



Addressing current needs and challenges in social innovation (and businesses)

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Danube Transnational Kick-off
Budapest





The playlist

- » Hard day's night
- » Yesterday
- » The long and winding road
- » Help
- » Ticket to ride
- » Tomorrow never knows





The setting (*“Hard day’s night”*)

» Techno-Globalisation, Knowledge Society



» Grand Challenges



» Globalisation, Europeanisation

» Danube Region and its diversity

The potential of social innovation as driving force of change.



Migrants and labour markets

More vacancies than visitors

Eastern Europe may not like refugees but needs them more than other countries

Sep 19th 2015 | BUDAPEST, PRAGUE AND WARSAW | From the print edition

Source: The Economist
September 19, 2015



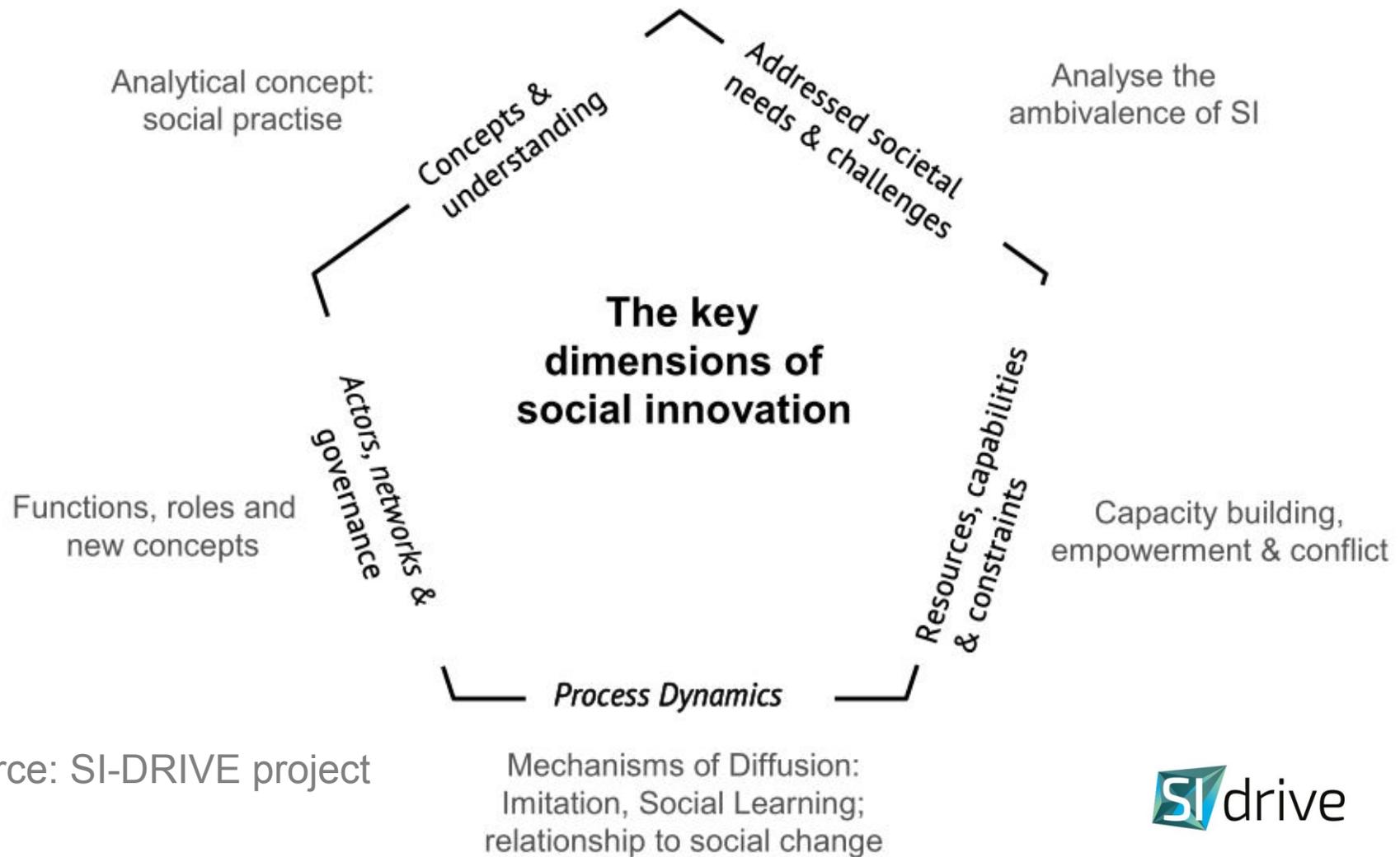


Social Innovation

- » a **new combination or new configuration of social practices**
- » in certain areas of action or social contexts
- » prompted by certain actors or constellations of actors
- » in an intentional targeted manner with the **goal of better satisfying or answering needs and problems than is possible on the basis of established practices**
- » **socially accepted and diffused widely** throughout society or in certain societal sub-areas
- » finally **institutionalized** as a new social practice



Social Innovation – relevant dimensions



Source: SI-DRIVE project



www.si-drive.eu

Figure 15: Key dimensions

Review (“Yesterday”)

Areas relevant to social change	Examples of social innovations	
	Old / historic / previous	New / current / future
Science, education and training	<ul style="list-style-type: none"> ✓ Universities; compulsory education; Kindergarden; pedagog. concepts e.g. Montessori ... 	<ul style="list-style-type: none"> ✓ Technology enhanced learning; ‘micro-learning’, Web 2.0; Wikipedia; ‘science mode 2’
Work, employment and the economy	<ul style="list-style-type: none"> ✓ Trade unions; Chambers of commerce/labour; Taylorism; Fordism; self service 	<ul style="list-style-type: none"> ✓ Flextime wage records; CSR; social entrepreneurship; diversity mgmt.; collaborative consumption
