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European School of Social Innovation

Social Innovation: Driving Force of Social Change Results of the SI-DRIVE Project

11th – 13th of September 2018, Vologda

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Vologda Research Centre of the Russian Academy of Science (VolRC RAS)

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 (2013)

SI-DRIVE – Objectives
Extending knowledge about social innovation

- 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.

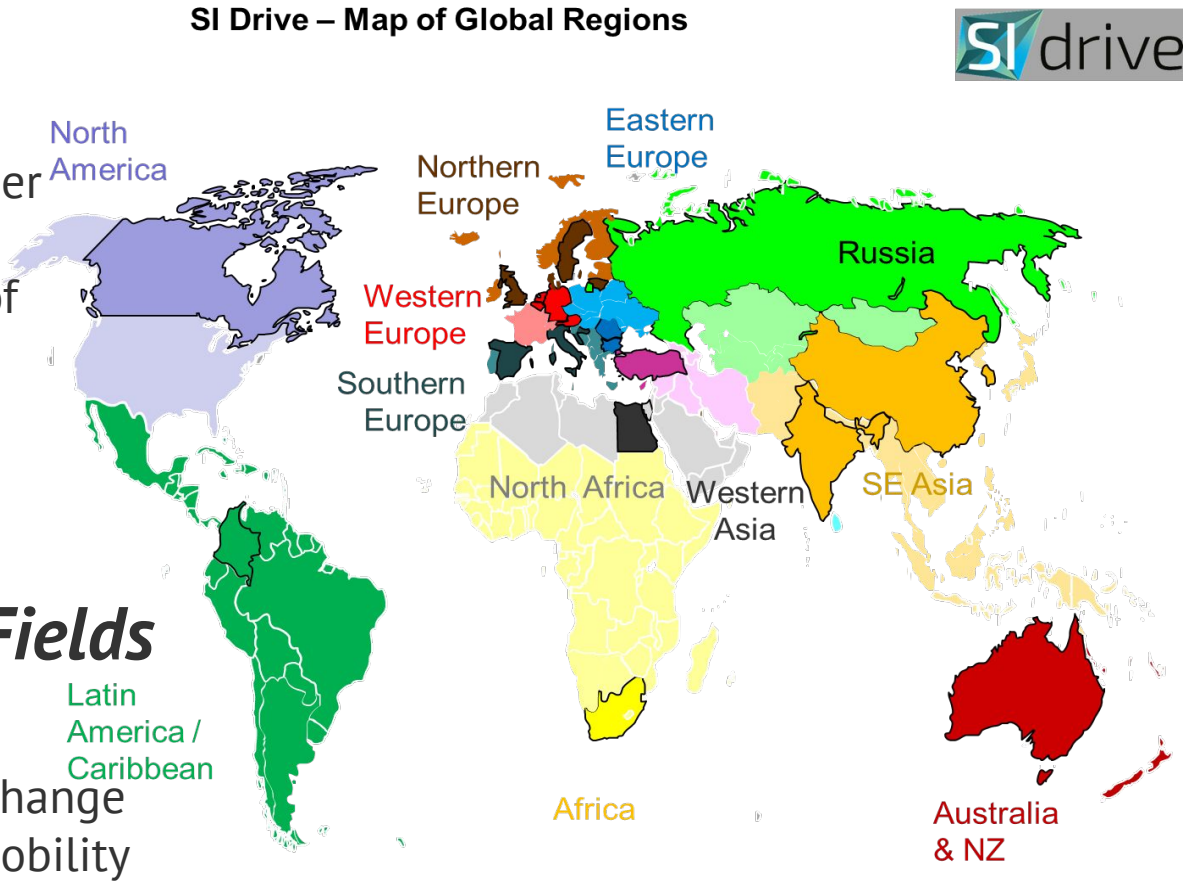
Basic Assumption

The transition from an industrial to a knowledge and services-based society corresponds with a **paradigm shift of the innovation system**.

This paradigm shift also implies an **increasing importance of social innovation** as compared to technological innovation.

SI-DRIVE - Social Innovation: Driving Force of Social Change

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



Seven Major Policy Fields

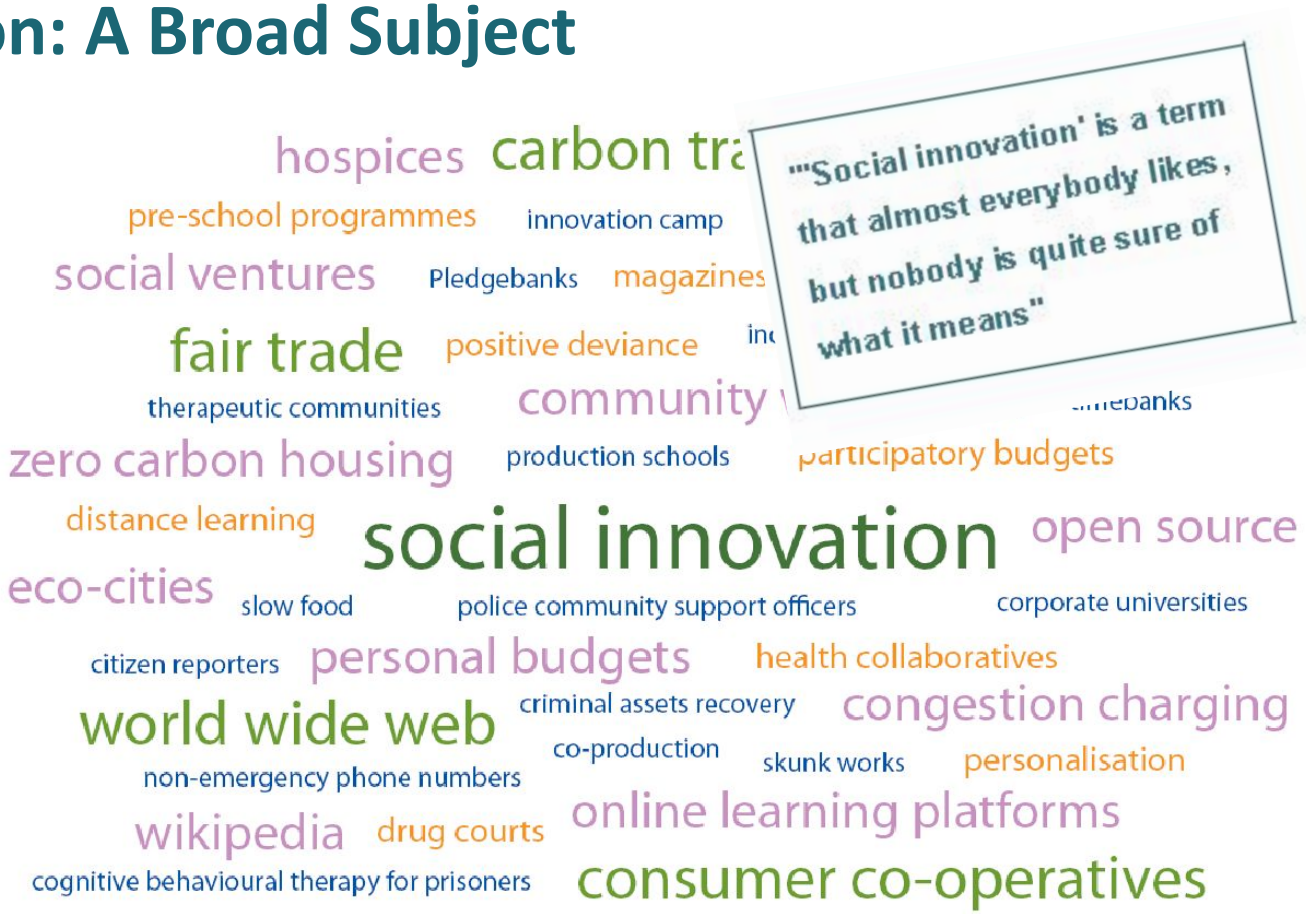
(1) Education (2) Employment
(3) Environment and climate change
(4) Energy (5) Transport and mobility
(6) Health and social care (7) Poverty reduction and sustainable development

Content

1. **Social Innovation: A Part of a New Innovation Paradigm**
2. Theoretical Framework
3. Empirical Results
4. Conclusions

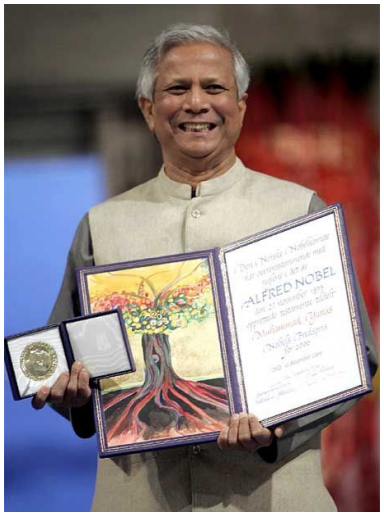
Social Innovation: A Broad Subject

Andrea Damm / pixelio.de



© European Union/The Young Foundation 2010

Christa Müller (Hg.)
Urban Gardening
Über die Rückkehr der Gärten in die Stadt



corporate
social
responsibility

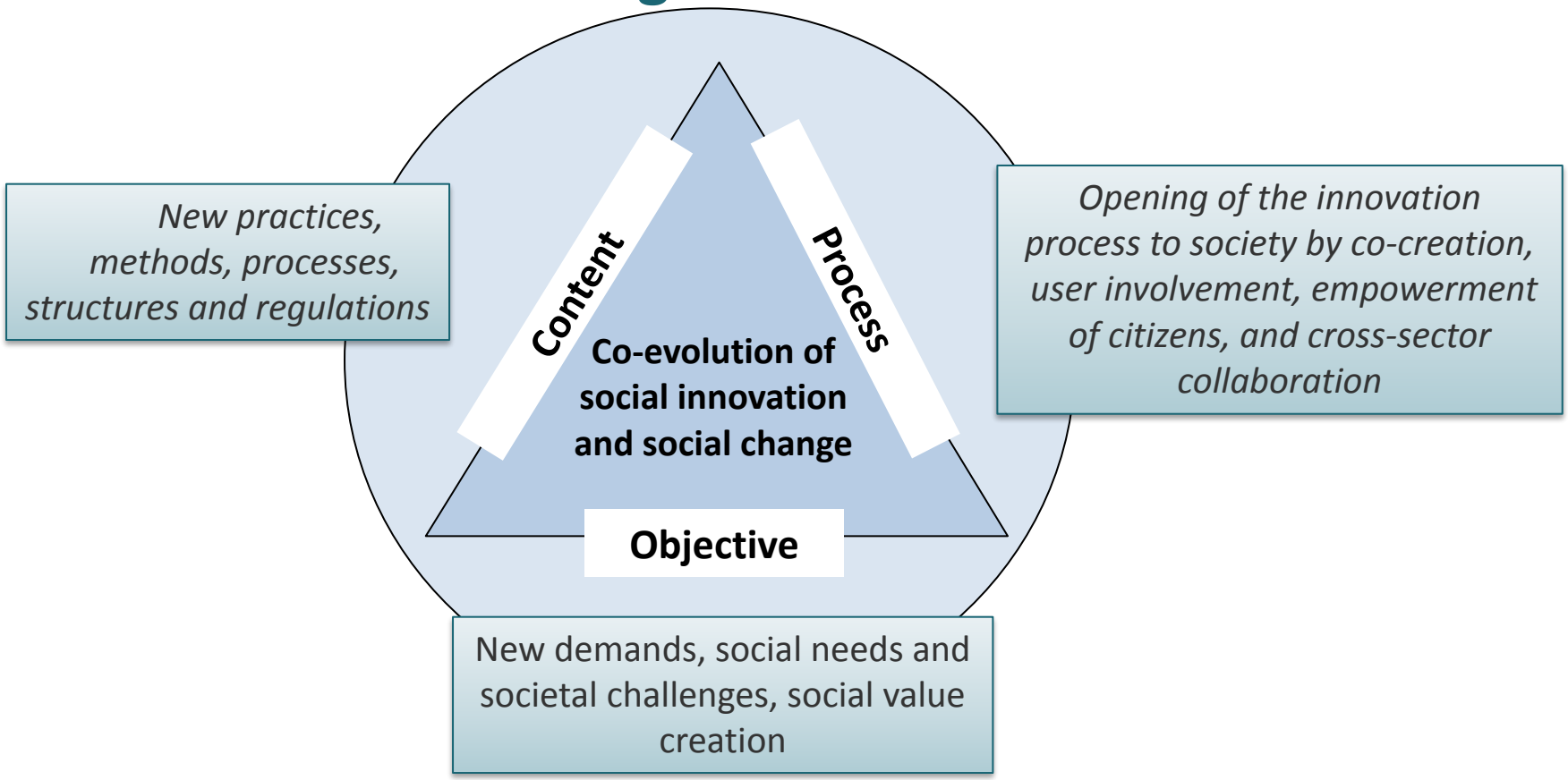
European Workplace Innovation Network
Conferences
Connecting
eu win
Communications
Influencing
SHARE your experiences and LEARN from others:
http://tiny.cc/rh6iuw

