SI drive

Social Innovation and new pathways to social change- first insights from the global mapping

Social Innovation 2015: Pathways to Social Change
Research, policies and practices in European and global perspectives

Vienna, November 18-19, 2015

Under the Auspices of the Mayor and Governor of Vienna, Dr. Michael Häupl

"The tracks of international research on innovation demonstrate that the technology-oriented paradigm – shaped by the industrial society – does not cover the broad range of innovations indispensable in the transition from an industrial to a knowledge and services-based society: Such fundamental societal changes require the inclusion of social innovations in a paradigm shift of the innovation system."

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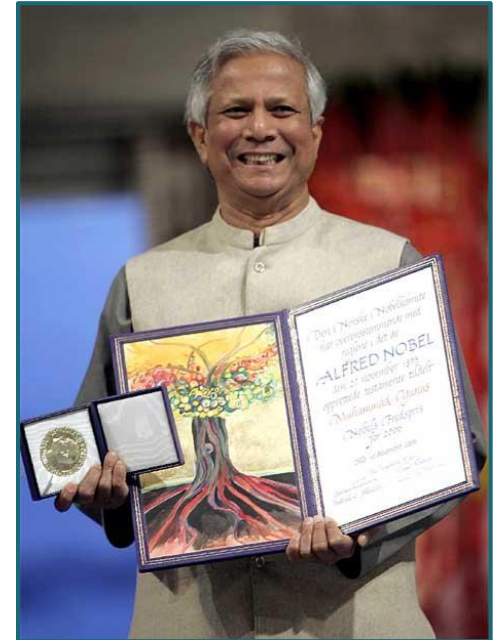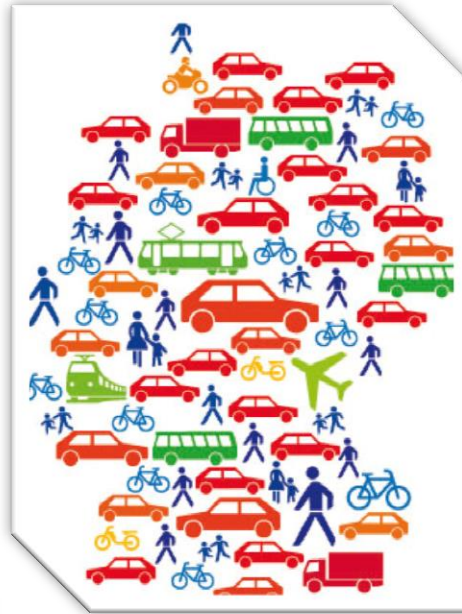
"Although social innovations pop up in many areas and policies and in many disguises, and social innovation is researched from a number of theoretical and methodological angles, **the conditions under which social innovations develop, flourish and sustain and finally lead to societal change are not yet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

Jenson/Harrisson

Social innovation research in the European Union

Approaches, findings and future directions

POLICY REVIEW

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.

International SI-DRIVE Consortium Members

- SI-DRIVE involves 14 partners from 12 EU Member States, 11 partners from other parts of the world, and 13 high level advisory board members: all in all 30 countries.
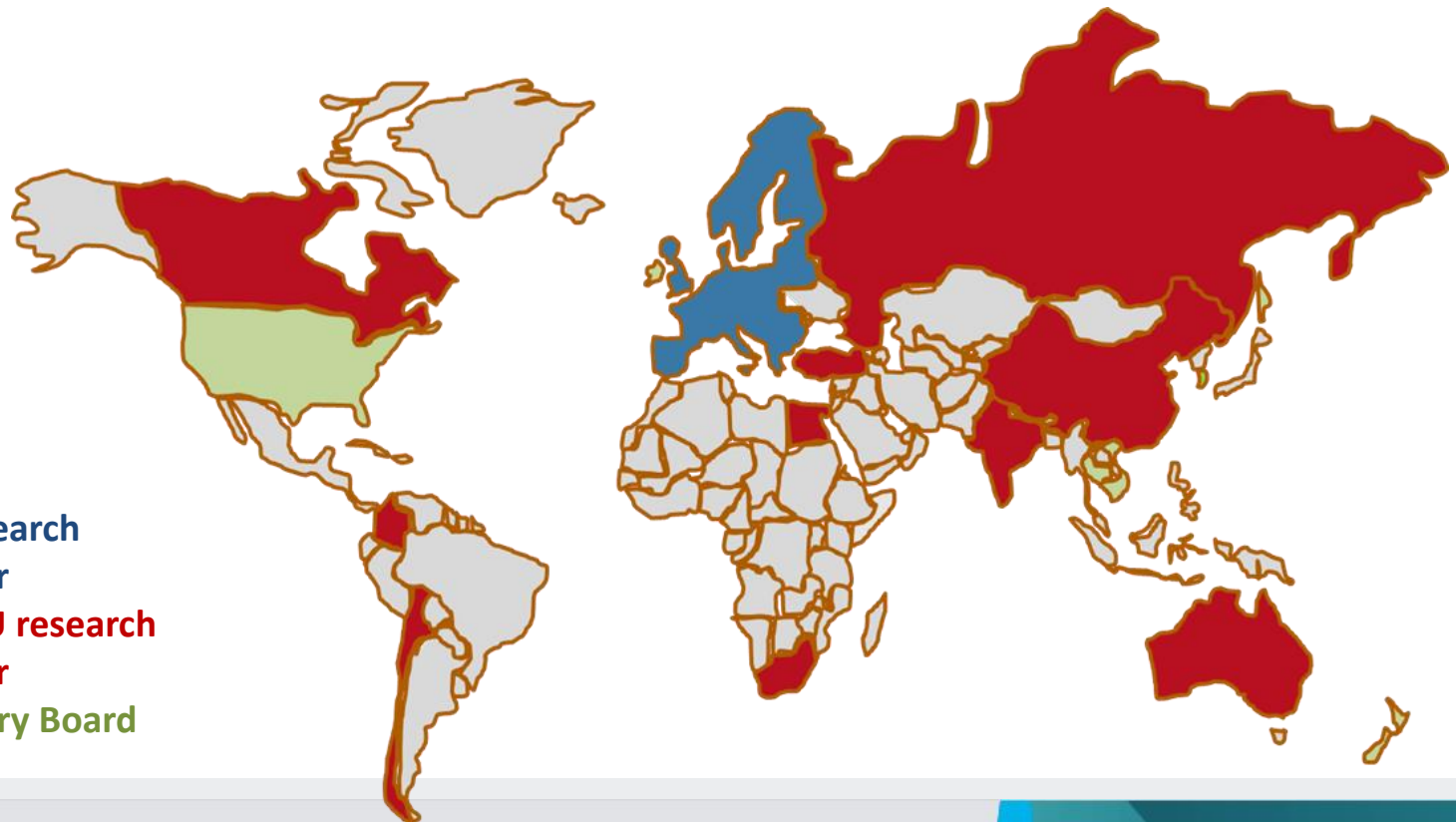
blue: **EU research partner**

red: **non-EU research partner**

green: **Advisory Board**

SI-DRIVE Approach builds on:

a) comprehensive *working definition* of social innovation;
b) clearer insight into the need for a *theory of social innovation*;
c) better appreciation of the relationship between *social change, social innovation and political intervention*;
d) clarification of how social innovation progresses including the *lifecycle from idea to impact*;
e) *cross-sector cooperation*;
f) identification of *key dimensions of SI*; and
g) elaborating a process of *cyclic improvement of theory and methodology*.

