

# Summer Course on Social Innovation

Universidad Nacional de Colombia

San Andrés

July 15<sup>th</sup> – 26<sup>th</sup>, 2013

Lectures and group work exercises  
in Modules 1 and 2 (first week)



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sfs



Day 1

## Summer School on Social Innovation

Overview of topics – first week

Module 1: Concepts and current perspectives on social innovation

Day 1: Definitions and concepts of social innovation

- The broader view of innovation
- Analysis on normative attribution of the „social“ to innovation
- The inter-relatedness of [social] innovation and [social] change
- Areas and objectives of social innovation
- Finding project ideas and potential cases for further elaboration

Day 2: The making of social innovation

Day 3: Perspectives of social innovation

Module 2: Successful experiences in social innovation from abroad

Day 4: Tools and instruments enabling and supporting social innovation

Day 5: From Europe to Latin America



Day 1

## Exercise # 1

### Three questions

- What is innovation for you?
- What is social innovation for you?
- What do you expect from the course?

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## The new innovation paradigm

*An introduction to the broader scope of the  
Social Innovation Summer Course*

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## Basic assumption:

The transition from an industrial to a knowledge and services-based society corresponds with a paradigm shift of the innovation system.

This paradigm shift also implies an increasing importance of social innovation as compared to technological innovation.

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**“The tracks of international research on innovation demonstrate that the technology-oriented paradigm – shaped by the industrial society – does not cover the broad range of innovations indispensable in the transition from an industrial to a knowledge and services-based society: Such fundamental societal changes require the inclusion of social innovations in a paradigm shift of the innovation system.”**

*From the “Vienna Declaration: The most relevant topics in social innovation research”, 2011*

*Information online: [www.socialinnovation2011.eu](http://www.socialinnovation2011.eu)*

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## Main characteristics of the new innovation paradigm

- Co-ordination and mediation between various different groups of stakeholders who are involved in innovation activities
- Interdisciplinarity, heterogeneity and reflexivity of the processes of creation
- Emphasis on historical, cultural and organizational preconditions
- Increased involvement of users/citizens in processes of “co-development”

Cf. “The New Nature of Innovation” (OECD Publication 2010)

<https://webgate.ec.europa.eu/socialinnovationeurope/magazine/context/articles-reports/new-nature-innovation-four-drivers-innovation>

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### Co-creation

1. Co-creating value with customers
2. User’s involvement in innovation process

### Global Knowledge Sourcing and collaborative networks

3. Accessing and Combining globally dispersed knowledge
4. Forming collaborative networks and partnerships
5. Dynamics between large companies and entrepreneurs

### Global Challenges

6. Environmental concerns create new opportunities
7. Needs in developing countries drive innovation

### Public Sector Challenges

8. Pressure on public services create new business opportunities

### New Role of Technology

9. Technology’s role as an enabler of innovation

from “A New Nature of Innovation”, J. Rosted: <http://www.oecd.org/sti/inno/43730198.pdf>

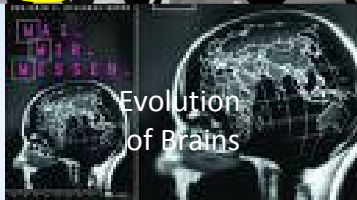
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## Social innovation within the new innovation paradigm

- New processes (co-operation and communication)
- New contents (topics and foci)
- New goals (creation of social values instead of or besides economic values)

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## Why SOCIAL Innovation ?



Collaborative intelligence & intelligent collaboration >> **Cultural Evolution**

Day 1

# When the tide of innovation comes in ...

Innovations expand the range of human action ...

Neither one big innovation, nor a series of innovations only. » » » We observe manifestations of powerful socio-technical systems, enabled by a particular culture of innovation

... and thus create spectacular achievements:

Earth rise from moon orbit, December 24, 1968



„Sputnik shock“ in the U.S. → and the vision thereafter



A walk in the sunshine July 21, 1969

The culture of innovation will change according to societal transition in its fundamental „sediments“:

1. The tec.-material surface
2. The power structures
3. Patterns of individual & social communication
4. Frames of reference, incl. mores, myths & rites
5. The emotional balance in society (hope vs. fear, empathy vs. hatred etc.)



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# WHY SOCIAL INNOVATION NOW?

Innovations embedded in social change

The most famous steam engine - Optimised by James watt, 1776



„Humans by Design“: Optimisation in the 21st c.?



Standardisation

Weak ties in social relations: „Flexibility“

Acceleration „speed kills“

Termindruck

Pressures

Wechsel der Arbeitstätigkeit

Gerüche / Dämpfe

Work-load

Genauigkeit

„Work-Life Balance“

Leistungsdruck

Verantwortung

Lärm

Heb

Zugl

fehlende Kontaktmöglichk

„Brave New World“: Optimisation of human behaviour in social systems – 20th century



Day 1

## ALL INNOVATIONS ARE SOCIALLY RELEVANT

### Approaching the social dimensions of innovation

**Innovations are „changes or novelties of rites, techniques, customs, manners and mores.“**

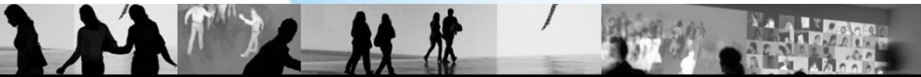
Horace Kallen, 1932: Innovation, in: Encyklopedia of the Social Sciences; Vol. 8; pp. 58ff.

\*\*\*\*

“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.”

European Commission, 1995: Green Paper on Innovation  
[http://europa.eu/documents/comm/green\\_papers/pdf/com95\\_688\\_en.pdf](http://europa.eu/documents/comm/green_papers/pdf/com95_688_en.pdf)



Day 1

## THE CONCEPT OF SOCIAL INNOVATION

### An analytical definition of „Social Innovation“ \*)

**„Social innovations are new practices for resolving societal challenges, which are adopted and utilized by the individuals, social groups and organizations concerned.“**

... deliberately different to: „Social innovations are innovations that are social both in their ends and their means.“ (cf. Geoff Mulgan, EC)

**Distinction between idea and implementation: an idea becomes an innovation in the process of social implementation – it changes and improves social practices**



\*) Zentrum für Soziale Innovation, 2012:  
„All innovations are socially relevant“  
ZSI-Discussion Paper 13, p. 2: [www.zsi.at/dp](http://www.zsi.at/dp)

... with reference to Schumpeter: They are  
»New combinations of social practices«



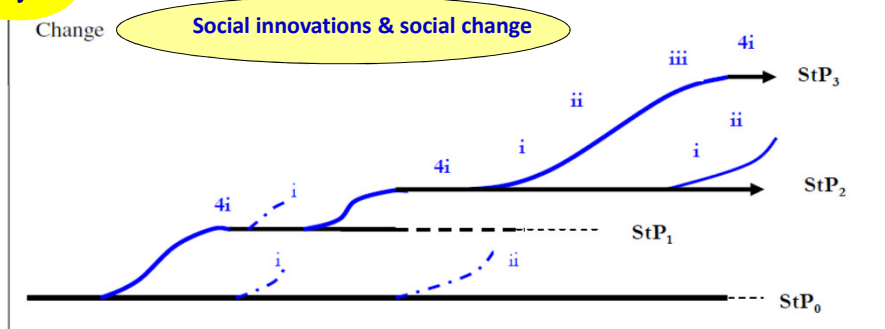
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Area of societal development	Examples of social innovations	
	Old / historic / previous	New / current / future
<b>Science, education and training</b>	<ul style="list-style-type: none"> <li>✓ Universities; compulsory education; Kindergarden; pedagog. concepts e.g. Montessori ...</li> </ul>	<ul style="list-style-type: none"> <li>✓ Technology enhanced learning; 'micro-learning', Web 2.0; Wikipedia; 'science mode 2'</li> </ul>
<b>Work, employment and the economy</b>	<ul style="list-style-type: none"> <li>✓ Trade unions; Chambers of commerce/labour; Taylorism; Fordism; self service</li> </ul>	<ul style="list-style-type: none"> <li>✓ Flextime wage records; CSR; social entrepreneurship; diversity mgmt.; collaborative consumption</li> </ul>
<b>Technologies, machinery</b>	<ul style="list-style-type: none"> <li>✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence</li> </ul>	<ul style="list-style-type: none"> <li>✓ Open source movement (communities); self constructed solar panels; decentralized energy prod.</li> </ul>
<b>Democracy, politics and justice</b>	<ul style="list-style-type: none"> <li>✓ 'Attic democracy'; the state as a juristic person; general elections</li> </ul>	<ul style="list-style-type: none"> <li>✓ Citizens participation; 3<sup>rd</sup> sector; equal rights; gender mainstreaming</li> </ul>
<b>Social and health care systems</b>	<ul style="list-style-type: none"> <li>✓ Social security; retirement schemes, welfare state</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reforms of financing and access to welfare (e.g. 'birth right portfolio')</li> </ul>



