March 2013

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Alle Innovationen sind sozial relevant.
All innovations are socially relevant.

EDITORIAL

0. Science 2.0 and Social Innovation: Interview with Christian Voigt, Head of Technology & Knowledge

Where is the Life we have lost in living?
Where is the wisdom we have lost in knowledge?
Where is the knowledge we have lost in information?
(Some lines of the poem 'The Rock' by T.S Elliot in 1934)

Science 2.0 has changed the working conditions of many researchers. Beside specific academic networks, online collaboration tools and online bibliography services as well as social media in general have established new forms of production, evaluation and distribution of knowledge. Science 2.0 – introduced in 2008 by Ben Shneiderman of the University of Maryland as an umbrella term – includes a wide variety of applications, which aim to simplify processes in science and research by the help of Web 2.0 and make them more simply, transparent or participatory.

Science and research increasingly use the new possibilities of Web 2.0. How does science or research 2.0 differ from commercial fields?
Christian Voigt: Web 2.0 represents a sort of change of version: In Web 1.0 there was a verifiable authorship, a central author or a community of authors, which produced and published content, similar to a book with static content. Web 2.0 provides an infrastructure, a framework for user input. Then the content feed takes place. On the one hand the range of perspectives grows, on the other hand this can be also seen as a negative effect. You don't know the author and the source of content. This analogy can also be applied to the field of research. Research is subject to powerful mechanisms of authorization and distribution, which means: who may publish when, where and how. With the help of Web 2.0, researchers can introduce ideas relatively independent of scientific publishers and leading magazines.

In the best case science and research 2.0 are open collaborative, participatory and mobile?
For example advanced features of distribution and new formats of publication are exciting aspects. This means, you can easily enrich the core content with further presentations, videos, audiocasts or records, spread the contributions in virtual networks and develop discussions around the data. So the publication becomes richer.

What are the limits of this new culture of feedback?
As researcher basically one should consider, when feedback is helpful. For me, feedback has to do a lot with acceptance, but also with the creation of knowledge. Sure, in some contexts it makes sense to exclude feedback options. Finally one must be aware that a lot of research is funded by the public sector. In my opinion there is also a certain responsibility of institutions to enter a public dialogue with funding agencies. Dialogue means that feedback is desired. This certainly contributes to a more realistic attitude of researchers. Especially for applied sciences this can be beneficial. In the field of basic research, this new culture of feedback is more contentious. For example populist attacks, which fall short and restrict the freedom of research could have negative effects. In general, I assume that feedback provides useful input. A key question for me is: Does my research get better, if I exchange knowledge and experience with potential beneficiaries? Working with feedback should not be a sacrifice for a scientist.

Which tools do you use in everyday life of research in the topical area Technology & Knowledge of ZSI?
Probably I am not a prototypical user of Web 2.0, but for some time I **tweet** and run a **blog** on which I try to host a more exhaustive discussion about my current

research projects. Here readers find a different approach to my research. My tweets are primarily value statements, for example I read something interesting and share this information with my followers. For me Twitter is also a kind of bookmarking system.

Keyword bookmarking: Which bibliography management tools do you use?
I am currently working with **EndNote** , probably the pioneer tool, but I would like to change to **Zotero**. This requires some lead time, because the library and all data in the background must be transferred, which is probably not possible without losses. Attaching professional networks is one aspect that brings citation tools close to the field of research 2.0: In themselves these are production tools with which the work flow becomes faster and more efficient. But once references are public, they also become a starting point for other experts. Via these references you can be identified with the work of others, providing starting points for further exchange.

Which virtual networks do you use?
Mainly on **Twitter** and **LinkedIn**, in my experience the effort is the lowest there. I've tested other specific academic networks such as **Mendeley** , **Academia** or **Researchgate**. One should consider the added value. Research 2.0 must show clearly what it brings. Only an increased effort of data entry is certainly not helpful. The effort must have a positive effect on the work. For example, there is a new, interesting service for users of Academia. Since some time I receive mails with information on who and how many read my papers. That gives me an idea of what is relevant to people, sometimes with surprising insights. One aspect of this feedback culture is that you receive feedback as a researcher very quickly from the outside.

