



Social Innovation 2015: Pathways to Social Change

Research, policies and practices in European and global perspectives

Vienna, November 18-19, 2015

Venue: TECHGATE, Donau-City-Straße 1, 1220 Vienna

Under the Auspices of the Mayor of Vienna, Dr. Michael Häupl

“Pathways to Social Change” is the **key event on social innovation in the year 2015**. It is planned and designed by mutually complementary research projects on social innovation that reach out to world-wide experiences and concepts of social innovation. The conference connects researchers with policy makers and practitioners of social innovation. Presentations of interim research results, considerations and site visits primarily focus on:

- The state-of-the-art of conceptualizing and doing social innovation
- Methods and good practices to create desirable social change
- Resources, means and levers making social innovation processes effective
- International comparison of social innovation practices, policies and research

Hosts of the conference are two IPs under the EU 7th FP: “Social Innovation – Driving Force of Social Change – “[SI-DRIVE](http://www.si-drive.eu)”, “Transformative Social Innovation Theory – “[TRANSIT](http://www.transitsocialinnovation.eu)” and “[NET4SOCIETY](http://www.net4society.eu)”, a network of National Contact Points for the Societal Challenge 6 ("Europe in a changing world: inclusive, innovative and reflective Societies") in Horizon 2020. They are joined by two collaborative partners: “Creating Economic Space for Social Innovation – “[CRESSI](http://www.sbs.ox.ac.uk/ideas-impact/cressi)” and “Boosting the Impact of Social Innovation in Europe through Economic Underpinnings – “[SIMPACT](http://www.simpact-project.eu)”.



Social Innovation. Driving Force of Social Change www.si-drive.eu



Transformative Social Innovation Theory www.transitsocialinnovation.eu



A network of National Contact Points in Horizon 2020 www.net4society.eu



Boosting the Impact of Social Innovation in Europe through Economic Underpinnings www.simpact-project.eu



Creating Economic Space for Social Innovation www.sbs.ox.ac.uk/ideas-impact/cressi



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Conference support provided by:



Programme overview - Wednesday, November 18, 2015:

08:00-09:00	Registration and morning coffee			Ground floor	
09:00-09:30	Addresses of Welcome: <ul style="list-style-type: none"> • Elisabeth LIPIATOU, Head of the Reflective Societies Unit in the European Commission, DG for Research and Innovation • Rudolf HUNDSTORFER, Minister of Labour, Social Affairs and Consumer Protection (BMASK) • Ingolf SCHÄDLER, Director of Division Innovation, Ministry of Transport, Innovation and Technology (BMVIT) • Matthias REITER-PAZMANDY, Department Humanities, Cultural and Social Sciences, Federal Ministry of Science, Research and Economy (BMWFW) • Tanja WEHSELY, Member of the Municipal Council of Vienna Introduction: Josef HOCHGERNER, Centre for Social Innovation (ZSI)			Plenary (ground floor)	
09:30-10:00	Keynote: “Social innovation and new pathways to social change – first insights from the global mapping” , Jürgen HOWALDT and Antonius SCHRÖDER (SI-DRIVE)			Plenary (ground floor)	
10:00-10:30	Keynote: “Transformative Social Innovation: Empirical & Theoretical Insights” , Flor AVELINO and Julia WITTMAYER (TRANSIT)			Plenary (ground floor)	
10:30-11:00	Commentary: “Economic Underpinnings of Social Innovation” , Alex NICHOLLS (CRESSI) and Judith TERSTRIEP (SIMPACT)			Plenary (ground floor)	
	Moderator of the morning plenary: Antonius SCHRÖDER, sfs, TU Dortmund				
11:00-11:30	<i>Coffee break</i>				
11:30-13:00	7 parallel sessions on social innovation topics in research and practice	Workshop rooms	11:00-14:00	Excursion: ‘Social Lunch’ at ‘ <u>magdas Hotel</u> ’, a site of social innovation in Vienna (lunch break and lunch included).	Magdas Hotel, 2 nd district of Vienna
13:00-14:00	<i>Lunch break</i>			Ground floor	
14:00-15.30	7 parallel sessions on social innovation topics in research and practice			Workshop rooms	
15:30-16:00	<i>Coffee break</i>			Ground floor	
16:00-17:30	Participation and beyond: Co-production and urban transformation , “Urban transformation” refers to world-wide urbanisation and specific local transformation processes in cities, triggered and advanced by social innovations. This plenary aims to create a tangible outcome in support of a collaborative <i>“Network of Social Innovation Cities”</i> . Speakers: Christoph KALETKA, sfs, TU Dortmund; Marieke SCHOOTS, University of Tilburg/Midpoint Brabant, NL; Garbiñe HENRY, DEUSTO University, Bilbao; Klemens HIMPELE, Municipality of Vienna Moderator: Josef HOCHGERNER			Plenary (ground floor)	
	<i>Free time and transfer to the city centre (Town Hall)</i>				
19:30	Reception by the Mayor of Vienna on the occasion of <i>25 years Zentrum für Soziale Innovation, ZSI</i>			Town Hall: Ballroom	

