

**Social Innovation and Interreg**

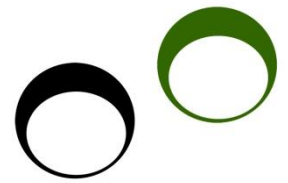
# **Measurement of the impact of social innovation projects in Interreg and beyond**

***Silke Haarich***  
***Spatial Foresight***



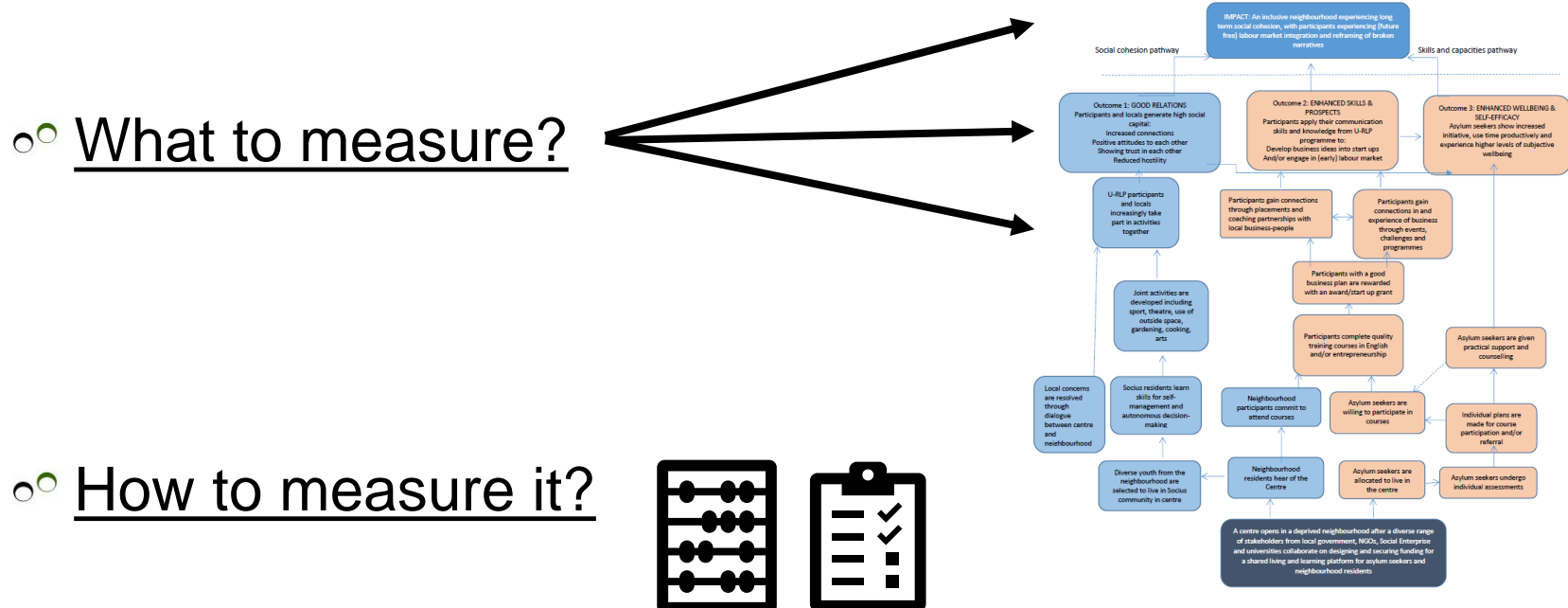
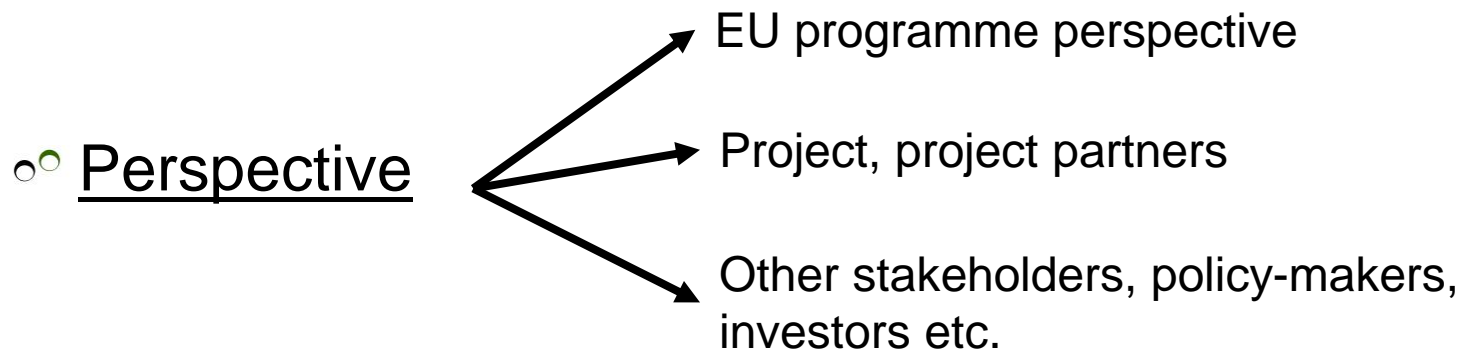
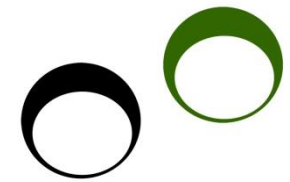
# Agenda

