

Development of Human Settlements Challenges for Sustainability

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Introducing the Concept of Social Innovation to Urban Development

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SOCIETY GENERATES INNOVATION – TECHNOLOGY PROVIDES TOOLS, MADE BY HUMANKIND

Innovations expand the range of human action ...

... and facilitate sometimes spectacular achievements:

Earth rise from moon orbit,
December 24, 1968



A walk in the sunshine,
July 21, 1969

„Sputnik shock“ in the U.S. → and the vision thereafter

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

Innovation cultures favour varieties of changes in societal *sediments*, affected differently by technologies:

- ❖ *Technology* made ‚skin‘ of society
- ❖ *The power structures* in society
- ❖ *Modes of communication* between individuals, organisations, natural organisms and artifacts
- ❖ *Frames of reference* associated with manners, mores, myths and rites
- ❖ *Spreading of emotions* in society (security / insecurity, hope / fear, empathy / hatred ...)

Investment in industrial innovations and technologies preserving power relations – rather than social innovations favouring equity, human settlements, sustainability ...

WHY SOCIAL INNOVATION ?



**Evolution
of Brains**

Social change, development,
crisis and ‚Grand Challenges‘:
Resources and solutions



Social Innovation



**Innovative
Technologies**

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



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

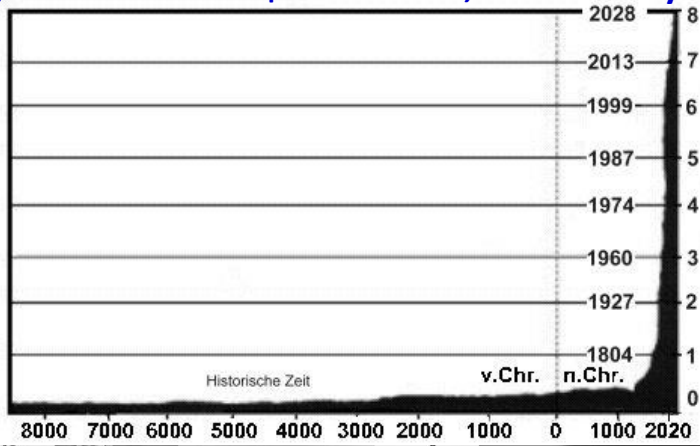
- **avert most existential threats** to social security, health and well-being from most of the population in highly industrialized societies;
- and to enable the emancipation of a previously suppressed working class to become fully recognized citizens – with justified hopes for **better life** for them and their children.



STRESS IN A MULTIPLE UNBALANCED WORLD ...

Stress in social systems

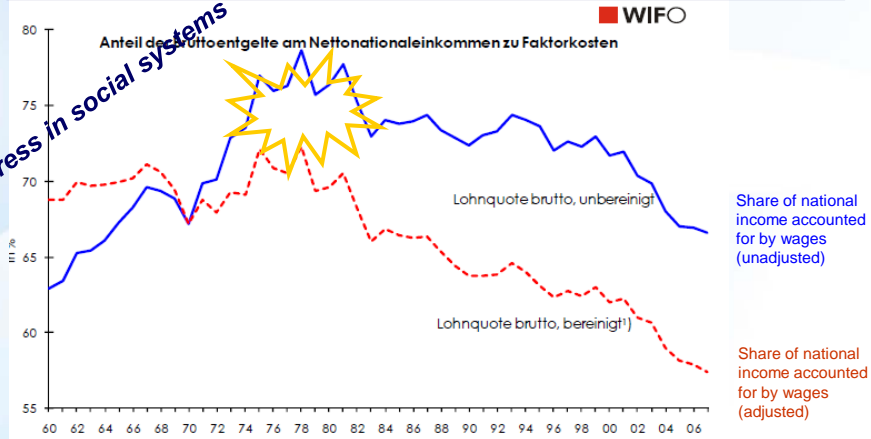
Fast growing world population:
... there is global economy, yet
no comprehension of a ,world society'



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

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

Stress in social systems



Quelle: Statistik Austria; WIFO-Berechnungen.
 1) **Unbereinigt:** Brutto-Entgelte dividiert durch nominelles 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.

