Sozialforschungsstelle Dortmund
Zentrale wissenschaftliche Einrichtung

technische universität dortmund

Social Innovation

On the role of science, and the need for a comprehensive innovation policy

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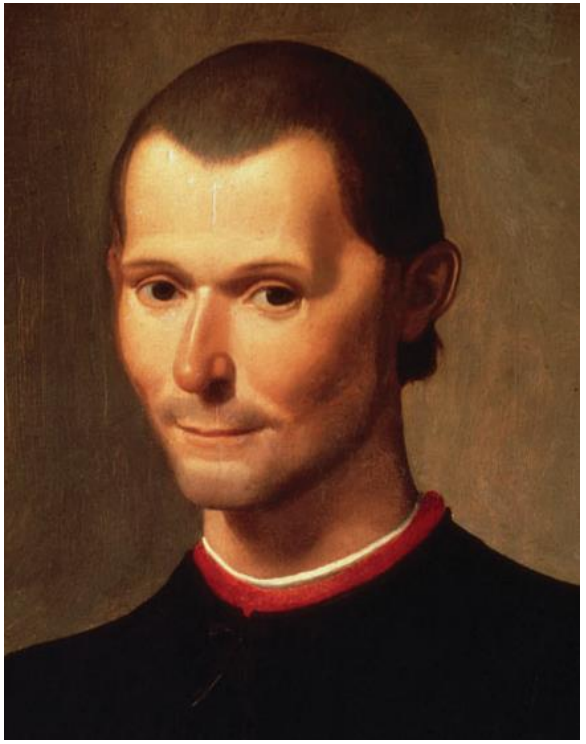
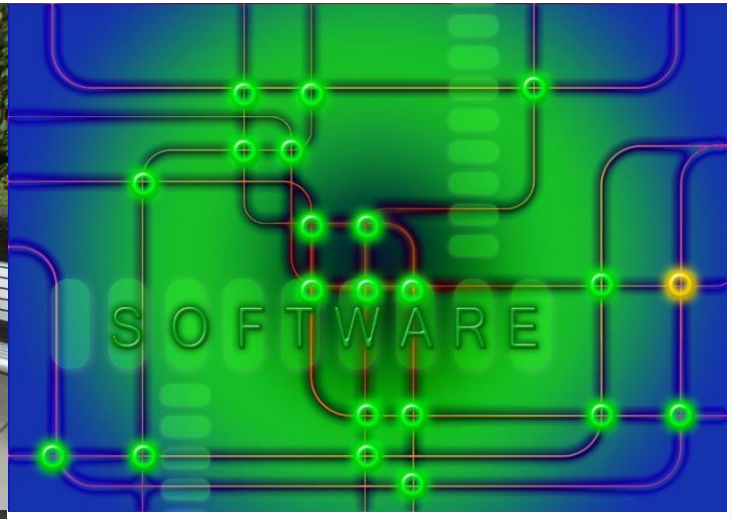
Tsukuba, September 25th, 2017

"There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new order of things…Whenever his enemies have the ability to attack the innovator, they do so with the passion of partisans, while the others defend him sluggishly, so that the innovator and his party alike are vulnerable."

Niccolò Machiavelli, The Prince (1513)




SOFTWARE

TESLA

Basic assumption

- The transition from an industrial to a knowledge and services-based society corresponds with a paradigm shift of the innovation system.
- This paradigm shift also implies an increasing importance of social innovation as compared to technological innovation.

Towards a comprehensive understanding

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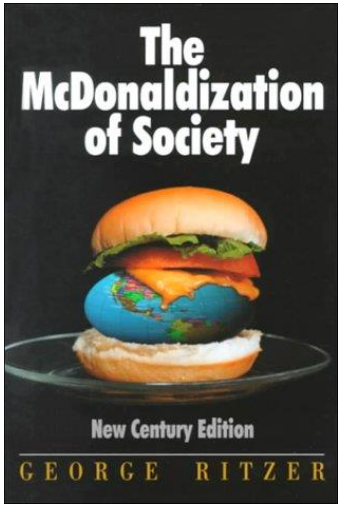
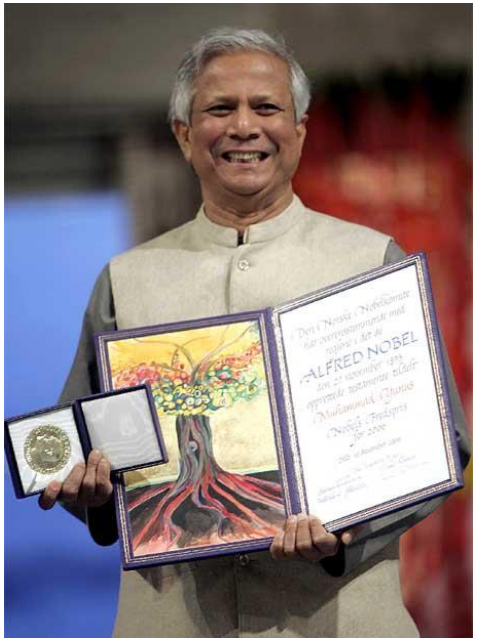
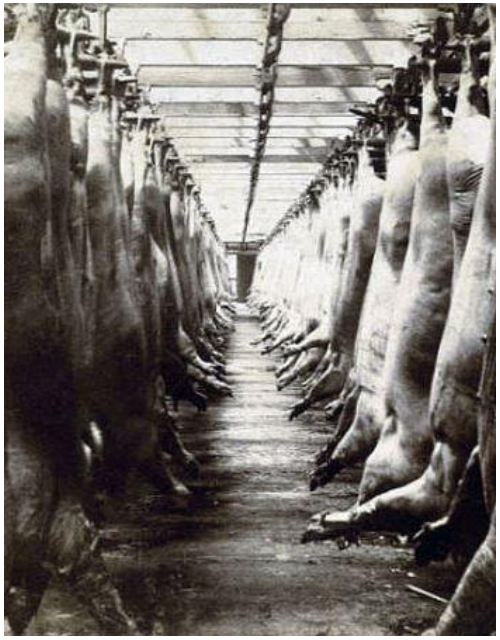