Programme overview - Thursday, November 19, 2015:

08:00-09:00	<i>Morning coffee</i>				Ground floor
09:00 -10:30	<p>Policy Debate - Speakers from diverse world regions: EU/Europe, Latin America, North America, Africa & Asia: Agnès HUBERT, Former Member of the Bureau of European Policy Advisors (BEPA), EC, now associate researcher with PRESAGE/Science Po, France; Matías ROJAS, Director Socialab Latin America; Frances WESTLEY, WISIR, U. of Waterloo/JW McConnell Chair in Social Innovation at the University of Waterloo, Canada; François BONNICI, Bertha Centre for Social Innovation and Entrepreneurship, South Africa; Sung-Eun LEE, Vice President of The Hope Institute for Social Innovation and Social Entrepreneurship, Seoul, South Korea.</p> <p>Moderator: Louise PULFORD, SIX, Social Innovation eXchange, London</p>				Plenary (ground floor)
10:30-11:00	<i>Coffee break</i>				Ground floor
11:00-12:30	<p>8 parallel sessions on social innovation topics in research and practice</p>	Workshop rooms	<p>10:45-13:30</p> <p>11:00-12:30</p>	<p>2 Excursions to sites of social innovation in Vienna:</p> <p>‘Vinzi-Rast mittendrin’ (lunch at Vinzi-Rast)</p> <p>‘Goethehof’ (coffee and lunch break at Techgate)</p>	<p>Vinzi-Rast mittendrin, 9th district of Vienna</p> <p>Goethehof, 22nd district</p>
12:30-13:30	<i>Lunch break</i>				Ground floor
13:30-15:00	<p>Net4Society Information Session: information on H2020 calls for proposals, focus on SC5 and SC6, support offered by the National Contact Points (in cooperation with NCPs CaRE network)</p>	Plenary (ground floor)	13:30-15:00	<p>Workshop: Future Mobility Made by Social Innovation</p> <p><i>From the big idea to real impact</i></p>	Ground floor: Multimedia Stage City
15:30-17:00	<p>Net4Society Matchmaking Session: future research collaboration & user involvement - bilateral meetings</p>	19 th floor (Sky stage)	15:30-17:00	<p>European School of Social Innovation: General Assembly</p>	19 th floor (Sky point)
17:00-18:00	<i>Closing, drinks and farewell</i>				19 th floor (Sky stage)

Three sets of Parallel Sessions, Excursions and Workshops, in detail:

Sessions, Set 1: Parallel sessions on social innovation topics (18.11., 11:30 – 13:00)

