



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.



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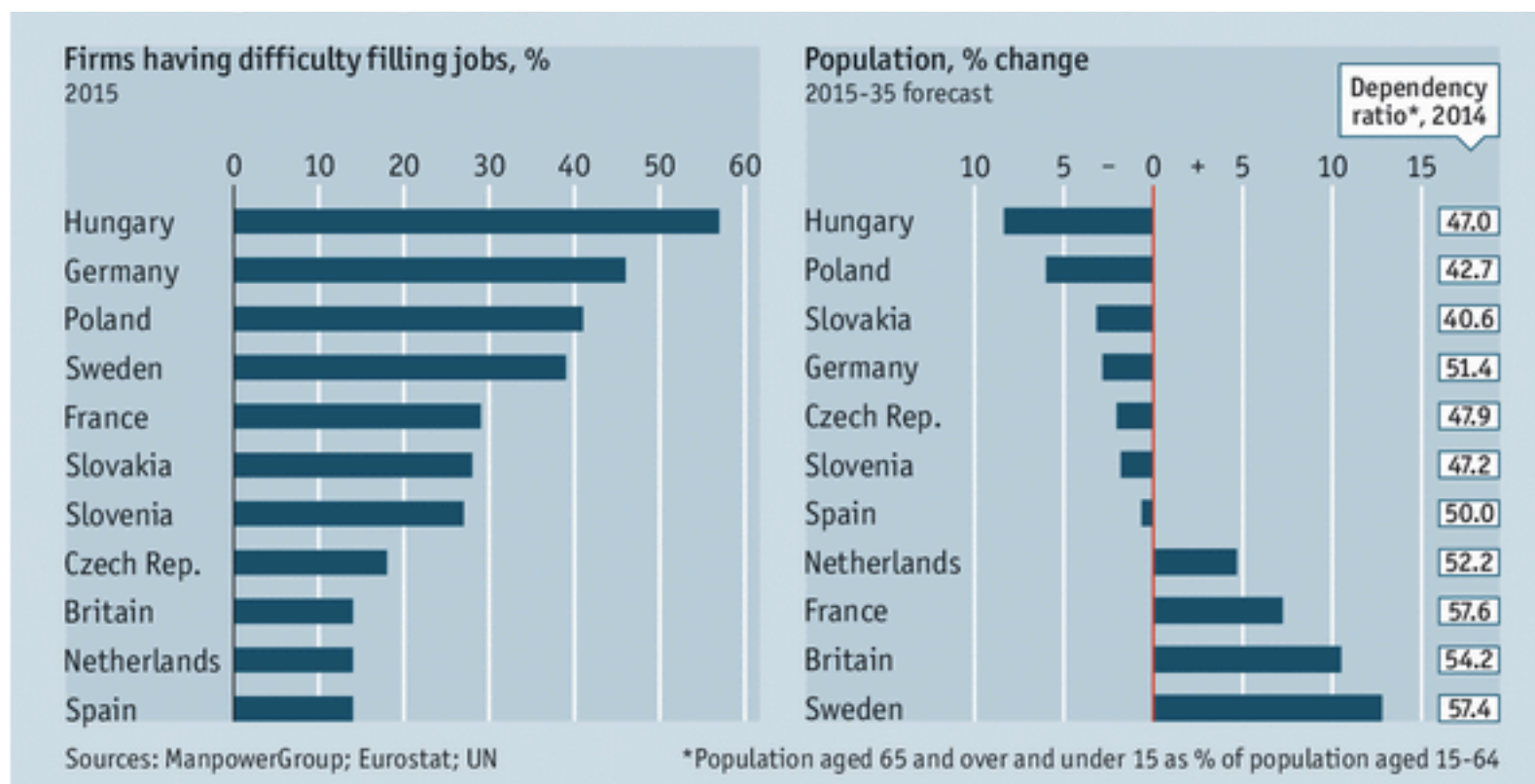
Migrants and labour markets

