
SOCIAL INNOVATION 2015: Pathways to Social Change

Vienna, November 18-19, 2015

Venue

TechGate Vienna
Donau-City-Str. 1
AT-1220 Vienna

http://techgate.at/wp-content/uploads/2015/06/TGV_EN_Anfahrt1.pdf

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«**Pathways to Social Change**» is going to be the key event on social innovation in the year 2015. It is planned and designed by mutually complementary research projects on social innovation that reach out to worldwide experiences and concepts of social innovation. The conference will connect researchers with policy makers and practitioners of social innovation. Presentations of interim research results, considerations and site visits primarily focus on:

- The state-of-the-art of conceptualizing and doing social innovation;
- Methods and good practices to create desirable social change;
- Resources, means and levers making social innovation processes effective;
and
- International comparison of social innovation practices, policies and research.

The conference is hosted by two projects under the EU 7th Framework Programme, Social Innovation – Driving Force of Social Change – **SI-DRIVE**, Transformative Social Innovation Theory – **TRANSIT** and **NET4SOCIETY**, a network of National Contact Points in Horizon 2020. They are joined by two collaborative partners: Creating Eco-

conomic Space for Social Innovation – **CRESSI** and Boosting the Impact of Social Innovation in Europe through Economic Underpinnings – **SIMPACT**.

SIMPACT is involved in eight sessions:

Wednesday, 18 November 2015

First session set **11.30 – 13.00**

LIFE CYCLES OF SOCIAL INNOVATIONS

CrESSI jointly with SIMPACT

Susanne GIESECKE, ZSI
Giulio ECCHIA, University of Bologna;
Klaus KUBECZKO, AIT
Nadia VON JACOBI, University of Pavia

What can we learn from the long-term study of social innovation to influence the positive outcomes for society as a whole? To answer this question, we will utilise a life-cycle-approach, helping to analyse how an innovation starts from a niche position, becomes a regime and finally reaches the status of a “landscape” or social transformation (Geels and Schot 2007). In the setting of the session we invite short inputs from two to three cases and will apply a world café format to identify common or specific determinants, which affect the life course of a social innovation.

EMPOWERMENT FOR VULNERABLE PEOPLE THROUGH “DIGITAL SOCIAL INNOVATION”

SIMPACT jointly with SI-DRIVE

Bastian PELKA, TU Dortmund
Christoph KALETKA, TU Dortmund
Jeremy MILLARD, Brunel University

This session deals with a triple intersection: It asks for social innovations empowering vulnerable people and focuses on those social innovations which are either “supported” or “enabled” (Millard/Carpenter 2014) by digital technology (“digital social innovations” DSI, Bria 2014). The notion of “Social Innovation” is based on the understanding of Howaldt/Schwarz (2010) as “new social practices”,

trying to solve problems in a better way than existing practices. The notion of “vulnerable people” refers to those hindered from meaningful participation in various social fields, like employment, education or health by the social and technological environment. The session asks for contributions which address one or more of the following topics (non exhaustive):

- How (far) can social innovations for vulnerable people be supported or enabled by digital means?
- Which aspects of vulnerability could be addressed by digital social innovations in particular?
- and more ...

SERVICE DESIGN, PUBLIC SECTOR AND SOCIAL INNOVATION

Alessandro DESERTI, Politecnico di Milano
Francesca RIZZO, University of Bologna

The economic, demographic, social, and environmental long-term challenges are calling for deep changes, questioning many of the assumptions that have underpinned public services and posing new challenges for institutions, policy makers, civil servants, and communities. While austerity measures are being adopted, innovative solutions based on the active involvement and engagement of citizens emerge as a new paradigm, questioning the established welfare systems and raising quite a few unsolved problems. In this scenario, design thinking (Brown, 2009) is being interpreted as a mean to generate innovative solutions, to reshape services and to change the ways in which they are conceived and delivered. The session will investigate how service and participatory design processes can be applied to foster innovation in the public sector, and how prototypes and small-scale experiments can be scaled and turned into diffused practices. Set of relevant questions and challenges.

- What is the desired impact of design culture on SI?
- How can we introduce design culture as an agent of change in public organisations?
- How can we relate design experiments to policy making to create impact and scale innovative solutions in the public sector?

SOCIAL INNOVATION IMPACT ASSESSMENT: APPROACHES, METHODS & TOOLS

Javier CASTRO SPILA
Egoitz POMARES
Alfonso UNCETA

sinnergiak Social Innovation

Social Innovation does not possess a stabilized framework (concepts and methodologies) and its impact evaluation is still a pending task. In this context what should be the suitable measurements and methodologies to evaluate social innovation and its impact? The question does not have an easy answer because of the multidimensional dimension of the social innovation concept and the multisectorial scope of its impact. In addition to this and stimulate the meeting turning more dynamic, provocative, invigorating and short inputs will welcome from participant and attendants under the topic of social innovation frameworks and assessment experience.

THE ECONOMIC DIMENSION OF SOCIAL INNOVATION

SIMPACT jointly with CrESSI

Judith TERSTRIEP, Westphalian University
Alex NICHOLS, Saïd Business School
Raphael ZIEGLER, University Greifswald

So far, the economic dimension of social innovation is a largely unexplored research field lacking theoretically sound approaches. The economic foundation should not be interpreted as economisation of social innovation and is not limited to questions of market efficiency. In particular, the session aims to sensitise the understanding of the economic dimensions of social innovation with regard to the theoretical framework of the two projects. One part will refer to the theoretical approach of components, objectives and principles. The session should emphasise the dilemma of effectiveness of addressing social problems and efficiency of resources allocation plus balancing cost and revenues. A further contribution to this session will explore how economic sociology offers a novel way into exploring the structural drivers of marginalization as a means to identifying new policy agendas that develop a fairer and more balanced European economy.

Thursday, 19 November 2015

First session set **11.30 – 13.00**

**BEYOND TENDERING: PUBLIC POLICY AS AN
ACTIVE ENABLER OF SOCIAL INNOVATION**

SIMPACT jointly with CreSSI

Peter CRESSY, University of Bath
Rosemary EXTON, University of Bath
Peter TOTTERDILL, University of Bath

The relationship between public policy and social innovation is often limited to competitive tendering or bidding for grants followed by a focus on contract compliance. A growing body of evidence suggests that this fails to produce systemic change, not least because funding is often short term, over-emphasises quantifiable outcomes and fails to invest in sustainable organisational capacity. Policy approaches focused on a more strategic approach to stimulating, resourcing and sustaining social innovation are emerging in many parts of Europe but are less well defined and understood. This session will engage researchers, policymakers and social innovators in exploring the emergence of new forms of policy production and implementation, and assessing their prospects for the future.

RETHINKING BUSINESS MODELS FOR SOCIAL INNOVATION

Alessandro DESERTI, Politecnico di Milano
Maria KLEVERBECK, Westphalian University
Francesca RIZZO, University of Bologna
Judith TERSTRIEP, Westphalian University

Even if quite a few adaptations to social enterprises of schemes and tools meant to design business models for commercial enterprises have been tried, there is a lack of investigation and understanding of the specificity of business models for social innovation. Apart from the seminal work of Smith, Binns and Tushman (2010) and that of Jonker and Dentchev (2013), very little has been said on this topic. The session will present and discuss with participants the results of the extensive empirical research on the economic foundation of social innovation conducted in the SIMPACT project, showing how social innovation is characterised by intrinsic contradictions/dilemmas and other contextual conditions that naturally lead to the creation of complex business models, partially or substan-

tially different from those adopted by commercial enterprises. Set of questions on the specificity of social innovation business models.

Second session set 14.00 – 15.30

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