



# Agenda



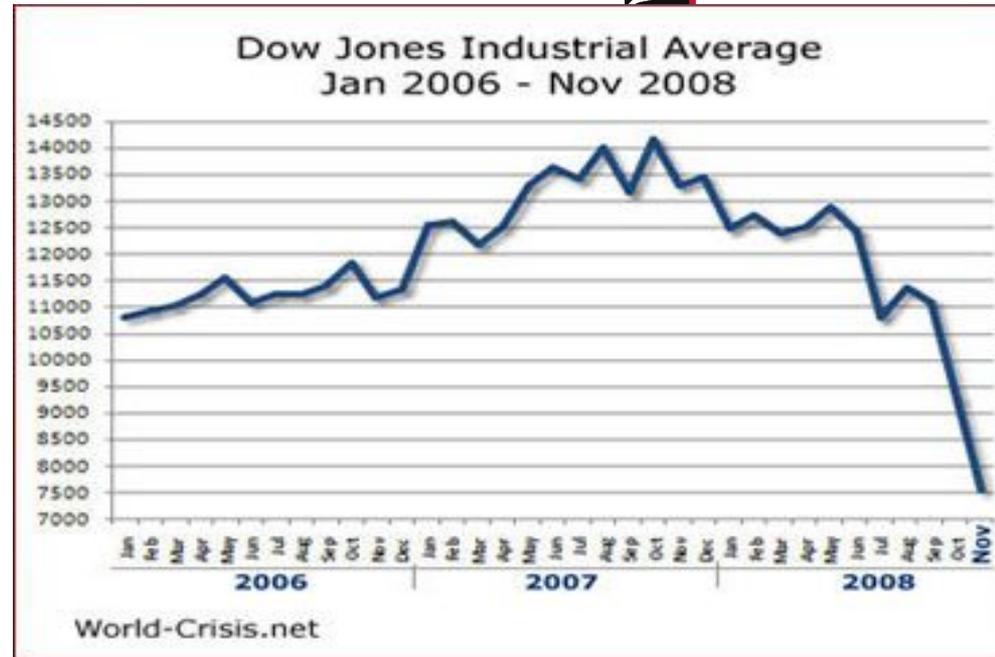
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- The challenge and background
- Response at European level: EU2020 & Horizon 2020
- Overview of the Tepsie project (one small part of the European response)
- Tepsie workplan
- Understanding and defining social innovation:
  - Core definition
  - Common elements
  - Taxonomy
  - Four sectors
  - Six stages
  - Mapping
- Social Innovation Europe
- Some more examples (*if time.....ù*)

**tepsie**  
growing social innovation

 **SIE** Social  
Innovation  
Europe

# *Turbulent landscapes: new social, economic and governance demands*



Share your two cents at [WonderCafe.ca](http://WonderCafe.ca), the home of lively discussion on moral issues, spiritual topics and life's big questions.

[wondercafe.ca](http://wondercafe.ca)

MANAGED TO YOU BY THE PEOPLE OF THE UNITED KINGDOM OF CANADA

*"This crisis is too good to waste"*

(Aide to President Obama, 2008)



# Global challenges



- political, economic, social, demographic, environmental, health, cultural, ethnic, life styles.....
- decreasing trust in institutions and traditional solutions

## ■ Traditional solutions

single hand (state) & invisible hand (market)

## ■ New solutions

many hands: p  
participation, c

## ■ MDGs under the

poverty & hun  
equality, child health, mater  
combat HIV/AIDS, environmental  
sustainability, global partnership

## ■ Demand for better governance

- more transparency, less corruption
- more equal/better distribution of resources
- more for less, improved performance

**Interesting question:  
Would the EU have  
'suddenly' focused on  
social innovation without  
the financial crisis ??**



# Europe 2020 Strategy (2010)



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## Broad vision of Europe's social market economy to 2020 *to emerge from the crisis stronger*

- **Smart growth:** *education, innovation & digital society*
- **Sustainable growth:** *resource efficient, green & competitive economy*
- **Inclusive growth:** *high employment with socio-economic & territorial cohesion, new skills & jobs plus action against poverty*

## Seven flagships

1. Innovation Union
2. Youth on the move
3. Digital Agenda Europe
4. Resource efficient Europe
5. Industrial policy for the globalisation era
6. Agenda for new skills and jobs
7. European platform against poverty





## The EU Framework Programme for Research and Innovation

- 2014-2020
- €80 billion budget

### Three Key Priorities

1. Excellent science
2. Industrial leadership
3. Societal challenges

...health, food security, energy, transport, climate action & resource efficiency, plus inclusive, innovative & secure societies

# The Tepsie project

TEPSIE: Theoretical, Empirical and Policy foundations for building Social Innovation in Europe

FP7 project: DG Research, Social Sciences and Humanities, 2012-2014

## **Objectives** – major contributions to:

- developing the tools, methods and policies which will be part of the EU strategy for social innovation
- strengthening the foundations for other researchers, policy-makers and practitioners so that they can analyse and plan with greater confidence
- mapping the field and reviewing theories, models, methods
- identifying gaps in existing practices and policies, as well as pointing towards priorities for future strategies.

# Tepsie consortium



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- 1) **Danish Technological Institute**  
(Denmark) Coordinating partner, *Project Manager, Quality Manager*
- 2) **Young Foundation (UK)**  
*Content Manager*
- 3) **University of Heidelberg (Germany)**
- 4) **Atlantis (Greece)**
- 5) **Universidade Católica Portuguesa (Portugal)**
- 6) **Wrocław Research Centre EIT+ (Poland)**



