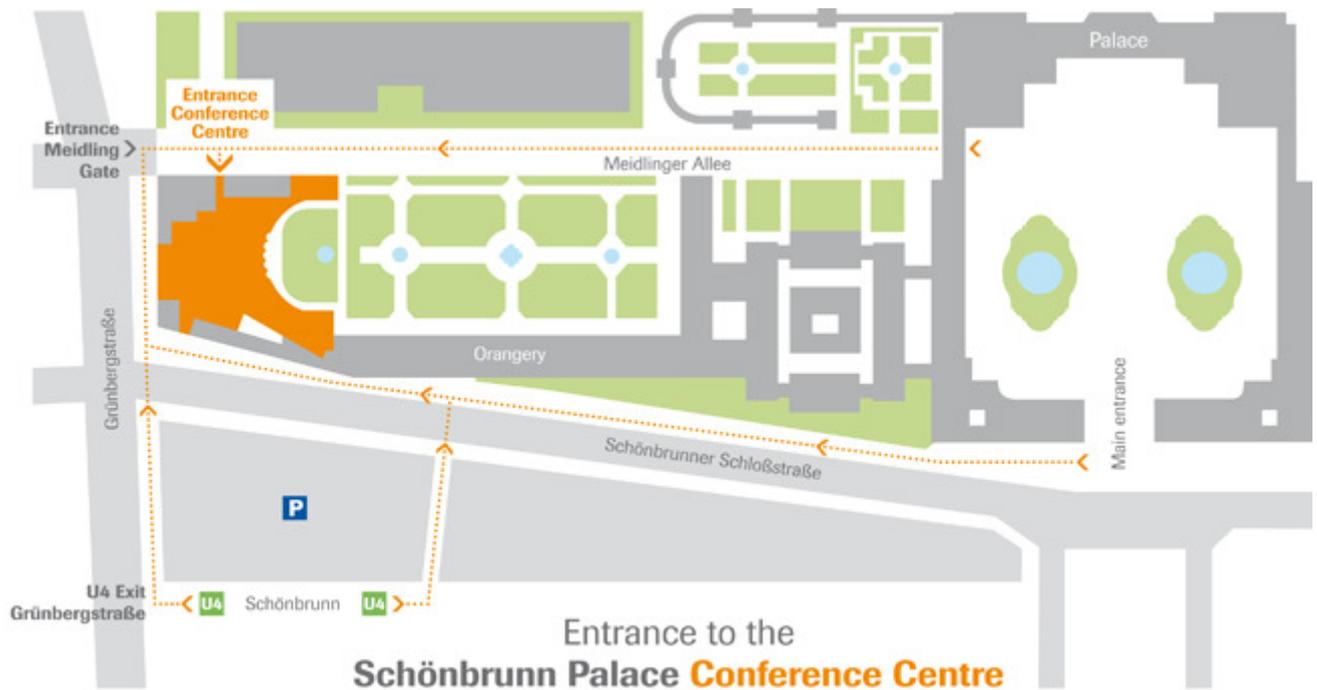
Contemporary interior design and the latest technology including WLAN access complement the historic architectural fabric. An innovative adiabatic ventilation system ensures a pleasant indoor climate. Cold from evaporation by night cools the rooms on hot days sustainably, without the need for electricity.

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Directions



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Public transport lines:

Underground line U4, station >Schönbrunn<, exit Grünbergstraße

Bus route 10A, stop >Schönbrunn U4< or >Schloß Schönbrunn<

Information on the Imperial Palace: <http://www.schoenbrunn.at/en.html>