Building blocks towards a Theory of Social Innovation

Social Entrepreneurship, Social Economy, Local and Regional Development, Design Thinking, (History of Social Innovation)
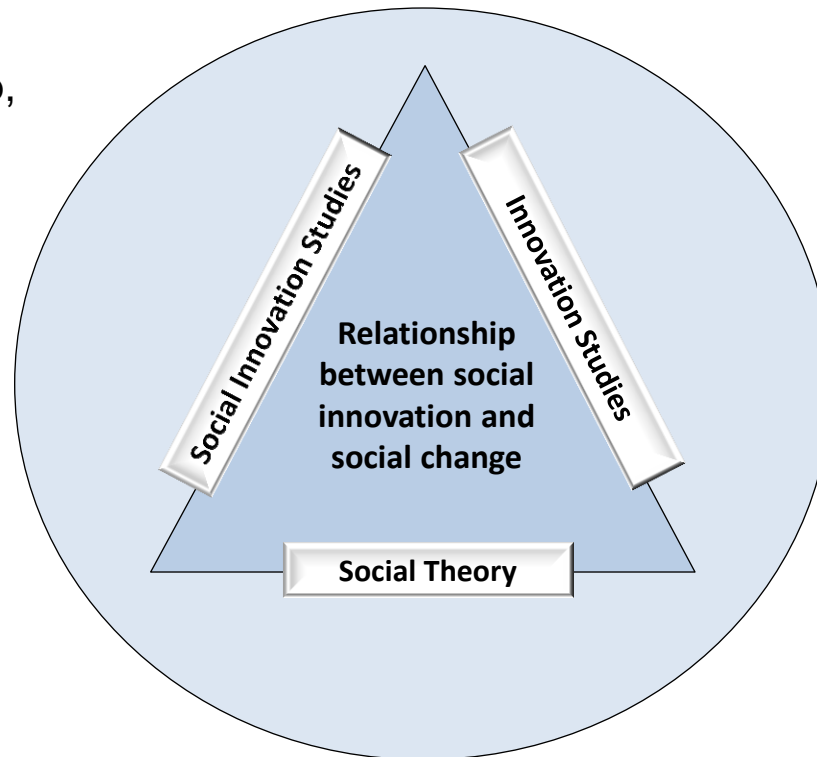
Innovation Systems, Transition research, STS, Business Innovation

Social Innovation Studies

Innovation Studies

Relationship between social innovation and social change

Social Theory

Theories of Social Change, Practice Theory, Development Theories
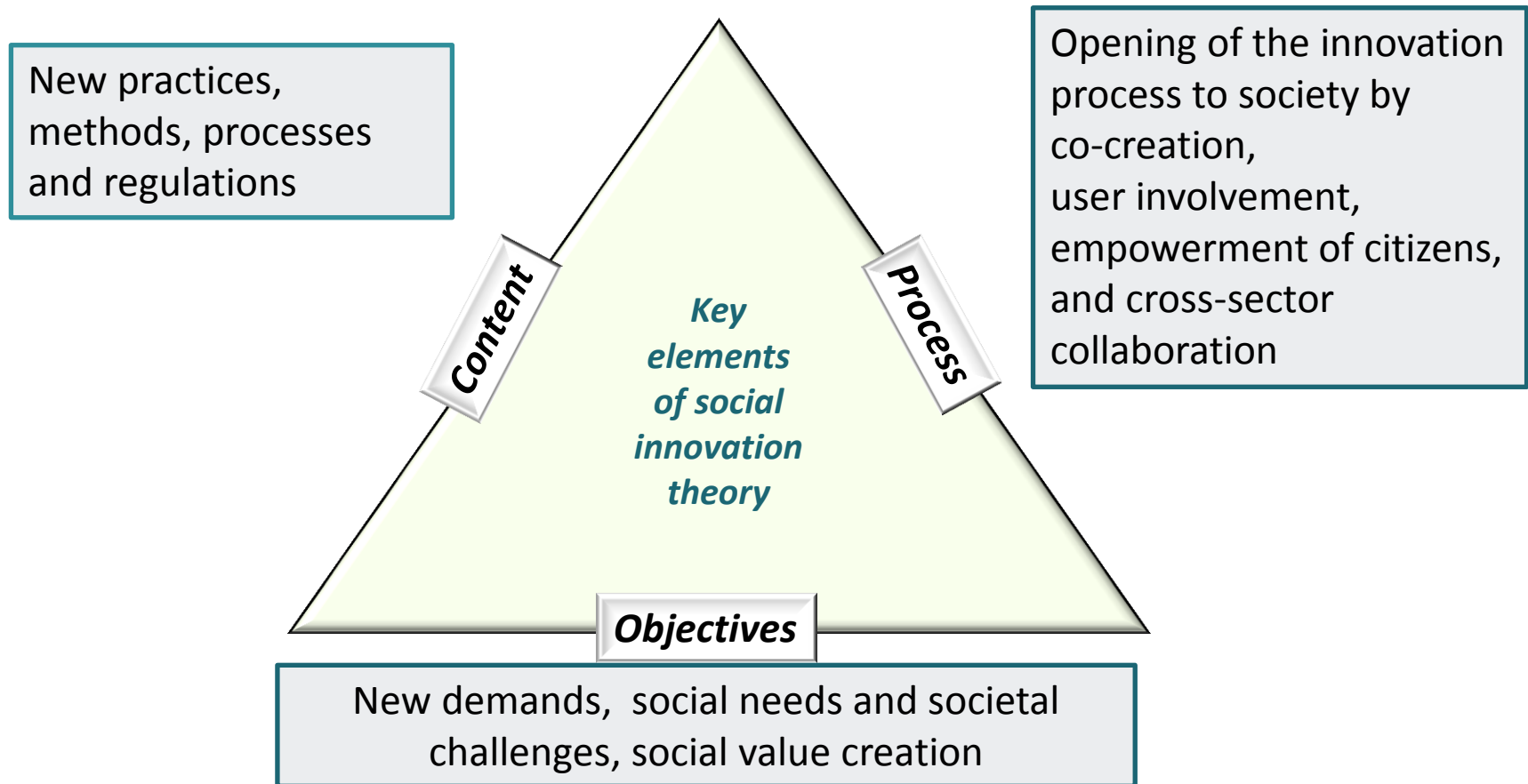
Guiding Questions

- What is the relevance of the theoretical approaches discussed?

- What have we learned in relationship to:

  - a theoretical sound and comprehensive concept of social innovation and;

  - the relationship to (transformative) social change;

  - most appropriate conditions for introducing, implementing, diffusing and establishing social innovations?

Variety of approaches and conceptions

At the same time 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,

- the relationship to social change,

- the governance and framework conditions, and

- the significance of power and conflict.

New Innovation Paradigm

New practices, methods, processes and regulations

Opening of the innovation process to society by co-creation, user involvement, empowerment of citizens, and cross-sector collaboration