## Advisory Panel

Peer advisors to review main deliverables and overall project progress

## External experts

Subject specific experts for specialised support

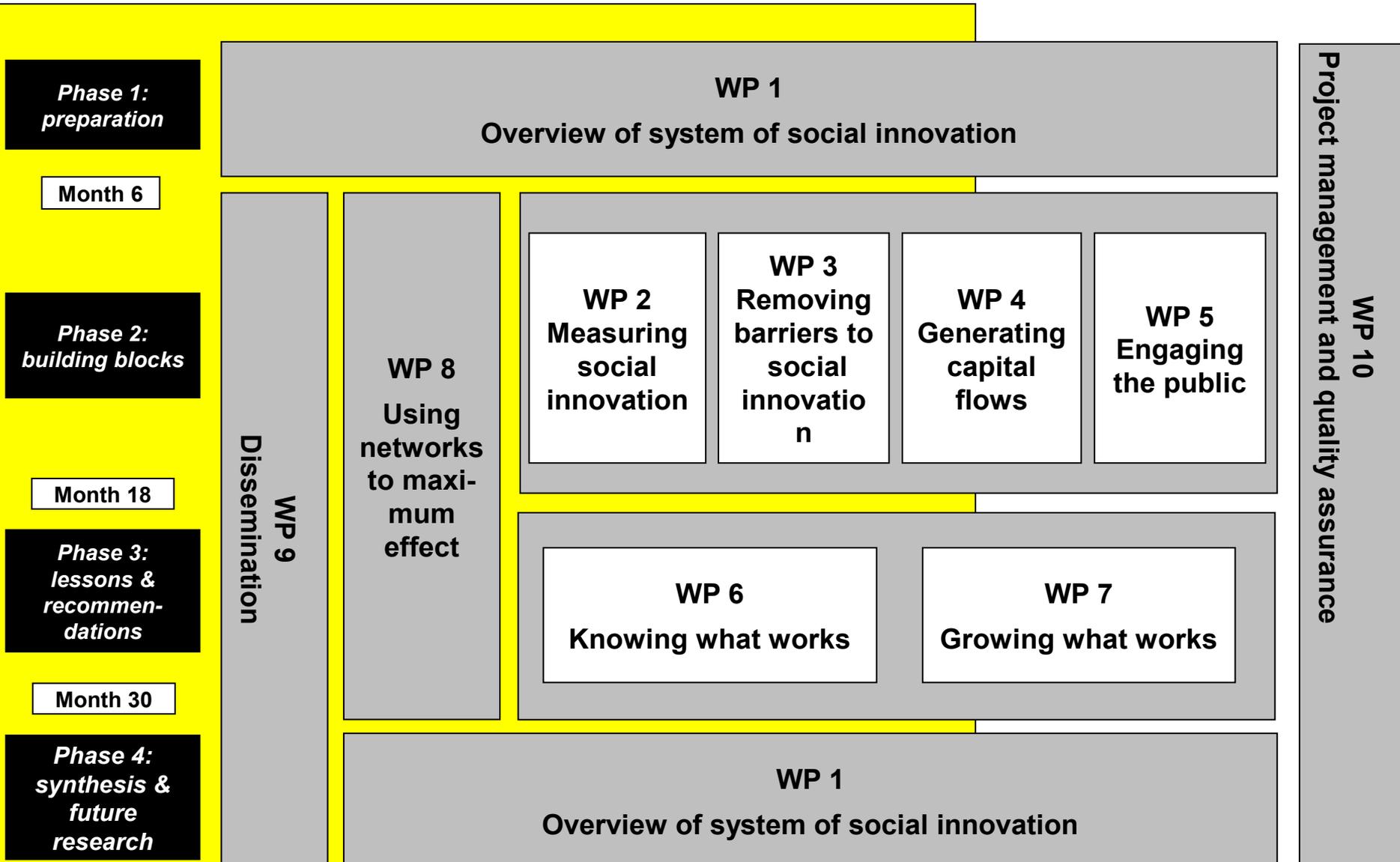
## Networks

For validation, disseminating and using project results

# Tepsie work plan



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# Tepsie workpackages (1)



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## ■ WP1: overview of the system of social innovation

- theoretical underpinnings
- content and methodological framework
- consistency of definitions and understandings across all WPs
- ongoing monitoring of policy environment and new practices



## ■ WP2: measuring social innovation

- overview of quantitative data on organized social innovation
- mapping methods of measuring innovation and social innovation at macro and micro levels: both quantitative and qualitative
- consolidation of measurement models on social innovation
- implementing social innovation measurement



## ■ WP3: removing barriers to social innovation

- analysis of financial, regulatory, recognition and other barriers
- both at macro level (e.g. business and public sector) and micro level (e.g. pilots, local social enterprises)



# Tepsie workpackages (2)

## ■ WP4: generating capital flows

- map existing social finance investment instruments
- map existing social finance markets and cultures
- examine new financial instruments like impact capital market, alternative currencies (e.g. carbon credits, crowdfunding...)
- three dimensional matrix with type of investors, types of returns and type of value created
- scenarios for the provision of capital to social innovators
- recommendations for instruments and markets



## ■ WP5: engaging the public

- map methods and approaches to engage citizens and society
- both direct public engagement & informing the public
- assess the value of public engagement in social innovation practices and social enterprise
- identify methods, approaches and policies needed to better/further engage public



## ■ WP8: using online networks

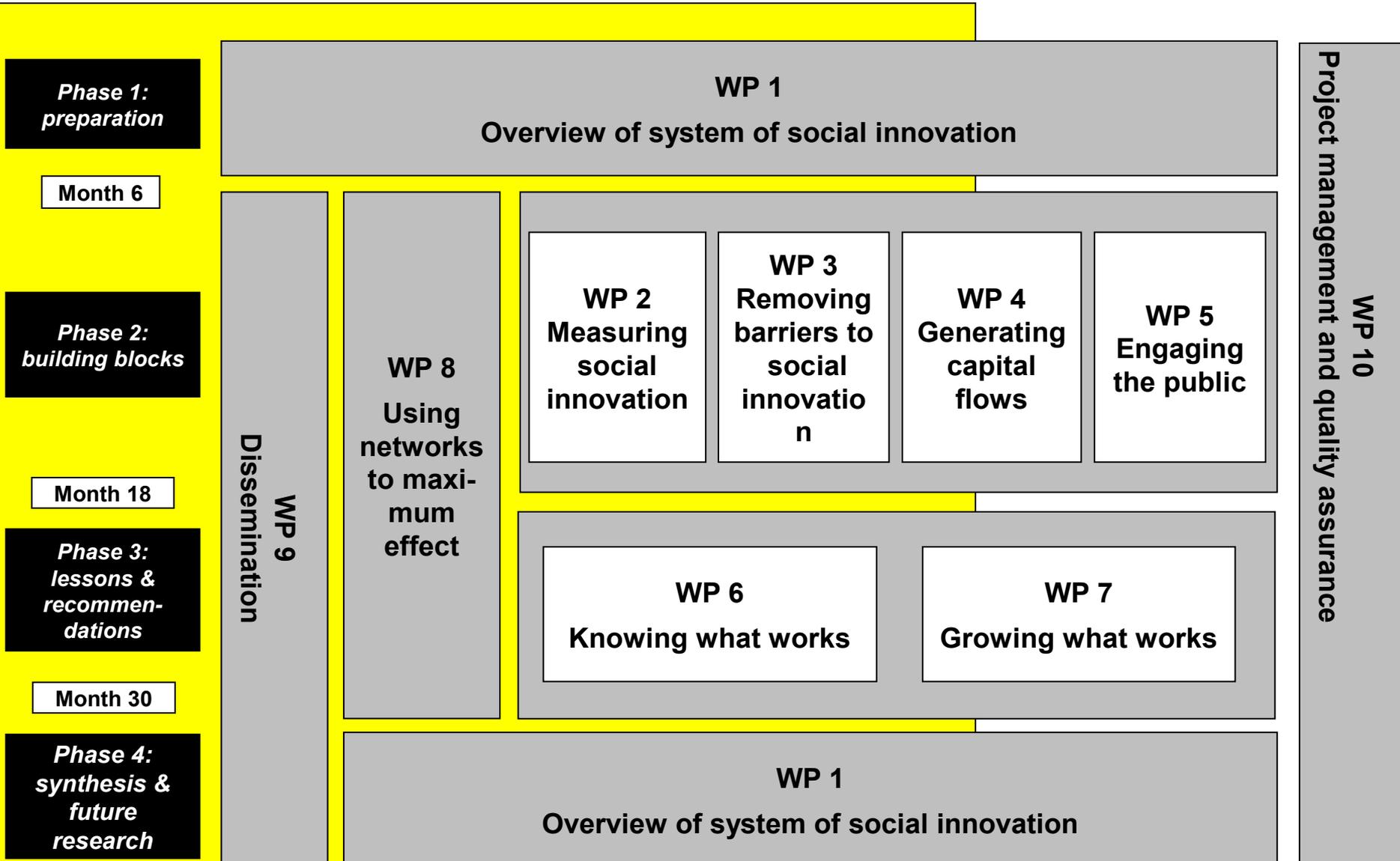
- scan and map types of ICT tools, their underlying technological development and their use contexts
- meta analysis of the theoretical and empirical



# Tepsie work plan



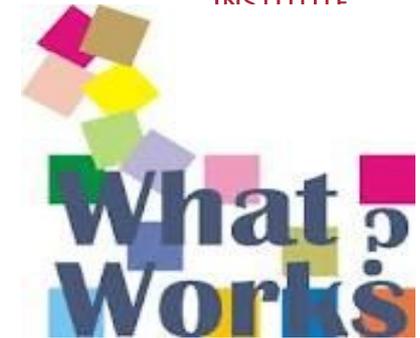
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# Tepsie workpackages (3)



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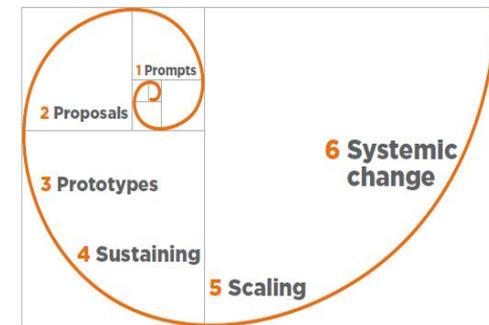


## ■ WP6: knowing what works

- map existing evaluations of social innovation, including Social Values and Revenues, Social Return On Investment
- synthesis of efficient and effective assessment measures
- apply to initiatives and cases and up draw evaluation and impact assessment frameworks

## ■ WP7: growing what works

- theoretical and empirical analysis of how social innovations and enterprises spread and grow
- understand the educational, training & support infrastructures required to grow social innovation and increase the numbers and skills of social entrepreneurs in Europe.



