



Social Innovation: towards a new innovation paradigm

Jürgen Howaldt

Colloque international du CRISES – 4^e édition

**La transformation sociale
par l'innovation sociale**

3 et 4 avril 2014 Université du Québec à Montréal (UQAM) www.crisis.uqam.ca



My Topics

I want to

- outline the main characteristics of a sociologically enlightened new paradigm of innovation
- touch upon the increasing relevance of social innovation
- provide a short overview of the objectives and the concept of the global research project SI-DRIVE
- refer to Tarde's social theory

High-Tech Strategy for Germany



Emerging technologies are the basis for new products, processes and services which can contribute to mastering current social challenges. Without them, innovation would be unthinkable today. Our country's economic future depends on how effectively we use the opportunities linked to key technologies.

The Federal Government wants to further strengthen Germany's top position in the field of technology within the framework of its High-Tech Strategy.

Science The Endless Frontier

*“The Government should accept new responsibilities for promoting the flow of new scientific knowledge and the development of scientific talent in our youth. **These responsibilities are the proper concern of the Government, for they vitally affect our health, our jobs, and our national security.**”*

(Vannevar Bush 1945)



Picture: <http://www.nndb.com/people/130/000026052/>

Basic assumption

The transition from an industrial to a knowledge and services-based society corresponds with a paradigm shift of the innovation system.

This paradigm shift also implies an increasing importance of social innovation as compared to technological innovation.

Main characteristics

- Co-ordination and mediation between various different groups of stakeholders who are involved in innovation activities
- Interdisciplinarity, heterogeneity and reflectivity of the processes of creation
- Emphasis on historical, cultural and organizational preconditions
- Increased involvement of users/citizens in processes of “co-development”

Co-creation

1. Co-creating value with customers
2. User's involvement in innovation process

**Global Knowledge Sourcing
and collaborative networks**

3. Accessing and Combining globally dispersed knowledge
4. Forming collaborative networks and partnerships
5. Dynamics between large companies and entrepreneurs

Global Challenges

6. Environmental concerns create new opportunities
7. Needs in developing countries drive innovation

Public Sector Challenges

8. Pressure on public services create new business opportunities

New Role of Technology

9. Technology's role as an enabler of innovation

Social Innovation moves from the margins to the mainstream



At the start of 2009 President Obama announced the establishment of a new “Office for Social Innovation at the White House” and allocated USD 50million to a fund for social innovation.

The Fund will focus on priority policy areas, including education, health care, and economic opportunity.

Social Innovation will play an important role in the Europe 2020 strategy



"Creativity and innovation in general and social innovation in particular are essential factors for fostering sustainable growth, securing jobs and increasing competitive abilities, especially in the midst of the economic and financial markets crisis."

Research fields

- Management and Organizational Research
- Social Economy, CSR, Social Entrepreneur
- Creativity Research (Creative Industries)
- Local and Regional Development

(Moulaert et al. 2005)

- *Service Innovation/ Social Services*
- *Sustainable Development/ Climate Change*
- *Social Innovation in a digital era (Enterprise 2.0; Society 2.0)*

(Howaldt/Schwarz 2010)

"'Social innovation' is a term that almost everybody likes, but nobody is quite sure of what it means"

ices carbon trading online tax transactions
ammes innovation camp restorative justice
Pledgebanks magazines sold by the homeless
fair trade positive deviance incubators microcredit
therapeutic communities community wind farms timebanks
zero carbon housing production schools participatory budgets
distance learning
eco-cities social innovation open source
slow food police community support officers corporate universities
citizen reporters personal budgets health collaboratives
world wide web criminal assets recovery congestion charging
non-emergency phone numbers co-production skunk works personalisation
wikipedia drug courts online learning platforms
cognitive behavioural therapy for prisoners consumer co-operatives

“Although social innovations pop up in many areas and policies and in many disguises, and social innovation is researched from a number of theoretical and methodological angles, **the conditions under which social innovations develop, flourish and sustain and finally lead to societal change are not yet fully understood both in political and academic circles.** However, in particular in the current times of social, political and economic crisis, social innovation has evoked many hopes and further triggered academic and political debates.”

