



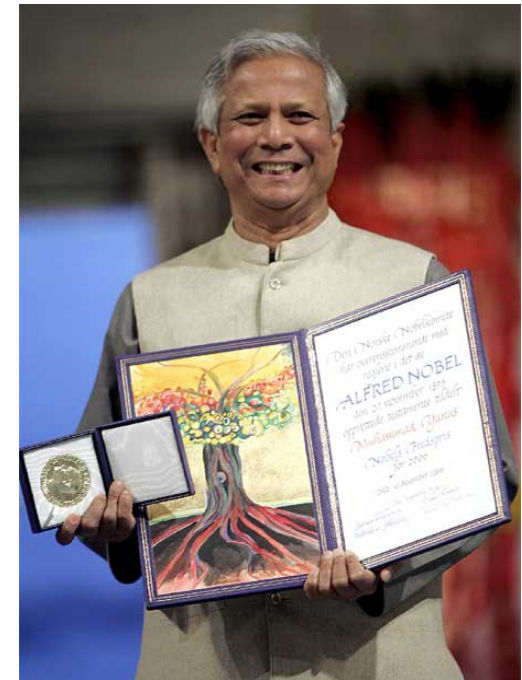
Social innovation – Research and Policy of the Future Results from the SI-DRIVE Project

Prof. Dr. Jürgen Howaldt (TU-Dortmund University)

**Final Conference
24th of October 2017, Brussels**



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



*“Although social innovations pop up in many areas and policies and in many disguises, and social innovation is researched from a number of theoretical and methodological angles, **the conditions under which social innovations develop, flourish and sustain and finally lead to societal change are not yet fully understood both in political and academic circles.**”*

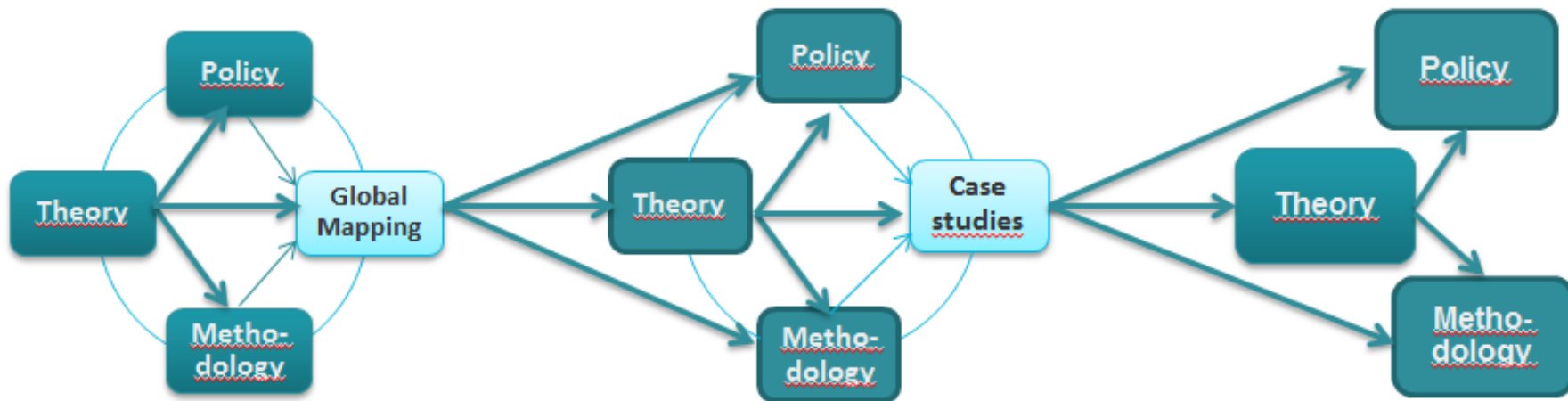
Jenson/Harrisson



Mission: Extending knowledge about Social Innovation as a driver of social change

- Integrating theories and research methodologies to **advance understanding of SI** leading to a comprehensive new paradigm of innovation.
- Undertaking **European and global mapping** of SI, thereby addressing different social, economic, cultural, historical and religious contexts in eight major world regions.
- Ensuring relevance for policy makers and practitioners through in-depth analyses and case studies in seven **policy fields**, with cross European and world region comparisons, foresight and policy round tables.

Iterative Process: Two Empirical Phases Based on and Feeding Theory – Methodology – Policy Development



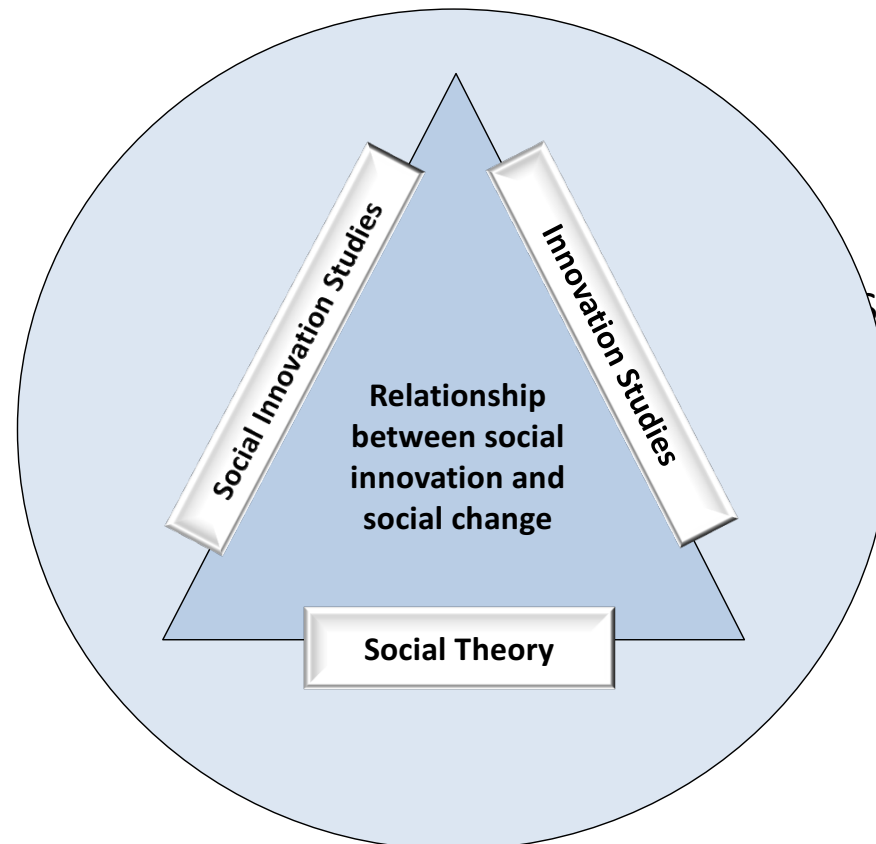
Phase 1

Phase 2

**Final
Results**

Building Blocks towards a theory of social innovation

Social
Entrepreneurship,
Social Economy,
Local and Regional
Development,
Design Thinking,
(History of Social
Innovation)



Innovation Systems,
Transition research,
STS, Business Innovation

Theories of Social Change, Practise
Theory, Development Theories

Conceptual Differences and Common Research Fields

We find a lot of **conceptual differences in the theoretical fields**, not only with regard to the concept and understanding of (social) innovation but also regarding:

- the role of technologies,
- the main actors and drivers,
- social innovation and social change,
- the governance and framework conditions, and
- a comprehensive innovation policy.

Social innovation is seen as

- *a new combination or figuration of practices* in areas of social action,
- prompted by certain actors or constellations of actors
- **with the goal of better coping with needs and problems than is possible by use of existing practices.**
- An innovation is therefore social to the extent that it **varies social action, and is socially accepted and diffused in society.**
- Depending on circumstances of social change, interests, policies and power, social ideas as well as successfully implemented SI may be transformed and ultimately institutionalised as regular social practice or made routine.