## ■ WP9: dissemination

- project website: [www.tepsie.eu](http://www.tepsie.eu)
- online research hub linked to SIE: September 2012
- webinars, workshops and seminars
- through existing networks and third parties
- publications and research briefs





# Tepsie work to date

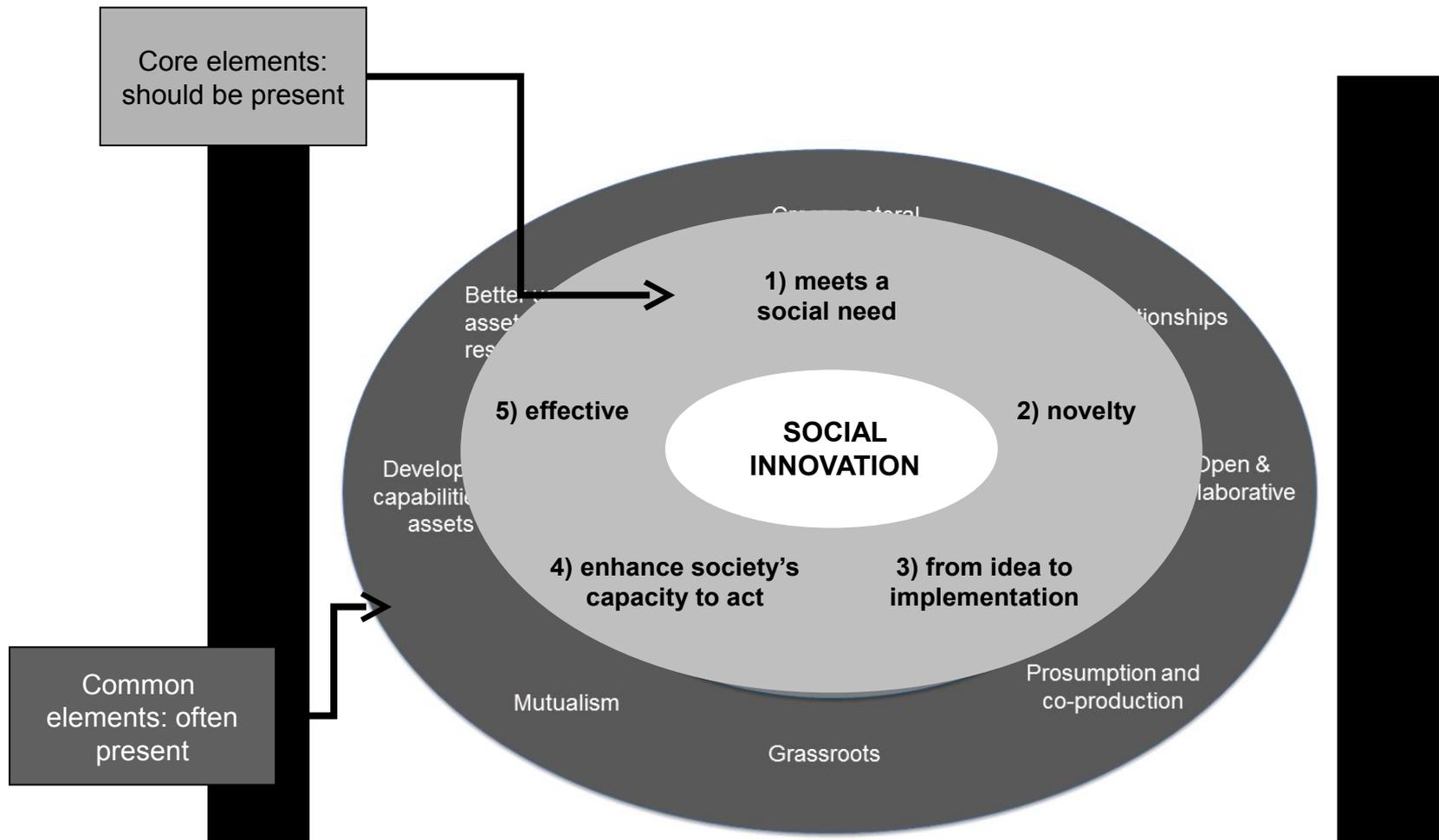
- Understanding and defining social innovation (WP1):
  - Core definition
  - Common elements
  - Taxonomy
  - Four sectors
  - Six stages
  
- Working frameworks for mapping, analysis and synthesis (WP1)
  
- Design and start of work on building blocks for social innovation (WPs 2-5, 8)

# Core (working) definition



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Social innovations are new solutions (products, services, models, markets, processes etc.) that simultaneously meet a social need (more effectively than existing solutions) and lead to new or improved capabilities and relationships and better use of assets and resources. In other words, social innovations are both good for society and enhance society's capacity to act.



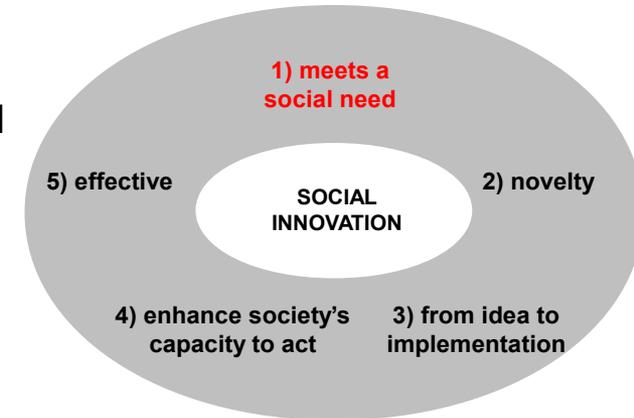
# Five core elements – should be present

## 1. GOAL: meets a social need

- is contextual, thus needs-based not rights-based approach
- i.e. “can cause serious harm or socially recognised suffering” (Doyle & Gough, 1991)
- e.g. lack of income, education, food, transport, community



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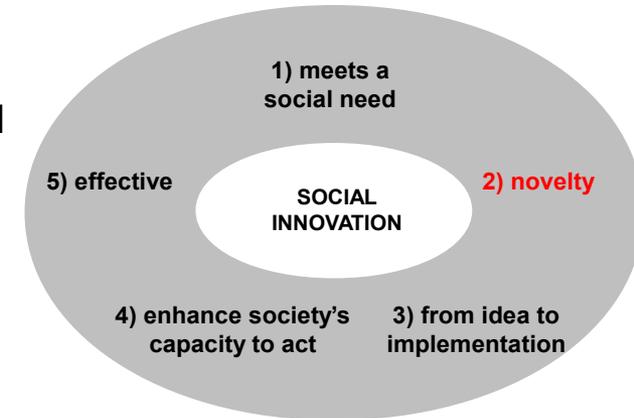
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## 2. INNOVATION: novelty

