

Social innovation:

what is it and how can it be an opportunity?

EURORDIS Membership Meeting,
Edinburgh, 26th May 2016

Anette Scoppetta



EUROPEAN CENTRE
FOR SOCIAL WELFARE POLICY AND RESEARCH
AFFILIATED TO THE UNITED NATIONS

• EUROPÄISCHES ZENTRUM
FÜR WOHLFAHRTSPOLITIK UND SOZIALFORSCHUNG
IN ZUSAMMENARBEIT MIT DEN VEREINigten NATIONEN

• CENTRE EUROPÉEN
DE RECHERCHE EN POLITIQUE SOCIALE
AFFILIÉ AUX NATIONS UNIES



EU Grand Societal Challenges

- Health, demographic change and wellbeing;
- Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the bioeconomy;
- Secure, clean and efficient energy;
- Smart, green and integrated transport;
- Climate action, environment, resource efficiency and raw materials;
- Europe in a changing world - inclusive, innovative and reflective societies;
- Secure societies - protecting freedom and security of Europe and its citizens

(Source: <http://ec.europa.eu/programmes/horizon2020/en/h2020-section/societal-challenges>)

**Social challenges
with regard to the inclusion of young,
old, vulnerable groups of society**

**Adaptation of governance systems
to upcoming demands (demographic change,
migration, pension and
health systems, skills shortages)**

What are Social Innovations?



***»Social innovations are new practices
for resolving societal challenges,
which are adopted and utilized by the individuals, social
groups and organizations concerned.«***

Analytical definition by the Zentrum für Soziale Innovation, 2012

Areas relevant to social change	Examples of social innovations	
	Old / historic / previous	New / current / future
Science, education and training	<ul style="list-style-type: none"> ✓ Universities; compulsory education; Kindergarden; pedagog. concepts e.g. Montessori ... 	<ul style="list-style-type: none"> ✓ Peer learning; 'micro-learning'; social media; peer coaching; citizen science
Work, employment and the economy	<ul style="list-style-type: none"> ✓ Trade unions; Chambers of commerce/labour; Taylorism; Fordism; self service 	<ul style="list-style-type: none"> ✓ Flextime wage records; CSR; 'work 4.0'; diversity mgmt.; shared economy
Technologies, machinery	<ul style="list-style-type: none"> ✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence 	<ul style="list-style-type: none"> ✓ Open source movement (communities); self constructed solar panels; decentralized energy prod.
Democracy, politics and justice	<ul style="list-style-type: none"> ✓ 'Attic democracy'; the state as a juristic person; general elections 	<ul style="list-style-type: none"> ✓ participatory open governance system; Citizens participation; equal rights; gender budgeting
Social and health care systems	<ul style="list-style-type: none"> ✓ Social security; retirement schemes, welfare state 	<ul style="list-style-type: none"> ✓ Reforms of financing and access to welfare; transparent waiting lists

Framework conditions & funding options for social innovations



Social innovation and the EUROPE 2020 Strategy:

“...to design and implement programmes to promote social innovation for the most vulnerable, in particular by providing innovative education, training, and employment opportunities for deprived communities, to fight discrimination (e.g. disabled), and to develop a new agenda for migrants' integration to enable them to take full advantage of their potential...”

Public funding options	Private funding options
EaSI – EU Programme for Employment and Social Innovation	Social Incubator Programmes
(National and regional) ESF/European Social Fund – Operational Programmes 2014-2020	Crowd Funding platforms (Respect.net, etc.)
European Territorial Cooperation Programmes (ERDF)	Foundations, Prizes, Awards, etc

Still, many social innovations face funding challenges!
 And others more ...



How to create Social Innovations?

The „4-i process“ of social innovation development:

- **Idea** **What is the issue, what could be the solution?**
- **Intervention** **Conceptualisation, define approaches, methods**
- **Implementation** **Using resources, breaking deadlocks, cooperation**
- **Impact** **Measures of quality, range and scales, life cycle!**



To sum up so far ...



Our societies are confronted with **societal challenges** such as climate change, demography, health, etc. that cannot be solved by single working institutions on their own.

The lessons learnt on analysing social innovations tell us that in order to contribute to solving the societal challenges the following is required:

- *Vivid interaction between different players such as the public, the private and the civil society*
- *SI-Ecosystem, SI-Infrastructure, SI-Funding*

**Social innovations
are not „good“ per se!**

Social Innovations as opportunity? ... by reflecting our practices



Working group discussion:

Setting up an fruitful environment

- *Does project realisation happen in an inventive, resourceful, creative and courageous way?*
- *Does the project foster dialogue & cooperation with other organisations?*
- *Is information on different aspects (e.g. decision-making, finances and monitoring and evaluation) openly shared within the project?*
- *Does the project change with changing needs (i.e. as to the target group: the way of approaching the issue or a changing project environment)?*

Social Innovations as opportunity?

... by reflecting our practices



Working group discussion:

Development process

- *Which individuals/organisations can be regarded as the “drivers” for the change?*
- *What were the success factors of the further development of the idea towards an invention?*
- *Which failures were observed?*
- *And how were they overcome?*

Social Innovations as opportunity?

... by reflecting our practices



Working group discussion:

Acceptance by society & sustainability aspects

- *Has the project broadened its funding base (i.e. non-dependency from single donors/mentors) as well as its knowledge base (i.e. know-how transfer between stakeholders)?*
- *Has the project put strategies in place for reducing barriers?*
- *Has the idea been supported and accepted by the (region's) society?*
- *Are connections to existing transnational/national/regional/local programmes, structures and strategies being made?*

Social Innovations as opportunity?

... by reflecting our practices



Working group discussion:

Implementation process

- *Did/How did the project “ownership” change over time (i.e. from a single ownership of an individual/organisation towards a widely supported project)?*
- *Is the responsibility of the project shared between stakeholders?*
- *Which crucial factors were observed when building a solid basis for the project (stable financial fundament, skills and know-how of persons involved, etc.)?*
- *Have obstacles successfully been overcome (e.g. legal, financial, economic, institutional difficulties i.e. obstacles preventing the system from evolving)?*

Social Innovations as opportunity?

... by reflecting our practices



What improvements are desirable in the area of

- **setting up fruitful environments,**
- **the development and implementation processes, and**
- **acceptance by society & sustainability aspects?**

**Can social innovation be an opportunity
for your patient organisation?**

Thank you!



Contact

European Centre for Social Welfare Policy and Research

Dr. Anette Scoppetta, Deputy Director

Berggasse 17, A-1090 Vienna (Austria)

Phone 43 1 319 45 050-59

Fax. ++43.1.4950442-40

email: scoppetta@euro.centre.org

www.euro.centre.org