

Social Innovation and the Great Societal Challenges

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Social Innovation and Interreg

Online Conference, 10 December 2020



„Innovation“ as a key concept of modern societies





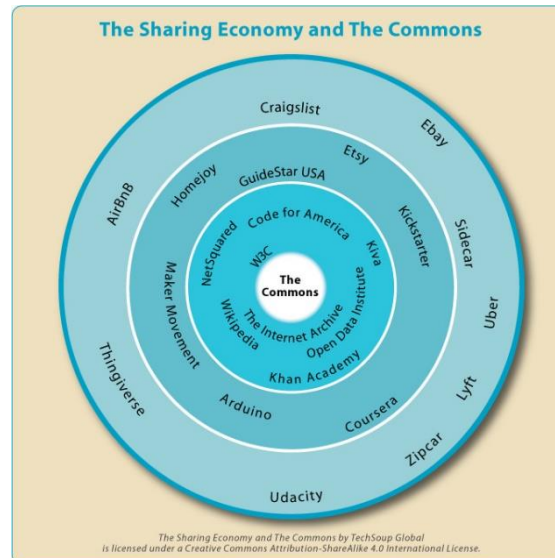
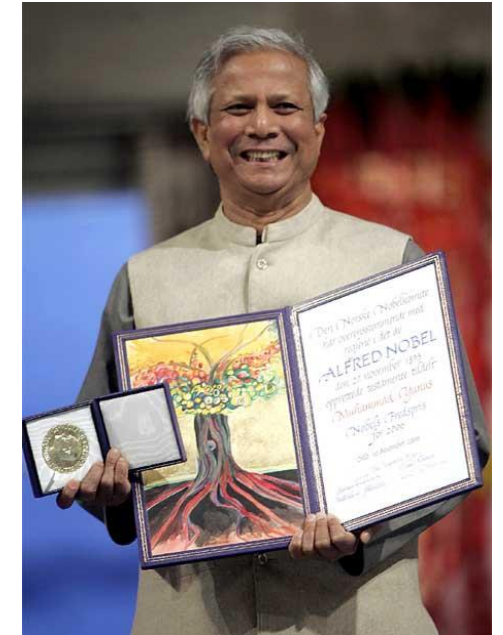
SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD





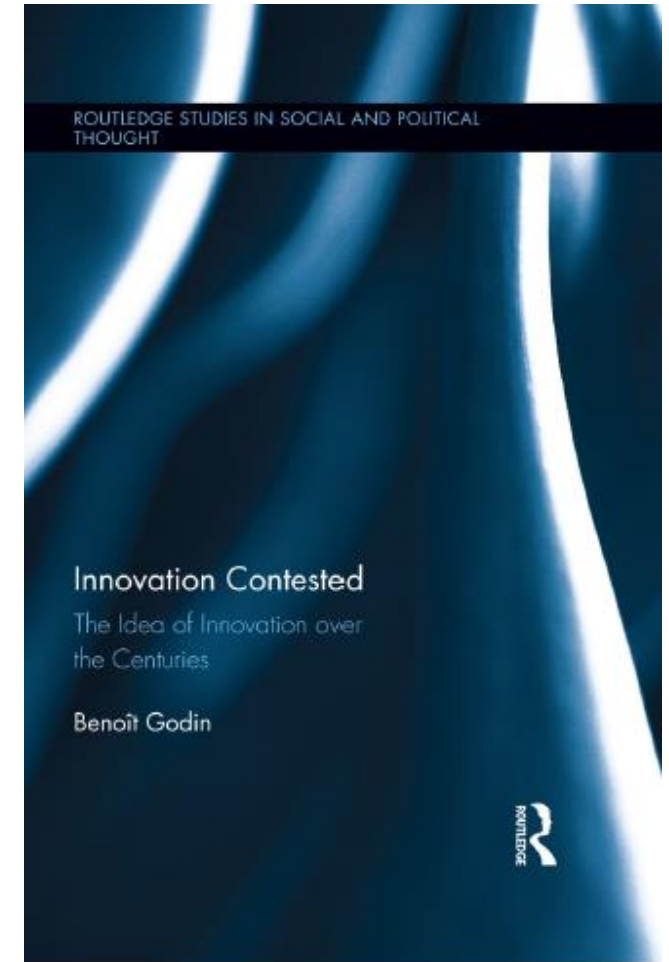
Social Innovation: new social practices
addressing the social, economic, political and
environmental challenges of the 21st century
(Howaldt/Schwarz 2010)



A long history of Social Innovation research

- Semantically, from the outset, the terms “Social Innovation” and “Social Innovator” were closely linked to processes of **social transformation as specific forms of Social Change**.
- At beginning of the 20th century, a new meaning of the term emerged:

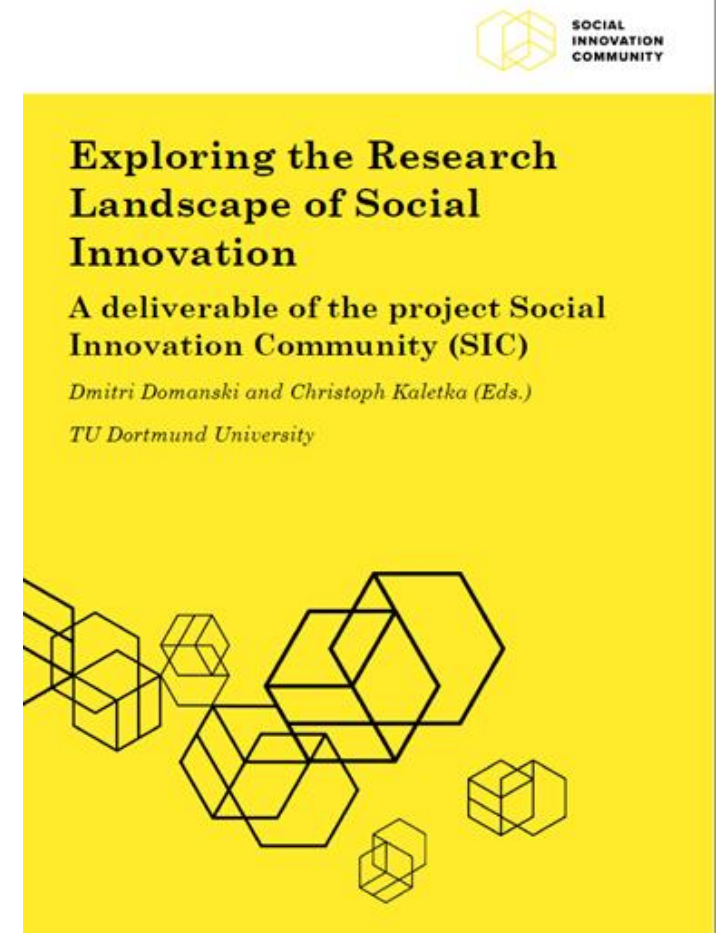
Social Innovation as the **advent or adoption of a new behaviour or a new practice**. These practices encompass all areas of society, such as gender relations, formal and informal education, management, governance as well as everyday life, established habits and cultural customs. The term tends to become a universal label for describing any social phenomena and processes of change (*Godin 2012, pp. 21*).



