



Bogotá

November 19th, 2013

Research and Training in Social Innovation



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Society generates innovation

Innovations expand the range of human action ...

... and facilitate sometimes spectacular achievements:



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

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.

The most famous steam engine - Optimised by James watt, 1776



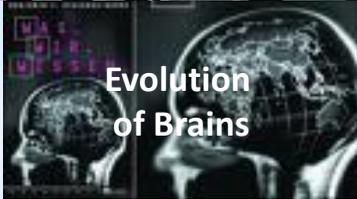
„Humans by Design“: Optimisation in the 21st c.?



„Brave New World“: Optimisation of human behaviour in social systems – 20th century



WHY SOCIAL INNOVATION ?



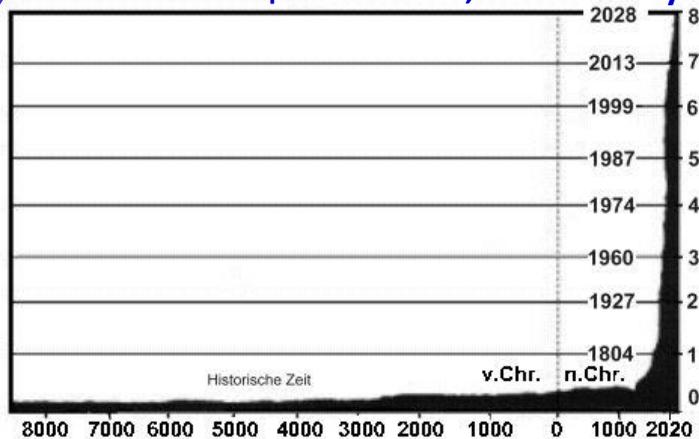
Collaborative intelligence & intelligent collaboration >> **Cultural Evolution**



We are living in a multiple unbalanced world ...

Stress in social systems

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



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.

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

Outcome during the 'golden age of capitalism' ~1950s—1970s, Eric Hobsbawm:

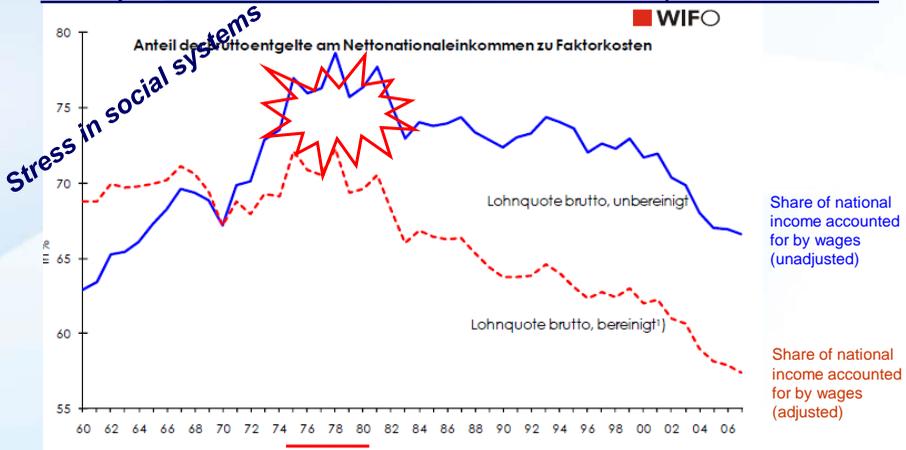
An adequate part of **productivity gains** was used to

- 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.



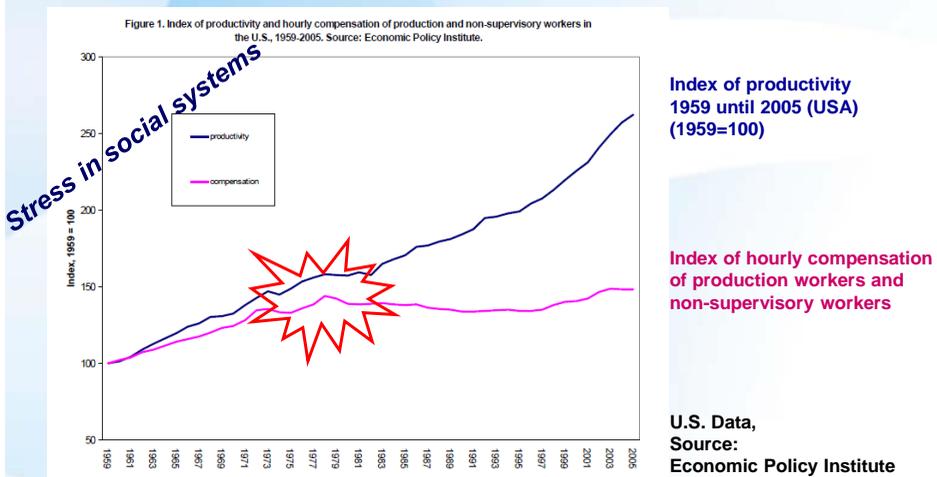
The termination of the „golden age of capitalism“ (1)

