

Workshop

Knowledge and Innovation Culture

Prague, Academic Conference Centre

October 11-12, 2010

The Concept of Social Innovation. A trigger to inspire a new paradigm of innovation

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OVERVIEW

- 1 **Reflexions concerning the term „Innovation Culture“**
- 2 **Innovation terminology**
 - Social innovation
 - A typology of innovations framed by culture
 - Comparing social and non-social innovations
 - Drafting a new innovation paradigm
- 3 **„Knowledge“ and the „knowledge society“**
- 4 **Examples of learning and innovations, pertaining to**
 - education
 - science
 - economy
- 5 **Turning knowledge to action – the topical issue**



1

Some initial statements for enquiry:

The Knowledge Society produces a new innovation culture

Drivers (agents) of innovation and social change
at all levels of social systems
create and require innovations,
and are affected by innovations

Innovation often responds to insecurity, yet innovation
also breeds feelings of uncertainty itself and stimulates
resistance against new ideas



...

1

„INNOVATION CULTURE“

Based on ... ?

Power ...

... old style forced learning?



... of new „Global Players“ ...



Source: http://www.prof-kraft.de/diff/schule_1.htm



1

Evolution of cool brains; ICT > „ICT“:
„Intelligent Communication Technologies“

**Collaborative intelligence,
& intelligent collaboration**

2

All innovations are socially relevant

Any innovation has impact on particular social groupings and – more or less – individuals in their respective capacities, e.g. as consumers, entrepreneurs, administrators, family members

What is considered customary „**innovation**“ mostly originates from technology, yet it also bears **social components** – concerning its development as well as impact.

... Social aspects of innovations in business and technology need to be highlighted, yet it is even more important to pay equal attention to **particular social innovations**.

Traditional comprehension, measuring and benchmarking of innovation fall short of the social relevance of innovations in general and of social innovations as such.

2

Definition of „Social Innovation“ *)

„Social innovations are new concepts and measures to resolve societal challenges, adopted and utilised by social groups concerned.“

*) Zentrum für Soziale Innovation (Centre for Social Innovation) 2008: „Stimulating Social Development“ (p. 2), available for download at <http://www.zsi.at/de/publikationen/346/5056.html>



2

Main features of this definition

- **Distinction between idea/invention and dissemination:** a social idea becomes a social innovation in the process of implementation and dissemination – it changes and improves social practices.
- **The scope of social innovations:** the new practice does not need to be applied to the whole of society, it is subject to interest and opinion about usefulness (social innovations pertaining to major parts or the whole of society may be categorised „societal innovations“ or „basic social innovations“).
- **Neither is any kind of social change „social innovation“ per se** (e.g. unintentional demographic change), nor will every intended social innovation necessarily result in „social change“ or will benefit all people/groups affected; it may not meet general acceptance. *)
- **Social innovations (like any innovation) meet resistance** and must compete with other traditional or newly proposed solutions to social issues.

*) cf. Josef Hochgerner, 2009: Innovation processes in the dynamics of social change, in: Jiří Loudin, Klaus Schuch (ed.): Innovation Cultures. Challenge and Learning Strategy. Prague: Filosofia; pp. 17-45



