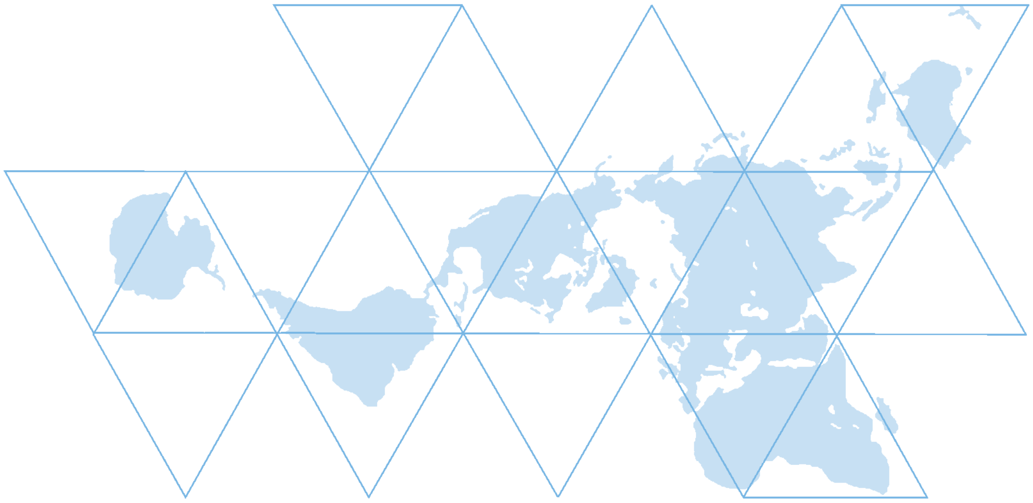
ZENTRUM FÜR SOZIALE INNOVATION

CENTRE FOR SOCIAL INNOVATION

Stimulating Social Development

Social innovations are new concepts and measures to resolve societal challenges, adopted and utilised by social groups concerned.



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Cooperation and competition …

… are important elements in the further development of scientific research and findings. Through its active science and research policy Austria responds to the social, ecological and economic challenges and established itself in the European Research Area as a respected research partner. Not least this results from the capacity of Austrian research facilities. ZSI is one of the institutes that are particularly successful in European competition. This success comes with good reason. It is built on the quest for continuous improvement, cooperation with the best specialists and the dedicated work of its employees.

Concerning the increasingly international division of work in science and research, ZSI takes over an important function as bridge and multiplier for the BMWF (Federal Ministry for Science and Research). It acts as the responsible institution for the "Austrian Science and Research Liaison Offices" in Ljubljana and Sofia, supports the "Steering Platform for Research with the Western Balkan Countries", and it works as a partner to the ministry in strategically important international projects, the so-called INCO- and international ERA-NETs. Since excellence often develops and shows itself only in international exchange, the internationalisation of research and science will have an even greater significance in the future. At the same time new forms of cooperative sharing of work will be developed and there will be new instruments tested, just as the geographical focus will doubtlessly be expanded. ZSI is at the forefront of this development and is in dialogue on such issues with the BMWF.

Within Austria, the institute is one of the largest employers of social scientists. The promotion of the next generation of scientists is of particular importance, not only in the framework of the BMWF-sponsored postgraduate training course "Social Scientific Career Qualification" (SOQUA). The connection of the working world to equal opportunities and integration is also an important field of the scientific work for the institute, as well as its engagement with technology and knowledge, the use of new technologies in education and communication, and the analysis of research and innovation systems. Furthermore, ZSI also supports the Austrian research dialogue (www.forschungsdialog.at) through an online forum, web site and database.

On the following pages ZSI presents its achievements and services. In doing so, it enhances the communication between science and society, also beyond Austria's borders. In my capacity as cabinet minister responsible for science and research, I support this intention and wish ZSI much resonance and success!

Dr. Johannes Hahn
Federal Minister for Science and Research

Content

05 On the way to trans-disciplinarity
06 Efficiency and efficacy in social scientific research
07 Social innovation in focus

08 Work and Equal Opportunities
10 Foster equal opportunities, utilise chances, create innovations
11 The anti-discrimination messiah is not coming
13 "Pacts" and "Partnerships": Overcoming national and professional borders

14 Research Policy and Development
16 Internationalisation and excellence go together!
20 Build networks, produce results, promote development
21 Evaluation: Consequently learning to improve

22 Technology and Knowledge
24 Foster competencies, ease access, strengthen individual responsibility
25 Building consciousness for accessible education
27 Human centred design

28 Why invest in social innovation?
30 Social Innovation 2015
32 ZSI-Team
34 Key data on intellectual capital

On the way to trans-disciplinarity

A cumbersome word, but trend-setting: "Trans-disciplinarity" goes beyond research cooperation with colleagues from various scientific disciplines ("inter-disciplinarity") in two ways: Firstly through cooperation in the practical application and use of knowledge in non-scientific working areas. Secondly through the integration of insights obtained from practical experience into science teaching, the development of methods and building of theories. Thus science goes beyond its academic borders and is developed in manifold ways. The difficulty is to bring together diverse forms of knowledge and working contexts, routines and specific competencies. A combination like this, of scientific and practical work, requires adequate structures: multi-functionality is the key to the organisation of trans-disciplinary cooperation.

ZSI has already gone a long way in this direction, which can be seen in the different functions along an expanded scientific added value chain. In science, "added value" is not only to be understood in the economic sense. It includes newly generated knowledge, which is reflexively developed further in the context of practical applications, as well as socially or culturally valuable effects. In this sense, the added value chain at ZSI reaches from fundamental and applied research through the use of knowledge supported competence in various practical areas, to the promotion of research and to further professional training and academic teaching.

ZSI is a private not-for-profit scientific institute, whose services include the following functions:

ZSI as research institute carries out fundamental and applied research, financed by national and international research programmes, in cooperation with universities, academic institutions, NGOs, industry and other research facilities.

ZSI as consulting service to public institutions. Included here are administrative support, development and monitoring of research policies, for example for ministries in Europe and in world wide networks.

ZSI coordinates networks, participates in the building up of comprehensive databases and designs interactive information modules facilitating new governance-structures on behalf of, and in cooperation with, Austrian public authorities and international organisations.

ZSI in the promotion of research operates the Austrian Science and Research Liaison Offices. On behalf of the BMWF and on the basis of successful ERA-NET activities ZSI develops specific calls for research proposals and manages and evaluates funds.

ZSI as educational institution provides teaching of its employees at universities, as well as in vocational education and eLearning, expanded through a postgraduate course of lectures on professional qualifications for international social scientific research.

Prof. Dr. Josef Hochgerner
Scientific Director

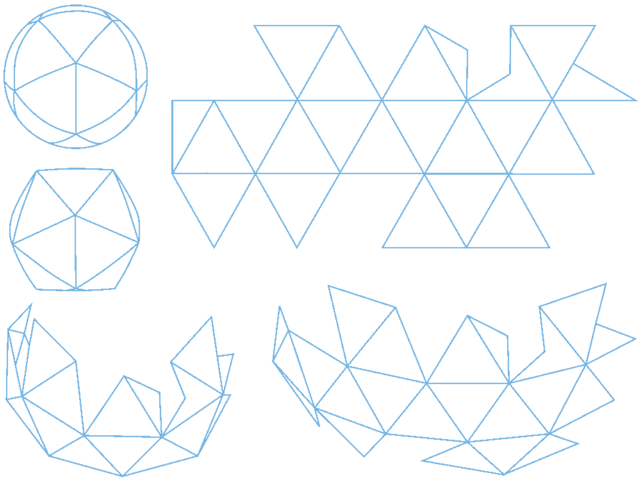
Vision

The Centre for Social Innovation (ZSI) is a self-contained, politically independent scientific institution, asserting leadership in Europe to advance social innovation and foster an open and solidly united society.

Efficiency and efficacy in social scientific research

Mission

The ZSI bridges knowledge generation and knowledge application processes by socio-scientific research, education, advisory and networking services to reduce the gap between social needs and prospects of the knowledge based information society.



Social innovation in focus

Social innovations are new concepts, adopted and utilised to resolve societal challenges.

Just as new products and processes are only considered to be "innovations" when they become marketable, social innovations must bring a sustained benefit for their target audiences. In doing so, they prove themselves as methods which become effective and function better than previous or other novel concepts (services, rules and processes). When, therefore, a social idea undergoes a process to become a social innovation, this innovation contributes to the solving of specific issues and to the satisfaction of a need that is present within the society. But beyond the particular case, social innovations also influence the adaptation and further governance of social development in general.

Under the conditions of increasing globalisation, social innovations gain particular importance for large sections of the population at micro-, meso-, and macro-sociological levels. Supportive scientific analyses, and the application of social innovations in practice, are relevant for the development of activities and achievements in the civil society, but also in public administration, political institutions, business and social partners' organisations. The behaviour of single individuals in small groups can be affected alike as, for example, the organisational development of companies, the formation of teaching and learning in the educational system, or structurally effective evolution of the social fabric (e.g. by social law, pension and tax systems, health care).

In the ZSI labour is organised along thematic domains of outstanding relevance pertaining to the worldwide evolvement of the knowledge-based information society:

- **Work and Equal Opportunities (abbreviated in German: A&C)**
- **Research Policy and Development (F&E)**
- **Technology and Knowledge (T&W)**

These areas of topics serve at the same time to define internal structures signifying three departments or units as presented in the following.

www.zsi.at

Five most frequently visited websites of ZSI in 2007

www.zsi.at
1,386,070 hits – the site provides information on ZSI, its projects, publications, events, and organisational matters.