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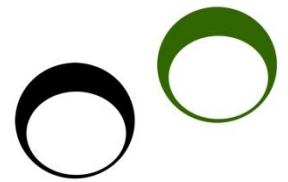
1. Understanding social impact
2. Social Innovation in EU Programmes: Interreg and beyond – 10 years of the European Social Business Initiative (SBI)
3. Outlook: Social innovation in EU Programmes 2021-2027

# 1. Understanding social impact



# 1. Understanding social impact

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## ◦◦ Perspective of ERDF/Interreg/EU Programme:

- *outcomes/results and impacts, if possible, in numbers and easy to aggregate across the Programme;*
- *but also interested in “soft results” such as political commitments, new local strategies, commitment to a new programme for at least 5 years, new public service*
  
- *Interested in data, if possible, already during the implementation,*
- *short term or expected impact, no time for real impact measurement ex post*
  
- *Challenges:*
  - *pre-defined indicators usually do not address specific social innovation outcomes;*
  - *how to communicate qualitative impact;*
  - *difficulty to understand terms such as output, outcome, impact, result used by the Programme and how the project would use them*

# 1. Understanding social impact

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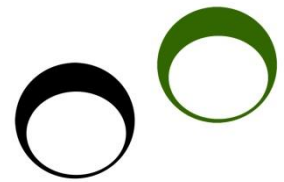


## ◦◦ Perspective of the Project Partners:

- *how have the activities and processes worked? What was the impact at the end of the project (and after some time) on the beneficiaries?*
- *Focus on mechanisms of impact, impact on users/beneficiaries (maybe follow-up or monitoring to see if long-term impact is achieved = changes in behaviour, changes in the socioeconomic environment of families or children, changes on education achievements etc.)*
- *Challenges:*
  - *Too much information available – what is relevant?*
  - *How to draw lessons and improve for the next project? – Evaluation*
  - *Research partner (e.g. Universities) might be overambitious*

# 1. Understanding social impact

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- Perspective of the interested stakeholders (investors, policymakers, local authorities, media, follow-up initiatives):

→ *what has really changed, is there a notable impact and where and for whom? What is the benefit for society? What is the impact on SDGs?*

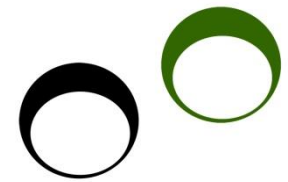
→ *Requires short and clear messages (“we helped 47 families and have helped 23 people to get a new job, this has a value of ca. 300.000 EUR”)*

→ *It can help the organisation in their external communication, fund-raising etc.*

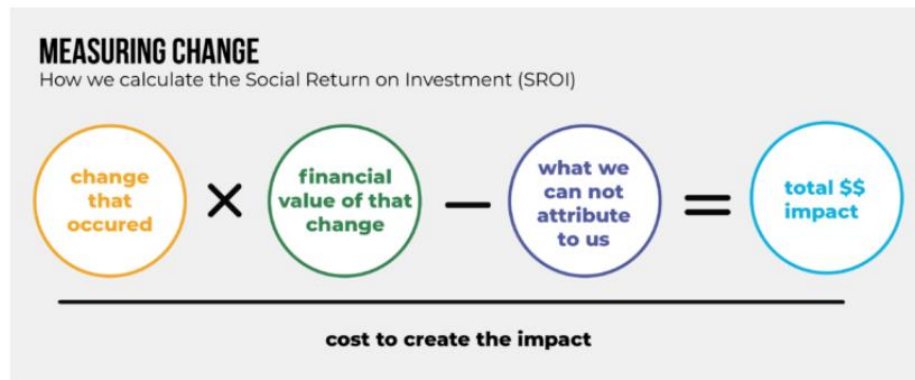
→ *challenges:*

- *Which indicators are relevant?*
- *Real- data, ex post measurement would be resource-intensive, so mostly estimations of impact are used. But this requires a solid and credible method to calculate impact.*
- *On which formula should the estimations be built on?*

# 1. Understanding social impact



## What to measure?



DCCentralKitchen.org



BolsaSocial.com



<http://www.social-impact-navigator.org/planning-impact/defining-social-impact/>

A company that sells food products 100% social, and generates job opportunities for people at risk of social exclusion.