2

COMPARING SOCIAL AND TECHNOLOGICAL INNOVATIONS

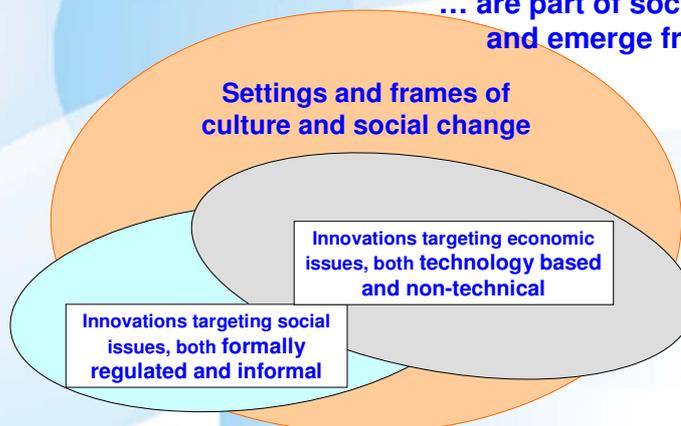
- Key to measure success of „Oslo-type“ innovations: **market penetration**, revenues, return on investment, and other economic indicators
- In case of social innovations: social **acceptance and utilisation**; need to adapt appropriate indicators based on measuring quality of life/well-being
- Implementation and diffusion of innovations are not merely the result of accumulated individual decisions. Such decisions are subject to **social processes** as every individual person is embedded in social structures and networks of many kinds („*figurations*“, according to N. Elias, 1972).
- Any innovation has a **life cycle**: the more innovations are disseminated, the less their degree of novelty. In case of overall market diffusion (of new products) or „institutionalisation“ (of social innovations) the product, measure, procedure etc. ceases to be considered an innovation.
- Examples of technologies and **products incorporated in every-day life**: light bulb, telephone, refrigerator, TV, pencil, pen, notebook ...
- Examples of **institutionalised social innovations**: works councils, traffic regulation, compulsory school attendance, ...



2

INNOVATIONS, INCLUDING SOCIAL INNOVATIONS,

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



„Social change“: ... processes of change pertaining to social structure, affecting societal institutions, cultural patterns, social action, behaviour and consciousness (my shortened translation from Zapf, W. 2003: Sozialer Wandel, in: Schäfers, B. (Hg.): Grundbegriffe der Soziologie, Opladen, S. 427-433)



2

A new, comprehensive innovation paradigm?

In general, innovations aim

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

Concerning impact,

- innovations with economic aims most likely also have social effects,
- while social innovations as well may have economic relevance.

Innovations, addressing primarily economic objectives, include

- products
- services
- organisational measures
- marketing

Innovations, addressing primarily social objectives, include

- roles concerning individuals, social groups and institutions
- interactions and relations in society and sub-sets (networks, collectives ...)
- norms on different levels, legal requirements
- values [incl. formal or informal agreements on what is ethic behaviour]



2

INCLUSIVE TYPOLOGY OF INNOVATION

The surface („first notion“) of innovations

More ↔ less, faster ↔ slower, growth ↔ decline

Innovation systems (sectors, regional, national, international)

confined ↔ open

Typology of innovations, including social aspects

Technological business innovations		Non-technological business innovations		Social innovations in all societal function systems: economy, culture, politics, and legal system			
Product *)	Process *)	Organi-sation*)	Marke-ting*)	Roles	Interaction	Norms	Values

Topical objectives („patterns“) of innovations

economic objectives ↔ social objectives

Socio-cultural foundations of innovations:

Value systems, equity/disparities, inclusion/exclusion

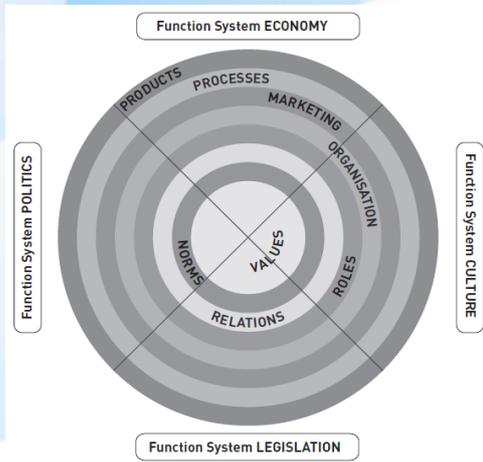


*) Innovation, as defined by the „Oslo-Manual“: OECD/EUROSTAT, 2005

2

THE EXTENDED PARADIGM OF INNOVATION

All categories of innovations are relevant
(however, with variable impact) to all societal function systems^{*)}



Eight types of innovation ...