Which of the eight ongoing projects of the division Technology & Knowledge operate in the field of research 2.0?
No project deals explicitly with research 2.0. When it comes to understanding research as participatory projects, **SOCIENTIZE** could be a good example. Here the public becomes part of the research as a provider of input to various issues. This concerns for example the measurement of temperature in the public space, e.g. heat islands in cities, which can then be monitored as units of streets.
A second aspect is the evaluation of raw data, which can be found also in informally written forums. The project of **TEL-Map** starts here and searches for trends. Also TEL-Map works participatoryly. In addition to the analysis of top articles in specific journals, the project focuses on the analysis of blogs, where exchange works more informal and embraces more experimentation. In my research papers I am used to present my hypotheses and my data and thesis which have been verified or not. Using a blog allows me as a researcher to experiment more creatively about future developments.
We analyze this in the project on two levels. We ask: "Which are common concerns and fears?" Concerning the subject of technology and learning, you can quickly develop negative scenarios, for example the image of a "transparent student", who later may have difficulties to find a job, because of a negative grade, which was stored electronically and remains accessible. Data develops a new constant persistence caused by the possibilities of electronic storage.
TEL-Map aims to set trends regarding research efforts in the field of E-learning and tries to raise awareness of political decision makers for upcoming issues. The project supports with analysis, agenda setting, disagreement management, as well as road mapping.

For more than 20 years the Centre for Social Innovation (ZSI) is a pioneer in the field of social innovation and innovation research. In accordance with the claim of the ZSI I like to ask: All innovations are socially relevant?
Often innovation is seen equivalent with technical progress and technocratic change, without questioning the social dimension of innovation. Social innovation is then perceived as a side effect of innovation and not as an important aspect. ZSI focuses on the social dimension of innovation and supports the visibility and relevance of this fact. In the topical area of T&W we frequently work in projects with teams of hardcore technicians. This could work like this: Computer scientists develop their tools and methods and we research, how these innovations will affect – hopefully in a positive way - the life of users. When innovations are used in larger communities, this could lead to positive systemic change. For example: imagine a systemic change, how education is evaluated. This would be a social innovation.

Introducing Christian Voigt
Dr. Christian Voigt is a senior reseacher at the ZSI and became head of unit **Technology & Knowledge** (T&W) in 2012 after eight years of successful research and teaching at the University of South Australia (AU) and Koblenz-Landau (DE). His main research interests focus on collaborative learning technologies and evaluation of software solutions for institutions in the public sector. More areas are socio-economic impact analysis of E-infrastructures. Christian Voigt is project manager of the EU projects **Stellar** (network of excellence in TEL) and **TEL-Map** (roadmapping the future of learning technologies).

The complete article is also available in German and English on the *website of ZSI...*

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1. *ZSI_Short News*

RTDI evaluation training in Budapest: The EVAL-INNO project (Fostering Evaluation Competencies in Research, Technology and Innovation in the SEE Region) will organise the second RTDI evaluation training course on **15th-19th of April** 2013 in Budapest, Hungary. **www.zsi.at** +++
BILAT-UKR*AINA: We would like to draw your attention to the best project ideas that have been selected in the framework of BILAT-UKR*AINA "Best Project Idea Competition". **www.zsi.at** +++
SozialMarie honoured social innovation for the ninth time 'round in 2013. The aim of this project is to make innovative social ideas known to a broad public and to support networking between socially innovative projects. And the winner/s is/are: **www.sozialmarie.org** +++
Master of Arts in Social Innovation: A webinar about the worldwide first Master program, which was brought to life as a cooperation between ZSI and the Danube University Krems, will be soon available as video on demand. Please check the website **http://www.donau-uni.ac.at/masi** +++
Social Innovation Generation: SiG is a partnership, located in Toronto, of four Canadian institutions and sites. They recently produced a brilliant short video titled "What is social innovation? **http://vimeo.com/60114688#** +++
Event by the Plattform für Innovationsmanagement (PFI): PFI is going to host the 10th Forum of Innovation on 23rd and 24th of April 2013 at the privileged location Burg Perchtoldsdorf near Vienna. For further details and online registration please check: **www.pfi.or.at/forum-innovation** +++

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ZSI_Events

2. 'Social Design = Social Innovation' - SAVE THE DATE: 18th of April!

A talk – moderated by Gerald **B**ast (rector of the University of Applied Arts Vienna) – with Anton **F**alkeis (University of Applied Arts) and Josef **H**ochgerner (Zentrum für Soziale Innovation): Both experts will discuss opportunities to design society through theory, design, and practice and how to address urban challenges. The event takes place in the framework of the master's program for Social Design of the University of Applied Art and is open for all interested in

design, architecture and innovation research.