Jenson/Harrisson

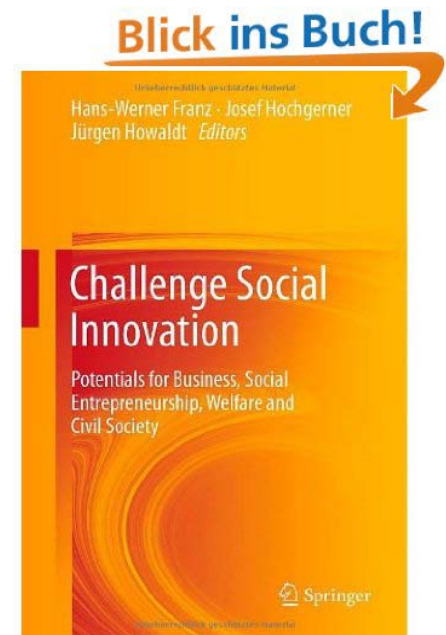


„We have to develop a clear concept of social innovation“



“Overall scientific advancement required to meet expectations and developments in social innovation practices

- Elaboration on the particular features of the concept and clarification of definitions
- Embedding the concept of social innovation in a comprehensive theory of innovation
- Development of coherent methodologies to identify and measure social innovations...”



Vienna Declaration: The most relevant topics in social innovation research

Social Innovation: Driving Force of Social Change (SI-DRIVE)