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The life cycles of social innovations and their contribution to change over time



Source: Author

Time

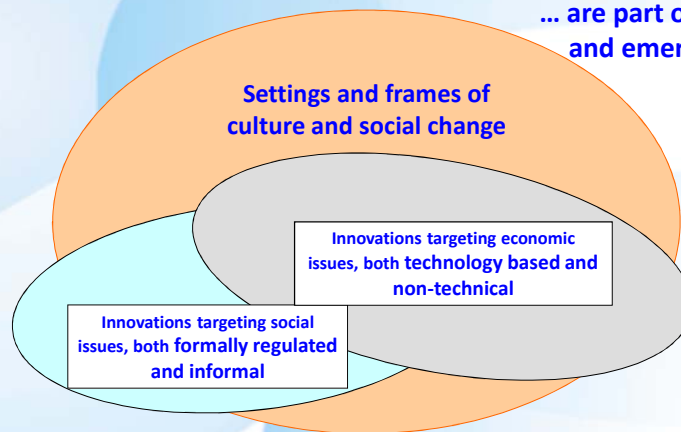
- StP<sub>0</sub> Standard practices concerning a specific area of the social system, existing at a certain period of time, possibly continuing next to social innovation(s), i.e. the implementation of new practices
- StP<sub>1</sub> Newly established standard practice following the successful implementation of a social innovation in the area
- StP<sub>2</sub> Newly established standard practice following the successful implementation of a social innovation in the area
- 4i** complete life cycle with impact, resulting from newly established standard practices
- i** idea generated, process interrupted
- ii** idea and intervention generated, process interrupted
- iii** idea and intervention generated, process ongoing
- fading out of standard practices



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## INNOVATIONS, INCLUDING SOCIAL INNOVATIONS,

... are part of social change,  
and emerge from culture



**Social change:** „The procedural transformation of the structure and basic institutions of society, its cultural patterns, associated social acts, behaviour and consciousness“ ; my shortened translation from Zapf, W. 2003: Sozialer Wandel, in: Schäfers, B. (Hg.): Grundbegriffe der Soziologie, Opladen, 427-433

Day 1

## AREAS AND OBJECTIVES OF SI

### Three perspectives to analyse objectives and impact:

- the „social demand“ perspective,
- the „societal challenges“ perspective, and
- the „systemic change“ perspective.

Agnès Hubert et al. (BEPA – Bureau of European Policy Advisors)  
„Empowering people – driving change. Social Innovation in the European Union.“  
[http://ec.europa.eu/bepa/pdf/publications\\_pdf/social\\_innovation.pdf](http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf)

## Towards a comprehensive paradigm of innovation

### In general, innovations aim

- o primarily either on economic or on social **objectives**,
- o they may be **technology**-based or not;
- o in the social sphere they may require formal **regulation** or not.

### Innovations, addressing primarily economic objectives<sup>1)</sup>, include

- o **products**
- o **processes**
- o **organisational measures**
- o **marketing**

### Innovations, addressing primarily social objectives<sup>2)</sup>, include

- o **roles** (of individuals, CSOs, corporate business, and public institutions)
- o **relations** (in professional and private environments, networks, collectives)
- o **norms** (on different levels, legal requirements)
- o **values** (customs, manners, mores, ethics) – ‚powered by‘ frames of reference

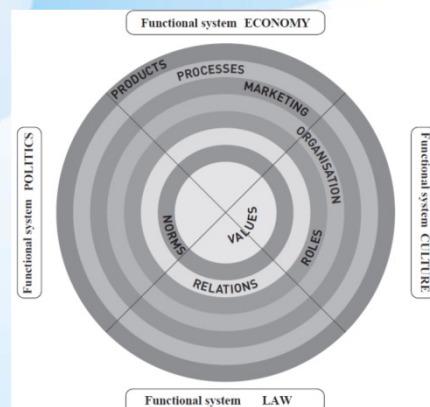
1) „Oslo Manual“, OECD/EUROSTAT 2005, re. Schumpeter 1912

2) My extension, 2011



## The extended paradigm of innovation:

All innovations are relevant across all functional systems of the society<sup>\*)</sup>



Eight main types of innovation ...

- o Products
- o Processes
- o Marketing
- o Organisation
- o **Roles**
- o **Relations**
- o **Norms**
- o **Values**

... across four functional systems:

- o Economy
- o Culture
- o Politics
- o Law

<sup>\*)</sup> Functional systems according to Parsons, 1976: Zur Theorie der Sozialsysteme. Opladen: Westdt. Verlag



Day 2

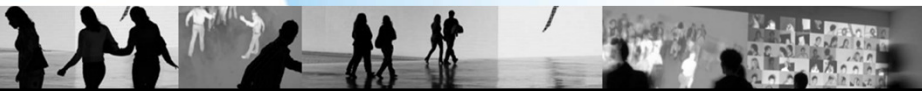
## Exercise # 2

### Areas of social innovation

Which areas of social innovation are particularly interesting for you?

#### Result:

- Identification of five clusters according to the respective interest of the participating individuals, now coming together in groups of similar intent
- These clusters provide a basis for further activities in group work and for an assessment of the performance of participants. Moreover, these activities may stimulate further elaboration on the topics in studies, work and professional collaboration in social innovation projects.



Day 2

## Exercise # 3

### Formation of small groups and „walking out“

#### Taking roles:

- One or two person/s = „activator“ with an ambition to innovate
- The other persons chose one of the following roles:
  - ❖ Potential beneficiary (representative of a/the target group)
  - ❖ Representative of an interest grouping
  - ❖ Challenging opponent, taking a different approach due to social background (culture, country, experience ...)
  - ❖ Other stakeholder involved (private or public, NGO ...)
  - ❖ Analyst, scientist

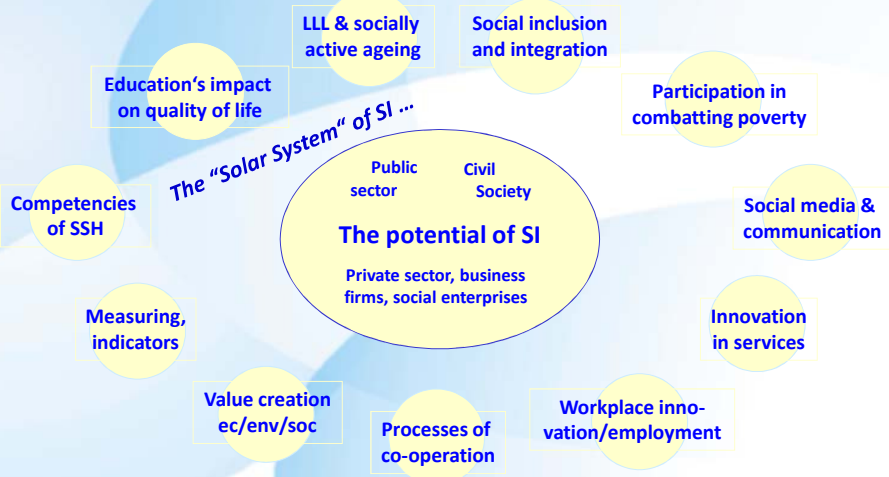
#### Upon return: „fish bowl“

Two plus one in a circle: Reporting on results in the form of draft ideas towards the development of „project plans“