Social Innovation in the European Union „Empowering people, driving change“

„Social innovations are innovations that are social in both their **ends** and their **means**.

Specially we define social innovation as new ideas (products, services and models) that simultaneously **meet social needs** (more effectively than alternatives) and **create new social relationsships or collaborations**.

They are innovations that are not only good for society but also **enhance society‘ s capacity to act**.“

(Bepa report 2010, 9)

"Although social innovations pop up in many areas and policies and in many disguises, and social innovation is researched from a number of theoretical and methodological angles, ***the conditions under which social innovations develop, flourish and sustain and finally lead to societal change are not yet fully understood both in political and academic circles****."*

Jenson/Harrisson

Social innovation has been virtually ignored as an independent phenomenon in socio-economic research on innovation, which has been predominantly fixated on the social preconditions, effects and processes relating to technological innovations (cf. among others Rammert 2010).

→ ***To better understand the variety and diversity of innovations in society we need a broader concept based on social theory***

Social Practice Theory

The social world is therefore composed of nameable, individual, although interdependent practices:

- practices of governance, organizing, partnership, and self etc. (Reckwitz 2003);
- practices of comfort, cleanliness and convenience (Shove 2003),
- practices of working and nurturing (Hargraves et al. 2013),
- practices of consumption (Brand 2010).

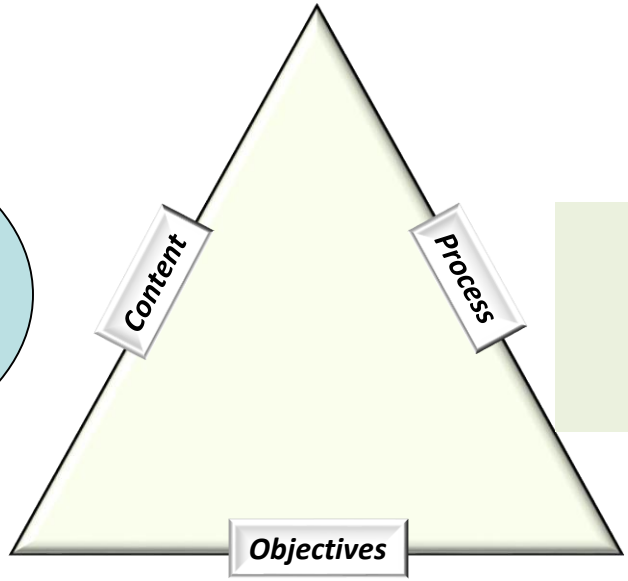
Social Innovation – Working Definition

Social innovation is seen as:

- a **new combination or figuration of practices** in areas of social action, prompted by certain actors or constellations of actors
- with the goal of **better coping with needs and problems** than is possible by use of existing practices.
- An innovation is therefore social to the extent that it varies social action, and is **socially accepted and diffused in society**.
- Depending on circumstances of social change, interests, policies and power, social ideas as well as successfully implemented SI may be **transformed and ultimately institutionalised as regular social practice or made routine**.

New Innovation Paradigm

New social practices



Opening of the innovation process to society by co-creation, user involvement, empowerment of citizens, and cross-sector collaboration