Content

Process

Key elements of social innovation theory

Objectives

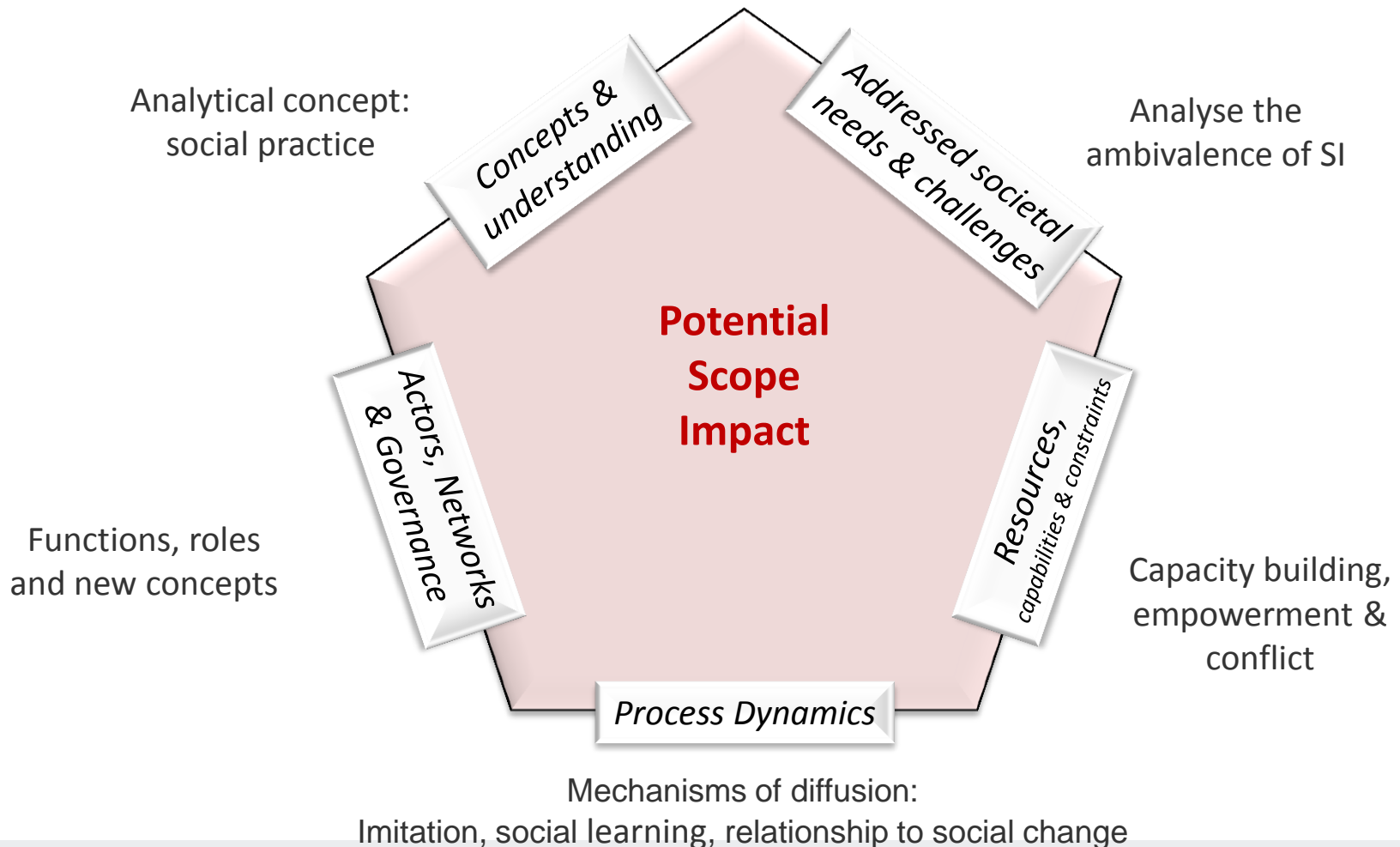New demands, social needs and societal challenges, social value creation

Social Innovation – Working Definition

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**.

Five Key Dimensions of Social Innovation

Analytical concept:
social practice

Concepts & understanding

Addressed societal needs & challenges

Analyse the ambivalence of SI

**Potential
Scope
Impact**

Actors, Networks & Governance

Resources, capabilities & constraints

Functions, roles and new concepts

Capacity building, empowerment & conflict

Process Dynamics

Mechanisms of diffusion:
Imitation, social learning, relationship to social change

Combining Quantitative and Qualitative Research
Baseline Mapping Activities

The first empirical phase (baseline mapping; general scan of social innovation practices) is consisting of five elements:

1. Regional reports
2. Policy field reports
3. Global Mapping
   (Database of 1.000+ SI cases)
4. Social Innovation Database Screening
5. Additional: Explorative Policy and Foresight Workshops