- not necessarily completely original or unique
- but new to the field, sector, region, market, etc.
- e.g. eLearning, local currency, car sharing



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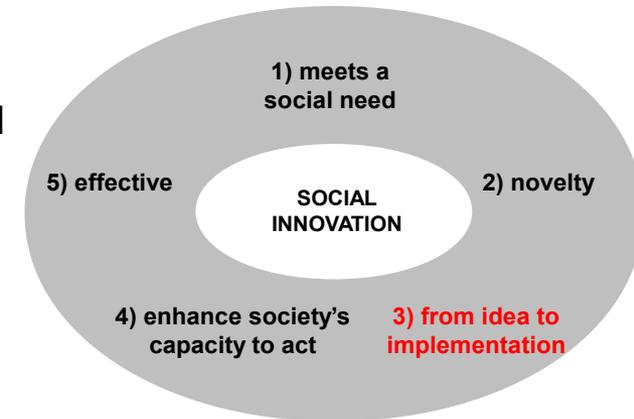
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- emerges from people doing things
- practical application or implementation of new idea
- e.g. micro-financing, mountain-bikes



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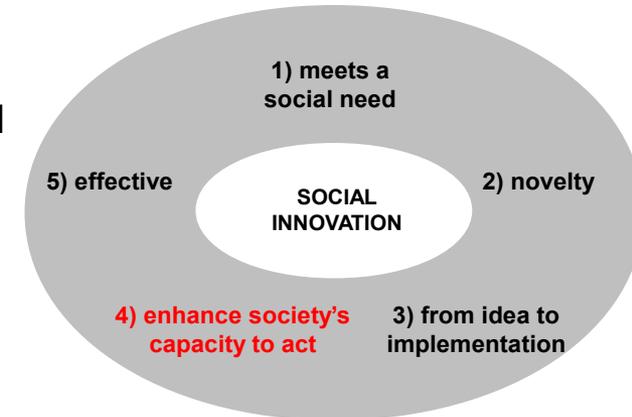
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## 4. PROCESS: enhances society's capacity to act

- process is as important as goals or outcomes
- e.g. creates new awareness, skills, capabilities, capacities, knowledge, roles, relationships, power relationships, innovations, etc.
- e.g. Southwark Circle, Schiphol Airport residents



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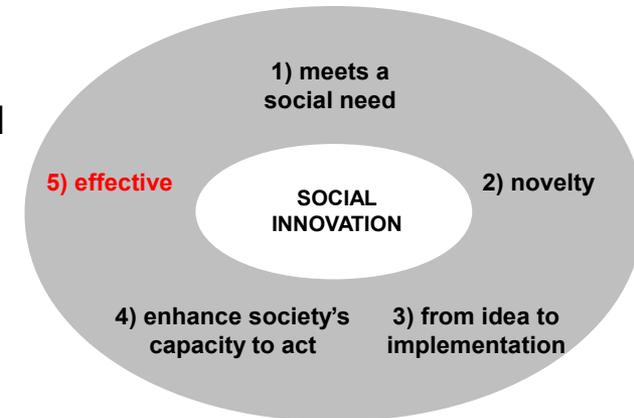
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## 5. OUTCOMES: effective

- more effective than existing solutions
- measurable improvements in relation to goals, often related to context
- e.g. crowd-sourcing, crowd-funding, Mpesa, Southwark Circle



# Eight common features – often present

## 1. Cross sectoral

- Public, private, non-profit, informal, e.g. eLearning

## 2. Open & collaborative

- actor inclusive, e.g. transition towns

## 3. Grassroots & bottom-up

- Often starts informal, e.g. slow-food movement

## 4. Pro-sumption & co-production

- blurring producer & consumer roles – beneficiaries not passive but assets, e.g. Southwark Circle

## 5. Mutualism

- individual & collective well-being obtained by mutual dependence, e.g. coops, homeshare

## 6. New roles & responsibilities

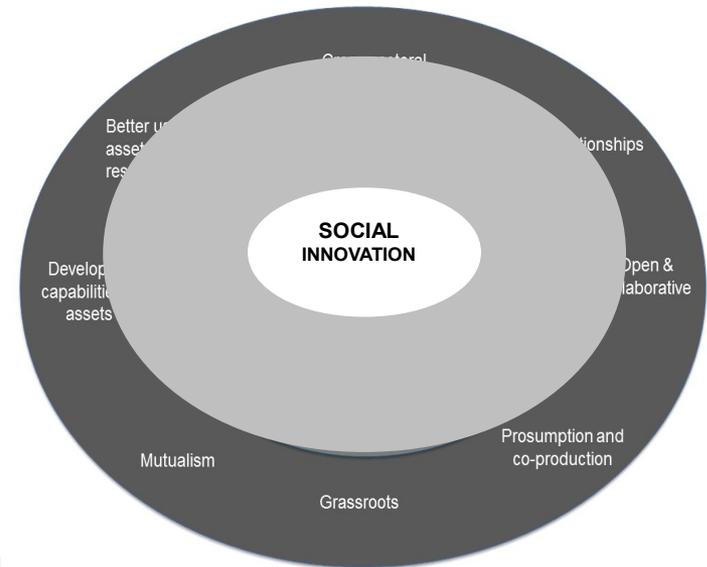
- new governance, collaborative action, e.g. patients-know-best, Fix-My-Street

## 7. Better use of assets and resources

- under-used assets represent 'waste', e.g. micro-financing, High Line in New York

## 8. Develops assets & capabilities

- individual & collective agency, e.g. Barefoot College where students become teachers



# Typology of social innovations



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*Inspired by Schumpeter's typology of innovations (1934)*

## 1. New products

- e.g. assistive technologies for people with disabilities: Braille readers, voice synthesisers

## 2. New services

- e.g. Mpesa in Kenya, city bikes, local currencies

## 3. New processes

- e.g. peer-to-peer sharing, crowd-sourcing

## 4. New markets

- e.g. Fair Trade, time-banking

## 5. New platforms

- e.g. Tyze (helps older people track formal & informal care), open data platforms

## 6. New organisational forms

- e.g. the Hub network, community interest companies, coops

## 7. New business models

- e.g. social franchising, just-in-time applied to social needs like Aravind Eye Care India

## 8. Perhaps also...

*new infrastructures, new institutions (mix of org, legal, reg, values – more than sum of parts)*

# Social innovation across four sectors (1)

## Social innovation

- does not refer to any particular sector but to innovations in the creation of social outputs

### 1. Non-profit

- traditionally tackles social needs not addressed by market or state especially at local level
- challenges: lack & uncertainty of finance, lack of networks and scaling
- e.g. TeachFirst places graduates in challenging schools; Emmaus accommodation to homeless plus a job renovating and re-selling furniture; Big Issue for unemployed

### 2. Public

- in principle biggest social innovator, with most resources and opportunities
- challenges: size, hierarchy, risk-averse, little opportunities to experiment – but needs to be transparent, to be accountable, to balance different demands, set frameworks for all
- e.g. Flexicurity in Denmark; Open University & NHS in UK; early years' child provision in Italy

### 3. Private

- social entrepreneurs; social business; becoming increasingly important
- challenges: often short term, not subject to externalities, weak cross-border regulation
- e.g. ethical finance, micro-finance, CSR, FairTrade, Michael Porter's 'shared value'

### 4. Informal

- individuals, families, communities, social movements, i.e. not institutionalised
- challenges: difficult to aggregate, unit of value often time not money, poor

