SI-DRIVE Final Conference 2017

# Social Innovation – Research and Policy of the Future Towards a Comprehensive Innovation Policy

## Policy Field Session:
## *Education and Employment*

SOCIAL INNOVATION COMMUNITY

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**24th of October 2017**

The Royal Flemish Academy of Science and the Arts, Brussels

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This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612870.

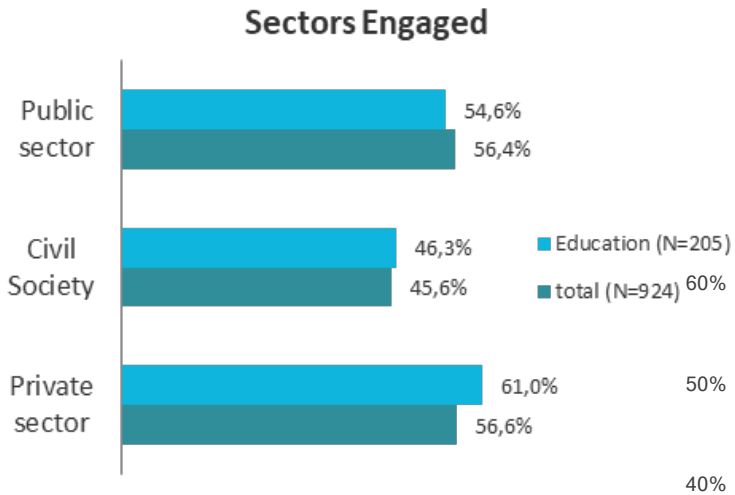
# Main topics:

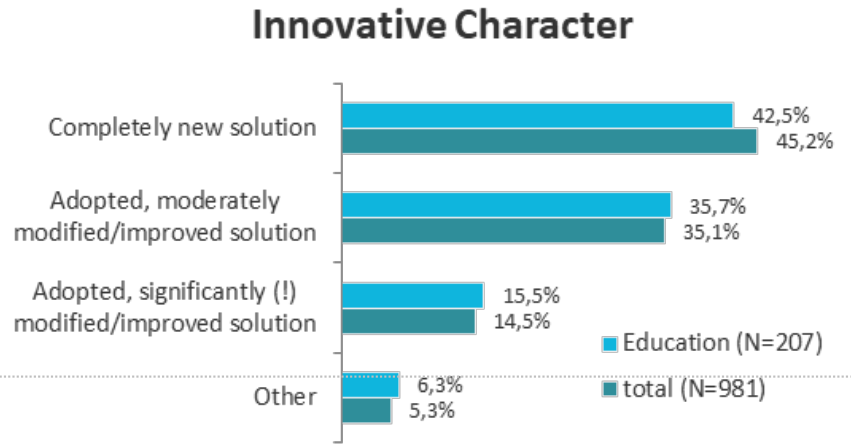
- **Social innovation in education and employment: differences and commonalities**
  (Peter Oeij and Antonius Schröder)
- **How social innovation helps to solve problems of education and lifelong learning**
  (Maria Podlasek-Ziegler)
- **How social Innovation helps to solve employment problems**
  (Greet Vermeylen)
- **The potential of social innovation to overcome interrelated challenges in education and employment**
  (Peter Oeij, Maria Podlasek-Ziegler, Antonius Schröder, Greet Vermeylen)