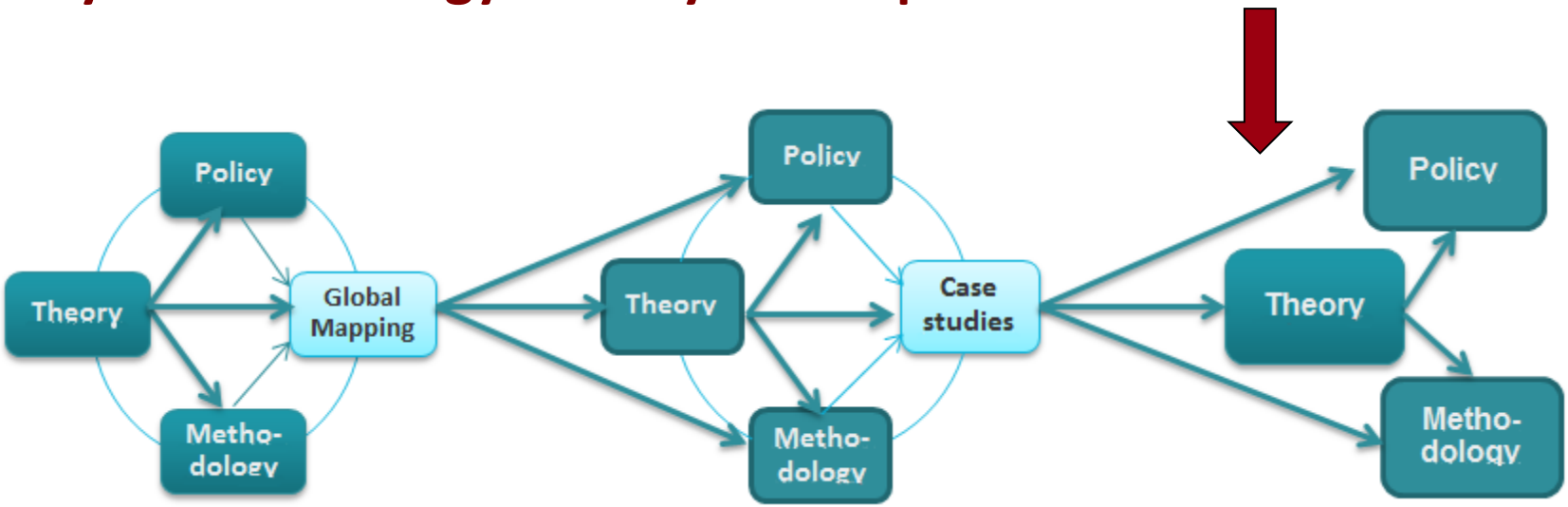
New demands, social needs and societal challenges, social value creation