Session title	Speakers, discussants and moderators	Selection of core issues	Room
<i>Life cycles of social innovations</i>	Effie AMANATIDOU, University of Manchester, Manchester Paul BENNEWORTH, University of Twente Andrea BASSI and Giulio ECCHIA, SIMPACT, University of Bologna Susanne GIESECKE, CRESSI, Austrian Institute of Technology, Vienna Klaus KUBECZKO, CRESSI, Austrian Institute of Technology, Vienna Nadia VON JACOBI, CRESSI, University of Pavia, Pavia	<ul style="list-style-type: none"> • What can we learn from the long-term study of social innovation to influence the positive outcomes for society as a whole? 	Business Stage 1.2
<i>Empowerment for vulnerable people through “digital social innovation”</i>	Ingo BOSSE and Christian BÜHLER, TU Dortmund University Christoph KALETKA, SI-DRIVE, TU Dortmund University, Dortmund Jeremy MILLARD, SI-DRIVE, Brunel University, London Gianluca MISURACA, EC, Joint Research Centre - Institute for Prospective Technological Studies (JRC-IPTS), Seville Bastian PELKA, SIMPACT, TU Dortmund University, Dortmund Gabriel RISSOLA, Telecentre Europe, Brussels	<ul style="list-style-type: none"> • How can social innovations for vulnerable people be supported or enabled by digital means? • Which aspects of vulnerability could be addressed by digital social innovations in particular? 	Business Stage 1.3
<i>Social innovation eco-systems</i>	Jürgen HOWALDT, SI-DRIVE, TU Dortmund University, Dortmund Dmitri DOMANSKI, SI-DRIVE, TU Dortmund University, Dortmund Dieter REHFELD, SI-DRIVE, IAT, Gelsenkirchen Anna BUTZIN, SI-DRIVE, IAT, Gelsenkirchen Nicolás MONGE, LaFIS, Santiago de Chile Harry FULGENCIO, Leiden Univ.	<ul style="list-style-type: none"> • What are social innovation eco-systems exactly? • How do they emerge and function? • In what capacity do different actors understand and develop social innovations? 	Multi Media Stage (Plenary) Ground floor
<i>Beyond ‘scaling up’: spatial perspectives on social innovation</i>	Iris KUNZE, TRANSIT, University of Natural Resources and Life Sciences, Vienna Noel LONGHURST, TRANSIT, University of East Anglia, Norwich	<ul style="list-style-type: none"> • What provides critique of the ‘scaling up’ discourse? • Is scaling up a necessary condition for social innovation? 	Business Stage 4.1

<p>Innovating research? Approaches and methods in social innovation research</p>	<p>Julia WITTMAYER, TRANSIT, Dutch Research Institute for Transitions, Erasmus University Rotterdam, Rotterdam Antonius SCHRÖDER, SI-DRIVE, TU Dortmund University, Dortmund Judith TERSTRIEP, SIMPACT, Westphalian University, Institute for Work and Technology, Gelsenkirchen</p>	<ul style="list-style-type: none"> • What are current research approaches and methods for studying social innovation? • What are the challenges and short-comings of these approaches and methods? 	<p>Business Stage 4.2</p>
<p>Theories of change in sustainability transitions: the role of agency</p>	<p>Flor AVELINO, TRANSIT, Dutch Research Institute for Transitions, Erasmus University Rotterdam, Rotterdam Adina DUMITRU, TRANSIT, University of Coruña, a Coruña</p>	<ul style="list-style-type: none"> • Which assumptions are involved in scientific concepts on how transformation takes place and what role plays agency in these processes? 	<p>Business Stage 3.2</p>
<p>Service design, public sector and social innovation</p>	<p>Alessandro DESERTI, SIMPACT project, Politecnico di Milano, Milan Francesca RIZZO, SIMPACT project, University of Bologna, Bologna</p>	<ul style="list-style-type: none"> • What is the desired impact of design culture on SI? • How can design culture be introduced as an agent of change in public organisations? • How can design experiments relate to policy making to create impact and scale innovative solutions in the public sector? 	<p>Business Stage 6.1</p>

Excursion on 18.11., 11:00 – 14:00 (coffee break and lunch included)

Title	Organisers	Key topic
<p>Excursion: ‘Social Lunch’ at ‘magdas Hotel’, a site of social innovation in Vienna</p>	<p>Herbert SCHNEPF, Gabriela SONNLEITNER, magdas Hotel, Vienna Josef HOCHGERNER, ZSI, Vienna Eugene QUINN, space and place, Vienna</p>	<p>‘magdas Hotel’ employs refugees and hosts, e.g., ‘social dinners’, where citizens from Vienna (<i>Old-established Viennese</i>) meet asylum seekers (<i>Novel Viennese</i>). In the excursion the concept of the hotel will be explained during a ‘social lunch,’ and conference participants will meet asylum seekers.</p>