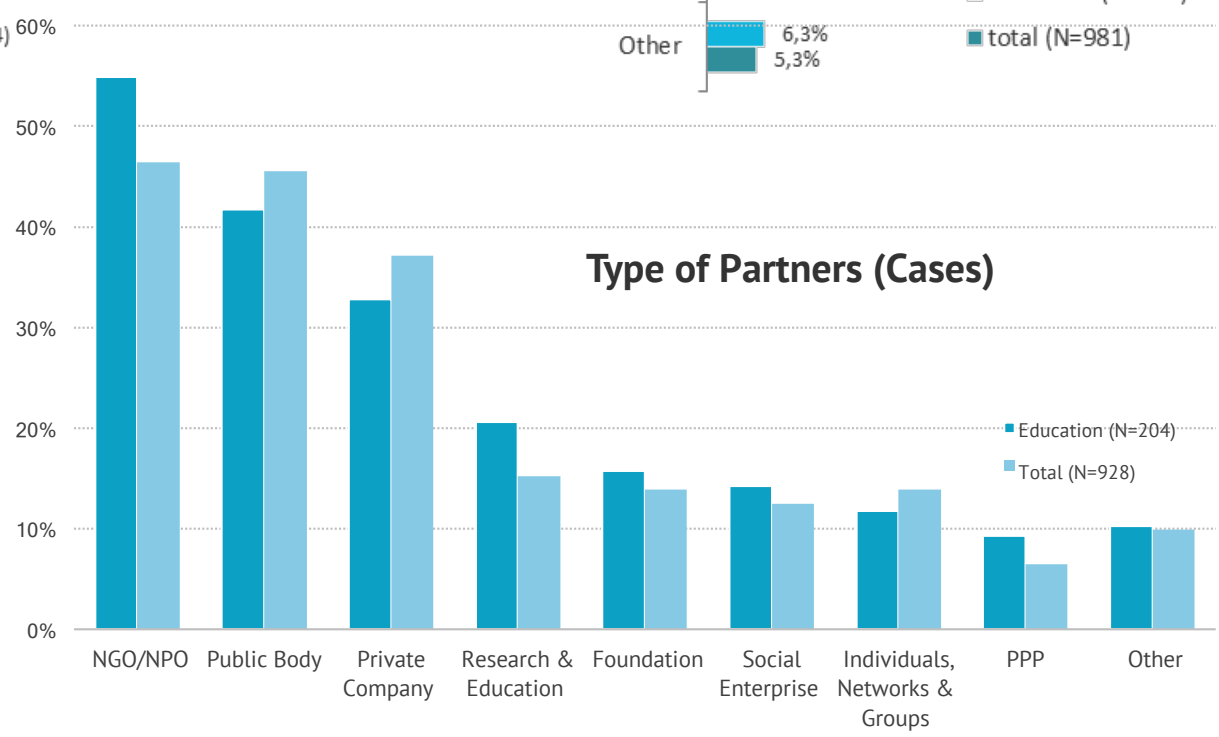
# Main Impression (I)

| POLICY FIELD / PRACTICE FIELDS | NO. OF INITIATIVES |
|---|---|
| **Education and Lifelong Learning** | **211** |
| Reduction of educational disadvantages | 44 |
| New learning arrangements, interactive education | 41 |
| Entrepreneurship education and promotion | 18 |
| Alternative forms of educational activities and training (towards consult, mentor) | 17 |
| New strategies and structures for lifelong learning | 17 |
| Occupational orientation, early pupils career planning | 15 |
| New digital and virtual learning environments | 13 |
| Quality improvements, setting of new educational standards | 13 |
| Collaboration of different actors (local, regional, national and international) | 11 |
| Pupils support | 10 |
| Transition management | 7 |
| Digital inclusion | 3 |
| Others | 2 |

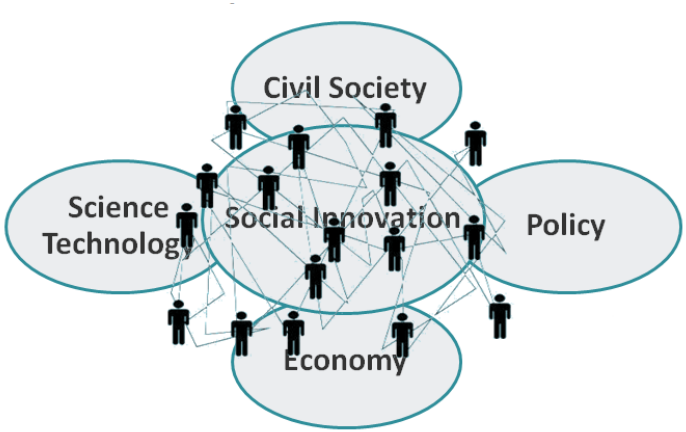
# Main Impression (II)