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



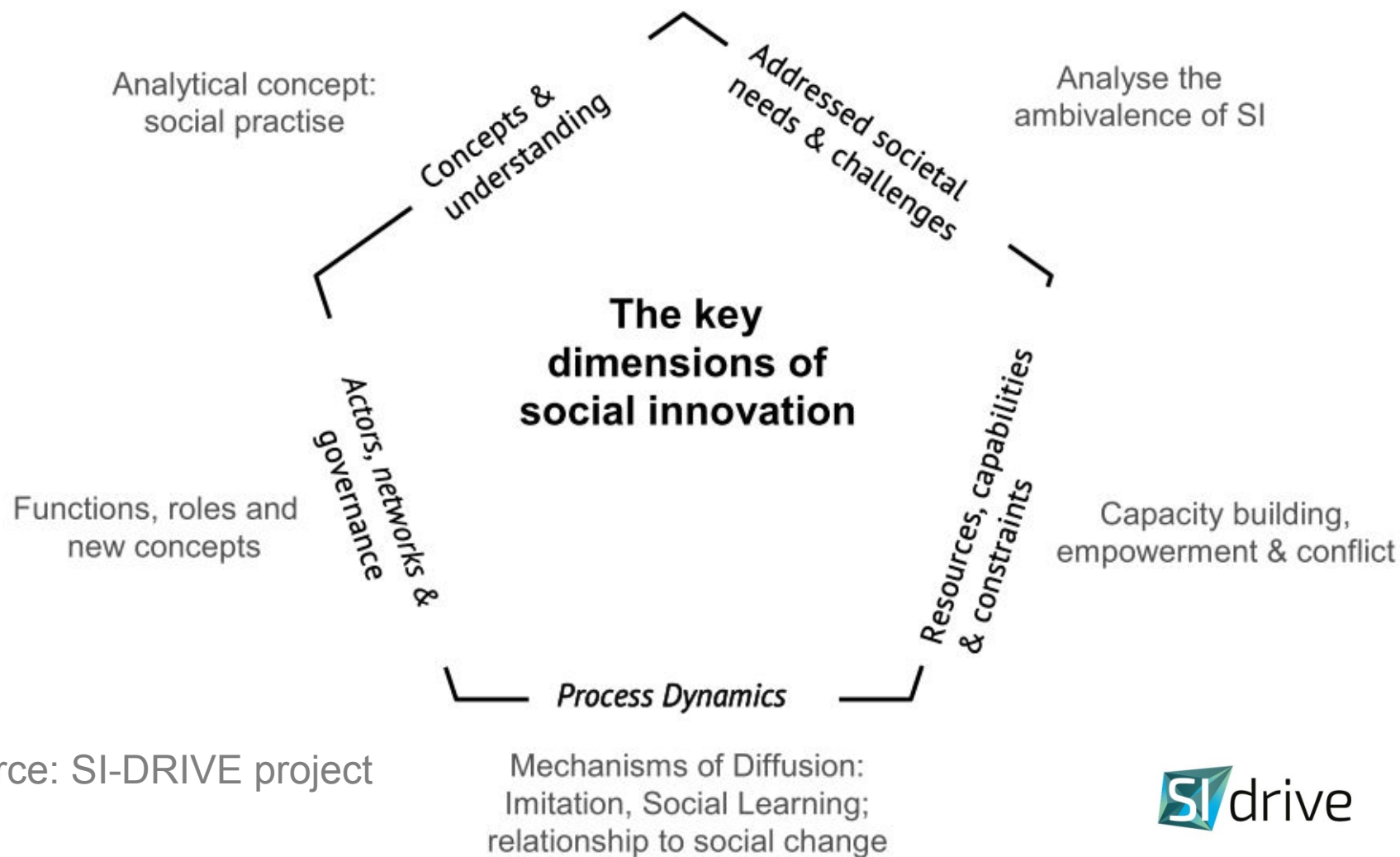


Social Innovation

- » 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	✓ Universities; compulsory education; Kindergarden; pedagog. concepts e.g. Montessori ...	✓ Technology enhanced learning; ‘micro-learning’, Web 2.0; Wikipedia; ‘science mode 2’
Work, employment and the economy	✓ Trade unions; Chambers of commerce/labour; Taylorism; Fordism; self service	✓ Flextime wage records; CSR; social entrepreneurship; diversity mgmt.; collaborative consumption
Technologies, machinery	✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence	✓ Open source movement (communities); self constructed solar panels; decentralized energy prod.
Democracy, politics and justice	✓ ‘Attic democracy’; the state as a juristic person; general elections	✓ Citizens participation; 3 rd sector; equal rights; gender mainstreaming
Social and health care systems	✓ Social security; retirement schemes, welfare state	✓ 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