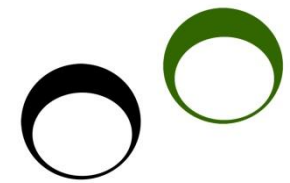
*Impact indicators:*

- (i) Jobs created for people at risk of social exclusion
- (ii) Number of social projects with whom they work
- (iii) Number of individuals reached on the social economy and raising social awareness

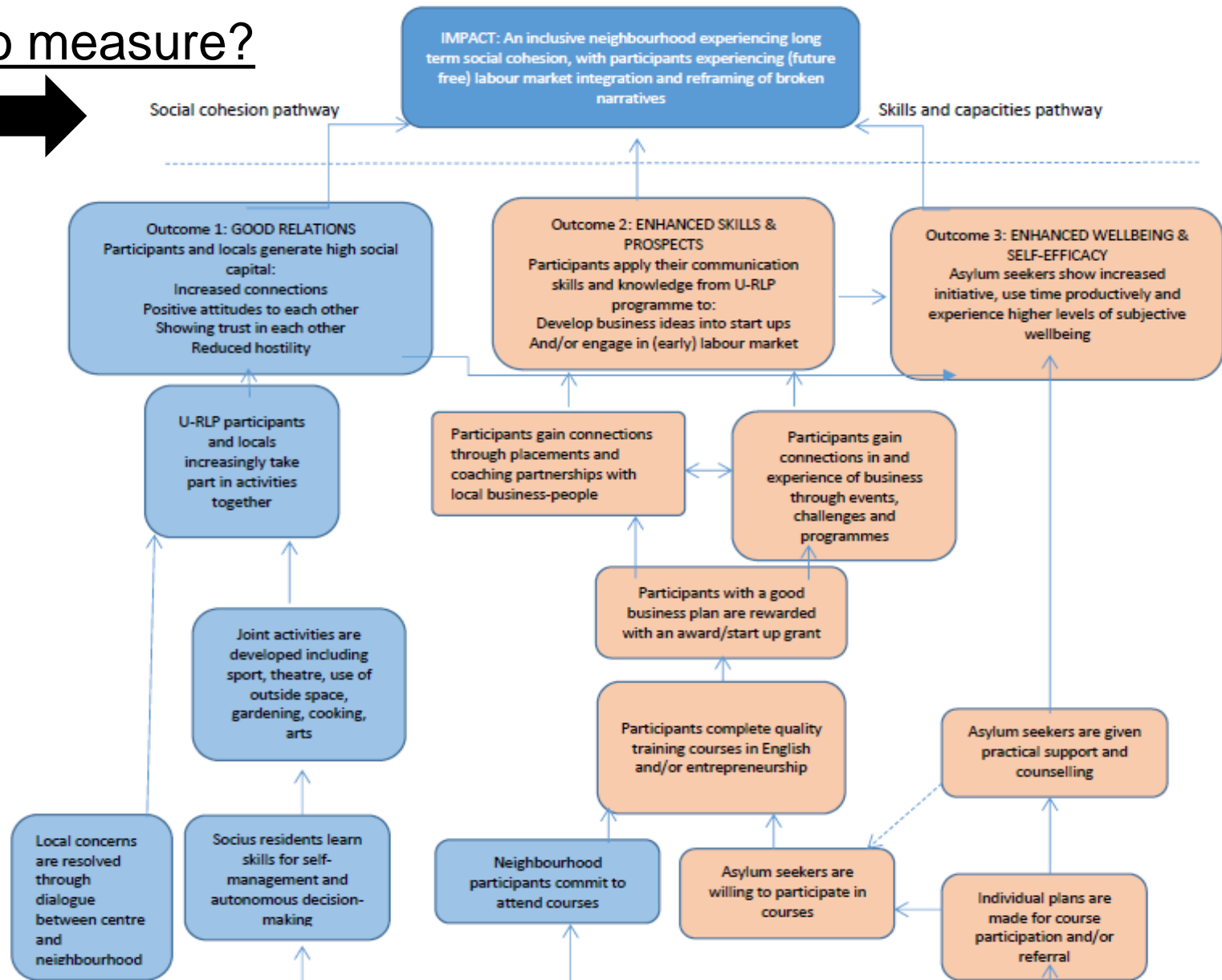
*Results:*

- (i) Impact on the collective with risk of social exclusion: 1.400 people
- (ii) Impact on the social sector: 60 social projects
- (iii) Impact generated in Social Economy: 239.578