Towards an autonomous research field...

Working on conceptual clarity and theoretical foundation of SI is becoming increasingly important for dealing with specific thematic areas, e.g. **(Domanski & Kaletka 2017)**

- Public sector innovation
- Digital social innovation
- Intermediaries
- Social economy
- Cities and regional development
- Collaborative and sharing economy
- Community-led innovation
- Corporate social innovation



https://www.siceurope.eu/sites/default/files/field/attachment/exploring_the_research_landscape_of_social_innovation.pdf



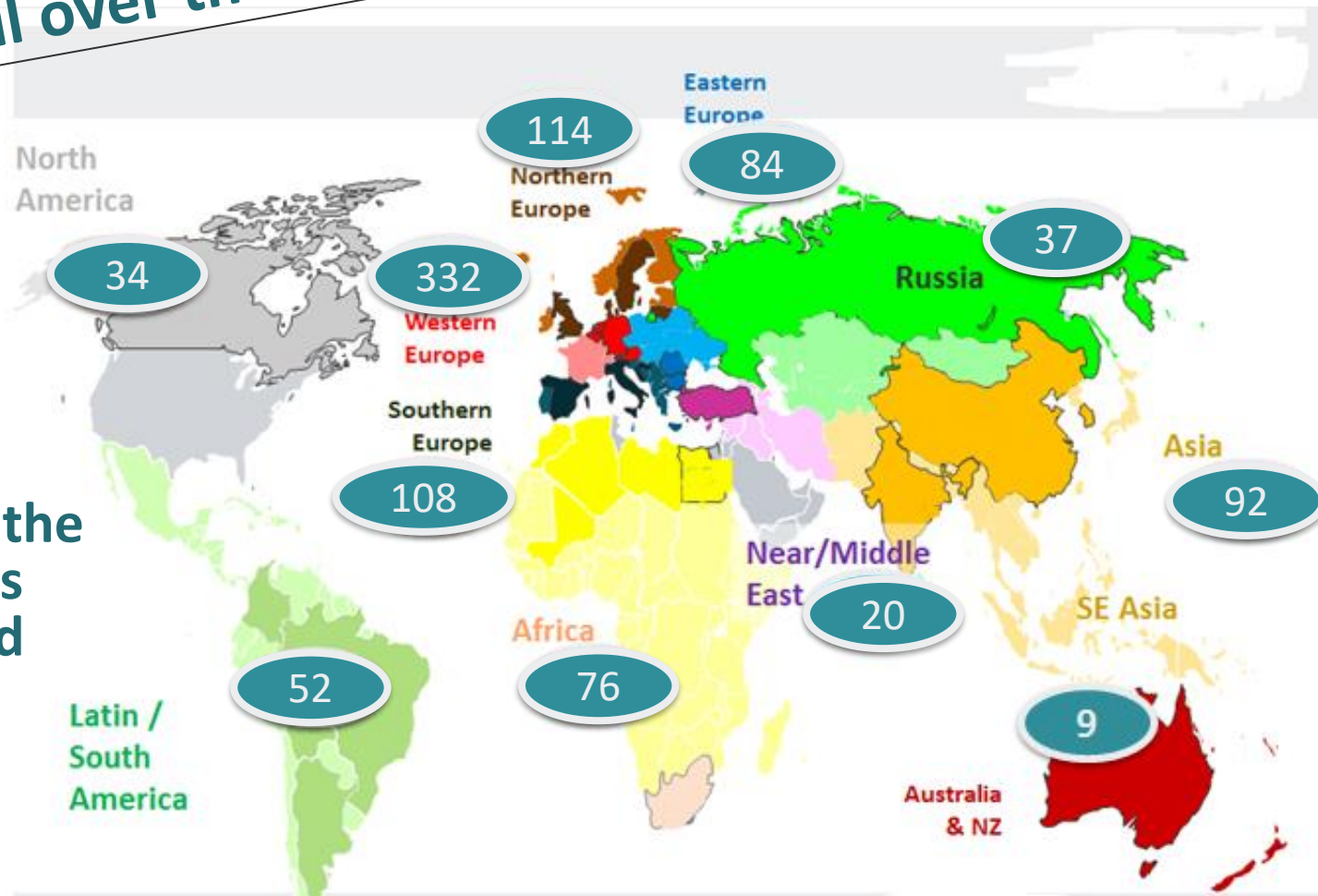
SI-DRIVE Project

**Mission: Extending knowledge about Social Innovation as a driver
of social change**

First global mapping of Social Innovation initiatives

1.005 SI Cases all over the world

Region, where the initiative was implemented

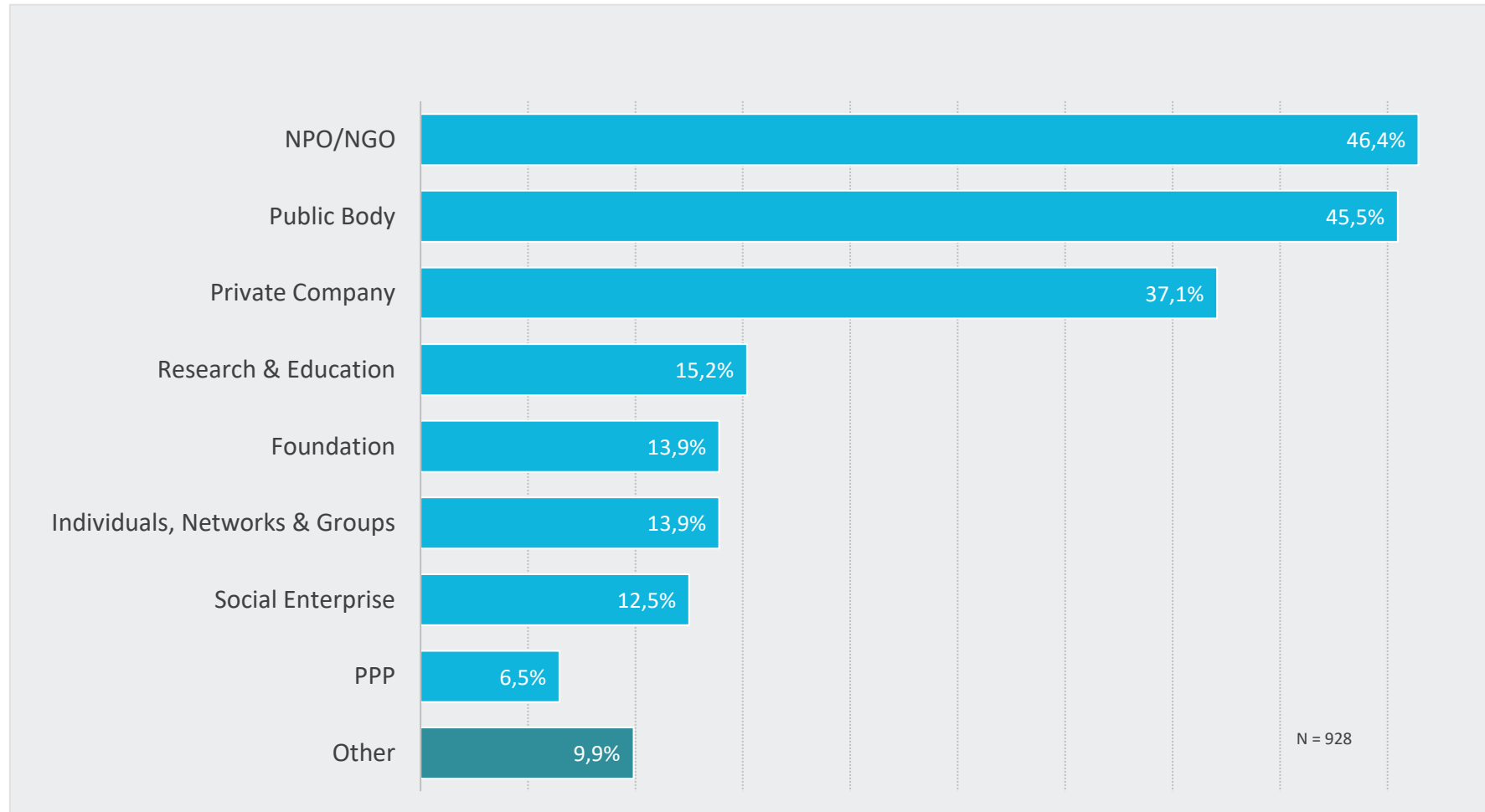


47 Case N/A

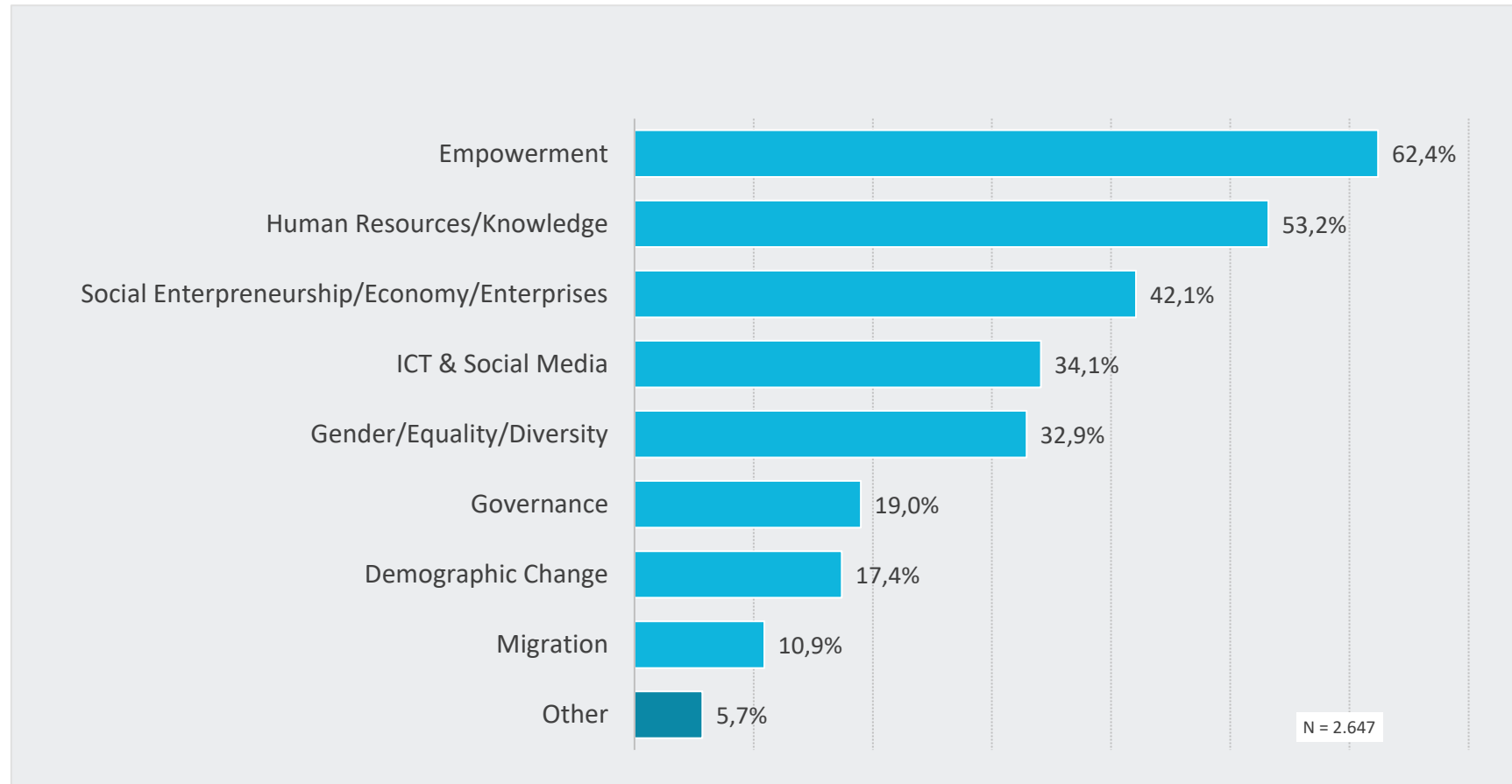
Case Studies (Policy Fields)