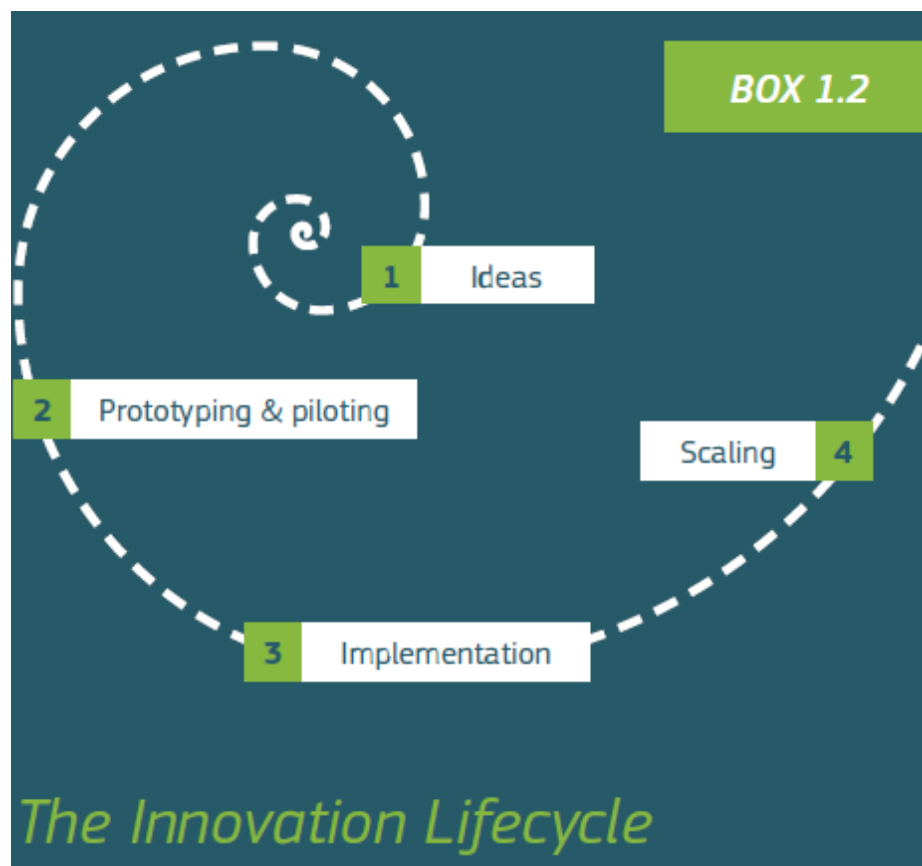
- » Danube-INCO.NET mapping of previous results
- » Deliverable 4.15 "**Analysis of research and innovation projects in the region and transferability of results**" selects, analyses and describes the results of EU projects in four main areas:
 - » cluster development
 - » technology transfer;
 - » financing 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_teh_region_and_transferability_of_results_final.pdf



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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

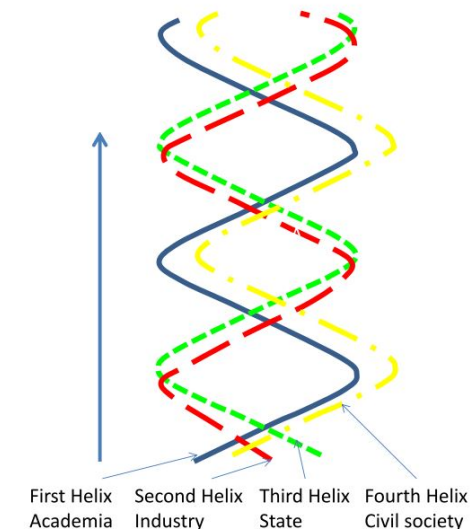



Figure 14: The conceptualisation of the "quadruple helix" innovation system (Carayannis & Campbell, 2011)