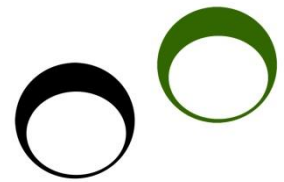
# 1. Understanding social impact



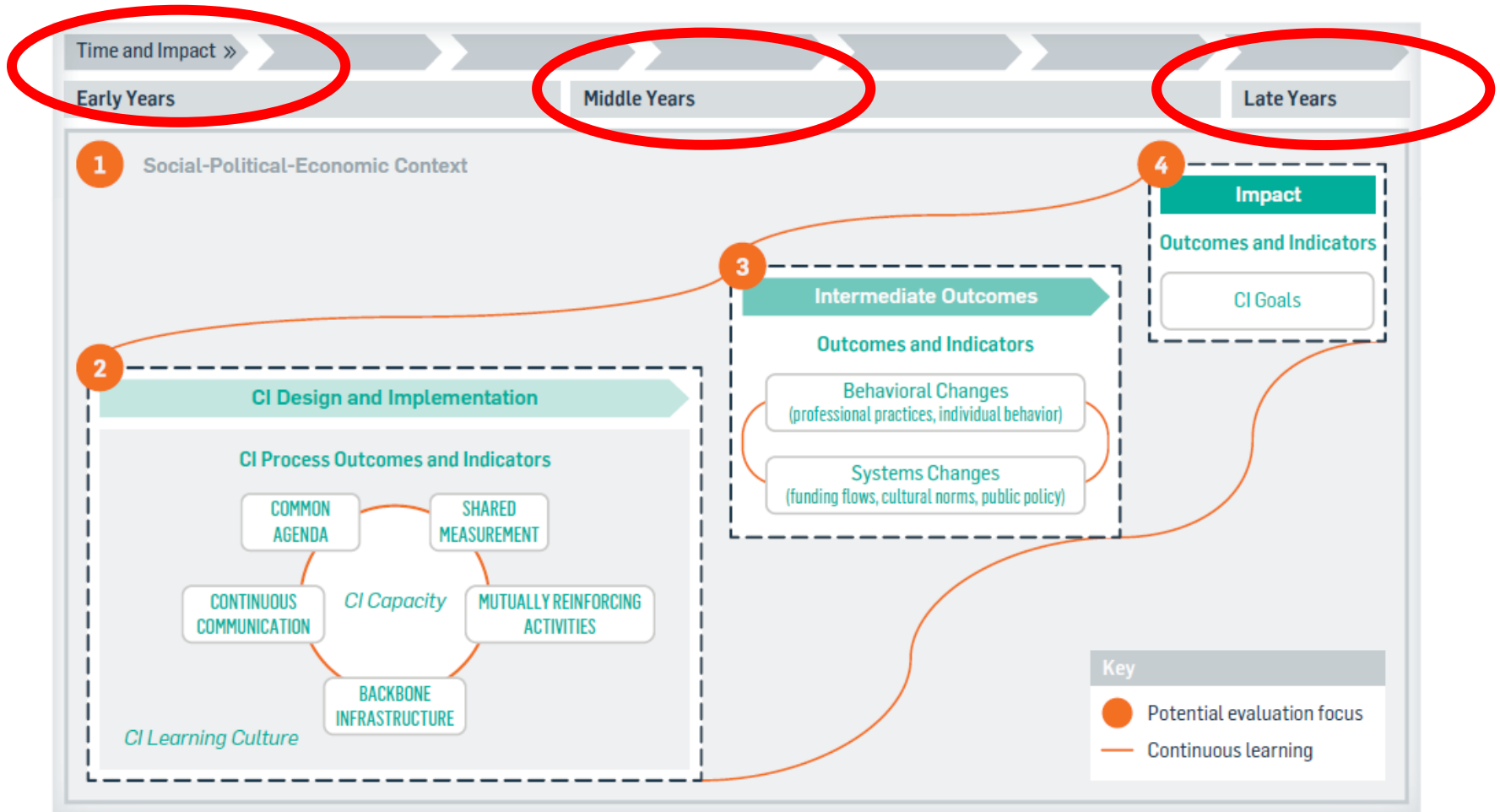
## What to measure?