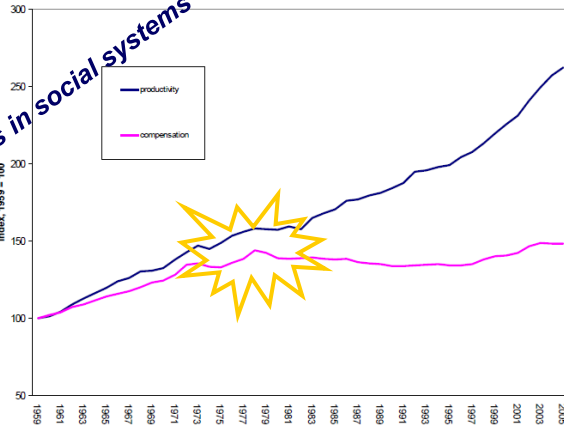


The termination of the „golden age of capitalism“ (2)

Wages remain static whilst productivity increases, USA 1959-2005

Stress in social systems

Figure 1. Index of productivity and hourly compensation of production and non-supervisory workers in the U.S., 1959-2005. Source: Economic Policy Institute.



Index of productivity 1959 until 2005 (USA) (1959=100)

Index of hourly compensation of production workers and non-supervisory workers

U.S. Data, Source: Economic Policy Institute

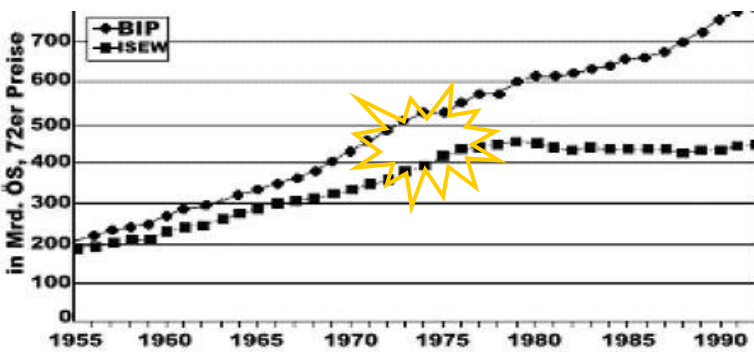


The termination of the „golden age of capitalism“ (3)

Wealthier society provides less additional welfare

Stress in social systems

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



Source: Stockhammer et al. 1995



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“ !



TOWARDS MANAGEMENT OF ABUNDANCE & SUSTAINABLE DEVELOPMENT

Prioritizing social values:

Creation of social values and *real economic value added* favoured
by contrast with the liberated finance industries.

Promotion of an **innovation culture** in support of new **frames of reference** for social action,
facilitating relief from the ‚logic of forced consent‘

Innovations in economy advancing sustainability and distributed innovations

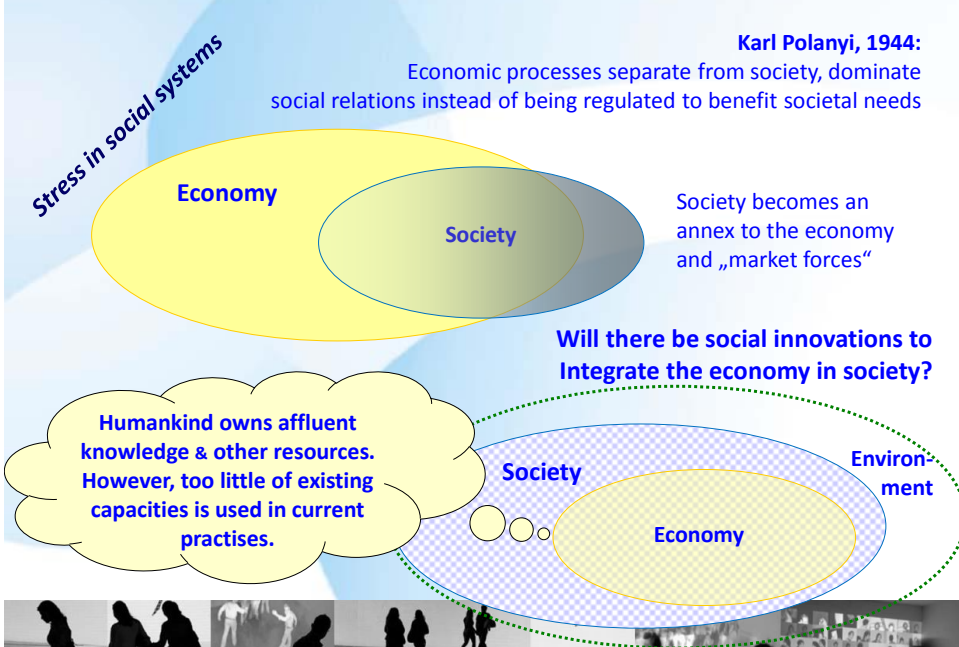
- ✓ Preference of production and service sectors compared to critical parts of finance industries
- ✓ Ban of speculation on edibles
- ✓ Taxation of financial transactions (first proposed by Nobel Laureate James Tobin, 1972: ‚Tobin Tax‘)
- ✓ ‚Global Marshall Plan‘, cf. www.globalmarshallplan.org
- ✓ Innovative labour market policies (e.g. Territorial Employment Pacts; www.pakte.at)
- ✓ Housing co-operatives, urban -, rural -, food co-operatives ...