Day 3

## TOPICAL AREAS OF SOCIAL INNOVATIONS



Source: „Vienna Declaration“ of the conference „Challenge Social Innovation“, Vienna, Sept, 2011: [www.socialinnovation2011.eu](http://www.socialinnovation2011.eu) – Printed book: H.W. Franz, J. Hochgerner, J. Howaldt, eds., 2012: Challenge Social Innovation. Potentials for Business, Social Entrepreneurship, Welfare and Civil Society. Heidelberg: Springer. 17 other contributions have been published online for free download in the form of „ZSI Discussion Papers“: [www.zsi.at/dp](http://www.zsi.at/dp)

Day 3

## THE PROCESS DEVELOPMENT OF SI

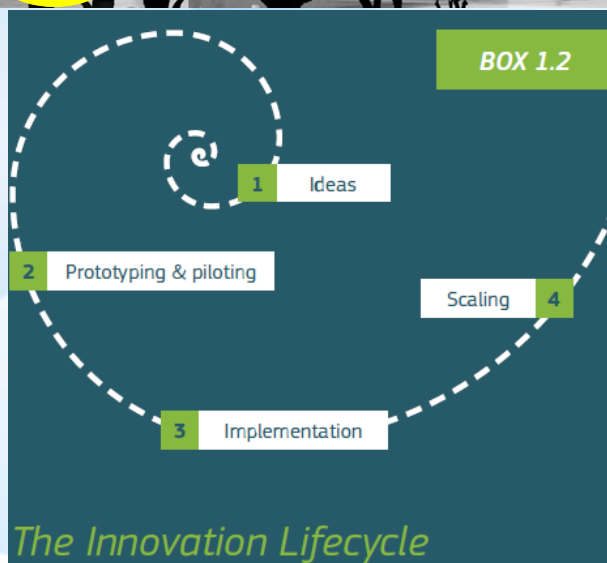
### The „4-i process“:

- **Idea** >> What's the issue, what could be the solution?
- **Intervention** >> Conceptualisation, find methods and allies
- **Implementation** >> Overcoming resistance, stakeholders, *life cycle!*
- **Impact** >> Not necessarily ‚good‘, nor for the whole of society



Day 3

## The development and 'Scaling' of SI



European Commission –  
DG Enterprise and Industry,  
2012:  
Strengthening  
social innovation in Europe;  
p. 15  
Deliverable of  
Social Innovation Europe:  
[www.socialinnovationeurope.eu](http://www.socialinnovationeurope.eu)  
[http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/strengthening-social-innovation\\_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/strengthening-social-innovation_en.pdf)

Day 3

## The process of making SI re. YOUR PROJECT

### Assignment to work along the „4-i“ and stages (1):

**First:** Clarify the title of your project (which, of course, can be revised again)

➤ **Ideation [„Ideas“] : Write 1 – 3 pages, or more, about ...**

- Analysis of the issue you want to help providing a solution for
- Description of the idea (measure, activity, approach) that should lead to the solution
- The group may present more than one idea (alternatives, competing proposals)

➤ **Intervention [„Prototyping and piloting“] : Write 1 – 2 pages, or more, about ...**

- The key methodology how to start with (first steps)
- The most critical obstacles that must be surmounted
- Who are the most relevant stakeholders, and potential allies among them?

Day 3

## Assignment to work along the „4-i“ and stages (2):

➤ **Implementation [„Implementation“] : Write 1 – 2 pages, or more, about ...**

- How to win supporters?
- Efforts and resources required (labour, money, supportive institutions ...)
- Estimated time to accomplishment

➤ **Impact [„Scaling“] : Write about one page, or more, about ...**

- The best measure of success, potential for replication and scaling
- May unintended or even foreseeable side-effects occur?
- Indirect effects (e.g. for future generations) and balance between benefits and detriments to different social groupings

**Finally:** Try to assess, how realistic your plan may turn out based on a scale from 1 (very unlikely) to 10 (very likely to succeed), think of your availability and exchange your personal co-ordinates for potential collaboration in future.



Day 3

## Exercise # 4

**Group work on how to contribute to social innovations regarding the selected project ideas**

**Method applied: “World Café”**

1. From the perspective of your scientific background/discipline: What kind of *methods and concepts* can you imagine to be supportive to social innovation and social innovators?
2. How should *teaching, research and public perception of science* change in order to better assist the social innovation processes?
3. Which are the *main barriers* for social innovations to advance from ideas (‘invention’) to become effective ?



Day 4

**Important reading – for free download, as indicated, or in the dropbox:**

Jürgen Howaldt and Michael Schwarz, 2010:

**Social Innovation: Concepts, Research Fields and International Trends.**

# 1

The first is from 2010 and provides an overview of trends in emerging social innovation concepts and research areas. You can download the whole (slim) book from the internet and dig into the first 37 pages they have big margins - and relatively big fonts ;-) ) :

[http://www.internationalmonitoring.com/fileadmin/Downloads/Trendstudien/Trends\\_V2/IMO-MAG%20Howaldt\\_final\\_mit\\_cover.pdf](http://www.internationalmonitoring.com/fileadmin/Downloads/Trendstudien/Trends_V2/IMO-MAG%20Howaldt_final_mit_cover.pdf)

Josef Hochgerner, 2011:

**The Analysis of Social Innovation as Social Practice.**

The second one is from 2011 and a bit more theoretical - a book chapter of mine that has been published in a shortened version in the USA.

# 1

Published in:

*bridges*, Transatlantic Science and Technology Quarterly, Washington, D.C.,  
vol. 30, July 2011 / Feature Article:

<http://www.ostina.org/en/volume-30-july-20-2011/volume-30-july-20-2011-feature-articles/the-analysis-of-social-innovations-as-social-practice>

Day 4

# 1

**Challenge Social Innovation – an introduction**

**Hans-Werner Franz, Josef Hochgerner, Jürgen Howaldt**

The third one, from 2012, is again from more or less the same 'laboratory' like the previous two, as it is the introduction (a few pages) to a reader on social innovation, which was published as a follow-up to the major research conference on social innovation that took place in September 2011 in Vienna (with some 370 participants from all over the world). Concerning the conference you may visit the website [www.socialinnovation2011.eu](http://www.socialinnovation2011.eu) to find more about details and conclusions from the conference. Moreover, a number of papers presented at the conference have been published as "ZSI Discussion Papers" (numbers 14-31), of which Nr. 25 is by Nicolás Monge who will be with you in the second week of the Summer School. His paper is titled "**Social Sciences, Social Innovation and Public Policy. Universities as agents of change**" and can be found at [www.zsi.at/dp](http://www.zsi.at/dp)



Day 4

# 2 Hubert, Agnès et al., 2010. **Empowering people – driving change. Social innovation in the European Union.** This is the so-called BEPA-report. Available for free download: [http://ec.europa.eu/bepa/pdf/publications\\_pdf/social\\_innovation.pdf](http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf) (in particular: pp. 24-30, 81-95)

Murray, Robin et al., 2010.  
# 2 **The Open Book of Social Innovation.**  
[http://www.nesta.org.uk/library/documents/Social\\_Innovator\\_020310.pdf](http://www.nesta.org.uk/library/documents/Social_Innovator_020310.pdf)  
(in particular p. 142 ff.; recommended: scan through to find suitable examples to learn from for your case, and identify methods supporting it)

Kahle, Hanna Nari and Holger Ernst, 2012.  
**The Firm Value of Social Innovations in Base of the Pyramid Markets.**  
Free download:  
<https://www.zsi.at/en/object/publication/2190> (or via [www.zsi.at/dp](http://www.zsi.at/dp))



Day 4

Westley, Frances and Antadze, Nino, 2010.  
**Making a Difference. Strategies for Scaling Innovation for Greater Impact.** In: The Innovation Journal: The Public Sector Innovation Journal, Vol. 15(2).  
Free download:  
[http://www.innovation.cc/scholarly-style/westley2antadze2make\\_difference\\_final.pdf](http://www.innovation.cc/scholarly-style/westley2antadze2make_difference_final.pdf)  
(cf. in particular p. 8ff.)

