



ZENTRUM FÜR SOZIALE INNOVATION
CENTRE FOR SOCIAL INNOVATION

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

EDITORIAL

Design Thinking & Social Innovation: A reasonable twist?

In the winter term of 2012 a promising new academic course started in Vienna: The Master programme 'Social Design_Arts as Urban Innovation', offered jointly by the [University of Applied Arts](#) and the [Konservatorium Wien \(City of Vienna University\)](#). The Centre for Social Innovation (ZSI) agreed to serve as social scientific partner for the course.

From "making life easier" to create a "more sustainable world"

Undisputable social design strategies can create socially innovative products and services. In doing so, the claim "form follows function" (Horatio Greenough, 1852; Louis Sullivan, 1896) is extended by social dimensions and questions raised by the users or clients of even persons somehow concerned. There are some well known examples in the world of design, which shaped this term: E.g. Margarete Schütte-Lihotzky (1897 – 2000), the first female Austrian architect and opponent against the Nazi regime. She is mostly remembered today for designing the so-called Frankfurt Kitchen, an – at that time – revolutionary novel working environment which today still serves as prototype for built-in kitchens.

Design thinking for a better world

During the past 15 years mainstream research on design opened some new doors. Traditional debates were enhanced by other disciplines. The term 'Design thinking' (see also Brown, T. & J. Wyatt, 2010: "Design Thinking and Social Innovation." [Stanford Social Innovation Review](#). Winter: 30-35) became important, for instance in the context of management science or business studies. Businesses are adopting design thinking because it assists in becoming innovative, e.g. in faster opening up of new markets for their products and services. Not-for-profit organizations are also starting to adopt 'design thinking' in order to provide better solutions to social problems. Nowadays 'design thinking' crosses the traditional boundaries between the public, the private and the not-for-profit sector. Apart from some volatile trends in research and design triggered by Public Art and its protagonists, there is not a distinct tradition established yet on how social sciences can provide relevant perspectives to design projects. Social sciences can open designer's eyes to the social context, for instance by informing about the social systems forming urban environments. "Empowerment", "bottom up" and "participation" are to be embedded in an interesting discourse towards human centred design.

Via collaboration with the two universities ZSI enters in a new venture of academic discourse in a truly socially relevant and inter-disciplinary field of research studies.

Further details on the joint M.A. course of Studies of "Social Design_Arts as Urban Innovation" can be found here: www.angewandte.at
The complete article is also available on the [website of ZSI](#).

Josef Hochgerner, Scientific Director, ZSI

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Preview & Review

SOCIETIC: Citizen science or how you and me can discover new galaxies!

Project SOCIETIC was recently launched: Citizen science has emerged recently as a new concept to involve the general public in scientific processes. One of the best ways to help people understand science is to involve in scientific research and experiments. This is what citizen science tries to achieve. With the help of the internet, people are able to participate in a variety of research actions that includes such diverse fields such as earthquake detection, protein docking or classification of astronomical images. This trend is relatively new, but the number of volunteers involved is growing every day.

[...] [Read more](#)

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2. Inco.NET EECA: S&T Policy Mix Peer Review Report to Kazakhstan presented to the President of Kazakhstan in October

During the official visit of the President of Kazakhstan, Mr. Nursultan Nazarbayev, to Austria, the S&T Policy Mix Peer Review Report to Kazakhstan, which was carried out by an international expert team for reviewing the S&T Policy Mix in Kazakhstan, was presented by the team leader, **Prof. Manfred Horvat**, at the President's meeting with the representative of the European Commission. **Prof. Dr. Josef Hochgerner**, chairman and scientific director of ZSI, also attended the meeting and announced the joint signing of a Memorandum of Understanding on future collaboration between the Kazakh National Agency for Technological Development and the Centre for Social Innovation.