At this occasion *'Challenge Social Innovation. Potential for business, social entrepreneurship, welfare and civil society'* by Franz, Hans-Werner; Hochgerner, Josef; Howaldt, Jürgen (eds.), a publication by Springer, will be presented. This publication summarises important results of the international conference 'Challenge Social Innovation' held in Vienna in 2011.

Universität für Angewandte Kunst, Oskar-Kokoschka-Platz 2 1010 Wien
Start: 18.00

[...]*The complete article is also avaiable on the website of ZSI...*

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3. FTEVAL: 'Denmark: an exceptional research location' - SAVE THE DATE: 10th of June!

Denmark experienced a far-reaching reform of the public research sector with the consequence of strengthening the large universities. **Lauritz B. Nielsen**, rector of the University Aarhus, will present why and how Denmark started this process successfully.

When: 10th of June 2013, 13:00 - 15:00
Where: BMWF organization room, Freyung 1, 2nd floor, 1010 Vienna

Organized by the **BMWF**, **WWTF** and **fteval**

We kindly ask for registration: salhofer@fteval.at
More information on the project: www.fteval.at

[...]*The complete article is also avaiable on the website of ZSI...*

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4. FTEVAL: N E W H O R { I Z O N S \ N E W C H A L L E N G E S} C o n f e r e n c e in November 2013

I n t e r n a t i o n a l   S c i e n t i f i c   S T I   P o l i c y   E v a l u a t i o n   C o n f e r e n c e: As a result of the emergence of new policies, measures and instruments as well as voices raised by society for inclusive STI policies, STI evaluations theory are increasingly challenged to deliver discernible social, economic and ecological benefits in effective ways. This will not only require new thinking, methodological diversity and interaction between policy design and evaluation studies but also cooperation between STI governance, public management, evaluators and society in general.
The conference will bring together leading and upcoming researchers across a range of social science disciplines as well as STI policy makers and evaluation practitioners to provide an open forum to promote and enhance the discussion about new emerging developments in STI policy and their effects on evaluation theory and practice at different levels.

Organised by **Austrian Platform Research and Technology Evaluation** (FTEVAL), **IFRIS - Institut Francilien Recherche, Innovation et Société**, and **Manchester Institute of Innovation Research**

Information & registration: sticon2013.fteval.at

[…] *The complete article is also available on the website of ZSI...*

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Preview & Review

5. Final Conference of the EU-Project AGE-WORK-BALANCE

On 20th February 2013 the final conference of AGE-WORK-BALANCE took place in Berlin in the premises of the gsub-Projektegesellschaft mbH. The project members discussed with more than 50 participants from eight European Countries the significance of the relationship between the network structure (between different public and private actors on different levels) and a particular project to bring older people into sustainable employment.

One of the key finding was that the need for the existence of a network increases with the complexity of the service that an approach aims to offer. This was lively debated by the project participants, by the representatives of the reviewed practices from "Berliner Bär" – Berlin, "jobcenter team.arbeit.hamburg" – Hamburg, "Cantabria Employment Service" – Santander and the "Ballyfermot/Chapelizod Partnership" – Dublin but also from external representatives from the AGE Platform Europe, the ESF-Age Network , the Ministry of Regional Development Poland, Warsaw, Italia Lavoro, Rome, Italy, the Association of Finnish Local & Regional Authorities in Helsinki and the Senate Administration of Berlin. In respect to the key finding the main conference conclusions were as follows:

- Only joint solutions will lead to sustainable integration.

- A sound agreement between policy setting level and the local autonomous implementation in particular in terms of resourcing is of great importance.

- Both, public and the private sector must feel responsible for unemployed senior citizens.

- The finding and results of AGE-WORK-BALANCE in terms of the relationship of measures and networks are very much transferable to all other target groups.

The strategy paper (DE, EN, IT) can be downloaded here.

[...] An additional slideshow with photos and the complete article is also available on the website of ZSI...

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6. The "GREEN PAPER CE-AGEING STRATEGY"

One of the core activities of the three-year project "**Central European Knowledge Platform for an Ageing Society**" (short: "**CE-Ageing Platform**"), co-funded by the CENTRAL EUROPE Programme, is the development of the transnational CE-Ageing Strategy aiming to serve as a joint strategic guideline for the Central European countries and regions in order to manage and adequately respond to the challenges of demographic change.