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



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

Wages remain static whilst productivity increases, USA 1959-2005

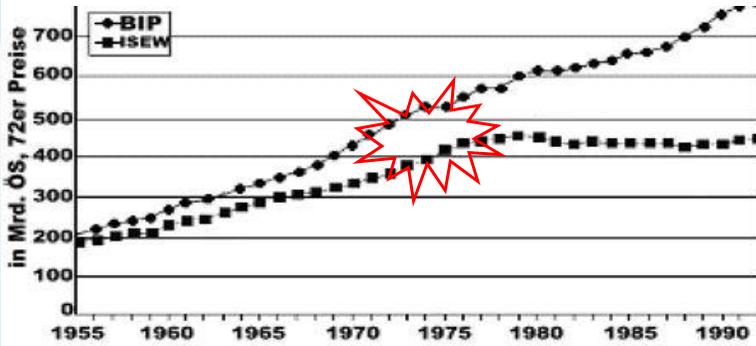


The termination of the „golden age of capitalism“ (3)

Wealthier society provides less additional welfare

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

Stress in social systems



Source: Stockhammer et al. 1995

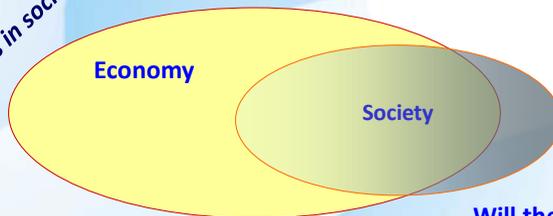


„THE GREAT TRANSFORMATION“

Stress in social systems

Karl Polanyi, 1944:

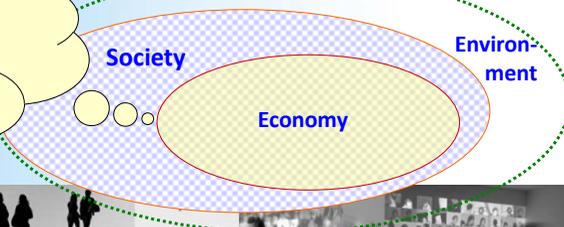
Economic processes separate from society, dominate social relations instead of being regulated to benefit societal needs



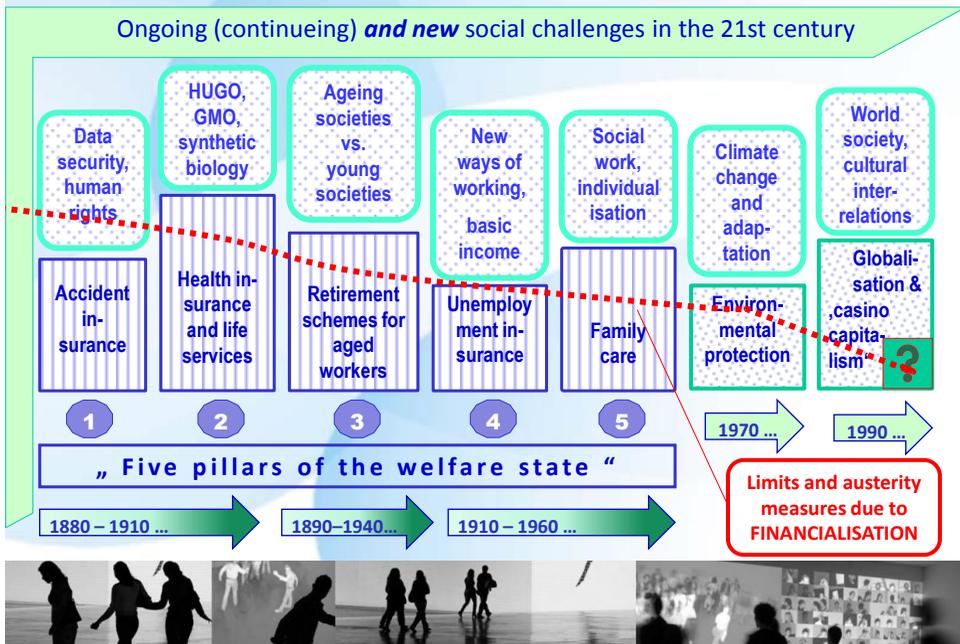
Society becomes an annex to the economy and „market forces“

