

Cursos de Verano

San Sebastian

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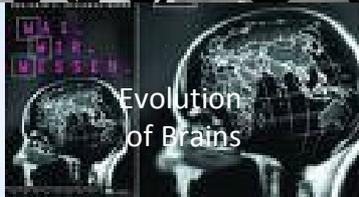
The European Agenda for Social Innovation



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A collage of images illustrating social innovation and technology. It includes silhouettes of people at the top and bottom, a globe, a brain scan, a satellite tower, and a group of people silhouettes. Text elements include 'Why SOCIAL Innovation?', 'Evolution of Brains', 'Innovative Technologies', 'Social change, development, crisis and ,Grand Challenges': Resources and solutions', 'Social Innovations', and 'Collaborative intelligence & intelligent collaboration >> Cultural Evolution'.

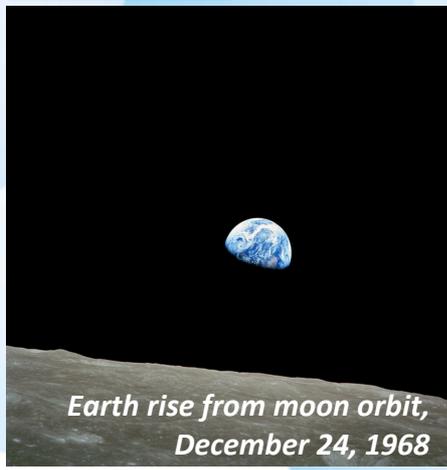
Why SOCIAL Innovation ?



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

A sensational innovation ?

This neither was one big innovation, nor a series of innovations only.
 » » » It was the manifestation of a **powerful socio-technical system**, made possible by a particular **culture of innovation**



100 years of innovation theory and current innovation research

Comparison of the 5 types of "new combinations" according to Schumpeter and the basic four main types of "innovations" according to the Oslo Manual

5 "New combinations of production factors" (Schumpeter 1912, and subsequent publications): 4 (technical/non-technical) types of innovation (OECD/EUROSTAT 2005, 29):

New or better products → Product innovations

New production methods → Process innovation

Opening up new markets → Marketing

New sources of raw materials
 Reorganization of the market position ⋮ Organizational innovations

75%
Schumpeter



Innovation from a socio-cultural perspective

Innovations are ,changes or novelties of rites, techniques, customs, manners and mores.'

Horace Kallen, 1949: Innovation, in: Encyklopedia of the Social Sciences; Vol. 8; pp. 58ff.



Approaches to innovation

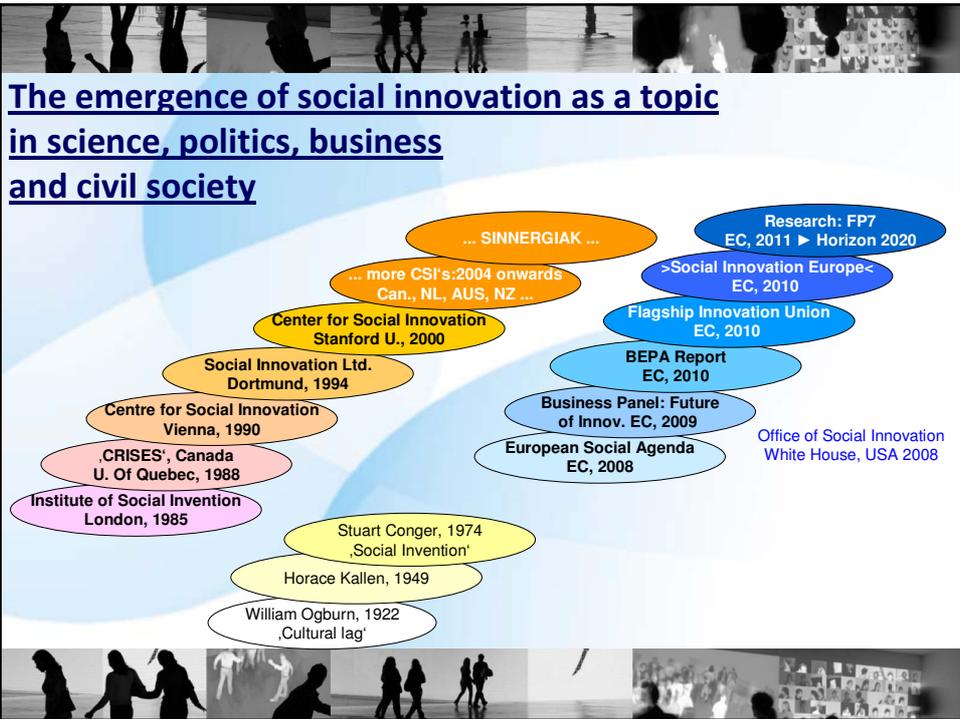
'Innovation is not just an economic mechanism or a technical process. It is above all a social phenomenon.

