

**soQua Summer School**

**Social Innovation in Europe and Beyond**  
The concept, its potential and international trends

Vienna, 13 July, 2012

**Cross-border Developments and Trends**

Josef Hochgerner  
Zentrum für Soziale Innovation



**MODES AND CHANGES IN SOCIETAL DEVELOPMENT**

**Social innovation ‚made in Austria‘ and common trends**

**Innovation theory: Schumpeter**

**The formation of the main pillars of the welfare state:**


- 1887: Accidents insurance
- 1888: Health insurance
- 1907: Retirement pension insurance
- 1920: Unemployment insurance
- 1948: Family support system
- 1955: General act on social security
- 1979: 99% of population included

,First modernity'

,Golden age of capitalism'

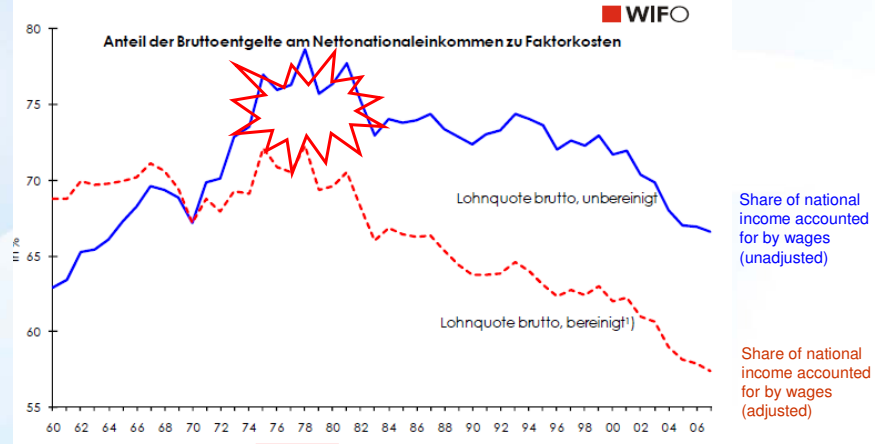
,Second modernity:'  
De-construction of the welfare system[s]  
globalisation, financialisation

- Research: Centre for Social Innovation, 1990
- Practice & awareness: SozialMarie, 2005
- Policy statements: 2010 ff.
- Est. ‚European School of Social Innovation‘: 2011
- Start M.A. Study programme Social Innovation: 2012



## The termination of the 'golden age of capitalism' (1)

### Development of labour income share of national income, Austria 1960-2007



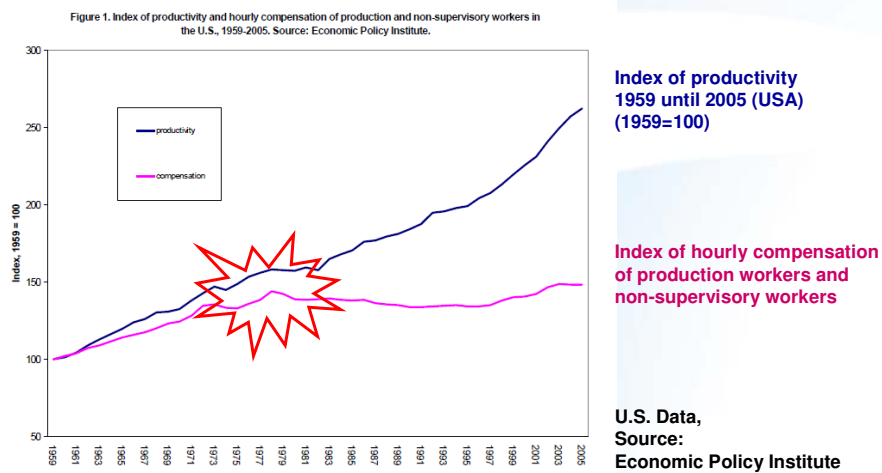
Quelle: Statistik Austria; WIFO-Berechnungen.-

1) Unbereinigt: Brutto-Entgelte dividiert durch nominales Nettionationaleinkommen zu Faktorkosten.

