EUROPEAN SOCIAL INNOVATION WEEK
Tilburg, September 15, 2014

The state of Social Innovation in Europe: On the move to permeate into existing innovation systems
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Zentrum für Soziale Innovation

Overview

1. Innovation culture in the industrial society: The prevailing paradigm of innovation and innovation systems

2. Extending the paradigm by introducing the concept of social innovation: Definition and the 4-i process

3. Permeation of social innovation in the knowledge society: Ideas, organisations and emerging infrastructures

4. Trends and examples of measures and support on European and national levels
Innovations are embedded in social change

1. Innovation culture ...

"Humans by Design": Optimisation in the 21st c?

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

Innovations are embedded in social change

Acceleration, ‘speed kills’

Pressures

Weak ties in social relations: Flexibility

Standardisation

"Work-Life Balance"

"Work-life" optimisation in social systems – 20th century

Innovations are part of social change, based on culture & frames of reference

1. Innovation culture ...

"ALL INNOVATIONS ARE SOCIALLY RELEVANT"

Innovations, including social innovations, are part of social change, based on culture & frames of reference

Cultural patterns, frames of reference and dynamics of social change

Innovations intending economic value added: products, processes, marketing, organisational change in business

Innovations intending social impact: roles, relations, norms, values in all sectors of society


...
Society generates innovation

Innovations expand the range of human action...

... and facilitate sometimes spectacular achievements:

Earth rise from moon orbit, December 24, 1968

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 engineered changes no matter of societal “sediments“:

- Technology made "skin" of society
- The power structures in society
- Modes of communication in society, between individuals, organisations, organisms and artefacts
- Frames of reference, shaping manners, mores, myths & rites
- The balance or imbalance of emotions in society (security / insecurity, hope / fear, empathy / hatred ...)

100 years of innovation theory and current innovation research

Comparison of the ‘new combinations’ according to Schumpeter with the ‘main types of innovations’ according to the Oslo Manual...

New combinations of production factors (SCHUMPETER 1911) 
New combinations of social practices: social innovations, established in the form of...

- New or better products
- New production methods
- Opening up new markets
- Reorganization of the market position
- New sources of raw materials

Roles
Relationships
Norms
Values

Recommended Video „Schumpeter adopts social innovation“
http://www.socialinnovation2011.eu (9 min.)
The classic and dominant business concept of innovation

“Innovation” is the successful implementation of a new product or process (including organisational, marketing or service novelties) into a market: “Commercialisation” and diffusion.

Thumb-rules to assess the fundamental economics of innovation:

From ideas to innovation:
(a) The probability of success
- 100 Research ideas
- 10 Trials / prototypes
- 1 Innovation

From ideas to innovation:
(b) The costs of success
- 100 € to market implementation
- 10 € for technology development
- 1 € spent for research

WHY SOCIAL INNOVATION?

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

Social Innovation for Social Action!

>> Cultural Evolution
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](http://www.socialinnovation2011.eu)

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**THE GREAT TRANSFORMATION**

Karl Polanyi, 1944:

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

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Humankind (the 'Knowledge Society') owns affluent knowledge & other resources. However, too little of existing capacities is used in current practises.

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

Will there be social innovations to integrate economy in society?
The termination of the 'golden age of capitalism' *)

Wages remain static whilst productivity increases, USA 1959-2005

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

*) Eric Hobsbawm

2. Extending the paradigm...

The termination of the 'golden age of capitalism'

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 social dimensions of innovation

Innovations are ‘changes or novelties of rites, techniques, customs, manners and mores.’


‘Innovation is not just an economic mechanism or a technical process. It is above all a social phenomenon.
Through it, individuals and societies express their creativity, needs and desires.
By its purpose, its effects or its methods, innovation is thus intimately involved in the social conditions in which it is produced.’

European Commission, 1995: Green Paper on Innovation

2. Extending the paradigm

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 & 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 (‘Innovations are new combinations of production factors’)
→ »Social innovations are new combinations of practices«
The „4-i process“ of social innovation development:

- **Idea** >> What is the issue, what could be the solution?
- **Intervention** >> Conceptualisation, define approaches, methods
- **Implementation** >> Using resources, breaking deadlocks, cooperation
- **Impact** >> Measures of quality, range and scales, life cycle!

Only if there is notable impact, according to the objective(s), besides, or even without an initial certain intention, an idea becomes an innovation.

Success criteria: Novelty or superiority of the solution; benefit to the target group(s); sustainability; replicability and scaling (not feasible in any case).

HOW TO CREATE SOCIAL INNOVATION?

Only if there is notable impact, according to the objective(s), besides, or even without an initial certain intention, an idea becomes an innovation.

Success criteria: Novelty or superiority of the solution; benefit to the target group(s); sustainability; replicability and scaling (not feasible in any case).