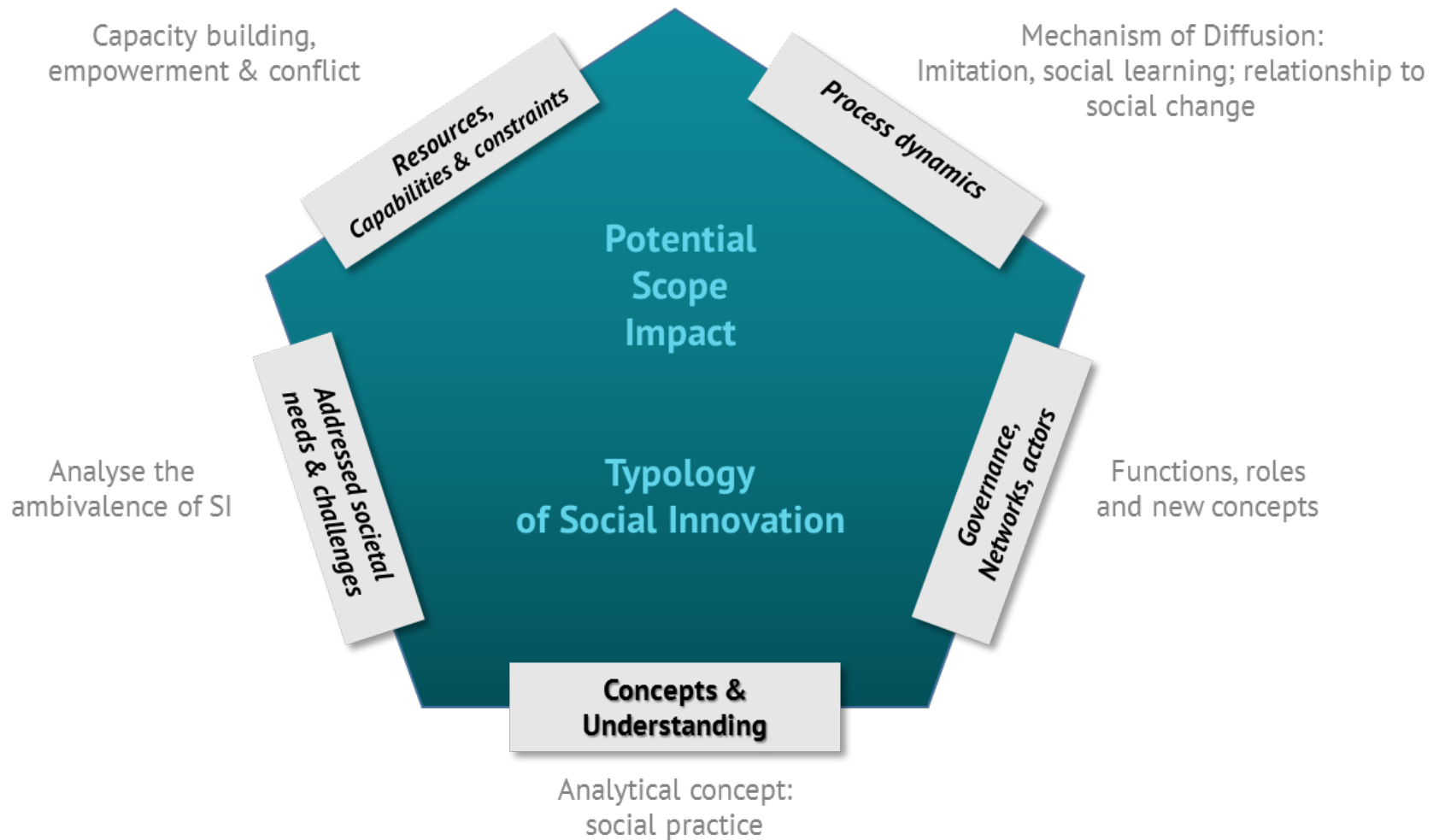
(Howaldt et al. 2014)

In this light innovation can be understood

“as a process of collective creation, in the course of which the members of a particular total population learn, i.e. invent and establish, new ways of playing the social game of collaboration and conflict, in a word a new social practice, and in the course of which they acquire the necessary ... abilities to do this.”

(Crozier/Friedberg 1993)

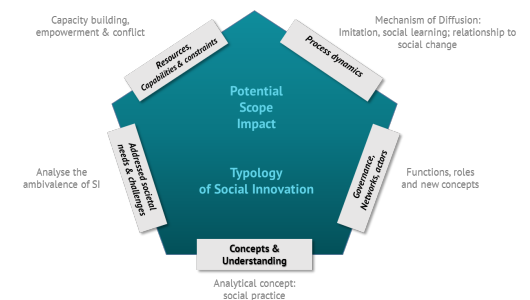
Five Key Dimensions of Social Innovation

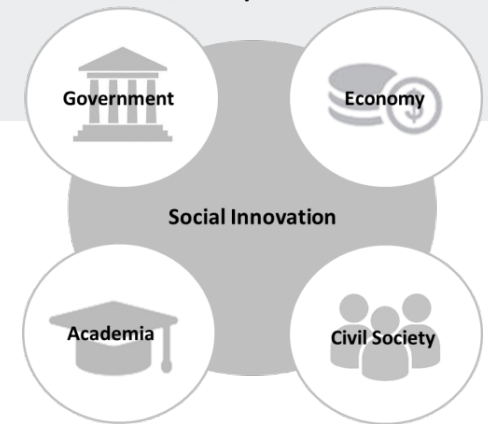


Novel theoretical framework encompassing the complexity of social innovations and its embeddedness in institutional settings

Seven building blocks:

- A **comprehensive definition** of SI as “new social practices” opening the view to the variety of SI
- Five **key dimensions** operationalising the SI definition affecting the potential of social innovations, their scope, and their impact
- A **wide array of actors** with differing roles, changing across different levels and during the SI-lifecycle





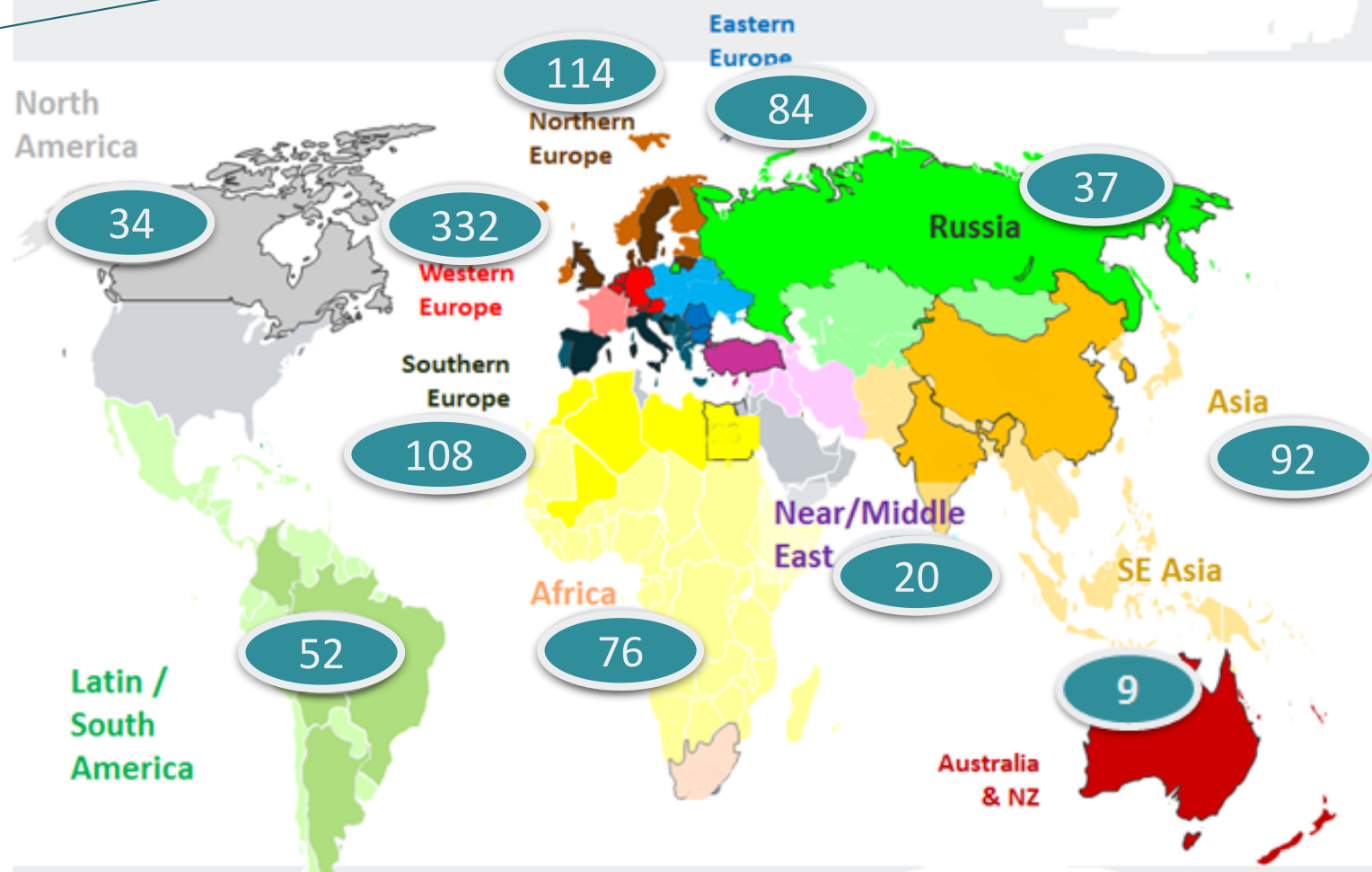
Novel theoretical framework

Seven central elements:

- **Empowerment and human resources** as key for SI's development and diffusion
- Interrelation between **different levels of action**: the macro (policy fields), meso (practice fields) and micro level (projects, initiatives)
- Complex and **dynamic SI ecosystems** including new roles for public policy and government, the economy and civil society, and science and research.
- **Mechanisms of social change**: (1) learning, (2) variation, (3) selection, (4) conflict, (5) competition, (6) cooperation, (7) tension and adaptation, (8) diffusion, (9) planning and institutionalisation of change

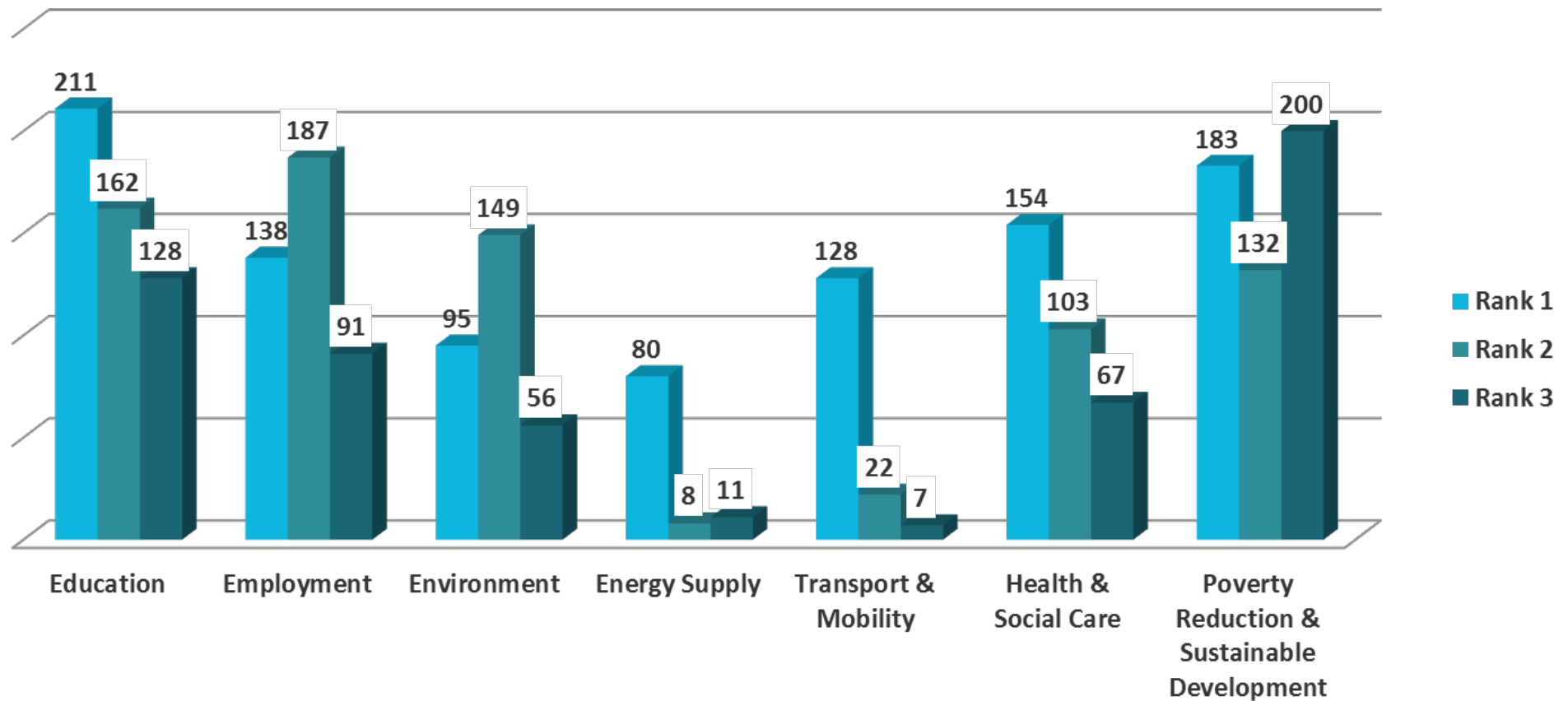
1.005 SI Cases all over the world

Region, where the initiative was implemented



47 Cases N/A

Policy Fields the Initiative is Addressing



Increasing Importance and Undeveloped Potential

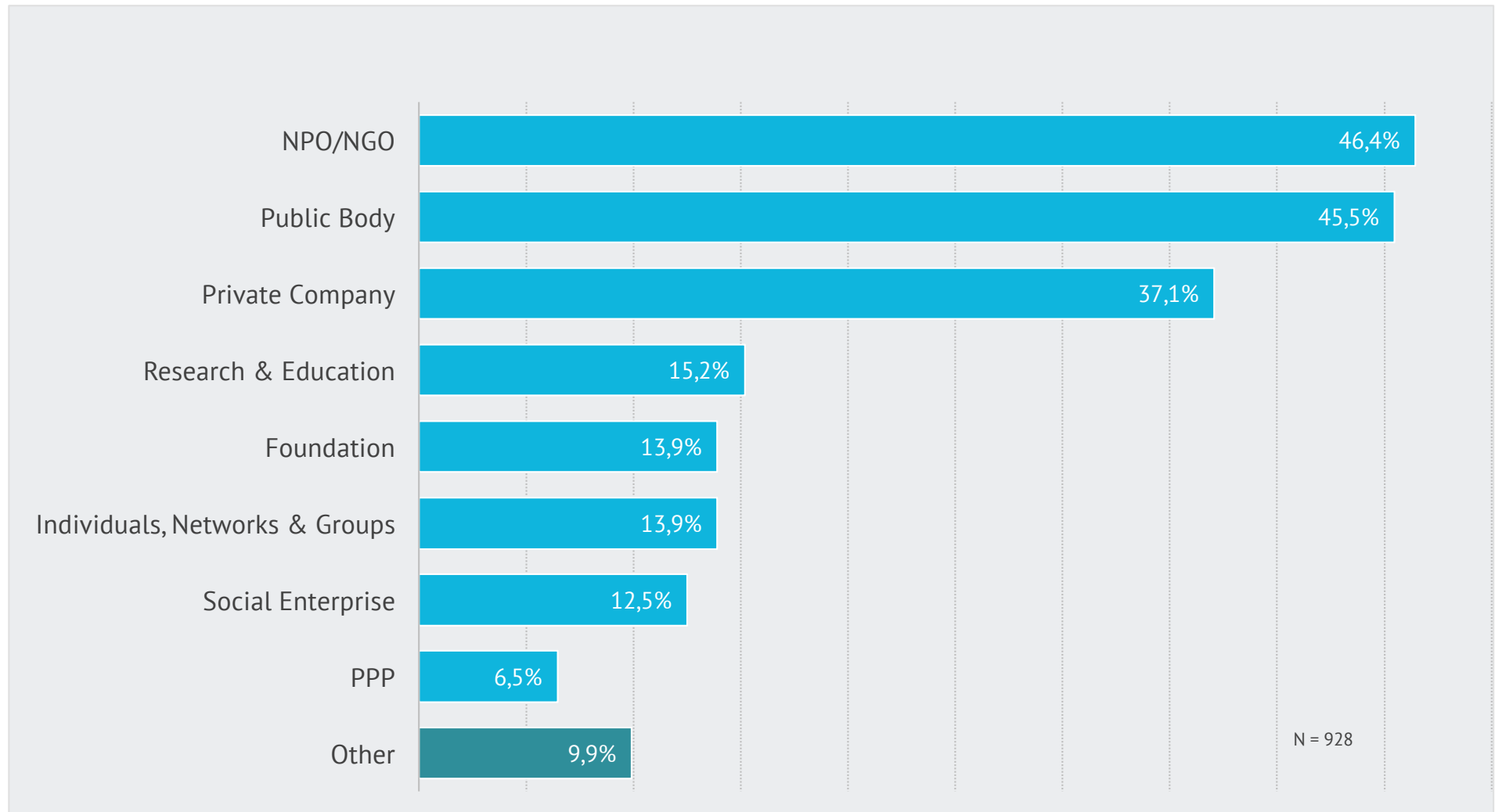
The policy reports revealed the **strong need for social innovation in the seven policy fields.**