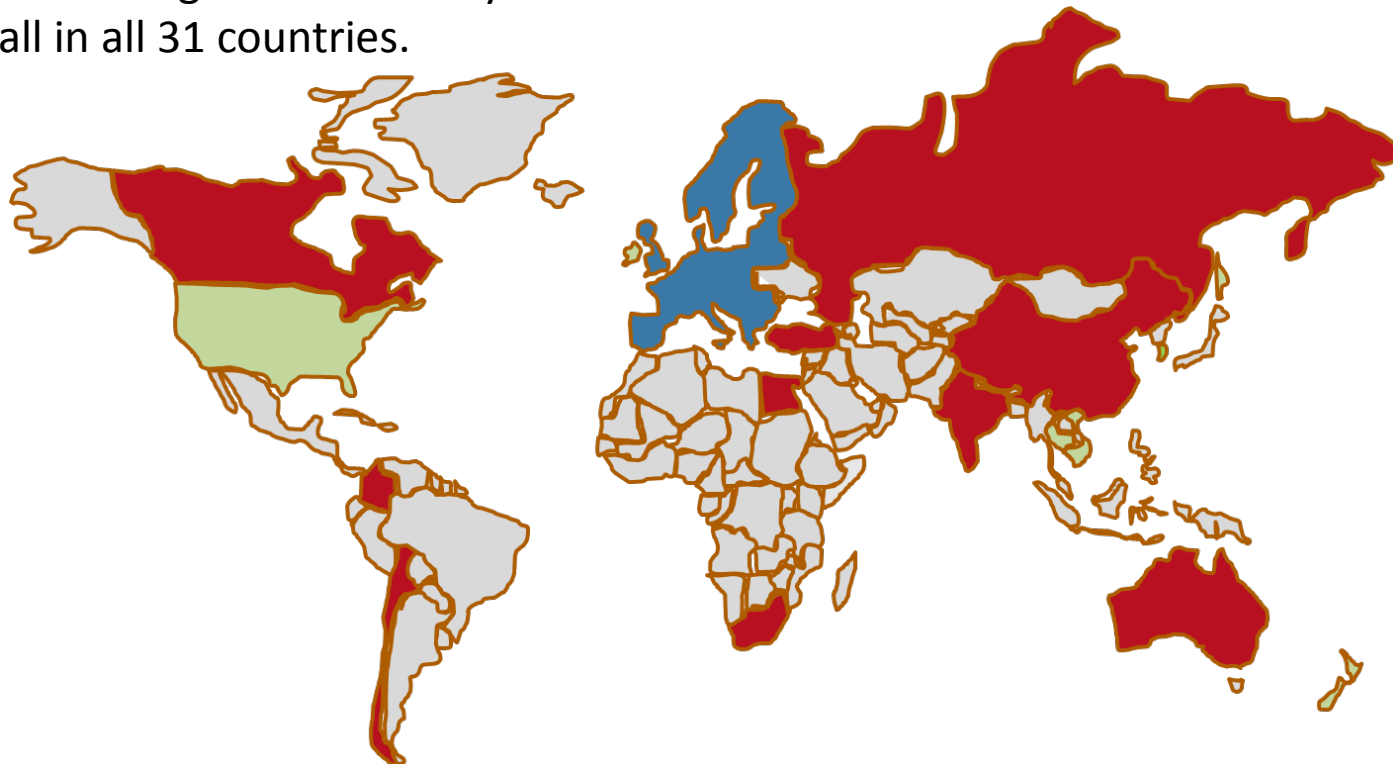
Objectives

Extending knowledge about social innovation

- Integrating theories and research methodologies **to advance understanding of SI** leading to a comprehensive new paradigm of innovation.
- Undertaking **European and global mapping** of SI, thereby addressing different social, economic, cultural, historical and religious contexts in eight major world regions.
- Ensuring relevance for policy makers and practitioners through in-depth analyses and case studies in seven **policy fields**, with cross European and world region comparisons, foresight and policy round tables.

International SI-DRIVE Consortium Members

- SI-DRIVE involves 15 partners from 12 EU Member States, 10 partners from other parts of the world, and 14 high level advisory board members: all in all 31 countries.



blue: EU research partner, red: non-EU research partner, green: Advisory Board

Methodology

- **Cyclical iteration** between theory development, methodological improvements, and policy recommendations.
- **Mapping 1** - baseline mapping of social innovation (state of the art reports, report of regional strategies, database of 1.000+ SI cases)
- **Mapping 2** - typology of social innovation (detailed interviews, extensive status check, surveys, Qualitative Comparative Analysis *QCA*, 70 cases)
- **Policy relevance and foresight** (round tables and policy platforms, identifying emerging patterns of social innovation)

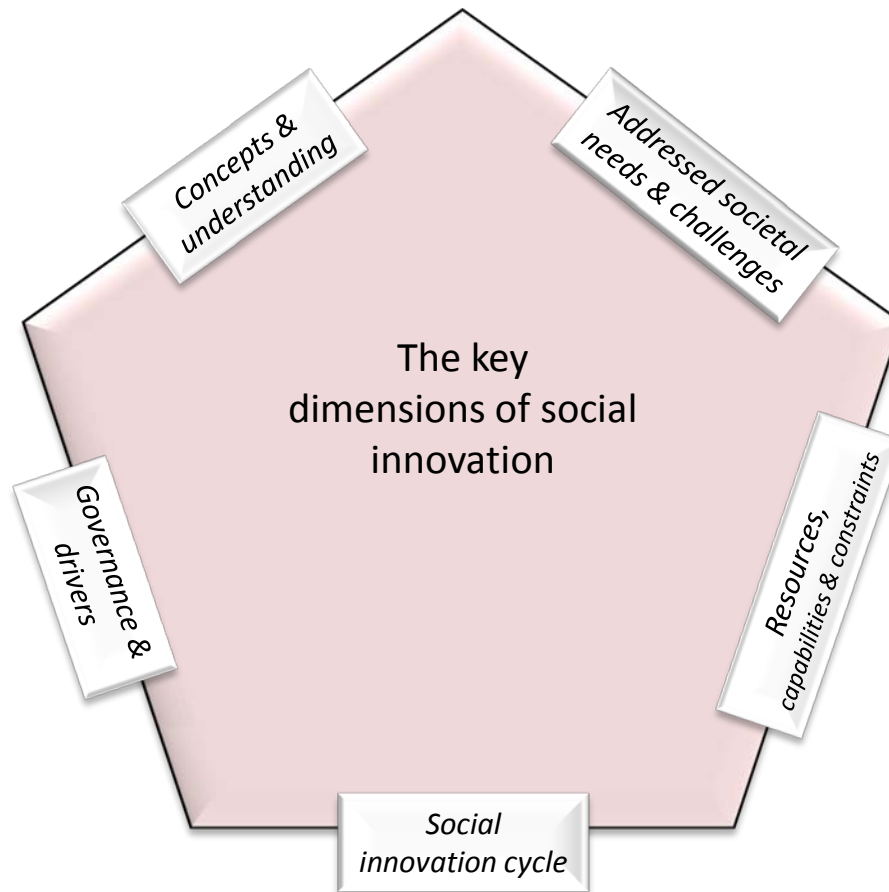
Seven Major Policy Areas

1. Education
2. Employment
3. Environment and climate change
4. Energy
5. Transport and mobility
6. Health and social care
7. Poverty reduction