HOW TO IDENTIFY SOCIAL INNOVATIONS?

Evaluation criteria, applied by „SozialMarie“ – Award for Social Innovation in Austria and neighbouring countries:

- **Idea** >> Novelty in absolute terms or in new environs
- **Intervention** >> Involvement of the target group(s)
- **Implementation** >> Effectiveness after acceptance
- **Impact** >> Replicability (potential to serve as a model)

Main types of social innovations = New practices, combined in patterns of either totally new or modified roles, relations, norms, values.

## Areas relevant to social change

<table>
<thead>
<tr>
<th>Examples of social innovations</th>
<th>Old / historic / previous</th>
<th>New / current / future</th>
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<tbody>
<tr>
<td><strong>Science, education and training</strong></td>
<td>Universities; compulsory education; Kindergarten; pedagog. concepts e.g. Montessori ...</td>
<td>Technology enhanced learning; 'micro-learning'; Web 2.0; Wikipedia; 'science mode 2'</td>
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<tr>
<td><strong>Work, employment and the economy</strong></td>
<td>Trade unions; Chambers of commerce/labour; Taylorism; Fordism; self service</td>
<td>Flextime wage records; CSR; social entrepreneurship; diversity mgmt.; collaborative consumption</td>
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<tr>
<td><strong>Technologies, machinery</strong></td>
<td>Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence</td>
<td>Open source movement (communities); self constructed solar panels; decentralized energy prod.</td>
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<tr>
<td><strong>Democracy, politics and justice</strong></td>
<td>’Attic democracy’: the state as a juristic person; general elections</td>
<td>Citizens participation; 3rd sector; equal rights; gender mainstreaming</td>
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<tr>
<td><strong>Social and health care systems</strong></td>
<td>Social security; retirement schemes, welfare state</td>
<td>Reforms of financing and access to welfare (e.g. “birth right portfolio”)</td>
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## Analysing social innovations examples

### Public sector: Municipality of Kapfenberg (AT) – „Future for all“
- **Idea**
  - Issue poverty – social assistance without stigmatisation
- **Intervention**
  - „Activity Card”
- **Implementation**
  - Transport, Caritas, Supermarket, Cafe, Sports ...
- **Impact**
  - Participation, elevating quality of life and cohesion

### Business sector: ERSTE Bank (AT) – „2nd Savings Bank“
- **Idea**
  - Issue private persons excluded from financial services, re-inclusion
- **Intervention**
  - Collaboration with insolvency advisers and social care NGO
- **Implementation**
  - Access to bank account, guidance by the NGO and bank volunteers
- **Impact**
  - Learning, inclusions, empowerment, scaling

### Civil society: Nagykaniza (HU) – „Social housing reconstruction camp“
- **Idea**
  - Issue: social exclusion, threat of eviction from homes
- **Intervention**
  - Negotiating rent arrears compensation by labour contributed
- **Implementation**
  - Contracts, camp and co-ordination of students, roma, professionals
- **Impact**
  - Better houses, cost/energy reduction, empowerment, replication
The passage from the past

Organisations

- Institute of Social Invention
- Centre for Social Innovation
- Social Innovation Ltd.
- Foundation for Social Innovation
- Social Innovation Brussels

Concepts

- Schumpeter, 1911
- William Ogburn, 1922
- Horace Kallen, 1932
- Schumpeter, 1934
- Stuart Conger, 1974
- Schumpeter, 1911
- 'Social Invention'
- 'Cultural lag'
- Social thought in the 19th c.

Support

- UN Off. of Partnerships: Global Summit 2012
- Asian SI Award Hong Kong 2011
- ESI
- SINNERGIK
- ESI
- UN. CEPAL: Award Soc. Exp. 2004
- ... more CSI's: 2004 onwards
- e.g. Canada, NL, AUS, NZ, COL...

Building Social Innovation Infrastructures

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

- Incorporation of SI in universities, vocational training and adult education facilities → good examples Tilburg U., Danube U.
- (Academic) Education and (vocational/professional) training to establish a professional profile of social innovators → M.A. in Social Innovation
- Innovation in science (working in a research-education-services triangle) → ‘Science Mode 2’ (Nowotny et al.), Citizen Science; ZSI “research-application sl.”
- Funding institutions → new PPP, Foundations, crowd funding, ...
- Measures supporting individual social innovators at policy levels from local to international → setting up and developing SI incubators
- Research organizations, research programmes, research projects → H2020 ...
- Indicators and measurement of social innovation → still weak, MERIT, SROI ...
- Public relations and communication (magazines, networks, various media) → Platforms like SIX, SIE, ESSI
- Clarification of legal aspects between open source and IPR → utilisation and impact of SI, methodology handbooks and guides etc.
3. Permeation …

ZSI bridges knowledge generation and knowledge application, to reduce gaps between social needs and technically increased economic capacities in the knowledge society.