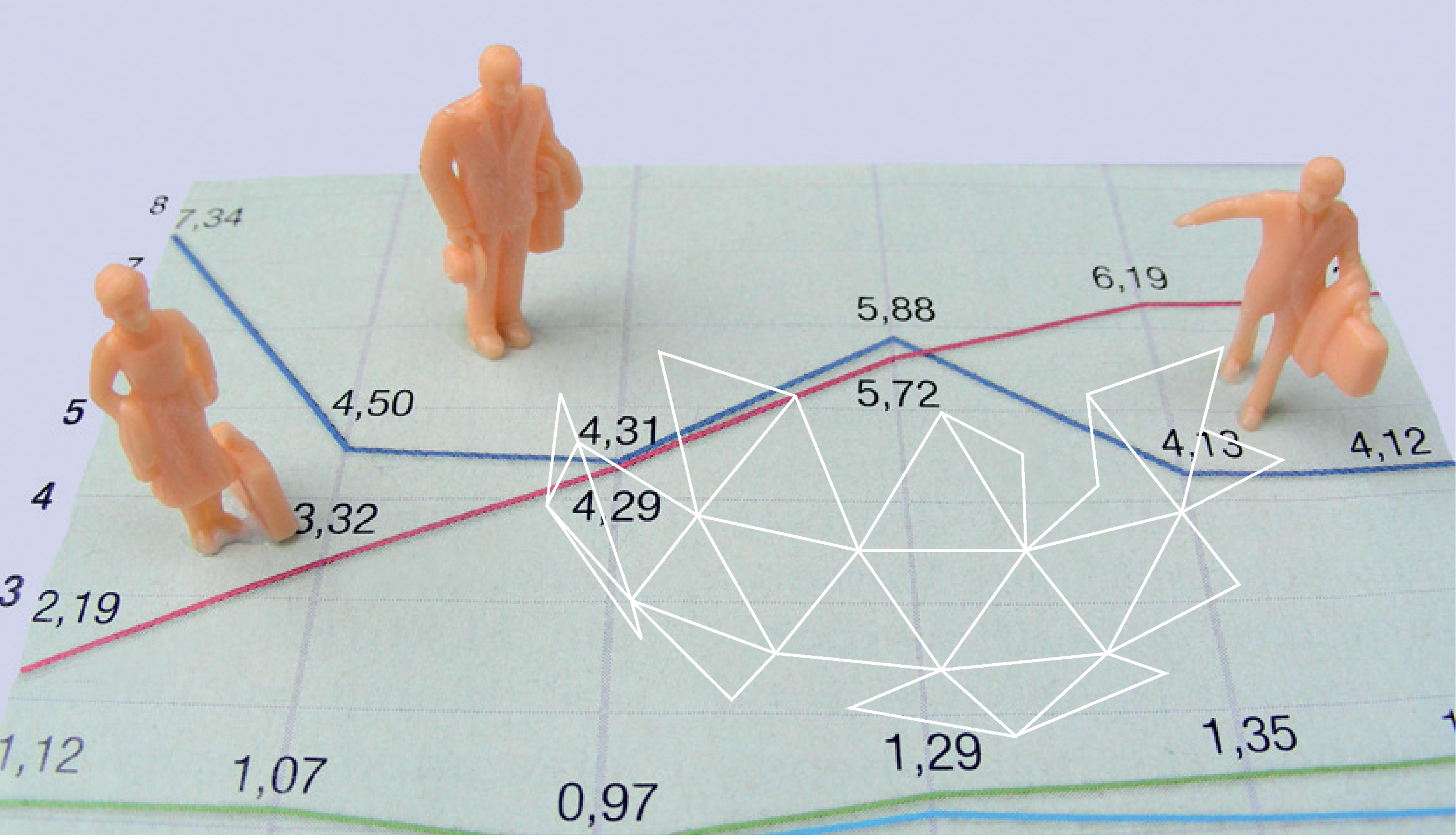
www.prolearn-project.org
1,179,955 hits – the site provides information about the European Network of Excellence concerning eLearning. ZSI is partner in this NoE and manages, among other things, this web-site.

www.aso.zsi.at
799,152 hits – the site provides information concerning the Austrian Science and Research Liaison Offices (ASO Ljubljana, ASO Sofia).

www.see-era.net
658,868 hits – the web-site of the South-East European ERA-NET, coordinated by ZSI. It provides information concerning the network's activities, particularly on joint calls for proposal.

www.pakte.at
578,408 hits – the site provides information about the Austrian Territorial Employment Pacts and the work of the pacts' coordination unit established at ZSI.

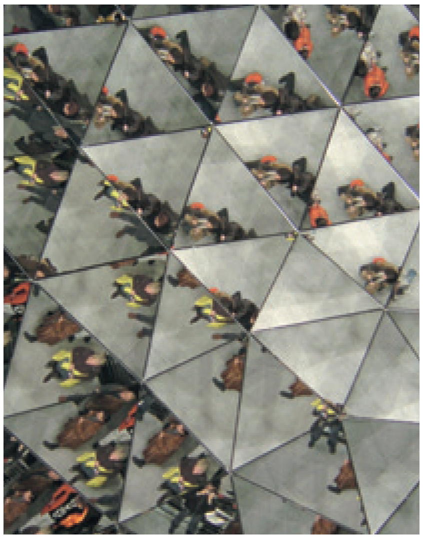
Work and Equal Opportunities



Social innovations for dealing with actual processes of social change

> Change the world, it needs it. Bertolt Brecht (1898-1956)

At the beginning of the 21st century both work, as a cornerstone of the social state, and the social value of equal opportunity are coming increasingly under pressure.
The coordination of networks, consulting and research concerning core elements of social development are in the focus of our work in A&C.
In particular, the list of important social topics includes new forms of cooperation and governance in labour market policy (pacts, partnerships), as well as studies and the implementation of research results addressing migration, diversity and the ageing society.



Greenbook for Older Workers in Regional Labour Markets

A&C-Good Practice: In the framework of an EQUAL Development Partnership of all Austrian Territorial Employment Pacts (TEPs), which are coordinated by ZSI, a "Pacts-Greenbook for Older Workers" was published and consulted. During the implementation of the process, numerous stakeholders were involved – from practice to politics and from research to application. The Pacts-Greenbook is based on the knowledge and experience of many institutions: from the state governments and employment office organisations, to the social partners and NGOs, all the way to private persons. It comprises numerous proposals to take measures in the areas of economic, educational and social policies. Methods applied as well as the results contained in the book represent something unique not only for the pacts themselves, but also for Austria in the diversity of institutions and individuals involved. It is expected that existing measures will be better coordinated in the future.

www.zsi.at/paktegruenbuch

OECD LEED Forum on Partnerships and Local Governance

A&C-Good Practice: Since 2004 the international network of Partnerships, "OECD LEED Forum on Partnerships and Local Governance", has been supervised by ZSI. Through it a worldwide network connects 1800 key-players from local and regional partnerships, decision makers from policy areas concerned with job market, employment, commerce, regional development, and social politics. The network brought together a huge number of about 2600 Partnerships from 50 countries, facilitating exchange of information, knowledge diffusion, and mutual learning. Annual Forum Conferences in Vienna regularly allow up to 200 experts from 25 to 30 countries to take part in deliberations about developing further the cooperation structures on operational as well as on strategic level. The "Vienna Action Statement on Partnerships" (2007) emphasises the necessity of the advancement of economic development, sustainability, social cohesion, and quality of life.

www.zsi.at/forum, www.zsi.at/vienna_act

A&C: Facts & figures

Yearly cut-off date: 31 March	2006	2007	2008
Number of employees (headcount)	14	14	11
Number of employees (full time equivalent)	11	13	8
Number of executed projects	12	13	–
Export quota (foreign and international project funding in % of total project funding)	58	22	–
Number of hits to the unit's most accessed project web site	397,477	578,408	–

10 selected projects

- Coordination Unit of the Territorial Employment Pacts (TEPs) in Austria
- OECD LEED Forum on Partnerships and Local Governance
- TEP_Equal_ELDERLY
- Forced and arranged marriages
- LIMITS: Immigrants and Ethnic Minorities in European Cities
- Promoting Equality in Diversity: Integration in Europe
- SIM: Between Equal Opportunity and Marginalisation. A Longitudinal Perspective on Social Integration of Migrants
- Social Innovation in Private Companies
- ECC: European Citizen's Consultations
- MANAGING DIVERSITY: Empowerment through Diversity

Foster equal opportunities, utilise chances, create innovations

Impulses for employment

Networking Day
Innovation/Cooperation/Motivation
January 31, 2008, Vienna

A&C Conference: Since many years numerous local and regional networks are active in Austria, either explicitly working toward objectives in regional policy fields (e.g. improvement of labour markets), or supporting regional development in the wider sense. In its responsibility for regional policy, the Federal Chancellery called for networking the networks. About 300 actors from different policy areas met with experts from research and practice to exchange experiences, and thus tightening collaboration between networks. Design and organisation of the Networking Day were accomplished by ZSI in cooperation with ÖAR Regionalberatung GmbH.

www.zsi.at/tdn

All levels of society are affected by global competition. In order to persist in the rapid pace of world-wide economic and social changes – and, more than that – to grow structurally and personally from it, countries, regions, institutions and individuals are required to cooperate efficiently.

In the unit **Work and Equal Opportunities** (in German: "Arbeit und Chancengleichheit", abbreviated "**A&C**") we overcome the boundaries of individual policy and research fields. We bring to the table various regional and national stakeholders who can influence and promote labour market relevant themes, and advise them in the search for common solutions. Examples of social innovations from all over Europe and other world regions are our inspiration.

Quantitative and qualitative interdisciplinary research supports the alignment of integrative labour market projects in the Austrian federal states. Furthermore, we advise the stakeholders in the implementation of employment, education and integration measures. These types of offers support a broad range of groups in their endeavours to live a self-determined life – such as older workers, long term unemployed, workers returning to the workplace, young women, migrants or people with handicaps. Positive experiences are fed back into the international pool of our partners.

Our clients include, among others, the European Commission, the OECD, the Ministry of Economics and Work, the Ministry for Social Affairs and Consumer Protection, the Ministry of Science and Research, as well as the Ministry for European and International Affairs, the Municipality of Vienna, other communes, the regional offices of the Federal Social Office and of the Labour Market Service, as well as many socio-political organisations all over Austria.

Looking closely, gathering strength and putting everything in place to improve the living conditions of disadvantaged groups: this is the basis for social innovations. Where standards are obviously weak, it is necessary for research and politics to work as intense as carefully with one another. People losing employment, immigrants who are forced into unqualified jobs, disadvantaged women in general, parents with school age children – all these and other groups that seem stuck in less paid jobs, demand assistance and deserve support concerning social and career advancement.

The "Territorial Employment Pacts" are an example of a novel form of good governance. Starting in 2000, Austria systematically built up contractual agreements for regional partnerships to link labour market and employment policy with other areas of politics. From the outset, the goal was to make lasting improvements concerning the access to labour markets in all regions. From the excellent networking inside Austria a Europe-wide exchange between cities, regions and other organisations has evolved. Study trips brought valuable impulses in the area of diversity management: Those who foster a variety of abilities in a company, increase economic success and the satisfaction of the employees.

The anti-discrimination messiah is not coming

Social science as an instrument to combat discrimination

Mario Jandrokovic: To what extent may results of social scientific studies provide tools for social practice?

Rossalina Latcheva: Commissioned studies contain recommendations. We present them in workshops and publications, and usually they can be found in actions of our clients.

Wolfgang Michalek: Research establishes trust, particularly the summaries of studies. The political stakeholders get to know in which direction the trend is moving.

Dieter Schindlauer: We operate an information centre and work on prevention. As an aid to reasoning, and to see certain inequities from another point of view, one needs the connection to the actual debates in the supporting sciences.

Mario Jandrokovic: Isn't there a danger with the issue of equal opportunities that individual aspects such as gender, migration and age will be played off against each other?

Dieter Schindlauer: This "playing off" is an issue mainly at the level of the NGOs. This was the catalyst for me to determine a common main goal with the "Klagsverband", to act not for target groups, but problem-oriented: the problem is discrimination – not those who are discriminated.

Rossalina Latcheva: We research problem-oriented to find out under which conditions discrimination occurs – and with it the infringement of equal opportunities. Policy is oriented primarily toward target groups and is attached to individual categories. Problems often don't affect migrants or women, but for example, older women with a certain skin colour in particular.

Wolfgang Michalek: To expand the knowledge basis of the players is a difficult step. If I begin in a very complex manner, the politicians block. A conscious reduction of complexity is usually a strategically necessary step in order to position the subject.

Rossalina Latcheva: Naturally, some limitations may be required in practice. Yet the goal of the research goes beyond that, namely to depict complexity and concentrate on the breadth of the interpretation at the same time.

Mario Jandrokovic: Is it also necessary to use activism or legal means to give out a warning about what can happen, when things don't improve, in order to establish a certain level of discourse?