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

"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

New Innovation Paradigm



New Innovation Paradigm: Central Elements

1. Integration of innovations in social innovation processes
2. Modified, more comprehensive objectives: solutions for societal challenges and impact are in focus
3. Subjects of innovations are changing: new technologies alone are not solving recent and upcoming societal challenges, new or modified **social practices** are needed as well as **cross-sector embedding innovations**

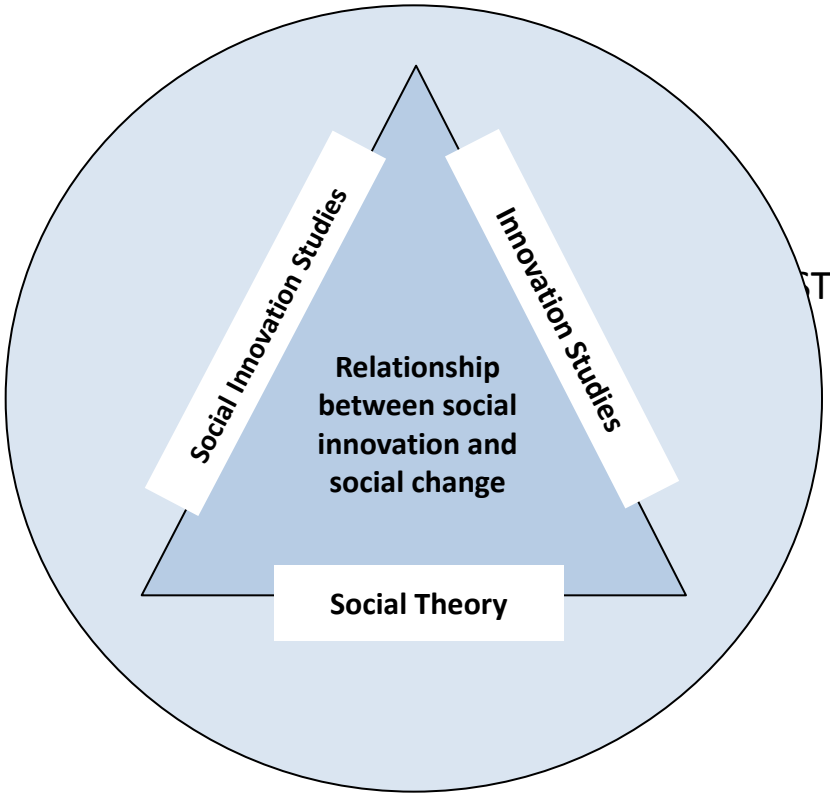
SI drive

"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

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

Content

1. Social Innovation: A Part of a New Innovation Paradigm
2. **Theoretical Framework**
3. Empirical Results
4. Conclusions

Conceptual Differences and Common Research Fields

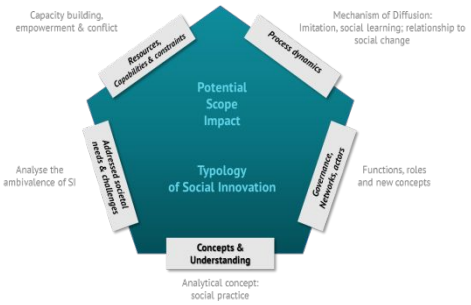
We find a lot of **conceptual differences in the theoretical fields**, not only with regard to the concept and understanding of (social) innovation but also regarding:

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

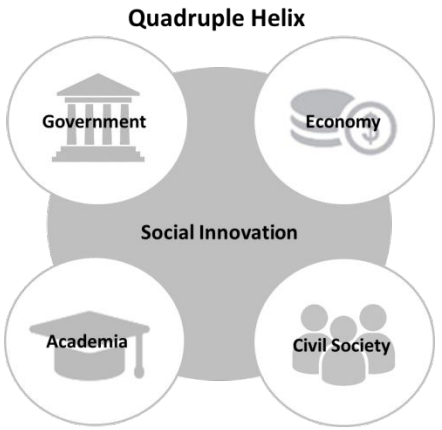
Novel theoretical framework
encompassing the complexity of social innovations

Seven central elements (1):

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



Novel theoretical framework



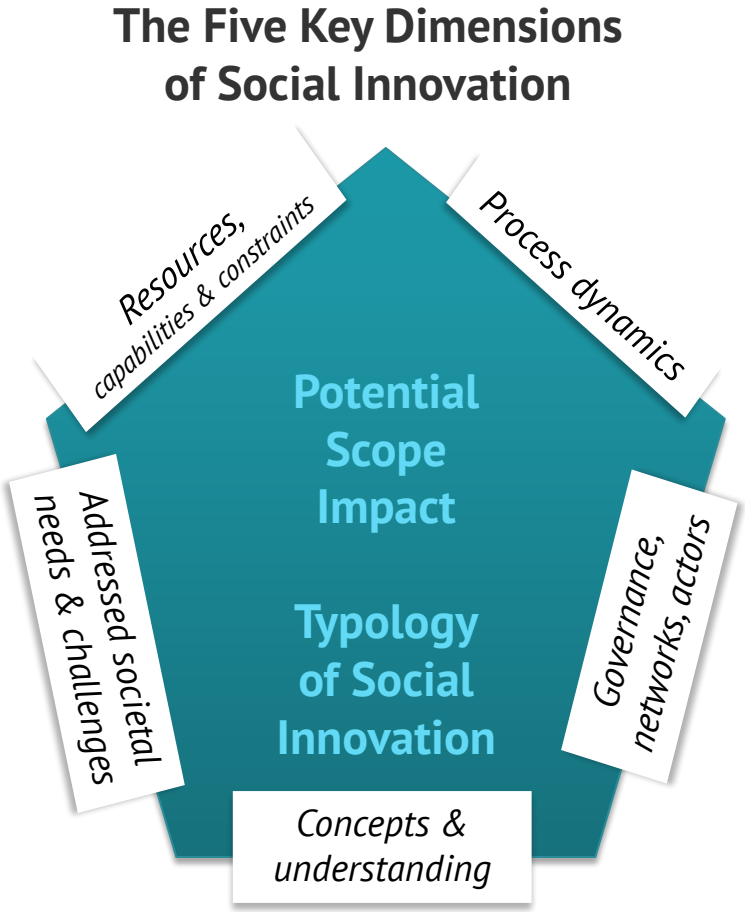
Seven central elements (2):

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

Towards a Comprehensive Understanding of Social Innovation

Social innovation …

- is focusing on **social needs, co-creation, cross-sector fertilization, network-based learning, and governance**
- as a **new combination or new configuration** of **social practices**
- developed 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
- may finally be **institutionalized.**



Content

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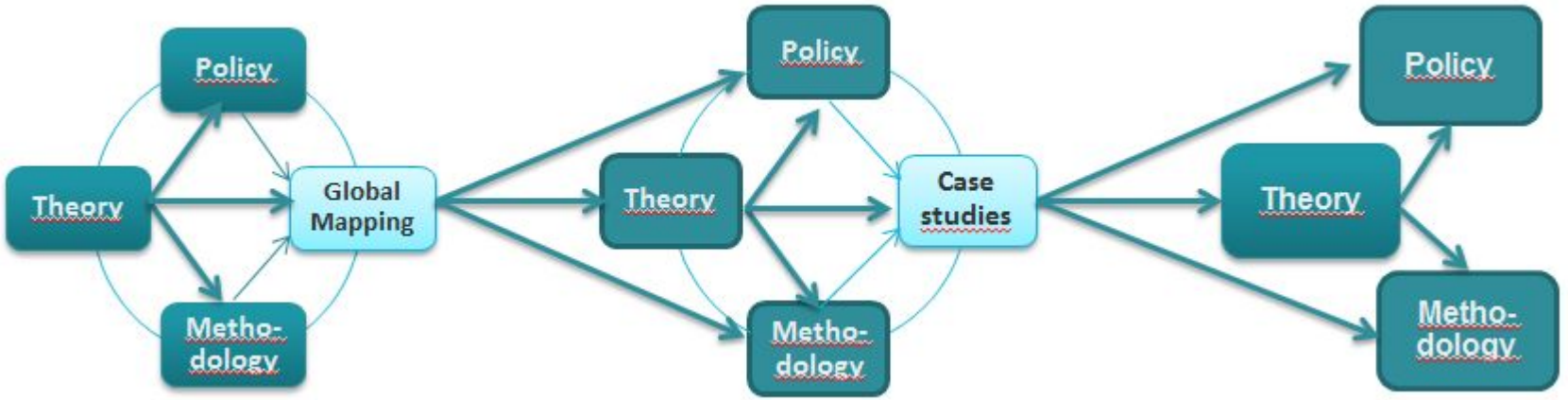
Iterative Process: Two Empirical Phases Based on and Feeding Theory – Methodology – Policy Development