2017



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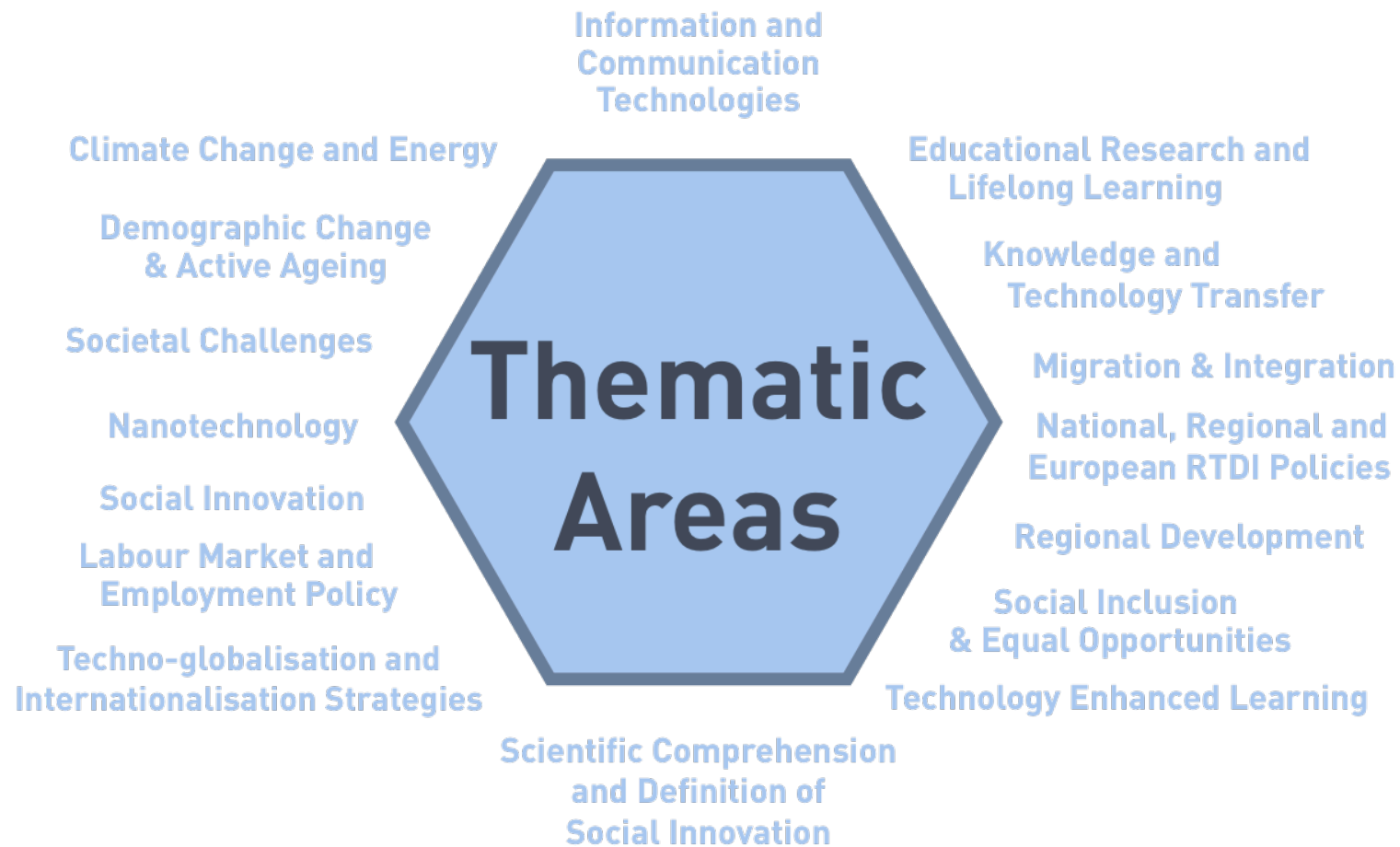
What is in for us (and you)?
(*“Ticket to ride”*)





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)





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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)



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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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