Innovative technologies for sustainability and autonomy of local communities

- ✓ Guiding principle „Energy for all“ based on renewable sources of energy – instead of fixation on caps on emissions – avoidance of ‚lock-in situations‘, cf. „The Hartwell Paper“, 2010:
<http://www2.lse.ac.uk/researchAndExpertise/units/mackinder/theHartwellPaper/Home.aspx>
- ✓ De-centralized responsibility enabling local/regional responsibility re. supply and waste removal



"THE GREAT TRANSFORMATION"



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.“



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

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



HOW TO INITIATE SOCIAL INNOVATION ?

The „4-i process“ of social innovation development:

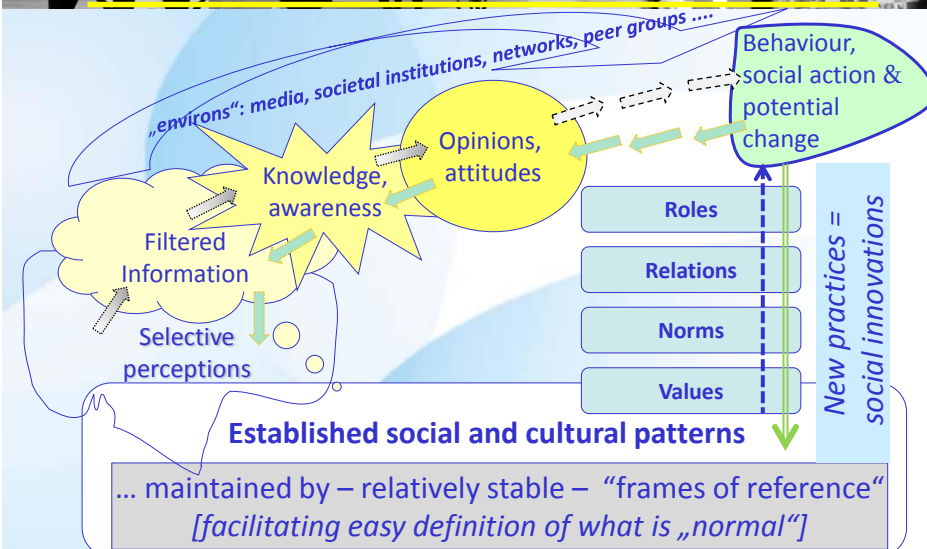
- **Idea** >> What's the issue, what could be the solution?
- **Intervention** >> Conceptualisation, find methods and allies
- **Implementation** >> Overcoming resistance, stakeholders, *life cycle!*
- **Impact** >> Not necessarily ‚good‘, nor for the whole of society



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.



The CULTURAL LEARNING CYCLE



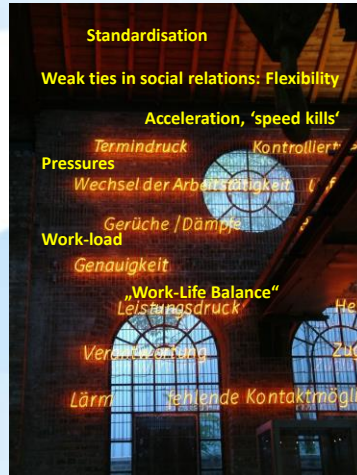
ALL INNOVATIONS ARE SOCIAL LY RELEVANT

... 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



EXAMPLES OF CURRENT SI RESEARCH IN EUROPE

- 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, partner organisations involved from all continents

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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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 reached consensus on the need to improve measurement and evaluation of its work and impact, although...

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 Promoting social innovation may help reinforce social cohesion in Europe's cities by Annette Zimmer and Andrea Walter
 t.co/eBoiWfn3

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 Social Innovation Europe Newsletter>> The Big Picture- t.co/4YwhVGI

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 FR 17:06 11/10/2012

ESSI 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), SINNERGIK (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“**



Master of Arts in Social Innovation

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

Launch of 1st course of study:
23. 4. 2013
2nd course of study: 7. 4. 2014

Information:

www.donau-uni.ac.at/masi



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