

## soQua Summer School

### Social Innovation in Europe and Beyond The concept, its potential and international trends

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### Social Innovation in Europe The concept and its emergence

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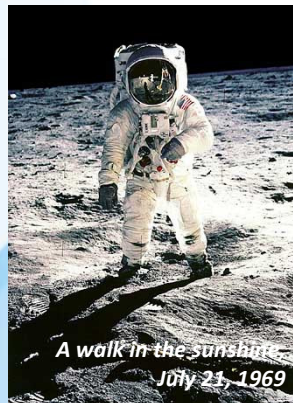
## When the tide of innovation comes in ...

### Options, made by humans ...

Neither one big innovation, nor a series of innovations only.  
» » » We observe manifestations of **powerful socio-technical systems**, enabled by a particular **culture of innovation**

*... create spectacular intended achievements: ... like unintended ones, such as climate change:*

Earth rise from moon orbit,  
December 24, 1968



k2058491 www.fotosearch.com



## Why SOCIAL Innovation ?



Evolution of Brains



Innovative Technologies

Social change, development, crisis and „Grand Challenges“: Resources and solutions



Social Innovations

Collaborative intelligence & intelligent collaboration >> **Cultural Evolution**

### 100 years of innovation theory and current innovation research

**Comparison of the 5 types of "new combinations" according to Schumpeter and the basic four "main types of innovations" according to the Oslo Manual**

5 "New combinations of production factors" (Schumpeter 1912, and subsequent publications):		4 „Main types of innovation“ (OECD/EUROSTAT 2005, 29):
New or better products	→	Product innovation
New production methods	→	Process innovation
Opening up new markets	→	Marketing innovation
New sources of raw materials	⋮	Organizational innovation
Reorganization of the market position	⋮	

75%  
Schumpeter



## Innovation from a socio-cultural perspective

Innovations are ,changes or novelties of rites, techniques, customs, manners and mores.'

Horace Kallen, 1949: Innovation, in: Encyklopedia of the Social Sciences; Vol. 8; pp. 58ff.



## Approaches to innovation

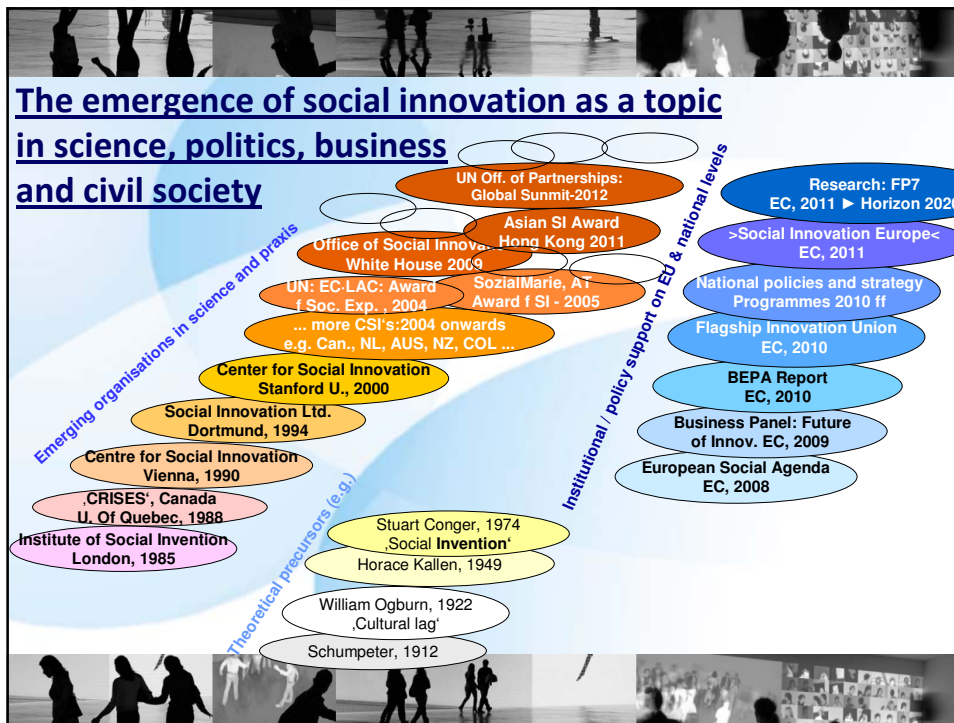
'Innovation is not just an economic mechanism or a technical process. It is above all a social phenomenon.