Dieter Schindlauer: In the meantime there is an unmanageable abundance of laws – many of which have good content and goals. The problems are first of all in the enforcement, and secondly in the loopholes. The idea of the

In dialogue:

August Gächter, ZSI, fields of activity: Migration and Development, Labour Market and Equal Opportunities

Rossalina Latcheva, ZSI, fields of activity: Migration, Ethnicity, Equal Opportunities, Multi-variant Methods of Quantitative and Qualitative Social Research, Multi-Method-Design

Wolfgang Michalek, ZSI, fields of activity: Network Building, Coordination of Networks supporting Labour Market Policy

Dieter Schindlauer, chairman of ZARA (Civil Courage and Anti-Racism Work, www.zara.or.at) and President of the Association for the Enforcement of Rights for Victims of Discrimination (www.klagsverband.at).

Interview: Mario Jandrokovic

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"Klagsverband" is to point out where legislative regulation doesn't work. The warnings should be contained within the laws already. However, instead of strict rules we often find something much softer.

August Gächter: In Austria, the entire anti-discrimination legislation is not based on research. No one asked: in which form does discrimination take place, who is affected? The EU legislation was simply copied.

Rossalina Latcheva: Aside from the "Klagsverband" and ZARA there is no information available about the real distribution of discrimination in our society. There is too little research being financed for this purpose.

Dieter Schindlauer: An additional problem is that many topics are being politicised to death. In the EU there is a focus on anti-discrimination for six years, and then we are, so to say, done. It doesn't work that way: because combating discrimination is a continuous process: The anti-discrimination messiah is not coming.

Mario Jandrokovic: Is equal opportunity a noble humanistic principle, or is it also possible to argue with economic benefit?

Wolfgang Michalek: The credibility is carried by its own value, and that is easy to communicate. In my point of view it doesn't hurt to consciously aim at the economic arguments.

Mario Jandrokovic: When you look back on your own experience: has there been a positive development in that the issues are generally being handled on another level?

Wolfgang Michalek: There has been success in the past ten years to bring about something in the communication between the stakeholders. When in 1996 the European Commission offered money to every region for projects, procedures were still difficult. Today even the most delicate subjects are being taken up, such as welfare recipients. It has started to move, but the pace is still very slow.

August Gächter: Since commissioned research is dependent on politics, the situation would be bad if there were no European Commission. Positive developments have taken place in recent years in as much as we are working in a less isolated fashion. There is more exchange on the European level, and we may help each other.

Dieter Schindlauer: By now, I must admit, it is about noble values. These are also easier to sell, because more often it is a question of meaning and even the companies don't want to listen to the business case nonsense any more.

"Pacts" and "Partnerships"

Overcoming national and professional borders

In Europe and globally, measures for supporting the local and regional development of employment and business become increasingly important. In this context a specific concept has taken on a profile of its own in recent years: "Partnerships" became, in the international vocabulary, a key word for cooperation and coordination in the labour market as well as in social and economic policy.

A partnership can have its focus in social and economic fields, or be directed toward employment, for which the Territorial Employment Pacts in Austria are an excellent example. These regional and local partnerships sum up the problems and concerns of the local stakeholders for employment development in a particular geographic area. In turn, all available funds are used to implement a comprehensive strategy for the region. In this way employment measures can be coordinated better, and exemplary actions and measures are taken to secure and create jobs, resulting in an improved alignment of political and economic measures and programmes to the local and regional requirements.

Austrian partnerships, as well as international ones, often exhibit the same following features:

- Cooperation of different stakeholders from multiple levels of local, regional and national decision makers (institutions).
- Coordination between various fields of politics and business, between government and non-governmental organisations.
- Integrative gateways to solutions and the conception of measures which respond to multidimensional problems.

Area based (local, regional) partnerships of this kind are instruments of new forms of "governance": They have an impact on labour market developments, which is not limited to the steering impact of the government but includes supervision by civil society organisations and private industry as well.

The willingness to engage in a continuous exchange with partners and collective learning is of highest importance in all working areas of ZSI. An example of a successful cooperation at the international level is the "International Partnership Fair", an event which ZSI organised in Vienna in 2006, at which 270 participants from 30 countries discussed and passed on their knowledge about the building up and implementation of partnerships.

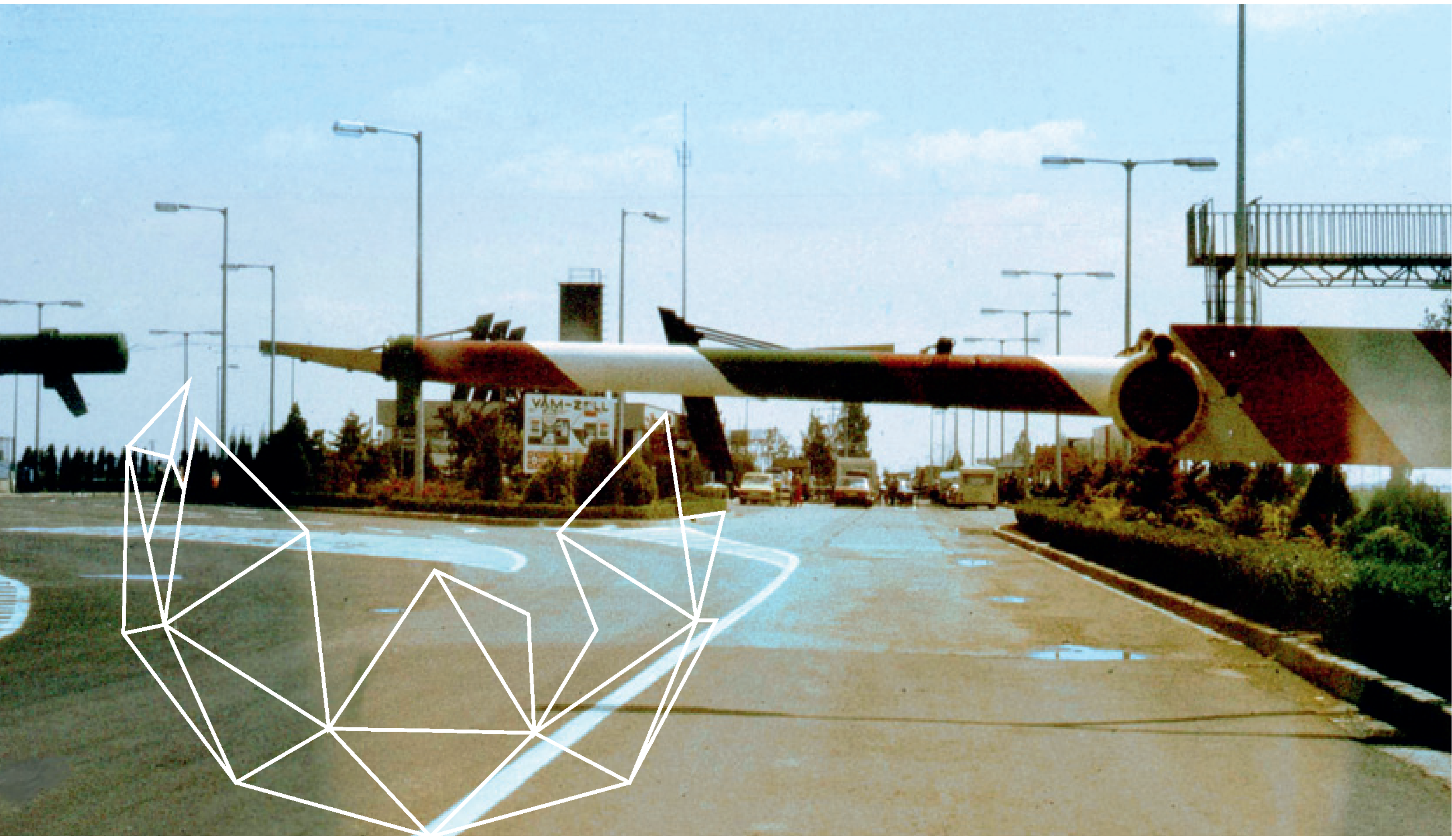
The unit Work and Equal Opportunities collected many positive experiences in cooperation with partners, particularly in the framework of the Territorial Employment Pacts through networking with the Provincial Governments, Public Employment Services, and other institutions at the local, regional, national as well as international levels, and utilised them for further activities. During the many years of coordinating the Territorial Employment Pacts the continuously expanding competencies of ZSI were brought to bear. According to a current recommendation from the European Commission, between now and 2013 the establishment and implementation of partnerships is to be promoted in the European Union within the framework of the European Social Fund.

Fourth OECD LEED Forum Conference
Partnerships for Skills and Competitiveness
February 18 – 19, 2008, Vienna

A&C Conference: ZSI is in charge of coordinating the international network of Partnerships, the "OECD LEED Forum on Partnerships and Local Governance". Activities include the setup and further development of the network, information exchange between the stakeholders, and specific policy advice. Part of the work requires the design, organisation and management of major international conferences. The fourth of these OECD Forum Conferences was held in February 2008 in Vienna. It brought together 135 high-level experts from 25 countries in sessions on partnerships for skills and competitiveness.

www.zsi.at/4forum_meeting

Research Policy and Development



Social innovations for internationally balanced societal development

Make things as easy as possible – but not simpler. Albert Einstein (1879-1955)

Sciences and scientific research are, as a matter of principle, networked at the international level. Research policy can, therefore, act as a precursor to the internationalisation of other areas of politics. This is also true for European integration, and for the role of the EU in the world.

Initially the regional starting points of the unit F&E concerning analyses and measures for the promotion of research for social development focused on Eastern and South-Eastern Europe. In the meantime, global networks for socio-economic collaboration, innovations in trendsetting research areas, and influences on development policy are moving further to the fore.

New Approaches in the Development Cooperation

F&E-Good Practice: On the basis of a fact finding mission, ZSI proposed to the Austrian Development Agency (ADA) the establishment of university-based Business-Start-Up-Centres within the framework of development projects in south-eastern Europe. On behalf of the ADA, ZSI developed the Terms of References (ToR) for the first Business-Start-Up-Centre at the University of Tuzla (Bosnia-Herzegovina). The setup of the centre commenced in 2004 under the supervision of WUS-Austria (World University Service – Austria). The ToR developed by ZSI were then taken up as reference by the Dutch NGO SPARK for its "South-East Europe Business Start-Up Network" which started in 2007. Under the Dutch programme four additional Business-Start-Up-Centres were established in Bosnia-Herzegovina, Macedonia, Montenegro, and Serbia. The Business-Start-Up-Centre at the "Kyrill and Method" University in Skopje was also funded by ADA on the basis of the conceptual work of ZSI and was able to establish itself in a short period of time as regional "best practice".

www.zsi.at/bsc_unituzla

A New Profile for the Austrian Science and Research Liaison Offices

F&E-Good Practice: Following a public call for tender in 2004, ZSI was commissioned to manage the "Austrian Science and Research Liaison Offices" (ASO) in Ljubljana/Slovenia und Sofia/Bulgaria. During this change in assignment the previously existent ASOs were given a new design for its mission and its activity profiles. Since then annually a thematic focus has been developed together with the awarding authority, the Federal Ministry of Science and Research (BMWF). Small targeted "Calls for Proposals" out of the operational budget of the ASOs directly support accompanying bi- and multilateral research activities between Austrian research institutes and foreign partners on the basis of a transparent selection process. The originally bilateral focus from Austria in the direction of Bulgaria and Slovenia was expanded to a regional "West Balkan" focus. In addition, the ASOs are involved in multilateral initiatives and today provide knowledge based consulting, networking and brokering functions in a demanding and dynamic multi-level system. In November 2007 ASO Sofia was awarded the "Marin Drinov" prize for its excellent performance, the highest order which can be given to an institution by the Bulgarian Academy of Science.

www.aso.zsi.at

F&E: Facts & figures

Yearly cut-off date: 31 March	2006	2007	2008
Number of employees (headcount)	9	14	18
Number of employees (full time equivalent)	9	12	15
Number of executed projects	15	17	–
Export quota (foreign and international project funding in % of total project funding)	33	37	–
Number of hits to the unit's most accessed project web site	254,000	799,152	–

10 selected projects

- Co-ordination of the Austrian Science and Research Liaison Offices (ASO) in Ljubljana and Sofia
- WBC-INCO-NET: Coordination of Research Policies with the Western Balkan Countries
- SEE-ERA.NET: Integrating and Strengthening the European Research Area in South-East Europe
- SCORE: Strengthening the Strategic Cooperation between the EU and the Western Balkan Region in the Field of ICT Research
- EULAKS: Connecting Socio-Economic Research on the Dynamics of the Knowledge Society in the European Union and Latin American and Caribbean Countries
- LAC-ACCESS: Connecting High-Quality Research between the European Union and Latin American and Caribbean Countries
- SEA-EU-NET: Facilitating the Bi-Regional EU-ASEAN Science and Technology Dialogue
- www.era.gv.at: Austrian Communication Platform for the European Research Area
- Evaluation of the U.S. Civilian Research and Development Foundation's Basic Research and Higher Education Programme in Russia
- CIR-CE: Scientific Monitoring of the Austrian Programme on Co-operation in Innovation and Research with Central and Eastern Europe

Internationalisation and excellence go together!