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





All innovations are socially relevant

**Any innovation emerges from a certain background in society,
and has impact on social entities.**

Many **innovations** originate from technology – and occur in business.
Yet besides economic outcomes they bear **social components** as well.

Social innovations may as well be stimulated by technology.
They occur in **all sectors of society** (private, public, civil society).
Their prime outcome is **changing social practices**, yet besides there may be
economic implications as well.

**Traditional concepts, indicators and measures of innovation fall short of the
social relevance of innovations in general, and of social innovations in particular.**

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.“



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

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



Main features of social innovation (1)

- o **Distinction between idea and dissemination:** an idea becomes an innovation *in the process of social implementation* – it changes and improves *social practices*
- o **The „4-i process“:**
 - *Idea*
 - *Intervention*
 - *Implementation (or Institutionalisation)*
 - *Impact*



Main features of social innovation (2)

Social innovations (like any innovation) **compete** with traditional or other novel solutions – and they have a **life cycle**

No normative nature: Social innovations are not necessarily ‚good‘

The scope of social innovations: the new practice does not need to be applied to the whole of society

Agnès Hubert et al. (BEPA) distinguish three perspectives to analyse objectives and impact, i.e.

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

„Empowering people – driving change. Social Innovation in the European Union.“
http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf



Towards a comprehensive paradigm of innovation

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.

Innovations, addressing primarily economic objectives¹⁾, include

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

Innovations, addressing primarily social objectives²⁾, include

- **roles** (of individuals, CSOs, corporate business, and public institutions)
- **relations** (in professional and private environments, networks, collectives)
- **norms** (on different levels, legal requirements)
- **values** (customs, manners, mores, ethical/unethical behaviour)

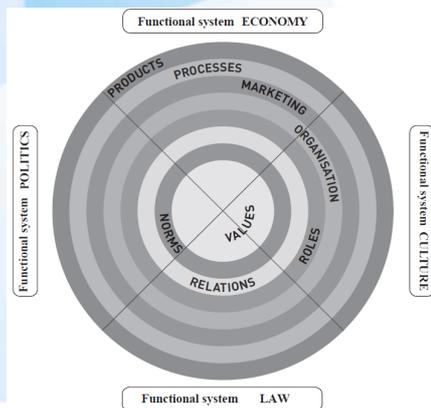
1) „Oslo Manual“, OECD/EUROSTAT 2005, re. Schumpeter

2) My extension, 2011

Comparison of the 'new combinations' according to Schumpeter with the 'main types of innovations' according to the Oslo Manual		... and the main types of social innovations
<u>New combinations of production factors</u> (SCHUMPETER 1912)	➔ Innovations in the corporate sector (OECD/EUROSTAT 2005, 'Oslo Manual')	New combinations of social practices: social innovations, established in the form of ...
New or better products	➔ Product innovations	↳ Roles
New production methods	➔ Process innovation	↳ Relations
Opening up new markets	➔ Marketing	↳ Norms
Reorganization of the market position	➔ Organizational innovations	↳ Values
New sources of raw materials		

The extended paradigm of innovation

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



Eight 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

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



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