# 1. Understanding social impact

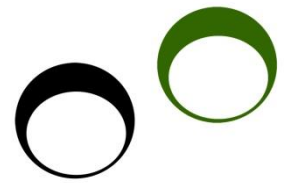


## What to measure?



# 1. Understanding social impact

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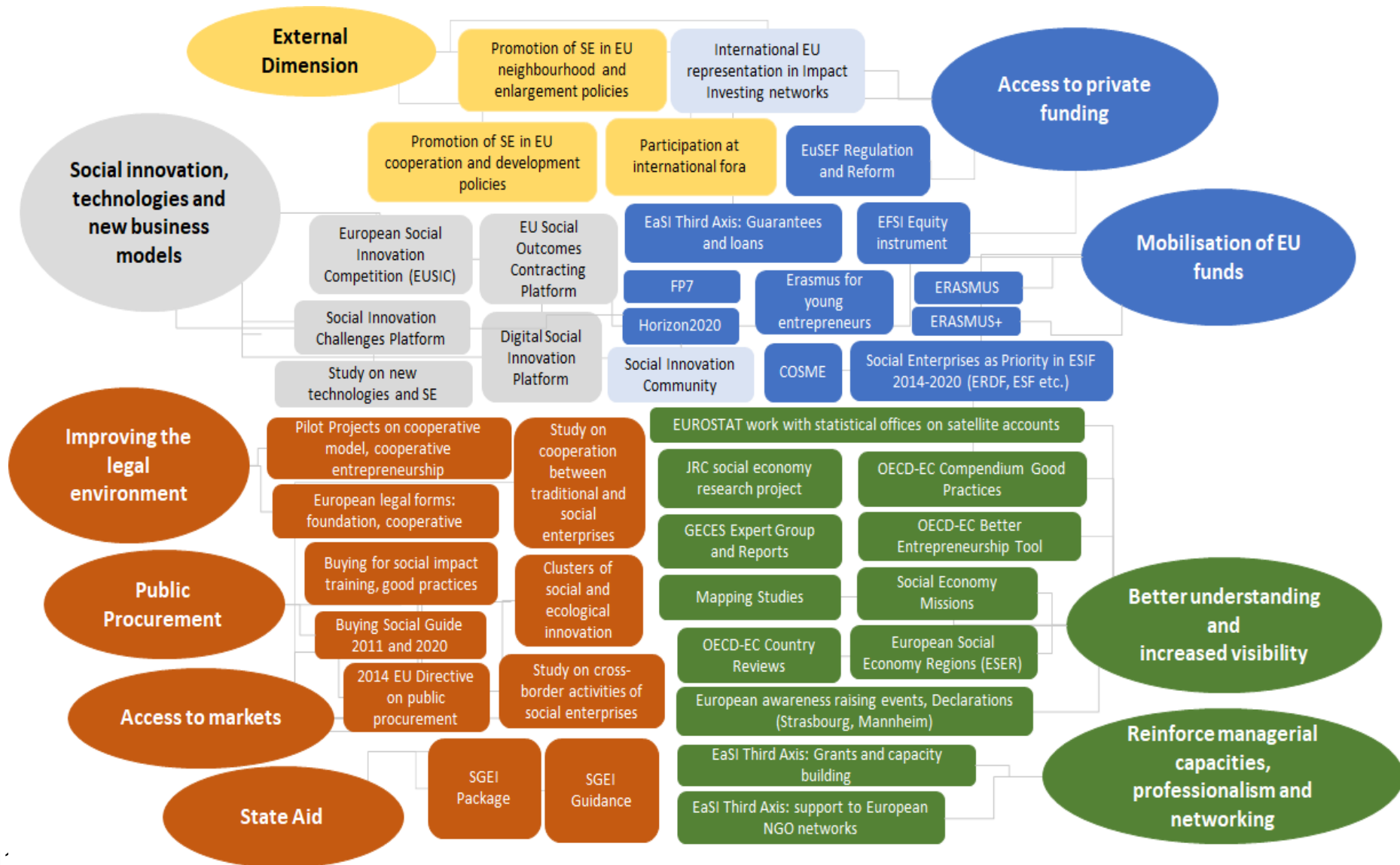