The strategy is developed with and for CE-countries and regions with the objective to establish coordinated actions at the transnational, national, regional and local level. In February 2013, the project consortium proudly introduced the "**GREEN PAPER CE-AGEING STRATEGY**", a 64-page comprehensive document providing links between most central policies and recommendations on measures/actions with the intention to enable regions in managing and adapting to demographic change. Best practice examples of relevant ageing projects and initiatives are presented in alphabetical order as well as deep insight into latest developments in the pilots' implementation under **WP4 "Age-Partnership Actions"** and **WP5 "Age-SME Interventions"** is provided.

Members of the Age-Steering Group (ASG, a decision making body responsible for the overall strategy development), selected experts of research and applied science and content related policy responsible persons at national level consulted during three thematic workshops
1st workshop: 17 April 2012, Berlin/Germany;
2nd workshop: 13 June 2012, Linz/Austria;
3rd workshop: 17 September 2012, Vienna/Austria,
intensively discussed core aspects of the Strategy and developed possible trends and scenarios for 2050 taking into account different policy areas and their impact on demographic change such as economy, demography, ergonomics, health, labour market policy and social sciences.

Finally, a joint vision 2050 was created, approved by the ASG and published in July 2012 incorporating ideas, comments and recommendations given by a wide range of relevant stakeholders, NGOs, universities, companies and private persons (including primarily older workers, job-seekers) via online-questionnaire. Fruitful discussions held with policy makers and persons responsible for policy actions, SME's, older persons, NGOs and persons in charge of human resource development (HRD), education, migration, social, labour market and economic policy during events organised in the frame of the CE-Ageing Platform (international ageing conferences held 2012 in the Slovak Republic and Slovenia. The peer reviews organised in the Slovak Republic, Austria, Slovenia, Poland) significantly helped to collect and merge innovative ideas and good practice examples from all CE-countries/regions and were finally integrated into the GREEN PAPER CE-AGEING STRATEGY.

For more information about the strategy and the CE-Ageing Platform, please consult the website or contact the project communication manager Ms. Jana Machacova via machacova@zsi.at.

[…] The complete article is also available on the website of ZSI...

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7. Public Consultation Process on the "GREEN PAPER CE-AGEING STRATEGY"

Online consultation is open till 31st of August 2013: With an aim to publish the "**CE-Ageing Strategy**" as a white paper by the end of 2013, an intensive public consultation process on the "**GREEN PAPER CE- AGEING STRATEG**Y" has started on March 1, 2013 and will continue until the end of August 2013.
Do not miss the opportunity to consult on the core aspects of the CE-Ageing Strategy and to identify possible next steps in addressing the challenges of demographic change. Please contribute to the on-line survey carried out by the CE-Ageing Platform, a project co-funded by the ERDF through the CENTRAL EUROPE Programme.

All interested parties, citizens, organisations, governmental institutions and public authorities at national, regional and local level are invited to submit their views, opinions in response to several questions included in the consultation paper on core aspects via http://ageing-consultation.zsi.at.

Additional information considered as relevant and not fitting to any specific question are very much welcomed. For more information about the consultation process, reference documents and the "consultation paper Central European Ageing Strategy", please follow the project website.

Please notice, the online consultation is open from **1 March 2013 till 31st of August 2013.**
Interested, but not everything is clear? Do not hesitate to contact us via consultation@ce-ageing.eu

[…] The complete article is also available on the website of ZSI...

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ZSI_Publication

8. Strategic Paper: Balanced Approaches for an Ageing Workforce in Metropolitan Areas

The project Age-Work-Balance is dedicated to balanced approaches for an ageing labour force in urban areas and evaluates measures, programs and projects that are aligned on the integration of older people, to discover success factors, especially with regard to the interface behind the project and the network of relevant stakeholders. The strategy paper summarizes the main findings and concludes with recommendations for local employment policy.

[...]The complete article and the paper (in German) is available on the website of ZSI...

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Video_special

9. Age-Work-Balance: Video on Balanced Approaches for an Ageing Workforce in Metropolitan Areas

The risk of long-term unemployment is generally higher for individuals in groups with structurally low labour market participation. Moreover setting up of the right incentives to work seems to be especially difficult for these specific groups. In several member states are positive measures in place to support those furthest from the labour market. The project aimed to concentrate on existing practices targeted to long-term unemployed people over 50 in metropolitan areas. Via a social experiment we want to find out what constitutes an innovative approach in order to integrate them into sustainable employment. In this context it is assumed that an innovative approach alone, will not be sufficient to achieve the goal to bring them into sustainable employment.

[...] Watch Video

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Find us also on acebook & imeo & XING .

With kind regards
Josef Hochgerner