global mapping
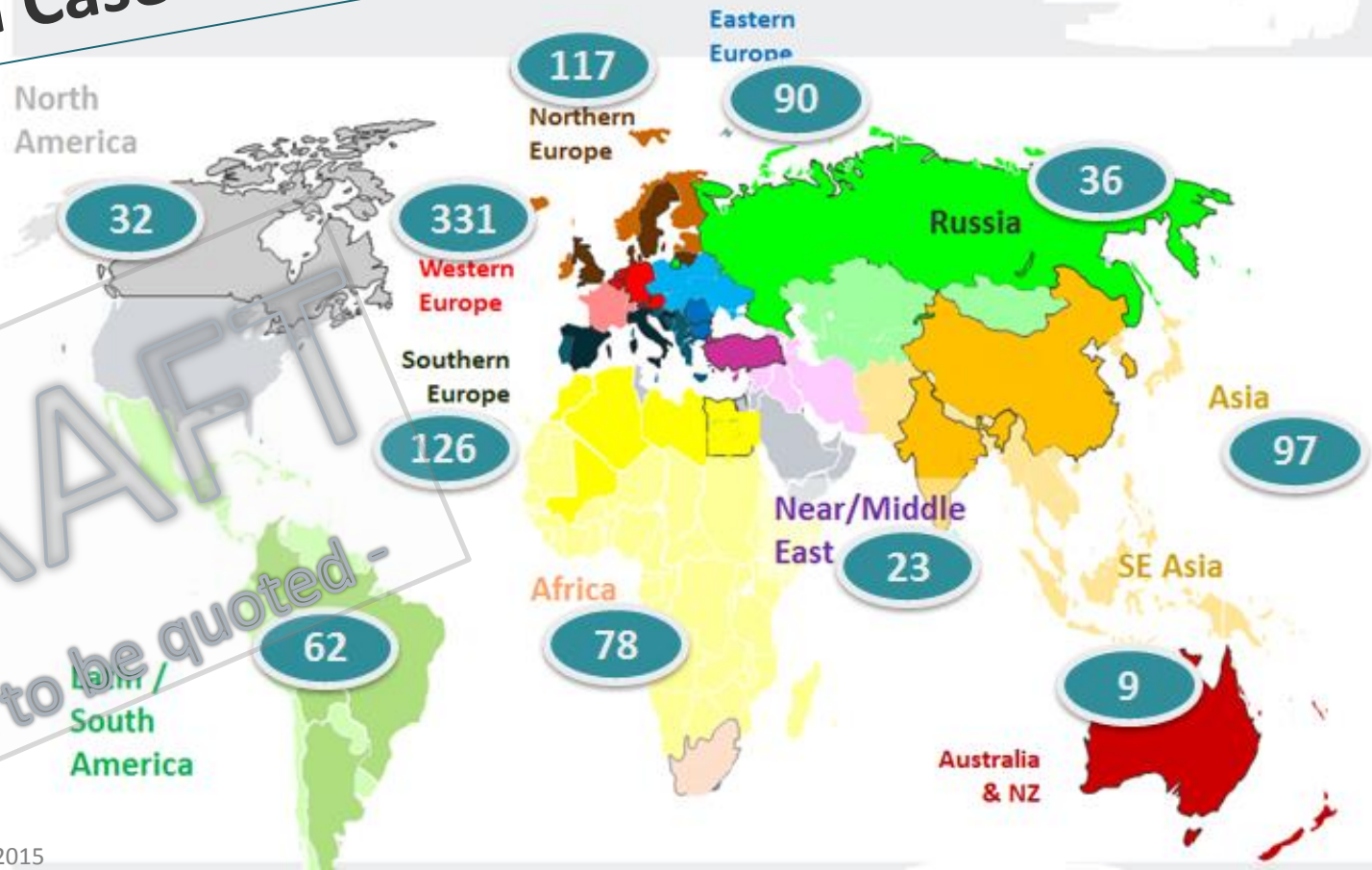
policy field reports

database analysis

regional reports

first empirical phase/ results

policy and foresight workshops
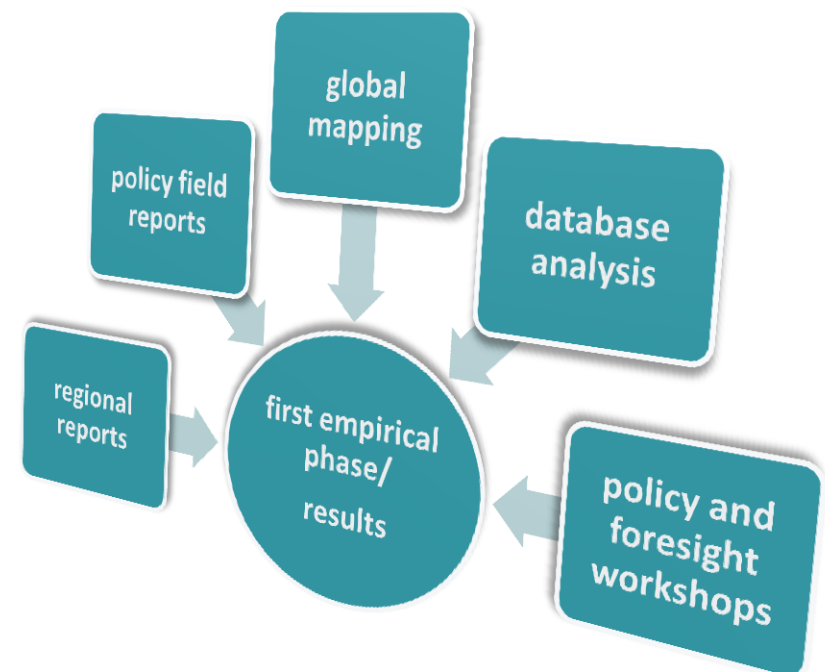
Global Mapping

Objectives:

- Launching a global synopsis and landscape of the state of the art of SI with 1.000+ cases from all the world

- Setting up a database for analysis based on the recent theoretical state of the art

- Enabling a first SI typology

- Giving the ground for a selection of 70 cases for in-depth analysis

Field work:

Done by all 25 partners of SI-DRIVE, assisted by the advisory board members, as experts of regional and national SI activities
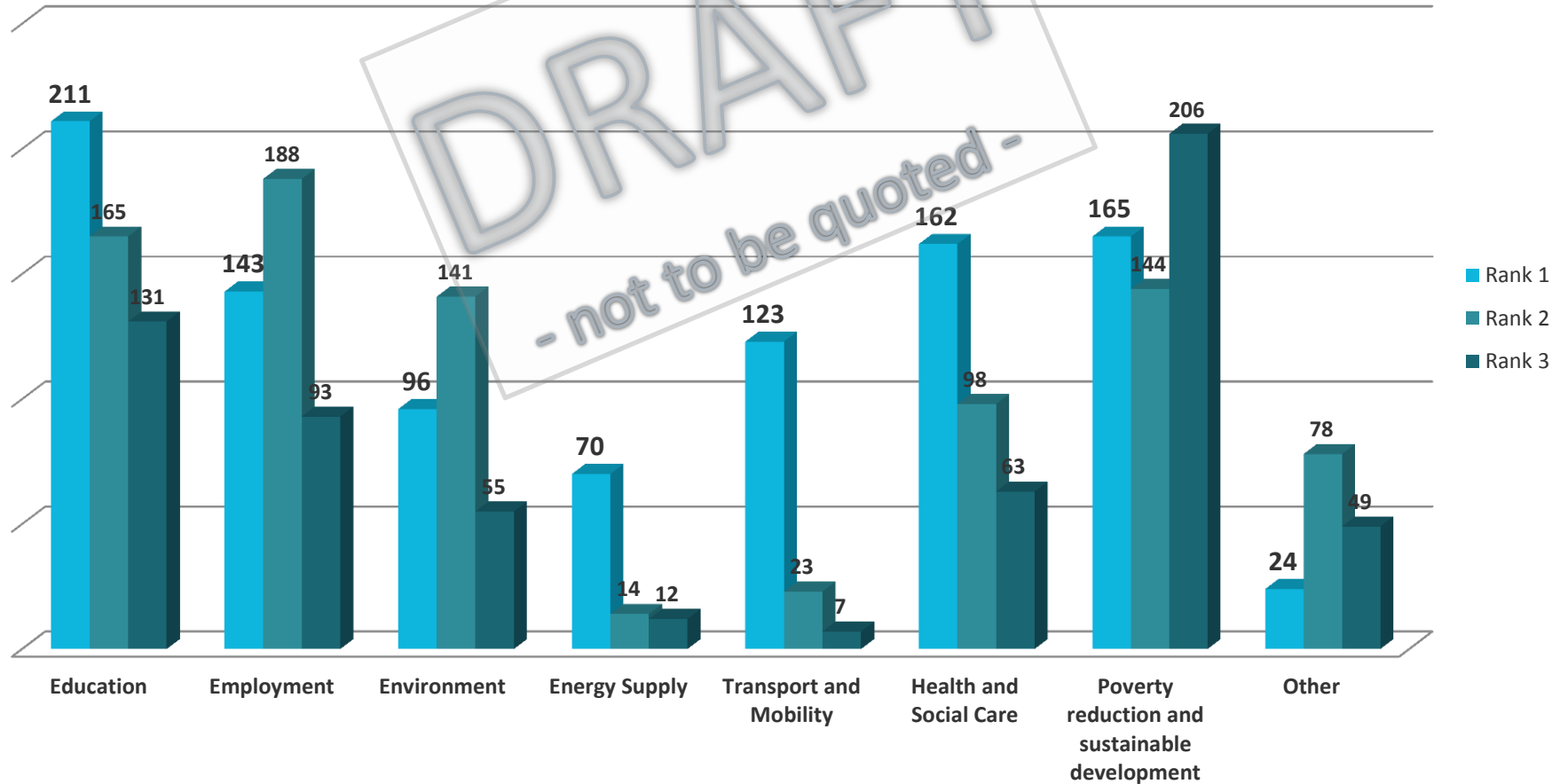
1.011 SI Cases all over the world

Data status: 04-11-2015
N = 1011
N/A = 10

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

Increasing importance and undeveloped potential

"Thus, a *broad spectrum of social innovations* is present in the policy fields.
All policy field reports, in addition, notify an *unclear understanding of the concept of social innovation*, report on social innovations in their policy fields even if they are not called social innovations and call for further social innovations to respond to the societal challenges the world is facing."

Source: Compiling report

Sectors actively involved in the policy fields

Policy Field	Public Sectors	Private Sectors	Civil Societies/ NPO/NGO
Education	155	146	155
Health & Social Care	126	97	121
Employment	107	112	104
Poverty	103	99	140
Transport & Mobility	97	83	70
Environment	59	82	82
Energy Supply	50	57	53

