

**KORANET  
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**Aspects of Social Innovation in Europe**



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**Why SOCIAL Innovation ?**

The collage includes several key elements: a top section with silhouettes of people and the title 'Why SOCIAL Innovation ?'; a left column with three images: 'Evolution of Brains' (showing a brain scan), 'Innovative Technologies' (showing a satellite tower), and 'Collaborative intelligence & intelligent collaboration' (showing hands holding a glowing green sphere); a right section with a blue abstract background, the text 'Social change, radical development, crisis and ,Grand Challenges': Resources and solutions', and a group of white silhouettes of people labeled 'Social Innovations'; and a bottom line of text: 'Collaborative intelligence & intelligent collaboration >> Cultural Evolution'.

Evolution of Brains

Innovative Technologies

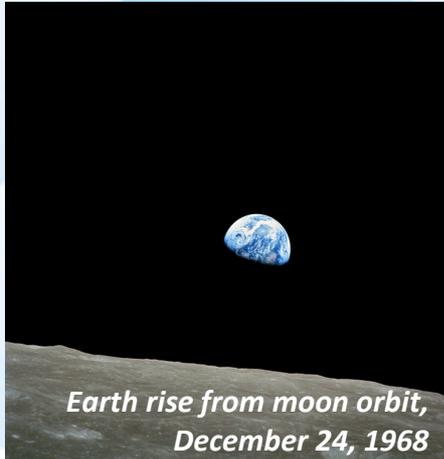
Collaborative intelligence & intelligent collaboration >> **Cultural Evolution**

Social change, radical development, crisis and ,Grand Challenges': Resources and solutions

Social Innovations

## 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**



## All innovations are socially relevant

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

Common concepts, indicators and measures of innovation fall short of the  
social dimensions of innovations, and of social innovations in particular.

Innovations without prefix usually are meant to produce economic value added.  
Many of them originate from technology – and occur in business.

They are **„new combinations of production factors.“** (Schumpeter 1912)  
Yet besides intended economic outcomes they also create **social impact**.

**Social** innovations result from intentional social action, changing practices of how  
to do things or behaviour in every day life, organisations and societal institutions.

They are, generally speaking, **„new combinations of social practices“**.  
Besides intended social outcomes they also may create economic impact.

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.'***



\*) 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)

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; various pedagogical concepts (Steiner, 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; Taylorism; Fordism; self service</li> </ul>	<ul style="list-style-type: none"> <li>✓ Flextime wage records; group work; open innovation; CSR; social entrepreneurship; diversity mgmt.</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 made solar panels; decentralized energy prod.</li> </ul>
<b>Democracy and politics</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 and the 3<sup>rd</sup> sector; multi-level governance</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>✓ New financial and access rules (e.g. 'birth right portfolio')</li> </ul>

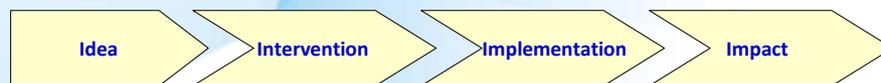


## Main features of social innovation (1)

1. **Distinction between idea and implementation:** an idea becomes an innovation *in the process of social implementation* – it changes and improves social practices → *„Social innovations are new combinations of social practices‘*

2. The „4-i process“:

- **Idea**
- **Intervention**
- **Implementation (or Institutionalisation)**
- **Impact**



## Main features of social innovation (2)

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

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

5. **The scope of social innovations:** the new practice does not need to be applied to the whole of society; however, social innovations occur in all sectors of society (private, public, civil society).

6. **Range of objectives:** Agnès Hubert et al. („BEPA-Report“) 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](http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf)



Comparison of the 'new combinations' according to **Schumpeter (1912)** with the 'main types of innovations' according to the **Oslo Manual (2005)**

<u>New combinations of production factors</u> (Schumpeter 1912)	Corporate sector innovations (OECD/EUROSTAT 2005, 'Oslo Manual')
New or better products	Product innovations
New production methods	Process innovation
Opening up new markets	Marketing
Reorganization of the market position	Organizational innovations
New sources of raw materials	

**Extension:**  
The main types of **social innovations**

**New combinations of social practices: social innovations, established in the form of ...**

- + Roles
- + Relations
- + Norms
- + Values

## Towards an inclusive comprehension 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 objectives<sup>1)</sup>, include**

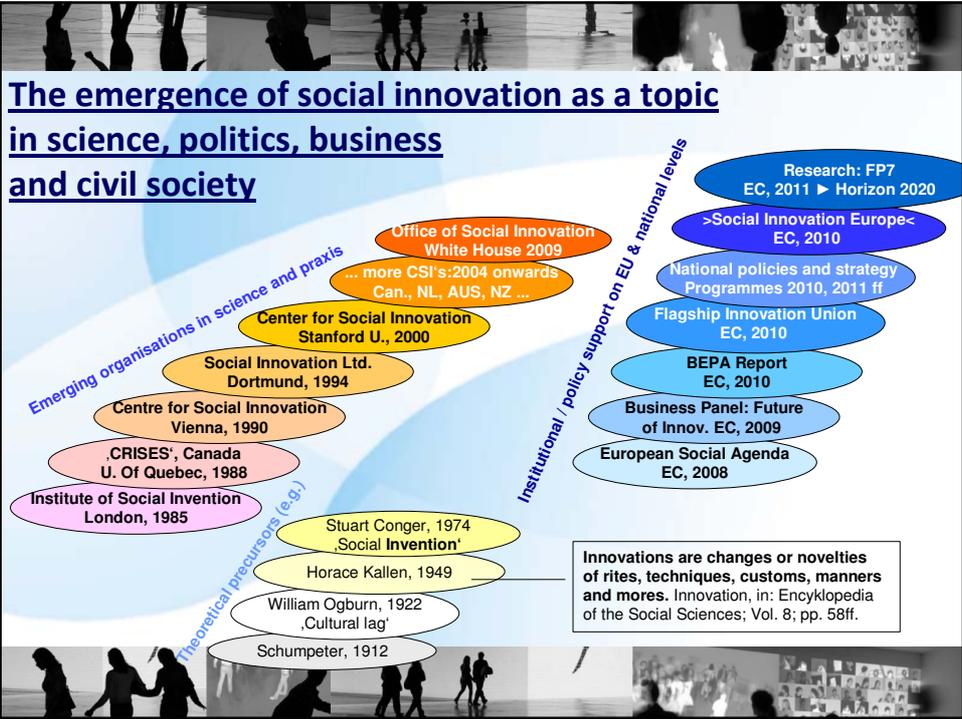
- **products**
- **processes**
- **organisational measures**
- **marketing**

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





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