Social Innovation – Driving Force of Social Change

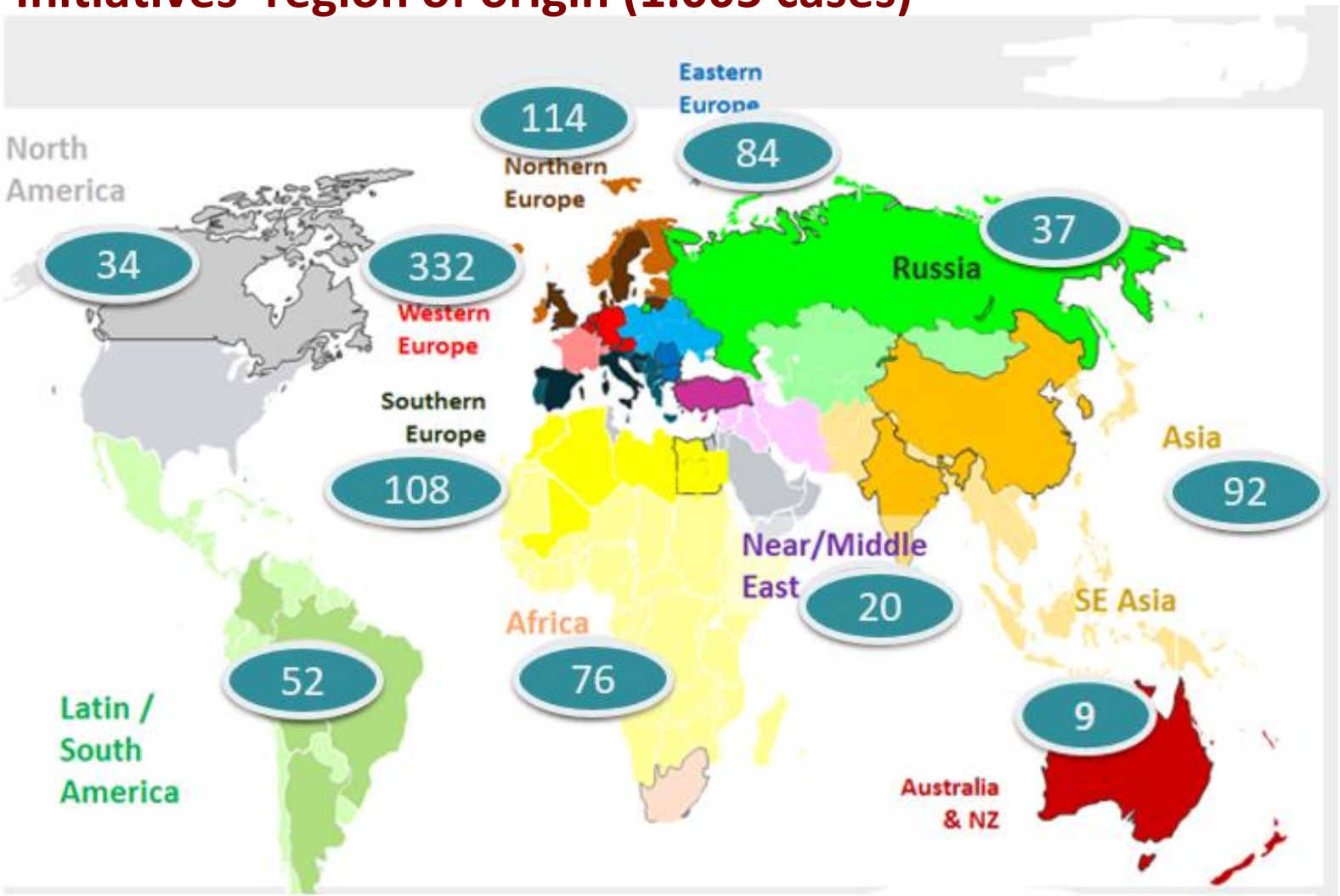
SI drive

- Integrating theories and research methodologies **to advance the understanding of SI** leading to a comprehensive new paradigm of innovation.
- Undertaking **European and global mapping** of SI, thereby addressing different social, economic, cultural, historical and religious contexts in eight major world regions.
- Ensuring relevance for policy makers and practitioners through in-depth analyses and case studies in seven **policy fields**, with cross European and world region comparisons, foresight and policy round tables.

Iterative Process: Two Empirical Phases Based on and Feeding Theory – Methodology – Policy Development



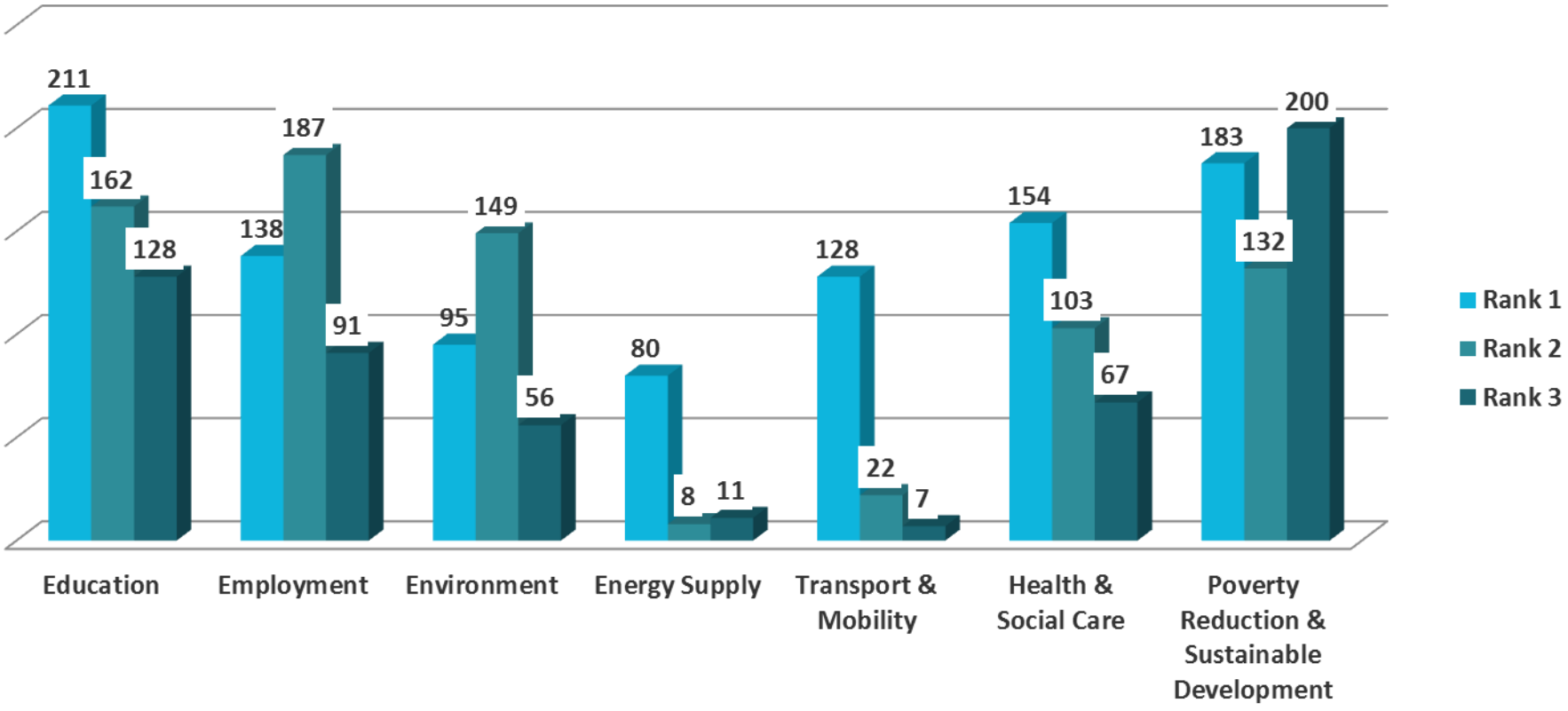
Initiatives' region of origin (1.005 cases)



Challenge

We need to understand the conditions under which social innovations develop, flourish and sustain, and finally lead to social change.