Sessions, Set 2: Parallel sessions on social innovation topics (18.11., 14:00 – 15:30)

Session title	Speakers, discussants and moderators	Selection of core issues	
<i>Social innovation impact assessment: Approaches, methods and tools</i>	Javier CASTRO SPILA, Egoitz POMARES and Alfonso UNCETA, SIMPACT, Sinnergiak Social Innovation, Donostia	<ul style="list-style-type: none"> • What should be the suitable measurement and methodologies to evaluate social innovations and their impact? 	Business Stage 3.1
<i>Social innovation & workplace innovation</i>	Peter OEIJ, SI-DRIVE, Netherlands Organisation for Applied Scientific Research, The Hague Deborah AKUOKO, DreamOval Foundation and GIMPA Ghana Institute of Management and Public Administration, Accra Audrey CHIA, NUS Business School and Saw Swee Hock School of Public Health, National University of Singapore Rosemary EXTON, UK WON and Workplace Innovation Limited, London Katharina LOCHNER, cut-e GmbH, Hamburg Peter TOTTERDILL, UK Work Organisation Network, UK WON and Workplace Innovation Limited, Kingston Univ. London Longfei YI, Zhejiang University, Hangzhou	<ul style="list-style-type: none"> • How can workplace innovation be designed to enhance the capabilities of both the employees (and employee representatives) and the innovative capability of the work organization? 	Business Stage 4.1
<i>The Economic dimension of social innovation</i>	Alex NICHOLLS, CRESSI, Saïd Business School, University of Oxford, Oxford Judith TERSTRIEP, Maria KLEVERBECK and Dieter REHFELD, SIMPACT project, Westphalian University Gelsenkirchen, Gelsenkirchen Rafael ZIEGLER, CRESSI project, Social-ecological research group GETIDOS, University Greifswald Gudrun SCHIMPF & Georg MILDENBERGER, CRESSI project, CSI Heidelberg, University of Heidelberg, Heidelberg Christopher HOUGHTON-BUDD, CRESSI Project, TU Delft Sharam ALIJANI, SIMPACT project, NEOMA Business School, Reims Campus, Reims	<ul style="list-style-type: none"> • How can the economic dimension of social innovation be defined (taking into account the theoretical approach of components, objectives and principles)? • Can sociology of economics offer novel ways into exploring the structural drivers of marginalisation, and to identify new policy agendas supporting a socially better balanced European economy? 	Business Stage 4.2

<i>Participation, motivation and responsibility</i>	Teresa SCHÄFER, SOCIENTIZE, Centre for Social Innovation, Vienna Maria SCHWARZ-WÖLZL, CASI, Centre for Social Innovation, Vienna Anette SCOPPETTA, SI-DRIVE, Centre for Social Innovation, Vienna	<ul style="list-style-type: none"> • How to motivate stakeholders from the private sector, the civil society and the public sector for engagement in social innovation and responsible research? 	Multi Media Stage City (ground floor)
<i>Narrative of change and social innovation</i>	Flor AVELINO and Julia WITTMAYER, TRANSIT, Dutch Research Institute For Transitions, Erasmus University Rotterdam, Rotterdam	<ul style="list-style-type: none"> • What are the concepts, metaphors and story-lines that are used in practice to realise social innovation and envision transformative change? • What are the theories of change that social innovation initiatives themselves apply? 	Business Stage 1.2
<i>Interpersonal relational qualities of social innovations: perspectives for the service sector and public policies</i>	Carla CIPOLLA, TRANSIT project, Federal University of Rio de Janeiro, Rio de Janeiro	Are social innovations an important source of a new knowledge about innovative service architectures and interactions and encounters, based on collaborative forms of interpersonal relations between participants?	Business Stage 1.3
<i>New directions in theory on social innovation and (transformative) social change</i>	Alex HAXELTINE, TRANSIT, University of East Anglia, Norwich Jürgen HOWALDT, SI-DRIVE, TU Dortmund University, Dortmund	<ul style="list-style-type: none"> • What is the current status quo of theory development on social innovation and transformative social change? 	Business Stage 3.2