Technologies, machinery	<ul style="list-style-type: none"> ✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence 	<ul style="list-style-type: none"> ✓ Open source movement (communities); self constructed solar panels; decentralized energy prod.
Democracy, politics and justice	<ul style="list-style-type: none"> ✓ ‘Attic democracy’; the state as a juristic person; general elections 	<ul style="list-style-type: none"> ✓ Citizens participation; 3rd sector; equal rights; gender mainstreaming
Social and health care systems	<ul style="list-style-type: none"> ✓ Social security; retirement schemes, welfare state 	<ul style="list-style-type: none"> ✓ Reforms of financing and access to welfare



Our experience

- » **Lead partnership** in the South East Europe Programme
 - » “continuation” of the work is not directly envisaged (the innovation framework conditions are defined differently, social innovation more included, change of topics)
 - » Thematic breath of the institute and the programme
 - » Comparison with other programmes/projects: mixed results
 - » Institutional decision making process to participate in European Transnational Cooperation Programmes and assessment of institutional capacities
 - » Cofunding possibilities and availabilities
- » Closely involved in the analysis of the **Danube Region** needs and cooperation possibilities: **Danube-INCO.NET**





Previous results

- » Danube-INCO.NET mapping of previous results
- » Deliverable 4.15 "**Analysis of research and innovation projects in the region and transferability of results**" selects, analyses and describes the results of EU projects in four main areas:
 - » cluster development
 - » technology transfer;
 - » financing mechanisms and tools;
 - » non-financing methods and tools for supporting research and innovation.
- » http://danube-inco.net/object/document/15279/attach/D4-15_Analysis_of_research_and_innovation_projects_in_the_region_and_transferability_of_results_final.pdf

