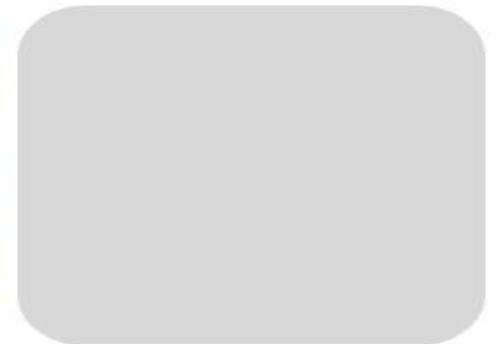


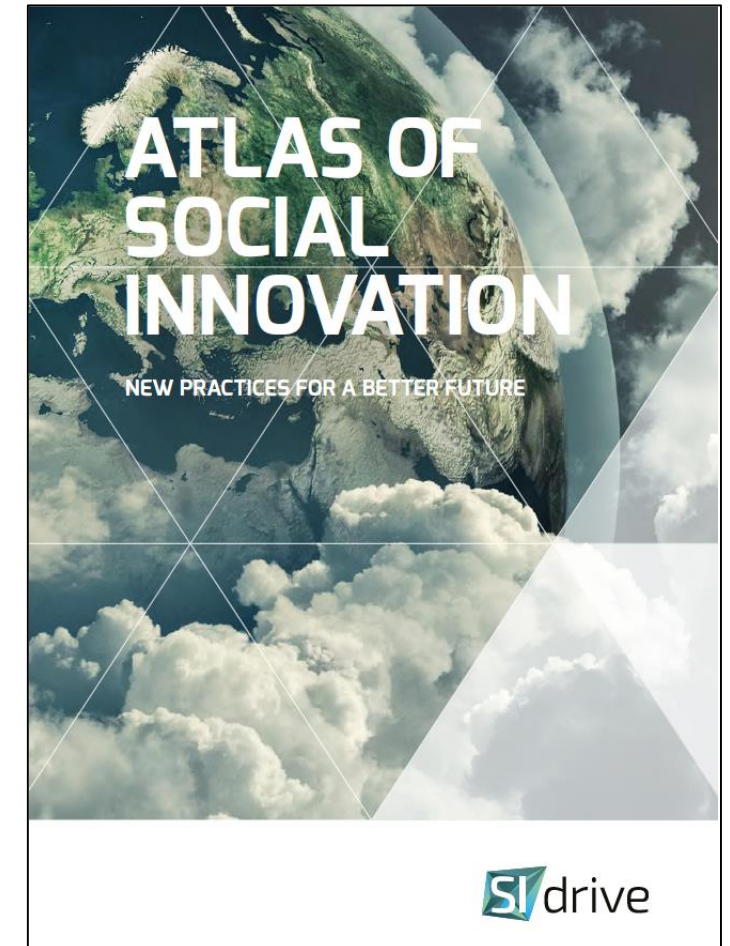
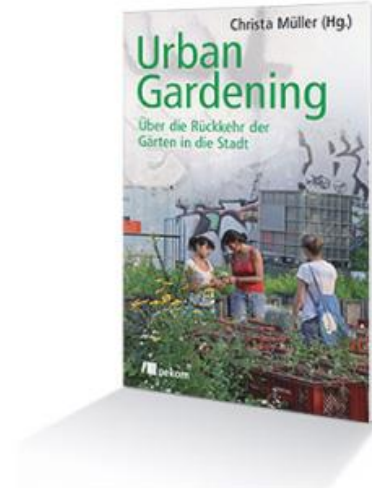
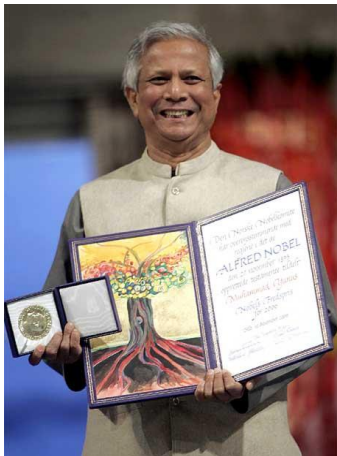
The Role of Social Innovation in Societal Transformation

Prof. Dr. Jürgen Howaldt

5th Global Research Conference
Social Innovation and Socio-Digital Transformation
Towards a Comprehensive Innovation Policy