Initiatives: Type of Partners
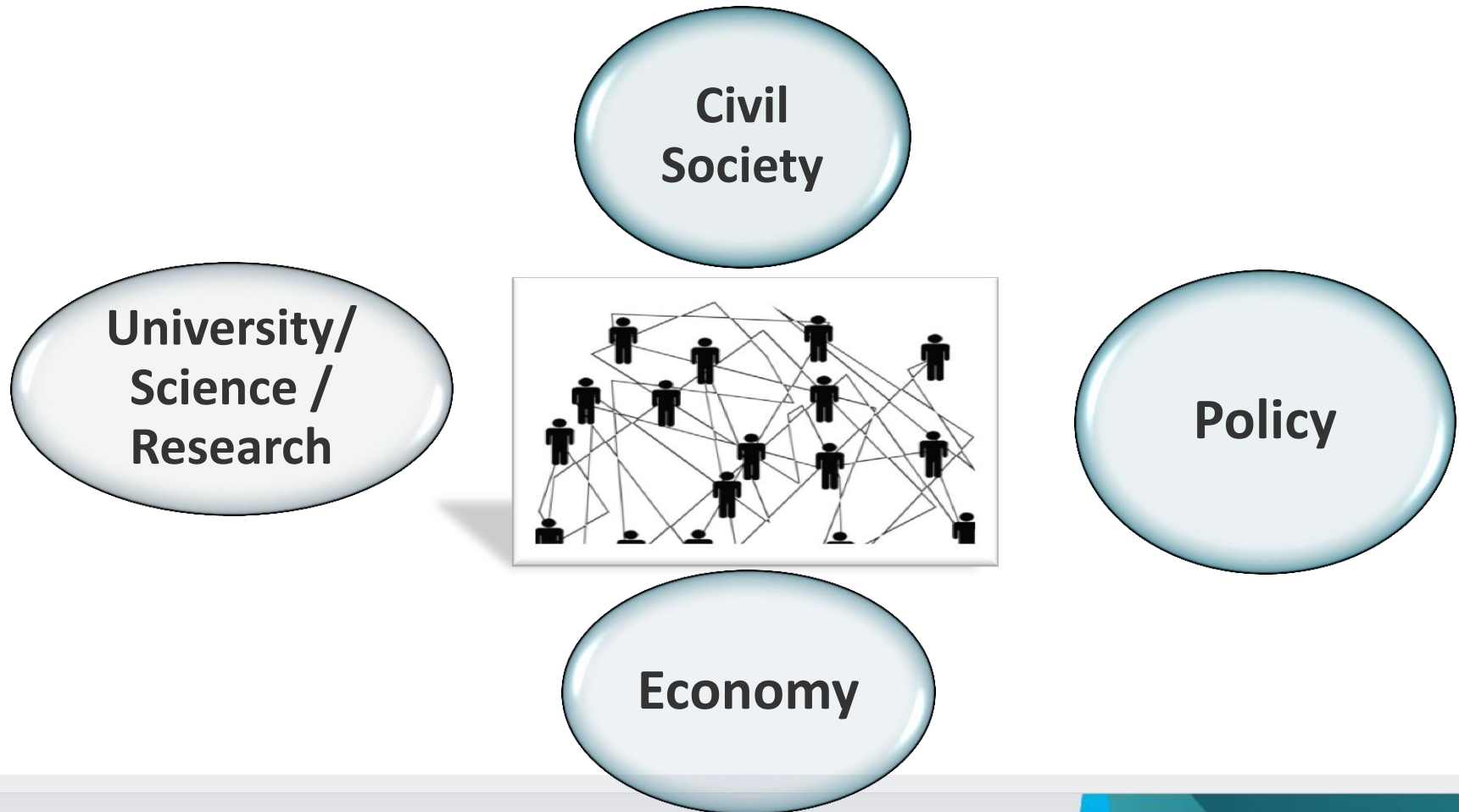
Type of Partner	Count
Private company	617
Public Body	556
NPO	388
NGO	321
Foundation	201
Private or public University	132
Social enterprise	122
Ministry	115
Network	67
Individual	57
Private or public Non-university research institute	47
Informal group	31
Public-private Partnership	15
Social Partnership Institution	15

SI drive
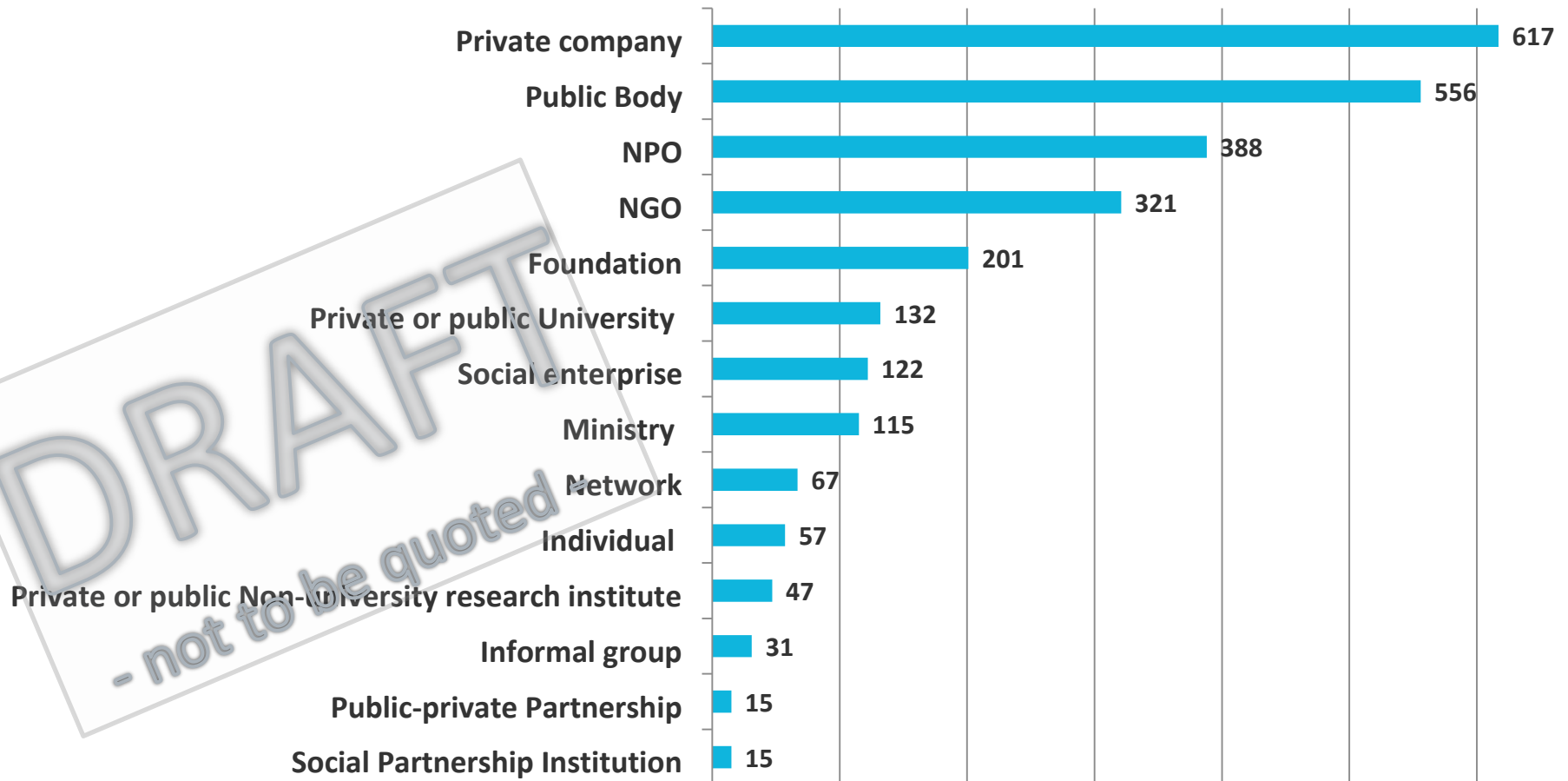
Development of new Alliances / Cross-sector Fertilization

Civil Society

University/ Science / Research

Policy

Economy

Societal Level Addressed by the Initiative

Policy Field	Social Demand	Societal Challenge	Systemic Change
Education	153	100	97
Employment	88	74	24
Environment	55	67	41
Energy Supply	44	58	14
Transport & Mobility	68	59	25
Health & Social Care	134	96	48
Poverty	130	103	49