But at the same time

“... policy field related documents of public authorities such as the European Commission, the United Nations, the OECD, the World Bank, etc. often do not refer to social innovations (exceptions are Horizon 2020 documents as well as publications of other DGs such as DG Employment, Social Affairs and Inclusion and DG Internal Market, Industry, Entrepreneurship and SMEs). “

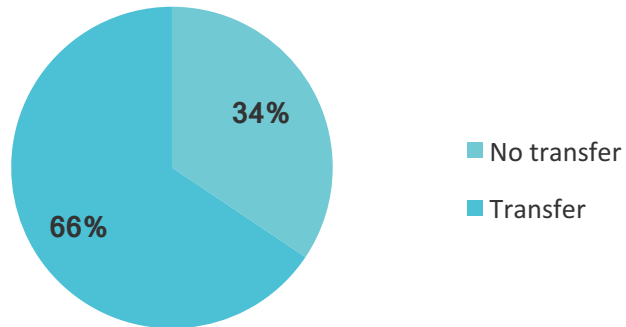
Source: Compiling report

Type of Partners

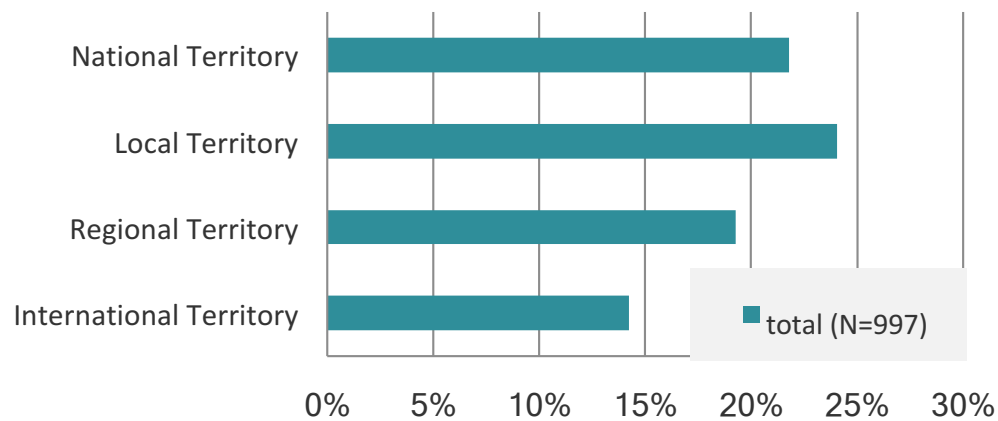


Limited Transfer and Scaling

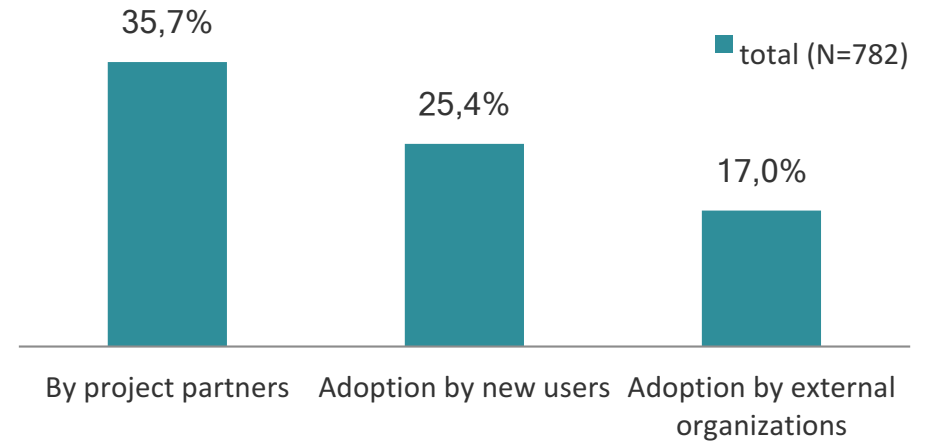
Transfer of the solution



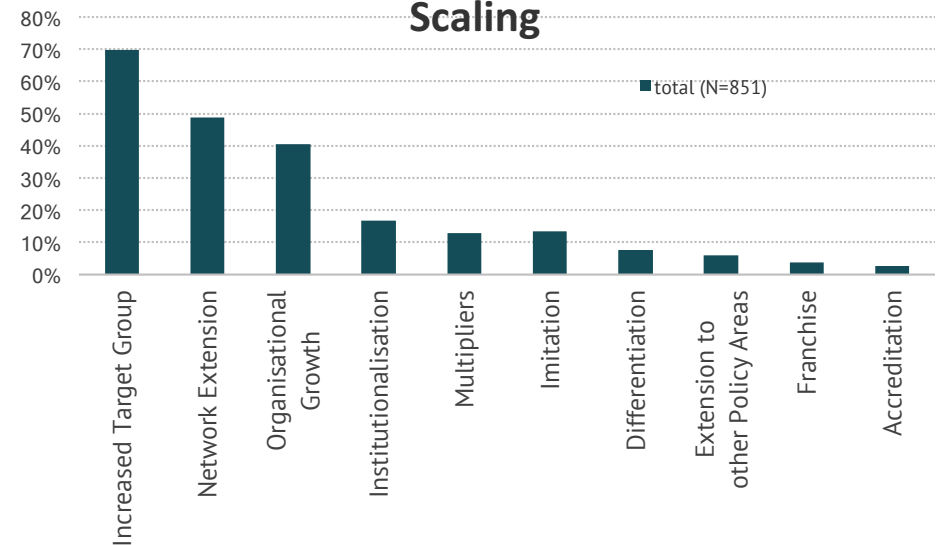
Territorial transfer of the solution



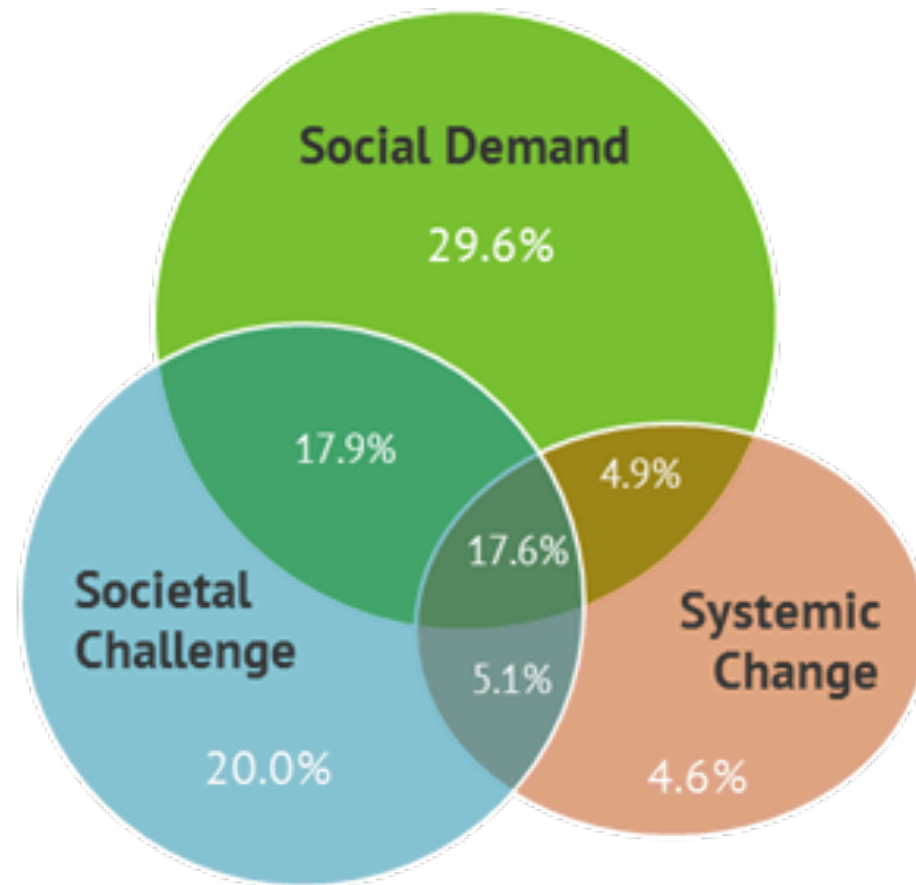
Form of the transfer



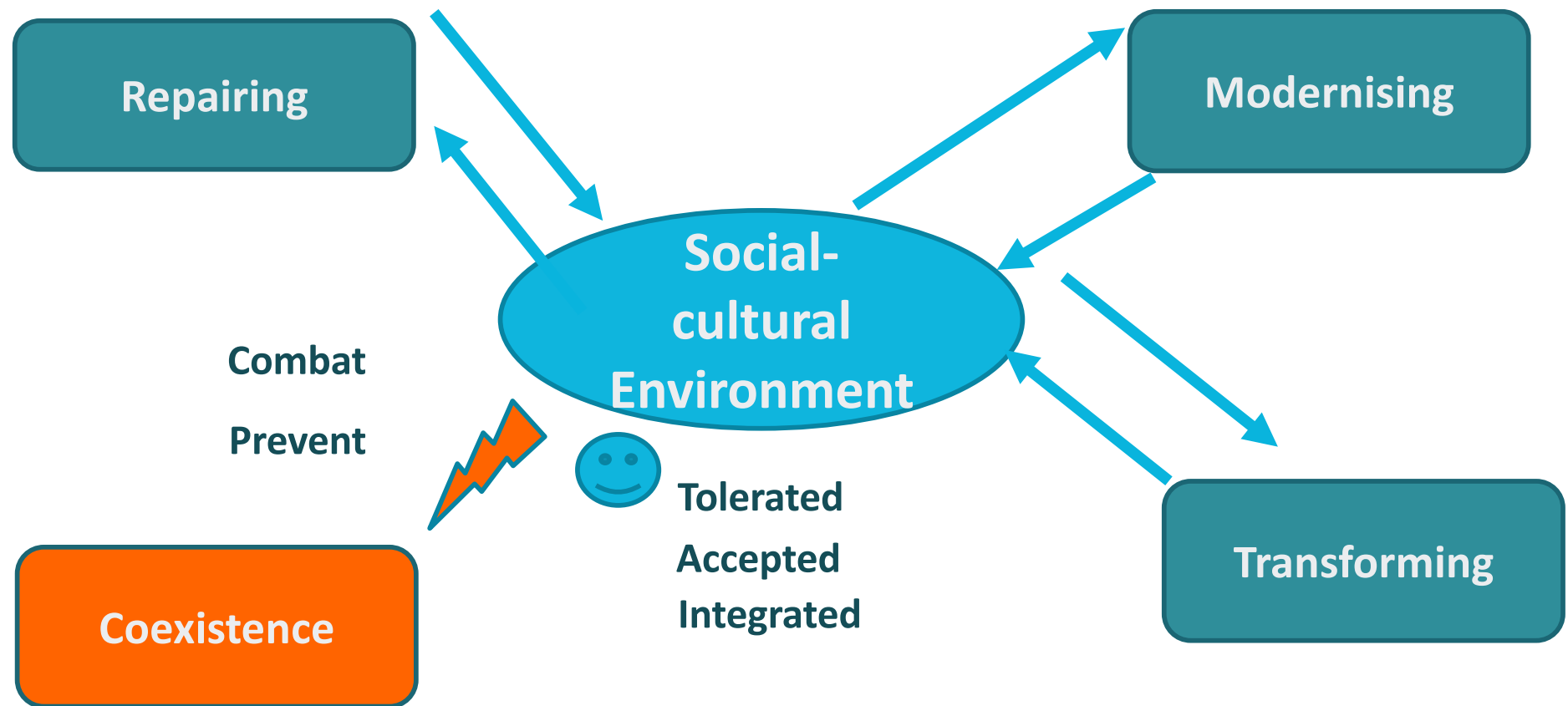
Scaling



Societal level adressed



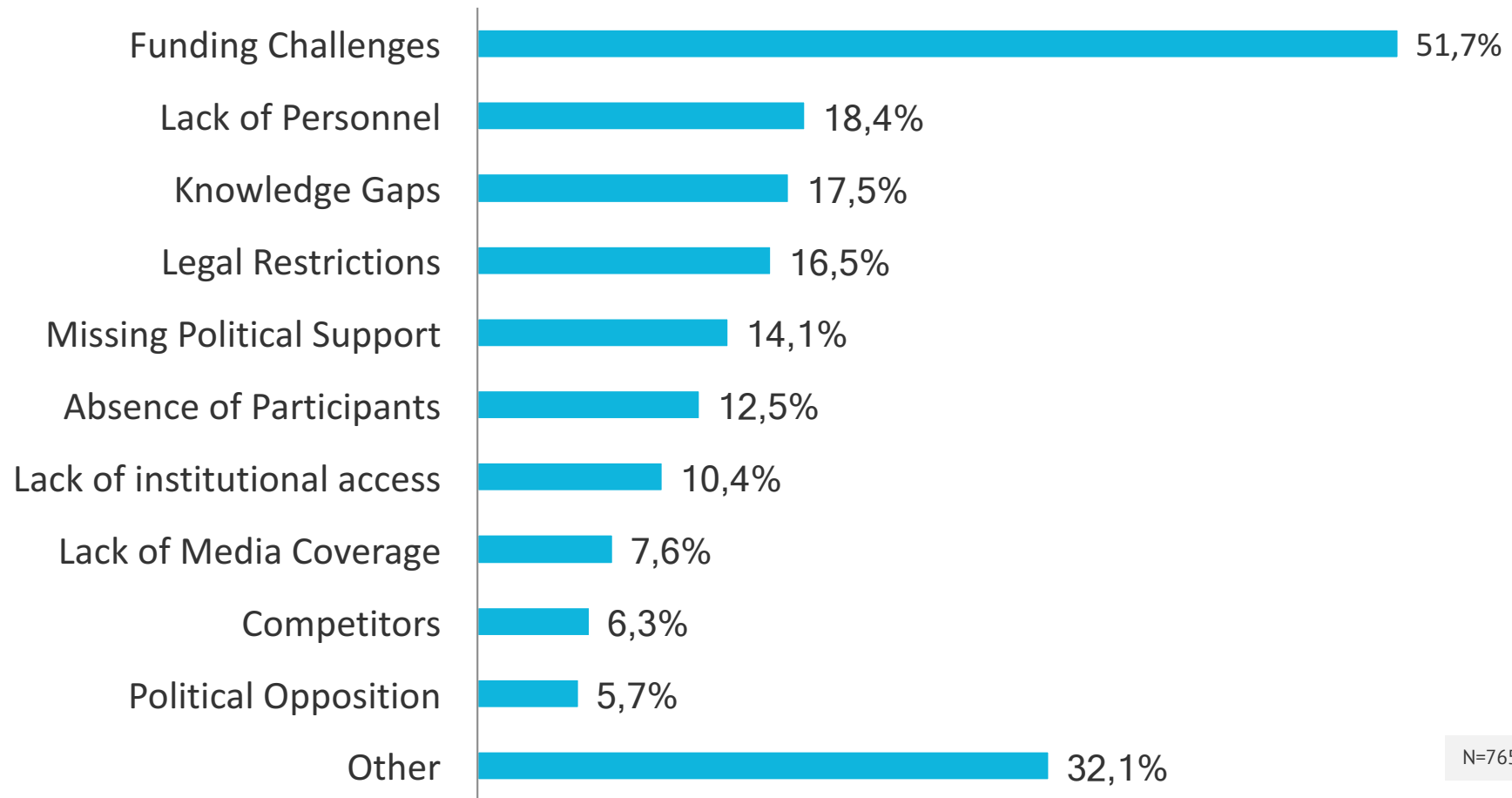
Typology Based on Social Innovations' Interaction with the social-cultural environment



Case Studies (Policy Fields)

	Cases	Practice Fields
Education	18	Disadvantaged groups, new learning arrangements, new digital environments, quality improvement, partnership education and economy
Employment	10	Youth unemployment and vulnerable groups, social entrepreneurship, workplace innovation
Environment	10	Circular Economy, Alternative sustainable food production and distribution, Alternative sustainable food production and distribution, smart city context
Energy Supply	7	Energy collectives, Providing examples and inspiration, Local production of energy
Transport and Mobility	9	Car-sharing, mobility of vulnerable groups
Health and Social Care	15	Shift in care location, self-management, Integrated care delivery, E-health, m-health, New models of care
Poverty Reduction	13	Micro financing & safety nets, community capacity building & advocacy, displacement & refugees
Total	82	

Main Barriers



Creating differentiated funding opportunities

One of the most important challenges of the future is creation of **funding formats** which enable impulses for the development, experimentation and diffusion of social innovations.