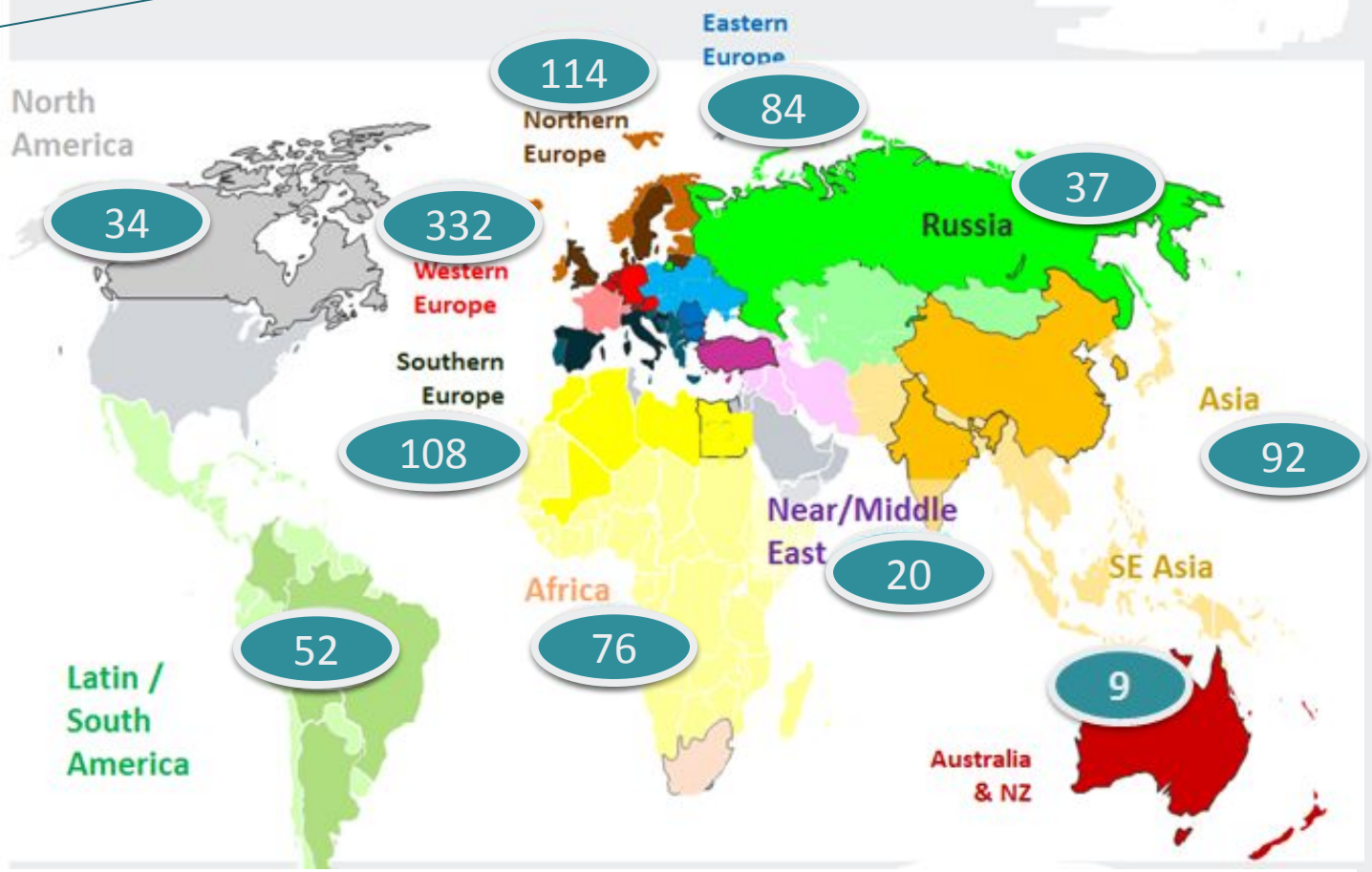
Phase 1

Phase 2

Final Results

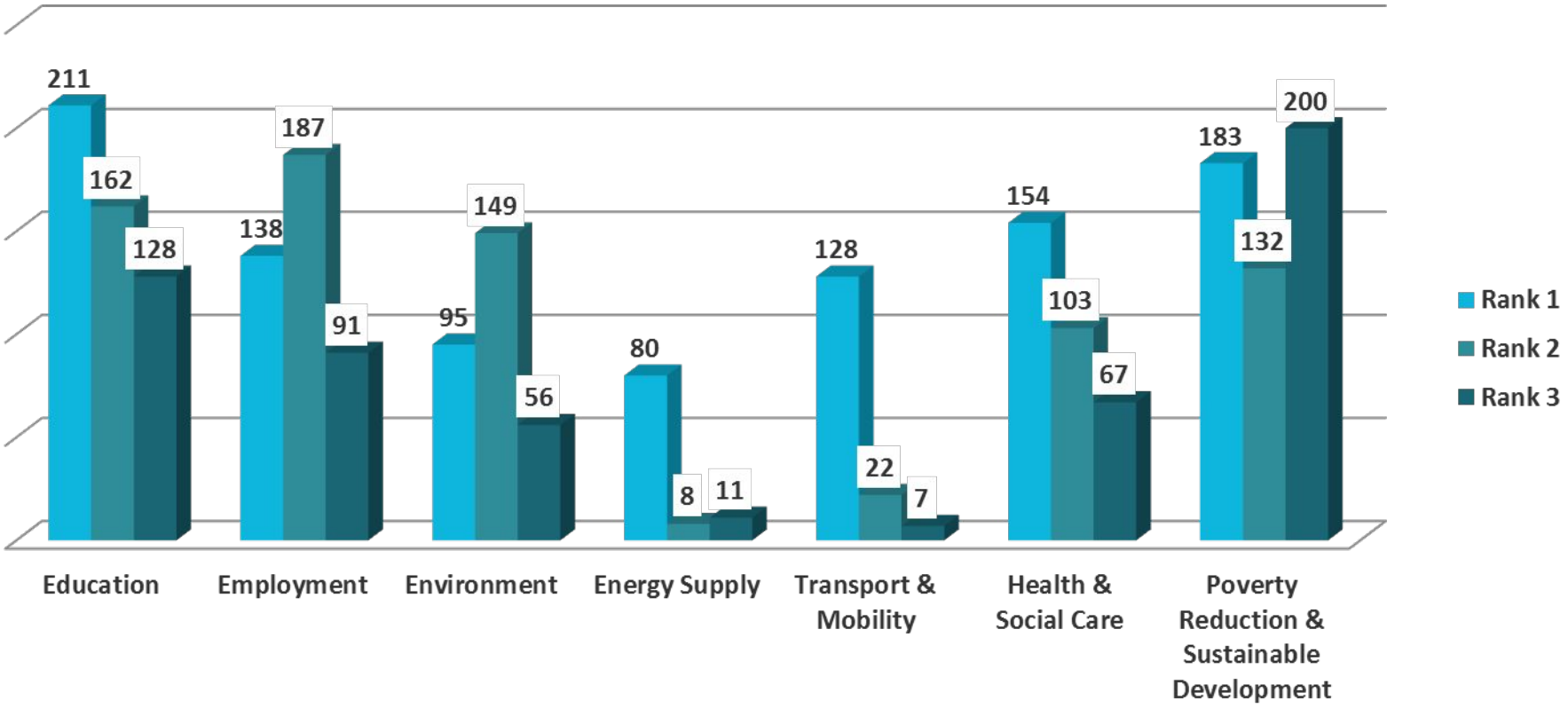
1.005 SI Cases all over the world

Region, where the initiative was implemented

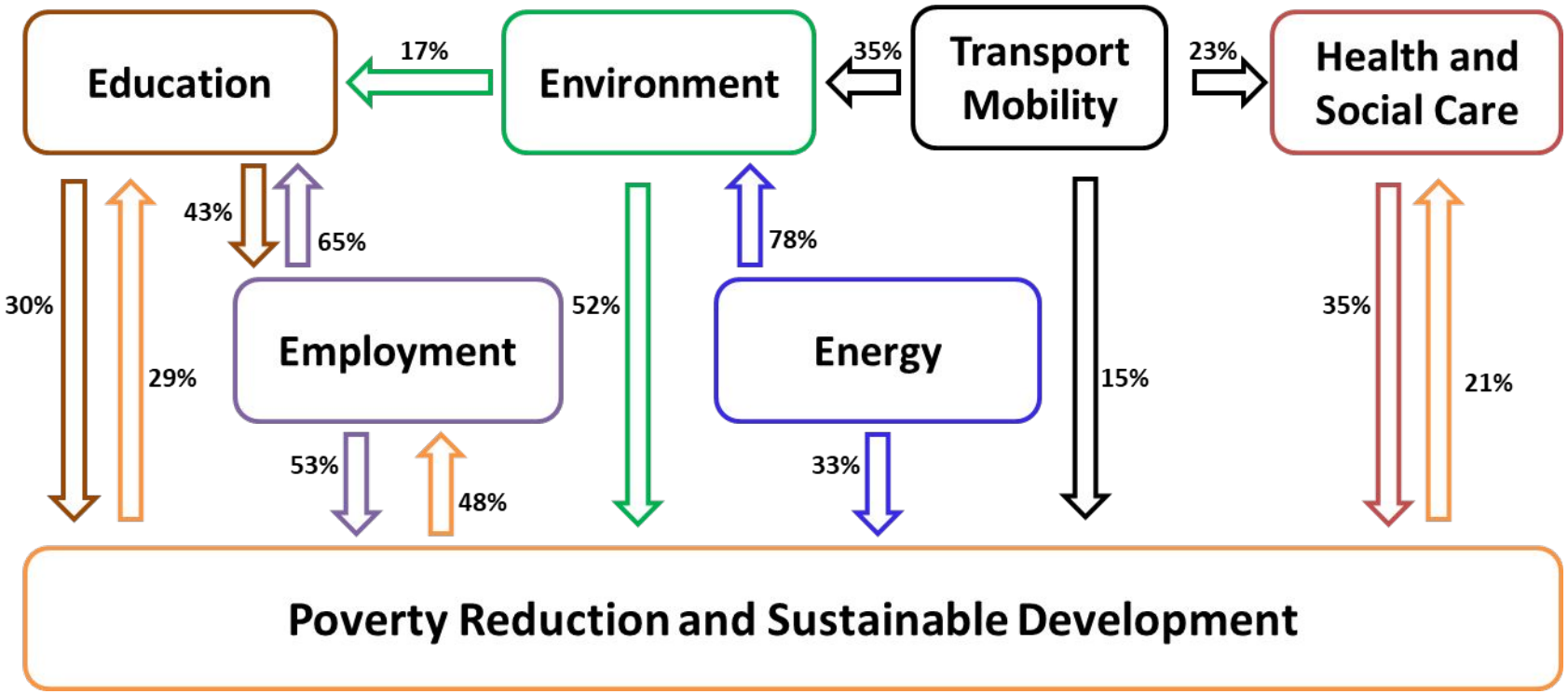


47 Cases N/A

Policy Fields the Initiative is Addressing



Interrelation of Policy Fields



Policy Fields Addressed (%-values indicate the ranks 2 and 3 of the other policy field)

Main Practice Fields of Social Innovations (Global Mapping)

Education and Lifelong Learning:
- Reduction of educational disadvantages (44)
- New learning arrangements, interactive education (41)

Employment:
- Job search support and matching (43)
- Training and education (31)

Environment and Climate Change:
- Alternative sustainable food production and distribution (24)
- Protection and restoring of ecosystems and biodiversity (19)

Energy Supply:
- Energy collectives (34)
- Providing examples and inspiration (16)

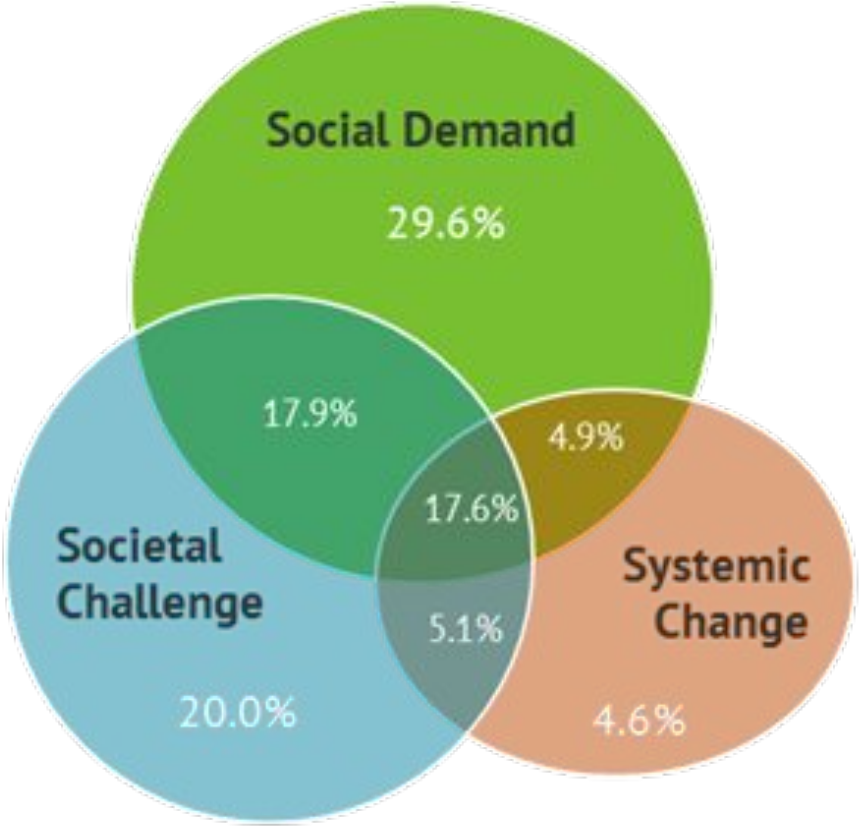
Transport and Mobility:
- Managing multimodality (16)
- Transportation for people with reduced mobility (13)

Health and Social Care
- New models of care (44)
- E-health, m-health (21)