2) Bereinigt: Bruttolohnquote bereinigt gegenüber Veränderungen in der Erwerbstätigenstruktur (= Lohnquote dividiert durch Index der Quote der unselbständigen Beschäftigten an den Erwerbstätigen) auf Basis 1970.

## The termination of the 'golden age of capitalism' (2)

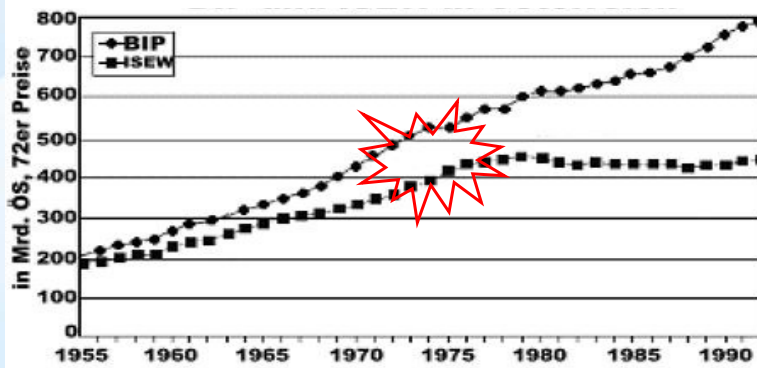
### Wages remain static whilst productivity increases, USA 1959-2005



## The termination of the „golden age of capitalism“ (3)

### Wealthier society provides less additional welfare

GDP („BIP“) compared to ISEW (Index of Sustainable Economic Welfare) in Austria, 1955 – 1992

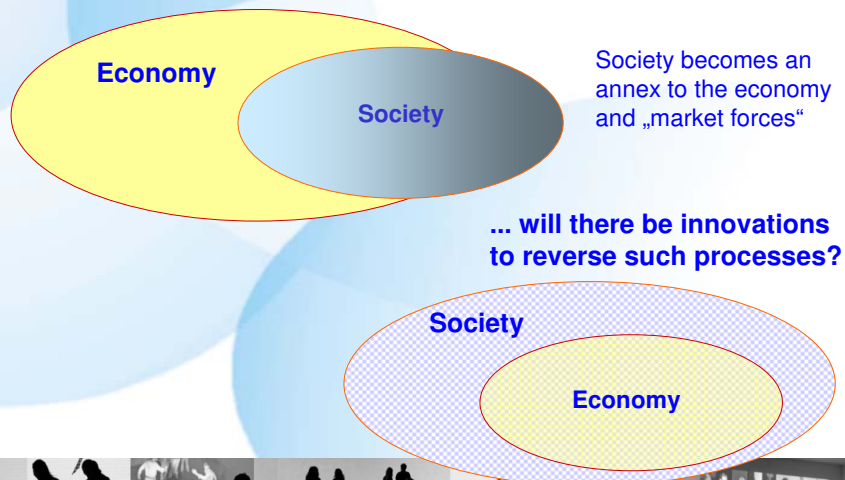


Source: Stockhammer et al. 1995

## „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



## ... beyond the great transformation?

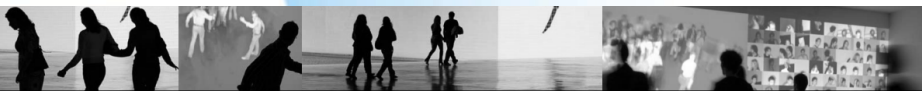
- ‚Making more of less‘ ? The rise of social innovation in view of declining welfare

The most needed social innovation of the 21st century:  
**‚Management of abundance‘**

- Stop and reverse financialisation

**Financialization** is defined a **‘pattern of accumulation in which profit making occurs increasingly through financial channels rather than through trade and commodity production’**

Krippner, Greta R., 2004: ‚What is Financialization?‘; mimeo, UCLA Department of Sociology, p. 14.