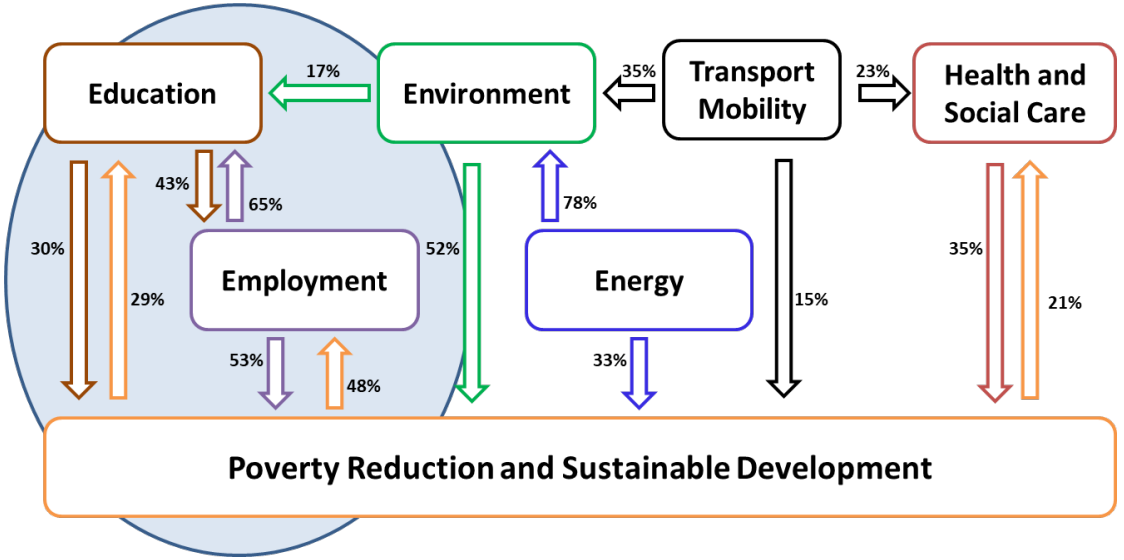


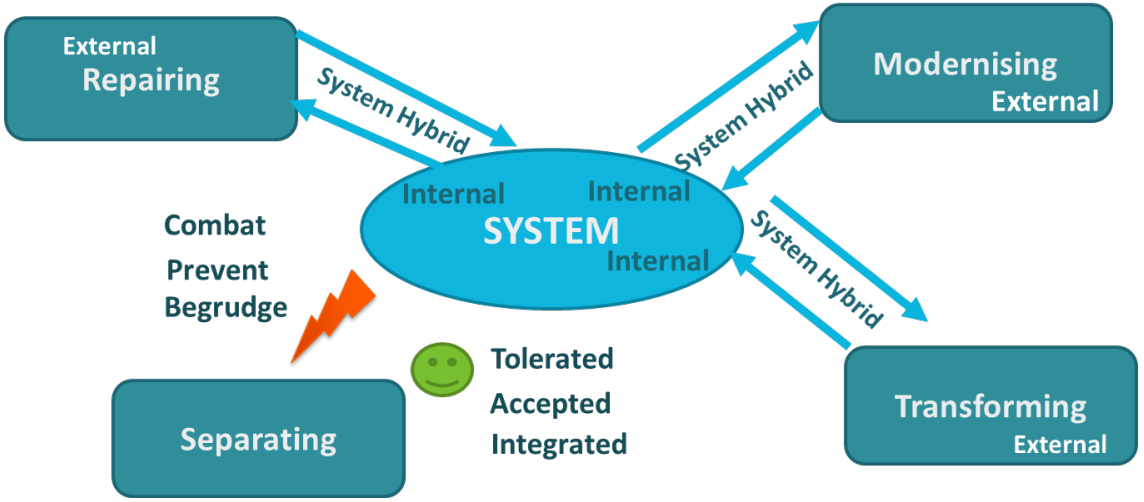



# Main Message



# Example: Tausche Bildung für Wohnen
# Exchange Education for Accomodation

| | Duisburg | **Marxloh** | Deutschland |
|---|---|---|---|
| **Einwohner** | 497.640 | **19.197** | 81.2 Mio. |
| * unter 19 Jahre | 16,4 % | **25 %** | 18,8 % |
| * Migration | 35,4 % | **64,1 %** | 20,3% |
| * Ausländer | 17,2 % | **45 %** | 10,1% |
| * Arbeitslosigkeit | 12,8 % | **25,8 %** | 6,7% |
| * Transferleistung | 23,5 % | **43,5 %** | 9,5% |
| **Wohnungen** | 262.559 | **9.497** | 41 Mio. |
| * Leerstand | 4,4% | **6,7%** | 8,6% |

**Civil Society**
Aktion Mensch, Berenberg Kids, Help and Hope, Lion's Club Duisburg, Strathmann Foundation, Katholische Kirchengemeinde St. Norbert

