Not one big innovation, nor a series of innovations only!
→ result of a powerful socio-technical system,
enabled by a particular culture of innovation

Society generates innovation

Innovations expand the range of human action ...
... and facilitate sometimes spectacular achievements:

The culture of innovation favours varieties of changes in prevailing „sediments“ of societal structures:

- Technology made „skin“ of society
- The power structures in society
- Modes of communication in society, between individuals, organisations, organisms and artifacts
- Frames of reference, shaping manners, mores, myths & rites
- The balance or imbalance of emotions in society (security / insecurity, hope / fear, empathy / hatred ... )
ALL INNOVATIONS ARE SOCIAL LY RELEVANT

... and embedded in social change.

WHY SOCIAL INNOVATION?

Social change, development, crises and 'Grand Challenges': Resources and solutions

Social Innovations, por acción social!

Collaborative intelligence & intelligent collaboration  >> Cultural Evolution
We are living in a multiple unbalanced world ...

Fast growing world population:
... there is global economy, yet
no comprehension of a 'world society'

We are living in a multiple unbalanced world ...

Second thoughts about ‘grand challenges’

The emergence of the European type welfare state was a result of responses to the 19th century’s „grand challenges“ of the industrial society.

Second thoughts about ‘grand challenges’

... in the „welfare islands“ of the world

Outcome during the ‘golden age of capitalism’ ≈1950s—1970s, Eric Hobsbawm:

An adequate part of productivity gains was used to
- avert most existential threats to social security, health and well-being from most of the population in highly developed industrial societies;
- and enabled the emancipation of a previously suppressed working class to become fully recognized citizens – with justified hopes for better life for them and their children.
The termination of the ‘golden age of capitalism’ (1)

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

Wages remain static whilst productivity increases, USA 1959-2005

The termination of the ‘golden age of capitalism’ (2)
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 termination of the „golden age of capitalism“ (3)

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

“THE GREAT TRANSFORMATION”

Karl Polanyi, 1944:
Economic processes separate from society, dominate
social relations instead of being regulated to benefit societal needs

Society becomes an annex to the economy
and „market forces“

Will there be social innovations to
Integrate the economy in society?

Humankind owns affluent knowledge & other resources.
However, too little of existing capacities is used in current practises.
"Financialisation": Making money without real value added

Depletion of productive economic resources

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


The rise of social innovation in view of austerity measures and declining welfare:

‘Making more of less’?

My personal favourite concerning the most needed social innovation of the 21st century:

"Management of abundance“!
Social innovations are new practices for resolving societal challenges, which are adopted and utilized by the individuals, social groups and organizations concerned.

An analytical definition of „Social Innovation“ *)

Distinction between idea and implementation: an idea becomes an innovation in the process of its factual realization – it changes social action and practices

"... with reference to Schumpeter: They are "New combinations of social practices""

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

The CULTURAL LEARNING CYCLE'

Established social and cultural patterns

... maintained by – relatively stable – “frames of reference“

[disburdening the definition of what is „normal”]
The tracks of international research on innovation demonstrate that the technology-oriented paradigm – shaped by the industrial society – does not cover the broad range of innovations indispensable in the transition from an industrial to a knowledge and services-based society: Such fundamental societal changes require the inclusion of social innovations in a paradigm shift of the innovation system.”

Cf. the “Vienna Declaration: The most relevant topics in social innovation research”, 2011, adopted by the conference CSI.

Information online: www.socialinnovation2011.eu

TOPICAL AREAS OF SOCIAL INNOVATION RESEARCH


BUILDING SOCIAL INNOVATION INFRASTRUCTURES

Towards a social innovation system for research, education and training — key requirements:

- Incorporation of SI in universities, vocational training and adult education facilities
- (Academic) Education and (vocational/professional) training to establish a professional profile of social innovators
- Innovation in science (working in a research-education-services triangle)
- Funding institutions
- Measures supporting individual social innovators at policy levels from local to international
- Research organizations, research programmes, research projects
- Indicators and measurement of social innovation
- Public relations and communication (magazines, networks, various media)
- Clarification of legal aspects between open source and IPR

Anchors exist and may further develop within national systems of innovation. Beyond these, national and international SI-institutions become necessary as intermediaries between civil society, the state and the business sector.

What is going on in SI research in Europe? (1)

Social innovation and the EUROPE 2020 Strategy:

“...to design and implement programmes to promote social innovation for the most vulnerable, in particular by providing innovative education, training, and employment opportunities for deprived communities, to fight discrimination (e.g. disabled), and to develop a new agenda for migrants’ integration to enable them to take full advantage of their potential...”