# Social innovation across four sectors (2)

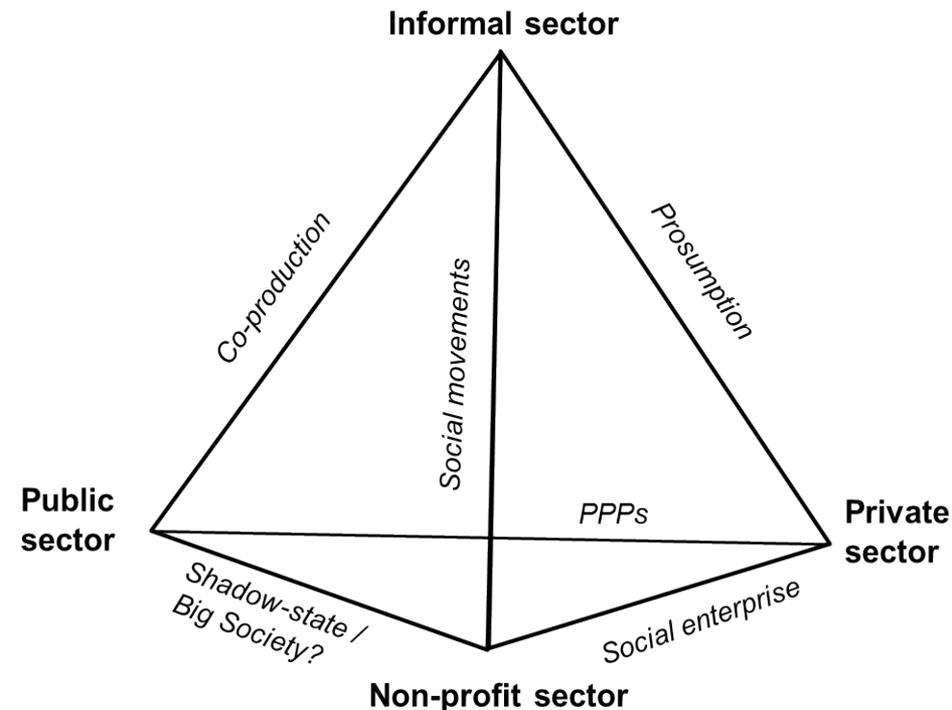
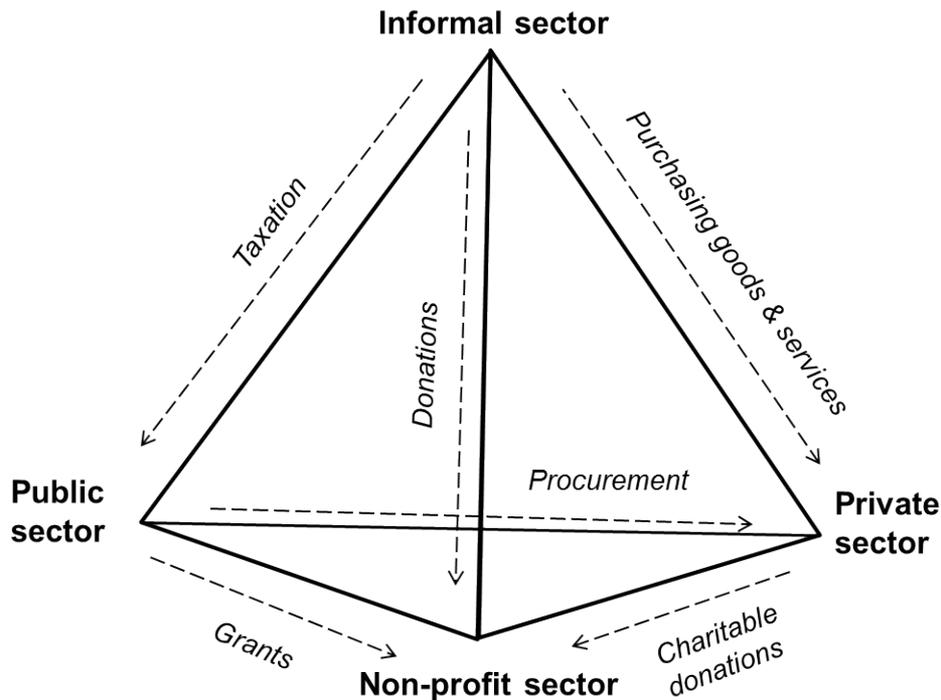
## Social innovation

- often takes place across two or more sectors – at the intertices, e.g. eLearning
- can be different routes through different combinations of sectors
- many flows between sectors

- sector boundaries are blurring – some social innovators are hybrids, e.g. charities with shops, Grameen healthcare NGO partners with company Veolia Water to operate water treatment plants and supply water in Bangladesh

### Four sector flows (examples)

### Four sector boundary blurring (examples)



# Stages of social innovation



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## Three main steps and six stages

### 1. Experiment & multiply options: *"publish"*

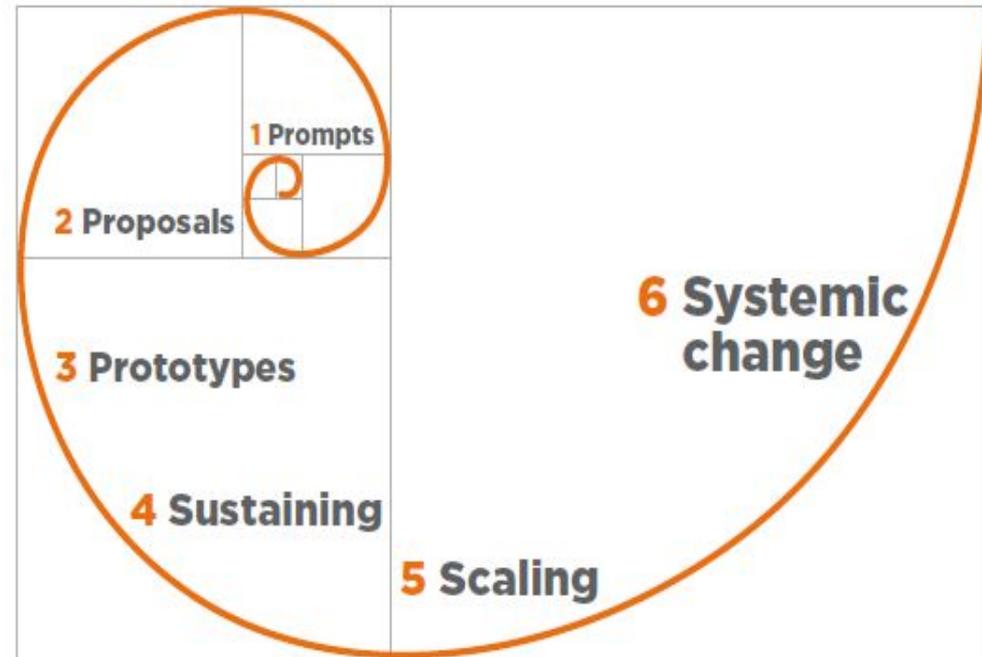
- a) Prompts which highlight the need for social innovation
- b) Proposals where ideas are developed

### 2. Select the 'best, what works: *"filter"*

- c) Prototypes where ideas are tested in practice
- d) Sustaining where ideas becomes everyday practice

### 3. Experiment & multiply options: *"grow"*

- e) Scaling growing and spreading social innovations
- f) systemic change redesigning and creating