Through it, individuals and societies express their creativity, needs and desires.

By its purpose, its effects or its methods, innovation is thus intimately involved in the social conditions in which it is produced.'

European Commission, 1995: Green Paper on Innovation  
[http://europa.eu/documents/comm/green\\_papers/pdf/com95\\_688\\_en.pdf](http://europa.eu/documents/comm/green_papers/pdf/com95_688_en.pdf)





## All innovations are socially relevant

Any innovation emerges from a certain background in society, and has impact on social entities.

Many **innovations** originate from technology – and occur in business. Yet besides economic outcomes they bear **social components** as well.

**Social innovations** may as well be stimulated by technology. They occur in **all sectors of society** (private, public, civil society). Their prime outcome is **changing social practices**, yet besides there may be economic implications as well.

**Traditional concepts, indicators and measures of innovation fall short of the social relevance of innovations in general, and of social innovations in particular.**

**An analytical definition of „Social Innovation“ \*)**

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



\*) Zentrum für Soziale Innovation, 2012:  
 „All innovations are socially relevant“ – ZSI-Discussion Paper 13, p. 2.  
[www.zsi.at/dp](http://www.zsi.at/dp)

Area of societal development	Examples of social Innovations	
	Old / historic / previous	New / current / future
<b>Science, education and training</b>	<ul style="list-style-type: none"> <li>✓ Universities; compulsory education; various pedagogical concepts (Steiner, Montessori ...)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Technology enhanced learning; 'micro-learning'; Web 2.0; Wikipedia; 'science mode 2'</li> </ul>
<b>Work, employment and the economy</b>	<ul style="list-style-type: none"> <li>✓ Trade unions; Chambers of commerce; Taylorism; Fordism; self service</li> </ul>	<ul style="list-style-type: none"> <li>✓ Flextime wage records; group work; open innovation; CSR; social entrepreneurship; diversity mgmt.</li> </ul>
<b>Technologies, machinery</b>	<ul style="list-style-type: none"> <li>✓ Norms and standardisation; mechanisation of house keeping; traffic rules; drivers licence</li> </ul>	<ul style="list-style-type: none"> <li>✓ Open source movement (communities); self constructed solar panels; decentralized energy prod.</li> </ul>
<b>Democracy and politics</b>	<ul style="list-style-type: none"> <li>✓ 'Attic democracy'; the state as a juristic person; general elections</li> </ul>	<ul style="list-style-type: none"> <li>✓ Citizens participation and the 3<sup>rd</sup> sector; multi-level governance</li> </ul>
<b>Social and health care systems</b>	<ul style="list-style-type: none"> <li>✓ Social security; retirement schemes, welfare state</li> </ul>	<ul style="list-style-type: none"> <li>✓ New financial and access rules (e.g. 'birth right portfolio')</li> </ul>



## Main features of social innovation (1)

- o **Distinction between idea and implementation:** an idea becomes an innovation *in the process of social implementation* – it changes and improves *social practices*
- o **The „4-i process“:**
  - *Idea*
  - *Intervention*
  - *Implementation (or Institutionalisation)*
  - *Impact*



## Main features of social innovation (2)

**Social innovations** (like any innovation) **compete** with traditional or other novel solutions – and they have a **life cycle**

**No normative nature:** Social innovations are not necessarily ‚good‘

**The scope of social innovations:** the new practice does not need to be applied to the whole of society

Agnès Hubert et al. (BEPA – Bureau of European Policy Advisors) distinguish three perspectives to analyse objectives and impact, i.e.

- the „**social demand**“ perspective,
- the „**societal challenges**“ perspective, and
- the „**systemic change**“ perspective.

