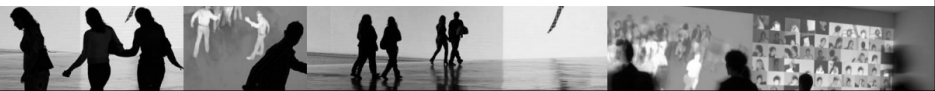




The most needed social innovations of the 21st century

Panel discussion
University of Vienna
30th November, 2009



Part I:

Institutional background of the speakers







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

ZENTRUM FÜR SOZIALE INNOVATION
CENTRE FOR SOCIAL INNOVATION



technische universität
dortmund























Zentrum für Soziale Innovation ZSI

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








Mission

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

Areas of work:

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



Maria Carmen Lemos

**Associate Professor
Political scientist**

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





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

Brenton Caffin
Chief Executive Officer

The Australian Centre for Social Innovation
TACSI



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

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



Hans-Werner Franz

Founder of Social Innovation Ltd. (1995)

&

Member of the Management Board

of

Sozialforschungsstelle Dortmund

sfs

sfs – Sozialforschungsstelle Dortmund

Founded in 1946, Dortmund

One of the major research centres for social sciences in Germany

State institute of North Rhine Westphalia from 1972 to 2006

Central Scientific Institute since 2007 of the University of Technology Dortmund

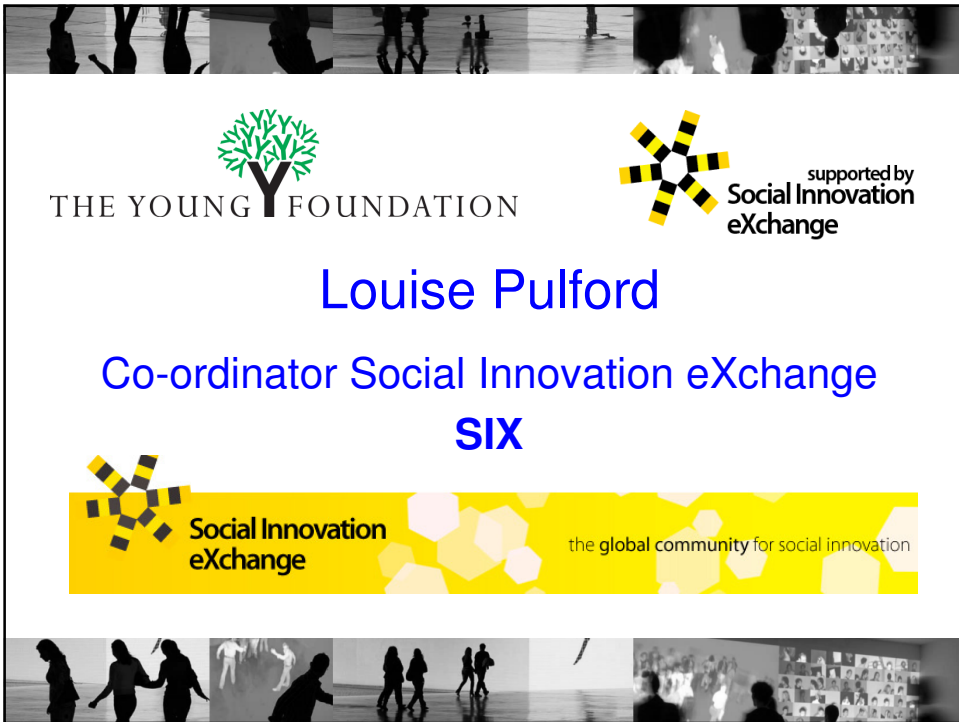



sfs – Areas of work

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


Heavy emphasis on directly applicable results

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






THE YOUNG **Y** FOUNDATION



supported by
**Social Innovation
eXchange**

Louise Pulford

Co-ordinator Social Innovation eXchange
SIX



**Social Innovation
eXchange**

the global community for social innovation




Social Innovation eXchange
the global community for social innovation

What is SIX?