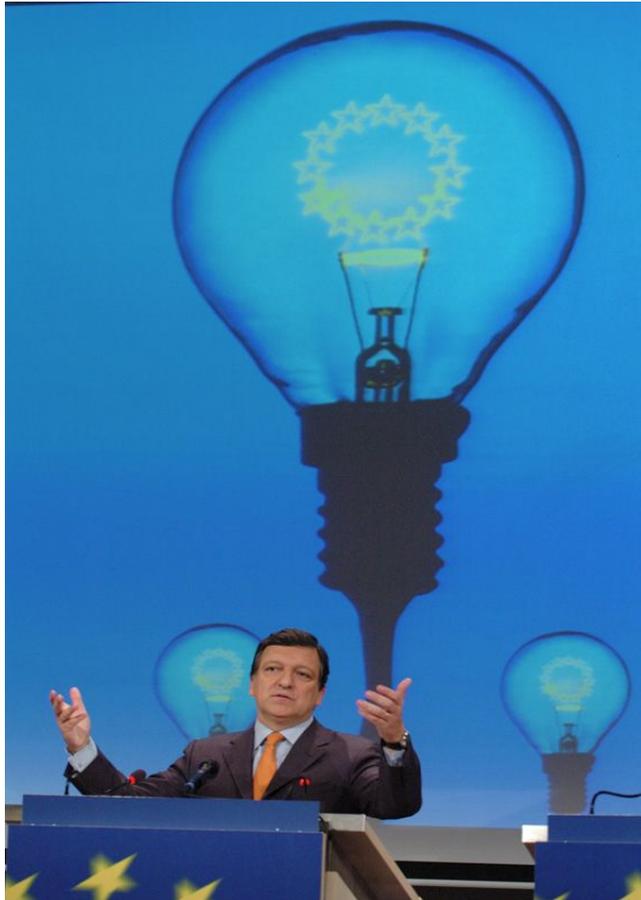
***"Failure" is good***  
***- but fail small and early,***  
***rather than big and late,***  
***then learn, adapt and re-***  
***apply***



# “The Europe I Believe In”



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**“The financial and economic crisis makes creativity and innovation in general, and social innovation in particular even more important to foster sustainable growth, secure jobs and boost competitiveness.”**

*President Barroso*

*BEPA Workshop on ‘Europe and Social Innovation’*

*20 January 2009*



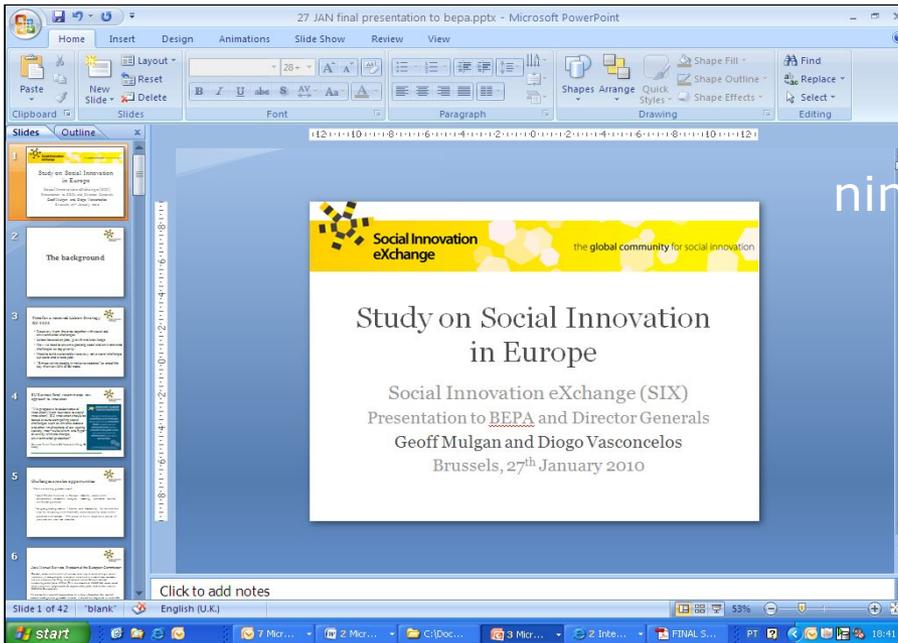
# REINVENT EUROPE

FROM A KNOWLEDGE SOCIETY TO AN INNOVATION SOCIETY  
THROUGH INNOVATION

*"We propose to base EU action around compelling social challenges, to finance venture and social innovation funds, to incentivise large scale community level innovations, to transform the public sector and to unlock the potential of new infrastructure and new types of partnerships"*



Recommendations by a Business Panel on future EU innovation policy  
Supported by an online debate at <http://blogs.ec.europa.eu/innovationunlimited/>



# Strengthening Social Innovation in Europe



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Innovation  
Europe**



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**European Commission**  
Enterprise and Industry



**Social  
Innovation  
Europe**



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**European Commission**  
Enterprise and Industry



**Social  
Innovation  
Europe**



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- *A common language*
- *A shared network*
- *Better policies to support Social Innovation*
  - *Financing social impact*
  - *Measuring and Evaluating*

**WHAT'S GOING ON & WHO'S DOING IT IN EUROPE** >  
**BE A PART OF IT** >

# Magazine

## 30.11.2011



**Financing Social Innovation**  
 — Spring Special Feature

**MySociety (UK) partners with Norwegian UNIX Users Group**  
 — *Don't we live in a network society?* >

Comment

**Experts can't tell us what citizens want.**  
 — *Don't we live in a network society?* >

**Experts can't tell us what citizens want.**  
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**Interview** >

*"Don't we live in a network society"*  
 — Bruno Lafelice

## Directory

- Countries**
- Portugal >
  - Hungary >
  - Malta >
  - Luxembourg >

See all Countries >

- Sections**
- Policy Finance Health Funding
  - Enterprise Prototypes Social Care
  - Feedback & Review Partnerships
  - Measuring Innovation Research

See all Sections >

**Latest News**

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- Upcoming Events**
- Slovakia Republic  
30.11.2011  
Event Title Goes Here It Can Run Over Two Lines >
  - France  
30.11.2011  
Event Title Goes Here It Can Run Over Two Lines >

### France – the latest Social Innovations



Two exciting French projects win This Is European Social Innovation Competition.

- 1 Siel Bleu promotes active ageing
- 2 La Petite Reine revolutionizes urban courier

### Social Innovation Park – transforming Bilbao



Denokinn is pioneering an entire Basque ecosystem in which social innovation will flourish.

- 1 Hiriko in San Francisco
- 2 SI Park hosts Competition Winners' Workshop
- 3 Siel Bleu promotes active ageing
- 4 La Reine revolutionizes urban courier
- 5 Siel Bleu promotes active ageing

Highlights



KoiSPE - A co-operative enterprise with a mental.



Grâce à son action en France, La Petite Reine.



Lunch time at San Patrignano. San Patrignano



Dialogue Cafés link rio de Janeiro, Amsterdam.



Bag scenen i Danmark har vi brugt vinteren til at skaffe.



The Dreams Academy in Turkey was inspired.