The S&T Policy Mix Peer Review in Kazakhstan was implemented under the [INCO.Net EECA](#) project which was funded by the [European Commission \(FP7\)](#). The Peer Review team to Kazakhstan, which is headed by Manfred Horvat, included the following experts:

[...] [Read more](#)

[...] [Read also:](#)

[Memorandum of Understanding between ZSI and National Agency for Technological Development Kazakhstan \(NATD\)](#)

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3. NanOpinion: Second consortium meeting in London

After the first half of the year NanOpinion's huge consortium met for the second time. Partners presented from 4th to 7th of November 2012 their first results on their base line studies concluded which provided important information for other project activities to follow. Applying a '**multi-channels' approach**, Nanopinion will carry out a range of outreach activities across Europe, including school activities, streetlabs, round table discussion, social media channels, radio broadcasting, as well as supplements in four renowned print media.

To synchronise all planned activities and guarantee for best synergies, the consortium participated in an interactive workshop carrying out detailed timings for the upcoming project periods, soon available at: www.nanopinion.eu

[...] [Read more](#)

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4. OECD LEED: Demographic Change and Local Development. Recent research tours through affected areas

The [OECD Programme for Local Economic and Employment Development \(LEED\)](#) is currently undertaking a study series on 'Demographic Change and Local Development'. The first results were already published in '[Shrinkage, Regeneration and Social Dynamics \(OECD, 2012; ISSN 2079-4797, PDF\)](#)'. Changes resulting from the almost global ageing of societies are screened with respect to the consequences they have on economic development, labour markets and social structures on the local and the regional levels, respectively. Furthermore, current activities are carefully studied to identify options for cities, communities and enterprises to cope with this development.

During the last weeks study trips took place to Japan, Poland, The Netherlands and Austria. ZSI was invited to provide expertise on the analysis and development of new governance structures and participated in the OECD study visit to the regions hit hardest in the North and Southwest of the Netherlands (Drenthe, Groningen, and Zeeland). Findings from a visit by OECD experts to the [Territorial Pact Carinthia \(TEP Carinthia, Austria\)](#) will also be incorporated in the study.

[...] [Read more](#)

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5. TEP stakeholder conference 2013

On this year's annual stakeholder conference of the [Territorial Employment Pacts \(TEP\)](#) the participants discussed "Solidarity between generations in work life: reality and chances": **Katrin Gasior** and **Pieter Vanhuyse** ([European Centre for Social Welfare Policy and Research](#)) compared the situation of elderly employees at the Austrian labour market with the situation in to other European countries. **Roland Hanak** ([BMASK - Ministry of Labour, Social Affairs and Consumer Protection](#)) provided an input on Austrian labour market policies for elderly employees. **Dietmar Blesky** ([Senioconomy](#)), **Kurt Leodolter** ([AUVA - Austrian social insurance for occupational risks](#)) and **Christian Rab** ([ÖJAB - Austrian Young Workers Movement](#)) discussed in a panel visions to promote solidarity between generations in work life during a panel session.

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6. Excursion: Human centered design for "The New World of Work"

In August 2012 the yearly [Forum Alpbach](#) organized a working group titled "The New World of Work" (original title in German: DNA – Das Neue Arbeiten). Global companies, often technology driven, invest in enhancing the productivity of their employees. The strategy to involve employees to participate in sometimes far reaching design processes is more and more frequently.

In the context of "The New World of Work" [Microsoft Austria](#) has developed a rollout concept, supported by the [IMC Fachhochschule Krems](#) (University of Applied Sciences/Austria), aiming at the reorganization of work processes and the mix of interior design and corporate technologies. In the showcase of Microsoft Vienna members from all teams were involved as 'travel agents' to provide their individual experiences and needs, developing a local corporate interior design on participatory base.

The Centre for Social Innovation (ZSI) was recently invited to the headquarter in Vienna.