„Empowering people – driving change. Social Innovation in the European Union.“  
[http://ec.europa.eu/bepa/pdf/publications\\_pdf/social\\_innovation.pdf](http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf)



## Towards a comprehensive paradigm of innovation

### In general, innovations aim

- primarily either on economic or on social **objectives**,
- they may be **technology**-based or not;
- in the social sphere they may require formal **regulation** or not.

### Innovations, addressing primarily economic objectives<sup>1)</sup>, include

- **products**
- **processes**
- **organisational measures**
- **marketing**

### Innovations, addressing primarily social objectives<sup>2)</sup>, include

- **roles** (of individuals, CSOs, corporate business, and public institutions)
- **relations** (in professional and private environments, networks, collectives)
- **norms** (on different levels, legal requirements)
- **values** (customs, manners, mores, ethical/unethical behaviour)

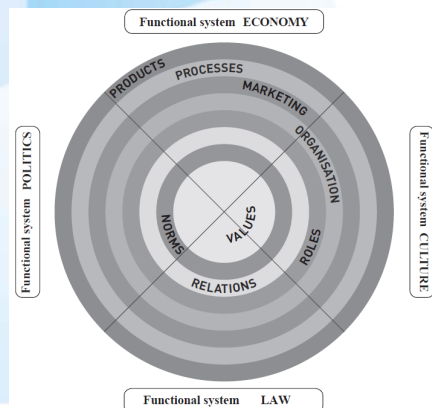
1) „Oslo Manual“, OECD/EUROSTAT 2005, re. Schumpeter

2) My extension, 2011

Comparison of the 'new combinations' according to <b>Schumpeter</b> with the 'main types of innovations' according to the <b>Oslo Manual</b>		... and the main types of <b>social innovations</b>
<u>New combinations of production factors</u> (SCHUMPETER 1912)	Innovations in the corporate sector (OECD/EUROSTAT 2005, 'Oslo Manual')	<u>New combinations of social practices: social innovations, established in the form of ...</u>
New or better products	Product innovations	Roles
New production methods	Process innovation	Relations
Opening up new markets	Marketing	Norms
Reorganization of the market position	Organizational innovations	Values
New sources of raw materials		

## The extended paradigm of innovation

All categories (types) of innovations are **relevant**  
(however, with variable impact) **to all social functional systems**\*)



Eight types of innovation ...

- o Products
- o Processes
- o Marketing
- o Organisation
- o Roles
- o Relations
- o Norms
- o Values

... across four functional systems:

- o Economy
- o Culture
- o Politics
- o Law

\*) Functional systems according to Parsons, 1976: Zur Theorie der Sozialsysteme. Opladen: Westdt. Verlag

## Key issues in science and research on social innovation (1)



Innovating innovation by research – 100 years  
after Schumpeter \* Vienna, Sept. 19-21, 2011  
[www.socialinnovation2011.eu](http://www.socialinnovation2011.eu)

### Results and products

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

##### What is required from social sciences to meet expectations in social innovation practices

- Elaboration on the particular features of the concept and **definition**
- Embedding the concept of social innovation in a **comprehensive theory** of innovation
- Development of coherent **methodologies to identify and measure** social innovations

**Prioritised research topics** (14 selected out of 56 by conference participants) → *next slide*

#### Publications:

- 17 papers for free download, accessible: [www.zsi.at/dp](http://www.zsi.at/dp)
- H.-W. Franz, J. Hochgerner, J. Howaldt (eds.): Challenge Social Innovation. Berlin-New York: Springer (ISBN 978-3-642-32878-7, October 2012)





## Key issues in science and research on social innovation (3)

**Teaching, training and dissemination of knowledge by collaborative efforts**

**(1) The 'European School of Social innovation'**

- Open network of institutions engaged in education and research concerning social innovation
- Formal establishment in the legal form of an association according to Austrian law: 2011
- Operational start: 2012/2013

**(2) The study programme 'European Master of Social Innovation'**

- Offered from 2012/2013 onwards by the Danube University Krems/AT
- M.A., 120 ECTS
- Extra-occupational blended learning courses for post-graduate education
- [www.donau-uni.ac.at/emsj](http://www.donau-uni.ac.at/emsj)



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