This includes funding which

- explores the specifics of social innovations,
- merges social and technological innovations in a synergistic way.



Social Innovation Index

Index methodology

The EIU built the Social Innovation Index 2016 to assess the capacity of 45 countries to enable social innovation. The Index includes seven quantitative data points and 10 qualitative scores by EIU analysts, grouped into four pillars. Data points within each pillar are normalised (from 0-100, where 0=worst and 100=best) and assigned weights. Scores for each pillar are then calculated and also normalised out of 100. Each pillar is given a different weight in the overall score, which is also out of 100.

The pillars, their weights and constituent indicators are as follows:

Policy and Institutional Framework (weight: 44.44%)

- Existence of national policy on social innovation
- Social innovation research and impact
- Legal framework for social enterprises
- Effectiveness of system in policy implementation
- Rule of law

Financing (weight: 22.22%)

- Availability of government financing to promote social innovation
- Ease of getting credit
- Total public social expenditure

Entrepreneurship (weight: 15%)

- Risk-taking mindset
- Citizen's attitude towards entrepreneurship
- Ease of starting a business
- Development of clusters

Society (weight: 18.33%)

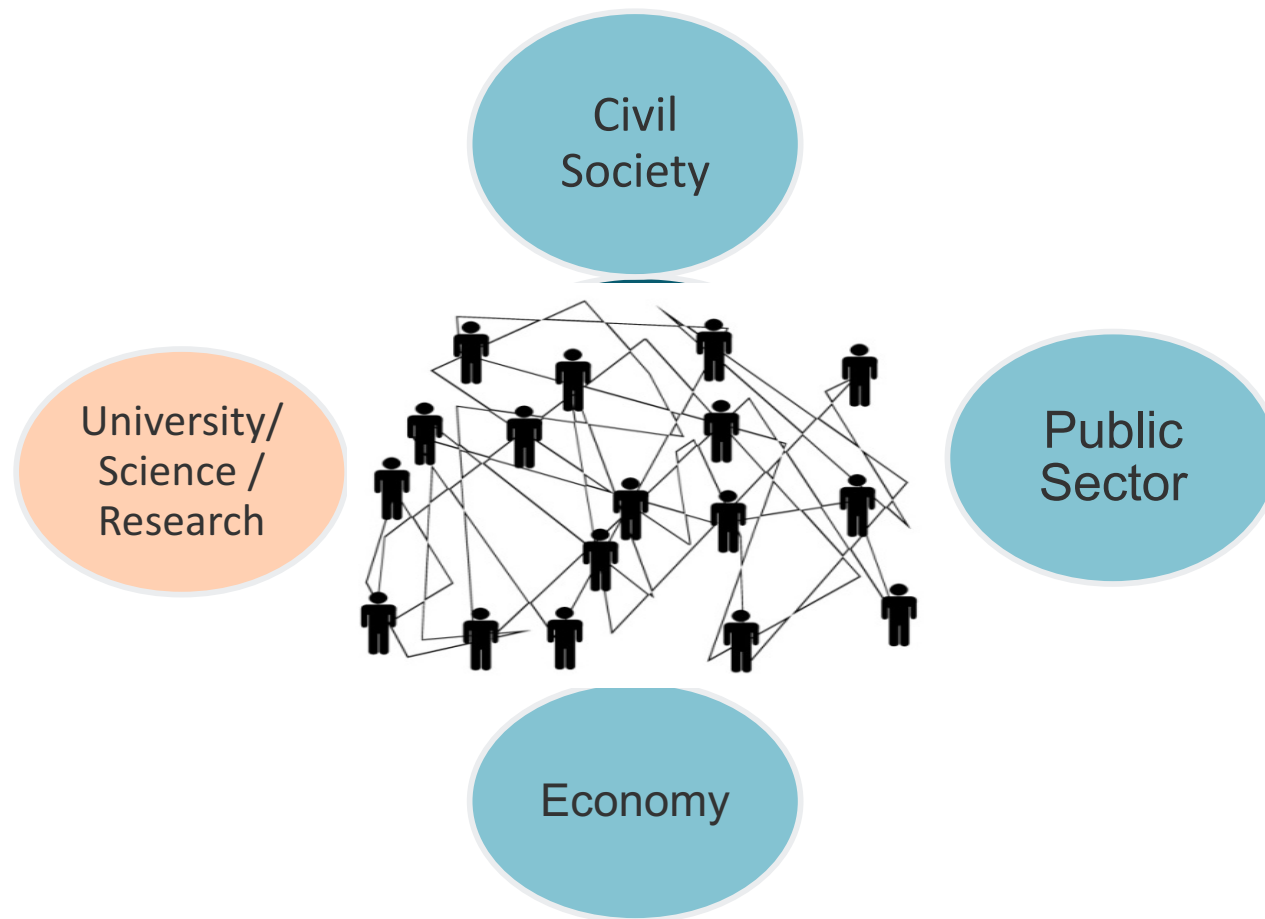
- Culture of volunteerism
- Political participation
- Civil society engagement
- Trust in society
- Press freedom

A detailed methodology is provided in an appendix.

The Economist, Old problems, new solutions: Measuring the capacity for social innovation across the world 2016, p.17

Social innovation: The core of Social Change

Development of new alliances / Cross-sector Fertilization



Social Innovation for Germany



Today we see universities and research institutions confronted with the challenge of realising their potential in the sense of a comprehensive understanding of innovation regarding technological *and* social innovations.

- To research social innovations and to give an impulse to processes of societal change
- To integrate the topic of social innovation in class and teaching
- To include societal actors at an early stage in research and transfer and to increase the potential of innovation for SI in the society