1. Products
2. Processes
3. Marketing
4. Organisation
5. Roles
6. Relations
7. Norms
8. Values

... across four function systems:

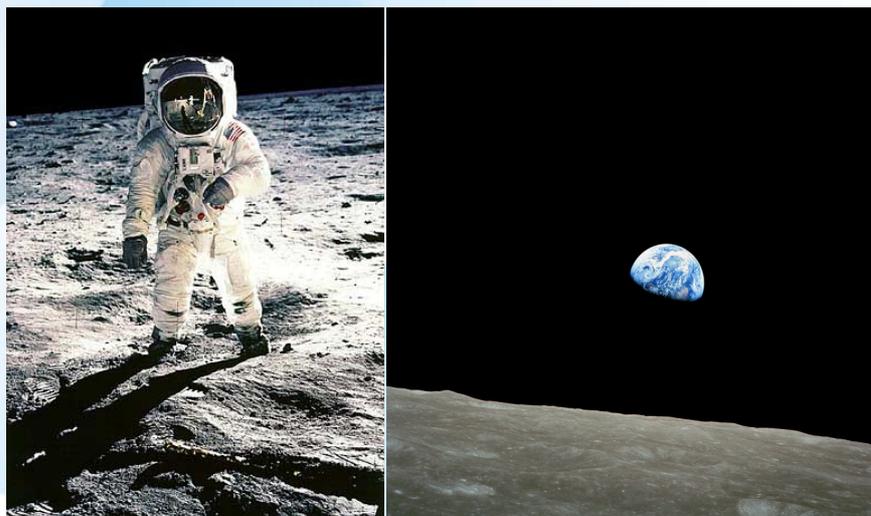
- Economy
- Culture
- Politics
- Legislation

^{*)} Function systems according to Parsons, 1976: Zur Theorie der Sozialsysteme. Opladen: Westdt. Verlag

3

Knowledge, used on target!

However, this was not the result of one innovation, nor of a series of innovations. It became feasible because of the creation of an innovative socio-technical system



Earth Rise, December 24, 1969

3

Knowledge, required ...

Changes involved with the emerging knowledge society

„**Social change**“ depicts the transformation of structures in one or more social system(s). [+/-]

„**Progress**“ denotes a directed and perceptible impact of acknowledged positive social change. [+]

„**Innovation culture**“ makes a difference to pace, direction, and impact of progress and social change

Drivers of innovation creation

- Demographic development
- Culture, arts, science
- Socio-technical systems
- Politics & social movements
- Environment (conditions of living, climate change ...)

Levels of innovation application

- Macro level: State, national and international regulations ...
- Meso level: corporations, enterprises, NGOs ...
- Micro level: Life styles, patterns of behaviour ...



3

Features of the Knowledge Society

The new notion of „hands“ and of „brains“ in the KS

- „Hands“ became part of technological (socio-technical) systems
- „Brains“ become part of science systems „Mode 2“

The main indicator of the Knowledge Society is not sheer lots of knowledge

- The knowledge society applies **principles of scientific knowledge creation and its implementation** to wider walks of life
- Extended use of scientific principles at the same time **increases scrutiny concerning perception, cognition and knowledge**
- **Such scrutiny breeds uncertainty** even though usually higher certainty is expected by augmented knowledge:
 - ▶ a „**knowledge paradox**“ *)

The Knowledge Society extends capacities to modify ways and scales of using resources and innovations

Amplification of knowledge also creates knowledge gaps and impact on cognition and perception of reality, learning and working



*) **Martin Heidenreich, 2003:** Die Debatte um die Wissensgesellschaft; in: Stefan Bösch und Ingo Schulz-Schaeffer (Hg.), Wissenschaft in der Wissensgesellschaft. Opladen: Westdt. Verlag