**Social Venturing**, by Robin Murray (co-founder and later chairman of Fairtrade), Julie Caulier-Grice and Geoff Mulgan, 2009, London: The Young Foundation & NESTA  
online: <http://youngfoundation.org/wp-content/uploads/2012/10/Social-Venturing.pdf>

# 2 Includes chapters on how to design, develop and grow social innovation in 4 sections:  
1 The Process of Venture Formation (starting with 'Business models')  
2 Ownership and Governance  
3 Raising the Finance  
4 Culture, Knowledge and Relational Capital



Day 4

**Pay for Success: Investing in what Works.** 2012, Washington D.C.: The White House & Nonprofit Finance Fund  
[http://payforsuccess.org/sites/default/files/pay\\_for\\_success\\_report\\_2012.pdf](http://payforsuccess.org/sites/default/files/pay_for_success_report_2012.pdf)

"*Pay for Success*" is about governments buying social services from service providers, paying on delivery of agreed and determined success. In that, it obviously is a tricky task to define what exactly counts as success (and what is accountable)...

There is an article on that issue by Donald Haider & Franz Wohlgezogen: "**Change Comes at a Cost**", in *Stanford Social Innovation Review*, Winter 2012. Vol. 10, #1, pp.66-71.  
Scanned pdf in the dropbox.

Further to that: Good reading about inter-linkages between the public, the private economy, and what is called the "social economy": **Social Economy and Social Entrepreneurship.** *Social Europe Guide*, Vol. 4, European Union 2013.  
Available for free download at  
<http://ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=7523>

Day 4

## AVOID MIS-CONCEPTIONS !!

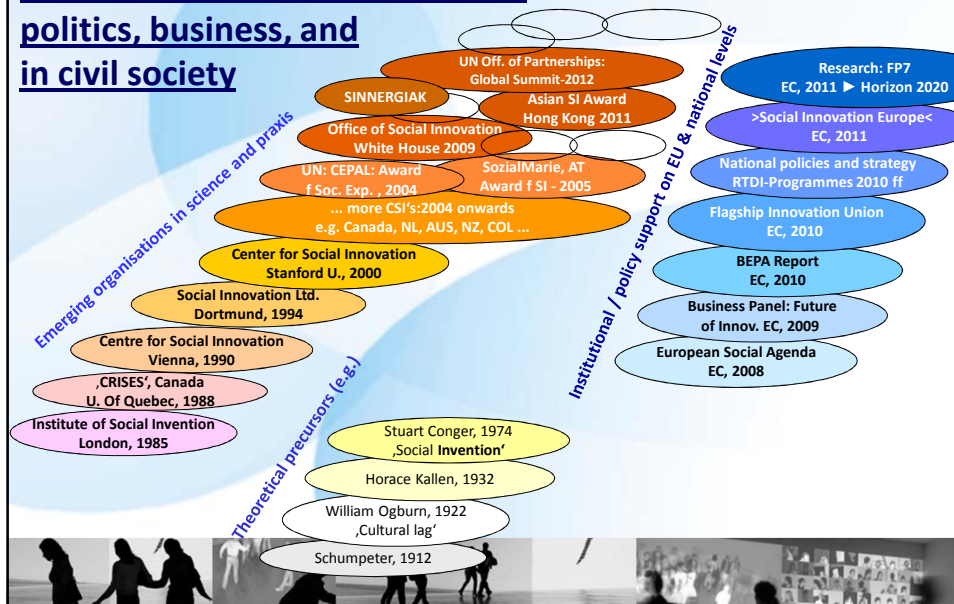
### Social innovation is *not* ...

- only a „more of the same“ rationale to deploy innovation in favour of competitiveness
- the remedy to any kind of problem that has not yet been solved by traditional means (such as usual RTDI – Research, Technology and Innovation policies)
- simply there to compensate so-called ‚market failures‘ or ‚inefficient public services‘
- sufficiently conceptualized by the famous claim of ‚making more of less‘ (in view of SI as a necessity just because of ‚indispensable‘ austerity measures)

Day 4

## The increasing acknowledgement ...

... of social innovation in science,  
politics, business, and  
in civil society



## Social Innovation Centres

*Social Innovation Summer Course*

## Centre for Social Innovation Toronto, Canada

### Who?

- A social enterprise, founded 2004

### What?

- Catalyzing social innovation in Toronto and around the world acting as a venture capitalist for social change.
- Comprehends itself as “an engine for impact”, which goes beyond the mere functions of an incubator for projects.



<http://www.citizencapitalism.com/wp-content/uploads/2010/09/explosion-squiggle-white-back.jpg>

### How?

- Provides strategic advice, full-on management and back-end administrative services.

### Projects (amongst others):

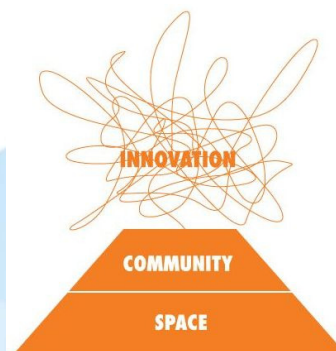
- **Wildfire:** social entrepreneurship among youth
- **Ontario Nonprofit Network**
- **STEPS:** activism

### Models:

- Community bonds
- Constellation model of governance
- Shared spaces

### Centre for Social Innovation, Toronto

<http://socialinnovation.ca>



## Tilburg Social Innovation Lab Netherlands

### Who?

- Four Universities from the area of Tilburg, founded 2011.

### What?

- Joining forces to make a visible contribution to the development of the region Brabant as the Region for Social Innovation.
- A “do-tank” in which methods and innovations are generated.



<http://behance.vo.llnwd.net/profiles5/157781/projects/2031587/641c6a625419af174c6d6fc696e147e7.jpg>

### How?

- Involving regional stakeholders
- Providing suitable interdisciplinary knowledge

### Programs/Projects:

- **Social Innovation Initiatives**

#### Initiating the process of social innovation by the following phases:

Phase 0: Problem finding

Phase 1: “Blue Sky Session” (brainstorming forum)

Phase 2: Explorer teams

Phase 3: Test teams/living lab

- **Social Innovation Dialogues**

Promoting a continuous dialogue and interaction between knowledge institutions and society (entrepreneurs, administrators, the general public).

- **Social Entrepreneurship**

Establishing a cooperation with the Brabant Centre for Entrepreneurship to enforce SE.

[www.tilburguniversity.edu/about-tilburg-university/partnerships/tilburg-social-innovation-lab/](http://www.tilburguniversity.edu/about-tilburg-university/partnerships/tilburg-social-innovation-lab/)

## ANSPE - Colombia's National Agency to Overcome Extreme Poverty

### Who?

- A governmental institution, based in Bogotá, in partnership with local authorities, government institutions, social organizations and private sector.

### What?

- Supporting and encouraging Colombia's most vulnerable families to overcome poverty and exclusion.
- Enabling people who live in poverty to generate innovative, pertinent, sustainable and scalable solutions to improve their quality of life.
- Criteria for social innovation projects: scalable, sustainable and replicable.



**ANSPE**  
AGENCIA NACIONAL PARA LA  
SUPERACIÓN  
DE LA POBREZA EXTREMA

**Unidos**  
por la prosperidad de todos

<http://pueblonuevocordoba.gov.co/apc-aa/files/3663336637353065313230332343466/anspe.png>

## ANSPE - Colombia's National Agency to Overcome Extreme Poverty

<http://www.anspe.gov.co>

### How?

**Red Unidos** (Governmental Strategy to overcome poverty) consists of three strategic lines:

- Develop and finance social innovation projects using Public-Private Partnerships.
- Strengthen promotion, diffusion and Knowledge Management of Social Innovation as a strategy to overcome extreme poverty.
- Generate a favorable environment for social innovation to overcome extreme poverty.

## The Australian Centre for Social Innovation TACSI

### Who?

- A trust seen as a laboratory, based in Adelaide.
- Founded 2009, with financial help of the South Australian government.

### What?

- **Key focus areas are: families, ageing and caring and Indigenous Australians.**
- Supporting Social Innovations that tackle Australia's tough social challenges, like family breakdown, child abuse, career stress, chronic disease and social inequality.

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

[www.tacsi.org.au/tp://www.tacsi.org.au](http://www.tacsi.org.au/tp://www.tacsi.org.au)

## The Australian Centre for Social Innovation (TACSI)

### How?

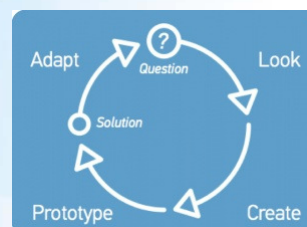
- Laboratory that develops new solutions.
- Establishing tested solutions all over Australia.