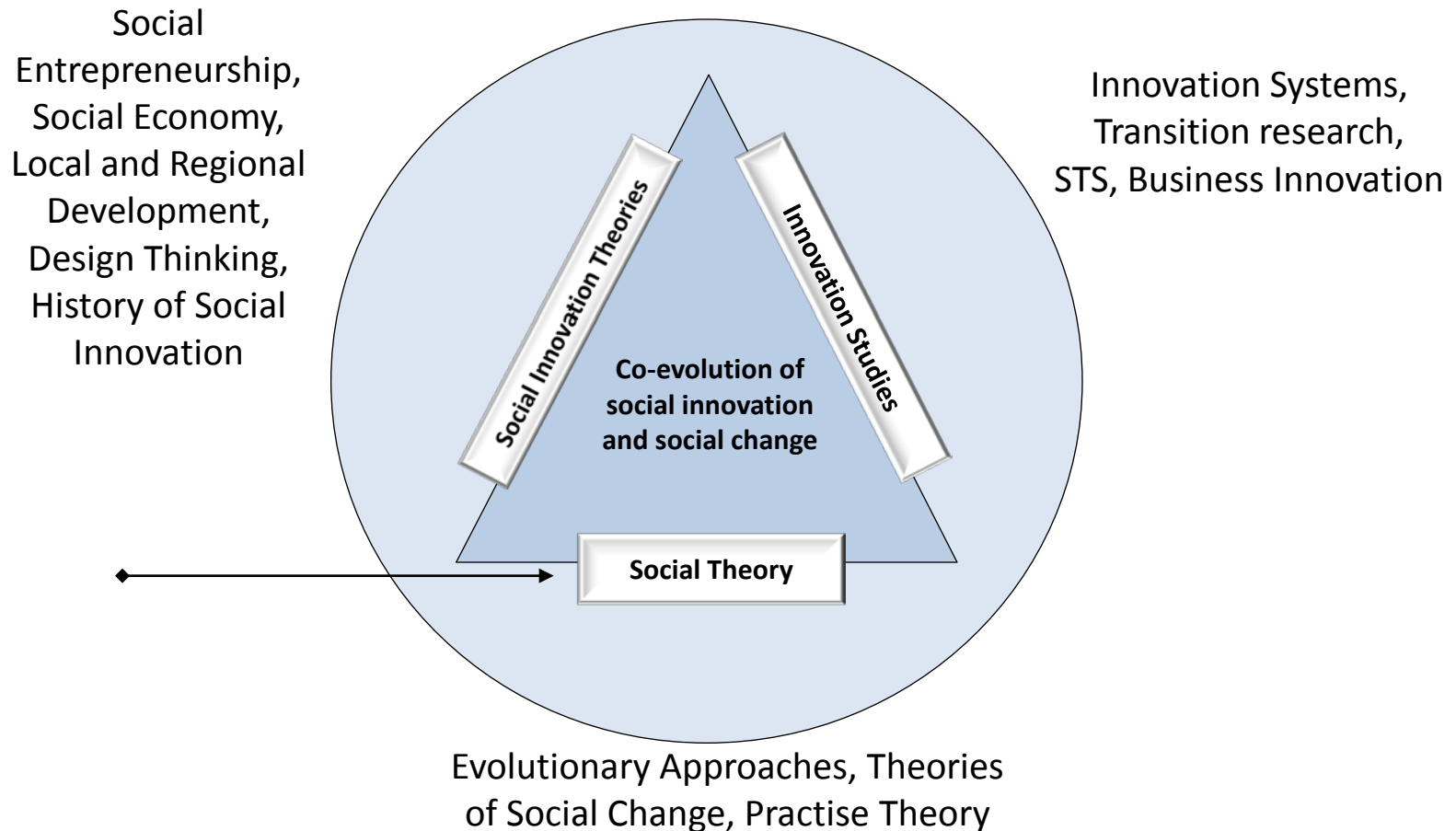
Policy Areas / Global Regions (incl. cross-cutting themes)

Global Areas Policy Areas	Europe				Non-European Countries								Number of cases in total
	Northern Europe	Western Europe	South Europe	Eastern Europe	Russia	North America	South America	Australia, New Zealand	Asia	South-Africa	Middle East	Near East	
Education													
Employment													
Environment and Climate Change													
Energy Supply													
Mobility/Transport													
Health and Social Care													
Poverty Reduction													
Number of cases in total													