Geographical Transfer of the Solution
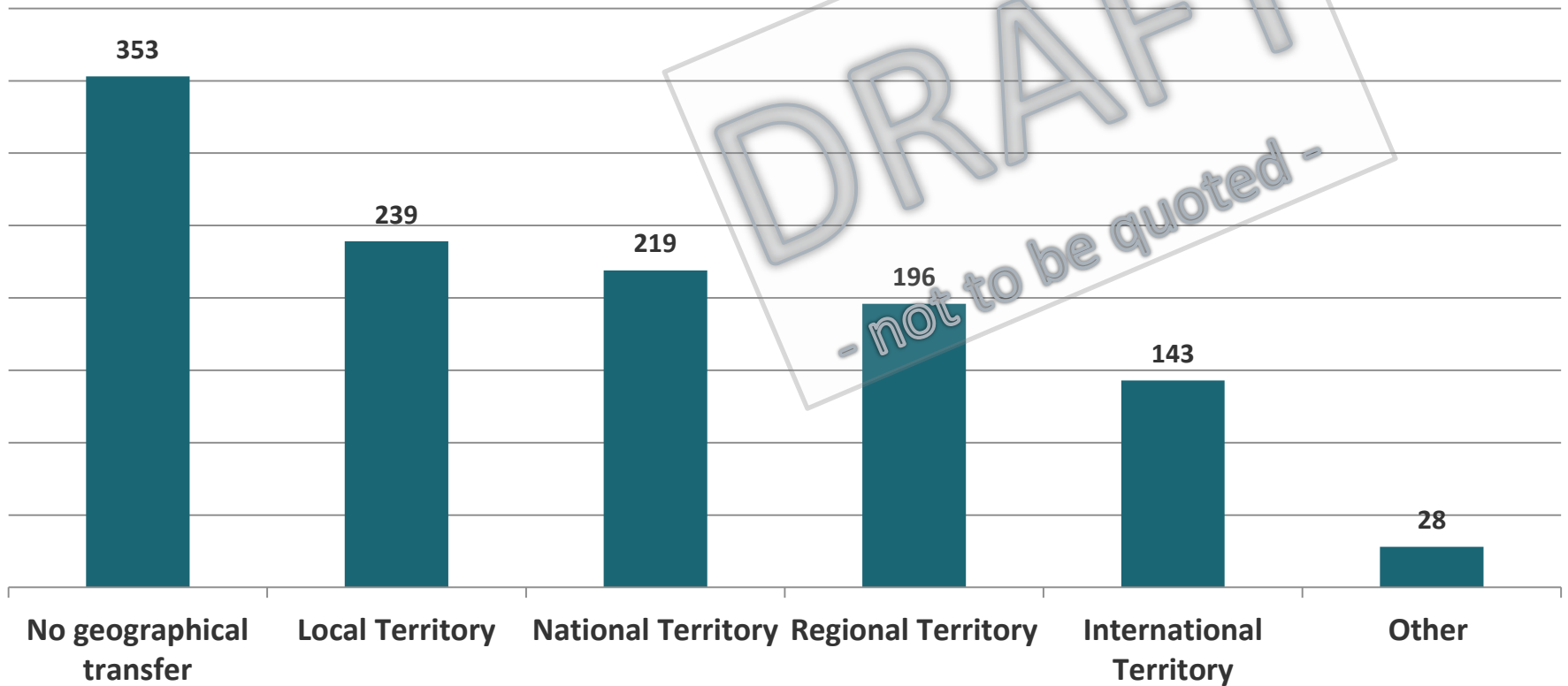
Initiatives: Types of Scaling

Type	Value
Increasing target group reach	601
Extending the network of partners	424
Organisational growth	349
Through institutionalisation	148
Through imitation	117
Through multiplicators	108
Through differentiation	65
Scaling to other policy areas	52
Through franchise	33
Through accreditation	25
Other	18
No scaling	97

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- not to be quoted -
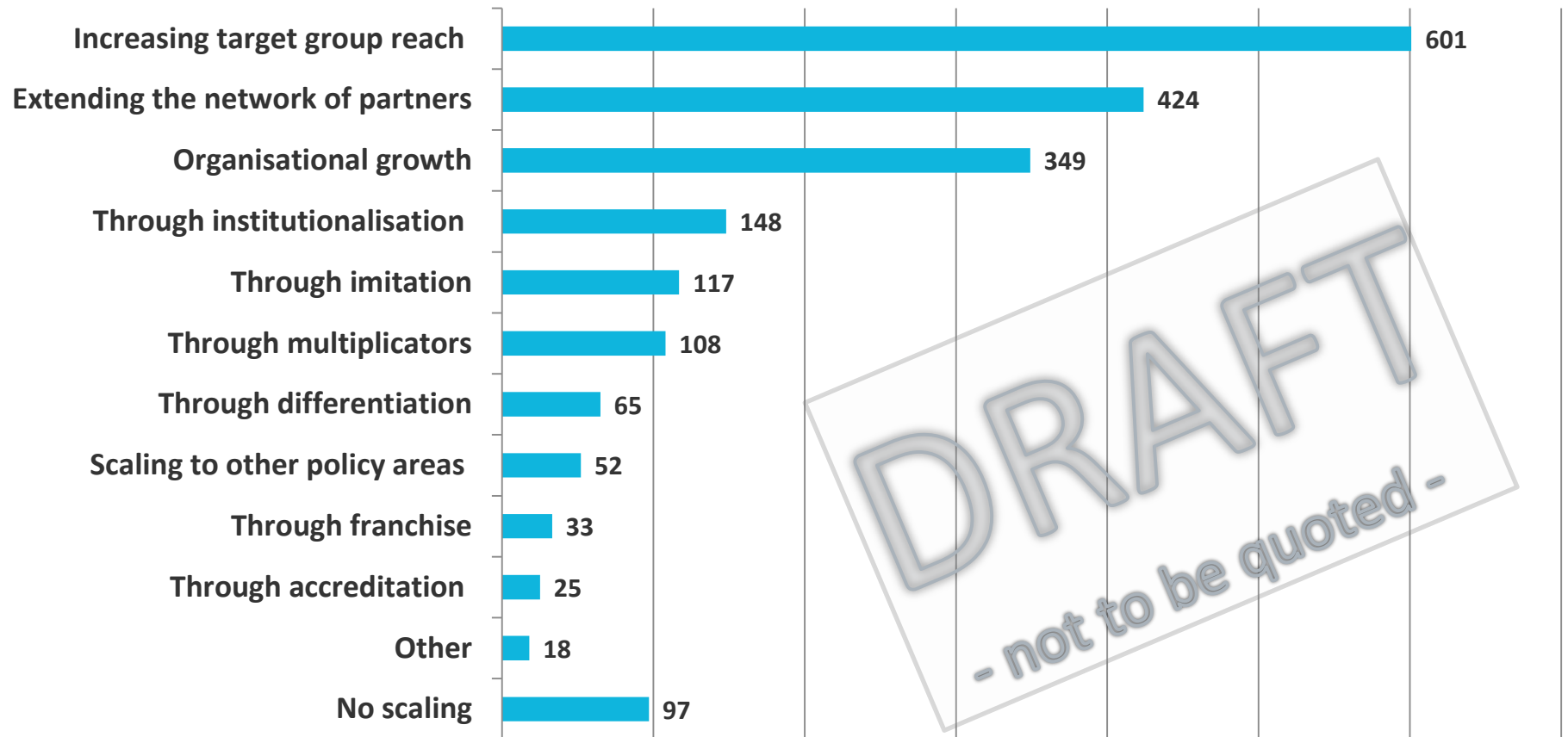
Initiatives: Type of Support

Type	Value
Idea development	421
Funding	388
Specific knowledge	173
Infrastructure	115
Dissemination	102
Personell	99
Technology	66
Lobbying	31

DRAFT
- not to be quoted -

Main Barriers

Barrier	Value
Funding	301
Lack of personnel	103
Knowledge Gaps	102
Legal Restrictions	95
Missing political support	81
Absence of Participants	72
Lack of institutional access	60
Lack of Media Coverage	44
Competitors	35
Political opposition	33
No barriers identified	230