Discussion on international cooperation

In dialogue:

Elke Dall, ZSI, fields of activity: Research and Innovation Policy, Evaluation

Klaus Schuch, ZSI, fields of activity: European Research and Education Cooperation, Technoglobalisation

Anneliese Stoklaska, Director, International Research Cooperation in the Federal Ministry for Science and Research

Interview: Mario Jandrokovic

Mario Jandrokovic: How did Austria come to be at the cutting edge in science and research in central and south-eastern Europe?

Klaus Schuch: Austria provided structural assistance to the universities and research institutes in central and south-eastern Europe at a very early stage. The pole position that Austria holds today in the region has much to do with the fact that we built up social capital back then.

Anneliese Stoklaska: At the very beginning many actions almost had the character of development assistance and were successively adapted. We also understood how to use the instruments of the EU to their best advantage. ZSI is indispensable in this area because it applies innovative thinking in research policies. Therefore it is highly effective in building strategic links between European and national measures.

Mario Jandrokovic: What is the added value of this form of scientific cooperation for the participating countries?

Anneliese Stoklaska: The future of the region and, most of all, the younger generation is important to us. It is the areas of science, research and education that are of particular help to bridge the moats of daily politics. It is also generally known that these chapters are usually the first to be completed in the entrance negotiations to the EU.

Klaus Schuch: The participation of the new Member States in the European Framework Programme started out at a very low level. Now the number of successes is increasing, and in many of the sponsored projects these countries are networked with Austrian partners. This has also contributed to the fact that Austria has moved from being a net-payer to a net-recipient in the research framework programme.

Elke Dall: An important success factor is the build-up of joint capacities to cooperate, to innovate, and to acquire third-party funding.

Mario Jandrokovic: How does ZSI support the acquisition of third-party funding?

Elke Dall: We advise the applicants in the Western Balkan countries about how they can better formulate their project applications. We explain to them "EU-Speak", the seemingly secret language for writing applications. Yet more than that we want them to understand the logic and the goals of programmes.

Mario Jandrokovic: Which disparities exist between the countries of the EU and those in central and south-eastern Europe?

Anneliese Stoklaska: There are still too many. An important keyword in this context is "brain drain": the young intelligent in particular are leaving.

Klaus Schuch: These countries have a future option in the European Union and are going to go through a transformation to become an information and knowledge society. Austria benefits from that already by establishing partnerships with the best minds.

Mario Jandrokovic: How does ZSI operate in this context?

Elke Dall: One of the main tasks is the coordination of networks such as the South-East European ERA-NET and the Western Balkan Countries INCO-NET. We also execute autonomous research projects. For instance, we analyse which support programmes are open to the researchers in the region and bring this information to the stakeholders in readable form.

Klaus Schuch: A team of about 50 people is not a disadvantage here. This way we can keep up with the higher requirement profiles and the complexity of intercultural communications.

Mario Jandrokovic: Do the competencies of ZSI in central and south-eastern Europe establish further perspectives?

Elke Dall: We actively adjust the experiences gained in south-eastern Europe to other regions. Various projects in Latin America are already running at ZSI, and these result in further projects in this world-region. Building on the competencies acquired we are also getting involved, for example, in Russia, and in south-east Asia.

Anneliese Stoklaska: Its versatility and research based expertise makes ZSI one of the strongest operating partners for international cooperation activities within the Austrian "Scientific Foreign Policy".

Mario Jandrokovic: What role does social science have in research and development?

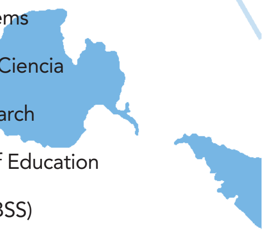
Elke Dall: The methodologies of social sciences are important in investigating and making trends in other areas visible. Social sciences have a significant place in the formation of innovation, science and technology policy.

Klaus Schuch: Social sciences are particularly important in south-eastern Europe: the society must reconstitute itself, and there are promising approaches in the civil society. Here the Austrian Science and Research Liaison Offices in Ljubljana and Sofia, which are managed by ZSI, offer structural support. That at the end of 2007 three of such offices – in Budapest, Bratislava and Brno – were closed, is an expression of a normalisation: our mediation work must become obsolete. At the same time the globalisation of the scientific processes and division of work must continue to develop, and we have set our course in order to be there from the beginning.

Anneliese Stoklaska: We do not cling to routines which have proven themselves and which we have become accustomed to: we really try to go with the times and do something new.

World-wide Cooperation

DK	Aalborg University
FI	Academy of Finland
MD	Academy of Sciences of Moldova
CZ	Academy of Sciences of the Czech Republic
AT	Academy of Security, Ministry of the Interior (SIAK)
IT	Agency for Promotion of European Research (APRE)
ES	Agora Systems S.A.
GR	Allweb Solutions
GR	Aristotle University of Thessaloniki
RS	Association for Information Systems and Computer Networks
AT	Association for the Promotion of Research (GFF)
AT	Association of Austrian Adult Education Centres (VÖV)
AT	Association on Local Agenda 21 (LA21 Vienna)
AT	Asylkoordination Austria
ES	Atos Origin SAE
AT	Austria Business Service (AWS)
AT	Austrian Academy of Sciences (ÖAW)
AT	Austrian Broadcasting Corporation (ORF)
AT	Austrian Development Agency (ADA)
AT	Austrian Research Centers (ARCS)
AT	Austrian Research Foundation for International Development (ÖFSE)
AT	Austrian Research Promotion Agency (FFG)
ES	Barcelona Science Park (PCB)
AT	BearingPoint
BY	Belarussian Institute of Systems Analysis (BELISA)
RS	Belgrade Open School
UK	Brunel University
BG	Bulgarian Academy of Sciences
DK	Business Development Centre – BDC – North Denmark
UK	Cambridge Training and Development Ltd. (CTAD)
NL	Center for Technology and Innovation Management (CeTIM)
INT	Central European Exchange Program for University Studies (CEEPUS)
FR	Centre de Culture Scientifique Technique & Industrielle de Grenoble (CCSTI)
FR	Centre de la coopération internationale en recherche agronomique pour le développement (CIRAD)
PL	Centre for e-Learning (AGH – UST)
DE	Centre for European Economc Research (ZEW)
AT	Centre for Innovation and Technology (ZIT)
UK	Centre for Research and Innovation Management (CENTRIM), University of Brighton
BE	Centre for the Study of European and Latin American Relations (CERCAL)
FR	Centre Nationale de la Recherche Scientifique (CNRS)
BG	Centre of Information Society Technologies
IT	Centro Interuniversitario di Ricerca
AT	Chamber of Commerce Austria (WKO)
AT	Chamber of Labour Austria (BAK)
CZ	Charles University Prague
US	Civilian Research and Development Foundation (CRDF)
HU	Collegium Budapest
CL	Comisión Nacional de Investigación Científica y Tecnológia
DE	Competence Center: Technology – Diversity – Equal Chances
AT	Competence Centre Wood Ltd.
MX	Consejo Nacional de Ciencia y Tecnología
ES	Consejo Superior de Investigaciones Científicas
IT	Consiglio Nazionale delle Ricerche
UY	Cooperación Latino Americana de Redes Avanzadas (CLARA)
DK	Danish Technology Institute, Center for Competence and IT (DTI)
DE	DEKRA Akademie GmbH
AT	Diversity Centre – Förderung von Gleichstellung, Vereinbarkeit und Diversity
DE	Dramaworks Gmbh
FR	École des hautes études en sciences sociales (EHESS)
CH	Ecoplan
DE	empirica - Communication and Technology Research
GR	Employment Observatory Research (PAEP)
UK	eSkills UK
NL	European Association for Distance Teaching Universities
EU	European Commission
FR	European Network for Quality of Higher Engineering Education for Industry
BE	European Older People's Platform (AGE)
BE	European Schoolnet (EUN)
MX	Facultad Latinoamericana de Ciencias Sociales, Sede México (FLACSO)
AT	Federal Chancellery (BKA)
DE	Federal Institute for Vocational Education and Training (BIBB)
AT	Federal Ministry for Economics and Labour (BMWA)
DE	Federal Ministry for Education and Research (BMBF)
AT	Federal Ministry for Education, the Arts and Culture (BMUKK)
AT	Federal Ministry for European and International Affairs (BMEIA)
AT	Federal Ministry for Science and Research (BMWF)
AT	Federal Ministry for Transport, Innovation and Technology (BMVIT)
AT	Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW)
AT	Federal Ministry of Social Affairs and Consumer Protection (BMSK)
IT	Fondazione IARD
BA	Foundation for Higher Education World University Service (SUS BiH)
DE	Fraunhofer Institute for Applied Information Technology
NL	Free University of Amsterdam
ES	Fundación de la Universidad de La Rioja
GR	General Secretariat for Research and Technology (GSRT)
GE	Georgian National Science Foundation
DE	German Institute of Global and Area Studies (GIGA)
HU	GKI Economic Research Co. (GKI)
GR	Greek Research & Technology Network
FR	Groupe des Ecoles des Télécommunications (GET)
IL	Halevi Dweck & Co. ARTTIC Israel Ltd. (ART)
FR	Hautes Etudes Commerciales
GR	Help Forward Network
FI	Helsinki University of Technology (TKK)
RU	Higher School of Economics (HSE)
HU	Hungarian Science and Technology Foundation (TETALAP)
AT	IBG Institut für Humanökologische Unternehmensführung GmbH
IS	Iceland Telecom
AT	IFA Consulting
DE	imc - information multimedia communication AG
DE	IMU Institute Munich
UK	Inclusion Trust (I-Trust)
UZ	Indo-Uzbek Centre for the Promotion of S&T Cooperation
ES	Indra
HU	Information Society Research and Teaching Group
AT	Initiative Frau & Arbeit in Salzburg
IT	Innova S.p.A.
DE	Institut für Organisationskommunikation (IFOK GmbH)
FR	Institut National de Télécommunication
EU	Institute for Prospective Technology Studies (IPTS)
AT	Institute for Social Research and Analysis (SORA)
HR	Institute of Social Sciences Ivo Pilar
IT	Institute of Studies for the Integration of Systems
AT	Instituto Austriaco para América Latina (LAI)
CO	Instituto Colombiano para el Desarrollo de la Ciencia y la Tecnología
AT	Interdisciplinary Centre for Comparative Research in the Social Sciences (ICCR)
DE	International Bureau of the Federal Ministry of Education and Research (IB-PT-DLR)
INT	International Centre for Black Sea Studies (ICBSS)
INT	International Labour Organisation (ILO)
AT	Inter-University Research Centre for Technology, Work and Culture (IFZ)
TR	I_ik University
IT	Istituto Tecnologia Didattiche – Consiglio Nazionale delle Ricerche
PL	Jagiellonian University Krakow
AT	Joanneum Research