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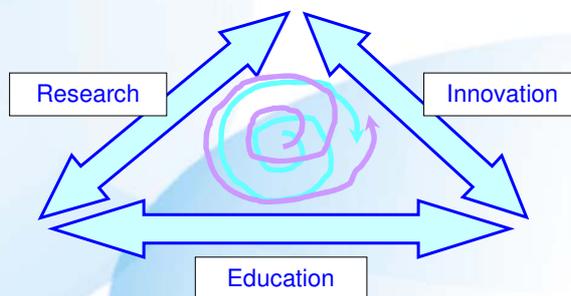
FORMS OF KNOWLEDGE RELEVANT TO EDUCATION, RESEARCH, AND INNOVATION



4

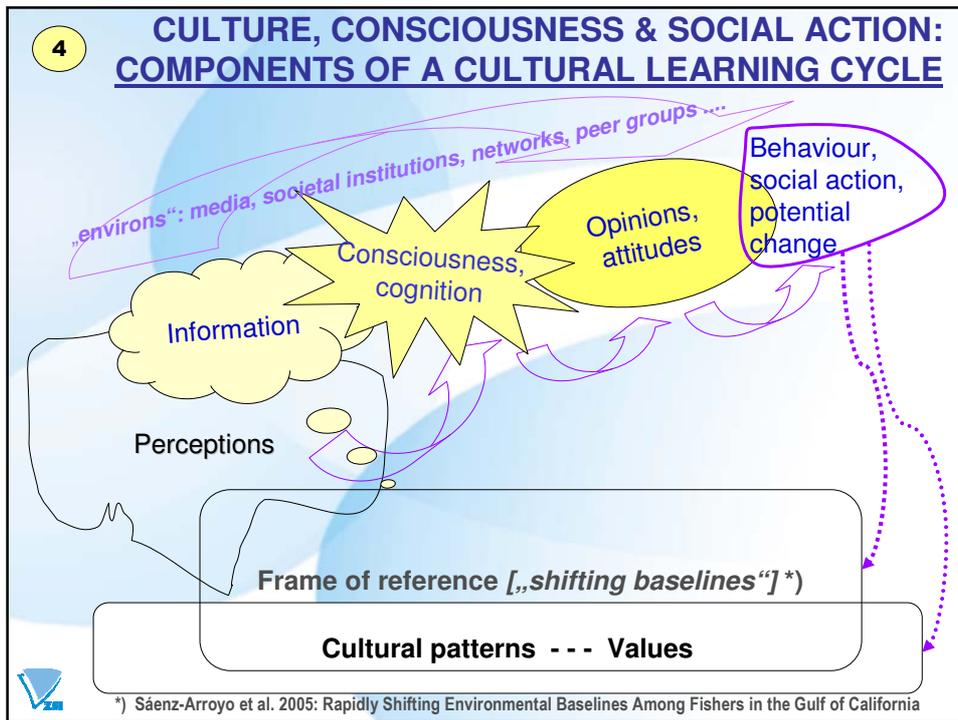
INNOVATION-, EDUCATION-, RESEARCH PROCESSES

The „Knowledge Triangle“



Three legs rather than three nodes





4 INNOVATIONS IN EDUCATION

Social Innovation:
A new, targeted and successful intervention, capable to resolve a social issue

„Success“: It works, is met with acceptance, implementation and dissemination progress.

		Idea and intervention concerning issues	
		Old	New
Social issues e.g. in education	Old „Impact of social origin“	Improve individual support; adopt tested school organisation	Change criteria – from deficiency to potency approach
	New „Internet, video games“	Application of control measures, restrictions	Innovation Facilitate social competencies and inter-generational learning

4

CHALLENGES

ON THE WAY TO TRANS-DISCIPLINARY RESEARCH

The classic notion of science in the Industrial Society

„Science, Mode 1“ *) – *Creation of knowledge*

- ⇒ Ideas, theories, methods, norms are codified in disciplines
- ⇒ Scientific work is organised and regulated by standards within the disciplines
- ⇒ The whole enterprise of science is under control of scientific communities
- ⇒ Discoveries precede development and implementation (use) of knowledge

Science in the knowledge based Information Society

„Science, Mode 2“ *) – *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



4

INNOVATIONS IN SCIENCE AND RESEARCH

**The role of science 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.**

Hans-Werner Franz, sfs - University of Technology, Dortmund

Presentation at the conference

„The most needed social innovations of the 21st century, Vienna, Nov. 2009.