### Methods:

- **Co-design: All projects are co-designed that means solutions are created together by a team of experts from mixed disciplines: design, social science, business and community development and the people of the context.**

### Project:

**Aboriginal Families:** Research on how to overcome poverty and social problems, developing new help-programs in cooperation with the affected families.



[www.tacsi.org.au/co-design/our-approach/](http://www.tacsi.org.au/co-design/our-approach/)



## Eutokia Social Innovation Center Bilbao, Spain

### Who?


- Private-public collaboration, initiated by the Basque government, cooperation with different organisations and agents of the social innovation sector.
- Founded 2010



### What?

- Supporting new ideas that have a social impact.
- Facilitating creative space.

<http://eutokia.org/>



## Eutokia Social Innovation Center (Bilbao)

### How?

#### Providing:

- Workspace with infrastructure for projects
- Education about social innovation
- Information about projects
- Contacts between persons and organisations
- Monitoring of projects or potential projects
- Consultation hours

#### Project:

**Escuela de Liderazgo:** learning center for social innovations

## Social Innovation Park – Bilbao, Spain

<https://webgate.ec.europa.eu/socialinnovationeurope/directory/organisation/denokinn>

### Who?

- **Collaboration between government and private institutions**, based in Bilbao.
- Founded 2010



### What?

- Identifying emerging social tendencies .
- Training disadvantaged groups to lead new initiatives.
- Supporting ideas for Social Innovation.
- **Creating new enterprises.**
- **Education to spread new tendencies and ideas.**

### How?

Creating a „Social Silicon Valley“ with different laboratories:

- **Creative Laboratory:** Developing new projects.
- **Prototype Laboratory:** **Building rapidly prototypes to test them.**
- **Learning Laboratory:** Enabling people to respond societie’s needs.
- **Entrepreneurship Laboratory:** **Designing new concepts for business.**

<http://www.denokinn.eu/denokinn/index.asp>



## Centre for Social Innovation Auckland, New Zealand

### Who?

- Charitable trust supported by corporate, philanthropic and government partners.

### What?

- Enforcing Social Innovation to overcome social problems in New Zealand.
- Bringing together different stakeholders from government, business and community.



<http://nzcsi.org/Default.aspx>

## Centre for Social Innovation (Auckland)

### How?

The Centre provides

- Space where social innovators can collaborate, share and find support.
- Deep dive, exchange about Social Innovations, support for social entrepreneurs.
- Learning resources, like interviews and literature.

### To generate transformational outcomes they recognise a four stage process:

1. Understanding and framing of the problem.
2. Generating solutions.
3. Developing and testing the new solution.
4. Scaling up.

### Project:

- **Social Entrepreneurs School:** Supporting early-stage social entrepreneurs



## Social Innovation Initiative New York, USA

### Who?

- The New School (a university), partnerships with different higher education institutions and private companies.
- Founded 2011

### What?

- Enhancing the capacity of individuals, communities, and organizations to devise effective, just and sustainable solutions to social and environmental problems.



**THE  
NEW  
SCHOOL**

[http://b.vimeocdn.com/ps/137/591/1375919\\_300.jpg](http://b.vimeocdn.com/ps/137/591/1375919_300.jpg)



### How?

- Workshops and conferences
- Innovation competitions

### Projects:

Different „labs“: e.g.:

- **PetLab** (Prototyping, Evaluation, Teaching and Learning lab) develops games and interactive media that encourage experimental learning and investigation of social and global issues.
- **DREAM:In**: 101 students from India asking rural and urban people about their ideas of a better India.
- **Working with people**: fostering critical conversations about „civic engagement“ and the pedagogy and politics of teaching “with communities“.

<http://www.newschool.edu/social-innovation/about/>



## Office of Social Innovation and Civic Participation Washington, D.C., USA

### Who?

- Founded 2009, office of the Obama administration

### What?

- Promoting service as a solution and a way to develop community leadership.
- Increasing investment in innovative community solutions that demonstrate results.
- Developing new models of partnership.

### How?

- Partnership between government and non-profits, foundations, philanthropists, private organizations, academia, and all levels of government.



[www.whitehouse.gov/administration/eop/sicp](http://www.whitehouse.gov/administration/eop/sicp)

## Office of Social Innovation and Civic Participation

### Principles:

- **Do More With Less:** Partnerships must enhance Federal resources in a targeted manner, which is increasingly important as the Administration confronts large budget deficits and spending freezes.
- **Build Upon Others' Expertise:** Take advantage of the core competencies of external stakeholders based on their unique capabilities and skills.
- **Leverage Collective Action:** Partnerships must bring together new coalitions of public and private actors in order to solve problems that cannot be addressed by any single organization or sector alone.
- **Improve Performance:** Partnerships must increase efficiencies and rely on external stakeholders to improve the speed and agility of accomplishing a shared policy objective.
- **Involve a Broad Spectrum of Actors:** Partnerships must open opportunities for individuals and small and medium-sized organizations across the nation to participate actively in solving national challenges.

### Projects:

- **Test4Baby:** Weekly SMS for pregnant women and young mothers to provide information about baby-care.
- **All for Good:** Search tool to find opportunities for volunteer work.
- **Let s move:** Campaign to help end childhood obesity. E.g. Play Streets

Day 4

## THE CASE OF ZSI – ZENTRUM FÜR SOZIALE INNOVATION

Zentrum für Soziale Innovation \* Centre for Social Innovation \* Vienna



**ZSI bridges knowledge generation and knowledge application, to reduce gaps between social needs and technically increased economic capacities of the knowledge society.**



Day 4

### ZSI - BASIC FACTS

**Legal status**

Private Non-Profit research organisation, established 1990  
Self-governed association, no external board; no base funding

**Revenues:** ≈ 4 mio. € in the years 2009 - 2012 – **Staff:** ≈60 (currently ≈ 46 FTE – „Full Time Equiv.“)

**Clients** are ministries, municipalities, EC, OECD, ILO, other public bodies and NGOs

**Types of projects** include research, education and training, coordination of networks, advisory services to public institutions (in Austria, EU and beyond)

**Key areas** of activities (at the same time: organisational units):

- Work and Equal Opportunities
- Research Policy and Development
- Technology and Knowledge