# Guiding Purposes for Commission Action



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The main purposes that should guide European Commission action on Social Innovation include:

- **Sustainable economic growth**
- **Higher public services productivity**
- **Success in handling major societal challenges**

Social Innovation also has the potential to make a major difference to achieving Europe 2020 ambitions



**“In times of great societal changes, what brings banks, charities, CEOs, venture capitalists, business angels, social entrepreneurs, policy makers, care providers, researchers, youth workers and citizens together?**

**It is our *common willpower* to adapt, and to create opportunities for our societies and ourselves.”**

*Antonio Tajani*

Vice President of the European Commission and  
European Commissioner for Industry and Entrepreneurship

# Social Innovation Europe

- Community Size:
  - 700 registered website users
  - 2 600 social media group members and followers
- Web hits 05/12:
  - 6 075 Unique Visitors
  - 8 717 Visits
- Included in recommendations for advancement of social innovation
  - FEANTSA: 'Social Innovation to Combat Homelessness: a Guide'
  - Social Services Europe: 'Social Innovation: the Role of Social Service Providers'

# Contact and website

## ■ Project Manager:

Jeremy Millard

- [jeremy.millard@teknologisk.dk](mailto:jeremy.millard@teknologisk.dk)
- +45 72 20 14 17

## ■ Websites:

- Tepsie project: [www.tepsie.eu](http://www.tepsie.eu)
- Social Innovation Europe:  
[www.socialinnovationeurope.eu](http://www.socialinnovationeurope.eu)
- Both will shortly link to the research portal



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# Example: non-profit sector



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Tactical Technology Collective - V I Paid a Bribe | Uncover the market price of corruption in India - Windows Internet Explorer provided by Teknologisk Institut 2

http://www.tactic... http://www.ipaidabribe.com/

Janaagraha Centre for Citizenship and Democracy | ichangemycity We protect your anonymity, so you can share your story

## I PAID A BRIBE

UNCOVER THE MARKET PRICE OF CORRUPTION

1027508

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I PAID A BRIBE | I DIDN'T PAY A BRIBE | I DIDN'T HAVE TO PAY A BRIBE | I DON'T WANT TO PAY A BRIBE | ALL REPORTS | IN THE NEWS TODAY

# 1 MILLION VISITORS

1 MILLION VOICES AGAINST CORRUPTION

Read more Click to watch

Do you think **CORRUPTION** is corroding our country?  
Your data will help to change the system.  
Your bribe story can help others. Act **NOW!**

Mumbai Chennai New Delhi Hyderabad Bangalore

Not Paid Not Asked Paid

Max. bribe amt across cities Category of reports filed Max. bribe reports across cities

482 Cities 20,140 Reports 45,03,65,687 Rupees

BRIBE STORIES BRIBE FIGHTERS HONEST OFFICIAL

I was driving my traffic police I had to give bribe I lost my mobile Ever heard of Hi I am living in

16,288 stories

ABOUT PROGRAMME TOOLKITS & GUIDES TACTICAL STUDIOS GET INVOLVED CONTACT IN THE LOOP

UPDATES

Udført Udført Internet | Beskyttet tilstand: Til 85%

22:51 18-06-2012

# Example: public sector



## 'SF Twitter 311'

- > 50 City staff use Twitter 'officially' – former Mayor had 1.3 million Twitter followers
- 311 service for non-emergency information & complaints
- Now more traffic on Twitter than voice
- Used for receiving and commenting on suggestions and building a vibrant community



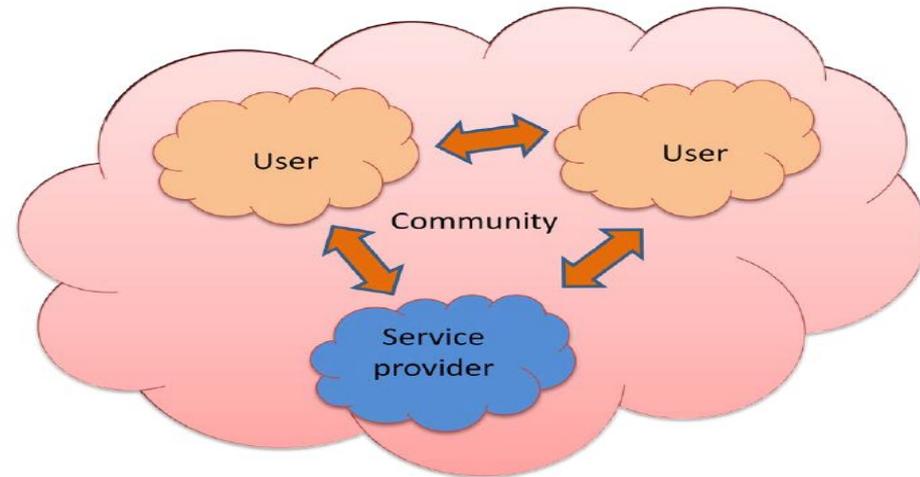
- New phase 2012: using 311 data as empirical evidence for service & policy development across all City functions
- Since 2008, data accumulated from 855 006 cases

# Example: private sector



## Mextal BV (NL)

- Commercial company with €7m turnover pa, 25 employees
- Partnership with LAs, informals, other companies and dealers (like Philips.



Just easy Life and comfort



Prepared for tomorrow



At home with care

- Viedome Total Community Platform for older persons
- Embedding services and activities in everyday life and community
- Toolbox for personalising home care by user choice of technology and services across 8 pillars of support:

care, comfort, security, information, advice, communication

# Example: informal sector

## Amsterdam Airport



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Geluidsnet: Past, Present and Future - Windows Internet Explorer

http://www.geluidsnet.nl/en/geluidsnet/about-geluidsnet/past-present-and-future/

Favoritter | amazon.co.uk Low Prices ... | Billund Airport A-S | Teknologisk Institut | BBC - Radio 4 - Home - Fi...

When was Delft founded? ... | Geluidsnet: Past, Prese...

Geluidsnet | project | products | aanmelden

**6 July 2011**  
**vacature: system engineer**  
40 uur per week, Den Haag

**5 July 2011**  
**Europese fijn stof-norm is soms levensgevaarlijk**  
Jaarlijks sterven 18.000 Nederlanders tien jaar te jong doordat ze langdurig zijn blootgesteld aan...

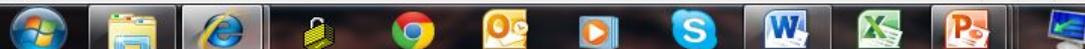
**29 April 2011**  
**Dringende behoefte aan onafhankelijke meting van geluid**  
Steeds meer mensen zijn bezorgd over de herrie in hun woonomgeving.

**Why?**  
Until 2004, the political attitude to aircraft noise was that it could not reliably be measured because of difficulty separating it from other environmental noise. The only remaining option for the noise restrictions to be applied to airlines was therefore a calculation-based method. The calculations used, however, were complex and well-nigh impossible for the layman to check or to understand.

**2003**  
**Preparation**  
Geluidsnet was founded in order to show that aircraft noise could be reliably measured, in contradiction to the prevailing attitude of the time. An affordable noise meter and software to collate measurements were developed with the help of a small subsidy from the organisation 'Digital Pioneers'.  
From day one the aim was to set up a network of small, affordable metering stations, rather than one complex installation, so that measurements could be made simultaneously at a number of locations. The costs per metering station have been kept low by use of the internet, open-source materials and standard components such as a microphone and PC equipped with a sound card.

**2004**  
**Phase 1**  
In this year Geluidsnet started its pilot comprising 23 measuring stations in

Logo Geluidsnet  
digitale pioniers



# Example 1 – Apps for Democracy (USA)



## Aim

- “Improve and make more efficient the old way of spending millions of taxpayers dollars: big, slow contractors is a broken model in need of fixing”

## DC’s former COI, Vivek Kundra (2009)

- Cost: \$50,000
- Value to DC: over \$2,300,000 (sum of app development costs plus human resources)
- ROI: 4,000 %
- Time reduction: from 2 years to 30 days

**BUT, new DC COI, Brian Sivak (2010):** “Apps developed are more cool than used by large numbers...instead should focus on core rather than fringe apps...”