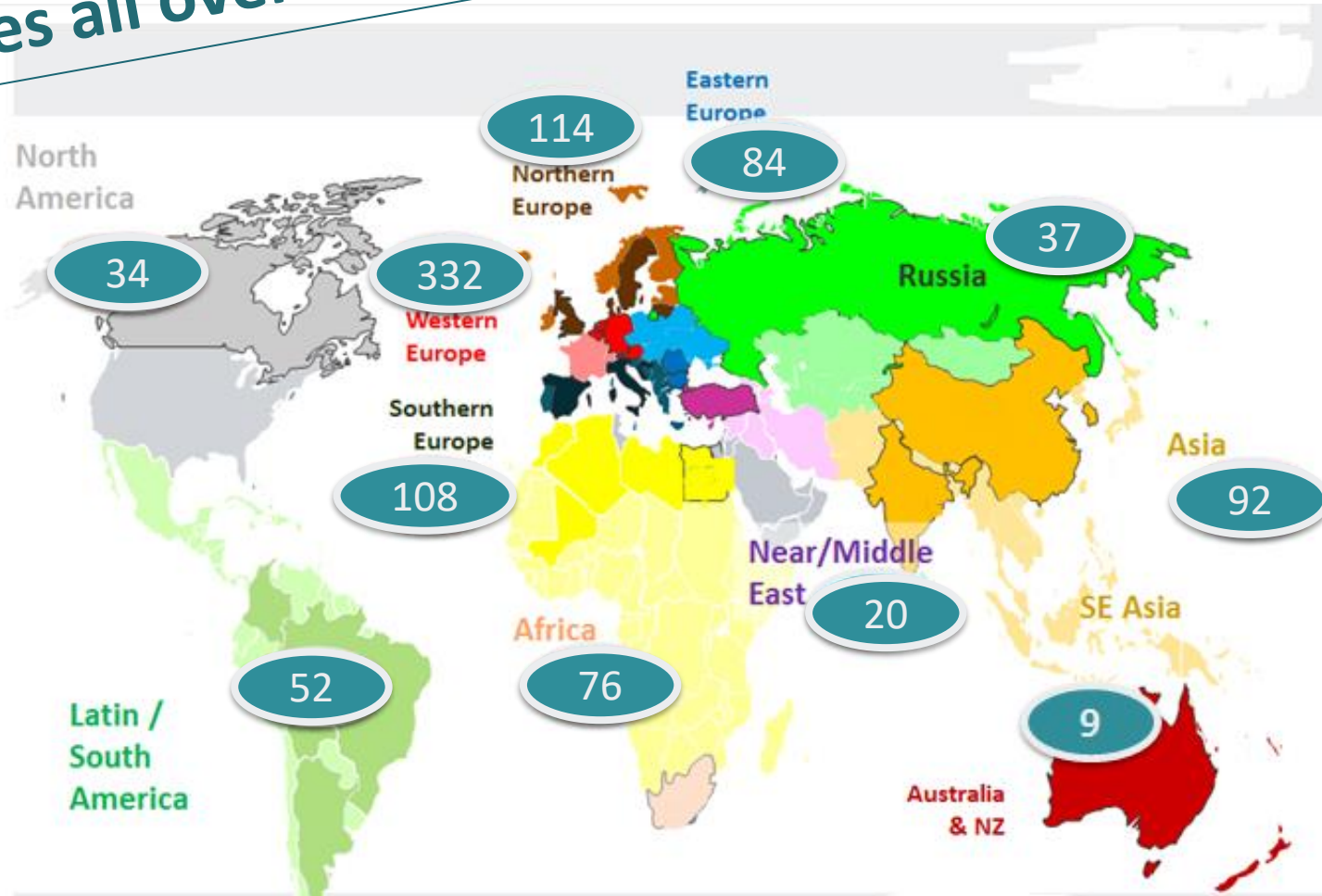


There are countless approaches and successful initiatives that illustrate the strengths and potentials of social innovations to cope with these challenges and **to open up new avenues for a sustainable future.**



1.005 SI Cases all over the world

Region,
where the
initiative was
implemented



47 Cases N/A

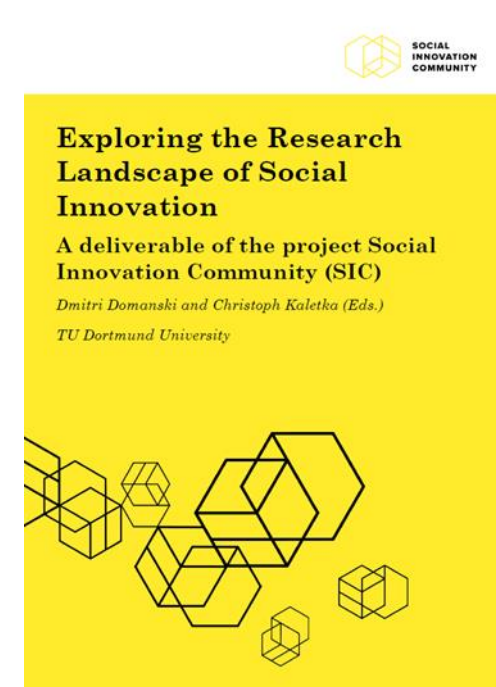
Case Studies (Policy Fields)

	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, 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	

Social Innovation Community (SIC): SI Research Landscape

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

Theoretical Foundation of Social Innovation Research

In Europe, a new generation of EU funded projects has contributed to theoretical foundation of Social Innovation Research with a special focus on its relation to social change and its transformative potential.

“The evaluation of various FP funded projects [...] reveal[s] that the intellectual capital constructed through the concepts, approaches, policies and practices of SI has matured to an extent whereby we can no longer demote SI to a vague, confusing, half-baked or conflictual concept without theoretical or practice grounds.” (Moulaert et al., p. 43f)



Mission-oriented Innovation Policy

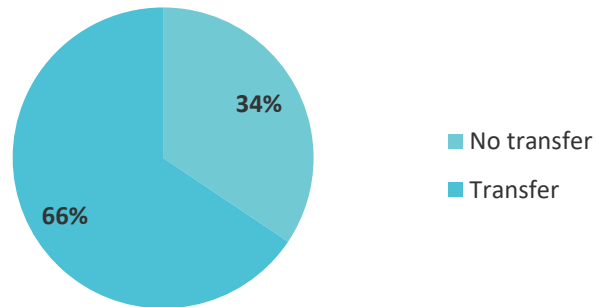
“To find a way to bring together the triple objectives of smart innovation-led growth, inclusion and sustainability, we must first answer the critical question of how to direct innovation to solve the pressing global challenges of our time” (Mazzucato, p. 2)