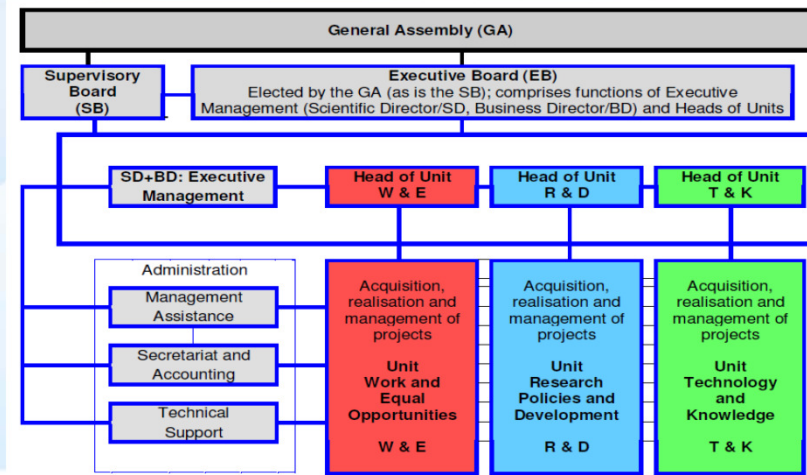
**Executive Board:**

- Scientific Director, Business Director, Three Heads of Unit



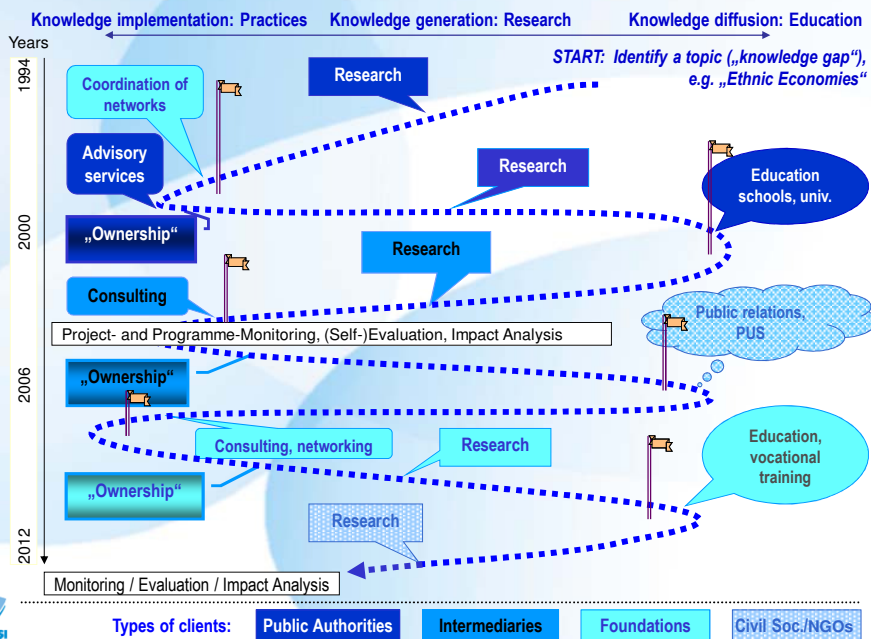
Day 4

## ORGANISATIONAL CHART



Day 4

## THE ZSI „RESEARCH – APPLICATION – SLALOM“



Day 4

## Innovation in science and research moving towards trans-disciplinarity

### The classic notion of science in the Industrial Society

„Science, Mode 1“ \*) – Self-determined scientific creation of knowledge

- ⇒ Ideas, theories, methods, norms, codified in disciplines
- ⇒ Organised and regulated by standards within the disciplines
- ⇒ „Powered by“ and under control of scientific communities
- ⇒ Discoveries precede development and implementation

### Science in the knowledge based Information Society

„Science, Mode 2“ \*) – Mission-oriented production of knowledge

- ⇒ Problem driven research across disciplines and professions beyond science
- ⇒ Decreasing control of scientific communities concerning RTDI-processes
- ⇒ Increasing relevance of stakeholders and users (*science-society inter-relation*)
- ⇒ Practitioners and other professional experts become involved (open innovation)

\*) Michael Gibbons, Helga Nowotny et al., 1994: **The New Production of Knowledge.**  
The Dynamics of Science and Research in Contemporary Societies; Sage, London



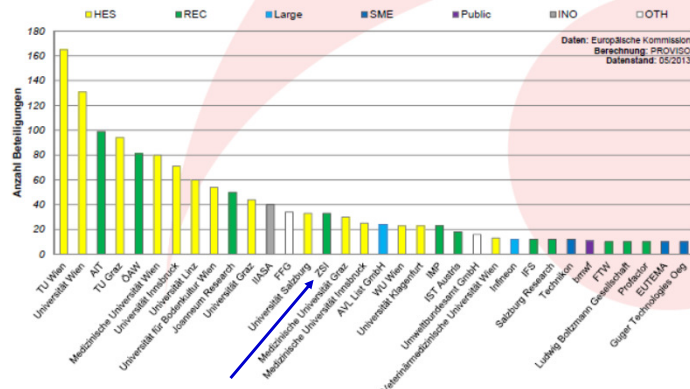
Day 4

## ZS – Success in the 7th Framework Program for RTDI

### 7. RP: Österreichische Beteiligungen

mit Datenstand 05/2013 gibt es insgesamt 2.527 österreichische Beteiligungen mit abgeschlossenen Vertragsverhandlungen

dargestellt sind alle österreichischen Organisationen mit derzeit *mindestens zehn verhandelten Beteiligungen* im 7. RP (1.373 = 54%)



PROVISO  
A/rp30bienst/10b13



Day 4

## SOCIAL INNOVATION ACROSS BORDERS



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 (established 2011)

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

**Registered office:** ZSI – Centre for Social Innovation, Vienna

**Executive Board:** Josef Hochgerner/ZSI, Vienna, Hans-Werner Franz, Dortmund, Alfonso J. Unceta Satrustegui/SINNERGIAC, San Sebastian

**Activities:**

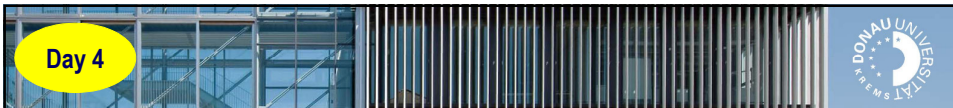
Education & Training (e.g. M.A. SI, Summer Schools ...), Provision of Online Learning / MOOC's  
Conferences, media, p.r. and promotion of social innovation (e.g. in/via EC)

Research: Development of methodologies, indicators → towards an *'Oslo Manual'* for S.I.

**Next milestones:** Institutional membership of universities, presentation Oct. 24, 2013, Vienna



Day 4



### Master of Arts in Social Innovation

**Danube University Krems, Austria**

Department of Interactive Media and  
Technologies for Education

– Centre of Interactive Media

Launch MASI 1: 23. 4. 2013

Launch MASI 2: 2. 12. 2013

Information:

[www.donau-uni.ac.at/masi](http://www.donau-uni.ac.at/masi)

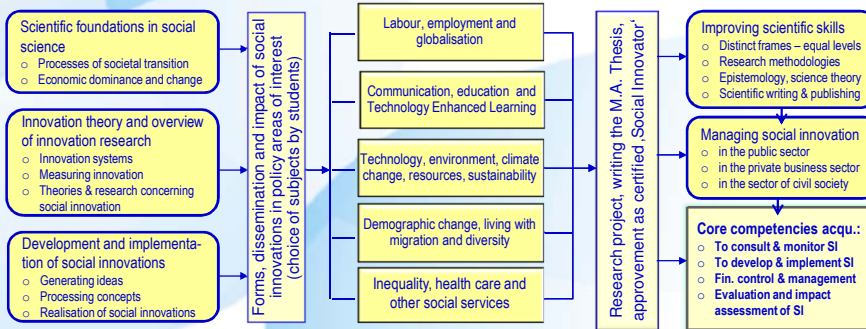


European School of  
Social Innovation



## Master of Arts in Social Innovation

### Modules providing competencies in science and practice



Department of Interactive Media and Technologies for Education, Centre of Interactive Media  
Danube University Krems. The University of Continuing Education



ZSI Zentrum für Soziale Innovation

## PROMOTING SOCIAL INNOVATION

### SozialMarie: The Austrian Award for successful Social Innovations

Eligible for submission are projects of the:

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

Applications since 2004: almost 2500  
 1st prize: € 15,000  
 2nd prize: € 10,000  
 3rd prize: € 5,000  
 Total prize money awarded (to a number of 120 awardees): € 336,000.--



For a different approach re. funding and stimulating *ideas* cf. „The European Social Innovation Competition“ at <http://socialinnovationcompetition.eu/>



### Evaluation criteria, applied by „SozialMarie“ – Award for Social Innovation in Austria and neighbouring countries:

- **Idea** >> **Novelty** in absolute terms or in new environs
- **Intervention** >> **Involvement** of the target group(s)
- **Implementation** >> **Effectiveness** after acceptance
- **Impact** >> **Replicability** (potential to serve as a model)

Main types of social innovations = New practices assuming enduring shape as either **totally new** or **modified *roles, relations, norms, values.***

Equivalent to the main types *products, processes, marketing* and *organisational innovations*; re. „Oslo Manual“, OECD 2005; [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/OSLO/EN/OSLO-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/OSLO/EN/OSLO-EN.PDF)



#### Public body: Municipality of Kapfenberg (AT) – „Future for all“

- **Idea** >> Issue poverty – social assistance without stigmatisation
- **Intervention** >> „Activity Card“
- **Implementation** >> Transport, Caritas, Supermarket, Cafe, Sports ...
- **Impact** >> Participation, elevating quality of life and cohesion

#### Civil society: Nagykaniza (HU) – „Social housing reconstruction camp“

- **Idea** >> Issue: social exclusion, threat of expulsion from homes
- **Intervention** >> Negotiating rent arrears compensation by labour contributed
- **Implementation** >> Contracts, camp and co-ordination of students, roma, professionals
- **Impact** >> Better houses, cost/energy reduction, empowerment, replication

#### Private business: Bank (AT) – „2<sup>nd</sup> Savings Bank“

- **Idea** >> Issue private persons excluded from financial services, re-inclusion
- **Intervention** >> Collaboration with insolvency advisers and social care NGO
- **Implementation** >> Access to bank account, guidance by the NGO and bank volunteers
- **Impact** >> Learning, inclusions, empowerment, scaling



Day 4

## Exercise # 5

Group work to design strategies for developing a social innovation centre in ...

