



Making sense of Social Innovation! Parallel Session C

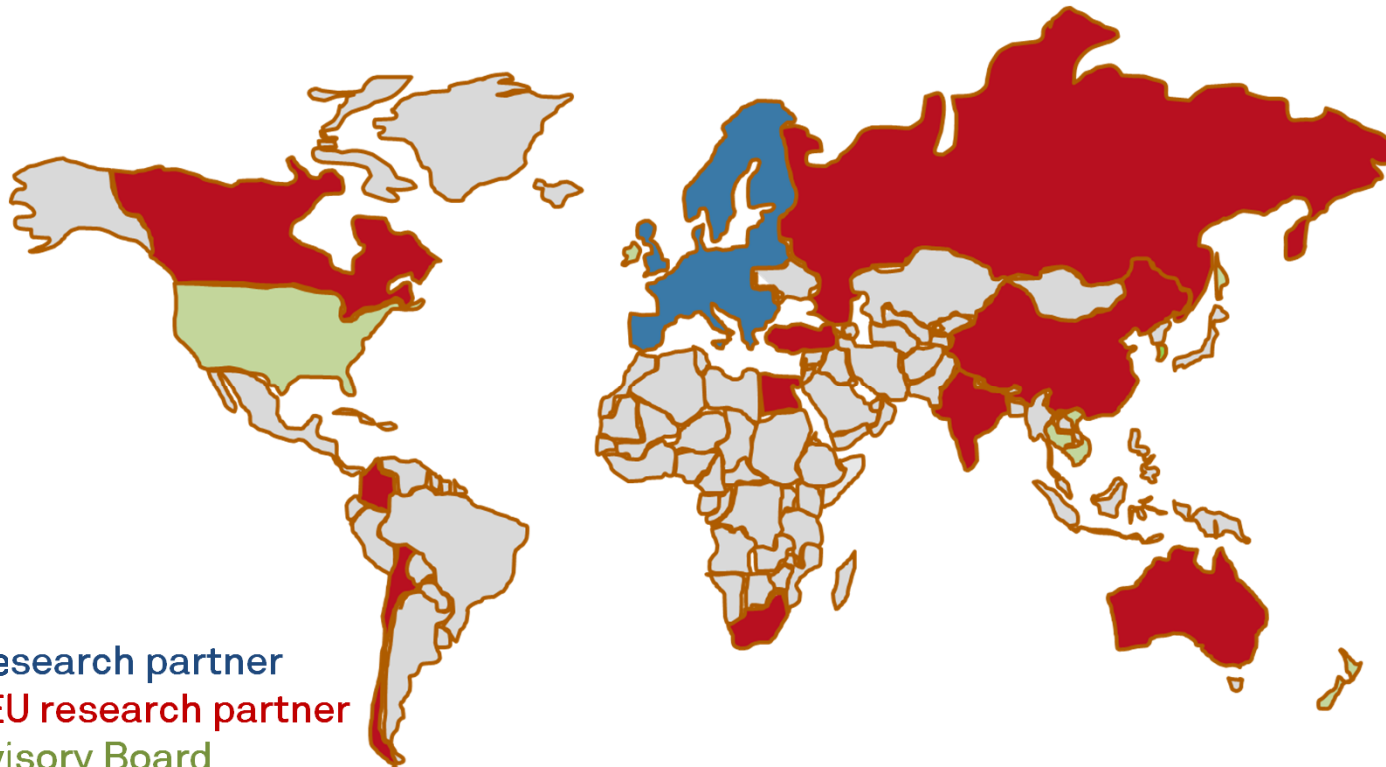
Jürgen Howaldt

Social Innovation will play an important role in the Europe 2020 strategy



"Creativity and innovation in general and social innovation in particular are essential factors for fostering sustainable growth, securing jobs and increasing competitive abilities, especially in the midst of the economic and financial markets crisis."