“Working for social profit since 1990”
A network of social innovation scholars and institutions (umbrella organisation):
Educators, promotors, 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), SINERGIAK (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“

Master of Arts in Social Innovation

Danube University Krems, Austria
Department of Interactive Media and Technologies for Education – Centre of Interactive Media
Duration: 5 Semester, 120 ECTS, extra-occupational, blended learning

Next launch of study: October 6th, 2014
Admission until end of 2014
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
- Processes & research concerning social innovation

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

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

Improving scientific skills
- Didactic frames – 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

Zentrum für Soziale Innovation

4. Trends and examples...

Tilburg Social Innovation Lab
Netherlands

Who?
- Four Universities from the area of Tilburg, founded 2011.

What?
- Joining forces to make a visible contribution to the development of the region Brabant as the Region for Social Innovation.
- A “do-tank” in which methods and innovations are generated.

How?
- Involving regional stakeholders
- Providing suitable interdisciplinary knowledge

Department of Interactive Media and Technologies for Education, Centre of Interactive Media
Danube University Krems. The University of Continuing Education
Eutokia Social Innovation Center
Bilbao, Spain

Who?
- Private-public collaboration, initiated by the Basque government, cooperation with different organisations and agents of the social innovation sector.
- Founded 2010

What?
- Supporting new ideas that have a social impact.
- Facilitating creative space.

http://eutokia.org/

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

Overview of EU funded research projects under the „Social Sciences and Humanities” programme in the 7th EU Framework for Research, Technology Development and Innovation:
Eligible for submission are projects of the:
- social economy (civil society initiatives, NPOs/NGOs, associations)
- public sector,
- administrations
- private sector,
- businesses

Applications since 2004: about 2500
1st prize: € 15,000
2nd prize: € 10,000
3rd prize: € 5,000
Total prize money awarded (to a number of now 135 awardees): € 420,000.

European Commission – DG Enterprise:

**European Social Innovation Competition**

“The Competition, launched in memory of Diogo Vasconcelos, invites Europeans to come up with new solutions to reduce unemployment and minimize its corrosive effects on the economy and our society both now and in the future. Social innovation is not only desirable, it is necessary.

It doesn’t matter if you haven’t found the right investor for your ideas yet. We can help you bring your project to life as part of our Social Innovation Academy.”

Three winning projects are awarded financial support of € 30,000

EIB – European Investment Bank:  
Social Innovation Tournament

“The Social Innovation Tournament established by the EIB Institute in 2012 is the flagship initiative of its Social Program. The Tournament seeks to promote the generation of innovative ideas and reward opportunities promising substantial societal benefits or demonstrating best practices with tangible, scalable outcomes. It targets the creation of social value in relation to the fight against social exclusion. It thus covers projects in a wide range of fields, from education and health care to natural or urban environment, through new technologies, new systems, and new processes.”

http://institute.eib.org/programmes/social/social-innovation-tournament/

SOCIAL INNOVATION NETWORKING

SOCIAL INNOVATION EUROPE
https://webgate.ec.europa.eu/socialinnovationeurope/
SIE is building and streamlining the social innovation field in Europe.
The initiative is funded by the EC, DG Enterprise and Industry

SIX: Social Innovation eXchange
http://www.socialinnovationexchange.org
Over the last seven years, SIX has inspired, connected and supported thousands of individuals and organisations, across sectors and industries, to build the field of social innovation globally.

Identifying, connecting and building up SI Incubators:
http://www.benisi.eu/
BENISI will identify and scale up over 300 social innovations and will accelerate their scaling up.
http://transitionproject.eu/
Transnational Network for Social Innovation Incubation – TRANSITION – supports the scaling-up of social innovations across Europe by developing a network of incubators.
Various international and national activities:

- **Austria:** Enquete to move SI forward? (Programmes and instruments in support of SI)
- **Croatia:** Preparing a 40 mio. SI support programme 2014-2020 (advised by OECD);
  SIL: http://www.socinnovationlab.org
- **Finland:** The Funding Agency for Innovation addresses SI → www.tekes.fi/en/tekes
- **Germany:** New Declaration «SI for Germany» → https://www.openpetition.de
  New ideas competition ‘Land of ideas’: http://www.land-der-ideen.de/
- **NL:** Declaration «Invest in SI», Kennisland & Waag Society
- **Sweden:** Social Innovation in a Digital Context, Lund U., 60 ECTS www.luis.lu.se/education/sidc
- **Switzerland:** National Fund for Research is drafting a SI research programme

**Most current – here and now from Tilburg to Brussels:**
Open Letter on social innovation to the new European Commission. Lobbying for social innovations and their importance from the local and regional levels up to the most important social innovation of the 21st century: Governance in favour of societal development beyond the Nation State, and Management of Abundance!

Thank you for your attention ☺️

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