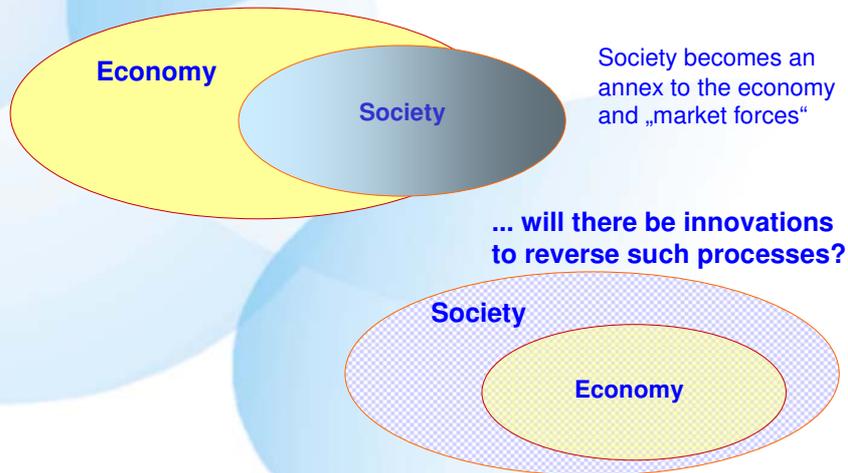


4

“THE GREAT TRANSFORMATION”

Karl Polanyi, 1944:

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



4

INNOVATIONS FOR SUSTAINABLE AND INCLUSIVE GROWTH

“Management of abundance”

Preferential treatment of producing and service sectors, in comparison to critical parts of finance industries: wealth tax, taxes on revenues from speculation, ban of speculation on foodstuffs

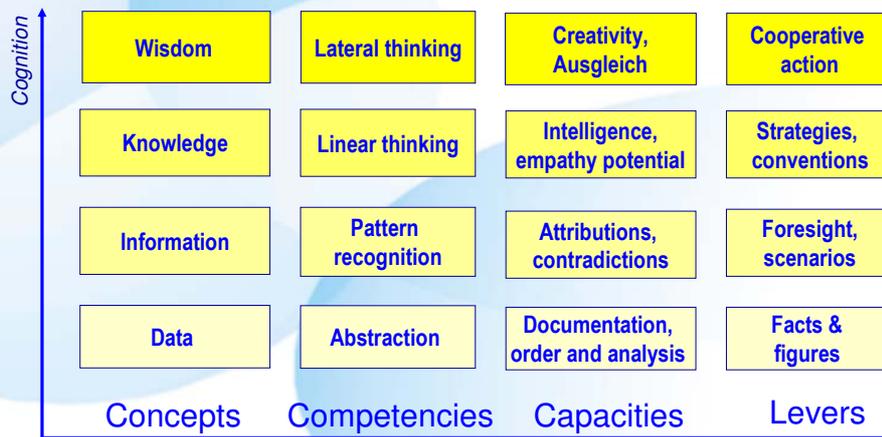
Just distribution of „energy for all“ as a global policy principle instead of (intended/inefficient) regulation of emissions (cf. „The Hartwell Paper“)

Increasing real prices on carbon based energy , investment of state revenues in local and global access to clean energy and renewable resources

5

TURNING KNOWLEDGE TO ACTION

The position of knowledge on a stairway to cognition
Resources advancing knowledge and action



Resources for [social] innovations, i.e. intentional interventions to change [social] reality



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