	Cases	Practice Fields
Education	18	Disadvantaged groups, new learning arrangements, new digital environments, quality improvement, partnership education and economy
Employment	10	Youth unemployment and vulnerable groups, social entrepreneurship, workplace innovation
Environment	10	Circular Economy, Alternative sustainable food production and distribution, Alternative sustainable food production and distribution, smart city context
Energy Supply	7	Energy collectives, Providing examples and inspiration, Local production of energy
Transport and Mobility	9	Car-sharing, mobility of vulnerable groups
Health and Social Care	15	Shift in care location, self-management, Integrated care delivery, E-health, m-health, New models of care
Poverty Reduction	13	Micro financing & safety nets, community capacity building & advocacy, displacement & refugees
Total	82	

Type of Partners

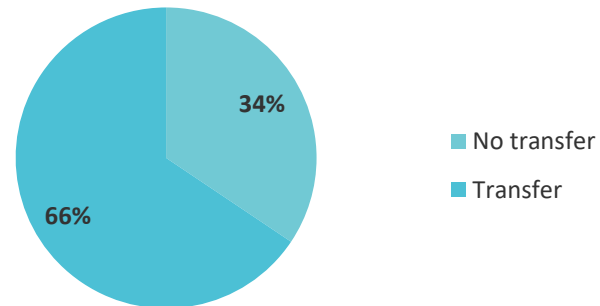


Cross-Cutting-Themes the Initiatives are Addressing

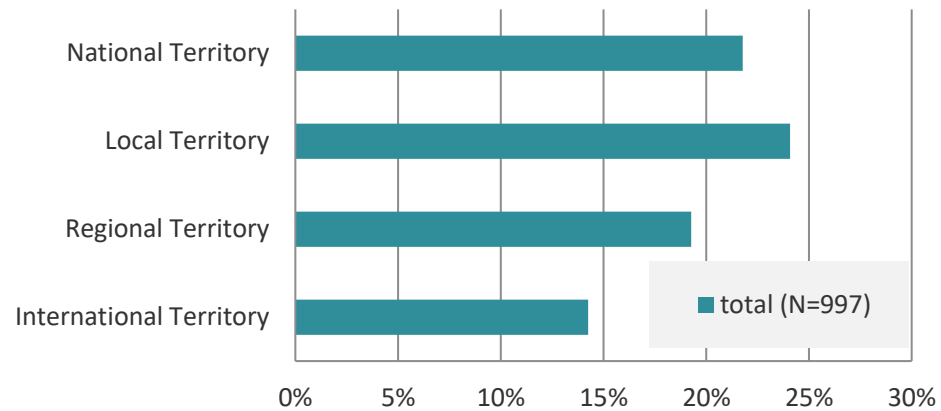


Limited Transfer and Scaling

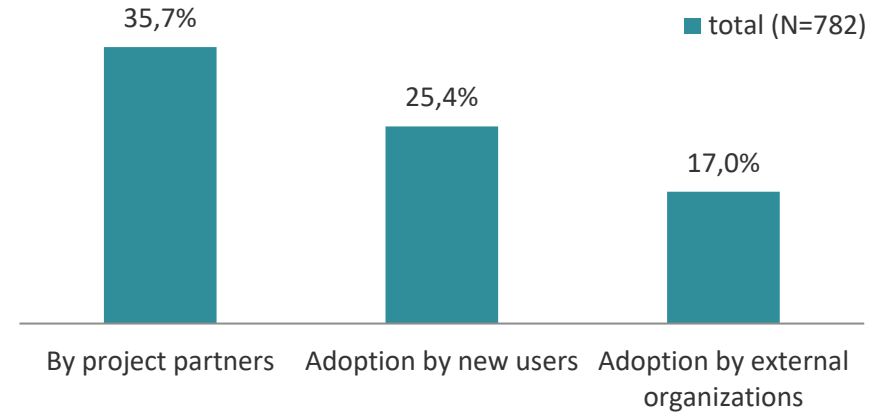
Transfer of the solution



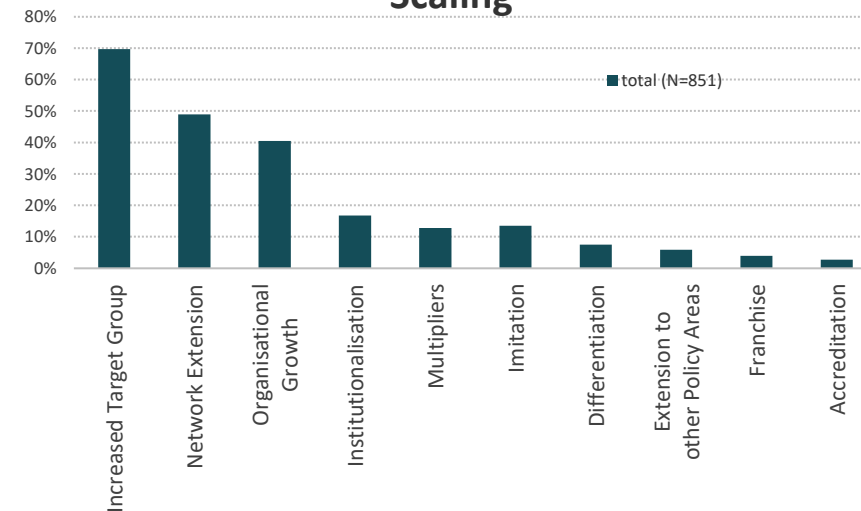
Territorial transfer of the solution



Form of the transfer



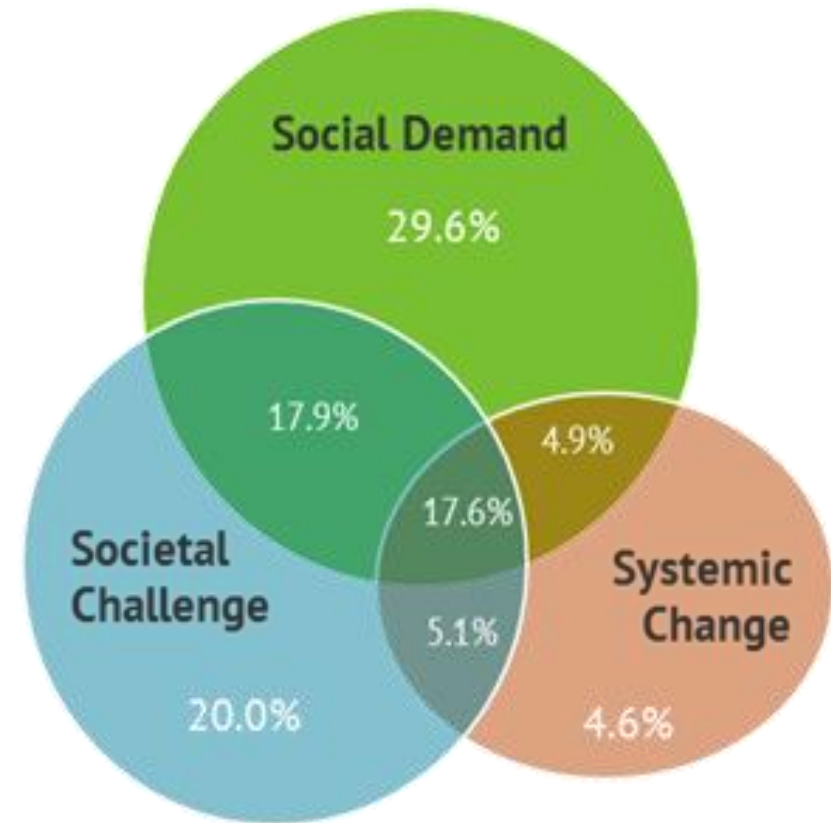
Scaling



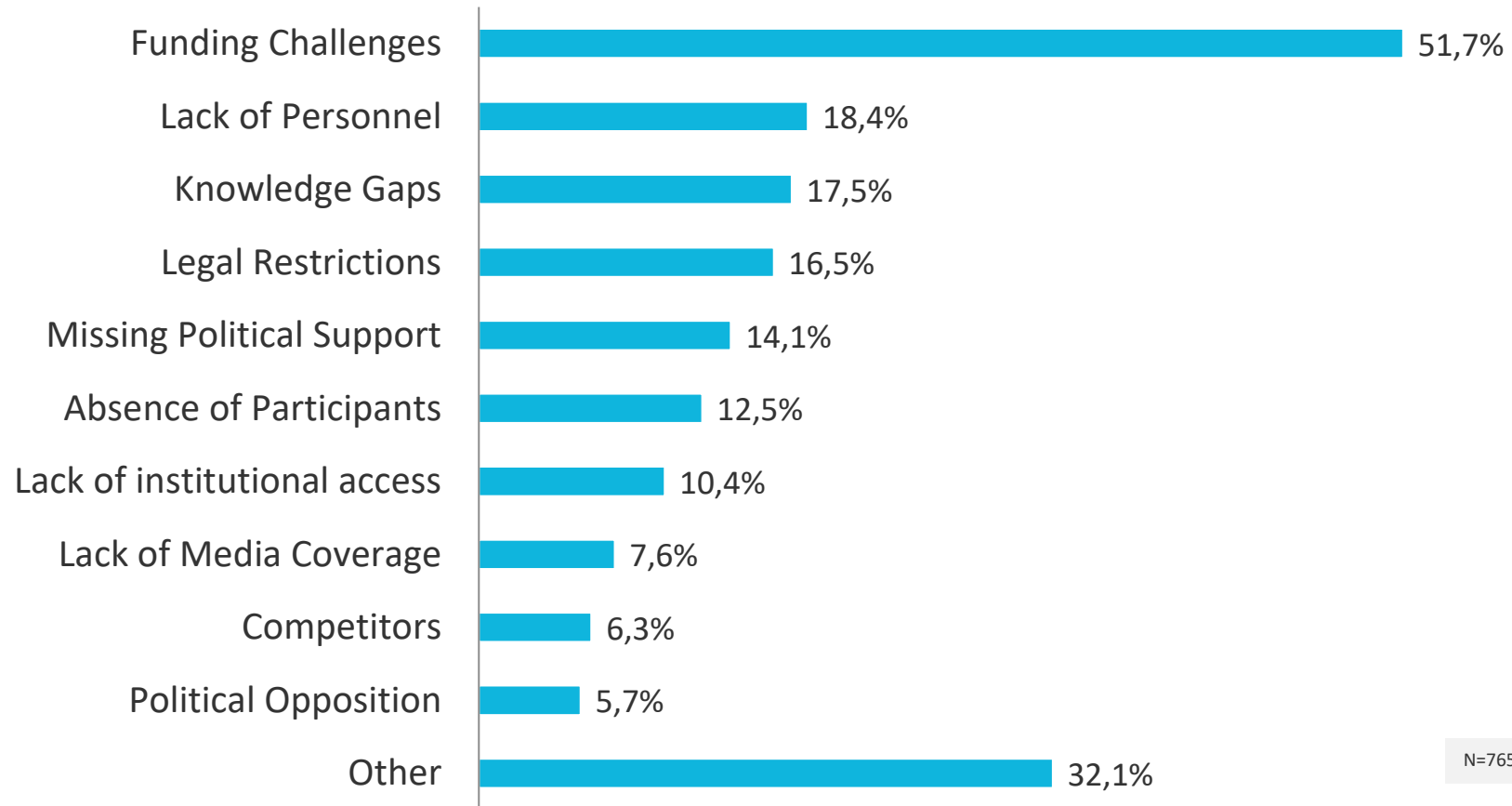
Societal level addressed

“Processes of diffusion and institutionalisation are very complex and cannot be seen as mere result of the intention of an actor or a group of actors. So while Social Innovation is associated with *"planned and coordinated actions"* (Greenhalgh et al. 2004, p. 1), the process of Social Change is much more complex.”