Policy Fields the Initiative is Addressing



Increasing Importance and Undeveloped Potential

- The policy reports revealed the **strong need for social innovation in the seven policy fields**.

➢ **But at the same time:**

"… policy field related documents of public authorities such as the European Commission, the United Nations, the OECD, the World Bank, etc. often do not refer to social innovations (exceptions are Horizon 2020 documents as well as publications of other DGs such as DG Employment, Social Affairs and Inclusion and DG Internal Market, Industry, Entrepreneurship and SMEs). "

Source: Compiling report

Main drivers for SI initiatives

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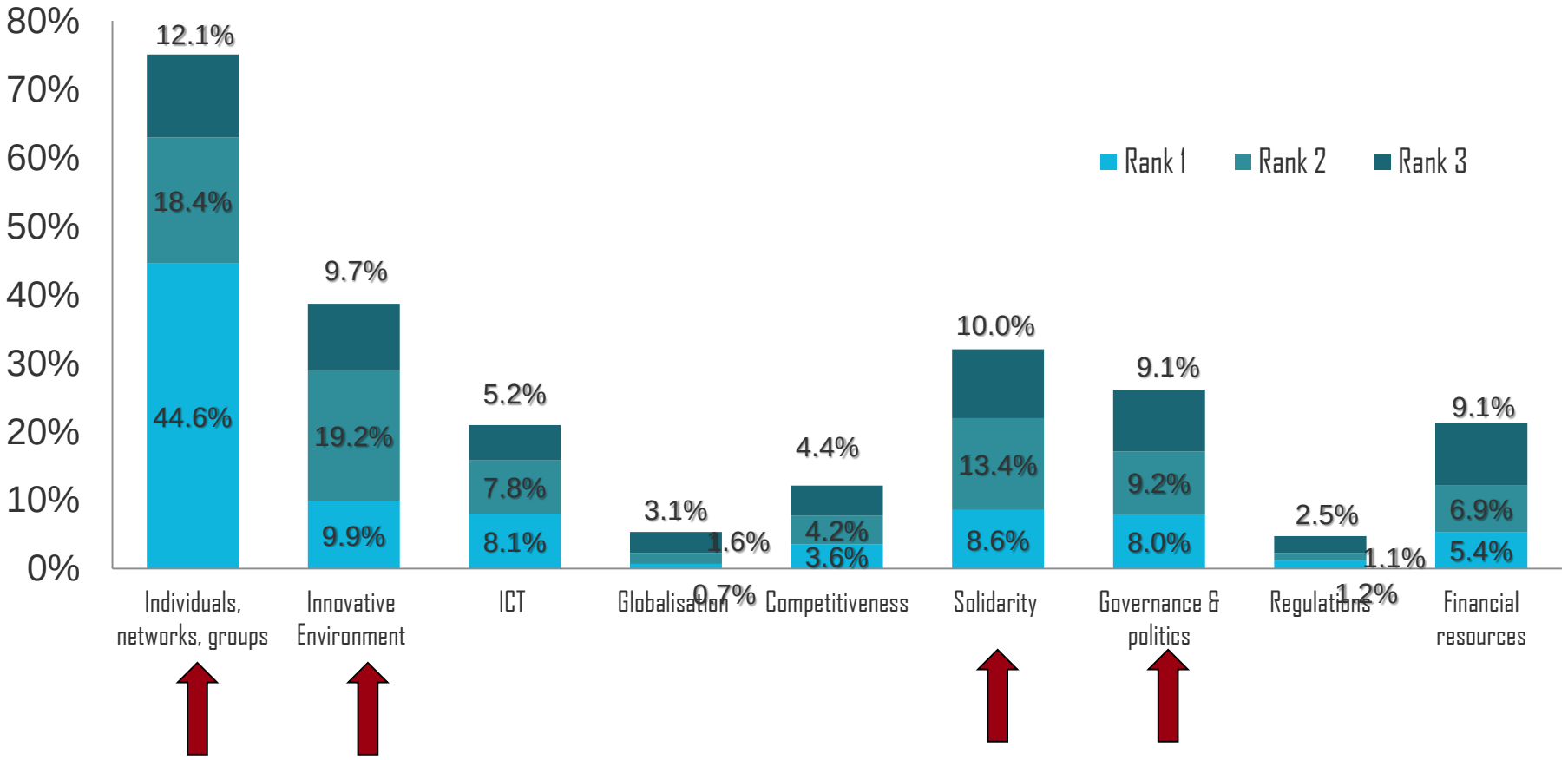
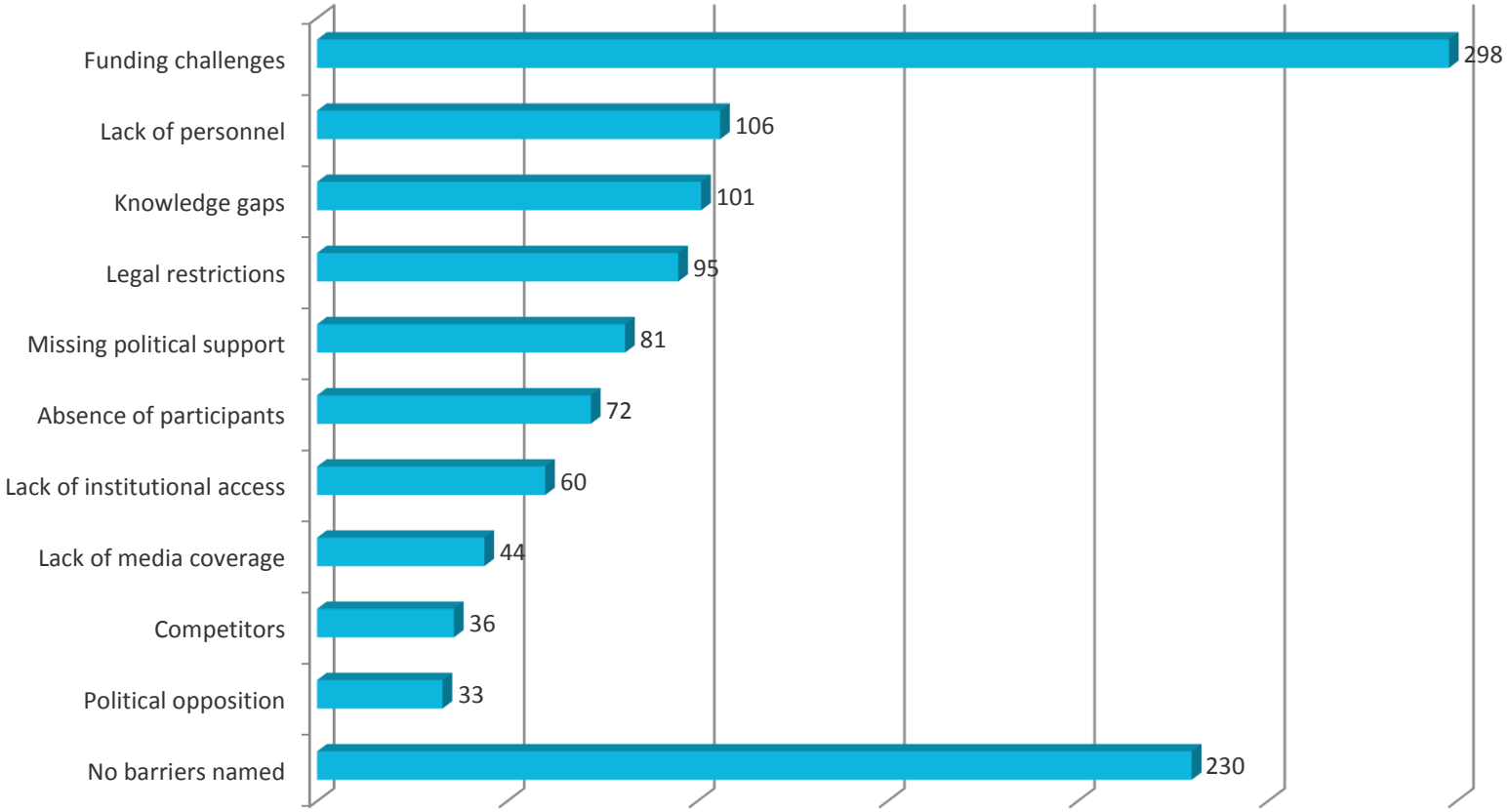