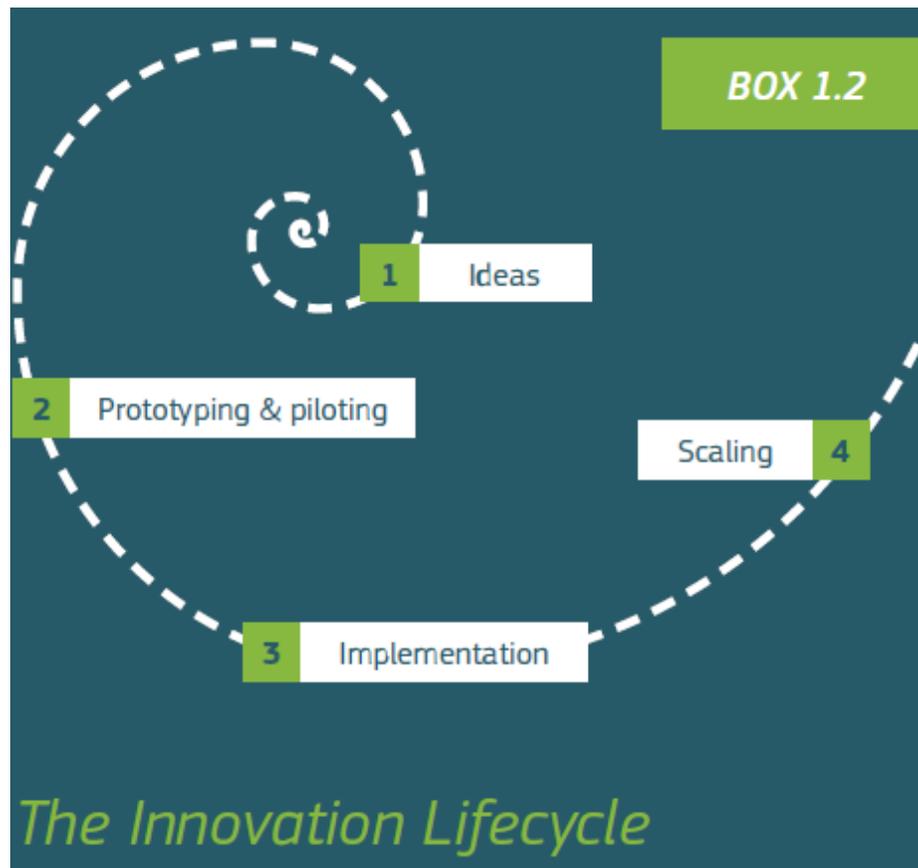


4.2	South East Europe Transnational Cooperation Programme 2007-2013 (SEE).....	16
4.2.1	A.D.C - Adriatic Danubian Clustering.....	16
4.2.2	AsviLoc plus - Agencies Supporting Value of Innovation systems in regional and LOCal economies	19
4.2.3	AUTOCLUSTERS - The international cooperative network of educational and research institution with subcontractors and other bodies active in Automotive Industry.....	21
4.2.4	CAPINFOOD - Improving the enabling environment and public awareness for innovation in the South-East-European food sector through transnational collaboration	24
4.2.5	ClusterPoliSEE - Smarter Cluster Policies for South East Europe.....	26
4.2.6	EVAL-INNO - Fostering Evaluation Competencies in Research, Technology and Innovation in the SEE Region.....	28
4.2.7	FIDIBE - Development of Innovative Business Parks to Foster Innovation and Entrepreneurship in the SEE Area	31
4.2.8	FINNO - Mechanism for fostering innovation in South East Europe	34
4.2.9	FORSEE - Regional ICT Foresight exercise for Southeast European countries	36
4.2.10	I3E - Promoting Innovation in the Industrial Informatics and Embedded Systems Sectors through Networking	39
4.2.11	INTERVALUE - Inter-regional cooperation for valorisation of research results	42
4.2.12	IPRforSEE - Intellectual Property Rights for SEE.....	44
4.2.13	ISEDE-NET - INNOVATIVE SOCIAL ENTERPRISE DEVELOPMENT NETWORK.....	46
4.2.14	LUDUS – European network for the sharing and dissemination of technologies and knowledge in the innovative field of game based learning	49
4.2.15	SEE-IFA Network - South-East European Co-operation of Innovation and Finance Agencies	51



Cooperation in the Danube Region

“The long and winding road”