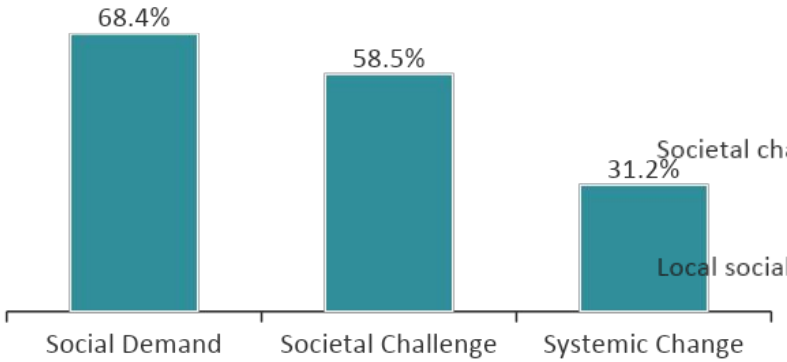
Poverty Reduction and Sustainable Development
- Tackling disadvantage, vulnerability, discrimination (44)
- Tackling lack of integrated support to the poor or excluded (20)

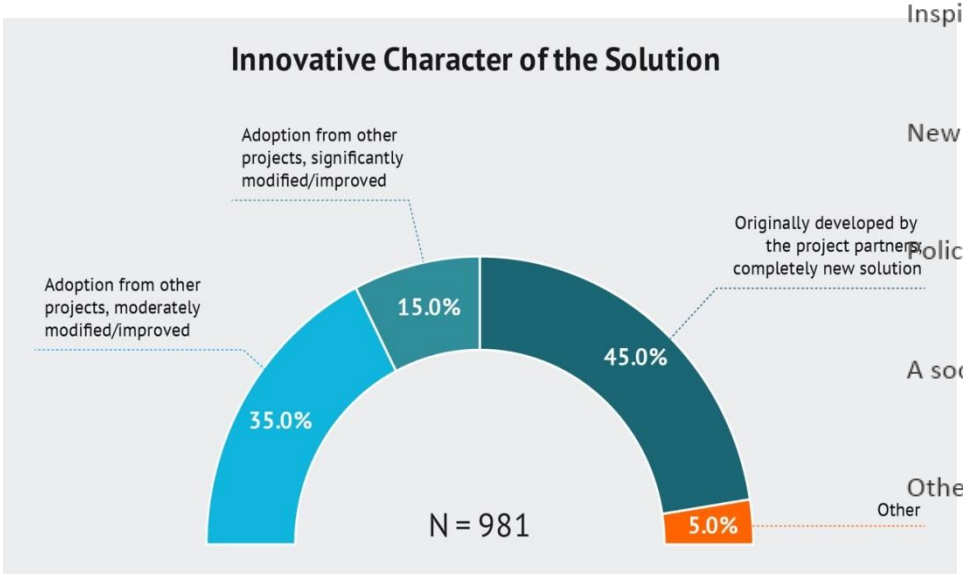
(number of related cases)