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.



The 5 pillars of the welfare state and 21st century extensions



The problem behind the challenges*

*) F.-J. Radermacher

Stress in social systems

„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“

Krippner, Greta R., 2004: 'What is Financialization?'; mimeo, UCLA Department of Sociology, p. 14.
 Cf. T. I. Palley, 2007: Financialisation. What it is and why it matters. www.levyinstitute.org/pubs/wp_525.pdf

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**“ !

THE CONCEPT OF SOCIAL INNOVATION

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

„Social innovations are new practices for resolving societal challenges, which are adopted and utilized by the individuals, social groups and organizations concerned.“

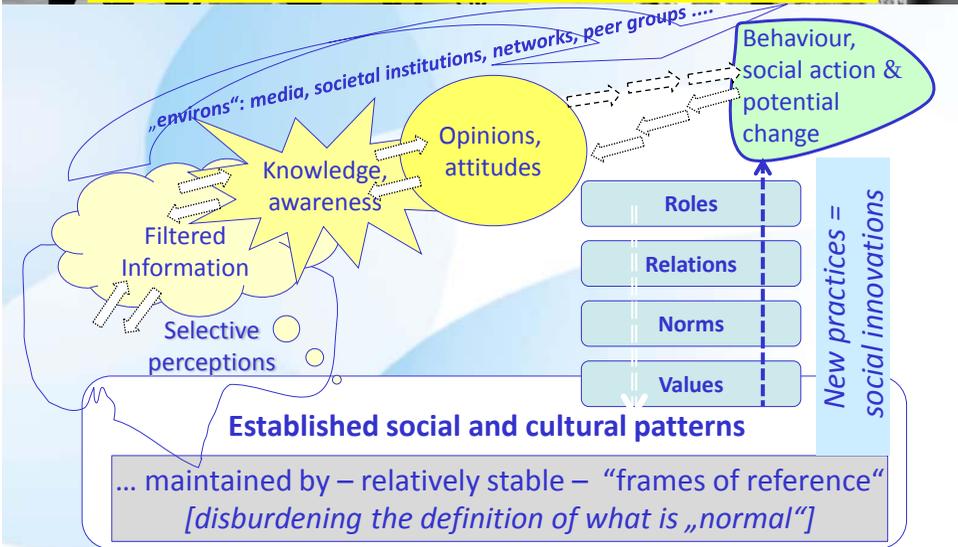
... with reference to Schumpeter: They are »New combinations of social practices«



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



The CULTURAL LEARNING CYCLE





The first world-wide conference on social innovation research with 370 participants from 54 countries around the globe. * Vienna, 19-21 Sep. 2011

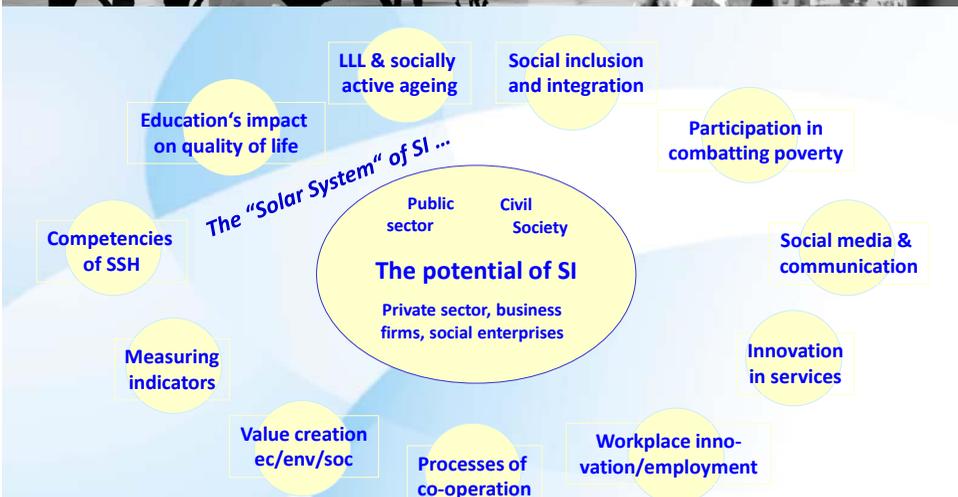
“The tracks of international research on innovation demonstrate that the technology-oriented paradigm – shaped by the industrial society – does not cover the broad range of innovations indispensable in the transition from an industrial to a knowledge and services-based society: Such fundamental societal 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