The Five Key Dimensions of Social Innovation



Building Blocks towards a theory of social innovation



Social Innovation

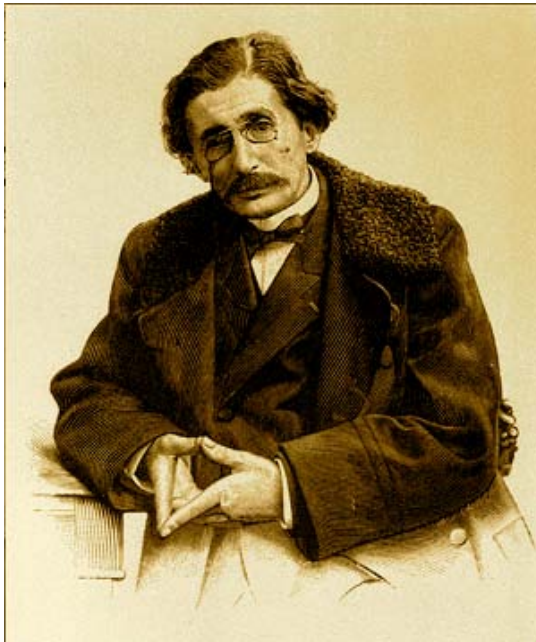
- **a new combination or new configuration of social practices**
- in certain areas of action or social contexts
- prompted by certain actors or constellations of actors
- in an intentional targeted manner with the **goal of better satisfying or answering needs and problems** than is possible on the basis of established practices
- **socially accepted and diffused** widely throughout society or in certain societal sub-areas
- **finally institutionalized** as a new social practice

In this light innovation can be understood

“as a process of collective creation, in the course of which the members of a particular total population learn, i.e. invent and establish, new ways of playing the social game of collaboration and conflict, in a word a new social practice, and in the course of which they acquire the necessary ... abilities to do this.”

(Crozier/Friedberg 1993)

Gabriel Tarde and his Sociology of Innovation



Social Innovation as Key Driver of Social Change

*“In the realm of the social,
everything takes place as
invention and imitation, with
imitation forming the rivers and
inventions the mountains.”*

(Tarde 2009, 27)

Laws of Imitation

“All similarities of social origin that belong to the social world are the fruits of some kind of imitation, be it the imitation of customs or fashions through sympathy or obedience, instruction or education, naïve or carefully considered imitation.”

(Tarde 2009, 38)

From Invention to Social Practices of Imitation

“The qualities that in any age and in any land make a man superior are those which make him better able to understand the discoveries already made and exploit the inventions already devised.”

(Tarde 2009, 251)

Streams of Innovation

“ ...the real causes of change consist of a chain of certainly very numerous ideas, which however are different and discontinuous, yet they are connected together by even far more numerous acts of imitation, for which they serve as a model.”

(Tarde 2009b, 26).

Cross-sector collaborations

“Increasingly, innovation blossoms where the sectors converge. At these intersections, the exchanges of ideas and values, shifts in roles and relationships, and the integration of private capital with public and philanthropic support generate new and better approaches to creating social value. To support cross-sector collaborations we have to examine policies and practices that impede the flow of ideas, values, capital, and talent across sector boundaries and constrain the roles and relationships among the sectors.”

(Phills et al., 2008: 43)



- **Combine** the potential of social innovation in the social economy, civil society, business firms and the state (*Multi-level governance*)
- Promote **alliances** between universities, companies and the state around social innovation
- **Opening the process of innovation to society** including all stakeholders in the development and diffusion of innovation
- **Empowering people:** Include citizens, clients, social movements, communities in the process of social innovation
- **Innovation „bottom up“:** learning from experiences of innovation research and business and public service innovation
- Ameliorate the **conditions of participation and self-management** in social innovations aimed at overcoming poverty and pauperisation



“The most urgent and important innovations in the 21st century will take place in the social field. This opens up the necessity as well as possibilities for Social Sciences and Humanities to find new roles and relevance by generating knowledge applicable to new dynamics and structures of contemporary and future societies.”

Vienna Declaration: The most relevant topics in social innovation research