Howaldt/Schwarz 2016, 56



Main Barriers

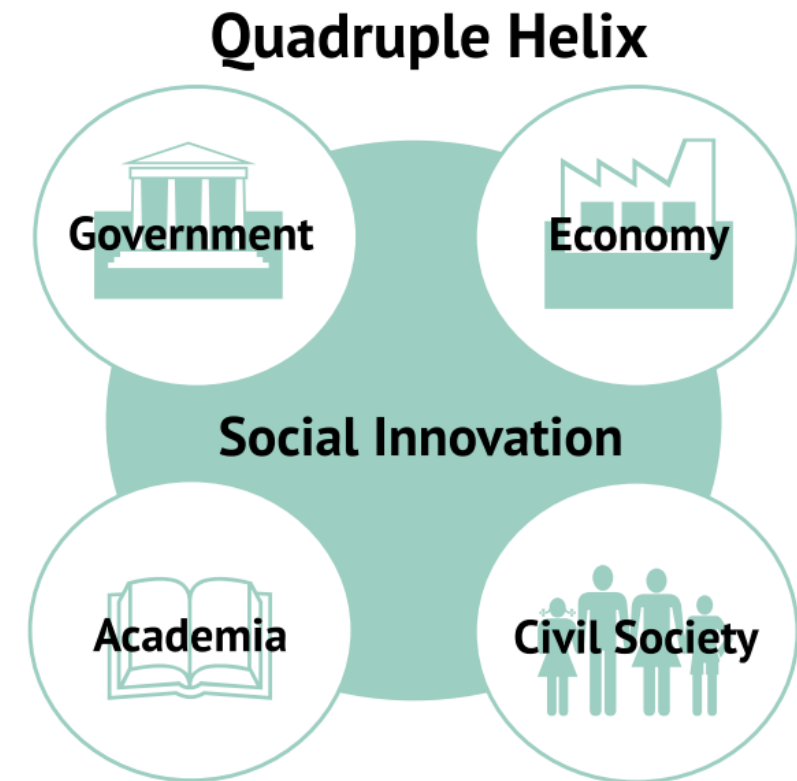
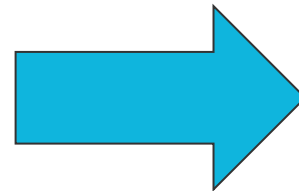
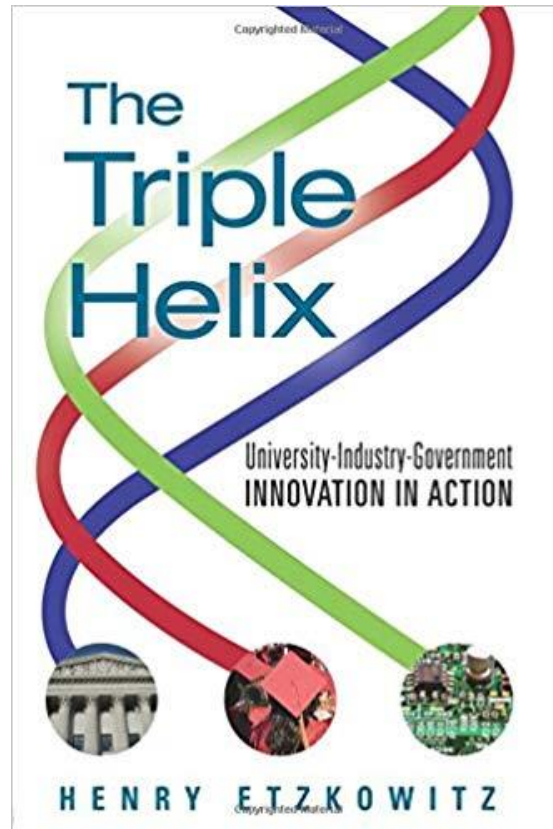


N=765

Increasing Importance and Undeveloped Potential

Like technological innovations, successful social innovations are based on numerous presuppositions and require appropriate infrastructures and resources. This includes a new role of public policy and government for creating suitable framework and support structures, the integration of the economy and civil society as well as supporting measures by science and universities (e.g. education for social innovation performance, know-how transfer).

Ecosystem of Social Innovation



Sectors and actors

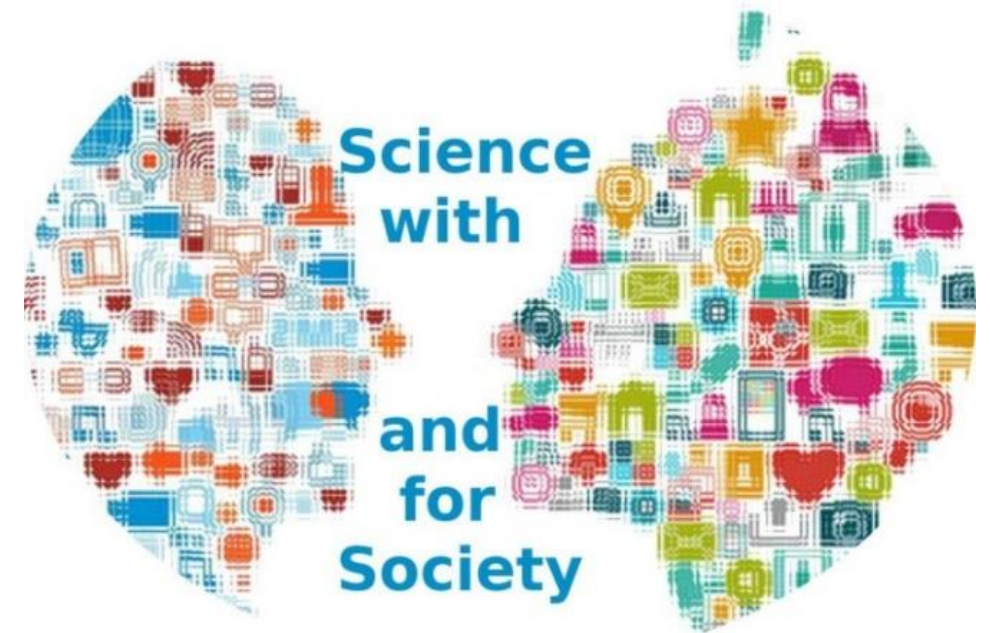
Social Innovation: A Challenge for Academia