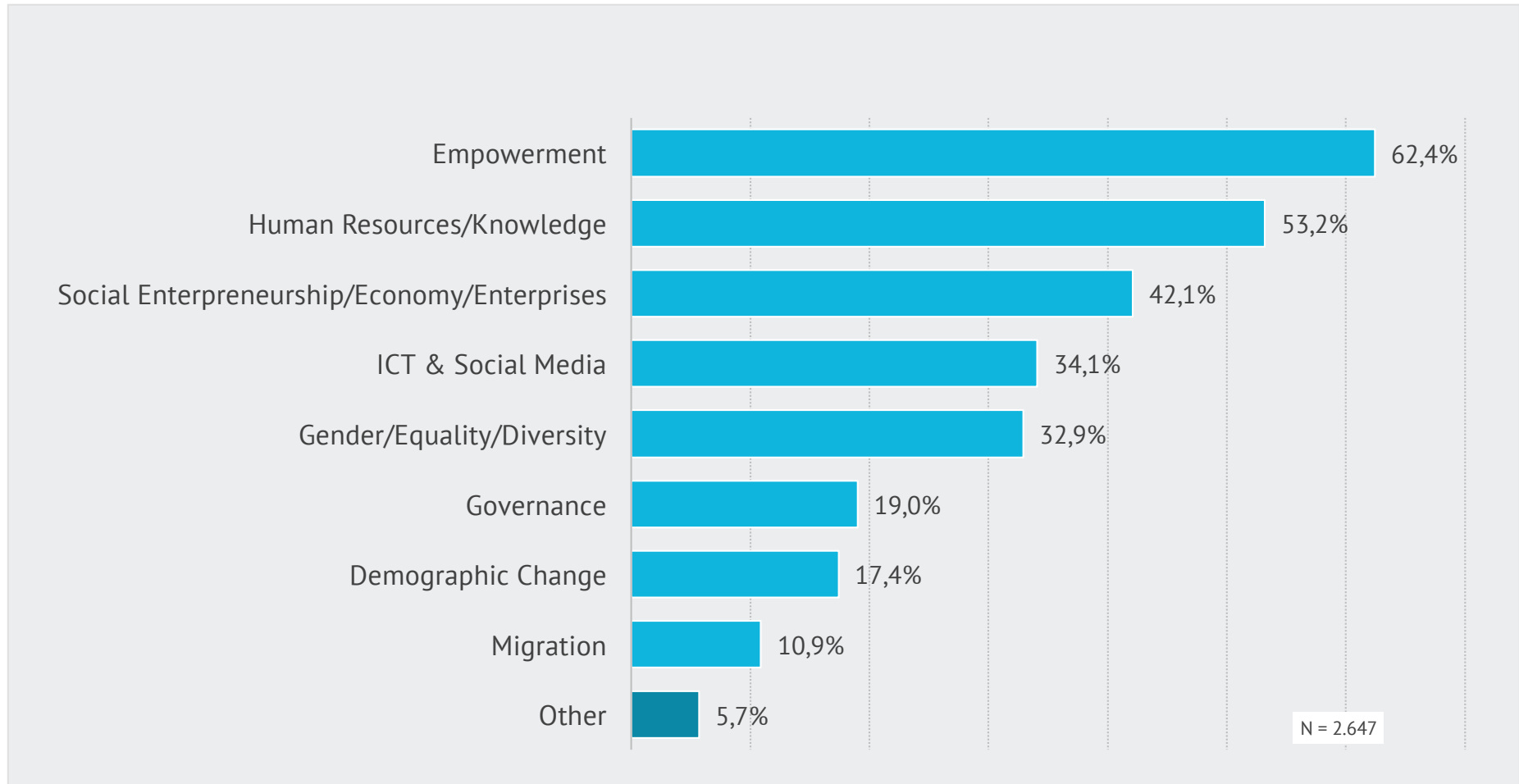
New research concepts

New research concepts are needed in order to unlock the potential of social innovation in society and to enable participation of the relevant actors and civil society.

- *Transformative Research*
- *Design Thinking*
- *Open Innovation/Co-Creation*
- *Living Labs*
- *Social Innovation Centres*



Cross-Cutting-Themes the Initiatives are Addressing



Comprehensive Innovation Policy

Social Innovations are requiring specific conditions because they aim at activating, fostering, and utilizing the **innovation potential of the whole society**.

A comprehensive Innovation Policy has to focus on **new participation and collaboration structures, co-creation and user involvement, empowerment and human resources development** as basic conditions for social innovation.

Infrastructure for Social Innovation

1986: Centre de recherche sur les innovations sociales (CRISES), **Montreal**



1990: Centre for Social Innovation (ZSI), **Vienna**



2000: Center for Social Innovation, **Stanford** University



2003: Skoll Centre for Social Entrepreneurship, **Oxford** University



Saïd Business School
UNIVERSITY OF OXFORD

2004: Centre for Social Innovation (CSI), **Toronto**

CSI

Centrum für soziale Investitionen und Innovationen
Centre for Social Investment

2005: Young Foundation, **London**



2006: Centrum für soziale Investitionen und Innovationen, **Heidelberg**

2008: Social Innovation Exchange (SIX), **Europe**



2009: The Australian Centre for Social Innovation (TACSI), **Adelaide**



2010: Social Innovation and Social Entrepreneurship Research Centre, **New Zealand**

2011: Waterloo Institute for Social Innovation and Resilience (WISIR), **Waterloo**



2011: Tilburg Social Innovation Lab (TiSIL), **Tilburg**



2012: Sinnergiak Social Innovation, **San Sebastián**



2012: European School of Social Innovation, **Vienna**



2012: Social Lab, **Santiago de Chile** (**Buenos Aires, Montevideo, Bogotá, Mexico City**)

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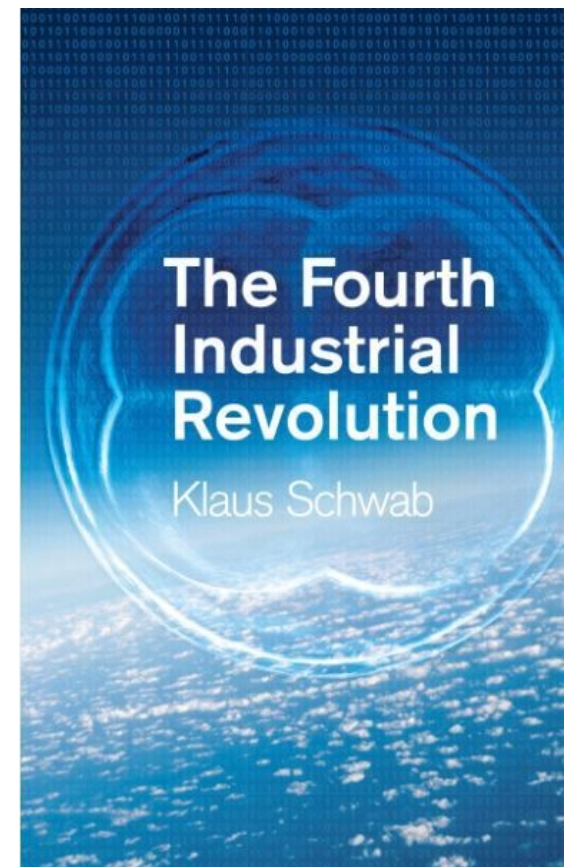
Social Innovation as part of a democratic culture

With the expansion of the participation repertoire, social innovations refer to issues of democratic politics. Social innovations represent a **strengthening as well as a challenge for the established democratic structures.**

The fourth industrial revolution and the consequences for society

“We are witnessing **profound shifts across all industries**, marked by the emergence of new business models, the disruption of incumbents and the reshaping of production, consumption, transportation and delivery systems. On the **societal front**, a paradigm shift is underway in how we work and communicate, as well as how we express, inform and entertain ourselves.

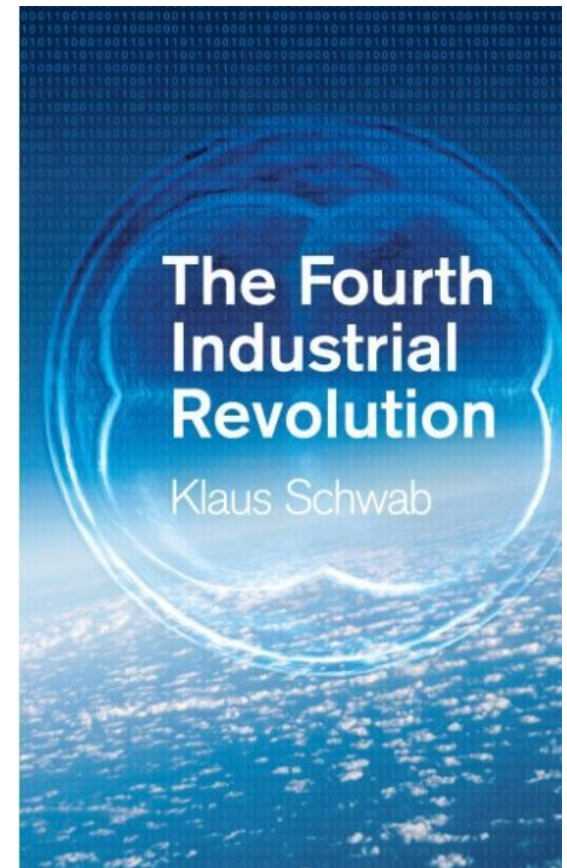
Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, (pp. 1)



