

Rethinking the role of SSH: reflective and generative perspective

Social innovation : what have we learnt, what else do we need to know and why?

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outline

How Social innovation research has interacted with policy developments?

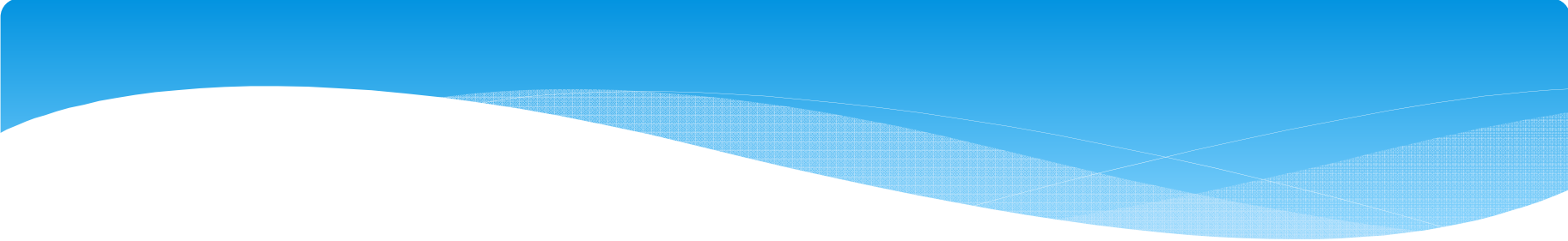
- * What did we know?
- * How to make sense of what is happening?

Which relevant knowledge is still needed to feed into new policies?

- * Policy review
- * Update: a decade of changes

BEPA WORKSHOP 2009: what did we know?

- **participants** representing ngo's, think tanks, social enterprises, experts, eu institutions...
- * Social innovation is about **new and effective solutions to social needs** created by individuals and organisations with a social imperative
- * It is **an asset in responding to the societal challenges** of global warming, sustainable cities, lifting people out of poverty, improving education and health systems and forging new models of social care for ageing population.
- * **The EU has a role to play** (structural funds, develop specific funding , evaluation methodologies, rewards, digital social platform, mapping)



“Social innovation is not a panacea but if encouraged and valued it can bring immediate solutions to the pressing social issues citizens are confronted with. In the long term, social innovation **is part of a new culture of empowerment that we are trying to promote”**

JM Barroso

Social innovation across Europe



A word cloud of social innovation examples across Europe. The words are arranged in a roughly circular pattern, with 'social innovation' being the largest and most central. Other prominent words include 'carbon trading', 'microcredit', 'community wind farms', 'personal budgets', 'congestion charging', 'online learning platforms', and 'consumer co-operatives'. The words are color-coded in shades of green, purple, orange, and blue.

hospices carbon trading online tax transactions
pre-school programmes innovation camp restorative justice
social ventures 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

-Examples across many fields – health, education, addictions, climate change, employment, social exclusion etc

-Examples across all sectors – the public, private and third sectors and the household



The Open University



Sustainable Everyday Project



Slow Food Foundation for Biodiversity



Empowering people, driving change: make sense of what is happening

- * Why: pressing social need and new responses needed in time of budgetary constraints(changing welfare state)
- * need to deliver better services with the active engagement of society (+ social capital effect)
- * Defining : social ends and means
- * Barriers and challenges (financing, governance, enabling-skills, recognition-measurement)
- * **But also: which process? How is SI produced? Innovative or social v/s Social innovation ? Levers to produce change? Sources of SI? Job creation?**

What is social innovation? DefinitionS

Social innovations are innovations that are social both **in their ends and in their means**. Specifically, we define social innovations as new ideas (products, services and models) that **simultaneously meet social needs** (more effectively than alternatives) and **create new social relationships or collaborations**. In other words they are innovations that are both **good for society and enhance society's capacity to act**.

⊙ Approach 1: social demands

which are not addressed by the market or existing institutions and are directed towards the vulnerable groups in society

⊙ Approach 2: societal challenges

in which the boundaries between the economic and social blurs and which are directed towards society as a whole

⊙ Approach 3: systemic change

The need to reform society in the direction of a more participative arena where empowerment and learning are sources and outcomes of well being

Translation into policy: EU support for social innovation

Dominant policy framework: Europe2020 and **flagship initiatives** (platform for social exclusion and poverty, innovation Union, the digital agenda)

Programs and supporting schemes:

- 2007/14: Single market act, Progress, Research Framework program, ESF FEDER
- 2015/20: **HORIZON 2020, Employment and Social Innovation (EaSI), European Social Fund, Cohesion policy, Digital Social innovation and CAPs**

Initiatives and instruments: Social Innovation Europe, Social Business Initiative, Microcredit facility, social innovation prize, network of hubs, regiostars, EUseF, public procurement, Digital social innovation

Which relevant knowledge is still needed to feed into new policies?