Source: „Vienna Declaration“ of the conference „Challenge Social Innovation“, Vienna, Sept, 2011: www.socialinnovation2011.eu
Printed book: H.W. Franz, J. Hochgerner, J. Howaldt, eds., 2012: Challenge Social Innovation. Potentials for Business, Social Entrepreneurship, Welfare and Civil Society. Heidelberg: Springer. 17 other contributions have been published online for free download in the form of „ZSI Discussion Papers“: www.zsi.at/dp



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



What is going on in SI research in Europe? (2)

- 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://ec.europa.eu/research/social-sciences/projects/544_en.html
<http://desafioglobal.org/>
- Project SI-DRIVE: Social Innovation – Driving Force of Social Change
 1/2014 – 12/2017, involved from Colombia: ANSPE, for LA/C: ECLAC, Chile

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

<http://www.siresearch.eu>
<https://webgate.ec.europa.eu/socialinnovationeurope/>
<http://www.benisi.eu/about-benisi>



European Social Innovation Research
<http://www.siresearch.eu>

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 The Theoretical, Empirical and Policy Foundations for Social Innovation in Europe
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Blog

Disruptive and incremental digital social innovation >
 At the Ignite Athens event in September 2012, Neelke Kroes (the European Commissioner for the Digital Agenda) talked about the importance of what she terms disruptive innovation using ICT as the ke...
 Written by Jeremy Millard
 Networks | Social innovation | Greece

Defining social innovation >
 Despite the growing interest in social innovation among policymakers, foundations, researchers and academic institutions around the world, there is currently no common definition of social innovati...
 Written by anna davis
 Social innovation

In search of an evaluation approach to social innovation >
 In recent years, the social sector has neared consensus on the need to improve measurement and evaluation of its work and impacts. Although

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 Promoting social innovation may help reinforce social cohesion in Europe's cities by Annette Zimmer and Andrea Walter
 L.co/eBoWfn3

SEurope_SE | 13 days 8 hours ago.
 Social Innovation Europe Newsletter>> The Big Picture- L.co/4YwhVGf

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Transition_ina1 | 6 days 22 hours ago.
 Defending #socent in Europe: interesting

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

“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

Social Innovation across «HORIZON 2020» (RTDI FP 2014-2020)

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"



European School of
Social Innovation

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-Satruestegui, 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“**



HOW TO TEACH SOCIAL INNOVATION ?

... 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.



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:

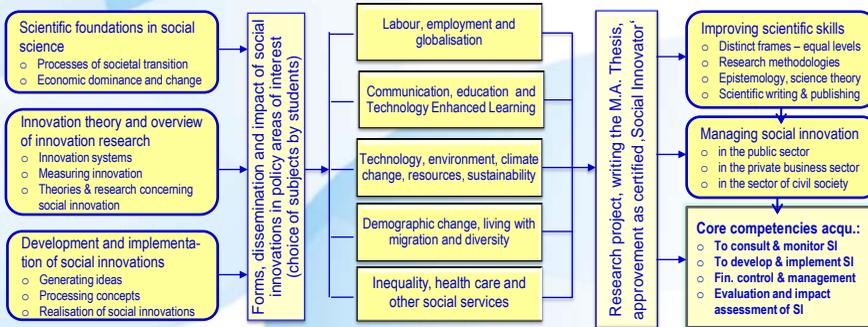
www.donau-uni.ac.at/masi





Master of Arts in Social Innovation

Modules providing competencies in science and practice



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Danube University Krems. The University of Continuing Education



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