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

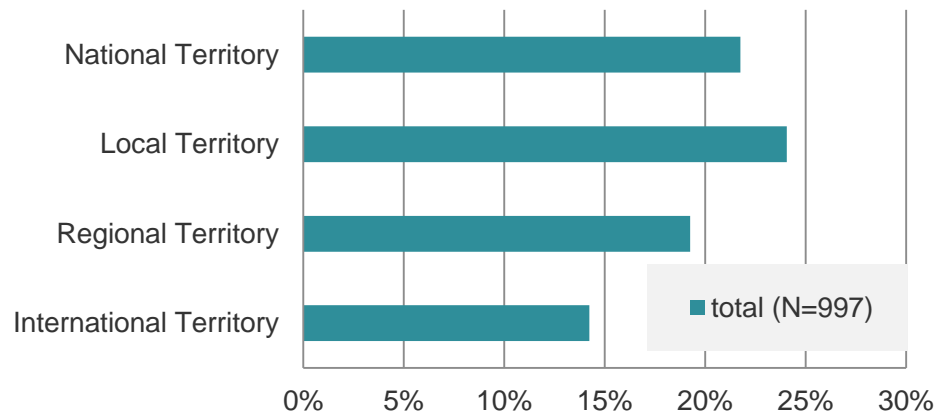


Limited Transfer and Scaling

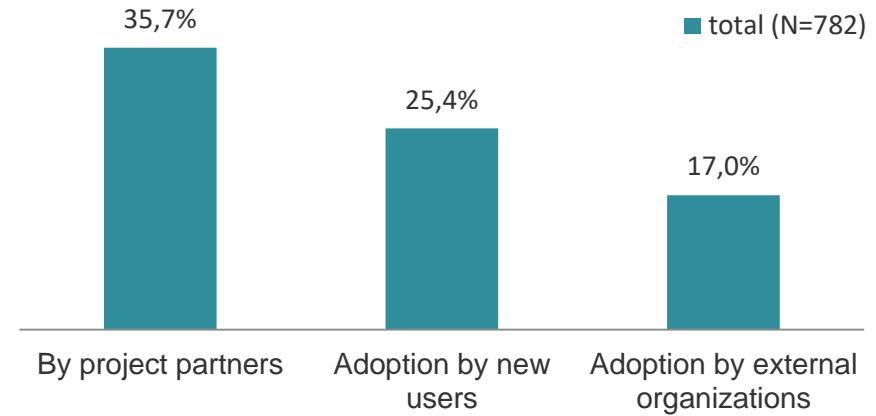
Transfer of the solution



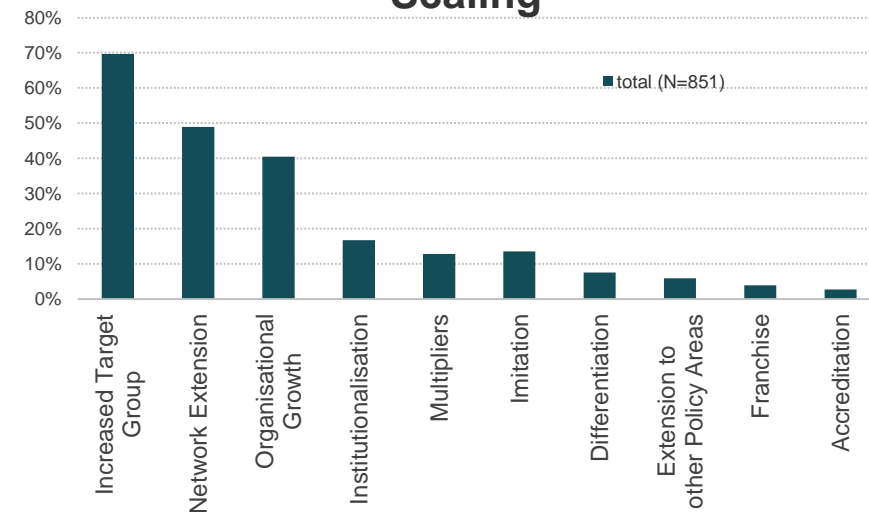
Territorial transfer of the solution



Form of the transfer



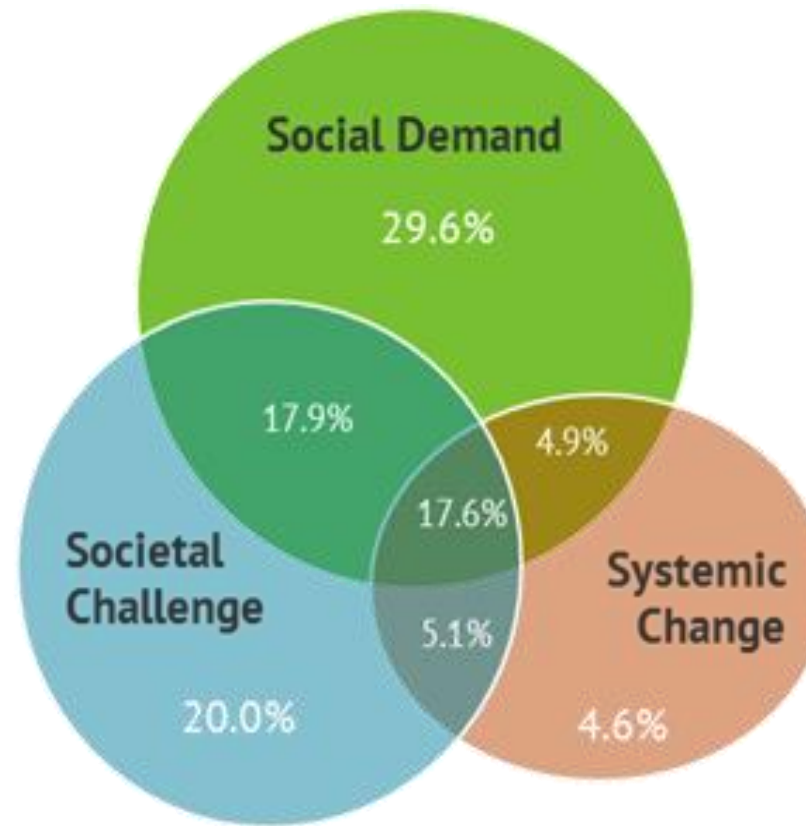
Scaling



Societal level addressed

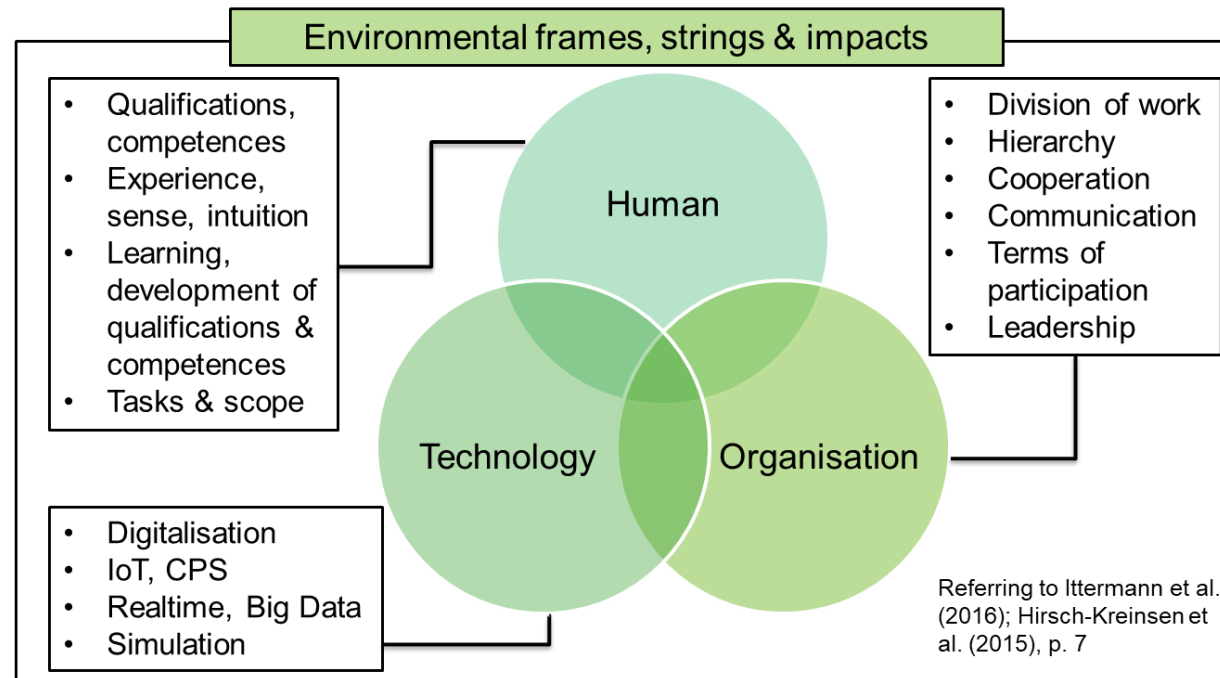
“Processes of diffusion and institutionalisation are very complex and cannot be seen as mere result of the intention of an actor or a group of actors. So while Social Innovation is associated with *“planned and coordinated actions”* (Greenhalgh et al. 2004, p. 1), the process of Social Change is much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

Howaldt/Schwarz 2016, 56



Interconnectedness of Social and Technological Innovation

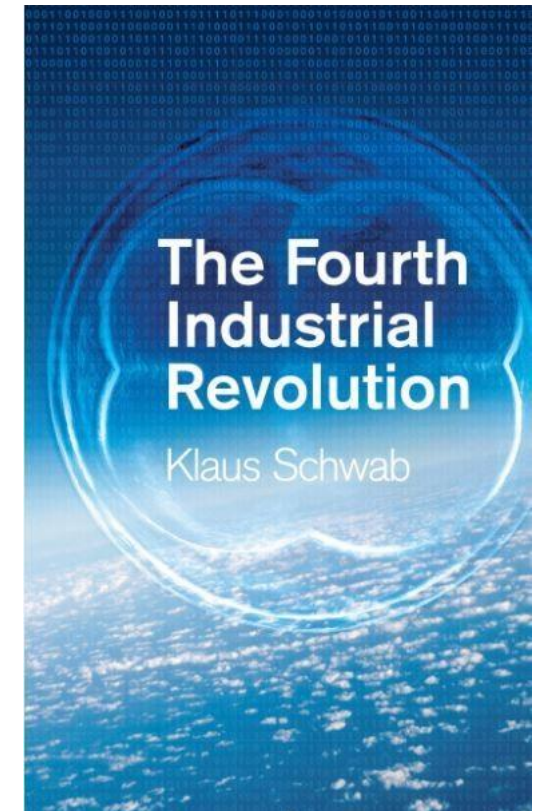
In many areas (including several of the policy fields studied in SI-DRIVE, i.e. Employment, Energy, Mobility and Health), the social and technological dimensions of innovation are strongly interconnected and can hardly be separated from each other in explaining Social Change.



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)



Transformative Innovation Policy

„The aspiration of transformative change were captured most recently in the UN Sustainable Development Goals....This third framing involves a questioning of how to use science and technology policy for meeting social needs and addresses the issues of sustainable and inclusive societies at a more fundamental level than previous framings or their associated ideologies and practices.“

„Our core position is that the existing R&D and national systems of innovation frames for science, technology and innovation policy are unfit for addressing the environmental and social challenges.“

(Schot/Steinmüller 2017, p. 4; 14)





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Alternative Narratives are needed