[...] [See some photos](#)

[...] Presentations in Alpbach 2012 held on the issue "[Das neue Arbeiten](#)" are available [here...](#)

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ZSI_Publications

7. Visualising the knowledge society in the Danube Region: ZSI co-publication study presented to Members of the European Parliament

Romania's Member of the European Parliament (MEP) [Silvia-Adriana Țicău](#), who chairs the 'MEP Danube Forum' in the European Parliament, a platform for stakeholders aiming at improving cohesion in the Danube Region, invited to a workshop on the "Knowledge Society" in the Danube Region.

Keynotes were provided by the European Commission and the Coordinators of Priority Area "Knowledge Society" from Slovakia and Serbia spoke at the event. Ms [Elke Dall](#) from ZSI was invited to complement the messages with a "Stakeholder Intervention". She is involved in the Priority Area as an observer and supports the Austrian Ministry for Science and Research ([BMWF](#)) in their role as Steering Group member.

[...] [Read more](#)

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8. The 4th FORSEE Newsletter is available

Find out about the latest development and what a renowned European foresight expert has to say in an interview! The project lets its audience know about the current development and upcoming events. Issue 4 focuses on an interview with a well-respected foresight expert Attila Havas who led a team of international experts in designing the [FORSEE Regional Foresight Methodology](#).

[...] [Read more](#)

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9. The 7th e-newsletter of the CE-Ageing Platform is available

The seventh edition of the e-newsletter of the [Central European Knowledge Platform for an Ageing Society](#) ("CE-Ageing Platform") has recently been published on the project website and provides detailed information about the 2nd CE-Ageing International Conference on Intergenerational Solidarity and Ageing, which was held in Kranj, Slovenia on 5th of November 2012.

Comprehensive reports from the [3rd Expert Workshop "Regional Activities and Recommendations"](#) as well as from the Austrian Peer Review organised at the premises of the Federal Ministry of Labour, Social Affairs and Consumer Protection ([BMASK](#)) in Vienna, Austria from 17th to 18th September 2012 are provided.

[...] [Read more](#)

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10. Social Innovation for sustainable development

Societies combat various global challenges such as climate change, the economic crisis and poverty. How can the change succeed towards the direction of sustainable development and what factors are the key?

In the series of "Courage to sustainability" experts from academia and practice concepts and scenarios, discuss options for action and engage with the audience. Admission free, registration required.

The cycle goes 2012 already in its fifth year. The events are moderated by [Prof. Dr. Helga Kromp-Kolb](#) of the [University of Natural Resources and Life Sciences, Vienna \(BOKU\)](#) and [DI Sepp Hackl](#), Head of Sustainable Development at the [Environment Agency Austria](#) (Umweltbundesamt GmbH).

The first lecture in the winter term 2012/13 was devoted to the topic of "Social innovation for sustainable development" and was held by Josef Hochgerner, scientific director of ZSI.

[...] [Read more and download presentation](#) [in German]

[...] [Read also a background interview with Jo Hochgerner by Science.ORF.at](#) (Interview language: German)

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ideo_special

11. Facets of Social Innovation Vol. 1: Social Innovation. Perspectives in the European Union. Prospects in Europe.

The EU Representation of the European Parliament (EP) and of the European Commission (EC) in Austria hosted an event on "Social Innovation. Perspectives in the European Union. Prospects in Europe" (15th of October 2012), including the public presentation of the [Master of Arts in Social Innovation](#), starting in the academic year 2012/2013 at the Danube University Krems.

In discussion with **Heinz K. Becker** ([Member of the European Parliament](#)), **Dr. in Isabella Eiselt** from the Austrian Federal Ministry of Science and Research ([BMWF](#)) and **Prof. Dr. Peter Baumgartner** ([DUK](#)), **Prof. Dr. Josef Hochgerner** (ZSI) had the opportunity to explain the concept of social innovation as well as the basics of the study programme. The debate was held in English, which will be the working language of the M.A. course.

[...] [Watch Video](#)

[...] www.zsi.at

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With kind regards
Josef Hochgerner

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