

Session 4

Social Innovation for sustainability

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CASI conference 19th November 2016

Our Mission of Sustainability: „the needs of the present, without compromising future generation to meet their needs“ WCED 1987: 24



FOTOLIA

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Our Mission of Sustainability: „the needs of the present, without compromising future generation to meet their needs“

WCED 1987: 24



FOTOLIA

The World should use Social Innovation for the Global Challenges



FOTOLIA



Session 4: Social innovation for sustainability

Chairs:

J. Schultze, Technical University Dortmund

I. Marschalek/M. Schrammel, Centre for Social Innovation

1. The role of social innovation for sustainability, *Jürgen Schultze*
2. Impulse talk on social innovations:
 - EnergyBook, *Johan Konings*
 - Reparatur- und Service- Zentrums R.U.S.Z., *Floridus Beck*
3. Discussion on the stage
4. Conclusion



hospices carbon trading online tax transactions
pre-school programmes innovation camp restorative justice
social ventures 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 social innovation open source
eco-cities 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

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

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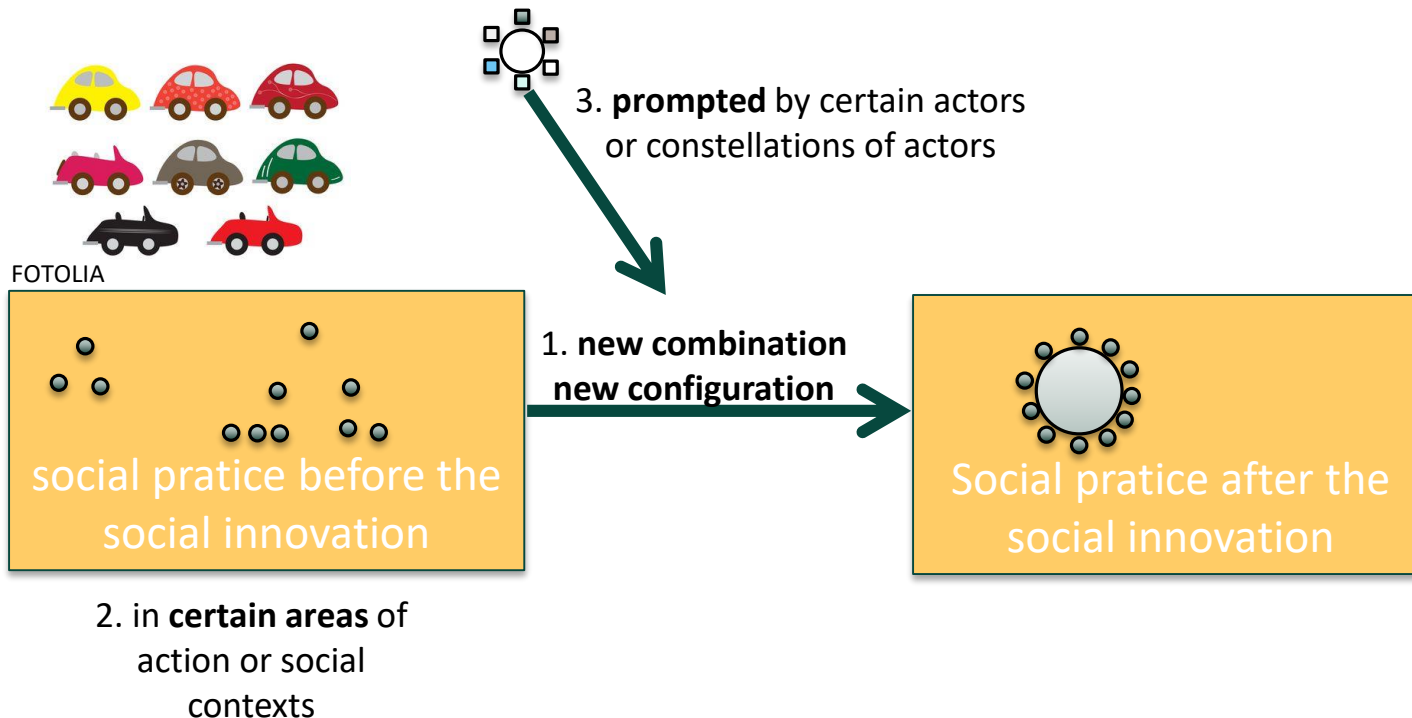