SI	Jozef Stefan Institute
AT	Jubilee Fund of the Austrian National Bank
BE	Katholike Universiteit Leuven
LT	Kaunas University of Technology
BE	King Baudouin Foundation
FR	La Cité des sciences et de l’industrie (CSI)
AT	Labour Market Service Austria (AMS)
AT	Land Salzburg
AT	lap projektmanagement
CL	Latin American Centre for Relations with Europe (CELARE)
FR	L’Institut de Recherche pour le Développement (IRD)
UK	London School of Economics and Political Science (LSE)
MK	Macedonian Association of Information Technology
AT	Management Consulting BAB Ltd.
CZ	Masaryk University Brno
DE	Mekra Lang Ltd.
BE	MENON Network
RS	Mihajlo Pupin Institute
BR	Ministerio de Ciencia e Tecnología
ES	Ministerio de Educación y Ciencia
UY	Ministerio de Educación y Cultura
BA	Ministry of Civil Affairs of Bosnia and Herzegovina
AL	Ministry of Education and Science
BG	Ministry of Education and Science
ME	Ministry of Education and Science
MK	Ministry of Education and Science
FR	Ministry of Foreign Affairs
BA	Ministry of Foreign Affairs of Bosnia and Herzegovina
SI	Ministry of Higher Education, Science and Technology
RS	Ministry of Science
HR	Ministry of Science, Education and Sports
MY	Ministry of Science, Technology and Innovation
ID	Ministry of State for Research and Technology
AT	Municipality of Vienna
AZ	National Academy of Sciences of the Republic of Azerbaijan
GR	National Accreditation Centre for Continuing Vocational Training
RO	National Authority for Scientific Research (ANCS)
VN	National Centre for Scientific and Technological Information
GR	National Centre for Scientific Research - Demokritos
PL	National Contact Point for Research Programmes of the EU (IPPT-PAN)
HU	National Office of Research and Technology (NKHT)
NL	National Organisation for Women in Higher Technical Education and Positions (vhto)
RO	National School of Political Studies and Public Administration
TH	National Science and Technology Development Agency
CZ	National Training Fund
NL	Netherlands Organisation for Applied Scientific Research (TNO)
BG	New Bulgarian University - Career Development Centre
RU	New Eurasia Foundation
AT	OeAR Consultants Ltd
INT	Open University
INT	Organisation for Economic Cooperation and Development (OECD)
IL	ORT Israel (ORT)
GR	Planet
PL	Podkarpackie Voivodship
PL	Polish Academy of Sciences
CZ	Predika
INT	Regional Cooperation Council (RCC)
HU	Regional Development Agency of North Hungary (NORDA)
AT	Research and Technology Transfer Ltd. (Fotec)
DE	Research Centre L3S
NO	Research Council of Norway
NL	Royal Netherlands Academy of Arts and Sciences
DE	RWTH Aachen
AT	Salzburg Global Seminar
AT	Salzburg Research Ltd.
AT	Science Shop Vienna
AR	Secretaría de Ciencia y Tecnología

SI	Security Technology Competence Centre
DE	Siemens AG
SK	Slovak Research and Development Agency (APVV)
SI	Slovenian Business and Research Association
SI	Slovenian Research Agency
UK	Social Policy Research Centre (SPRC)
AT	Software AG - Günther Lang
GR	South East European Research Centre (SEERC)
RU	Southern Federal University, Rostov/Don
ES	Spanish University for Distance Education
RU	St. Petersburg State University
INT	Steering Platform on Research for the Western Balkan Countries
AT	Styrian Association of Education and Economcs
AT	Sustainable Europe Research Institute (SERI)
SE	Swedish Governmental Agency for Innovation Systems (VINNOVA)
CH	Swiss Occidental Leonardo
EE	Tallinn University
INT	Task Force Building and Fostering Human Capital
BE	Technical Support for European Organisations (TESEO)
DE	Technology and Innovation Agency of Bavaria
AT	Territorial Employment Pacts (TEPs)
INT	Territorial Partnerships in OECD LEED Member States and in South-East Europe (OECD LEED Forum)
SG	The British High Commission of Singapore
UK	The Employers Forum on Age
UA	The National Information Centre for Ukraine-EU S&T Cooperation
NL	The Netherlands Platform Older People and Europe
TR	The Scientific and Technical Research Council of Turkey (TÜBITAK)
PL	The State Committee for Scientific Research
UK	Think Tank for Everyday Democracy (DEMOS)
FI	Tikkurilan lukio (Tikkurila Upper Secondary School)
CZ	Tomas Bata University Zlín
MW	Ubuntunet
CH	Union Network International
INT	United Nations Educational, Scientific and Cultural Organization (UNESCO)
INT	United Nations Industrial Development Organisation (UNIDO)
MX	Universidad Autónoma Metropolitana
UY	Universidad de la República, Montevideo
AR	Universidad Nacional de General Sarmiento
ES	Universidad Politécnica de Madrid
IT	Università Cattolica del Sacro Cuore
UK	University College London (UCL)
DK	University of Aarhus
UK	University of Cambridge
AT	University of Ecomomics, Vienna
UK	University of Leicester
NL	University of Maastricht
IT	University of Modena Reggio Emilia
AT	University of Natural Resources and Applied Life Sciences (BOKU)
ES	University of Salamanca
UK	University of Sussex
FI	University of Tampere
EE	University of Tartu
AT	University of Vienna
UK	University of Westminster
UK	University of York
MK	University Ss Cyril and Methodius
AT	Unruhe – Private Foundation
AT	Verein Jugend und Arbeit
IL	VideoCells (V-Cells)
AT	Vienna Employment Promotion Fund (WAFF)
PL	Warsaw School of Economics
AT	WIBAG - Business Service Burgenland
IE	Work Research Centre (WRC)
AT	Working Life Research Centre (FORBA)
INT	World Bank
DE	Zenit Ltd.

Build networks, produce results, promote development

Areas of activity in F&E

Austria: an Active Partner in the International Science and Technology Cooperation

F&E-Good Practice: Together with the Austrian Federal Ministry of Science and Research (BMWF) ZSI actively takes part in dialogue activities of the European Union with partner regions in international cooperation for Research and Development. The European Commission identified six target regions for INCO-NETs (International Cooperation Networks). ZSI is represented in four of the resulting projects, addressing West Balkan Countries, Eastern Europe and Central Asia, South-East Asia, and Latin America. ZSI coordinates the dialogue network between the EU and the West Balkan Countries, which is in accordance with the Austrian regional focus. In all of these projects ZSI implements scientific analytical work packages together with its partners and is engaged with global challenges.

www.wbc-inco.net
www.inco-eeca.net
www.sea-eu.net
www.s2lat.eu/eularinet

The economic ability of countries to compete, the preservation of jobs as a social challenge in a world of diverging cultural and political systems which have economically been long globally interweaved: all of this is dominated by multiple – and as is often asserted – allegedly unavoidable battles of hard competition.

But in science it is cooperation *and* competition between outstanding ideas, the appropriate mix of methods, the purposeful execution, analysis and expert evaluation of research projects which advance developments. This applies to leading industrial countries, just as to the emerging economies of south-east Europe, Asia, and worldwide. The extent to which researchers are given the possibility for efficient cooperation, and whether access to adequate infrastructure and financing is difficult or easy, is essential for success.

The improvement of the structural framework conditions for researchers is an important precondition for commensurable research work in well-defined fields of science that promise innovative and sustainable results in a changing society.

World-wide networking among sciences and scientists has highest priority in the most recent, but from the size largest, unit **Research Policy & Development** (in German: "Forschungspolitik & Entwicklung", abbreviated "**F&E**").

We support dialogues concerning research policies within the EU, sift possibilities of concrete collaboration between existing research facilities, advise scientists in their applications for projects, as well as the European Commission and other sponsors in the implementation of innovative research promotion programmes in the regions.

We organise scientific conferences and cooperate with renowned universities, with ministries of research and education, as well as with national contact points for EU Framework Programmes in practically all regions of the world to assure the implementation of programmes and projects at the highest level. We publish research reports, design web sites and promote the flow of information between stakeholders and researchers through regular personal contact as well as through the use of new communications technologies, such as web conferences.

A particular place is taken by the cooperation with the countries of south-east Europe. Here the cooperation with institutions which support research in the framework of the SEE-ERA-NET is exemplary. An action plan of the international network shows how scientists of the Western Balkan Countries can be brought closer to the research communities of the EU and how, in particular, the young scientists can be promoted. ZSI's experiences from many years of focused work in south-east Europe are actively adjusted to other regions of the world. The international cooperation is – according to the Austrian and European research strategy – advanced and reinforced toward Russia and eastern Europe, south-east Asia, but also with Latin America. Thus regionally successful projects give rise to even broader international key projects. Thereby ZSI aspires to advance from coordination to partnership – with the best.

Evaluation

Consequently learning to improve

As an international research institute, performing its programmes and projects under public funding, ZSI is constantly under the scrutiny of sponsors and evaluators: Do the projects which have been assigned effect what they have promised? Is the money being used efficiently and for the purpose intended? These are only but a few of the questions in a consequential evaluation process. Transparency is something we provide, as a matter of course, not only toward our clients and the public. We also perform evaluations internally within our own organisation, in order to learn from the processes which assure quality in our work, and to amend strategic developments in the institute and its competencies.

ZSI has a long tradition in the performance of independent evaluations, in particular in research and technology, in educational cooperation and in development cooperation. Commensurate to the strong ties to empirical social research in the institute, we have participated through international cooperation in the development of an EU standard, according to which research facilities can be evaluated quantitatively and qualitatively on an international scale. Our clientele in the area of evaluation include the UNIDO, the World Bank, the U.S. CRDF (Civilian Research and Development Foundation), CEEPUS, the European Commission, Austrian ministries, the Austrian Research Promotion Agency (FFG), as well as the Austrian Development Agency (ADA).

A focus of our methods lies in the social network analysis, which makes it possible, aside from the evaluation of results and the assessment of the effects, also to evaluate processes in programmes just as in individual projects. A "programme" can be the establishment or expansion of relevant education, social or economic institutions, the promotion of research, or of other actions which serve social development. Correspondingly, the "projects" which such programmes sponsor can be quite varied: the spectrum reaches here from the evaluation of regional project applications for specific calls for tender in our partner countries, to concrete research, development or training projects which we evaluate on behalf of our clients – both during and after the end of the project. Using quantitative and qualitative methods of empirical social research, such as document and content analysis, interviews and statistical evaluation processes we are able to perceive possible "blind spots" and therefore provide our sponsors with a rapid and, above all, continuous opportunity for intervention. Our results show immediate effect: they simplify controllability, with the goal of measurable impact and quality assurance.