Impulses for societal change

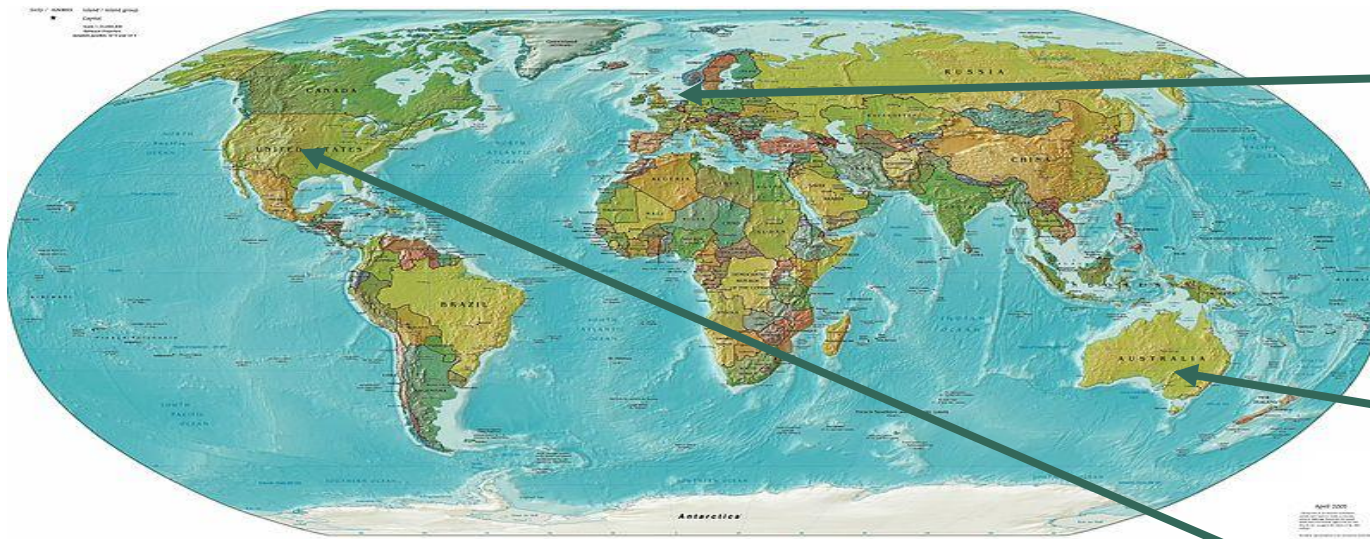
When researching social innovations and their preconditions, those approaches and constellations draw interest in which science active driver and stakeholder of the process.

Therefore, new concepts and formats are required.

- Participatory Action Research
- Design-Thinking
- Transition Research and Design
- New Mode of Knowledge Production
- Citizen Science
- Responsible Research and Innovation
- Social Innovation Centres/Labs/Incubators



Infrastructure for Social Innovation



KoSI-Lab Internationale Fallstudien 2017 & 2018

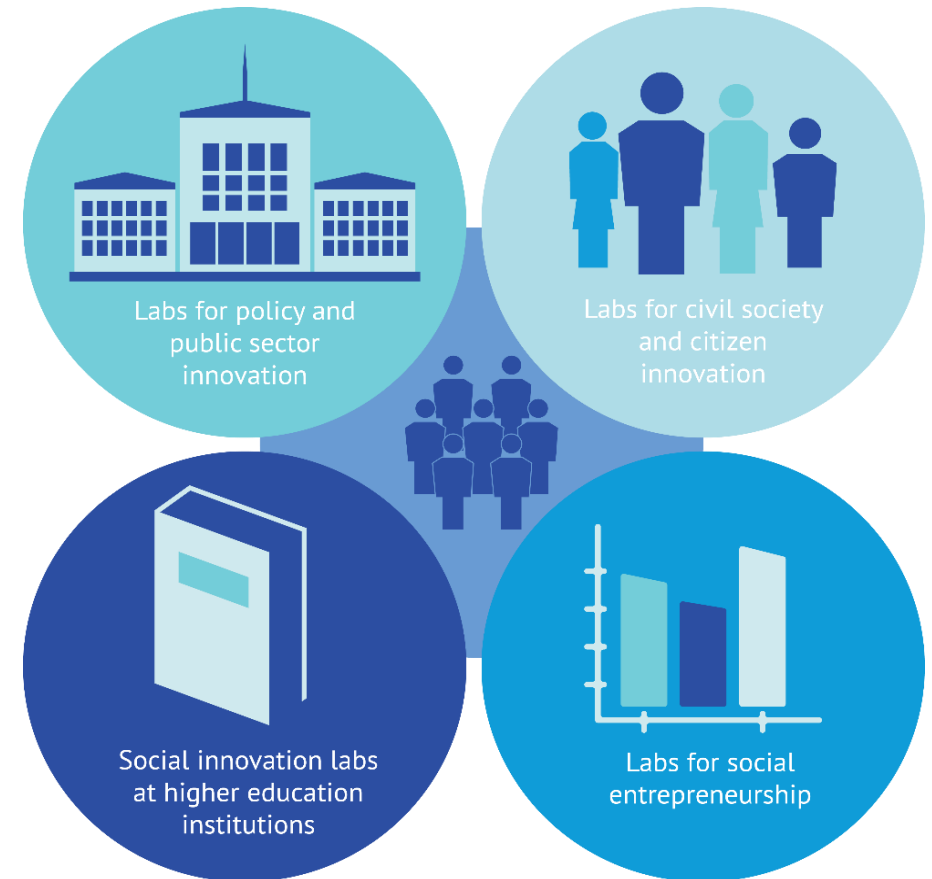
- MindLab, Dänemark
 - Innovationloop, Schweden
 - Sliperiet, Schweden
 - Midpoint Center for Social Innovation, Niederlande
 - Tilburg Social Innovation Lab, Niederlande
 - Social Innovation Lab Kent, UK
 - GovLab Austria, Österreich
-
- The Australian Center for Social Innovation (TACSI), Adelaide, Australia
-
- Center for Social Innovation, Toronto, Kanada
 - MaRS Solutions Lab, Toronto, Kanada

Typology of Social Innovation Labs

Five key characteristics:

- provide institutionalised processes and spaces for experimentation (organisations or organisational units, structures & resources),
- facilitate innovation processes (use innovation methods, e.g. co-creation, collective intelligence, design-thinking),
- work on societal challenges and demands framed as specific questions,
- engage with cross-sectoral, multi-stakeholder teams,
- reate 'practice inventions' (socially innovative initiatives) as prototypes with high innovation potential.