- the civil society
- the public sector (by government)
- a university (research and promotion concerning SI)
- the business sector (considering business models)

Regarding

- ❖ Targets (objectives)
- ❖ Resources
- ❖ Concepts and methods

*Stay in your group as established for the „walk out“ & consider strategies towards realizing a SI centre for that („your“) topic!*

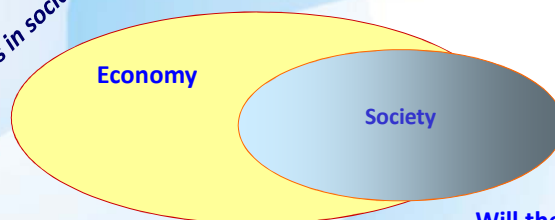
Day 5

## "THE GREAT TRANSFORMATION"

Stress in social systems

**Karl Polanyi, 1944:**

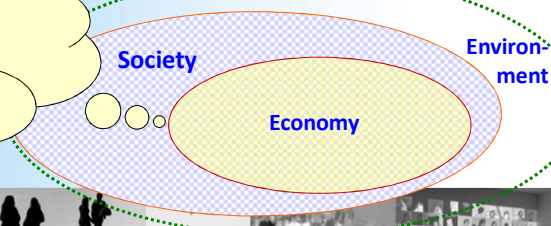
Economic processes separate from society, dominate social relations instead of being regulated to benefit societal needs



Society becomes an annex to the economy and „market forces“

**Will there be social innovations to integrate economy in society?**

Humankind owns affluent knowledge & other resources. However, too little of existing capacities is used in current practises.

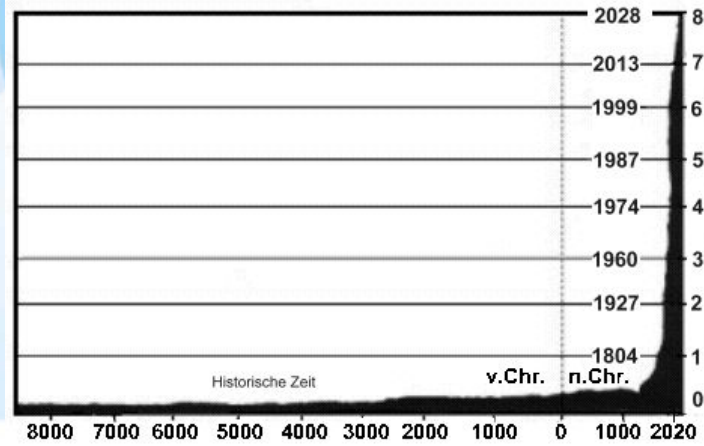


Day 5

We are living in a multiple unbalanced world...

Stress in social systems

**Fast growing world population:**  
... there is global economy, yet  
no comprehension of what could be 'world society'

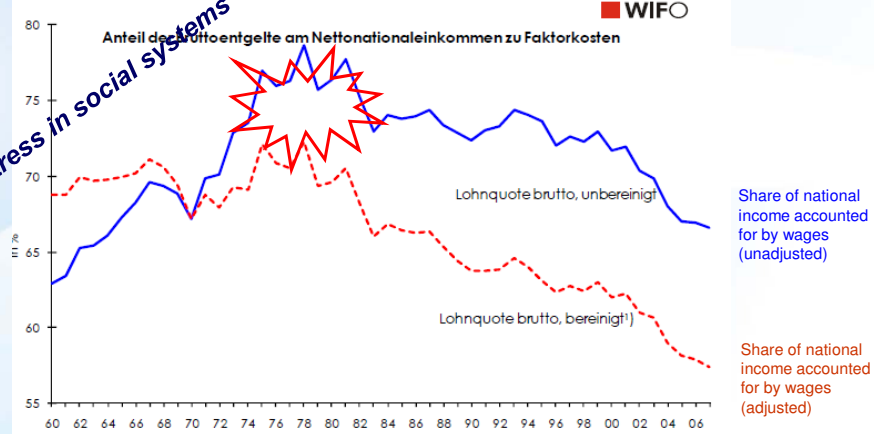


Day 5

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

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

Stress in social systems



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.

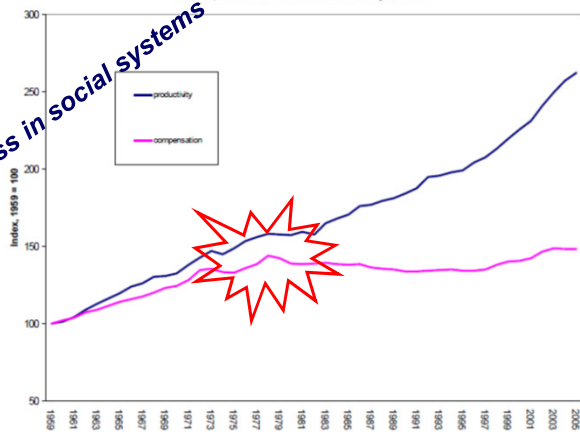


Day 5

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

### Wages remain static whilst productivity increases, USA 1959-2005

Figure 1. Index of productivity and hourly compensation of production and non-supervisory workers in the U.S., 1959-2005. Source: Economic Policy Institute.



Index of productivity  
1959 until 2005 (USA)  
(1959=100)

Index of hourly compensation  
of production workers and  
non-supervisory workers

U.S. Data,  
Source:  
Economic Policy Institute

Stress in social systems

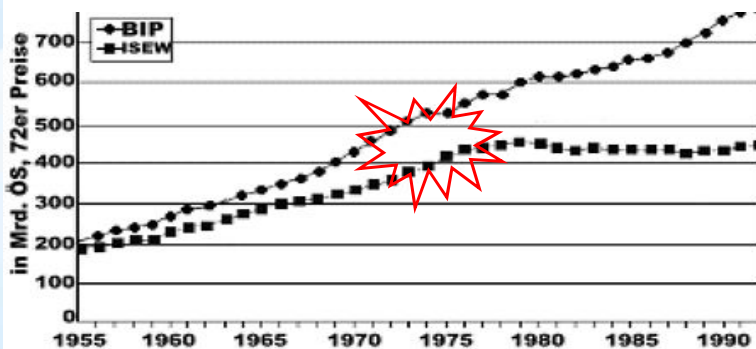


Day 5

## 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



Source: Stockhammer et al. 1995

Stress in social systems



Day 5

## The problem behind the challenges\*

\*) F.-J. Radermacher

Stress in social systems

**“Financialisation“: Making money without real value added**  
⇒ Depletion of productive economic resources

„Financialization“ is defined as 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.  
Cf. T. I. Palley, 2007: Financialisation. What it is and why it matters. [www.levyinstitute.org/pubs/wp\\_525.pdf](http://www.levyinstitute.org/pubs/wp_525.pdf)

The rise of social innovation in view of austerity measures and declining welfare:  
**‘Making more of less’ ?**

My personal favourite concerning the most needed social innovations of the 21st century:

**„Management of abundance“ !**



Day 5

### Public sector limitation in the globalised economy of the 21<sup>st</sup> Century

„Nation-states will survive, but not so their sovereignty“ (Manuel Castells, 2003)

Blurring of differences between „domestic“ and „foreign“ policies (Ulrich Beck, 2001)

Cross-border challenges: Environment, climate change, business driven globalisation

- ▶ **Political issues:** Liberalisation of markets, de-regulation, flexibilisation
- ▶ **Sociological issues:** Increasing disparity, segmentation, ‚individuation‘ of the self
- ▶ **Economic issues:** Dominance of finance industries as compared to the ‚real economy‘