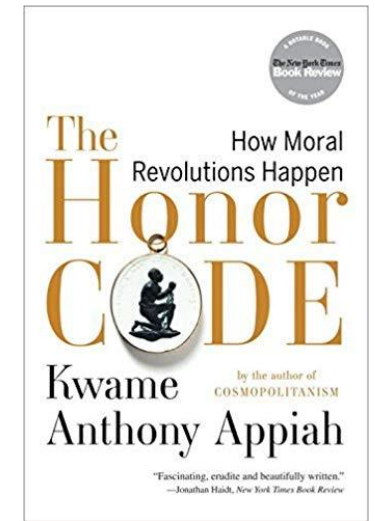
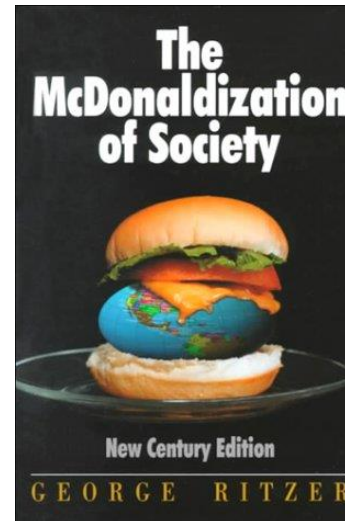
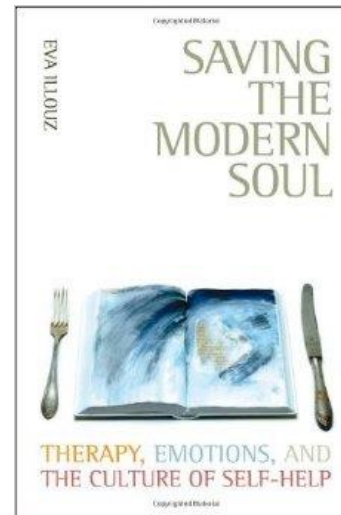
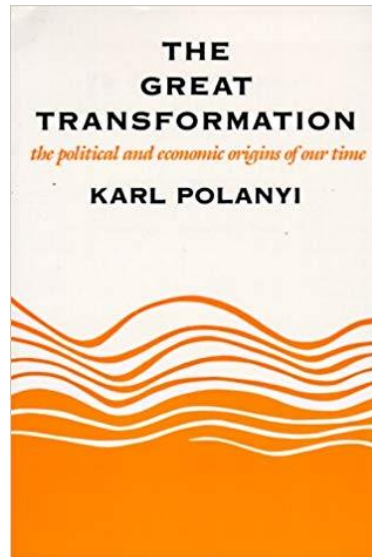
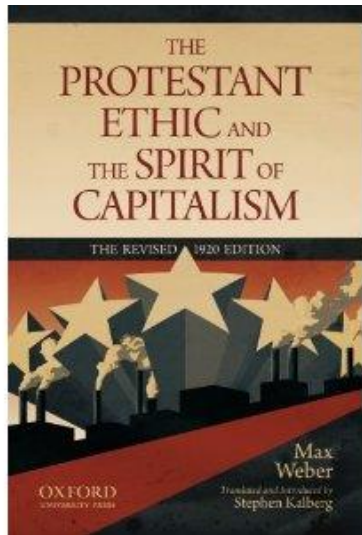
“Alternative narratives and theories of change are a pivotal driving force behind physical change: they serve to communicate and clarify why the world has to change, who has the power to do so and how this can be done. These narratives are not just about story-telling, as they also inform and direct physical action: ...

Initiatives have different narratives, ranging from lifestyle change and inner transformation, to changing economic models and redesigning products, to political activism and fundamental institutional change.”

(Manifesto for Transformative Social Innovation, p. 13)



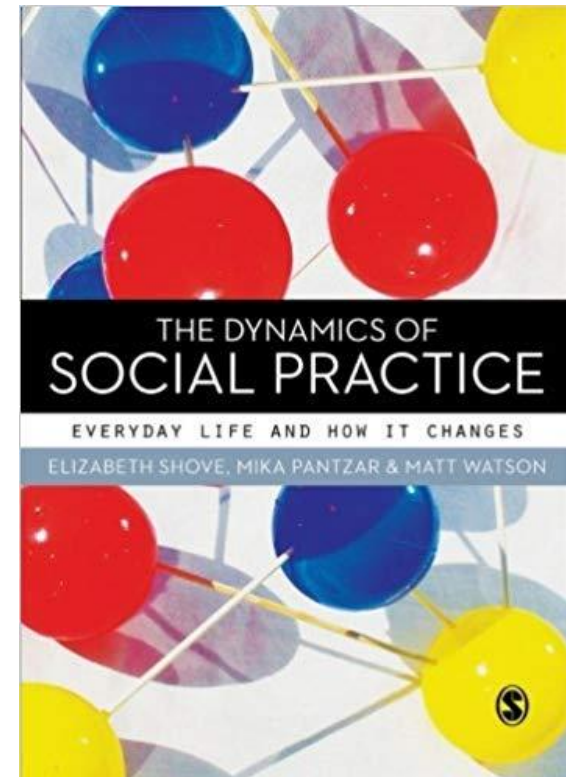
Theories of Social Change and Societal Transformation



Untapped Potential for Understanding Social Change

Theories of practice “*have yet **untapped potential for understanding change**. Realizing their potential depends on developing a means of systematically exploring processes of transformation and stability within social practices and between them*” (Shove et al. 2012:1).

The perspective on the dynamics of social practice focuses on the changing relations of its elements. New practices thus arise from the new **combination of new and existing elements**.



Forms of life

Forms of life (“Lebensformen”) are conceived of as an ensemble of social practices, as a “slow-moving relationship of practices” (Jaeggi 2013, 94)

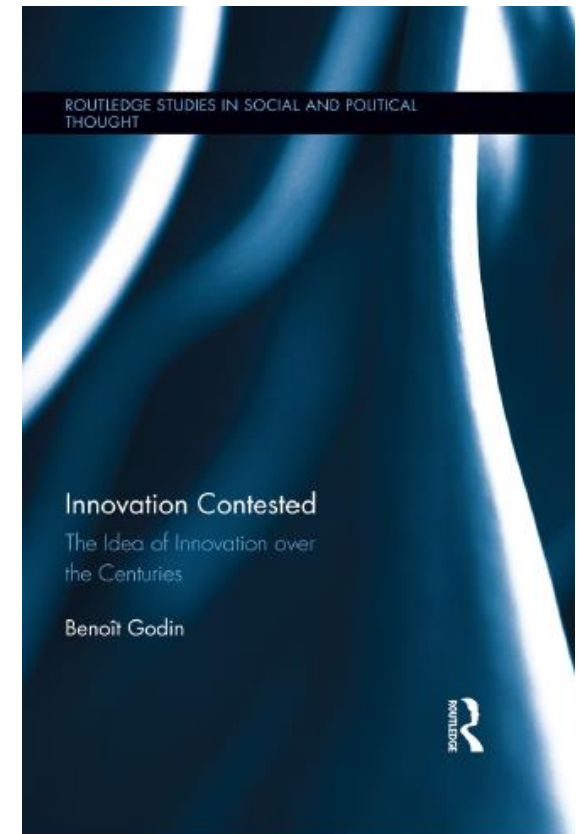
“Forms of life are ... different solution strategies for problems that humanity [...] faces. ...The clash between them is then the debate about the best solution to the problem, and forms of life should allow themselves to be measured by their ability to solve the problems posed to them” (ibid. 252).