It is our standard to always be with the best of the branch. International cooperation and continuous further education of our scientific employees have the highest priority. But most important is to carry out an honest and critical dialogue with all our customers from the very beginning.

Evaluation always orients itself to the concrete questions and problems of the decision makers (stakeholders) and fulfils three core functions: It facilitates learning from experiences, supports the legitimisation of the use of public funds through transparency and quality assurance, and verifies the effectiveness of projects and programmes.

Klaus Schuch
Erhard Busek

Westbalkan Science Day:
A matching event for researchers from Austria and the Western Balkan countries
November 13, 2006,
University of Vienna

F&E Conference: More than 150 researchers from South-Eastern Europe and Austria participated in the first "Westbalkan Science Day" organised by the Austrian Science and Research Liaison Offices Ljubljana and Sofia. The Science Day focused on three thematic domains: Social Sciences, Economics and Business Administration, Information Society Technologies. Networking activities aimed at partnering to establish and promote new contacts in these fields of expertise between all countries concerned, particularly in view of the forthcoming 7th Framework Programme for RTD in 2007. However, matching turned out to be relevant as well to strengthen existing cooperation between Austrian and Western Balkan researchers for further research activities.

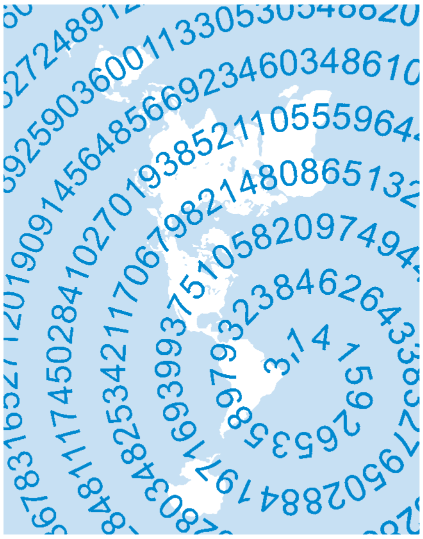
www.aso.zsi.at

Technology and Knowledge

Social innovations for the social embedding of technologies

Knowledge is the only production factor which is not subject to the law of diminishing returns. John Maurice Clark (1884-1963)

Technological advancement is significantly influenced and shaped by the social context. It is not only the experiences and knowledge applied in technologies that drive innovation. It is just as important to consider knowledge about the origination, propagation and effects of innovations, and the deployment of socio-technical innovations. Our T&W services and research focus on the shaping of innovation in socially important fields of application, in particular on the improvement of working methods and of educational processes. We apply pedagogical principles, use social software, participative technology design and assessment as well as other specific interdisciplinary methods.



T&W: Facts & figures

Yearly cut-off date: 31 March	2006	2007	2008
Number of employees (headcount)	9	12	7
Number of employees (full time equivalent)	8	8	6
Number of executed projects	12	12	–
Export quota (foreign and international project funding in % of total project funding)	73	85	–
Number of hits to the unit's most accessed project web site)	1,245,586	1,179,955	–

10 selected projects

- iCamp: innovative, inclusive, interactive & intercultural learning campus
- EU4ALL: European Unified Approach for Assisted Lifelong Learning
- ComeIn: Online Mobile Communication to Facilitate the Social Inclusion of Young Marginalised People
- mature@eu: Supporting Employers in Recruiting and Selecting Mature Aged Persons
- PROLEARN: Network of Excellence for Professional Learning
- eSTART: Digital Literacy Network for Primary & Lower Secondary (K-9) Education
- IFAC: Information for a Choice: Empowering Young Women through Learning for Technical Professions and Science Career
- NANOYOU: Communicating Nanotechnology to European Youth
- Open Innovation: Instruments and strategies for active involvement of users and other relevant social groups in the technical innovation process in the case of fuel cells and wood-plastic-composites
- Embedding Standards: Embedding ICT/Multimedia Standardisation Initiatives into European Vocational Training Development Strategies

Research on Social Software in Education

T&W-Good Practice: ZSI coordinates iCamp, the first research project commenced in the 6th Framework Programme which deals with Social Software in educational centres. For many years weblogs and Wikis have influenced digital communication and collaboration practices. Social networks are being built up and maintained through platforms such as Facebook, MySpace and Xing. Until now, however, there was little empirical data indicating the use of these tools and services. In addition, there was no evidence of their application in education and in practices of knowledge management.

www.icamp-project.org

Network of Excellence

T&W-Good Practice: With the beginning of the 6th Framework Programme a new instrument for networking and structuring the European research landscape was implemented: the Network of Excellence (NoE). ZSI was involved in one of the few NoEs in the area of Technology Enhanced Learning (TEL) from the very beginning. After four years of PROLEARN (Professional Learning, 2004 – 2008) the network has proven to be an important element in the TEL research landscape. PROLEARN activities have been positively evaluated by all participants, particularly the involvement of up-and-coming scientists in this area, as well as the summer schools. In order for the network to maintain its activities in the future an association was founded, the EATEL – European Association of Technology Enhanced Learning.

www.prolearn-project.org, www.ea-tel.eu

Providing research networking infrastructure for young researchers

T&W-Good Practice: Over the past years since 2004 ZSI has established in collaboration with several European partners the PROLEARN Academy. Until 2008 it accomplished four doctoral summer schools: Istanbul 2005, Bled 2006, Nice 2007, Ochrid 2008. The summer schools bring together PhD students with experienced researchers from PROLEARN and top international institutions from outside Europe.

www.prolearn-academy.org

Foster competencies, ease access, strengthen individual responsibility

Challenges affiliated with the knowledge-based society

Life long and self-directed learning builds one of the essential foundations of a knowledge based society. The continuous acquisition and use of new techniques and technologies – even in the narrowest sense of the word – is a prerequisite in order to close gaps between the requirements of the labour market and the qualifications of the workforce. The goal is to make the most successful approaches offered at a world-wide network available at a local level when dealing with upcoming problems in specific areas. The unit **Technology & Knowledge** (in German: "Technik und Wissen", abbreviated "**T&W**") at ZSI conducts requirements analysis and connects technicians and users to assure from the beginning that novel technologies are designed to be most user-friendly and sustainable. Information and communication technologies form a long grown, but not exclusive, focus.

In interviews, focus groups and specific dialogue settings we analyse the requirements of new areas of work, such as in creative industries. Small and micro companies, newly self-employed and non-profit organisations are not able to afford large IT departments and will not be so in the future. The option to use non-protected software (open source) which is not expensive to acquire and can be learned quickly and easily adapted, is therefore particularly important. The access to simple tools makes it possible for these businesses as well as for civil society groupings to participate in a "networked ecology". This possibility is not only an essential prerequisite for ensuring the livelihoods of many, it also makes it easier for the users to move out of the role of a fixed, one-dimensional consumer mindset and into the role of active designers and shapers. ZSI supports the further development and distribution of software with open licensing models and changeable structures. Through targeted training and consulting services, which we provide for universities and companies, we want to facilitate the orientation through the jungle of current offers.

In the Technology & Knowledge department we systematically examine how socio-technological innovations in the areas of work and education can be applied so that people in new forms of employment may better utilise their potentials. Moreover, e.g. handicapped or other groups that are often disadvantaged in access to the labour market can actively take part in the information society when endowed with adequate tools.

A further focus of our work lies in the area of higher education, where students and instructors learn how to use new technologies for knowledge acquisition, also beyond national borders. The predominantly young users of extremely successful online social network services, such as youtube, myspace or facebook, should be made aware of not only the advantages but also of the risks involved with inappropriate use these tools.

We cooperate with technology companies, universities and ministries at national and international levels. The scientific interdisciplinary pool of employees at ZSI and a close cooperation with the institutions of the European Union make up our distinctiveness, our reputation, and increases our professionalism.

Social Scientific Career Qualification

T&W-Good Practice: The sector of private, non-profit oriented social scientific research institutes is expanding. A growing number of social scientists are working in facilities which examine and fulfil requirements of tailored knowledge production. Such knowledge may be used e.g. in agencies for development cooperation, consulting facilities, in organisations of social partners and NGOs. Consequently, new requirements challenge the next generation of social scientists. In addition to comprehensive generic theoretic and methodical knowledge, which are the basis of research in more than one area of social science, practical skills are increasingly required, which have long been neglected in the traditional academic education. These include, for example, "soft skills" for dealing with customers and stakeholders, acquaintance with competitive project acquisition and project management, and the Europeanisation of the social scientific practice. Together with SORA and FORBA, ZSI has developed a practically effective postgraduate course of lectures to provide most needed competencies for interdisciplinary and international socio-economic research (approx. 30 ECTS credits). With generous support by the Austrian Ministry of Science and Research (BMWF) since 2007 more than 40 young researchers have been trained. The intermediate results of the course evaluation show a high level of acceptance, relevance and satisfaction. Prolongation is on the way.

www.soqua.net

Building consciousness for accessible education

Social scientific methods as an interface to technology development for students with disabilities

Mario Jandrokovic: What is the overall goal of the project EU4ALL?

Elisabeth Unterfrauner: EU4ALL stands for "European Unified Approach for Accessible Lifelong Learning". No new learning platform will be developed in the project, instead it will deliver a standards- based universal architecture. The development focuses on a software infrastructure which integrates services for accessible learning. These services are not only aimed at students with disabilities, but also at instructors, tutors, administrators and all those who are responsible for the technical implementation. Another important goal is to tune these services to the personal requirements of the individual students. We have four years for this work: until October 2010.

Mario Jandrokovic: Which barriers do people with disabilities currently encounter at Austrian universities?

Leo Schlöndorff: There are three types of barriers: physical, social and psychological. The physical ones, in other words the structural and technical barriers, are relatively easy to address, for instance with best-practice examples. The situation gets more complex when we consider social barriers as they are often connected with financial barriers. For handicapped youths and young adults psychological barriers are also common, for example when parents oppose steps toward independence.

Mario Jandrokovic: How large is the clientele at the university?

Leo Schlöndorff: My target audience is made up of all persons with impaired health, with chronic illnesses, psychological illnesses and handicaps in the narrower sense. According to the most recent study on the social conditions of students with impaired health, this group is about 20% of all university students in Austria. Handicapped students according to the more narrow definition make up 0,9%.

Mario Jandrokovic: There are generally two approaches regarding integration of people with special needs – the deficit oriented and the resource oriented model. What differentiates the two?

Elisabeth Unterfrauner: In the social sciences and in psychology we relate more often to the resource model. In this case the focus does not lie on what a person cannot do, but on how persons with their abilities can use a system.

Mario Jandrokovic: How do you see the role of the social sciences in a technology development project?

Cäcilia Weiermair-Märki: In this specific project we are trying to use social scientific methods to determine the user requirements relevant to specify properties of the technology under development. We arranged interviews in five

In dialogue:

Elisabeth Unterfrauner, ZSI, Fields of activity: Accessible Learning, Evaluation and Assessment, Learning and Memory Psychology

Cäcilia Weiermair-Märki, ZSI, Fields of activity: Participatory Technology Assessment, Telecommunications, Community Building, Work Organisation and Participation

Leo Schlöndorff
Disability officer at the
University of Vienna

Interview: Mario Jandrokovic

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countries and organised focus groups. A large scale international online-questionnaire was aimed firstly at students, but also at other occupational groups whose know-how and dedication are necessary for the implementation of accessibility. A system which is developed in this fashion is then evaluated and tested by the future users. In at least two feedback loops the results of these tests will be used for further technological development. With this work we operate at the interface between social sciences and technology development.