## ◉ How to measure:

→ *Simple: think, observe, count, ask, describe.*

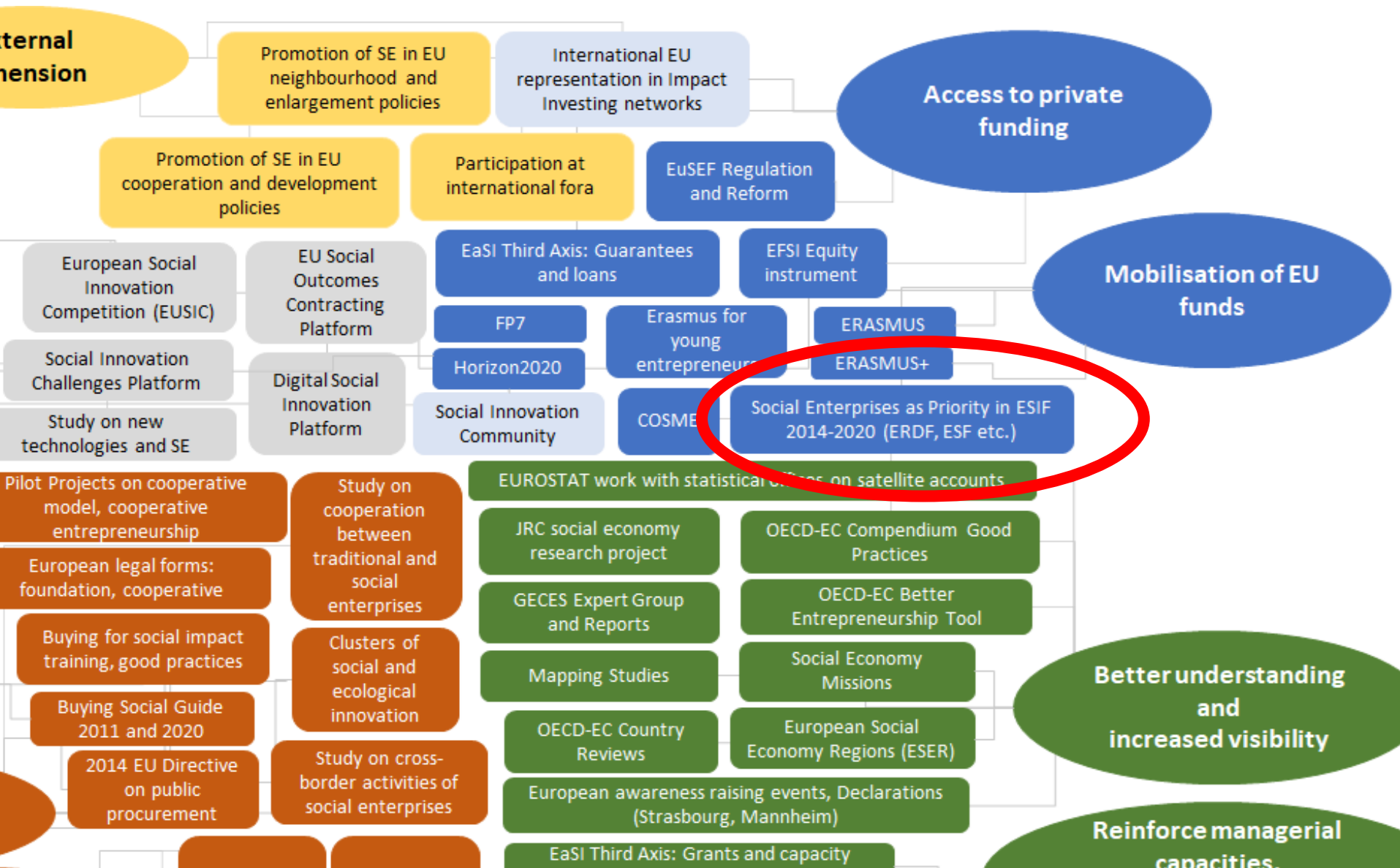
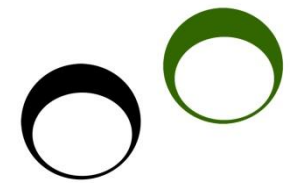
→ *Elaborated: gather data, compare before and after, estimate the value of achievements, narrative on observed change.*