International SI-DRIVE Consortium Members



blue: EU research partner
red: non-EU research partner
green: Advisory Board



Social Innovation – Social Entrepreneurship

- An innovative, pragmatic and sustainable entrepreneurial activity for a significant, positive change in society
- Connection between entrepreneurial activity and social goals
- Multitude of global initiatives (e.g. Ashoka, Grameen Bank) and a barely clear number of regional initiatives



<http://www.businesspj.com/wp-content/uploads/2011/04/socialentrepreneurship.jpg>

Liter of light

- “My shelter Foundation” began the liter of light project lighting 10000 homes in San Pedro, Laguna (Philippines)
- More than 15000 solar bulbs were installed in 20 Philippine cities
- Also implemented in other countries (Peru, Colombia)
- A very simple technology: an empty plastic bottle, water and glue



http://riomatters.files.wordpress.com/2012/06/img_6348.jpg

<http://aliteroflight.org/>

Social Innovation – Carsharing

- Common use of cars through the provision of vehicles in main areas
- Carsharing-organisation professionalized the traditional „driving communities“
- In Germany there are around 110 carsharing-organisations with 158.000 customers



<http://www.carsharing-vergleich.de/wp-content/uploads/2009/12/carsharing-münchen.jpg>

Social Innovation – Corporate Social Responsibility (CSR)

- Responsible entrepreneurial activity referring to the environment, employees and other stakeholders
- Voluntary, ethical motivated acting that exceeds the legal duties by far
- CSR influences economic success and earns social and ecological benefit in the long term



www.sierraexpressmedia.net/Home/wp-content/uploads/2010/11/Corporate-Social-Responsibility.jpg

Co-creation

1. Co-creating value with customers
2. User's involvement in innovation process

**Global Knowledge Sourcing
and collaborative networks**

3. Accessing and Combining globally dispersed knowledge
4. Forming collaborative networks and partnerships
5. Dynamics between large companies and entrepreneurs

Global Challenges

6. Environmental concerns create new opportunities
7. Needs in developing countries drive innovation

Public Sector Challenges

8. Pressure on public services create new business opportunities

New Role of Technology

9. Technology's role as an enabler of innovation

New Innovation Paradigm



“Social innovation’ is a term that almost everybody likes, but nobody is quite sure of what it means”

ices carbon trading online tax transactions
ammes innovation camp restorative justice
Pledgebanks magazines sold by the homeless
fair trade positive deviance incubators microcredit
therapeutic communities community wind farms timebanks
zero carbon housing production schools participatory budgets
distance learning social innovation open source
eco-cities slow food police community support officers corporate universities
citizen reporters personal budgets health collaboratives
world wide web criminal assets recovery congestion charging
non-emergency phone numbers co-production skunk works personalisation
wikipedia drug courts online learning platforms
cognitive behavioural therapy for prisoners consumer co-operatives

Social Innovation in the European Union „Empowering people, driving change“

“The generation, experimentation and application of new practices for addressing societal challenges”

Social Frontiers, November 2013, London

They are innovations that are not only good for society but also enhance society’s capacity to act. “

Bepa report 2010

“There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new order of things...Whenever his enemies have the ability to attack the innovator, they do so with the passion of partisans, while the others defend him sluggishly, so that the innovator and his party alike are vulnerable.”

Niccolò Machiavelli, The Prince (1513)

Cross-sector collaborations

“Increasingly, innovation blossoms where the sectors converge. At these intersections, the exchanges of ideas and values, shifts in roles and relationships, and the integration of private capital with public and philanthropic support generate new and better approaches to creating social value. To support cross-sector collaborations we have to examine policies and practices that impede the flow of ideas, values, capital, and talent across sector boundaries and constrain the roles and relationships among the sectors.”

(Phills et al., 2008: 43)



- **Combine** the potential of social innovation in the social economy, civil society, business firms and the state (*Multi-level governance*)
- Promote **alliances** between universities, companies and the state around social innovation
- **Opening the process of innovation to society** including all stakeholders in the development and diffusion of innovation
- **Empowering people:** Include citizens, clients, social movements, communities in the process of social innovation
- **Innovation „bottom up“:** learning from experiences of innovation research and business and public service innovation
- Ameliorate the **conditions of participation and self-management** in social innovations aimed at overcoming poverty and pauperisation