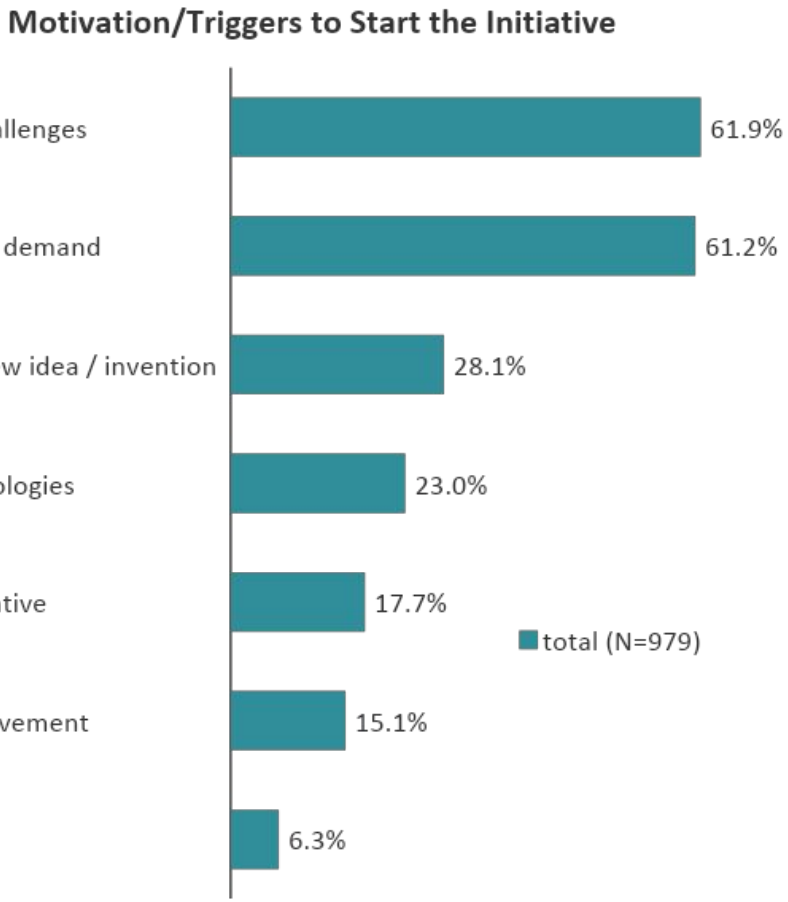
Societal level adressed



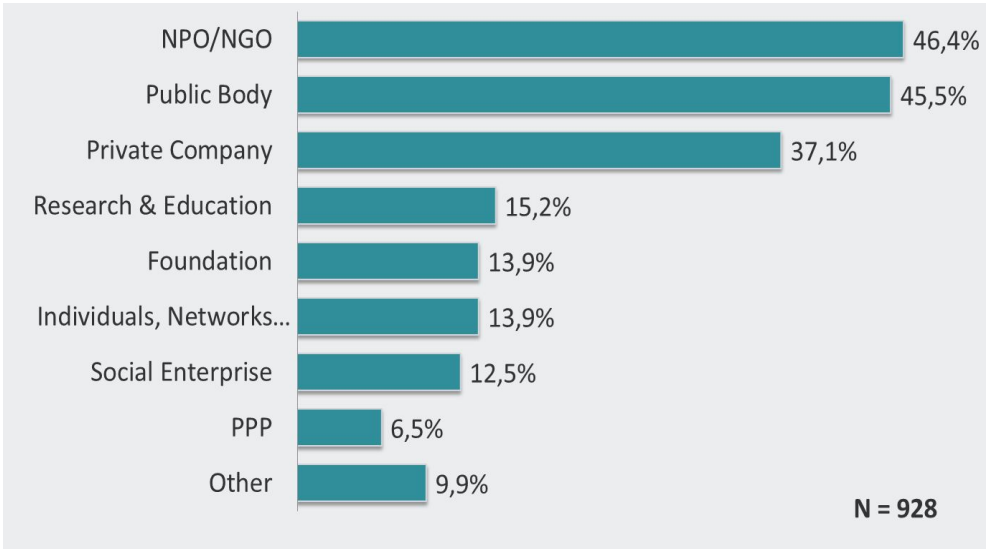
Context of SI

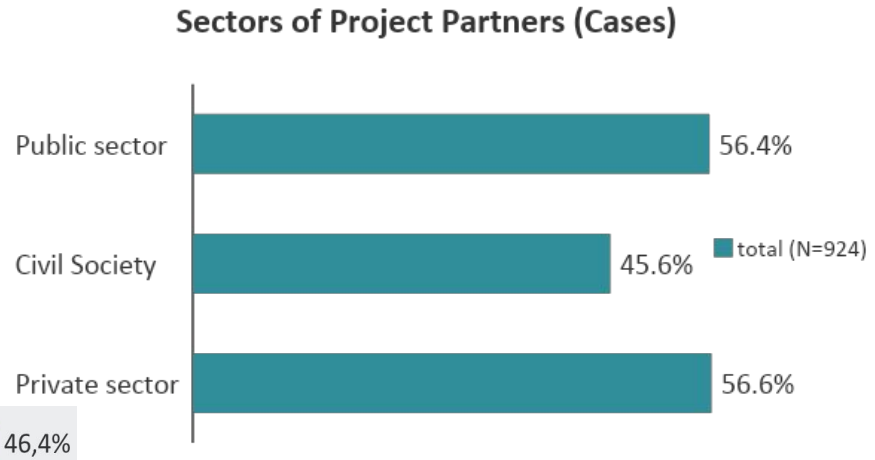


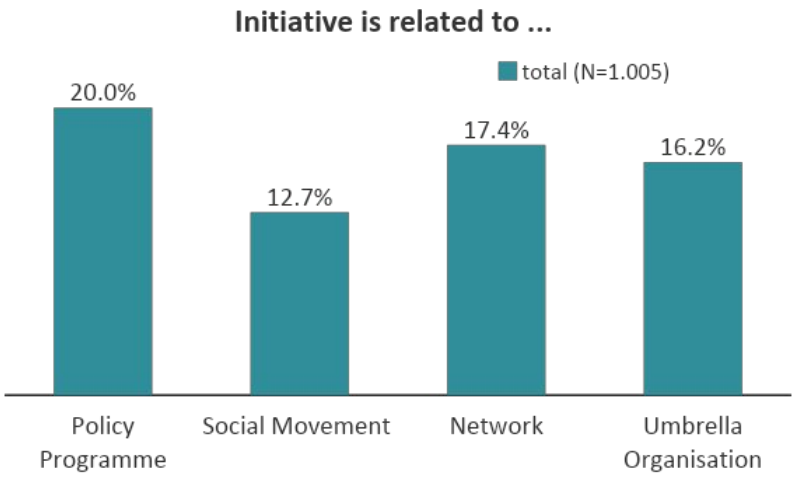




Partner Constellation







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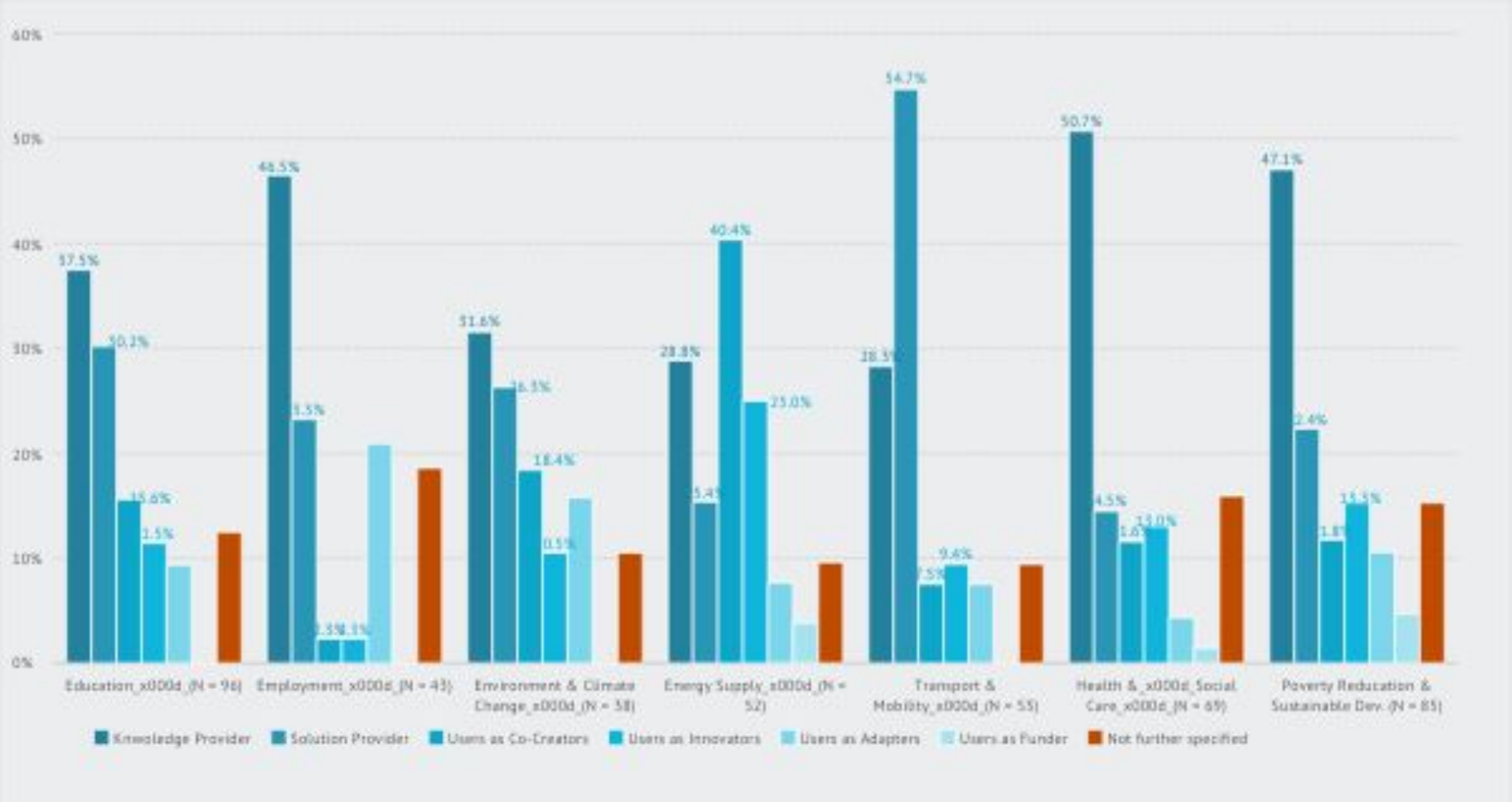
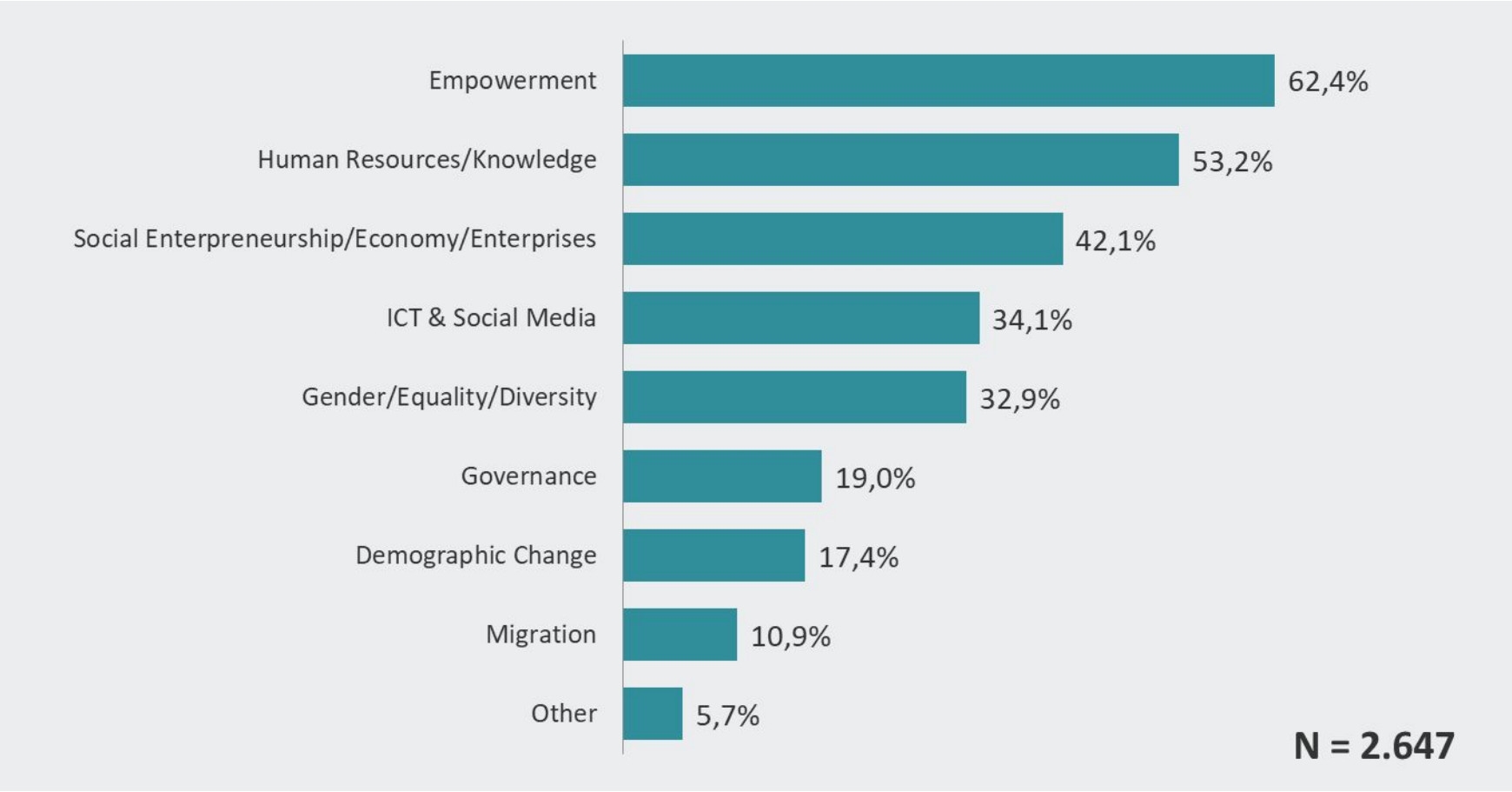
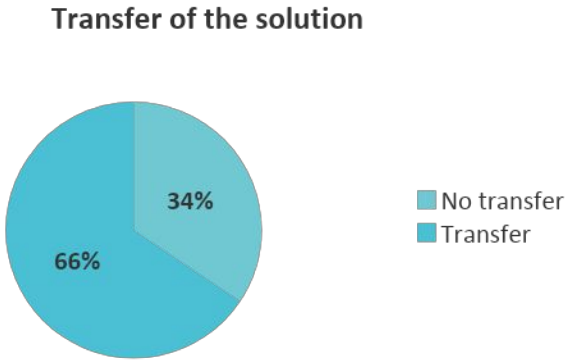
Forms of User Involvement by Policy Field

