



# Social Innovation in the cohesion policy

DG Regio

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- What is social innovation?
- Who are the social innovators?
- Development stages of an innovation
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Social innovation is a new concept, with many definitions and none universally accepted.



- 'Social innovations are innovations that are social in both their ends and their means.
- Specifically, we define social innovations as new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations.
- In other words they are innovations that are not only good for society but also enhance society's capacity to act.'

# Social Innovators

- Social innovators can come from all walks of life
- Spaces between sectors are most fruitful
- Innovations involving several levels of government (e.g. Cities and Regions) are important for cohesion policy
- Private sector businesses acting in wider societal interests include corporate social responsibility efforts



# Contributors to the field

Web entrepreneurs, innovators

Mutuals, coops

Politicians

Service design companies

Design advocates

Professions

User groups/NGOs

Policy makers

Social  
entrepreneurs

IT/egovernment

Public sector managers

Consultancies

# Social Innovation can be an organised process



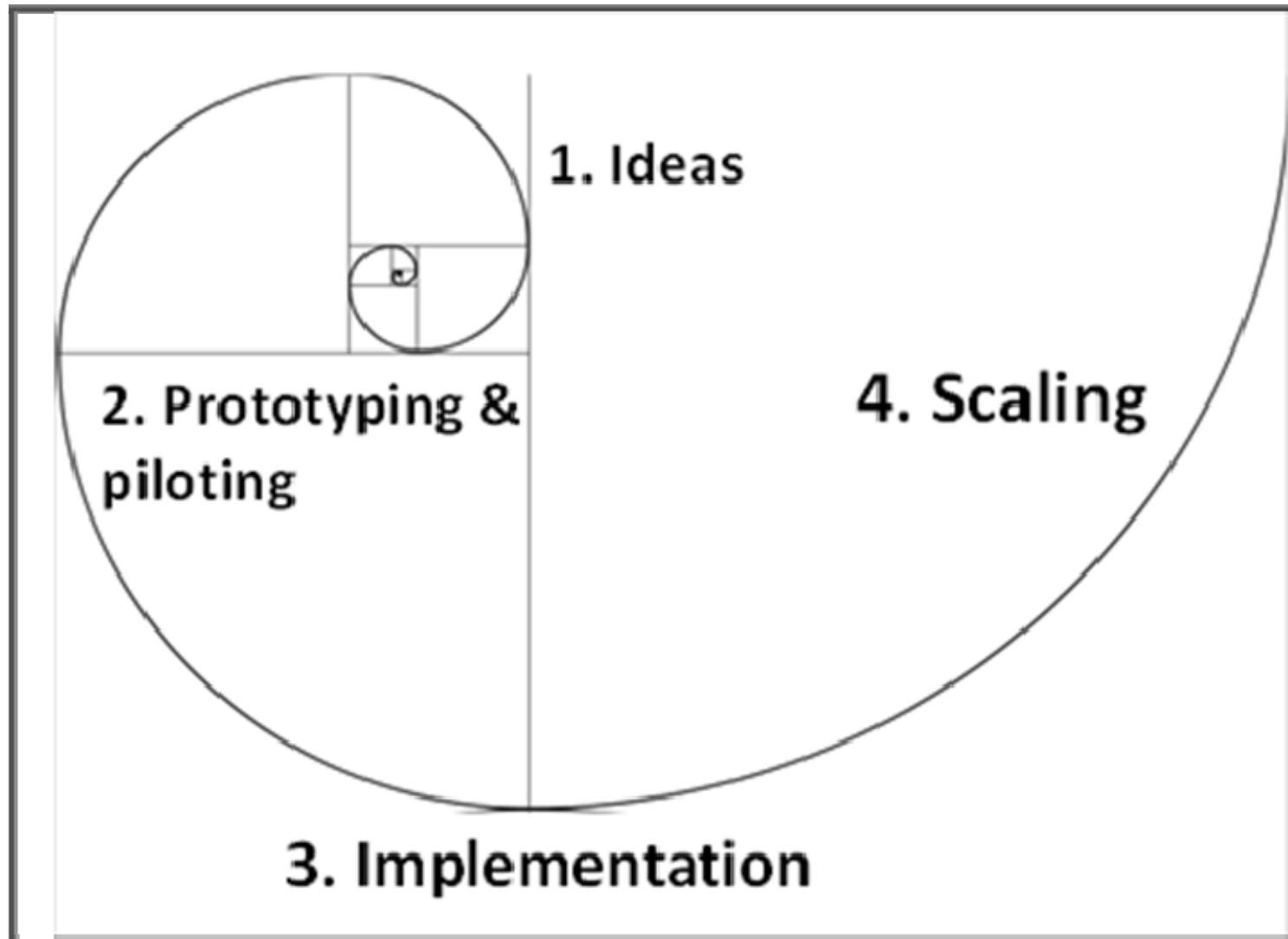
- Careful programme and policy design will yield many more successful innovations that are scalable and make a difference at the societal level.
- Public sector actors have a core role as enablers of social innovation.
- Competitiveness and convergence programmes will be enriched by social innovations where they can make connections to cooperation programmes such as INTERREG and URBACT and where pilot actions are supported within the mainstream programmes

