



GUIDE ON **SOCIAL INNOVATION** FOR THE EU REGIONS

AGENDA

1. DEFINITION
2. FIVE REASONS “WHY”
3. FINANCING
4. TEN STEP APPROACH
5. CONCLUSION
6. DISCUSSION

FOCUS of SOCIAL INNOVATION

Trends in the society:



Demography: Migration and ageing of the population in EU



Environmental Trends: Water and climate change



New Community Trends: Diversity, and the new community thanks to IT solutions (digital society)



Poverty-related Trends: Poverty, social exclusion and child poverty



Trends in health and well-being: Health inequities, happiness and caring



The trend of ethical goods and services: Fair trade and local production

Social innovations are typically driven by a social mission and the value they create is necessarily shared value: at once economic and social value. They tend to be able to overcome:

- “last mile” problem
- identify cracks in the systems



DEFINITION



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

WHY SOCIAL INNOVATION?

Interest for region to focus on **Social Innovation**

1



Capturing the Benefits of the Social Blue Oceans

2



Social Innovation as a Boost of Local – Global Connectivity

3



Social Innovation as a Catalyst of More and Better Work

4



Social Innovation Can Help Democratize Innovation

5



The Power of A Regional Social Innovation (eco-) System

TEN STEPS

Changing Minds & Creation of Smart Specialisation Strategy

! **Step 1:** Learn about Social Innovation put pieces together (Crash course, Idea Jams)

Step 2: Streamline the actions on SI

Step 3: Get Insider Knowledge: Track, Spot and Anticipate

! **Step 4:** Development of a Smart Specialisation Strategy and Plan

Actions on Accelerating Speed-to-Society

Step 5: Develop collaboration tools with socially engaged community

! **Step 6:** Transition Innovation platform

! **Step 7:** Incubation Trajectory specifically targeted at Social Innovation

! **Step 8:** Social Innovation Cluster / Park

Scaling-up, Cross-Regional Exchange and Systemic change

Step 9: Special Economic Zone for Social Innovation.

Step 10: Promote cross-Regional and international trade and exchange of social innovation within the Innovation Union framework

STEP 1

Learn about SI and put the pieces together

Regional Government can be pro-active – taking simple actions to efficiently accelerate the flow of relevant knowledge to its rungs:

- Identify one or more ringmaster(s) = high-potential managers - , who can take leadership and champion these actions.
- Provide crash course to the civil servant to understand the market better.
- Get ideas from citizens (Idea Jam)

Flanders Region has launched in 2010 idea jams in the Social Economy and Sustainable Material Use

STEP 2

Streamline the Actions on SI

There is a variety of policy-making instruments designed and implemented by Regional Government that could be modified to specially support a Region's drive to stimulate social innovation – ranging from the evaluation schemes used in procurement, over innovation vouchers to job profiles.

Evaluate – Select – Streamline – Review

- **TEKES (FI) on innovation in procurement**
- **City of Nantes (FR)**
- **Guide by the French Ministry of Economics of Finance and Industry in December 2010**

STEP 3

Get insider knowledge: Track, Spot and Anticipate

Though social enterprises are still marginal in a statistical sense, they have proven to be among the **first ones to feel the changes in society** and new tendencies on the market.

The specific insights we draw from social enterprises in the Region could be leveraged to inspire change in the services industry at large.

•SELUSI Database (FP7) with data available for the UK, Spain, Hungary, Romania and Sweden

STEP 4

Develop a Smart Specialisation Strategy and Action Plan

Regional Innovation Action Plan and Smart Specialisation Strategy as part of the Operational Programme would allow the regions clearly state the direction they are going and decide if finally promoting social innovation is something the region considers a priority.

Smart specialisation is about specialised strategic diversification, doing things differently.

Prioritize – Budget – Act - Experiment

- **Smart Specialisation Platform (S3Platform)**
- **Navarra (ES): Moderna plan**
- **Guide by DG Regio on RIS3**

STEP 5

Develop collaboration tools with socially engaged community

Community of socially engaged people is growing rapidly.