**Science/ Research**
Social Entrepreneurship Akademie

**Exchanging Education for Habitation**

**Politics**
EU, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Ministry of Building, Housing, Urban Development and Transport of the State of North Rhine-Westphalia, Federal Agency for Civic Education, Socially Integrative City in NRW, EG DU Entwicklungsgesellschaft, Regional Association Ruhr, City of Duisburg

**Economy**
Latham and Watkins, Vodafone Foundation, Gelsenwasser Foundation, Bauen+Leben, Deutsche Bank, Gestaltanstalt, Kanders Immobilien, toom Baumarkt, WENKO-Wenselaar

Ausgezeichnete Orte im Land der Ideen

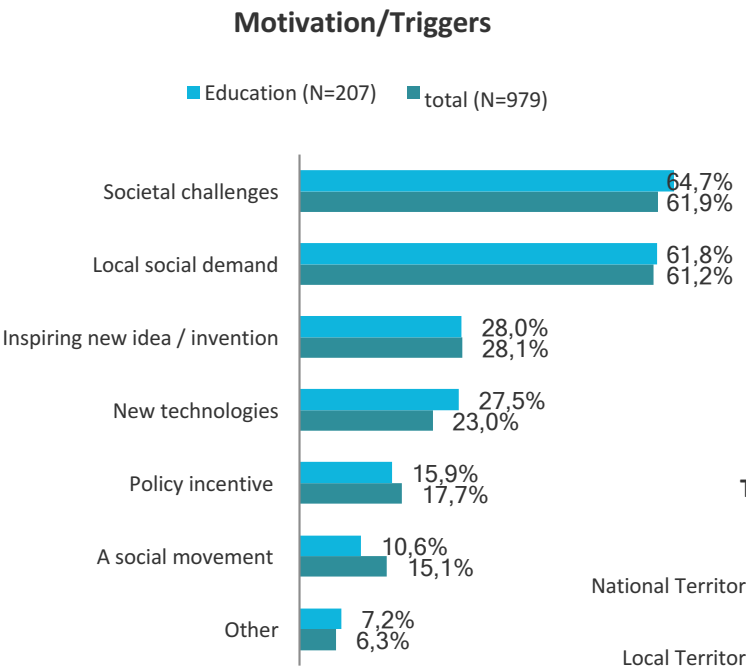
Nationaler Förderer Deutsche Bank

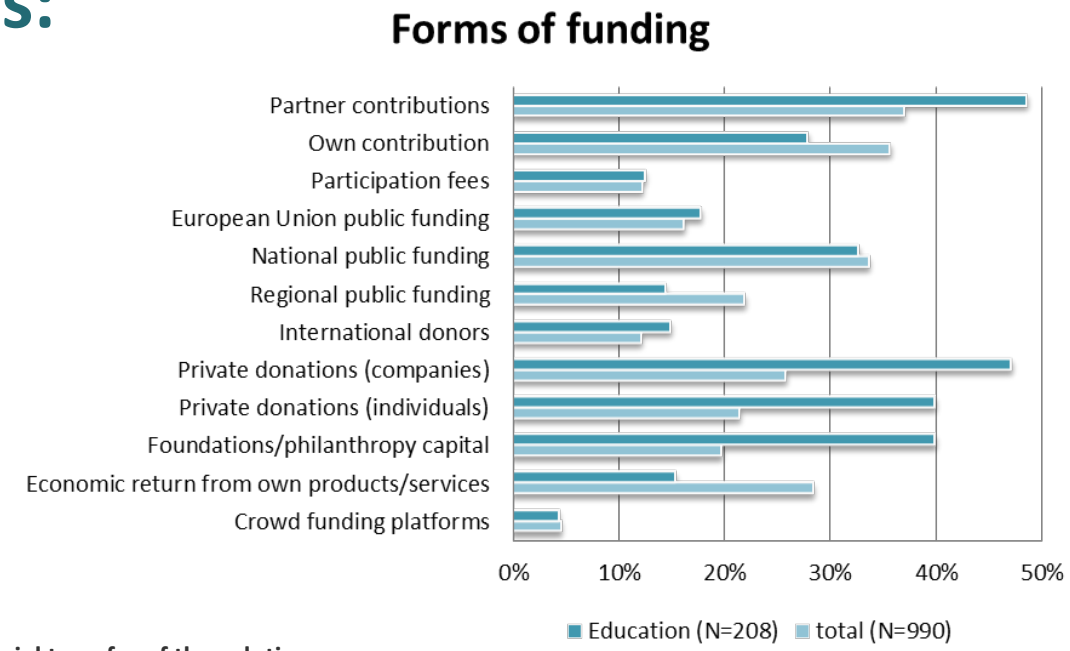
startsocial
hilfe für helfer

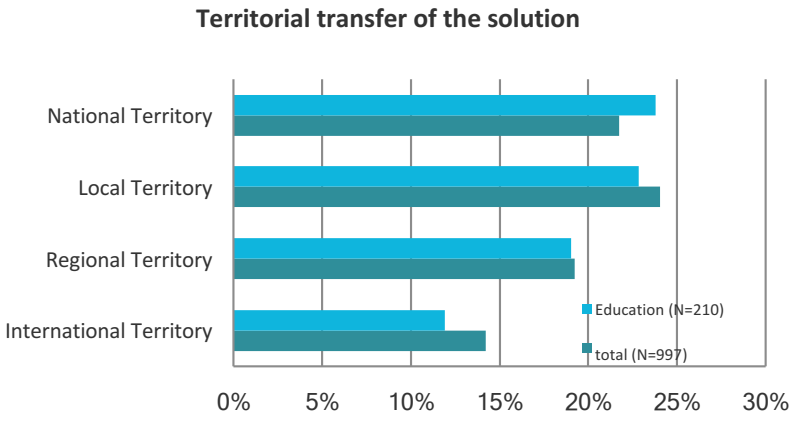
ACT FOR IMPACT 2012 PREISTRÄGER

WIR SIND PREISTRÄGER!
help and hope
Förderpreis

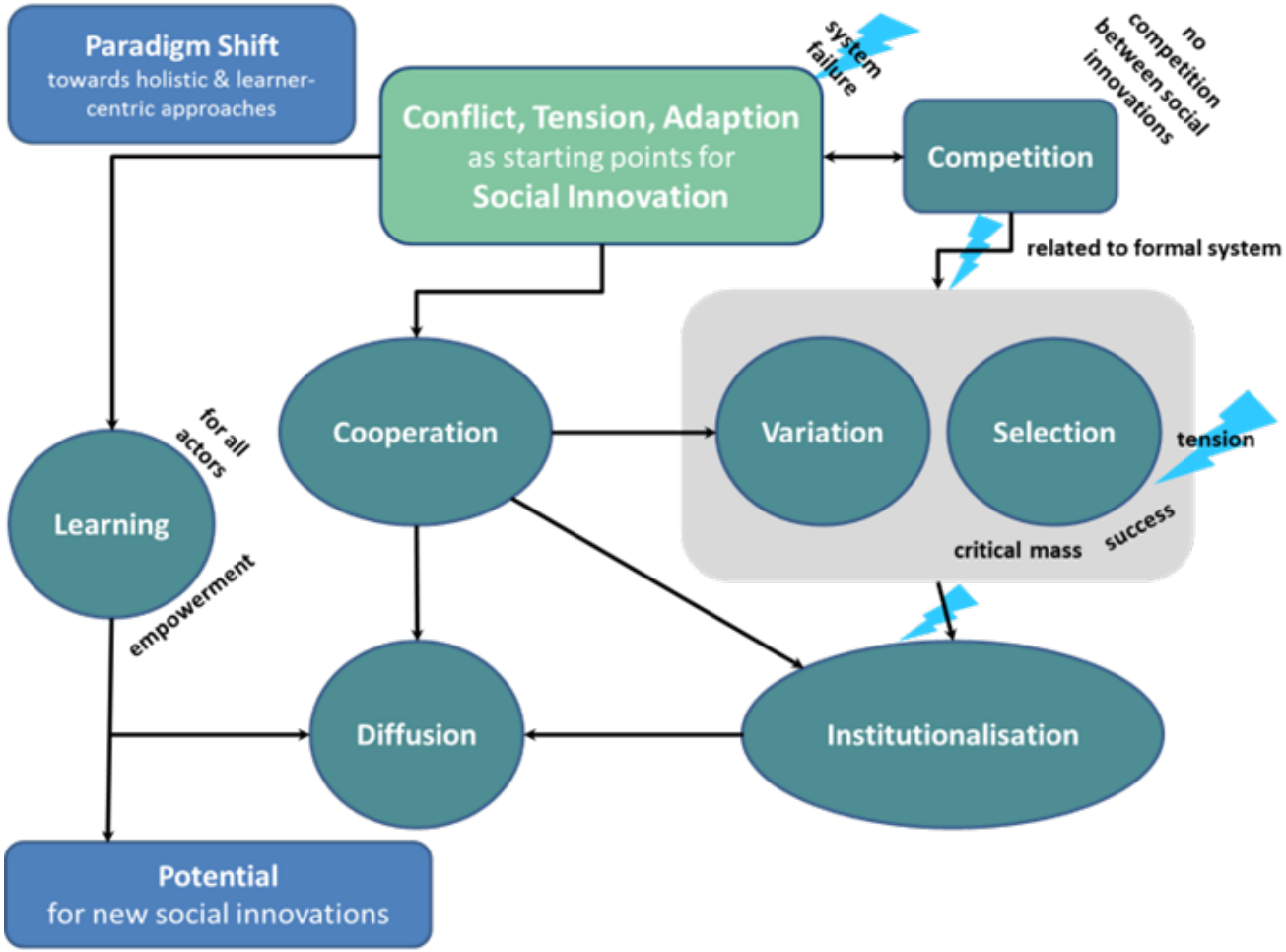
# Main Drivers and Barriers: The Role of Policy



