

TRANSATLANTIC PERSPECTIVES ON SOCIAL INNOVATION

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Social Innovation: Emergence, particular features and varied approaches

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Overview

1. The emergence of the conceptual notion of social innovation and its recent international spread
2. Significant features of social innovations and the 4-i process: From idea to impact – illustrated by examples
3. Some thoughts about approaches to social innovation in Europe and North America

WHY SOCIAL INNOVATION ?



Evolution of Brains

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



Social Innovation is Social Action !



Innovative Technologies

Collaborative intelligence & intelligent collaboration >> Cultural Evolution

The emergence of S.I. as a scientific concept and policy issue in RTDI

Networks, growing community	Research & training	Study programs	Private/Public funds	Building structures for social innovations	Backbone development
„Indirect“: Project by project	2009: Obama & Barroso		EU funding: FP7, H2020		Support (financial & political)
Inst. f. Social Inventions (1985)	CRISES (1988)	ZSI (1990)	CSI & many (2000 ff.)		Organizations dedicated to SI
Joseph Schumpeter (1912) Horace Kallen (1932)	12 books 1944-94		Research, theories		Conceptualization in Sc.&Publ.
Symbols Language Hierarchy	Attic democracy ... Objectivation [Math., Accounting]	Compuls. schooling Politic. parties Taylorism	Trade Unions Chambers of .. Drivers licence		Practices concerning the fabric of society

Timeline ➔




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

Launched 2013 jointly by the Danube University and ZSI
 First graduates 2015 from Australia, Italy, Mexico, and Switzerland

Information: www.donau-uni.ac.at/masi



European School of Social Innovation

Information: www.essi-net.eu



THE CONCEPT OF SOCIAL INNOVATION

An analytical definition of Social Innovation *)

»Social innovations are *new or improved practices* to address societal issues, affecting parts or the whole of a society's fabric, and become *adopted and utilized* by individuals, social groups and organizations concerned.«

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



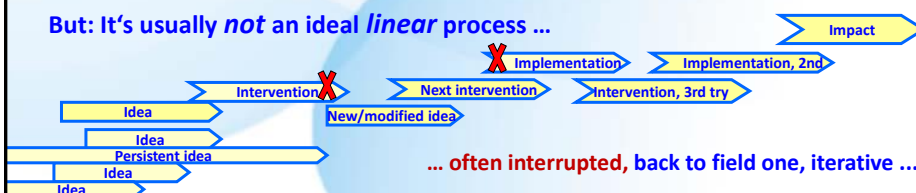

HOW TO CREATE SOCIAL INNOVATION ?

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

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



But: It's usually *not* an ideal *linear* process ...



ANALYSING SOCIAL INNOVATION EXAMPLES

Public sector: City of Kapfenberg (AT) – „Future for all“

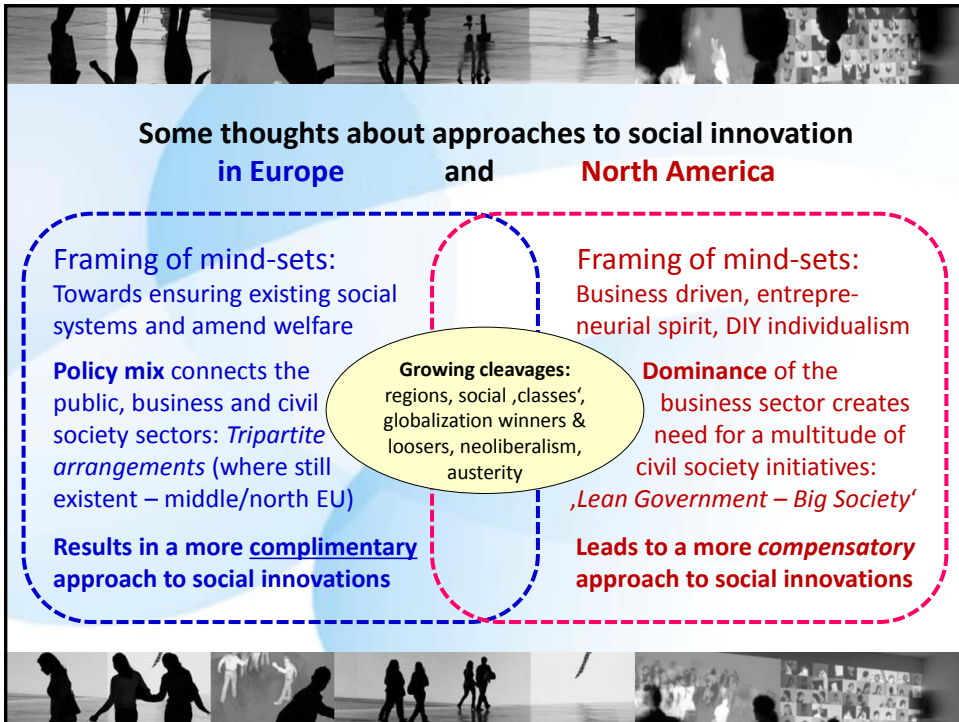
- *Idea* >> Issue: Poverty – inclusive help without stigmatisation
- *Intervention* >> „Activity Card“ [Like Credit-Card, subsidised by the Municipality]
- *Implementation* >> Transport, Caritas, Supermarket, Cafe, Sports ...
- *Impact* >> Participation, elevating quality of life and cohesion

Business sector: ERSTE Bank (AT) – „2nd Savings Bank“

- *Idea* >> Issue: Private bankruptcy – exclusion from financial services
- *Intervention* >> Collaboration with insolvency advisers and social care NGO
- *Implementation* >> Access to bank account, guidance by the NGO and bank volunteers
- *Impact* >> Learning, inclusion, empowerment, scaling

Civil society: Nagykaniza (HU) – „Social housing reconstruction camp“

- *Idea* >> Issue: Social exclusion of Roma – threat of eviction from homes
- *Intervention* >> Negotiating rent arrears, compensation by labour contributed
- *Implementation* >> Contracts, camp, co-working among students, roma, professionals
- *Impact* >> Better houses, cost/energy reduction, empowerment, replication



Some thoughts about approaches to social innovation
in Europe and North America

Framing of mind-sets:
Towards ensuring existing social systems and amend welfare

Policy mix connects the public, business and civil society sectors: *Tripartite arrangements* (where still existent – middle/north EU)

Results in a more **complimentary** approach to social innovations


Framing of mind-sets:
Business driven, entrepreneurial spirit, DIY individualism

Dominance of the business sector creates need for a multitude of civil society initiatives: *‘Lean Government – Big Society’*

Leads to a more **compensatory** approach to social innovations

Growing cleavages:
regions, social ,classes’, globalization winners & losers, neoliberalism, austerity

Thank you for your attention 😊



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