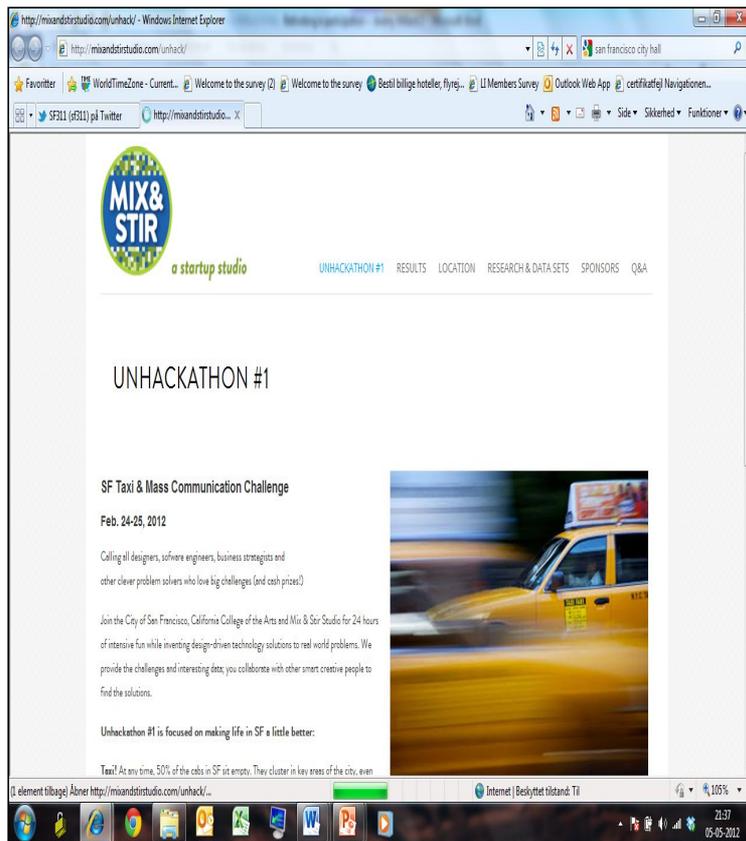
**BUT, Fed COI, Aneesh Chopra (2011),** disagrees and sees potential for open data to save millions on software development in longer term

**Conclusion:** one of first experiments in releasing data and holding competitions to create buzz, awareness and lots of activity – though economic results for government questionable

# Example 2 – San Francisco’s “unhackathons”

## Open city data & other resources: for solving specific problems

- ‘Hackathons’ 2011: about 200 free apps, only 8 “really great” and used
- Critique; “solutions looking for ideas”
- ‘Unhackathons’ 2012: start with ideas looking for solutions
- Mix designers, companies, civic groups, professionals, in with the hackers
- No cash prizes – instead City turns ‘winners’ into celebrities, e.g. helps them pitch to Silicon Valley investors, match with partners / customers, etc.



**Conclusion:** focused problem solving at city scale with mix of interests and competencies

## Example 3 – Ordnance survey (UK)

DANISH  
TECHNOLOGICAL  
INSTITUTE

- UK's premier and still "official" map maker – over 300 years
- For last 30 years, main income selling maps on paper & digitally
- ...until early 2011: forced by government to release its data free of charge – great resistance
- 12 months later is generating more income
- OS remains an expert in collecting, analysing, tailoring, visualising and publishing geospatial data
- It now sells this expertise rather than the raw data

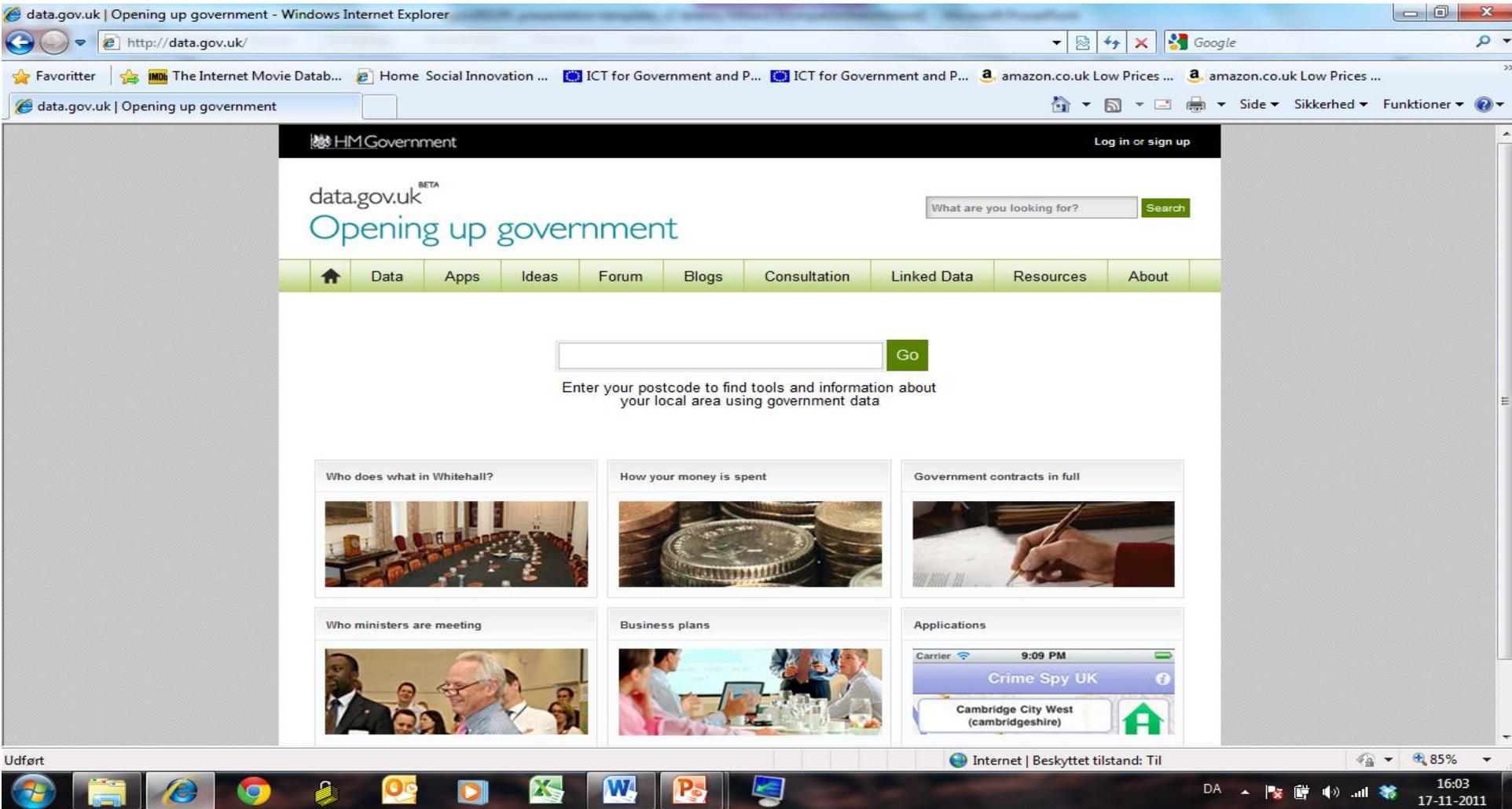


**Conclusion:** OS has, by default, created a 'new business model' around data with clear economic value – commercial and civil organisations wish to partner with it in creating their own value

# Example 6 – UK national platform

UK world's second (and best?) open public resource platform *launched January 2010*

DANISH  
TECHNOLOGICAL  
INSTITUTE



data.gov.uk | Opening up government - Windows Internet Explorer

http://data.gov.uk/

data.gov.uk | Opening up government

HM Government

data.gov.uk<sup>BETA</sup>  
Opening up government

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Carrier 9:09 PM  
Crime Spy UK  
Cambridge City West (cambridgeshire)

Udført

Internet | Beskyttet tilstand: Til

85%

16:03  
17-11-2011

45  
**Conclusion:** learn quickly about what works and apply strong political will