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





For more information please go to
www.socialinnovationexchange.org

Or contact

Louise.pulford@youngfoundation.org

Louise.pulford@socialinnovationexchange.org

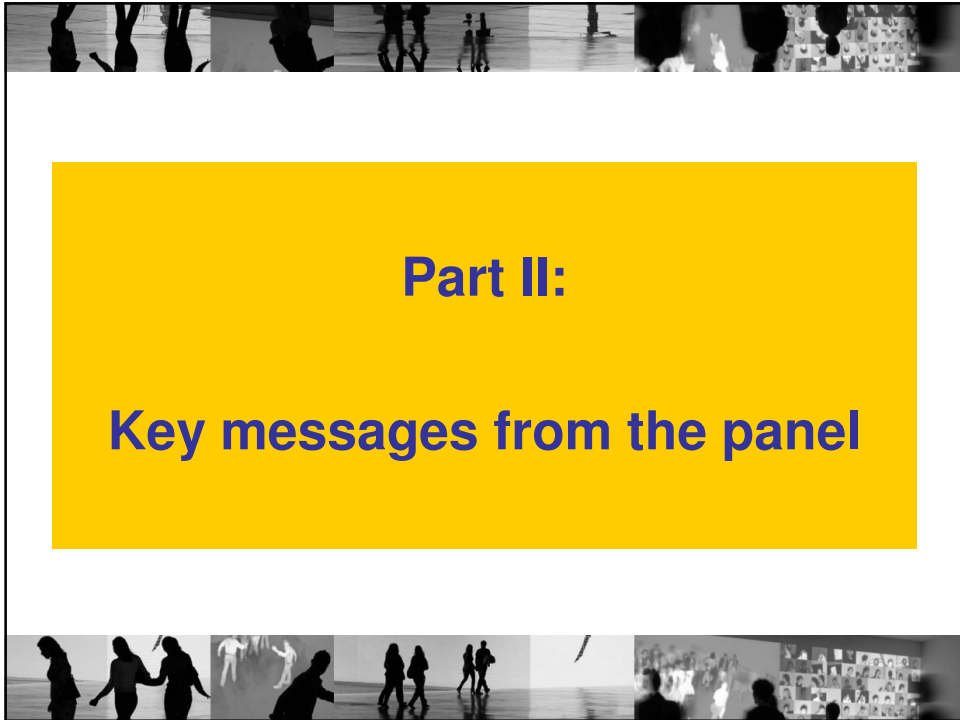
Pierre Valette

European Commission
DG Research

Directorate L - Science, economy and society

Head of Unit

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



Part II:

Key messages from the panel



Social innovations
are

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



Key message

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

Turning perceptions and knowledge to action

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

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

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



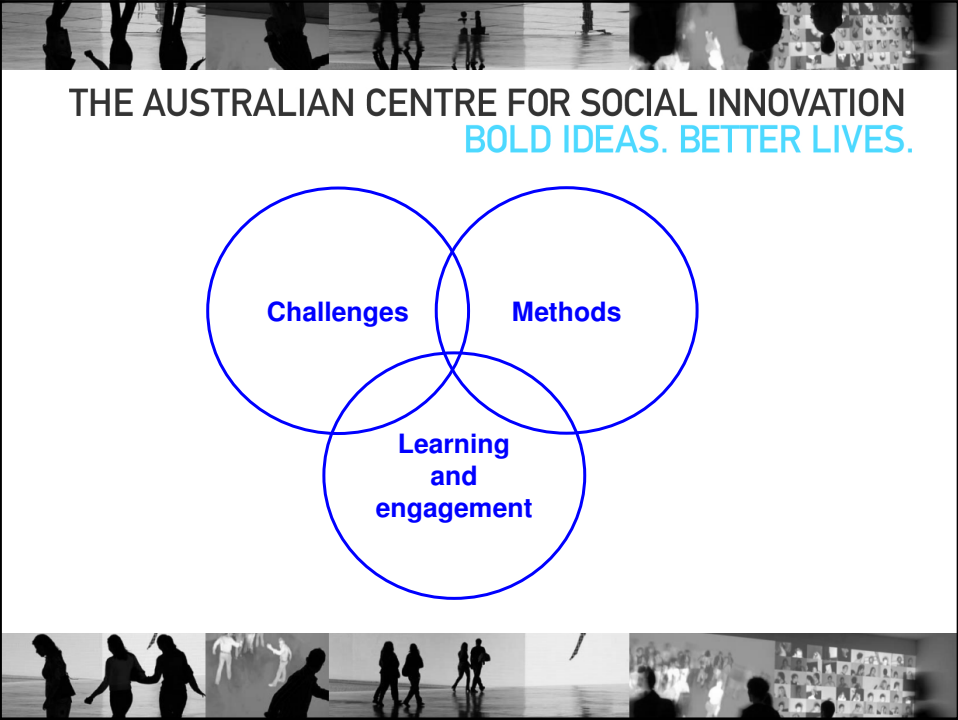
Key message
addressing climate change:

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

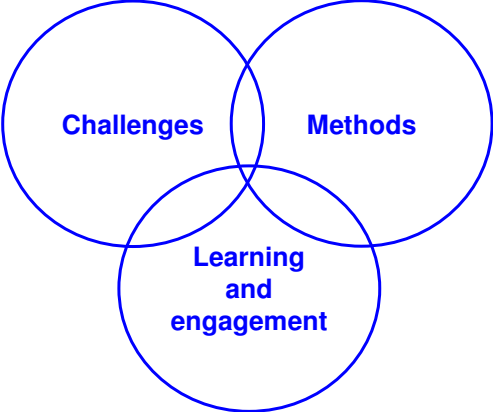
THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION
BOLD IDEAS. BETTER LIVES.

Key message

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



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BOLD IDEAS. BETTER LIVES.



Challenges Methods

Learning and engagement



sfs **tu** technische universität dortmund

Key message

In a knowledge based society
the role of science for and in society
shifts
**from transfer to co-production
of knowledge**

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



Social Innovation
eXchange

the global community for social innovation

Key message

T. A. L. K.



**Social Innovation
eXchange**

the global community for social innovation

Talk

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



**Social Innovation
eXchange**

the global community for social innovation

Act

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





Social Innovation
eXchange

the global community for social innovation

L

earn

Rapid learning

New skills

Share both successes and failures

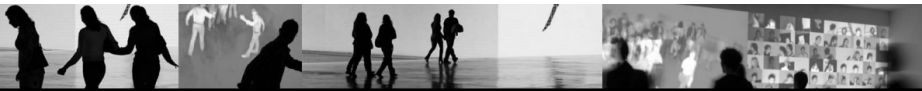
Learn about different ways of doing things

Share methods

Develop a shared language

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

Increase mutual, awareness and trust



Social Innovation
eXchange

the global community for social innovation

K

nowledge

Knowledge is critical

Social innovation is a new concept and still developing

Develop a shared base of concepts, case studies and research

Contribute to the new knowledge base through the forth

coming www.socialinnovator.org

Share knowledge – across sectors, across disciplines



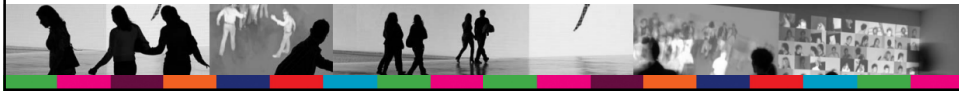


“The most needed social innovations of the 21st century”

VIENNA, 30th November 2009

Pierre Valette

Economic, social sciences and humanities -
Prospective



Motivation

Social innovation: a response to societal challenges

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

Social innovation to be fully recognised and supported

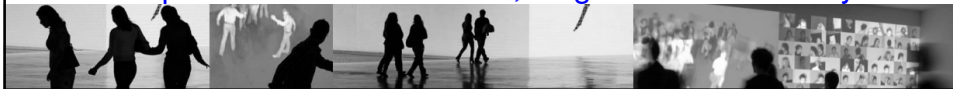
3. Member States, European Union (EU 2020) and Third Countries: Australia, Canada, US, BRICs, Developing Countries) are taking new initiatives;
4. Entrepreneurship (services, industries, NGOs) from both public and private sectors has to be strengthened.



What is social innovation about?

Social Innovation: some concern with definitions

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



a new European policy context

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



SSH-EU programme opportunities

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



Important websites:

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

SSH home page:
http://ec.europa.eu/research/social-sciences/index_en.html

Cordis home page:
http://cordis.europa.eu/fp7/home_en.html

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