Sessions, Set 3: Parallel sessions on social innovation topics (19.11., 11:00 – 12:30)

Session title	Speakers, discussants and moderators	Selection of core issues	
<i>Systemic play to change the game</i>	Tim STRASSER, TRANSIT, Maastricht University, Maastricht	<ul style="list-style-type: none"> • What is the relation between social innovation and transformative change? • How become players empowered or discouraged? 	Business Stage 4.2
<i>Facilitation of skills in social innovation</i>	Saskia RUIJSINK and Linda ZUIJDERWIJK, TRANSIT, Institute for Housing and Urban Development Studies, Erasmus University Rotterdam, Rotterdam	<ul style="list-style-type: none"> • What skills do you need in processes of knowledge sharing and creativity for social innovation? • What is needed to make (latent) skills and talents flourish? 	Business Stage 1.2
Workshop: <i>Responsible Research and Innovation (RRI) – quality criteria and evaluation standards</i>	Margit HOFER, Ilse MARSCHALEK and Maria SCHRAMMEL, RRI-TOOLS, Centre for Social Innovation, Vienna	<ul style="list-style-type: none"> • How is RRI defined? • What is the current status quo in the context of the development of quality criteria as a basis for a reflection tool on RRI? 	Multi Media Stage City (ground floor)
<i>Beyond tendering: public policy as an active enabler of social innovation</i>	Helen CHAMBERS, Inspiring Scotland (tbc) Peter CRESSEY, SIMPACT, University of Bath, Bath Rosemary EXTON, SIMPACT, University of Bath, Bath Peter TOTTERDILL, SIMPACT, University of Bath, Bath	<ul style="list-style-type: none"> • How to explore emerging new forms of policy production and implementation? • How can the prospects of future forms of policy production and implementation be assessed? 	Business Stage 3.2
Workshop: <i>Social innovation methodologies for community intervention</i>	Dmitri DOMANSKI, SI-DRIVE, TU Dortmund University, Dortmund Nicolás MONGE, SI-DRIVE, LaFIS, Santiago de Chile	<ul style="list-style-type: none"> • How can we define a social problem correctly? • How can we develop an effective solution in a very short period of time? 	Business Stage 4.1
<i>Rethinking business models for social innovation</i>	Alessandro DESERTI, SIMPACT, Politecnico di Milano, Milan Maria KLEVERBECK, SIMPACT, Westphalian University Gelsenkirchen, Gelsenkirchen Francesca RIZZO, SIMPACT, University of Bologna, Bologna Judith TERSTRIEP, SIMPACT, Westphalian University Gelsenkirchen, Gelsenkirchen Tamani KOMATSU, Politecnico di Milano	<ul style="list-style-type: none"> • Which are the characteristics, contradictions and contextual conditions that lead to the creation of social business models, partially or substantially different from those adopted by commercial enterprise? 	Business Stage 3.1

Trojan horses in social innovation: Dealing with disempowerment, unintended consequences and dilemmas	Tom BAULER and Bonno PEL, TRANSIT, Université Libre de Bruxelles, Brussels Flor AVELINO, TRANSIT, Dutch Research Institute for Transitions, Erasmus University Rotterdam, Rotterdam	<ul style="list-style-type: none"> • What may be (unintended) negative impacts of social innovation? • How to deal with such effects, and what are implications for social innovation theory and practice? 	Multimedia Stage (Plenary) Ground floor
Central and Eastern European (CEE) Features of Social Innovation	Reka MATOLAY, TRANSIT, Corvinus University of Budapest, Budapest Bonno PEL, TRANSIT, Université Libre de Bruxelles, Brussels	<ul style="list-style-type: none"> • Are there specific historic/cultural/political/economic frames shaping SI in CEE? • What makes social innovation different in CEE in view of major transitions ongoing since more than two decades? 	Business Stage 1.3

Excursions on 19.11., 11:00 – 13:30 (lunch break and lunch included)