→ *Sophisticated: evaluations and studies, time-series analysis of statistical or primary data, scientific surveys (before and after)*

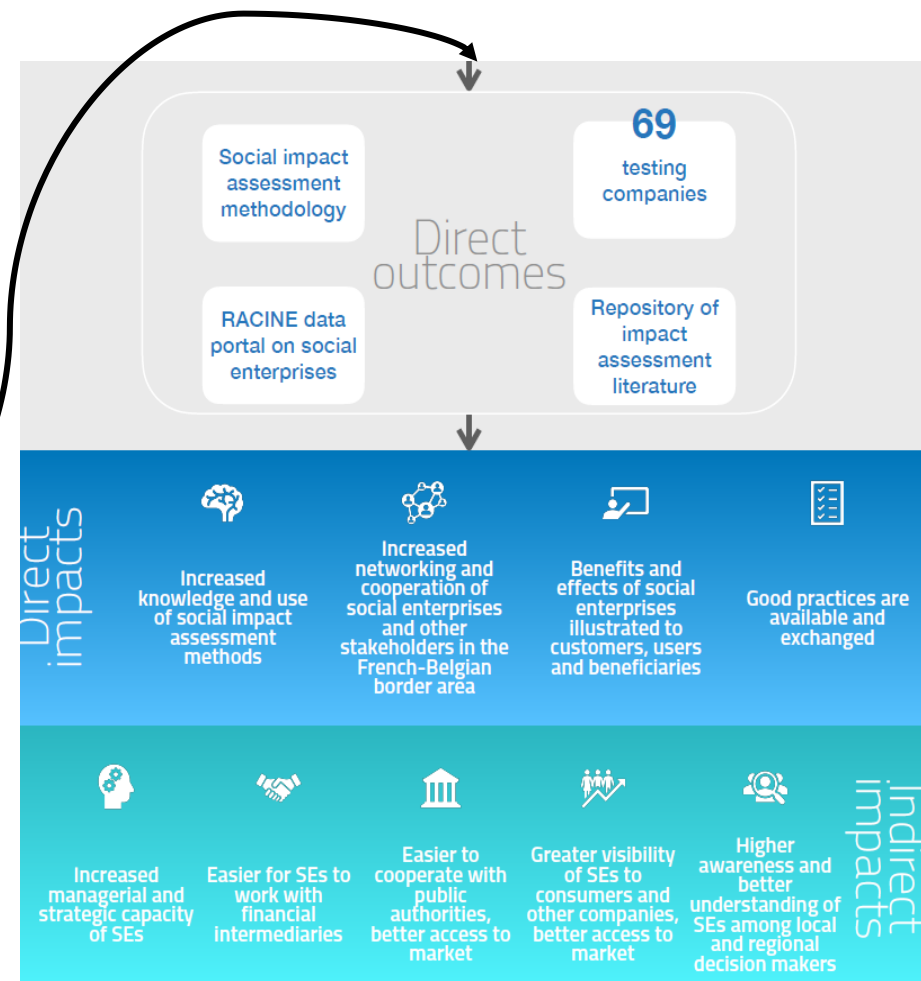
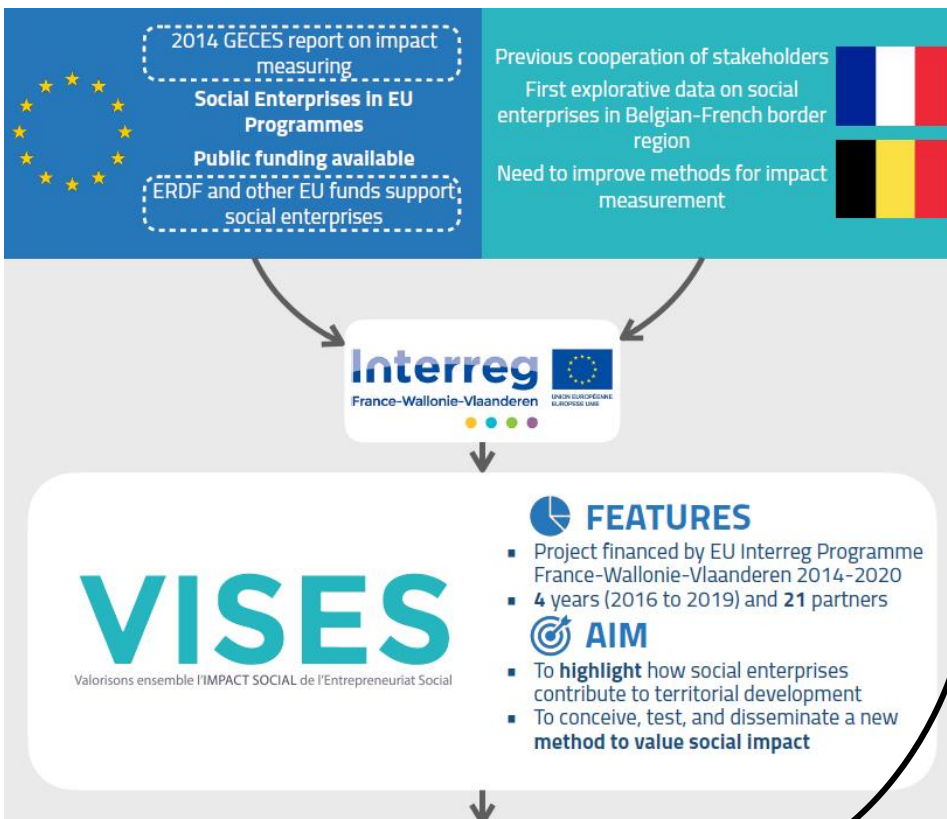
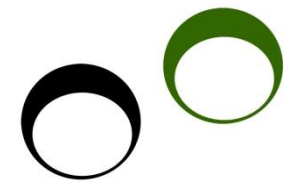
## 2. Social Innovation in EU Programmes (SBI 2011)