Social Innovation - definition

1. a **new combination or new configuration of social practices**
2. in certain areas of action or social contexts
3. prompted by certain actors or constellations of actors
4. 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
5. **socially accepted and diffused** widely throughout society or in certain societal sub-areas
6. **finally institutionalized** as a new social practice

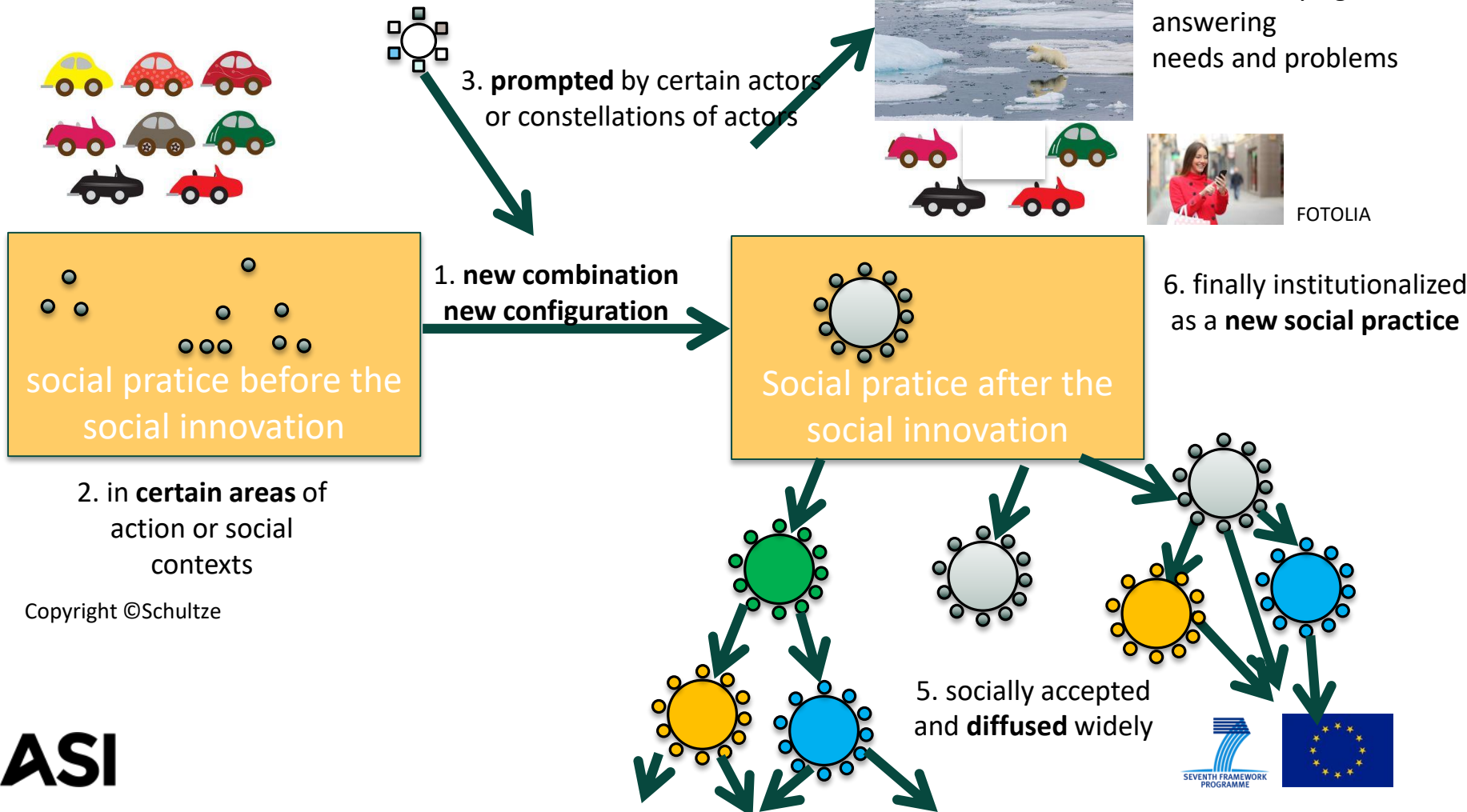
(Howaldt/Schwarz 2010)