European Commission –
DG Enterprise and Industry,
2012:
Strengthening
social innovation in Europe;
p. 15
Deliverable of the project
,Social Innovation Europe‘:
www.socialinnovationeurope.eu
http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/strengthening-social-innovation_en.pdf





Some highlights from the Danube Transnational Programme (“*Help*”)

- ✓ Improve developing skills and competences for innovative entrepreneurship and innovation management skills
- ✓ Strengthen capacities of so-called supporting organisations, increase skills of employees and employers, e.g. for implementation of social innovation
- ✓ Build up joint educational offers, innovative learning systems, systems for institutional learning
- ✓ Motivate youth to engage in science and innovation



Some highlights from the Danube Transnational Programme (“*Help*”)

- ✓ Strategic approaches of transnational educational and training networks in higher education to better linking academic and business qualifications
- ✓ Cross-disciplinary networks and joint transnational information and training actions, bridge the gap between relevant players

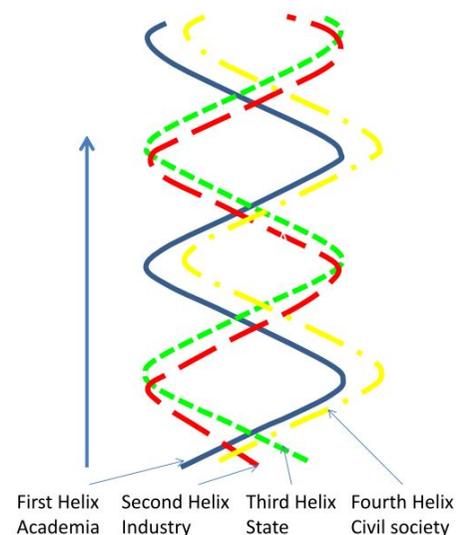


Figure 14: The conceptualisation of the “quadruple helix” innovation system (Carayannis & Campbell, 2011)



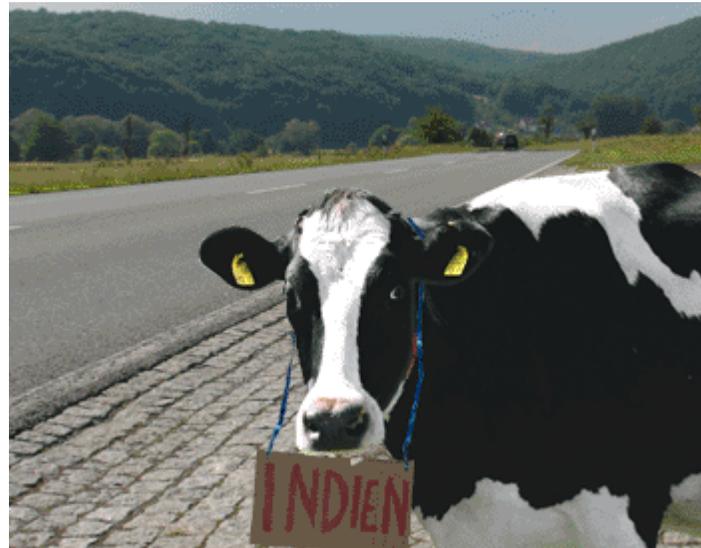
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What is in for us (and you)? (*“Ticket to ride”*)

