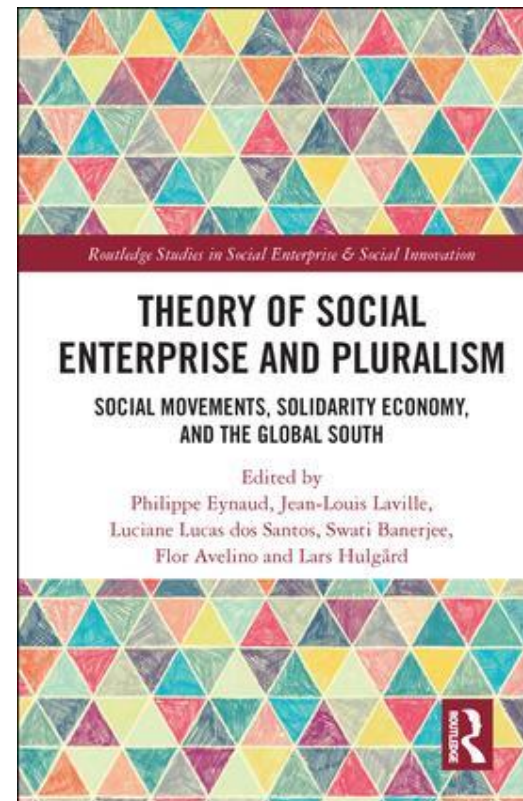
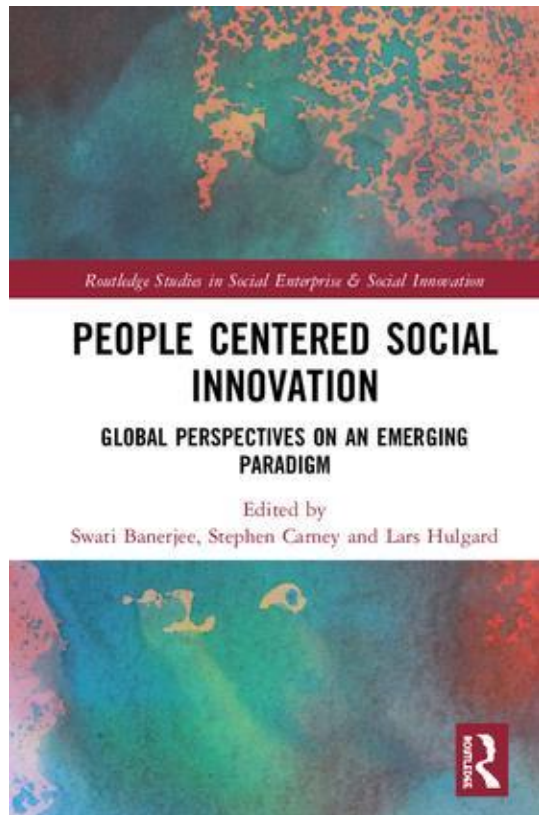


Prof. Dr., Lars Hulgård, Roskilde University

The Role of Social Innovation in Processes of Societal Transformation



Challenge!

- Jürgen Howaldt: “The Role of Social Innovation in Societal Transformation”
- Lars Hulgård: “The Role of Social Innovation in Processes of Societal Transformation”

Theories of Social Change and Societal Transformation



Weber: Social change and innovation

"The struggle between interests, the dispute between ideas and the conflict between institutions constantly allows for new constellations to arise. This leaves the historical development open.

Out of interests, ideas and institutions new social orders appear that decide the living conditions (Lebensverhältnisse), personalities and value orientations."

M. Rainer Lepsius, *Interessen, Ideen und Institutionen*, 1990

Max Weber's innovation theory

1. step

Exact determination of
the idea

Ideas

2. step

Cognitive isolation

Who carries the idea?

3. step

Direct and indirect impact
of the idea and it's
societal context

Interests

(the political, economic and
social interests of the
carriers)

4. step

Diffusion

Institutions

1959

Richard M. Titmuss on “social ideas”

“The quality of education, housing and medical care of the poorest third of the nation calls for an immense amount of social inventiveness: for new institutional devices, new forms of co-operation, social control, ownership and administration. Social ideas may well be as important in Britain in the future as technological innovation”

Richard M. Titmuss, *Welfare and Wellbeing*, pg 150

2011

Joseph Stiglitz on social innovation

- "...the notion that evolutionary processes will necessarily lead to ever increasing standards of living is not persuasive. The recent crisis has cast further doubt on the validity of these perspectives.
- (.).The problem is that the growth that has been achieved may not be sustainable and that the benefits of the growth that has occurred are accruing to but a fraction of the population"
- Social innovations are as important as technological innovations"

2019

Moulaert & MacCallum on social innovation

- “Social innovation is an ethical approach to social change” (“Does social innovation have a moral compass?” Mark Anderson)
- Social innovation, as a solidarity-based approach to building community and society..
(..)..SI is first and foremost innovation in social relations based on values of solidarity, reciprocity and association”

Advanced Introduction to Social Innovation

Top questions (4)

Anonymous
What do you think would be the most important activity to encourage higher education institutions to play a more relevant role for SI?

Mark Majumdar Anderson
Does social innovation have a moral compass?

Anonymous
Geoff, what would be the mentioned "data tools" for tracking social innovation?

Anonymous
Elizabeth Shove - What (if anything) does draw you to the social innovation field?

Join at
slido.com
#P580



1971 – 2019

Roskilde Festival as social innovation

- RF as social innovation in the social and solidarity economy, voluntary action and hybridity
 - 1971 - started by two high school students in solidarity with Angela Davis in prison and prisoners on death row in an American prison
 - 2019 – 70 employees (all year), 30.000 volunteers, 130.000 people for 8 days (fourth largest city in Denmark)
 - Latest major innovation: Roskilde Festival Folk High School

Roskilde Festival Folk High School – “you live and learn together with no exams” (FHS)



Learning from the RF example

- Challenging the boundaries
- Hybridity
- Another economy (reciprocity, redistribution, market)
- A model under pressure! (commercialization of other festivals and culture institutions)
- TBC

The Roskilde Festival as a case of social innovation in processes of societal transformation

“The festival has set new standards for organic production and food quality. It demanded an organic beer and Tuborg/Carlsberg had to develop organic beer in order of being able to sell at RF. The quality of food trucks have been upgraded in general. Change from Coca Cola to another company since Coca Cola could not deliver an organic product. Same with other beverages” (Jonas Hedegaard, PhD scholar, RUC)

THANKS