# The public sector can become an effective enabler of social innovation

- A shift from random innovation to a conscious and systematic approach to public sector renewal
- A shift from managing human resources to building innovation capacity at all levels of government
- A shift from running tasks and projects to orchestrating processes of co-creation, creating new solutions with people, not for them
- A shift from administering public organisations to courageously leading innovation across and beyond the public sector.

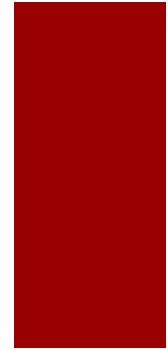
*(Christian Bason 2010 Public Sector Innovation Polity Press)*

# *The Spiral model of social innovation*





# Organising innovation



## Traditional Service Planning

- Organised through department meetings
- Small group of people make the decisions
- Only 'qualified' people are involved
- Linear model of change

## Social Innovation Techniques:

- Range of techniques
- Inter-disciplinary approach
- Using new ways to involve users and citizens
- Experiments with creativity, interaction and animation techniques
- Changing inside the organisation in order to change how it relates to communities and users

# Social innovation methods



No single method but some tendencies

- Open rather than closed approach to the sharing and ownership of knowledge
- Demand-led rather than supply driven
- Tailored rather than mass produced, most solutions have to be adapted to local circumstances
- Coproduction by involving service users

## ERDF – Supporting Social Innovations

- Urban Regeneration
- The Social Economy
- Micro finance
- Incubators
- Health
- Regional Approaches



# Examples of ERDF support: Urban Regeneration

- ERDF pioneered integrated approaches to social innovation in disadvantaged urban areas through URBAN programmes
- Integrated approach combining soft and hard measures and aiming to bring benefits to existing populations.
- These approaches have been continued in mainstream programmes in this period
  - North Rhine Westphalia *help to turn around 80 neighbourhoods*
  - Kobanya, Budapest - *a mature approach in Western Europe is now being used in the East as a result of the URBACT Reggov project*



# South Tyrone Empowerment Programme STEP



- S.T.E.P. Set up a 'Migrant one stop shop'
- Informed by needs in the early 2000s when significant migration started following the end of the 'Troubles' and EU enlargement in 2004.
- Dungannon became a migrant destination for food processing factories
- STEP provides one to one advice but takes on major systemic issues using an empowerment and community development approach
- Improvements in community cohesion have resulted
- Funded by EU Peace programme and by private foundations

# Examples of ERDF support: Microfinance

- Permico, in Turin - established microfinance practitioner operating in Northern Italy. Focus on socially excluded communities, has used JASMINE to scale up. Now operating in 12 cities
- NEEM in Sweden - supports migrants to go into self employment, backed by ERDF.