There are numerous ways to **engage new people into the community**, through awareness raising, training, idea enrichment and executive training, living lab methodology. Use new **tools to interact!**

Inform – Train – Ideate – Mentor

- **Quadruple Helix models: CLIQ**
- **Barnsley Development Agency Ltd**
- **LivingLabs Global as a user-centered concept**

STEP 6

Transition Innovation Platform

A committed **multi-stakeholder environment** where business, academic, non- and social profit, government and lead users will interact

3 main pillars : Vision – Action – Networking

Further building upon step 5, the network is intensively coached and facilitated in the **formation of coalitions** that will develop **innovative ideas** for proof of concepts focused on a transitional change in the society.

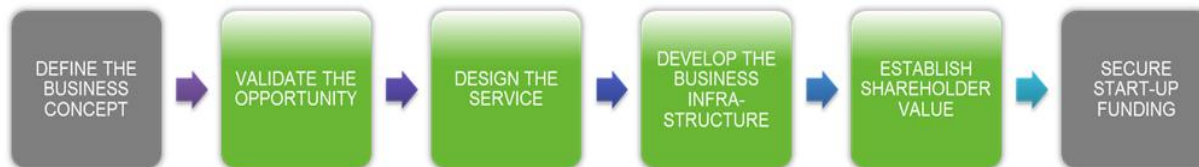
- **Plan C**
“transition network on Sustainable Materials Management” (BE)
- **Energie transitie**
“transition network on energy” (NL)

STEP 7

Incubation Trajectory Specifically Targeted at Social Innovation

Social entrepreneurs **require different incubators services** compared to “traditional” business, focused on **creating a maximal social impact**, and not necessarily maximising profit, and hence there is a need for screening new socially innovative ideas, boost those ideas, bringing them up to the quality-level ready for **coaching**.

- **Innovation & Action Lab in Brussels, (BE)**
- **CIVA labs (UK)**
- **Launchpad at the Young Foundation (UK)**
- **BENISI**



STEP 8

Social Innovation Cluster/ Park

Bringing **access to the space to work, to meet, learn and connect** with social entrepreneurs as well as business executives and potential investors might play an important role in making a particular idea a success.

Develop laboratories with shared expensive equipment.

Urban regeneration, through old industrial areas etc

- **Social Innovation Park by DenikInn (ES)**
- **FabLab (NL, BE, IT etc..)**
- **Olivetty factory (IT)**
- **NEST (China)**

STEP 9

Special Economic Zone for Social Innovation

Regions face more and more difficulties positioning themselves internationally. With a new zone not only it could create its Unique Selling Proposition (USP), but also empower various players become the agents of change.

It requires **appropriate legal, regulatory, and institutional framework** to ensure adequate regulation and facilitation, requiring greater administrative facilities

- **Shannon Development (IE)**
- **Social Innovation Zone project in Athens (GR)**

STEP 10

Cross-Regional and International Trade and Exchange of SI within the Innovation Union Framework

Once the specialisation in social innovation is getting a specialisation of the region, it should take all the advantages, focusing on increased international coverage.

Regions should **inter-exchange their experience** and good practices and strengthen their leadership in key areas of social innovation. It would **offer fresh knowledge** and would enhance regional , but also EU as a whole competitiveness.

- **Interreg – type of projects promoting intra-regional exchange of good practices between them.**

CONCLUSIONS

1. Rising importance of social innovation in keeping EU as a whole and its Regions in particular competitive.
2. Regions are well placed to play a leading role in promotion of social innovation and there are 5 reasons why they should take it seriously
3. Social Innovation can be an organised and orchestrated process. The region or a city can appoint a manager or "*Ringmaster*", taking a lead in promoting social innovation, being responsible for funds of the managing authority, bringing various stakeholders together and putting forward strategic thinking and a right communication behind it.
4. Fast changing environment makes it important to find a new way to develop a governance experimentalism generating fresh ideas to overcome societal and social challenges.
5. Report suggests a framework of 10-steps that can make this task easier for the Regions, with a special attention to be paid to steps 1, 4,6,7,8. It stipulates the importance of fit with the smart specialisation strategies.