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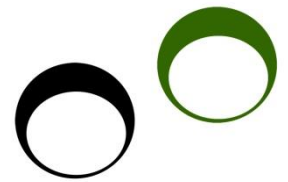


## 2. Impact on the social enterprise ecosystem



### 3. Outlook 2021-2027

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- EU Social Progress Index (December 2020)
- EU Action Plan for the European Pillar of Social Rights (early 2021)
- EU Action Plan for the Social Economy (2021)

Social economy and innovation understood  
as “**key instrument**” of

Just Transition, EU Green Deal, Recovery and Resilience  
Plans – Next Generation EU (Von-der-Leyen-Commission  
priorities)

### 3. Outlook 2021-2027



#### Sustainability transition

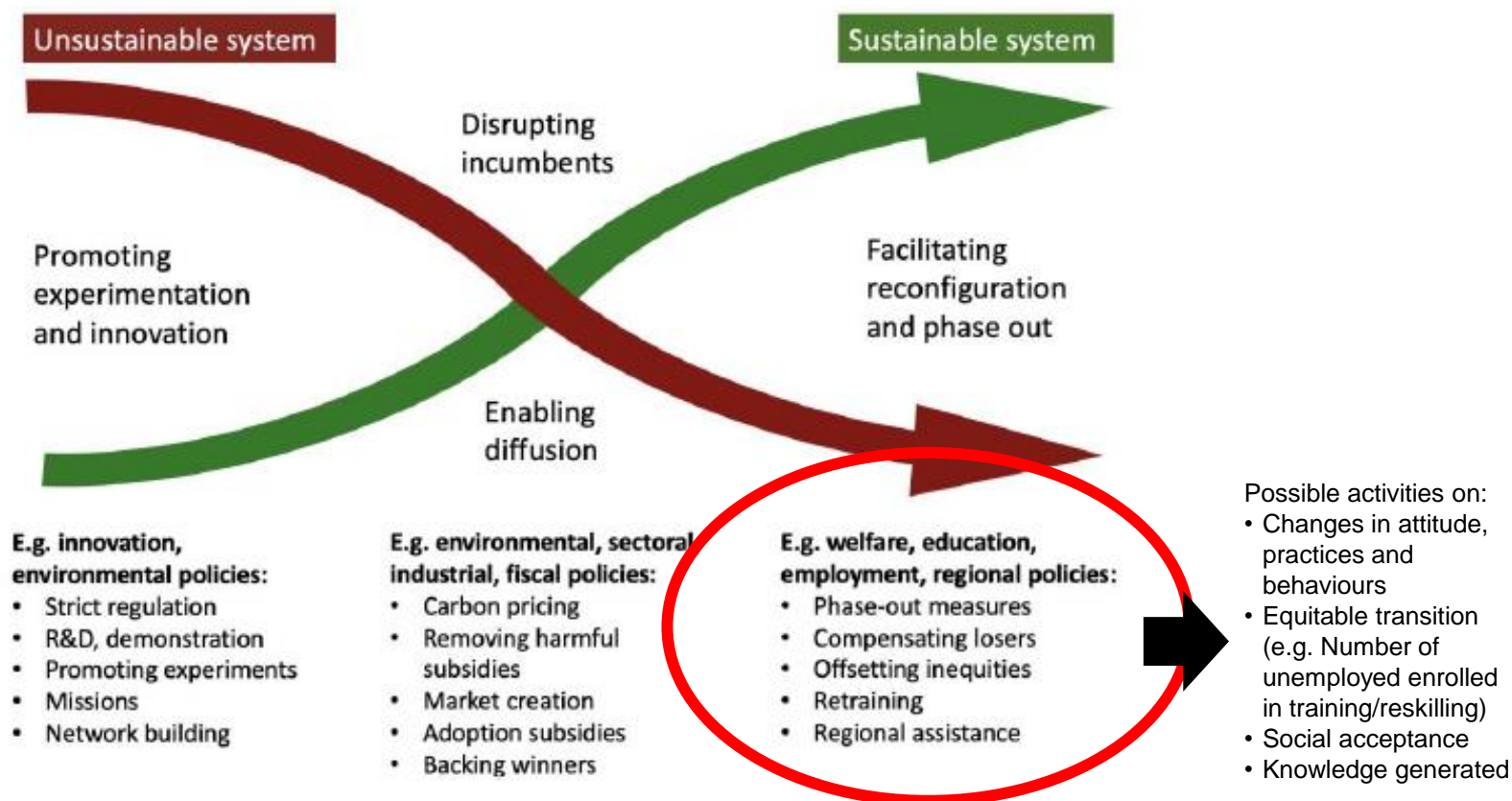
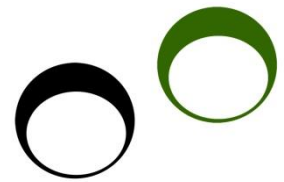


Figure 4 Examples of the policy mix contributing to sustainability transitions

Source: F. Geels et al., 2019

### 3. Outlook 2021-2027

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- National Recovery and Resilience Plans (*will establish investment priorities for EU funds in 2021-2027*)
- **Objectives:**
  - Promoting the Union's economic, **social** and territorial cohesion
  - Strengthening the economic and **social** resilience
  - Mitigating the **social** and economic impact of the crisis
  - **Supporting** the green and digital transitions
- **European Flagships** identified in the Communication on the 2021 Annual Sustainable Growth Strategy: 1) Power up, 2) Renovate, 3) Recharge and Refuel, 4) Connect, 5) Modernise, 6) Scale-up and 7) Reskill and upskill.

→ Important to understand and explain how the social economy can contribute to this

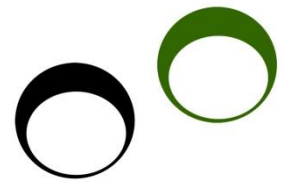
### 3. Outlook 2021-2027

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- **EU Green Deal:** *“the need for a socially just transition must also be reflected in policies at EU and national level.”*
- **EC communication “A strong social Europe for just transitions” (2020):** *“the social economy provides innovative solutions in education, health care, energy transition, housing and the delivery of social services. It can also be a **pioneer in local green deals** by creating alliances in territories involving citizens and enterprises in the climate transition.”*
- **EC Communication – “European Skills Agenda for Sustainable Competitiveness, Social Fairness and Resilience” (2020):** *“Social economy being a **pioneer in job creation**, for example linked to circular economy, also supports social inclusion and green transition.”*

- **Key words:** socially just transition, social fairness, sustainable recovery, local green deals, resilience of territories through social inclusion and green transition, cohesion, strengthening of the social resilience (in relation to employment, skills and social policies), in particular when it comes to the most vulnerable groups and the health and care systems, reduction of disparities.
- **Key programmes:** ESF+, ERASMUS+, Interreg, Urban Innovative Actions, National Recovery and Resilience Plans, but also LIFE, HORIZON EUROPE, ERASMUS for young entrepreneurs, Digital Europe etc.



# Thank you

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