Policy review: 7 recommendations for improving research on SI

1. concentrate on the institutional (meso) or the individual (micro) levels of analysis, not the societal level.
2. cross-level discussion and promotion of activities among projects
3. discuss when and under what conditions social innovation is best treated as a input (independent variable) or as a result (dependent variable)
4. **Include the shareholders as co-producers of social innovations knowledge**, and design dissemination activities that include shareholders as the main recipients of knowledge transfer and mobilisation.
5. Include **historians in projects** or projects by historians as well as a focus on historical precedents would provide necessary perspective on what is 'new' in the domains examined by social innovation research.
6. Create a forum for a cross-project assessment of commonalities in the conceptualisation of social innovation.
7. Create cross-project work on the **definition or set of nested definitions of the concept of social innovation** that could be deployed in a consensual way.

NEW RESEARCH on:

- **The normative as well as empirical grounding of concepts such as 'good' and 'new.'** Involve specialists on philosophy and ethics .
- **Social innovation in Health and its determinants, in rural areas and societies, in the financial sector, SI and the private sector and SI for managing diversity.**

POLICY REVIEW (Jane Jenson , Denis Harrisson)
Social innovation research in the European Union
Approaches, findings and future directions

LIST OF PROJECTS ANALYSED

FP7 Projects (2007-2014)

- Citispyce: Combating inequalities through innovative social practices of and for young people in cities across Europe
- Cocops: Coordinating for cohesion in the public sector of the future
- CSEYHP: Combating social exclusion among young homeless populations
- INNOSERV: Social platform on innovative social services
- LIPSE: Learning from innovation in public sector environments
- Selusi: Social entrepreneurs as lead users for service innovation
- SERVPPIN: Public-private services innovation
- Social Polis: Social platform on cities and social cohesion
- SPREAD: Social platform on sustainable lifestyles 2050
- Tepsie: The theoretical, empirical and policy foundations for building social innovation in Europe
- WILCO: Welfare innovations at the local level



FP6 Projects (2002-2006)

- INCLUD-ED: Strategies for inclusion and social cohesion in Europe from education
- KATARSIS: Growing inequality and social innovation: alternative knowledge and practice in overcoming social exclusion in Europe
- LLL2010: Towards a lifelong learning society in Europe: the contribution of education system

FP5 Projects (1998-2002)

- Singocom: Social innovation, governance and community building
- Conscise: Contribution of social capital in the social economy to local economic development in western Europe
- PERSE: Socioeconomic performance of social enterprises in the field of work integration

Update 2014: Social innovation and the European Union

Remaining challenges:

- * 1. measuring SI and well being,
- * 2. the public sector as an actor and a driver
- * 3. digital Social Innovation



Measurement of Social Impact

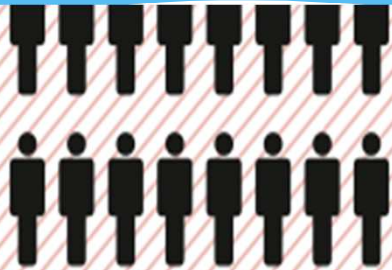
- * Evidence based policies: methods of intervention to design socially innovative projects
- * Funding, financing of social innovation: guidelines on how social enterprises can measure their social impact on the community (GECES report june 2014); reporting and monitoring standards
- * Indicators for a socially innovative society: on the basis of current developments, more research is needed (p.28)

Leading by example, how the public sector supports social innovation

- * Powering Public sector innovation: towards a new architecture
- * Leading
- * Enabling
- * Informing

Identify, compare, analyze innovation pockets at every level of public administrations

The Digital social innovation challenge



POWER TO THE PEOPLE

Wikis,
Usergenerated knowledge
P2P
Free Content Blogs
Social Networks
E-democracy

◀ PEOPLE
SOCIETY
COLLABORATION

INTERNET



BIG BROTHER

Commercial services,
Entertainment (eg. IPTV)
DRM-heavy
apolitical

INDIVIDUALISM ▶
BUSINESS
COMPETITION

USEFUL LINKS

- * Empowering people, driving change: http://www.ess-europe.eu/sites/default/files/publications/files/social_innovation_o.pdf
- * A decade of changes
: <http://europa.eu/espas/orbis/document/social-innovation-decade-changes>
- * SI Policy review: http://ec.europa.eu/research/social-sciences/pdf/social_innovation.pdf
- * DSI: <http://digitalsocial.eu> and <http://ec.europa.eu/digital-agenda/en/caps-projects>