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

Phase 1

Phase 2

Final Results
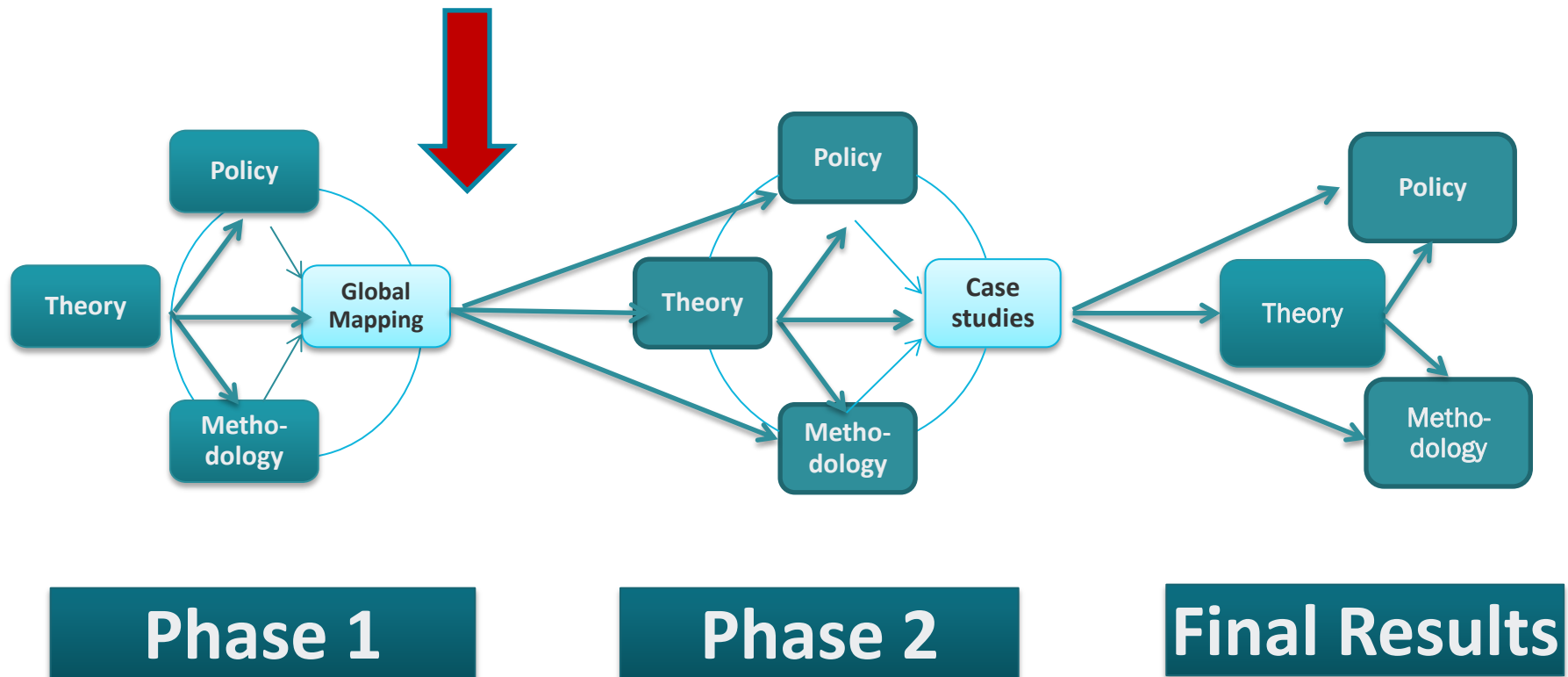
Next Steps

Comparative analysis (Mapping 1)

Key dimensions of SI: First comparative across sectors and countries (April 2016)

The purpose of this second stage analysis is:

- to explore key issues that are pertinent to the support/success or detriment/failure of the cases;
- to start exploring possible trends and drivers that will shape the future of social innovation in the respective areas.
- In addition, this cross-cutting thematic analysis will enable the identification of key policy issues of citizen empowerment, access to finance, scaling-up models, skills and training, social entrepreneurship and collective creation and diffusion.

Two main empirical phases

Mapping 1 - baseline mapping of social innovation (state of the art reports, report of regional strategies, selection of 1.000 and more cases for a SI database)
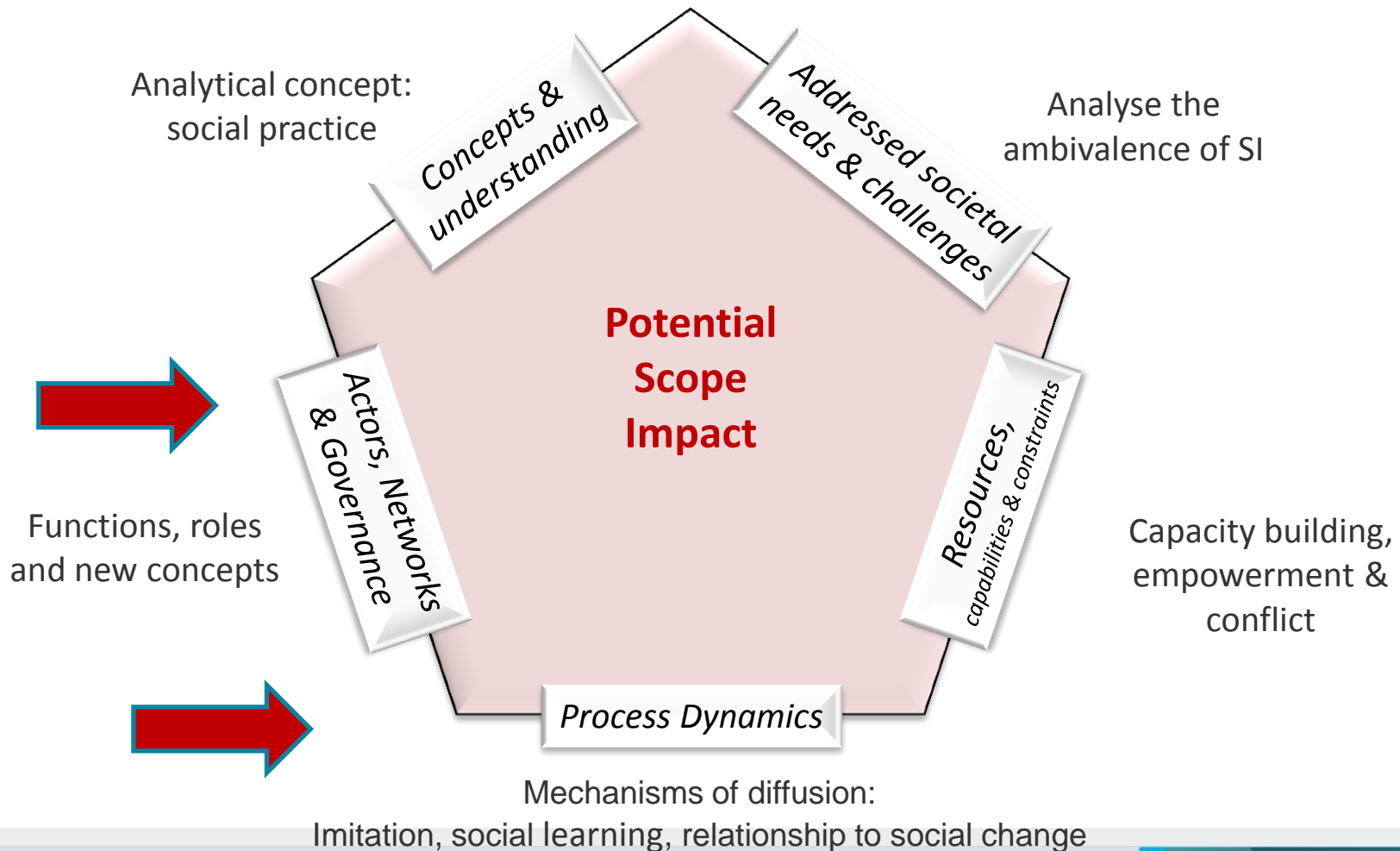
Step in between:
Selection of 300 most important cases based on five key dimensions of SI and associated KPIs as a basis for the selection of the 70 in-depth cases.