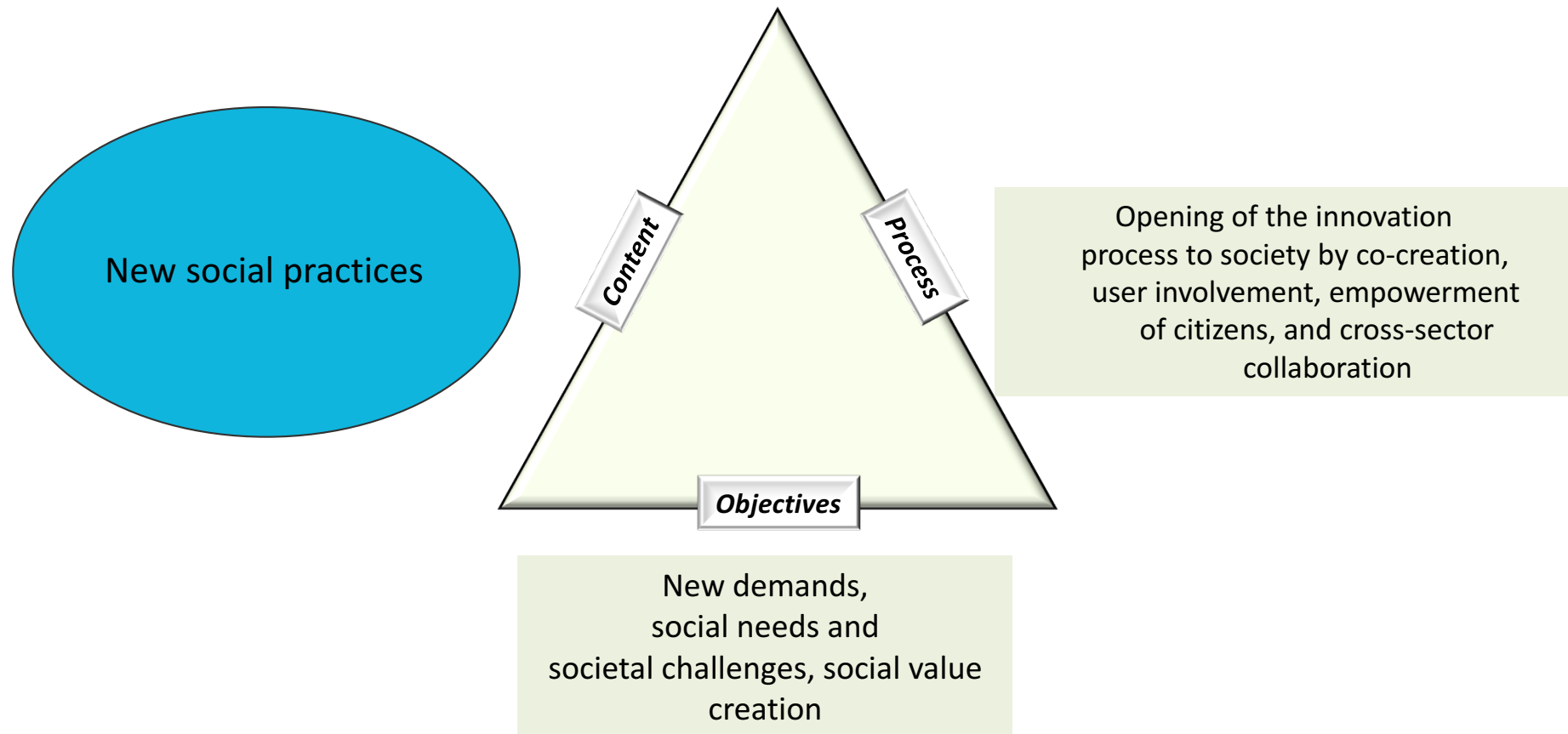
The fourth industrial revolution and the consequences for society

“Technology is **not an exogenous force** over which we have no control. We are not constrained by a binary choice between “accept and live with it” and “reject and live without it”. Instead, take dramatic technological change as **an invitation to reflect about who we are and how we see the world.**”

Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, (p-4)



New Innovation Paradigm



High-Tech Strategy Federal Government – Innovations for Germany

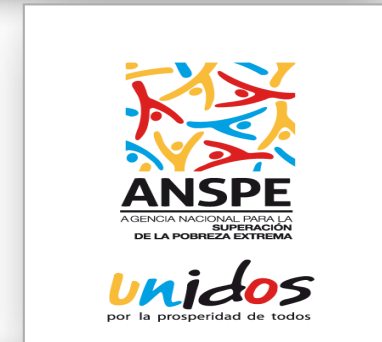


„We employ a **comprehensive term of innovation** which covers not only technological but also **social innovations**, and we include **society as main actor**.“

„Especially, we need technological and social innovations leading to new services for new markets and which are characterized by societal benefit. Services require **distinct patterns of innovation**.“

„Social innovations can contribute to overcoming the challenges of societal and regional change.“

Towards an autonomous research field...



Massey University
Social Innovation and Entrepreneurship Conference
10-12 February 2016





The logo for 'SI drive' features a stylized 'SI' in a teal square followed by the word 'drive' in a lowercase, sans-serif font.

„Atlas of Social Innovation – New Practices for a Better Tomorrow“

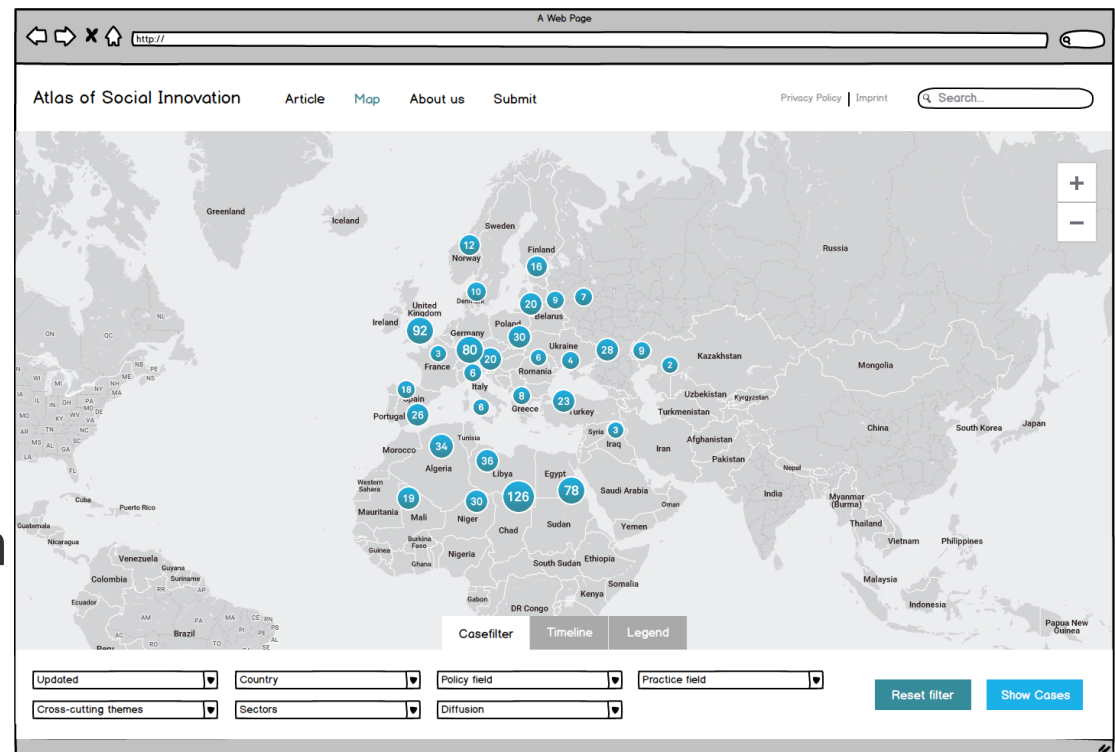
(D 12.6 Final book)

4 Main Chapters:

- The Social Innovation Landscape – Global Trends (20 articles providing theoretical insights)
- Social Innovation in World Regions (25 articles with a regional focus)
- Social Innovation in 7 Policy Fields (8 articles with a policy focus)
- Future Challenges – Global Trends (9 articles exploring the future of Social Innovation)

Printed Publication & Presentation of Results on www.socialinnovationatlas.net

- Presentation of the Global Mapping in an Interactive Map
- Presentation of the Atlas of Social Innovation
- Opportunity to Submit a Proposal for an Article or/ and a Social Innovation Initiative



We are witnessing **profound transformations** European societies and the world of work will undergo in the coming decade. It also sets out **a number of options** on how we can collectively respond, by building a Europe that protects, empowers and defends.



There are countless approaches and successful initiatives that illustrate the strengths and potentials of social innovations to cope with these challenges and **to open up new avenues that allow people to live a richer and more fulfilled human life.**

The increased inclusion of social innovation in research areas creates an important condition to effectively confront the central dilemmas of globalization. With the emphasis on human labor and the reference to the technological and social requirements for preserving and expanding companies' innovative capacities, labor research contributes not only to minimizing the tension between human resources and financial pressures but also to dissolving the conflict between business and the individual. The exploration and development of new innovation management concepts that aim to open up the innovation process to society will be able to contribute to reducing the tension between customer orientation and innovation.

SOCIAL INNOVATION:
CONCEPTS, RESEARCH FIELDS AND
INTERNATIONAL TRENDS
SOZIALFORSCHUNGSSTELLE
DORTMUND - ZWEI DER TU DORTMUND
GERMANY

volume

Hans-Werner Franz · Josef Hochgerner
Jürgen Howaldt *Editors*

Challenge Social Innovation

Potentials for Business, Social
Entrepreneurship, Welfare and
Civil Society

 Springer

 SI drive

THEORETICAL APPROACHES TO
SOCIAL INNOVATION

—
A CRITICAL LITERATURE REVIEW

September 2014



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