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).*

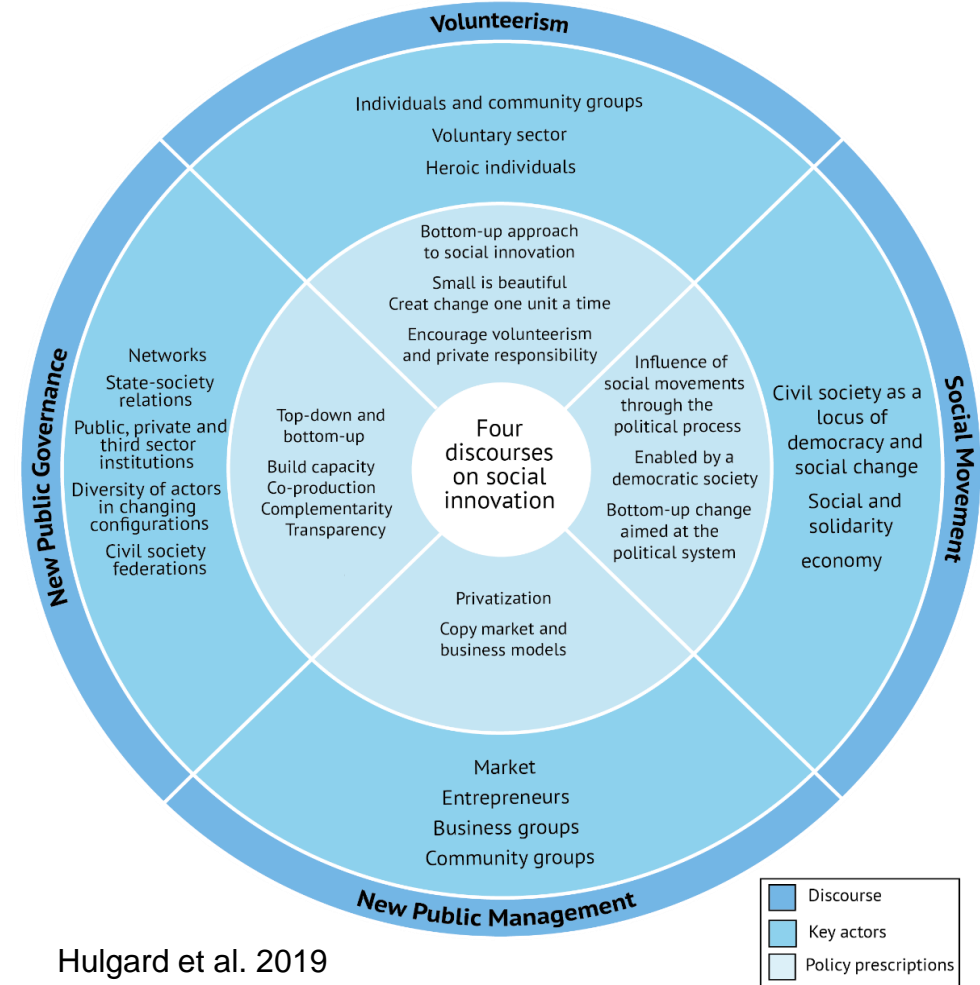


A Dynamic Approach to Social Change

“Public policy aimed at generating welfare and wellbeing for citizens is difficult to imagine without...a dynamic approach to change.”

(Hulgard/Ferreira 2019, 29)

Social change is always the result of complex emergent processes, over which no single actor has control.



Hulgard et al. 2019

Power to Change

„The 21st century has brought a cornucopia of new knowledge and technologies. But there has been little progress in our ability to solve social problems using social innovation – the deliberate invention of new solutions to meet social needs – across the globe.“

Policy Press



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).

But at the same time

“... policy field related documents of public authorities such as the European Commission, the United Nations, the OECD, the World Bank, etc. often do not refer to social innovations (exceptions are Horizon 2020 documents as well as publications of other DGs such as DG Employment, Social Affairs and Inclusion and DG Internal Market, Industry, Entrepreneurship and SMEs). “