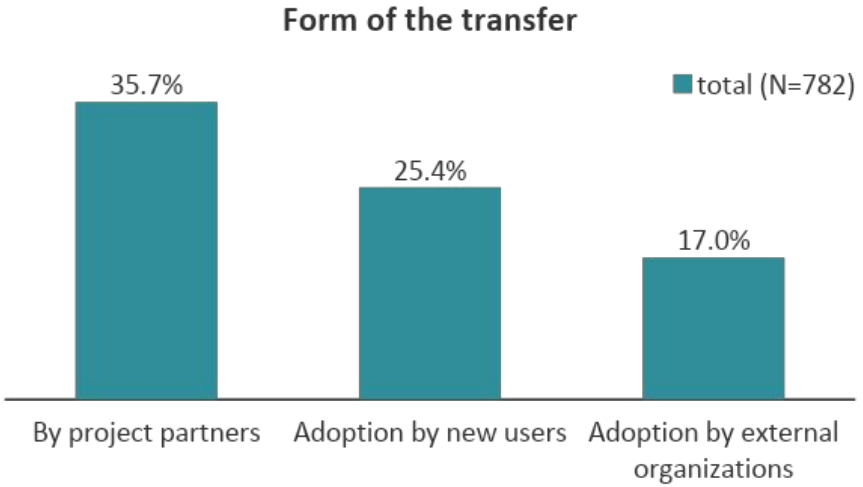


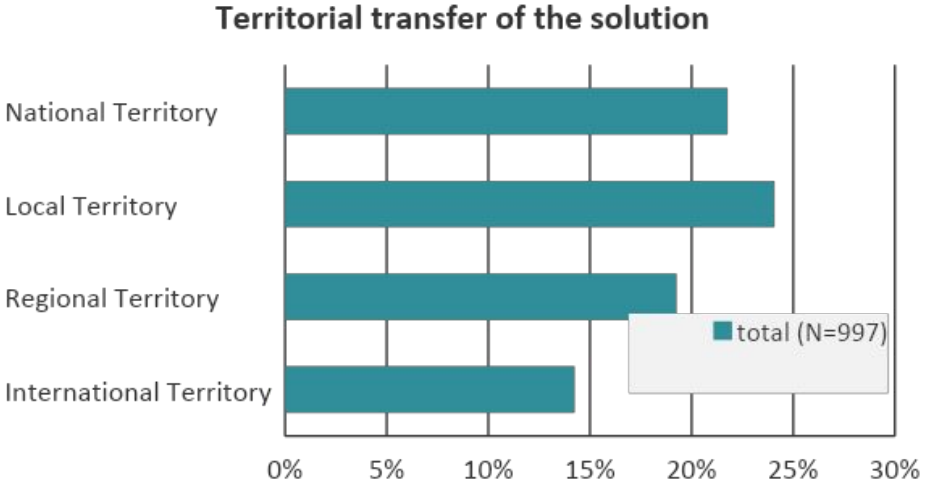
Cross-cutting Themes

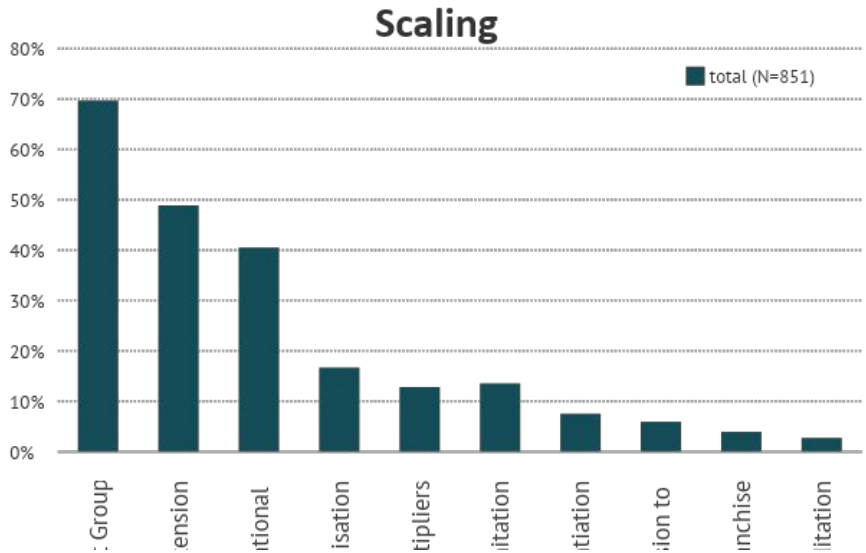


Limited Transfer and Scaling

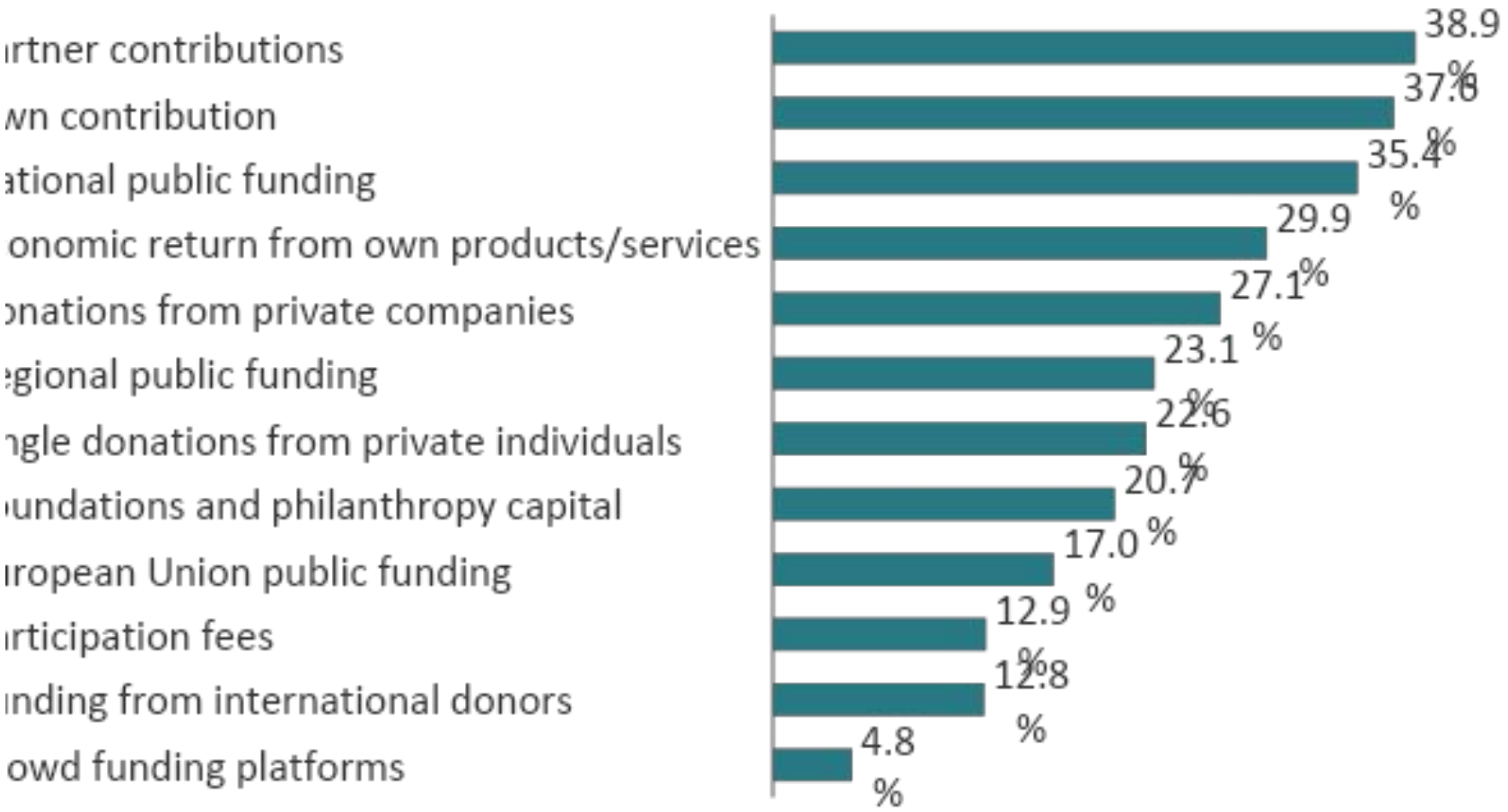




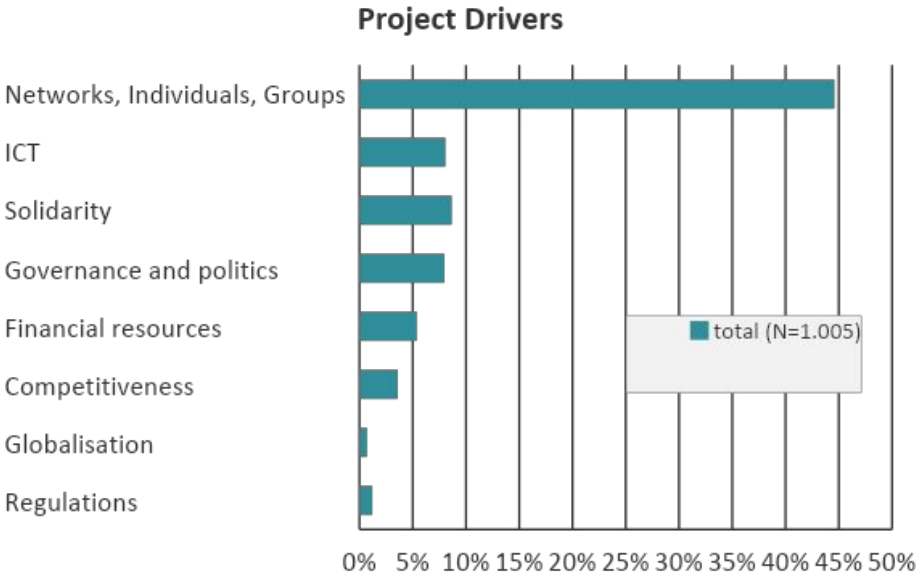


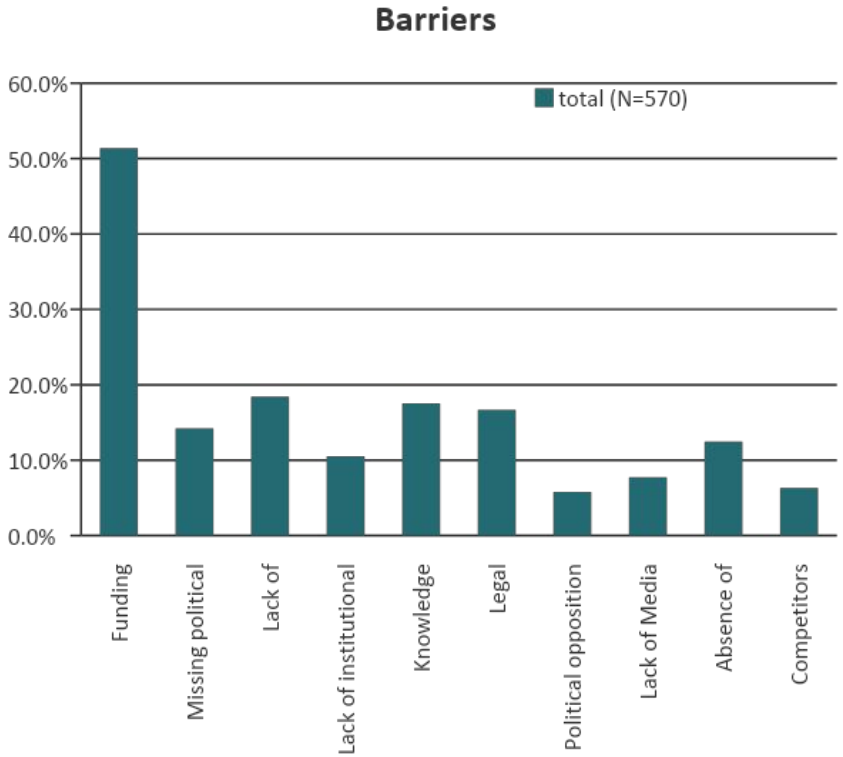


A Mix of Funding Sources



Drivers and Barriers





Global Mapping: Comparative Analysis The Main Results at a Glance

1. Social needs and societal challenges are the focus and driver
2. Social innovations in a sense of new practices appear in a variety of forms and concepts and high dynamics
3. Manifold actors and cross sector collaborations are the emerging backbone
4. Empowerment and user involvement are a core element
5. Complexity of the innovation processes needs different modes of governance
6. Emerging ecosystems in front
7. Different levels of intervention and analysis are necessary
8. Practice Field approach helps to combine social innovations
9. Resources and barriers are manifold: Framework conditions and enabling factors still need to be developed
10. Social Innovation Initiatives - driven by problems and depending on individuals

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	

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 ap
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