Wascher et al 2019





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.“

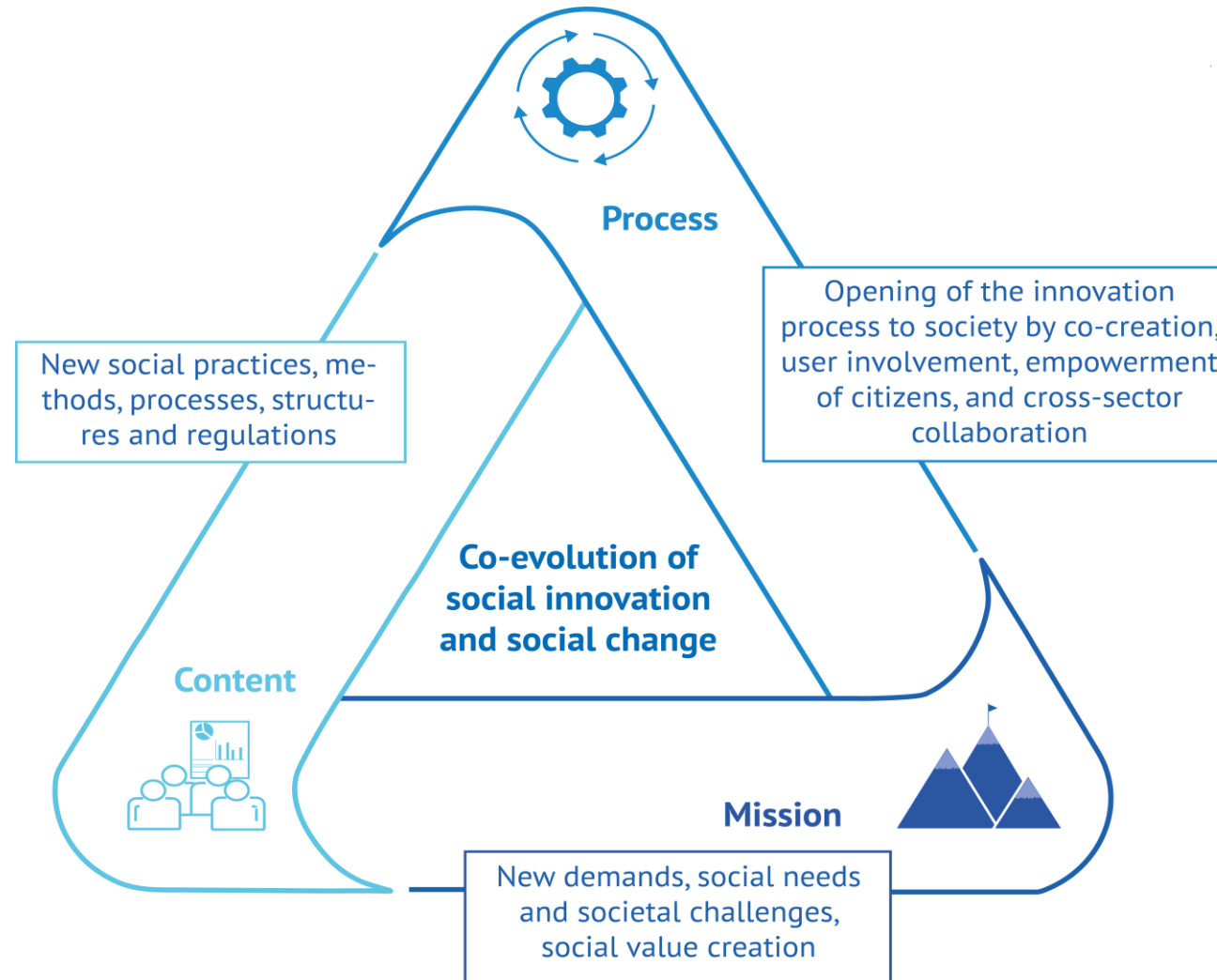
Mission-oriented Innovation Policy

*“To find a way to bring together the **triple objectives of smart innovation-led growth, inclusion and sustainability**, we must first answer the critical question of how to direct innovation to solve the pressing global challenges of our time” (Mazzucato, p. 2)*

*“To engage research and innovation in meeting such challenges, **a clear direction** must be given, while also enabling bottom-up solutions” (Mazzucato, p. 4)*



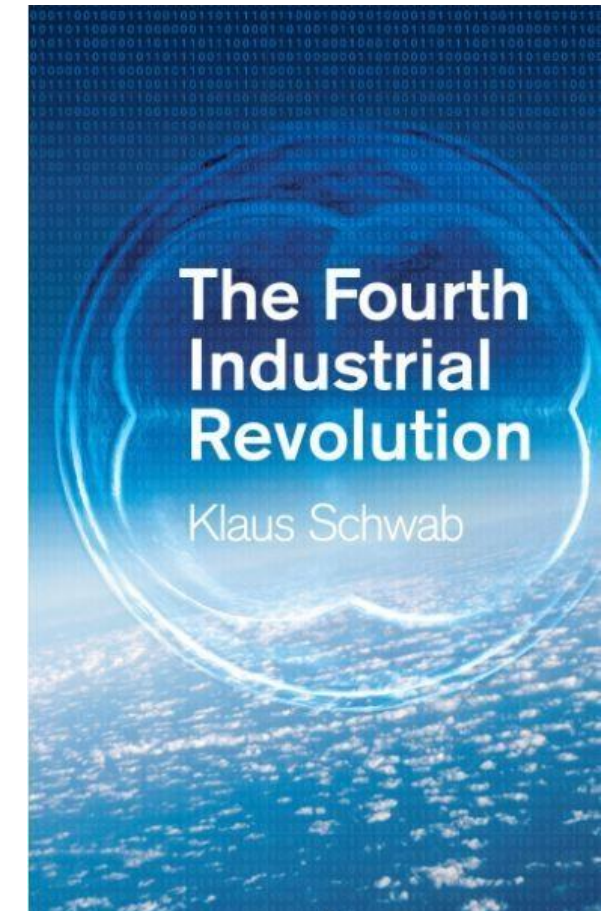
New Innovation Paradigm



The Digital Transformation 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.... New ways of using technology to change behaviour 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.”*

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



The Future of Innovation is about Social Innovation

‘In the European Union, we are going to put more money into social innovation, not because it’s trendy, but because we believe that the future of innovation is about social innovation.’

Carlos Moedas



Atlas of Social Innovation

The “Atlas of Social Innovation” offers a comprehensive overview of the world of Social Innovation in a lucid way. It gives insights into the various types of social innovations in different world regions and policy areas, delivering new intelligence on the diversity of approaches used by different actors involved.

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