Elisabeth Unterfrauner: At this intersection many different languages are spoken: from the users lingo through that of the social sciences and technology, to the legislation. Our approach is to involve people with disabilities as experts, and to translate the results into the language of the technicians.

Cäcilia Weiermair-Märki: The project shows the limitations of a technology oriented development approach. After all, the awareness and attitude of an institution decide about the actual implementation of accessibility in the broadest sense. The legal instruments, which form the context, are also widely available.

Mario Jandrokovic: Mr. Schlöndorff, what are your wishes and long-term objectives for "accessibility"?

Leo Schlöndorff: My wish from the politicians is to move away from the mentality that everything is alright as long as money is invested, and to concentrate more on improving current initiatives and on a more equal distribution of funds. Also I would like persons with disabilities to be more pro-active and to stand up for their own needs.

Mario Jandrokovic: In your experience, how difficult is it to address technical issues related with accessibility?

Leo Schlöndorff: The technical solution to problems is usually not the issue. There is little additional cost in designing an accessible website. It is only expensive when an existing website has to be adapted retrospectively.

Mario Jandrokovic: What are the critical requirements for accessibility in education?

Human centred design

User involvement and social sciences engender socio-technical innovations

Technological innovations largely shape (new) forms of work and have become an essential support for lifelong learning processes. However, the user acceptance of technical developments – namely whether technologies really meet the needs of users and how well new tools can be integrated in people's everyday jobs or at the university, etc. – depends largely upon whether and at what point in time of the development process the future users become involved.

In the department Technology & Knowledge at ZSI user participation is a key element in all its projects and programmes. According to the interdisciplinary approach of the institute we apply a social scientific principle, in which from the very beginning of any technology development process people, not machines, are at the centre of attention. This so-called Human or User centred design takes into consideration the user's wishes and requirements, but also the limitations and restrictions regarding the technical artefacts. Situational analysis, quantitative and qualitative field research as well as engineering and design techniques complement each other. Users are involved in each step of development – mainly via workshops or interviews.

By taking on the suggestions of the users the acceptance of the product is usually increased, the costs for specific trainings are reduced, and the necessity of later technical adaptations is minimised. On the other hand, technical tools lacking user-friendliness may incur high follow-up costs for a producer (be it a private or public enterprise, building e.g. houses, roads, railways, or developing software, synthetic material, a.s.o.).

Together with our international partners – research centres, companies and educational institutions – we apply empirical research methods to feed the development process with data from the very beginning. Our target groups vary according to the project. They may be found e.g. in universities, where instructors and students are to work with the products, or particular groups – such as people with special needs or other marginalised groups. Technologies that are used in programmes for the reintegration of elderly workers are also tested. Also in Creative Industries the need for Human Centred Design is constantly increasing. Here it is in particular the smallest entrepreneurs who depend on the further development of their technical tools, above and beyond the established boundaries of career and country.

A vigorous qualitative approach to research is time intensive and requires the use of highly skilled social scientists, who have experience with ethnographic methods. With our experienced staff ZSI may lead all steps within the Human Centred Design process, including comparative analysis of various systems or fields of use (benchmarking).

But our focus lies not only on the usability of technical innovations. We also examine their interactions with general learning and working conditions, which affect the societal development. Thus, technologies may be better embedded in local and social cultures, encouraging steps toward the vision of an inclusive networked society.

Symposium at ED-MEDIA: Getting beyond centralized technologies in higher education, June 25 – 29, 2007, Vancouver, Canada

T&W Conference: Sebastian Fiedler (ZSI) led the discussion of international experts in order to identify ways to move ahead from centralised learning management systems to personal learning environments.

www.icamp.eu

Thematic Workshop on Social Software in Education, March 2, 2007, Vienna

T&W Conference: The workshop was organised by ZSI in cooperation with the project iCamp, the Austrian Ministry of Education, Science and Culture (bm:bwk), the Vienna University of Economics (WU Wien), and PRO-LC. A heterogeneous group of attendees confirmed growing interest and demand for Social Software applications in a variety of educational scenarios.

tws.prolearn-project.org

Why invest in social innovation?

The present – and even more so the future – appears inundated with technical innovations whose social relevance and consequences are increasingly far reaching. They affect a growing number of people at work, business, in everyday life and in leisure time. As a consequence, the quality of life of people, as well as the functioning of social institutions and government structures, are becoming increasingly dependent upon technologies – more precisely: on "socio-technical systems". Social innovations for dealing with the current and future challenges of society are neither a contradiction to technical innovations, nor are they subordinate to them. They gain more importance and urgency the more society, economy and culture are metamorphosed at such a rapid tempo, as is currently the case.

For years it has been known, and repeatedly emphasised by experts in nutrition, that agricultural technology and productivity is sufficient to feed about 12 billion people. Nevertheless, one billion of the currently 6,7 billion people on earth live in hunger and extreme poverty. The quantity of food that goes rotten each day in Vienna would be enough, in other parts of the world, to feed a city the size of Graz, the second-largest city in Austria. Technology and productivity alone can provide the necessary preconditions for solving oppressive world-wide problems. But these are obviously not enough to meet the Millennium Goals set forth at the UN-Millennium Summit in September 2000. The same is true for the Kyoto Protocol in the areas of the environment and climate change.

What is missing, and what will be more important in the 21st century, are fundamental social innovations enabling the global society to make best use of technologies and productivity.

Yet it is not only about the preparation, accompanied planning and introduction of technologies, or better control and guidance of their intended and unintended effects. Numerous small and large social domains, which influence the lives of individuals as well as the development of a global society, need surges of social innovation. These innovations neither primarily nor exclusively evolve from science; but the trans-disciplinary concept of science, research and innovation as developed at ZSI can have a decisive supporting impact.

Requirements and expectations in regard to standards of living and security strive – in keeping with the promised progress – to higher levels. They climb and expand faster than they can be fulfilled under given circumstances. In addition, hopes and feasibility encounter very different preconditions in various (world) regions and produce even more divergent outcomes. Against this background, social innovations are necessary not only in order to adapt ways of working and living. They can and should also intervene to change social concepts and structures.

Societal fields of activity (which of course do not cover all sectors of social measures required), to which ZSI has already contributed to, and will continue to do so, include:

- Work
- Education
- Innovation Policy
- International Cooperation
- Migration and Integration
- Technology Development and Application
- Environment and Sustainability
- Business
- Science and Research

Action Week Social Innovation
October 9 – 13, 2006, Vienna

Conference: ZSI initiated together with "SozialMarie – Award for innovative social projects" a week of social innovation. Various activities aimed to provide a public forum for social innovations, comprising ideas, applications and accompanying research. The kick-off event was a two-day ZSI-convention under the heading "Innovations for Social Development".

www.soziale-innovation.net

Social Innovation Concretely: Taxation on Assets, Care for the Elderly, Basic Income
November 28, 2006, Vienna

Conference: The format of this event aimed to stimulate deliberations on three most pressing issues concerning social and economic development. Three experts on each of the issues presented concrete proposals to implement taxation on assets, improved care for the elderly, and to augment the existing social system by introducing basic income. Invited commentators opened the debate, challenging the speakers and adding their views to the public discourse.

www.zsi.at/sikonkret

An investment in knowledge always brings the best yield. Benjamin Franklin (1706-1790)

It is one of the most important and most enjoyable privileges of our work to be able to contribute to innovative change in these areas through the use of our competencies in research, consultancy, coordination of networks, the promotion of research and education. However, we are conscious that in many cases we only took the first steps. To continue advancement in depth and scope, to fill gaps in scientific and practical knowledge, it is imperative to win additional support of strong partner organisations and investors.

Beyond competence, ideas and idealism, financial investment is an indispensable prerequisite to not only explore social innovations in a way that may be relevant in the long run, but also to strengthen the effective implementation by now. Because of almost 100 percent dependence on revenues from projects won in international competition, ZSI has an equivalent of almost zero liberty of action to combine high impact at present and strategic planning according to long range foresight.

The system of competence centres (K^{plus}, K^{ind}, K^{net}; since 2006: COMET: "Competence Centers for Excellent Technologies") developed in Austria over the last 10 years through systematic and massive support from public funding can serve as a standard: The Centre for Social Innovation could, with the help of investors from public as well as private stakeholders, develop formally into a **Competence Centre for Social Innovation**. On suchlike groundwork, ZSI would deliver consolidated impact on a much higher level of efficiency than that which can be achieved by solely working from project to project as we do on the current basis. Completing the portfolio, strategic development, securing and increasing the quality of the scientific as well as the practical implementation, it becomes a necessity to promote social innovations in the same way as it is done in numerous competence and business start-up centres for technological innovations.

From the "Week of Social Innovation" to the "Action Programme Social Innovation 2015"

ZSI invests in the development and dissemination of social innovations. Our strategic orientation within project acquisition, project performance and project evaluation is aimed at raising awareness about the meaning of social innovation, as well as at promoting the realisation of social innovations. Our potential grows from year to year and should become effective in equal measures.

In 2006 ZSI initiated a "Week of Social Innovation" and stimulated together with "SozialMarie – Award for innovative social projects" – and other organisations concerted activities stimulating discussion and exchange of experiences and knowledge about social innovation. It was our special wish to move social innovation into the foreground in society, science, politics, public life and the media, next to the dominant perspective on technical-industrial innovation. Meanwhile follow-up events and studies about actual social innovations, as well as measures promoting socially relevant research in eastern and southeastern Europe, nurture rising resources to accelerate the development of future social innovations. In order to gain advantages out of this, security in planning for a continuous work in the most important thematic areas must be established.

Ensuing the success of the "Week of Social Innovation", in 2008 ZSI is set to launch an extensive and enduring "Action Programme Social Innovation 2015". One of its major objectives is to establish the term "innovation" not only as a key word in business, industry and technology, but for the society as a whole. This will require, however, that the social dimensions of innovation processes in technology, like the social innovations themselves, are thoroughly understood, promoted and assessed.

Social Innovation 2015

The Action Programme "Social Innovation 2015" is an explicit invitation to foundations, domestic and international companies and organisations, and also to private persons: We offer a variety of ways to take part in the promotion of the next generation of distinguished scientists focused on innovation, the expansion of research capacities and infrastructure addressing social innovation, as well as the practical implementation of innovation in comprehensive meaning.

"Social Innovation 2015" aims to achieve by 2015 equal footing of social innovation in the economy and in society, as compared to the significance of innovations in technologies and their economic value in markets. We assert that technical innovations in the 21st century will continue to have the highest importance in the economy, but that their influence on social and every day life, on culture and individual attitudes towards life will rise as well. The faster and more radical technology progresses, the more social innovations will become indispensable, in order to cope with the changes in peaceful social prosperity.

Since around the year 2000 social innovations are perceived world-wide as an increasingly important theme in research, civil society, business and consulting. ZSI is in existence since 1990. Until 2015 we wish to use our leading position to not only providing additional research, but to implement in practice new knowledge about social innovation systematically more often. Between now and 2015 the topic "social innovation" should be anchored prominently in public debate, and a large number of effective social innovations shall become realised in economic, social and community politics.