## SOCIAL INNOVATIONS ACROSS BORDERS

### SozialMarie > Austrian Award for Social Innovation: Eligibility

Eligible for submission are projects of the:

- social economy (civil society initiatives, NPOs/ NGOs, associations)
- public sector, administrations
- private sector, businesses

Applications since 2004:  
ca. 2000<sup>plus</sup>

Total prize money awarded  
(to a number of 120 awardees): € 336,000.--



## SOCIAL INNOVATIONS ACROSS BORDERS



### European School of Social Innovation

➤ **A network of scholars (umbrella organisation):**

Educators, promoters and researchers in social innovation

**Legal status:** Association, according to Austrian Law (est. 2011)

**Members:** Individuals (physical persons) and institutions (legal persons)

**Registered office:** ZSI – Centre for Social Innovation, Vienna

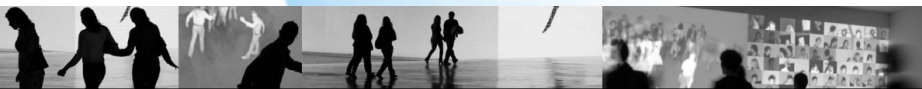
**Executive Board:** J. Hochgerner/ZSI, Vienna, H.-W. Franz, Dortmund (prov.), A.J. Unceta Satrustegui/SINNERGIAK, San Sebastian

**Activities:**

Education & Training (e.g. EMSI, Summer School ...)

Conferences, media, p.r. and promotion of social innovation (e.g. in/via EC)

Research: Development of methodologies, indicators; ‚Handbook of S.I.‘



## SOCIAL INNOVATIONS ACROSS BORDERS

### The ‚European Master of Social Innovation‘



#### Danube University Krems, Austria

[www.donau-uni.ac.at](http://www.donau-uni.ac.at)

Department of Interactive Media and Educational Technologies  
Competence Centre for e-Education

Start: 2012

Information:

[http://www.donau-uni.ac.at/en/studium/master\\_of\\_social\\_innovation/index.php](http://www.donau-uni.ac.at/en/studium/master_of_social_innovation/index.php)



## The study programme (1)

Course	Module	ECTS
<b>1. Social science fundamentals</b>	1.1. Concepts and current trends of social structure and social change	3
	1.2. Economic development in public, private, and non-profit sector	3
<b>2. Innovation theory and methodology</b>	2.1. Innovation systems in the Knowledge Society	5
	2.2. Measuring innovations 1: Indicators and methods of innovation research in the private sector	4
	2.3. The theory of social innovation and international approaches	5
	2.4. Measuring innovations 2: Indicators and research on social innovation impact	4
<b>3. Social innovation generation and application &amp; the role of digital peer-to-peer media</b>	3.1. Ideas creation and elaboration: Personal, educational and social conditions	4
	3.2. Intervention: transforming ideas into viable social practices	5
	3.3 Implementation: Accepting, managing and finalising social innovation processes	5
<b>4. Types, dissemination &amp; impact of social innovation in five major policy areas</b>	4.1. Working environment, employment and globalisation	3
	4.2. Communication, education and learning technologies	3
	4.3. Technology, environment, climate, resources and sustainability	3
	4.4. Demography and living environment	3
	4.5. Health, care and social services	3

## The study programme (2)

<b>5. Social innovators' professional profile</b>	Core competences: Consulting, development, financing, implementation and assessment of social innovations	4
<b>6. Scientific methodology I</b>	Basics of science and research applied in processes of social innovation	3
<b>7. Project work</b>	7.1 Preparing scientific case study in one of the five policy areas	2
	7.2 Execution of the project	10
<b>8. Scientific methodology II</b>	8.1 Research methods	3
	8.2 Science theory	3
	8.3 Scientific publishing	3
<b>9. Management of social innovations and their impact</b>	9.1 Management of social innovations in the public sector (regional, national, international)	5
	9.2 Management of social innovations in the private sector (corporate business and social economy)	5
	9.3 Management of social innovations in the '3rd sector' (NPO's, Civil Society Organisations)	5
<b>10. Master Thesis</b>	Seminar to the M.A. Thesis, and writing the Thesis	24
<b>Total</b>	All modules completed	120



Prof. Dr. Josef Hochgerner  
Centre for Social Innovation  
Linke Wienzeile 246  
A - 1150 Vienna

Tel. ++43.1.4950442  
Fax. ++43.1.4950442-40  
email: hochgerner@zsi.at  
<http://www.zsi.at>