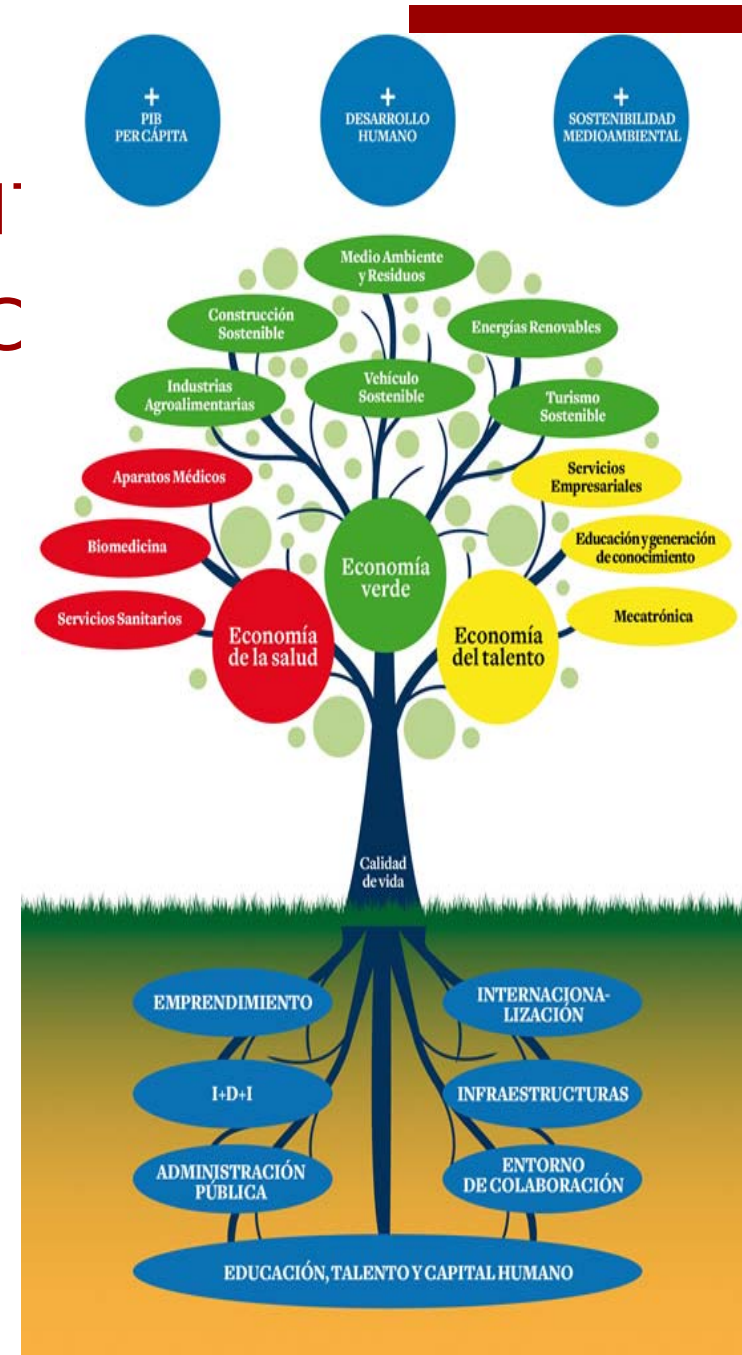
# Examples of ERDF support: Health and elderly care

- A major, fast-growing sector
- Finland, Ita Suömi region used ERDF to explore 'Welfare technology as an instrument of social innovations'
- A series of 16 pilot actions
- €267,550 of ERDF
- Use of coproduction as a technique



# Building social innovation into regional approaches

The 'tree' of Navarra's Regional innovation Strategy  
Social innovation can be Built into these regional Level approaches and into Smart specialisation strategies







# Thank you

For further information go to

Http://