Title	Organisers	Key topic
Excursion to the Goethe-Hof (near conference site) – From social innovation to social transformation: the example of social housing during the “Red Vienna” period	Susanne GIESECKE, CRESSI, Austrian Institute of Technology, Vienna <i>Timing: since this site is very near to the venue of the conference (short walking distance) the visit will take the same time as the parallel sessions – from 11:00 – 12:30</i>	The Goethe-Hof in Vienna’s Kaisermühlenquartier was built between 1928 and 1930 and is a landmark of Vienna’s social housing architecture. It hosted one of the first Montessori kindergarten. During the austro-fascist takeover in 1934 it was the last social-democratic stronghold.
Excursion to VinziRast-mittendrin	Pamela BARTAR, SI-DRIVE, Centre for Social Innovation, Vienna Cecily CORTI, Chairwomen of VinziRast, Vienna	“VinziRast mittendrin” is a unique social housing project located in the centre of Vienna: Homeless and students live, work and learn together under one roof.
<i>It lasts about 30 min. to get there, therefore participants are requested to gather very soon after the morning plenary and leave from the conference at 10:45, including lunch at the site you may return in time at 13:30</i>		

Workshop, 19.11., 13:30 – 15:00, Multimedia Stage City (ground floor)

Workshop: Future Mobility Made by Social Innovation <i>From the big idea to real impact</i>	Volker ALBERTS and Patricia HANIGER, AustriaTech, Vienna	The world is changing fast – mega trends are impacting the future of mobility and the challenge is to find out what Social Innovation can deliver to the mobility market. The question is how to empower the increasingly urbanised global population with door-to-door, multi-modal transport solutions that will be affordable for all citizens. Come and join an interactive workshop in which you will be part of a social innovation journey spotting on Future Mobility. Bring in your ideas to tackle the challenges for social innovation in the mobility market. Get new insights on how co-creation takes part in social innovation processes in Urban Mobility Living Labs.
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**Information on Societal Challenge 5: “Climate action, environment, resource efficiency and raw materials” and Societal Challenge 6: “Europe in a changing world – inclusive, innovative and reflective Societies”
as well as matchmaking event with pre-arranged bilateral meetings**

19.11., 13:30 – 17:00

<p>Information Session 13:30 – 15:00 (Plenary, ground floor)</p>	<p>Angela SCHINDLER-DANIELS, DLR-PT, Germany - Coordinator of Net4Society</p> <p>Monica MENAPACE, DG Research and Innovation, Unit Reflective Societies, EC</p> <p>Alison IMRIE, DG Research and Innovation, Climate Action and Resource Efficiency, EC</p> <p>Judith ZBINDEN, SC5 NCP, Euresearch, Switzerland</p> <p>Małgorzata KRÓTKI, SC6 and SWAFS NCP, National Contact Point for Research Programmes of the EU, Poland</p>	<p>Support offered by the Net4Society project – a network of National Contact Points for the Societal Challenge 6 (SC6) "Europe in a changing world: inclusive, innovative and reflective Societies" in Horizon 2020. Net4Society organizes and manages brokerage events based on the topics of the Horizon 2020 open calls for proposals, however offers many other services as well.</p> <p>Information about calls for proposals in the H2020 SC6 Work Programme 2016-2017, highlighting topics related to social innovation.</p> <p>Information about calls for proposals in the H2020 SC5 Work Programme 2016-2017, highlighting topics related to social innovation.</p> <p>Support offered by the NCPs CaRE project - a network of National Contact Points for the Societal Challenge 5 (SC5) “Climate action, environment, resource efficiency and raw materials” in Horizon 2020.</p> <p>Introduction to Matchmaking Session Net4Society’s Matchmaking Session is an opportunity to join pre-arranged one-to-one meetings with other participants to identify possible collaborators and to facilitate the setup of Horizon 2020 project consortia (“matchmaking”)</p>
<p>15:00 – 17:00 Sky stage (19th floor) Bilateral meetings</p>	<p>Participants: one-to-one meetings</p>	<p align="center"><u>Net4Society Matchmaking Session</u></p>

17:00 – 18:00: Closing, drinks and farewell !