Join us in strengthening social innovation in science and society

To better apply competencies of ZSI, investors are highly welcome to support e.g. specific research projects in their interest, strategic and human resources development, in particular educating the next generation of innovation researchers, and amplify practical applications and publishing. Our first business milestone is to raise approximately EUR 0.5 mio. by the year 2012 through fundraising. Compared to the turnovers earned from project acquisition in the years from 2004 to 2007 (annually between EUR 3 and 4 mio.), the additional financing we hope to raise amounts to about 12 to 15% of yearly budgets.

With increased additional sources research and implementation activities facilitating social innovations, the work of ZSI and its partners can be placed on a broader, long-term sustainable and practically effective capital foundation. A wider spectrum of stakeholders secures not only economic success and growing capabilities, but also independence regarding the institute's work.

Options to participate

The Action Programme "Social Innovation 2015" addresses dedicated persons, companies and institutions who wish to make a scientifically based, active contribution to social development in Europe and beyond, for the good of humanity.

Four areas will be prioritised in the Action Programme "Social Innovation 2015" – providing a variety of opportunities for donors to invest:

- Improving the knowledge base concerning social innovations through research and teaching – e.g. by means of foundation professorships
- Incentives to foster collaboration between science (research) and society (practice) – e.g. by funding "Fellowship-Teams"
- Development of undergraduate and (post-) graduate studies – e.g. by the establishment of scholarships for doctoral students
- Promotion of comprehensive public understanding of "innovation" – e.g. by supporting the creation of a web-database featuring comparative analysis and visualisation of social innovations world-wide, their dissemination and impact

You may specify how your contribution is to be used: To provide a young researcher with a promising career opportunity, to support the advancement of innovation research, or to support specific projects. We will be happy to inform you in detail of our portfolio of activities.

The association "Centre for Social Innovation" (ZSI) is dedicated to the common public interest. Supporting members can be private individuals or legal bodies, e.g. foundations, private companies, public institutions and international organisations. Private persons and corporations may benefit from tax deduction, as contributions to ZSI are eligible to be earmarked reducing income tax: Since 1997 ZSI belongs to the preferred recipients as defined by the official notice of the Revenue Office ("Finanzlandesdirektion") for Vienna, Lower Austria and Burgenland according to § 4 Section 4, Z 5, of the income tax law.

Come and talk to us!

Contact:
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Social innovations are essential for the development of the society. The absence of social innovation means stagnation in society. To promote a dynamic, yet at the same time cohesive society, the growing potentials of technical feasibility must be tuned to socially compatible reforms and human needs. This requires a scientifically based, inter- and trans-disciplinary secured foundation. As a large independent social scientific institution, we are aware of our responsibility for the conception and formulation of a reliable basis for discussions and decisions. Prof. Dr. Josef Hochgerner

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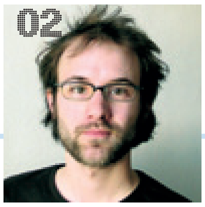
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ZSI-Team in the First Half of 2008

Thought on its own affects nothing, but so does practical thinking geared towards intended purpose. Aristotle (384 – 322)

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The competencies and the origin of the employees reflect the multi-disciplinarity and internationalisation of ZSI:

High expertise in sociology, political sciences, psychology, pedagogy and communication science is blended with qualifications in economics and technical subjects (landscape architecture, computer sciences, environmental protection), international development, linguistics and cultural studies.

By nationality, current ZSI staff is comprised of employees from Austria, Germany, Bulgaria, Slovenia, Czech Republic, Italy, Poland.

Previous ZSI experts came from the following countries: Bosnia-Herzegovina, Cyprus, France, Hungary, Iran, Russia, Slovakia, Turkey.
Language competencies currently available at ZSI – beyond German and English as joint working languages – are: Arabic, Bosnian/Croatian/Serbian, Bulgarian, Czech, Dutch, French, Hebrew, Hungarian, Italian, Polish, Portuguese, Russian, Swedish, Spanish, Slovakian, Slovenian.

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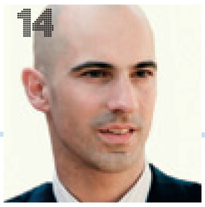
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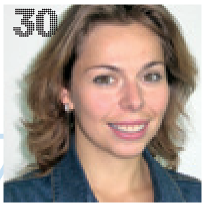
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01 Patricia Altmann
02 Bernhard Bauch
03 Regina Brandstetter
04 Lydia Braun
05 Sylvia Burger
06 Adrian Csik
07 Elke Dall
08 Mag. Bernhard Elias
09 Claudia Fabian
10 Sebastian Fiedler
11 Christian Flury
12 August Gächter

34 Wolfgang Michalek
35 Zlatka Pandeva
36 Desiree Pecarz
37 Miroslav Polzer
38 Erwin Rennert
39 Katarina Rohsmann

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13 Felix Gajdusek
14 Christian Gollubits
15 Angelika Gruber
16 Florian Gruber
17 Jeanine Hakala
18 Katharina Handler
19 Birgit Hartel

40 Eva Rubik
41 Evelina Santa
42 Ingeborg Schachner-Nedherer
43 Johanna Scheck
44 Klaus Schuch
45 Maria Schwarz-Wölzl
46 Anette Scoppetta

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31 Dirk Maier
32 Andrea Christiane Mayr
33 Peter Mayr

47 Carmen Siller
48 Manfred Spiesberger
49 Helene Trauner
50 Elisabeth Unterfrauner
51 Cäcilia Weiermair-Märki
52 Gorazd Weiss
53 Joanna Wild

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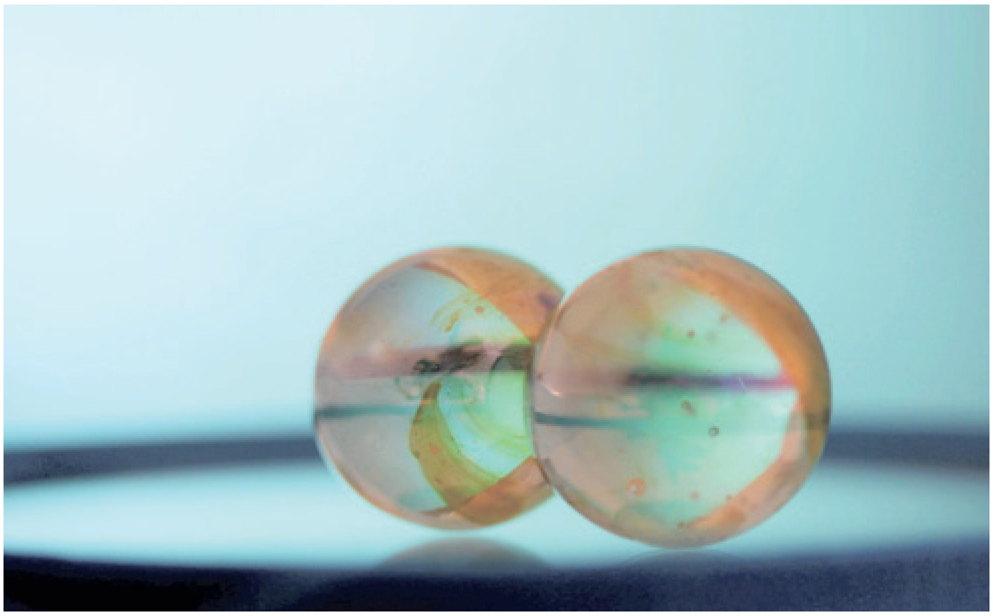
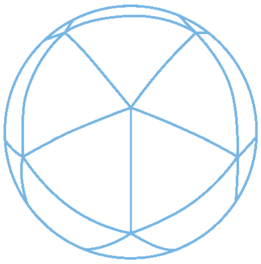


Key data on intellectual capital



Yearly cut-off date: 31 March	2006	2007	2008
Number of employees (headcount)	43	47	47
Number of employees (full time equivalent)	33	38	36
Number of employees from abroad	5	11	9
Number of apprentices	0	0	1
Number of internships (trainees)	3	3	1
Share of female researchers in % (headcount)	58	61	60
Women in leading positions (executive board) in %	57	57	60

Data by end of the year	2006	2007
Number of executed granted projects under the European Framework Programme for RTD	12	13
Coordination of granted EU projects	6	5
Share of coordinated EU projects in % of all executed EU projects	35	25
Number of executed granted projects in total (national, EU, international)	41	44
Annual turnover in mio. EUR	3.33	2.87
Export quota (foreign and international project funding in % of total project funding)	44	39
Number of employees with teaching positions at universities and universities of applied science	4	5
Number of employees with other teaching assignments (e.g. post-graduate non-university courses)	2	9
Number of presentations at scientific events in Austria	68	53
Number of presentations at scientific events abroad	62	47
Number of events organised or co-organised by ZSI	62	75
Number of publications in scientific proceedings, professional journals and books	21	13
Number of edited books	2	3
Number of hits to ZSI homepage www.zsi.at	1,995,708	1,386,079
Number of hits to all web-sites hosted by ZSI (including project web pages)	4,094,653	6,035,617
Number of publications in the ZSI library	2,322	2,586

Imprint

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The Centre for Social Innovation (ZSI), founded 1990 as a private association working for the public good, is a social scientific research institute contributing to the advancement and application of social innovation by research, education, coordination of networks and policy advice. The Executive Board consists of: Elke Dall (Head of Unit F&E), Josef Hochgerner (Scientific Director), Barbara Kieslinger (HoU T&W), Klaus Schuch (Executive Manager), Anette Scoppetta (HoU A&C).

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Editorial assistance: Romana Klär, Mario Jandrokovic

Photos
ZSI, Helene Trauner, pixelio.de. Cover using a detail of a picture on the title page of Report of the ERA Expert Group, 2008: Strengthening research institutions with a focus on university-based research; EC – DG for Research (ed.), Brussels.

The designs of this brochure feature Dymaxion Map™, which was the first to show continents on a flat surface without visible distortion, thus appearing as a one-world island in a one-world ocean. In Fuller's words, Design Science is 'the effective application of the principles of science to the conscious design of our total environment in order to help make the Earth's finite resources meet the needs of all humanity without disrupting the ecological processes of the planet.' Buckminster Fuller died in July, 1983, leaving behind a thoroughly documented 56-year experiment of a truly social innovator.

The Dymaxion Map™ Grid on page 02, 18, 19, 32, 33 and 36 has been slightly modified according to ZSI's idea to form the letter 'W', short hand for 'World' or 'Wissenschaft' (engl.: science) in German language.

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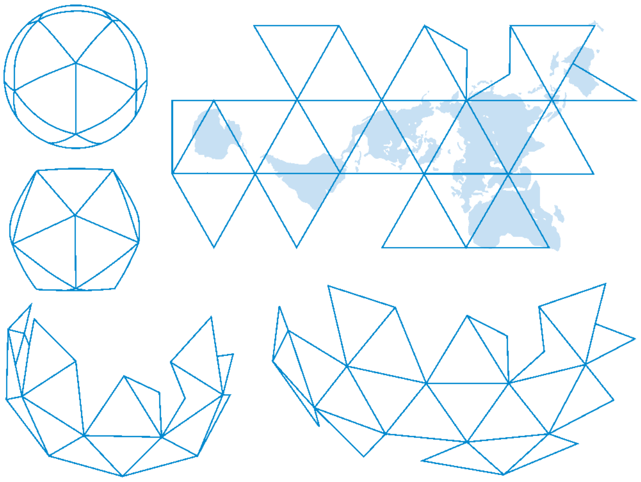

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