Source: Compiling report

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.**“*

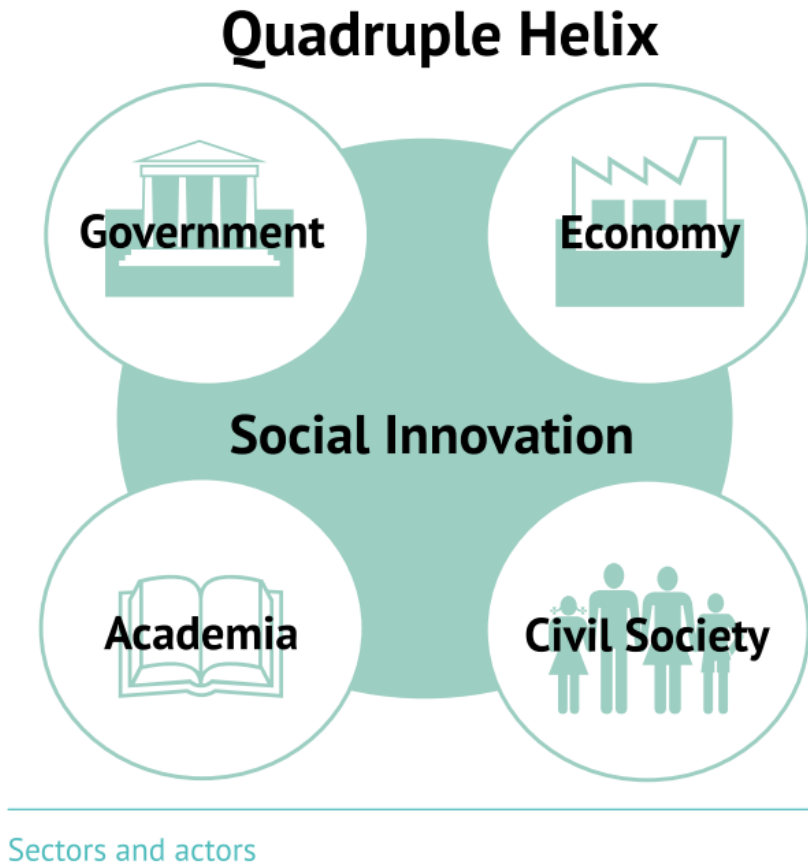
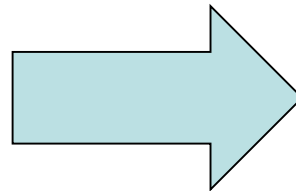
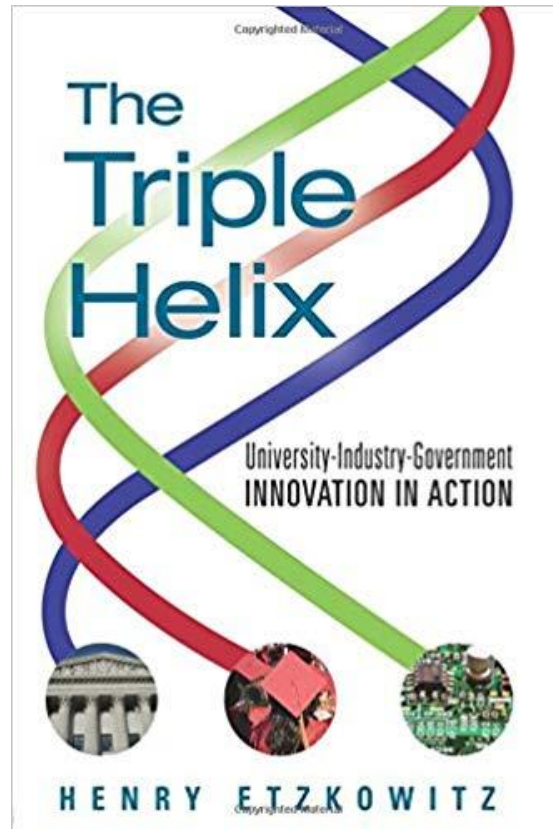
Comprehensive Innovation Policy

Social Innovations are requiring specific conditions because they aim at activating, fostering, and utilizing the **innovation potential of the whole society**.

A comprehensive Innovation Policy has to focus on **new participation and collaboration structures, co-creation and user involvement, empowerment and human resources development** as basic conditions for social innovation.

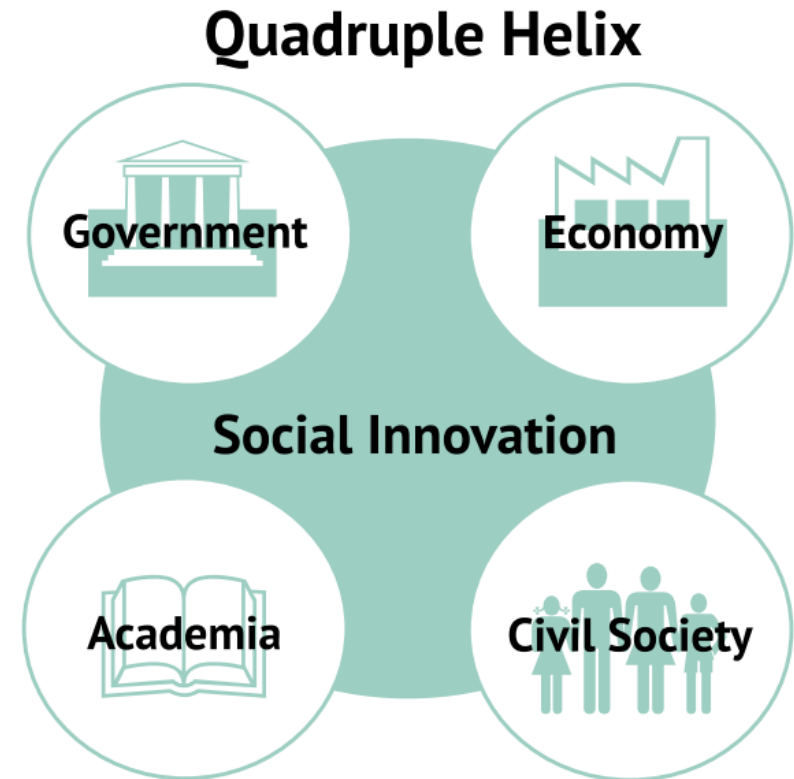


Ecosystem of Social Innovation



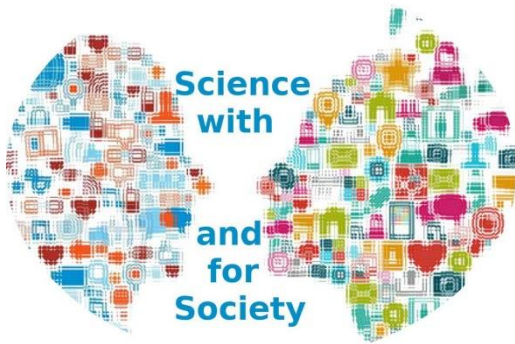
Academia's Role in the Quadruple Helix

The field of SI is thereby far from having a balanced quadruple helix. It turns out *“that the public and the private sector as well as the civil society are relevant for social innovations on a more or less equal footing, with science and research only taking a minor role in social innovation initiatives”* (Domanski/Kaletka 2018: 207)