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

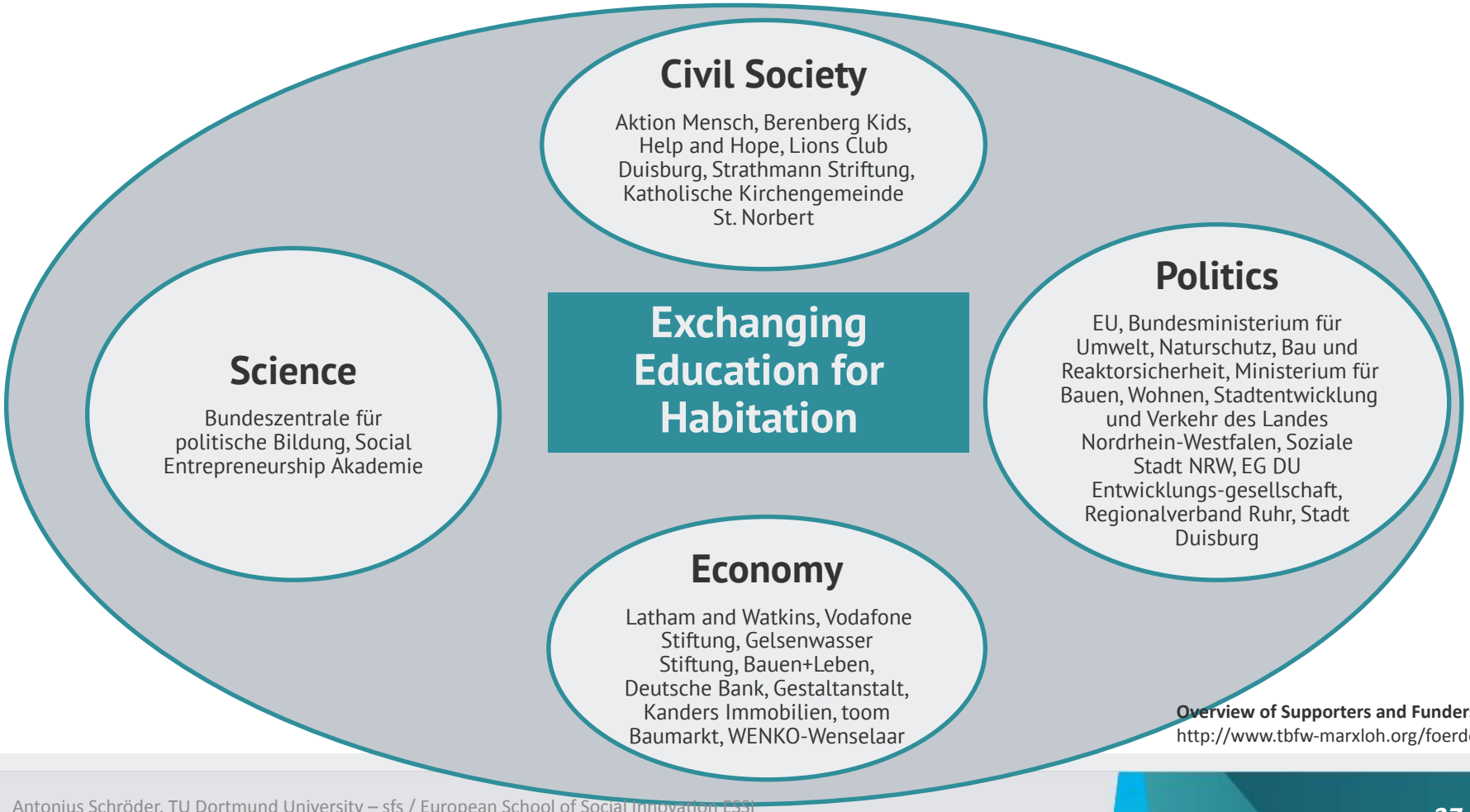
startsocial
hilfe für helfer

ACT FOR IMPACT
2012
PREISTRÄGER

WIR SIND PREISTRÄGER!
help and hope
Förderpreis

Social Innovation Ecosystem

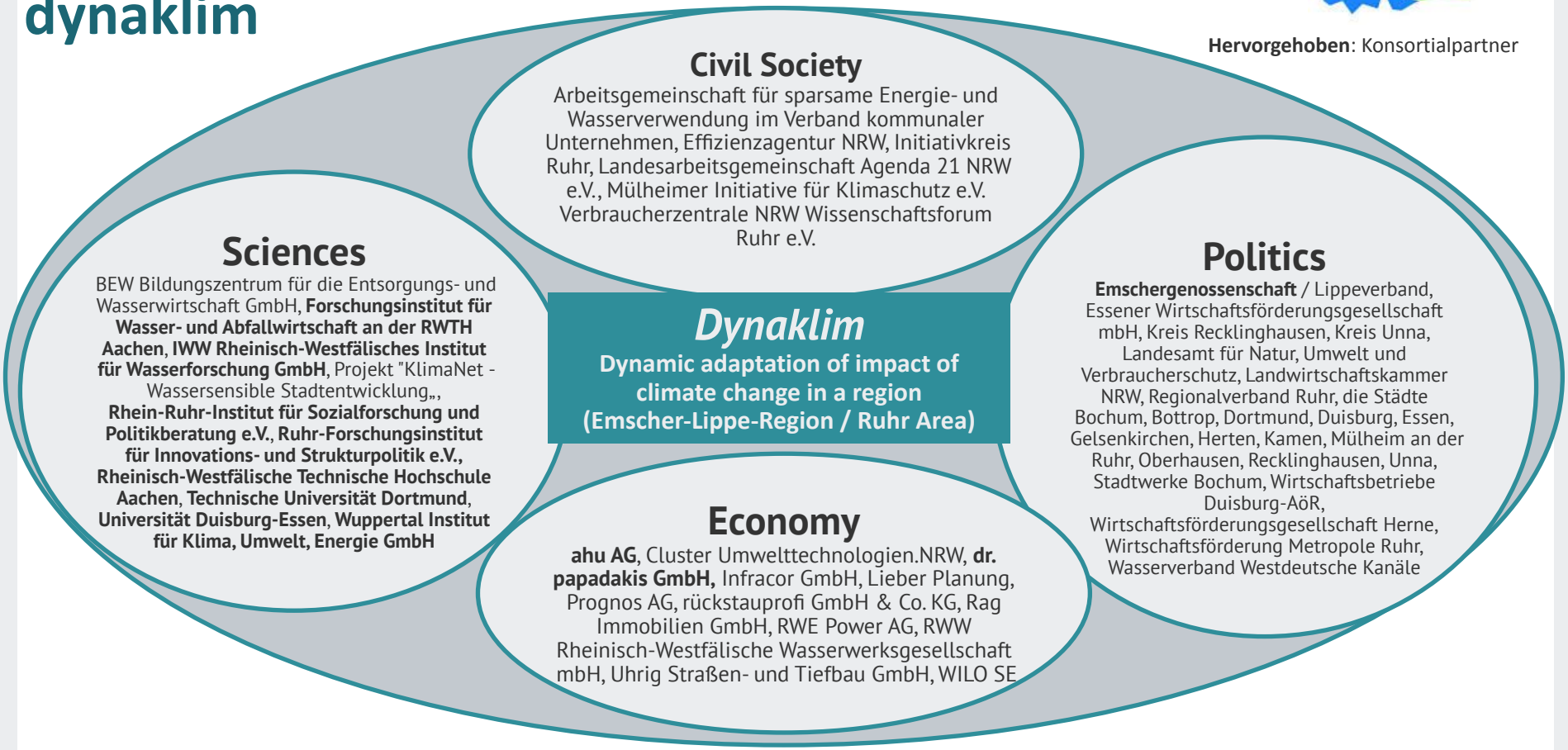
Tausche Bildung für Wohnen e.V. (Exchanging Education for Habitation)



Overview of Supporters and Funders:
http://www.tbfw-marxloh.org/foerderer

Social Innovation Ecosystem dynaklim

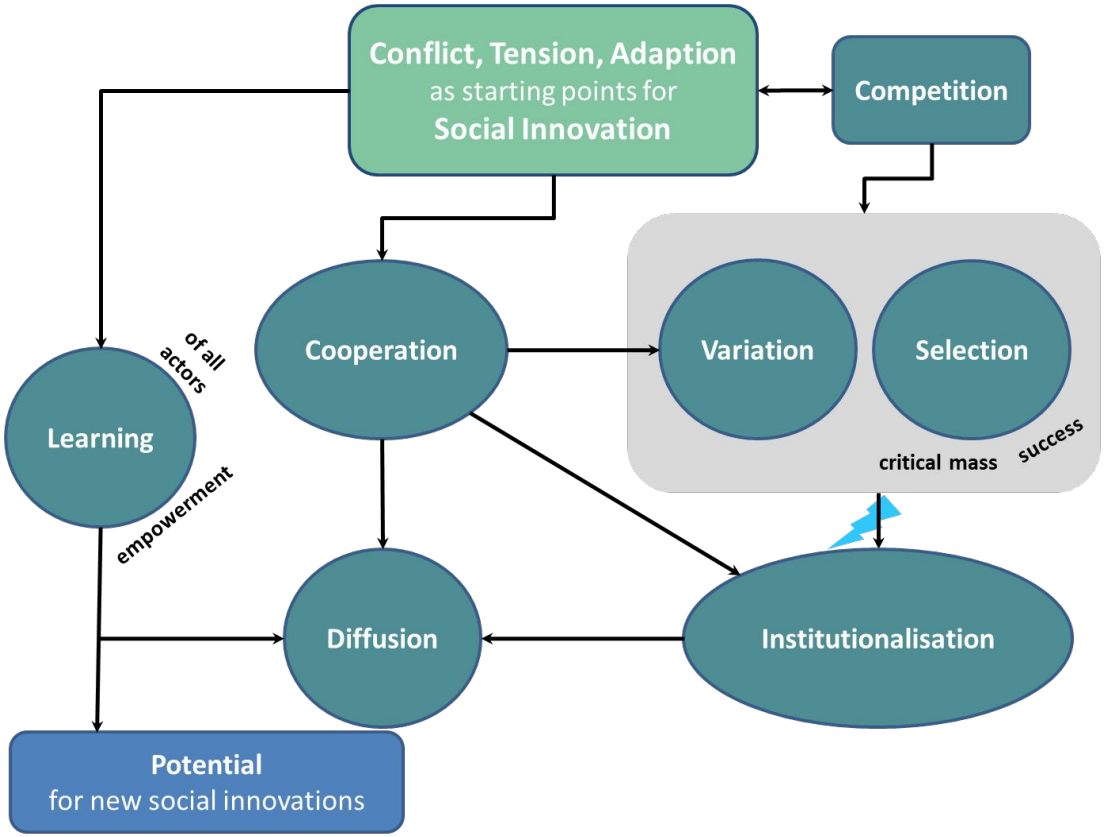
Hervorgehoben: Konsortialpartner



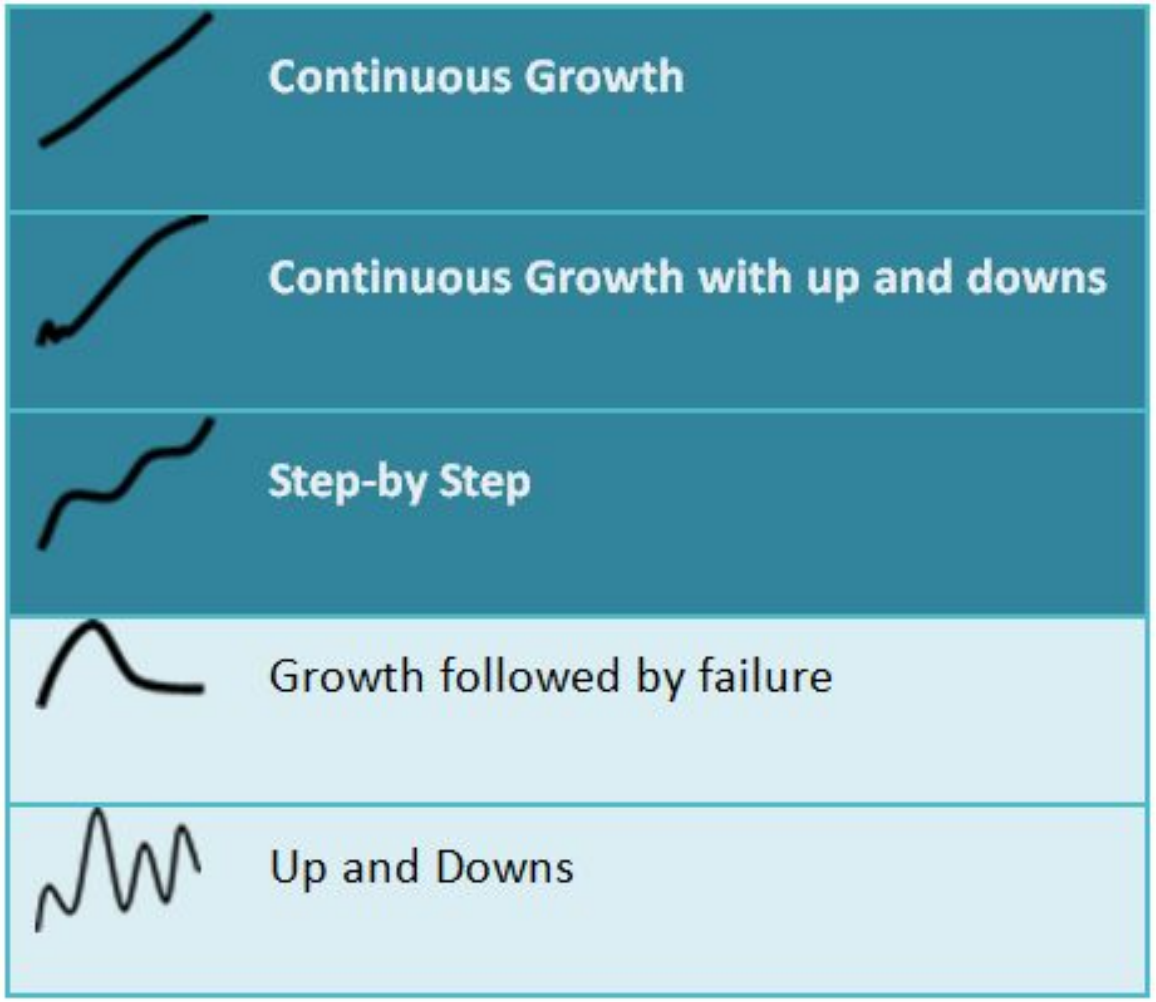
Network Overview: http://www.dynaklim.de/dynaklim2pub/index/4000_wissen_und_netzwerken/4100_netzwerk_und_partner.html

Mechanisms of Social Change

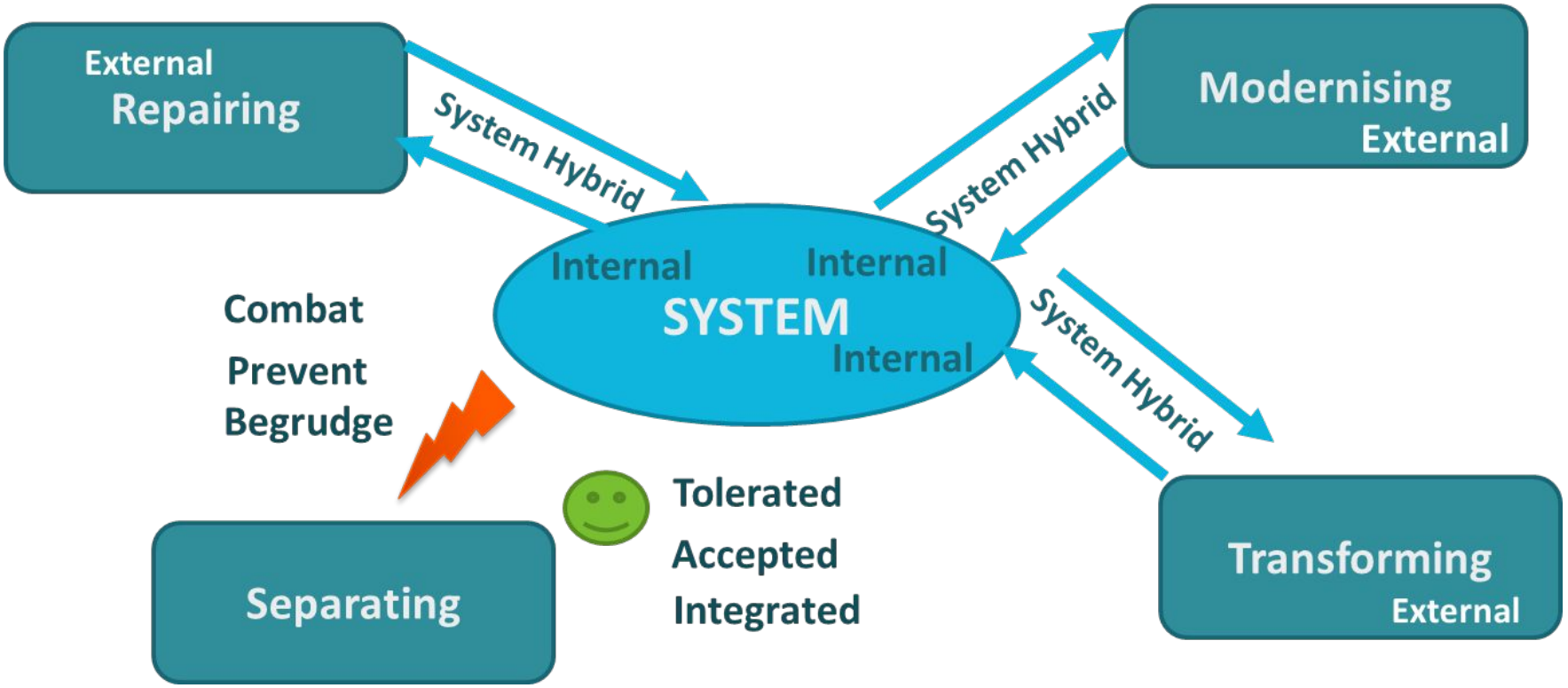
- Learning
- Variation
- Selection
- Conflict
- Competition
- Cooperation
- Tension and adaptation
- Diffusion of (technological) innovations
- Planning and institutionalisation of change