# Mechanisms of Change: How to Scale and Diffuse Social Innovation



# Main impression regards SI and Employment

1] Field is dominated by ‘traditional’ employment agencies and government

2] SI is scattered, non-homogeneous, without cross-fertilization

3] Social entrepreneurship offers possibilities for start-ups and sustainable self-employment

4] SI in Youth Employment and Social Entrepreneurship shifts social security responsibilities from the state to individuals

5] Workplace Innovation links to employability but is less scalable

# Main message to policy makers regards Employment

| | | |
|---|---|---|
| Youth Employment | = | Entrance to the labour market |
| Education policy | = | Enhancing employability |
| Human resources | = | Enhancing mobility |

Integral perspective

e.g. SI eco-system

Chain: youth employment policy > social entrepreneurship policy > workplace innovation policy = f (adding up to social cohesions and social inclusion in a sustainable manner)

# Can you give an example of Employment integrating education and employment elements?

Case: Software Network in the city of Leer in Germany

# Main drivers / barriers regards policy during start up and scaling up?

| Policy and Employment | Barriers | Drivers |
|---|---|---|
| Start up phase | Lack of interest | Provide support, space and lower thresholds<br><br>Develop a vision about stimulating SI |
| Scaling up phase | Stop initial funding<br><br>Not realising what there is to win with SI | Continue funding<br><br>Develop an integral vision with an eco-systemic perspective |

# Policy Making: Education and Lifelong Learning

**How social innovation helps to solve problems of education and lifelong learning**
(Maria Podlasek-Ziegler)

# Policy Making: Employment

**How social Innovation helps to solve employment problems**
(Greet Vermeylen)

# Round Table Discussion

**Experts:**

How can social innovation solve social issues in your policy domain, and what could be a really active role of policy makers (possibilities and limitations)?

Is social innovation accepted in your policy field as a helpful instrument?

How can social innovation become accepted and implemented?

How can we better engage policy makers?

# Examples of social innovation projects combining EDUCATION and EMPLOYMENT

**Girls Day:**
biggest occupational orientation initiative for girls worldwide
annual action motivating girls and women taking up a career in natural science / engineering
enterprises and university open their doors for girls from the 5th grade

**Work and Boxing Company:**
preventive project with offers for juvenile delinquents
sustainable change of the "life style" and integration in "normal" life and work
combination of first work assignments in regional companies and box trainings to develop and promote the own discipline, strength and stamina.
weekly program "Youth is boxing against violence"

**<u>Software Network city of Leer (SNL)</u>**
interorganisational network installed through the initiative of an employee
reducing the skill shortage of IT-specialist in the Leer region, raising interest of pupils in apprenticeships as well as in the software engineering sector
network (an association) funded by membership contributions and some companies, supported by the city of Leer, in cooperation with schools, universities and other educational institutions
employment goal is to create jobs and the education goals is to train young/new workers

# Links between Education and Employment

- Do you see a useful link between EDUCATION and EMPLOYMENT in solving social issues by social innovation?
- Do you know other examples of such links? (maybe it is not called social innovation) in combining / integrating policy fields
- Do you see such a task for policy makers regards social innovation?

# Thank you very much!

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