Vienna Declaration: The most relevant topics in social innovation research

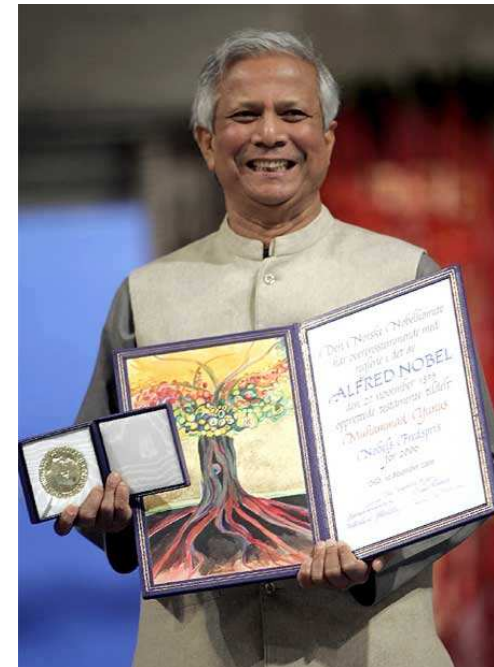
Prof. Dr. Jürgen Howaldt

*We have to find new ways of diffusion and scaling up
of social innovation*

- Organise learning processes between social economy, civil society, business firms and the state
- Share knowledge and promising practices
- Use opportunities of social media for enabling large scale and systemic social innovations
- Develop a Knowledge Bank for social innovation
- Identify venture capital for social entrepreneurs

Social Innovators – Mohammad Yunus

“Most social businesses are likely to originate with one person, or perhaps with a small group of people - friends, work colleagues, or people with a shared interest in a particular social problem. Within such a small group, you may not have all the expertise, experience, ideas and resources needed to make your social business idea into a reality. Don’t let that stop you! Look around for others you can partner with.”



<http://www.br-online.de/content/cms/Universalseite/8MIGRATION/wissen-bildung/thema/nobelpreis/struktur/cumulus/BR-online-Publikation--51823.jpg>

Science The Endless Frontier

“The Government should accept new responsibilities for promoting the flow of new scientific knowledge and the development of scientific talent in our youth. These responsibilities are the proper concern of the Government, for they vitally affect our health, our jobs, and our national security.”

(Vannevar Bush 1945)



Picture: <http://www.nndb.com/people/130/000026052/>



“The most urgent and important innovations in the 21st century will take place in the social field. This opens up the necessity as well as possibilities for Social Sciences and Humanities to find new roles and relevance by generating knowledge applicable to new dynamics and structures of contemporary and future societies.”

Vienna Declaration: The most relevant topics in social innovation research

Social Innovation moves from the margins to the mainstream



At the start of 2009 President Obama announced the establishment of a new “Office for Social Innovation at the White House” and allocated USD 50million to a fund for social innovation.

The Fund will focus on priority policy areas, including education, health care, and economic opportunity.

Social Innovation Europe

“**Social Innovation** is crucial for Europe’s Future.”

“I want the EU’s research funding programmes to help address the unmet needs of the **social innovation sector**.”

“Ensuring a **good research base for social innovation** is of course very important.”

“I want European research and innovation funding to **strengthen the capacities of social innovators**.”



Commissioner for research, innovation and science Geoghegan-Quinn

Major Policy Areas SI DRIVE

- Education
- Employment
- Environment and climate change
- Energy
- Transport and mobility
- Health and social care
- Poverty reduction and sustainable development



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“The world needs more social innovation - and so all who aspire to solve the world’s most vexing problems - entrepreneurs, leaders, managers, activists, and change agents - regardless of whether they come from the world of business, government, or nonprofits, must shed old patterns of isolation, paternalism, and antagonism and strive to understand, embrace, and leverage cross-sector dynamics to find new ways of creating social value.”

(Phills et al. 2008)

Showcases of impact

- **SIX - Social Innovation Exchange**
Dr Jakub Wagnanski, The Unit for Social Innovation and Research,
Shipyard, Poland
- **TEPSIE - Theoretical, Empirical and Policy
Foundations for Social Innovation in Europe**
Dr Jeremy Millard, Project Manager, Danish Technological Institute,
Denmark
- **ESTEP - The European Steel Technology Platform**
Dr Veit Echterhoff, ThyssenKruppSteel/ Antonius Schröder, TU
Dortmund
- **CEPAL - United Nations Economic Commission for
Latin America and the Caribbean**
Dr Maria Elisa Bernal, Director, Social Development Division

World Café

Guiding Questions

- How could Social Innovation help to solve the societal challenges (*climate change, poverty reduction, business, demographic change*) and what kind of impact can be achieved?
- Who are the drivers of social innovation activities?
- Which kind of cooperation for running a Social Innovation Process in the different fields is necessary?

World Café

Etiquette

- Talk about those issues which are really important to you
- React to your World Café partners' statements
- Provide adequately brief statements