Development Paths of Social Innovations



Typology:
Relation of Social Innovations to Formal Systems



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4. **Conclusions**

The Main Conclusions at a Glance

- Social innovations are requiring *specific conditions* activating, fostering, and utilizing the innovation potential of the whole society.
- The recognition of the SI concept and its acceptance as a part of a new innovation paradigm has to be improved - including a *social innovation friendly policy environment* and the further development of *social innovation eco-systems*.
- *A higher involvement of research and education facilities is needed* - including of new modes of knowledge production and *scientific co-creation* of knowledge integrating practitioners and social innovators.
- The mapping shed light on the variety of social innovations responding to specific and every-day social demands or *incremental* innovations.
- The mapping reveals the emerging capacities and potential of social innovations to *modify or even re-direct social change* and *to empower people* in order to improve social cohesion and to allow for smart, sustainable and inclusive growth.
- Systemic change implies that multiple institutions, norms and practices will be involved, and complementary innovations would have to be introduced in order to cope with the high complexity of problems which require structural changes in society.
- With regard to underdeveloped status of *conceptualisation* the results of the mapping demonstrates that the SI-DRIVE definition is helpful to integrate the manifold meanings of social innovation under *a shared umbrella definition* and to understand the *complexity and embeddedness* of social innovation processes and the relationship between social innovation and social change.

SI-DRIVE
Policy Declaration

SI-DRIVE Policy Declaration: Social Innovation on the Rise - Challenges for Future Innovation Policy

SI drive

Version 2.1 (07.10.2017)

"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."

CSI Challenge Social Innovation

Vienna Declaration 2011: The most relevant topics in social innovation research

Taking up the results of the Conference "Challenge Social Innovation" resulting in the Vienna Declaration 2011 the European Union funded project SI-DRIVE further elaborated the theoretical and methodological frame for social innovation. Based on the theoretical and empirical findings this declaration is summarising the consequences for a social innovation policy of the future.

I. Social Innovation on the Rise – the Emergence of a New Innovation Paradigm

Social innovations have been emerging in recent years both as an object of research and practice. They are exerting an influence on people's lives in a variety of forms. They change the way we live together, work, handle crises and make the most of opportunities. Likewise, they are driving different societal sectors and cross-sectoral networks and individuals. A growing consensus among practitioners, policy makers and the research community shows that technological or business innovations alone are not capable of overcoming the social, economic and environmental challenges modern societies are facing. A vast and growing number of social innovation initiatives all over the world show the need to understand better what social innovations can achieve and how best they can be deployed.

Social innovations are the main object of research of the SI-DRIVE project. The global mapping of more than 1,000 social innovations and the in-depth analysis of more than 80 examples from around the world demonstrate the variety of conditions and approaches leading to success. They illustrate the strengths and potentials of social innovations in the manifold areas of social integration through education, employment and poverty reduction, as well as in establishing sustainable patterns of consumption in areas like energy supply, mobility and environment, or in coping with health challenges under conditions of demographic change. The economic and political crises of the past years have taught us that growth needs to be inclusive. Social integration and equal opportunities, but also the future sustainability of society as a whole, can only be fostered by allowing social innovations to gain more importance.

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

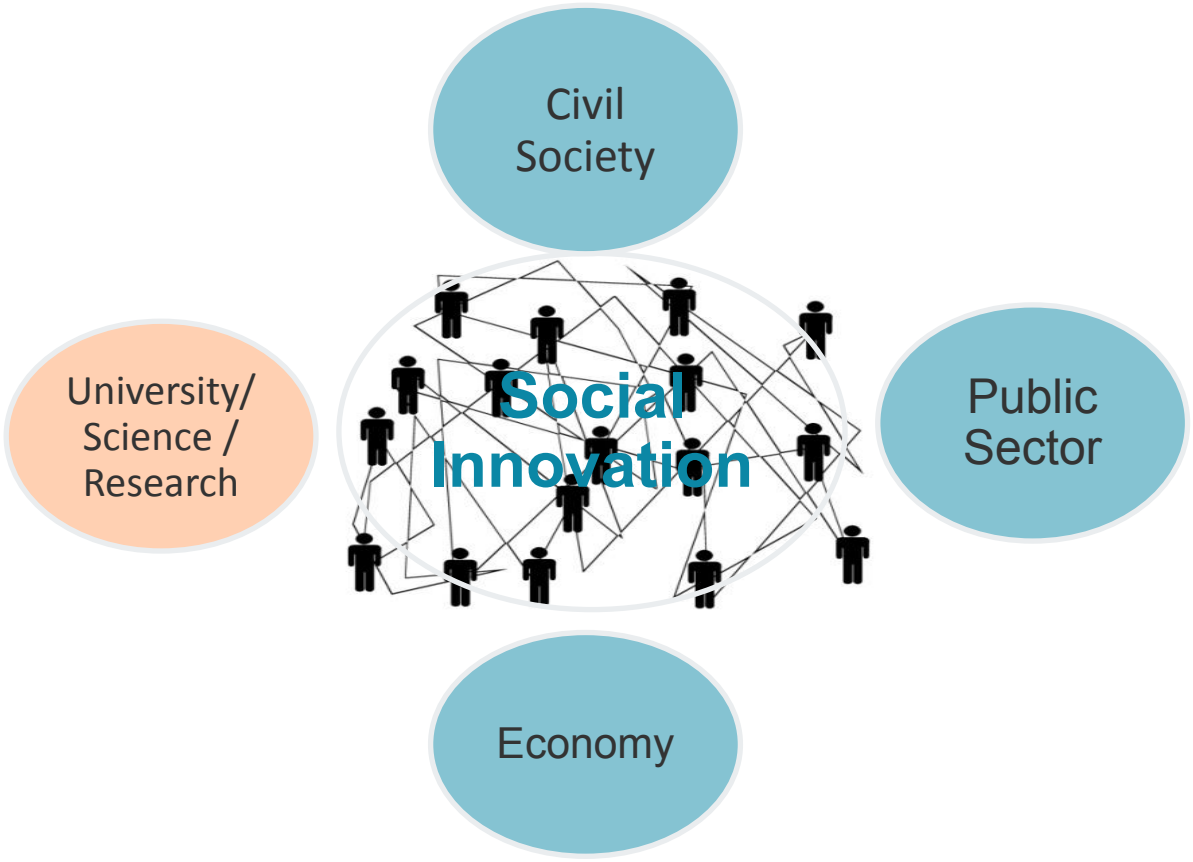
Social Innovation on the Rise
– the Emergence of a New Innovation Paradigm

- Social Innovation, **democracy and participation**
- Social innovation and the **economy**
- Social Innovation and the **ecological transition**
- **Digital transformation** needs Social Innovation

New innovation paradigm requires a new Innovation Policy

- We need a clear framework capturing the **variety** of Social Innovations!
- We need to **unfold the potential** of social innovations to enable systemic social change!
- We need **new governance of eco-systems** to create sustainable social innovations with a high societal impact!
- We need more **involvement of universities and research centres** to support social innovations!

Social innovation: The core of Social Change
Development of new alliances / Cross-sector Fertilization



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.

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

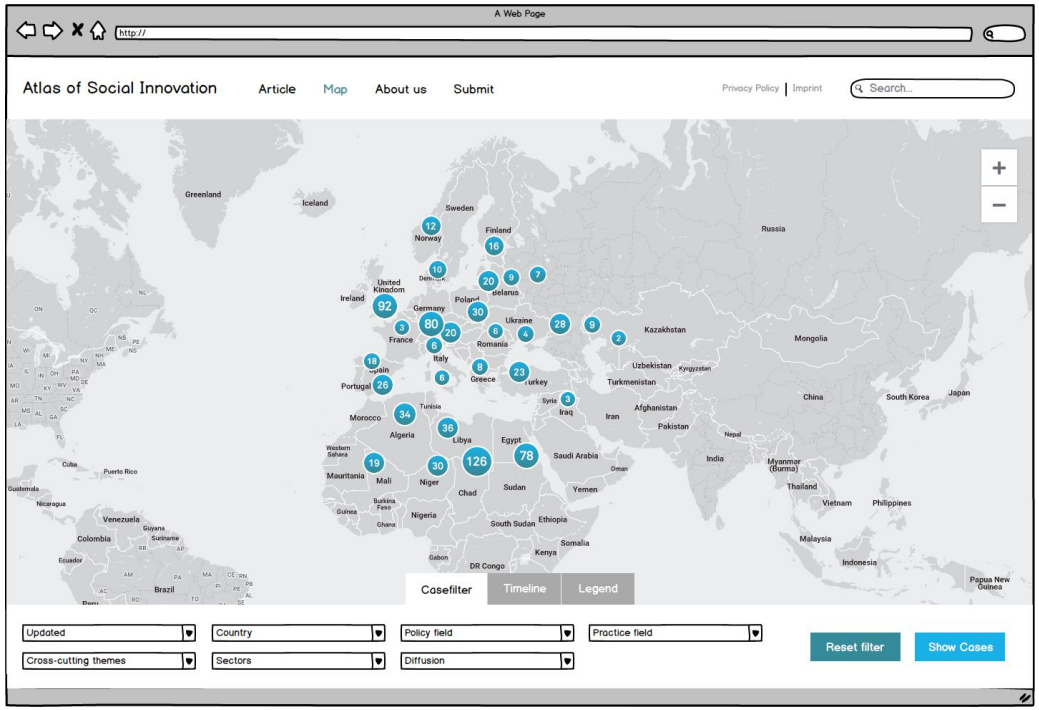
(D 12.6 Final book)

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)

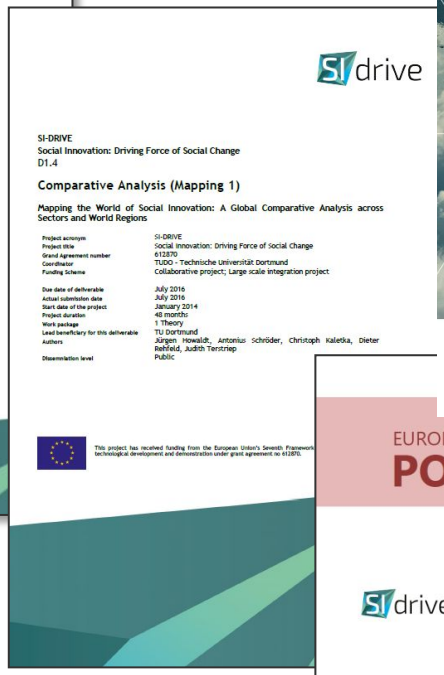
Printed Publication & Presentation of Results on www.socialinnovationatlas.net

- 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 in the search for new social practices that allow people to live a richer and more fulfilled human life.



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