- EU Programme for Employment and Social Innovation (EaSI): proposed budget of € 815 million for 2014-2020
- Second European Social Innovation Competition, launched 11 Oct. 2013

Short overview of some EU funded research projects under the “Social Sciences and Humanities” programme in the 7th EU Framework for Research, Technology Development and Innovation: http://ec.europa.eu/research/social-sciences/pdf/ssh-projects-fp7-5-6-social-innovation_en.pdf
Research on the theoretical, empirical and policy foundations for SI: **TEPSIE**

... on welfare innovations at the local level: project **WILCO**

... on social innovation and poverty reduction: project **IMPROVE**

... on the role of SI to tackle social exclusion of young people: **SOCieTY**, CITISPYCE

Research on social innovation in the public sector: project **LIPSE**

Innovative Social Services: project **InnoServ**

Social innovation in water and sanitation services in Latin America → **project DESAFIO**: Democratisation of water and sanitation governance by means of socio-technical innovation (UK, PT, BRAS, ARG, COLOMBIA: UNIVALLE)


[http://desafioglobal.org/](http://desafioglobal.org/)


Many more in various European Programs, as well as from various national sources. Further information available online:

[http://www.siresearch.eu](http://www.siresearch.eu)


[http://www.benisi.eu/about-benisi](http://www.benisi.eu/about-benisi)
“Social frontiers: the next edge of social innovation research”
London, 14-15 November 2013

The global field of social innovation is gathering momentum. Yet despite thriving practitioner networks and a real commitment from policymakers and foundations to support social innovation, empirical and theoretical knowledge of social innovation remains uneven. Much more could be done by bringing existing networks, organisations and individuals together.

www.nesta.org.uk/assets/events/social_frontiers_the_next_edge_of_social_innovation_research


PART I – Excellent Science
  - Activity 1 – The European Research Council

PART II – Industrial Leadership
  - Activity 3 – Innovation in Small- and Medium-Sized Enterprises

PART III – Societal Challenges
SI as horizontal activity across Societal Challenges (SC), but particularly mentioned in:
  - SC 1 "Health, demographic change and wellbeing"
  - SC 2 "European Bio-economy challenges"
  - SC 6 "Europe in a changing World - Inclusive, innovative and reflective societies"

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What is going on in SI research in Europe? (3)

A network of social innovation scholars and institutions (umbrella organisation):
Educators, promoters, researchers and practitioners of social innovation

Legal status: Association according to Austrian Law

Members: Individuals (physical persons) and institutions, i.e. legal bodies like ZSI (AT), SINNERGIAK (ES) and universities, currently one from Austria, two from Germany, one from Spain; several candidates.

Head office: ZSI – Centre for Social Innovation, Vienna

Executive Board: J. Hochgerner, Vienna, H.W. Franz, Dortmund, A. Unceta-Satrustegui, San Sebastian

Activities:
- Education & Training (e.g. M.A. SI, Summer Schools), Provision of Online Learning; SME-Training ...
- Conferences, media, p.r. and promotion of social innovation
- Research: Development of methodologies, indicators towards an "Oslo Manual" for S.I.
- The role of ESSI in the project (IP) "SI DRIVE: Social innovation – Driving force of social change"
... along the „4-i process“ of its development:

- **Idea** >>> What’s the issue, what could be the solution?
- **Intervention** >>> Conceptualisation, find methods and allies
- **Implementation** >>> Overcoming resistance, stakeholders, *life cycle*!
- **Impact** >>> Not necessarily ‚good‘, nor for the whole of society

This structured approach to identify and develop possible SI-projects has been tested and works in vocational training with practitioners (from NGO’s as well as from SME’s), in summer schools, short workshops and on to academic and post-graduate studies.

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**Master of Arts in Social Innovation**

**Danube University Krems, Austria**
Department of Interactive Media and Technologies for Education
– Centre of Interactive Media

Launch of first course of study: 23. 4. 2013

Information:
www.donau-uni.ac.at/masi
Master of Arts in Social Innovation

Modules providing competencies in science and practice

Scientific foundations in social science
- Processes of societal transition
- Economic dominance and change

Innovation theory and overview of innovation research
- Innovation systems
- Measuring innovation
- Theories & research concerning social innovation

Development and implementation of social innovations
- Generating ideas
- Processing concepts
- Realisation of social innovations

Forms, dissemination and impact of social innovations in policy areas of interest (teacher-led & student-led)

Labour, employment and globalisation

Communication, education and Technology Enhanced Learning

Technology, environment, climate change, resources, sustainability

Demographic change, living with migration and diversity

Inequality, health care and other social services

Research project, writing the M.A. Thesis, approval & certified 'Social Innovator'

Improving scientific skills
- Distinct frameworks – equal levels
- Research methodologies
- Epistemology, science theory
- Scientific writing & publishing

Managing social innovation
- in the public sector
- in the private business sector
- in the sector of civil society

Core competencies acquired:
- To consult & monitor SI
- To develop & implement SI
- Fin. control & management
- Evaluation and impact assessment of SI

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