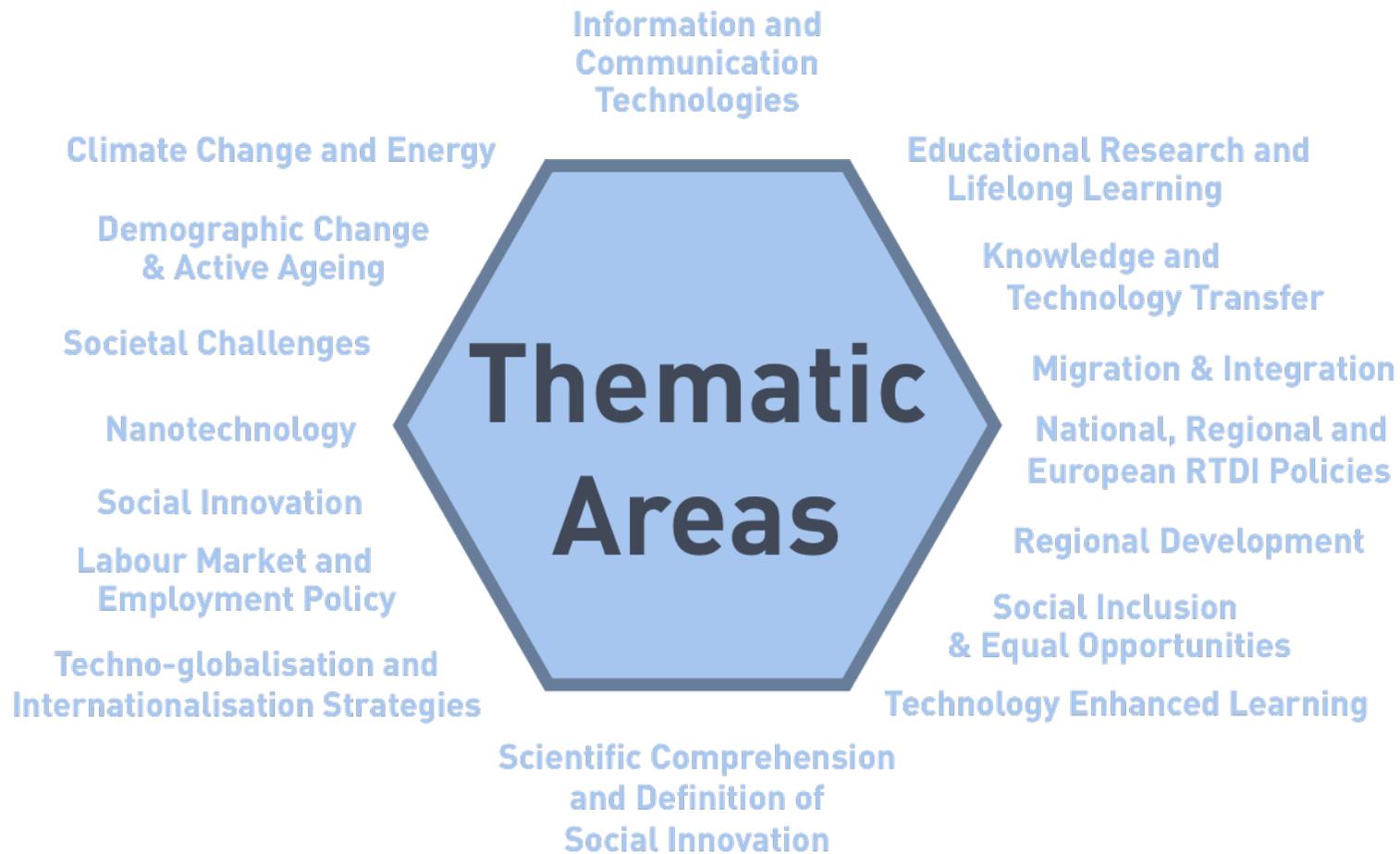




The case of “Centre for Social Innovation”

- » The Centre for Social Innovation (ZSI) researches and supports innovation processes including their social dimensions. **Since 1990** the Centre has carried out more than 400 research and pilot projects.
- » Key areas of activities
 - » Work and Equal Opportunities
 - » Research Policy and Development
 - » Technology and Knowledge
- » Types of projects
 - » Research, education and training, coordination of networks, advisory services to public institutions, pilot projects (in Austria, EU and beyond)





Centre for Social Innovation





RI-SI-excellence

Idea:

- » Develop an **innovative learning system** for management of *research and innovation* and **social innovation projects**

Addressing:

- » Young **project managers and administrators** in public and private R&I and SI institutions in the Danube Region (including SI in the public sector)



Challenges

- » Cofunding and management of funds
- » Cofunding of partners (competent and prepared for management of funds)
- » Finding a balance between taking part in several applications and focusing
- » Cofunding as partners



Outlook (*“Tomorrow never knows”*)





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