#### Inappropriate tax systems

- Foundations of taxes as in the industrial society
- MNEs pay less taxes than local SMEs
- Labour and producing industries taxed too high, finance industries and individual wealth too low

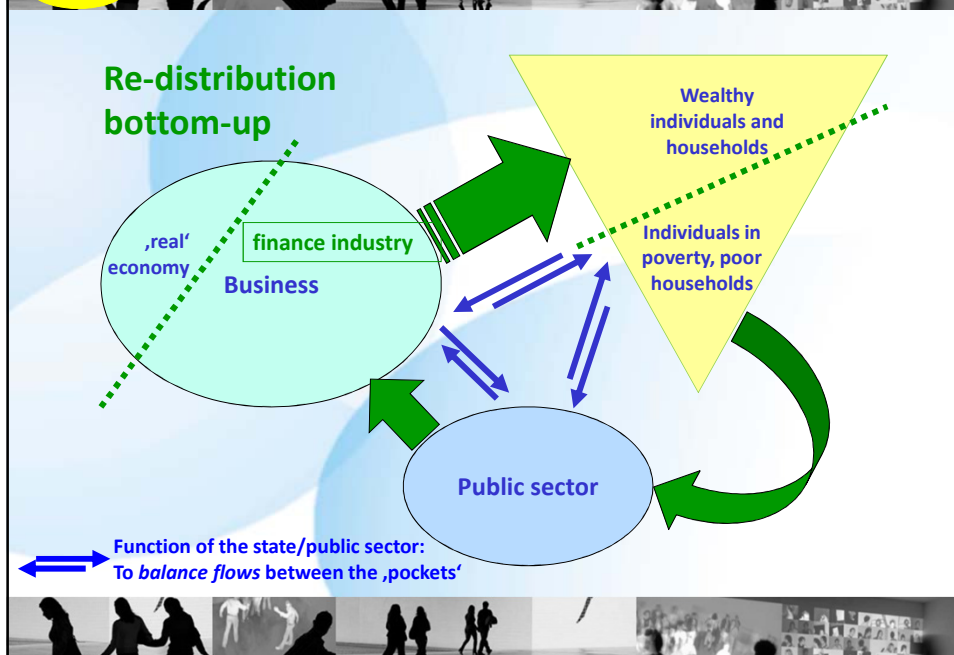
#### Attempts to escape: Liberalisation of markets

- Competition among states as location for industries
- Waiving tax revenues
- Austerity measures
- Public expenditure in infrastructure, health, education is considered costs instead of investment: mis-conception of the state as ‚public corporation‘



Day 5

## The three pockets of money circulation



Day 5

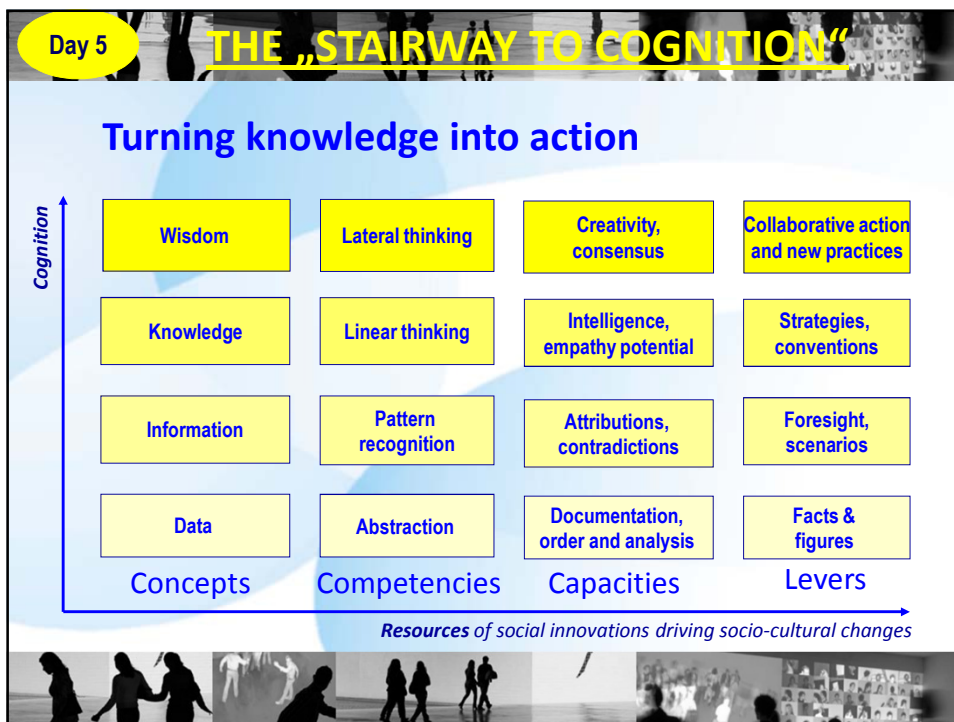
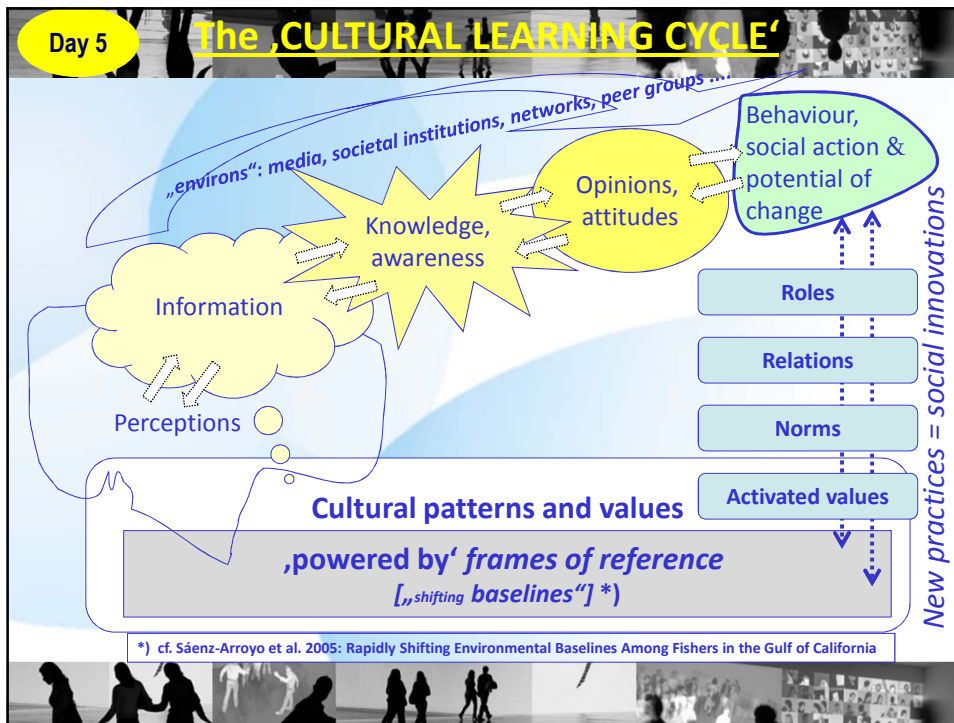
## The emergence of social models forming a 'welfare state'

Source of data: Schmid, Josef, 2002: Wohlfahrtsstaaten im Vergleich. Opladen: Leske+Budrich.

Country (examples)	Years of initial implementation				
Germany	1884	1883	1889	1927	1954
Austria	1887	1888	1907	1920	1948
Sweden	1891	1891	1913	1934	1947
United Kingdom	1901	1911	1908	1911	1945
Japan	1911	1927	1941	1947	1971
USA	1930	1965	1935	1935	1935
Social security / insurances concerning	accidents	illness (health prov.)	age (pensions)	unemployment	family care
First country:	Germany	Germany	Germany	France	New Zeal.
	1884	1883	1889	1905	1928

**Bismarck's social policy reforms**

**Five pillars of the welfare state**



Day 5

## Exercise # 5

### What can we learn from each other concerning social innovation?

(e.g., from examples, methodology, theory ... )

Results: clustered and discussed

Dmitri Domanski, M.A.

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