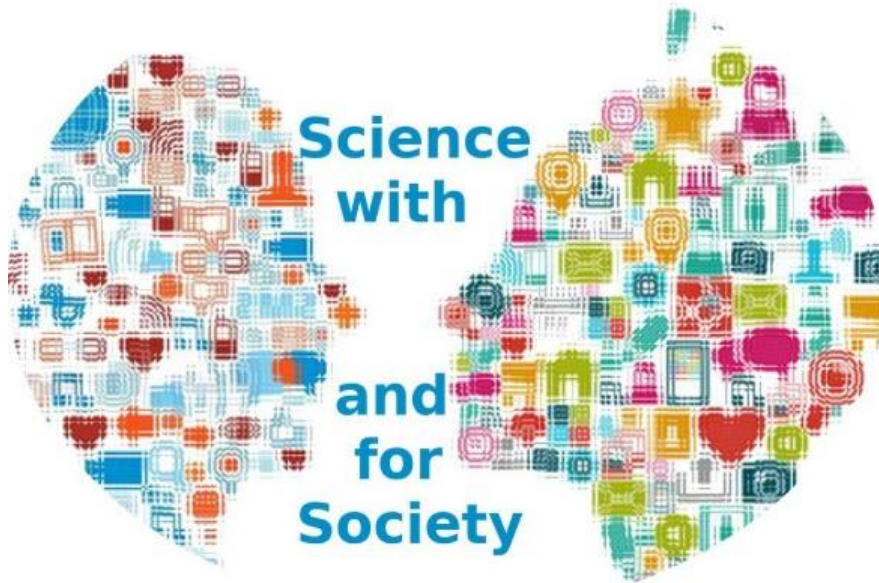


Sectors and actors

Increasing Importance of Universities for Society



Social Innovation: A Challenge for Universities



Today we see universities and research institutions confronted with the challenge of realizing their potential in the sense of a comprehensive understanding of innovation regarding technological and social innovations.

- To integrate the topic of social innovation in class and teaching
- To research social innovations and to give an impulse to processes of societal change
- To include societal actors at an early stage in research and transfer and to increase the potential of innovation for SI in the society

Social Innovation: New Research and Teaching Concepts

When researching social innovations and their preconditions, those approaches and constellations draw interest in which science is an 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



Ecosystems and Infrastructures for Social Innovation

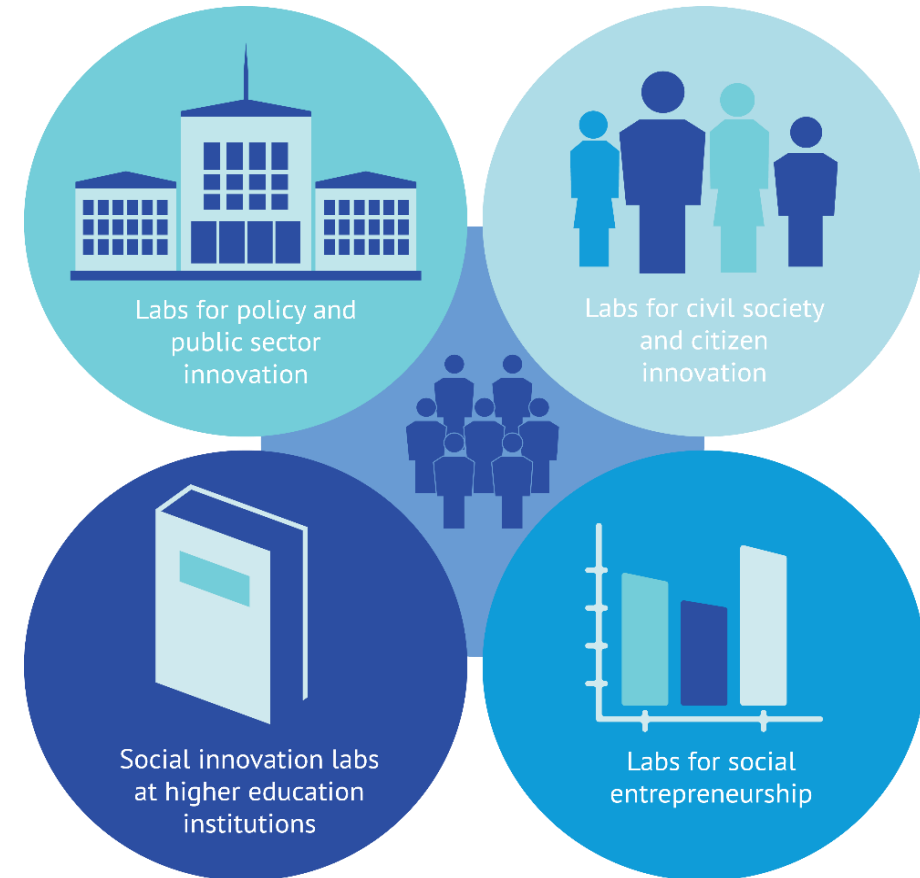


“While technological innovation is already a mature concept, the notion of social innovation is just gaining momentum. Similarly, a sound infrastructure supporting the creation and diffusion of social innovations has yet to be built. The establishment of social innovation labs in different parts of the world and in a variety of institutional settings presents how important steps have been taken in formalising the social innovation ecosystem. Furthermore, supportive policies and programmes on national and European levels can further anchor social innovation in society.”

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,
- create 'practice inventions' (socially innovative initiatives) as prototypes with high innovation potential.



New Social Imaginaries

“Decisions about innovation...are motivated by imaginaries of the future.”

(Jens Beckert, 173)

The question of how social transformation processes can be set in motion steers attention towards *“new social imaginaries, as ways in which people imagine their social existence, which enable us to carry out the collective practices that make up our social life.”*

(Taylor 2002, 106)



Conclusion

As the conditions to explore the potentials of the natural sciences and to make them usable for society were created through a systematic innovation policy in the middle of the last century, at the beginning of the 21st century we need just as great a pioneering spirit in search for new social practices that enable us to secure the future and allow people to live a richer and more fulfilled human life.



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