Main Barriers

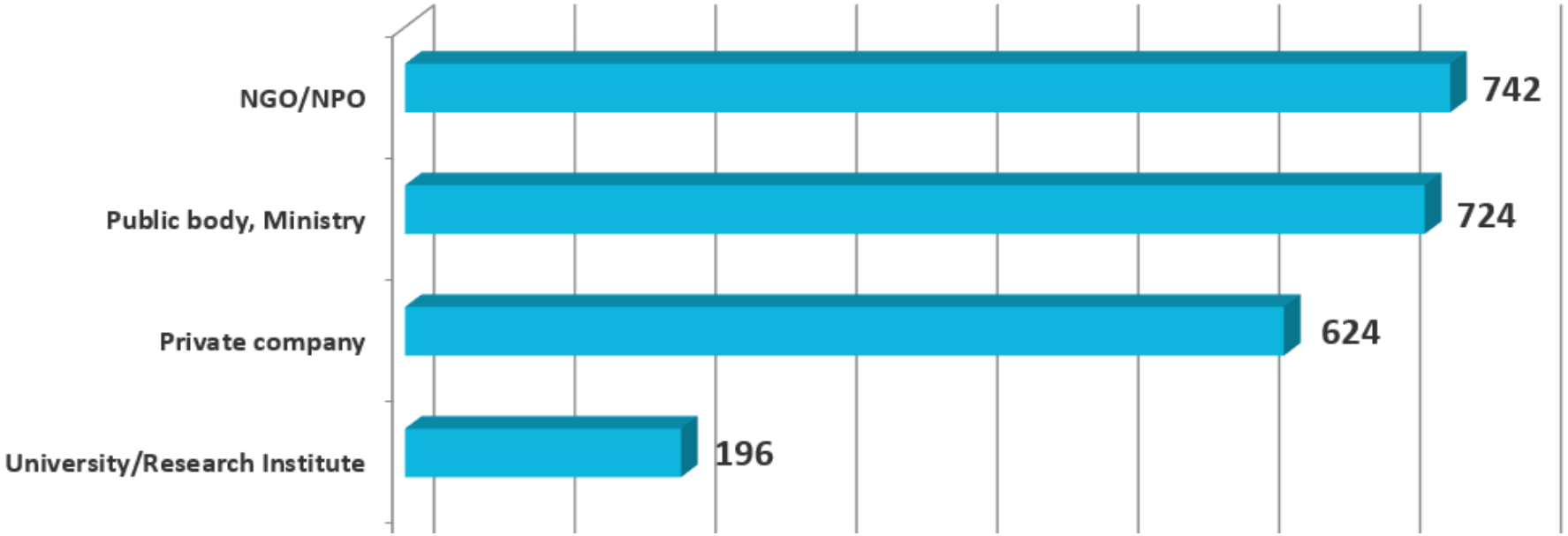


Creating differentiated funding opportunities

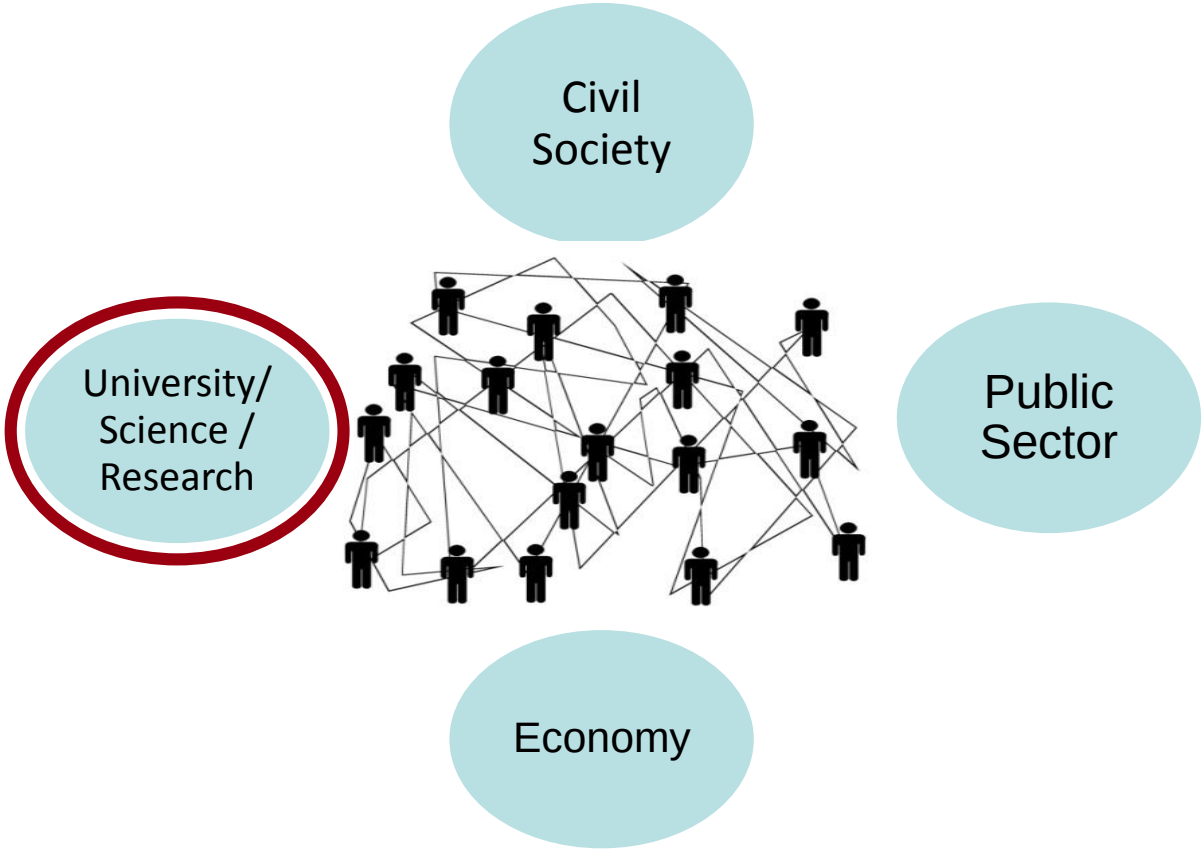
- One of the most important challenges of the future is creation of **funding formats** which enable impulses for the development, experimentation and diffusion of social innovations.

➢ This includes funding which:
- merges social and technological innovations in a synergistical way,
- answers to the purpose of exploration of the specifics of social innovations.