Mapping 2 (case studies) - **typology of social innovation/** (using mixed method research protocol consisting of detailed interviews, extensive status check, follow up surveys, and Qualitative Comparative Analysis *QCA,* 70 cases.

1000+ cases (mapping 1)

300 cases (pre-selection

70 cases (case studies)

Five Key Dimensions of Social Innovation

Analytical concept: social practice

Concepts & understanding

Addressed societal needs & challenges

Analyse the ambivalence of SI

Potential Scope Impact

Functions, roles and new concepts

Actors, Networks & Governance

Resources, capabilities & constraints

Capacity building, empowerment & conflict

Process Dynamics

Mechanisms of diffusion:
Imitation, social learning, relationship to social change

Systemic view on Social Innovation

To understand the modes of governance of social innovation, a focus should be on networks and their actor constellations, modes of cooperation and communication channels.

To develop an integrated understanding of the role of various actors in social innovation, a broader concept is needed that appreciates social entrepreneurship but also takes account of other actor types.

To establish a systemic view upon social innovation.

Key question

"Many variations of social behaviour have an volatile character. They do not lead to permanent changes in culture, technology and social organisation…"
(**Burns et al. 1995, 350).**

"Why do ten of hundred different at the same time conceived innovations diffuse (…) while ninety are passed into oblivion?"

(Tarde 2003: 163)

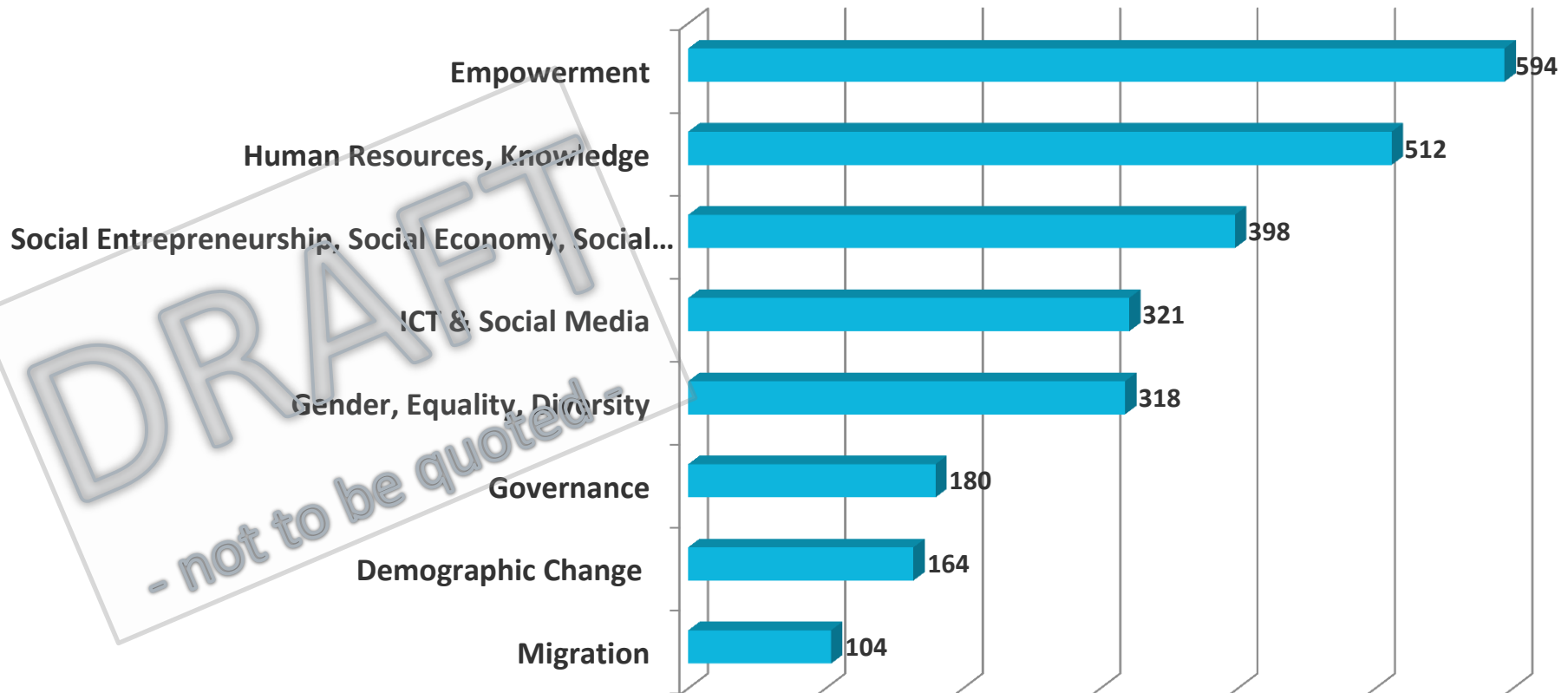This workshop/working group will bring together three world-leading research

initiatives that are currently engaged in active research on developing new theory on

social innovation and transformative social change. The central purpose of this

collaborative theory workshop is:

i) to develop a better theoretical understanding of the concept of social innovation

and its relationship to (transformative) social change;

ii) to forge productive new working relations between our parallel research

processes;

and iii) to identify specific opportunities for future networking activities and research

collaborations.

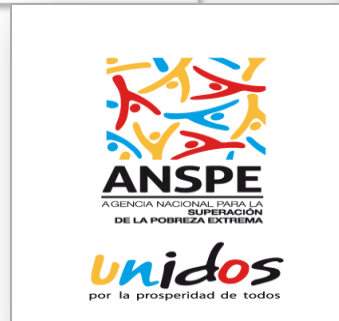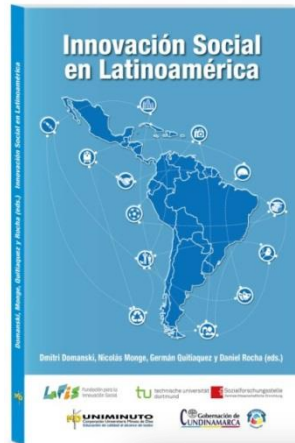# Social Innovation Policies

- **Social innovation requires also appropriate social innovation policies.**

- Many social inventions are hindered by traditional approaches in public policies. If Europe wants to tackle the challenges policy makers need to understand how to involve and make use of the participation of citizens to serve the public good.

Cross-Cutting-Themes the projects are addressing

Theme	Value
Empowerment	594
Human Resources, Knowledge	512
Social Entrepreneurship, Social Economy, Social...	398
ICT & Social Media	321
Gender, Equality, Diversity	318
Governance	180
Demographic Change	164
Migration	104

Social Innovation moves to the mainstream

Establishment of a Global Community for Social Innovation Research
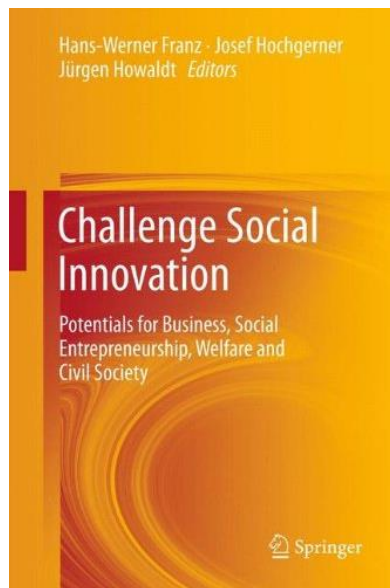
Surpassing the past

„Intellectual and moral progress is not a matter of getting nearer to an antecedent goal, but of surpassing the past. …

On the pragmatist view, I´m putting forward what we call 'increased Knowledge' should not be thought as increased access to the Real, but as increased ability *to do* things – to take part in practises that make possible fuller and richer human lives."

Richard Rorty, 2007, 108