Type of Partners



Social innovation: The core of Social Change
Development of new alliances / Cross-sector Fertilization



Some more empirical findings

SI drive

- although mainly all initiatives are **scaling**, there is almost no or limited (local, regional) transfer of the solution
- two of three initiatives are **embedded** in networks, social movements, umbrella organisations or policy programmes → impact through collaboration
- In more than half of the initiatives there is a direct user / beneficiary involvement

→ **Social innovations' environment can be described as an ecosystem which needs to be cultivated**

Social Innovation for Germany

Today we see universities and research institutions confronted with the challenge of realising their potential in the sense of a comprehensive understanding of innovation regarding technological *and* social innovations.

- To research social innovations and to give an impulse to processes of societal change
- To integrate the topic of social innovation in class and teaching
- To include societal actors at an early stage in research and transfer and to increase the potential of innovation for SI in the society

New research concepts

New research concepts are needed in order to unlock the potential of social innovation in society and to enable participation of the relevant actors and civil society.

- **Transformative Research**
- **Design Thinking**
- **Open Innovation/Co-Creation**
- **Living Labs**
- **Social Innovation Centres**

Comprehensive Innovation Policy

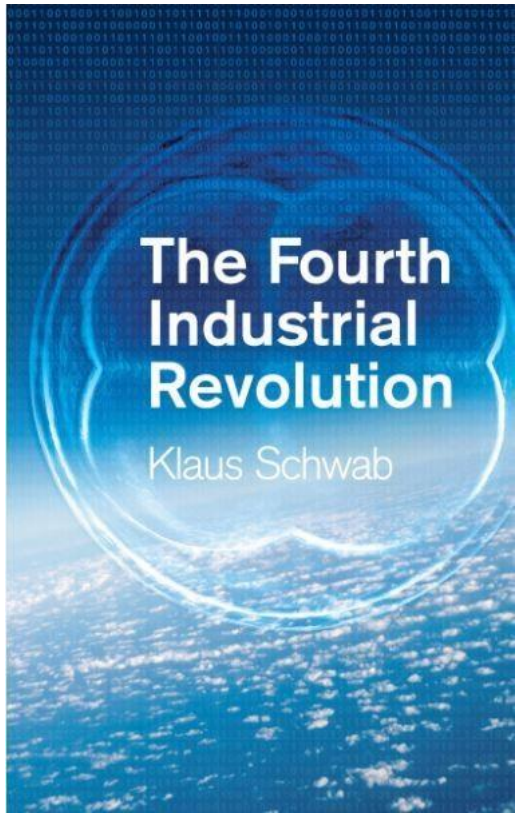
Social Innovations are requiring specific conditions because they aim at activating, fostering, and utilizing the *innovation potential of the whole society*.

A comprehensive Innovation Policy has to focus on *new participation and collaboration structures, co-creation and user involvement, empowerment and human resources development* as basic conditions for social innovation.

The fourth industrial revolution and the consequences for society

"We are witnessing **profound shifts across all industries**, marked by the emergence of new business models, the disruption of incumbents and the reshaping of production, consumption, transportation and delivery systems. On the **societal front**, a paradigm shift is underway in how we work and communicate, as well as how we express, inform and entertain ourselves. Equally, **governments and institutions** are being reshaped, as are systems of education, healthcare and transportation, among many others. New ways of using technology to change behavior and our systems of production and consumption also offer the **potential for supporting the regeneration and preservation of natural environments**, rather than creating hidden costs in the form of externalities."

Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, (pp. 1)



High-Tech Strategy Federal Government – Innovations for Germany

*„We employ a **comprehensive term of innovation** which covers not only technological but also **social innovations**, and we include **society as main actor**.“*

*„Especially, we need technological and social innovations leading to new services for new markets and which are characterized by societal benefit. Services require **distinct patterns of innovation**.“*

„Social innovations can contribute to overcoming the challenges of societal and regional change.“

Next Steps: „Atlas of Social Innovation“

4 Main Chapters:

1) The Social Innovation Landscape (19 articles providing theoretical insights)
2) Social Innovation in World Regions (29 articles with a regional focus)
3) Social Innovation in 7 Policy Fields (8 articles with a policy focus)
4) Future Challenges – Global Trends (9 articles)

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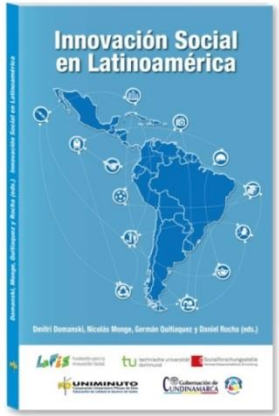
Next steps: Further develop Global Research Community



TSUKUBA GLOBAL SCIENCE WEEK 2017

european social innovation week

Colloque international du CRISES
4e édition
La transformation sociale par l'innovation sociale
3 et 4 avril 2014

Massey University
Social Innovation and Entrepreneurship Conference
10-12 February 2016

SOCIAL INNOVATION CANADA 2014

IMISCOE

Wellbeing at Work 2014

Trans-Atlantic Platform
Social Sciences and Humanities

ACHIEVING IMPACT
Socio-economic Sciences & Humanities (SSH) in Horizon 2020
INTERNATIONAL CONFERENCE & BROKERAGE EVENT

Thank you for your attention !

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