Social Innovation – simplified example CAR SHARING

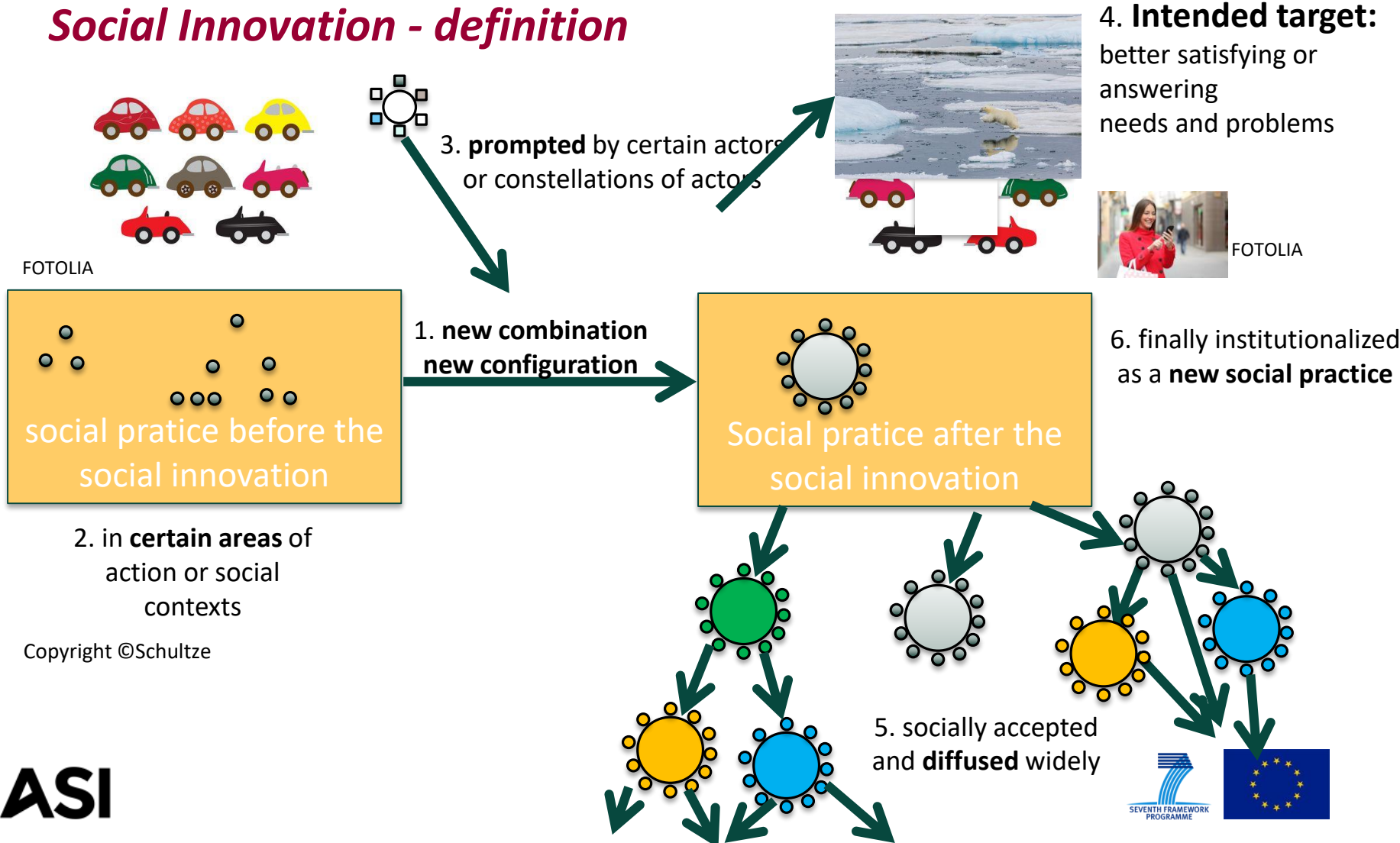


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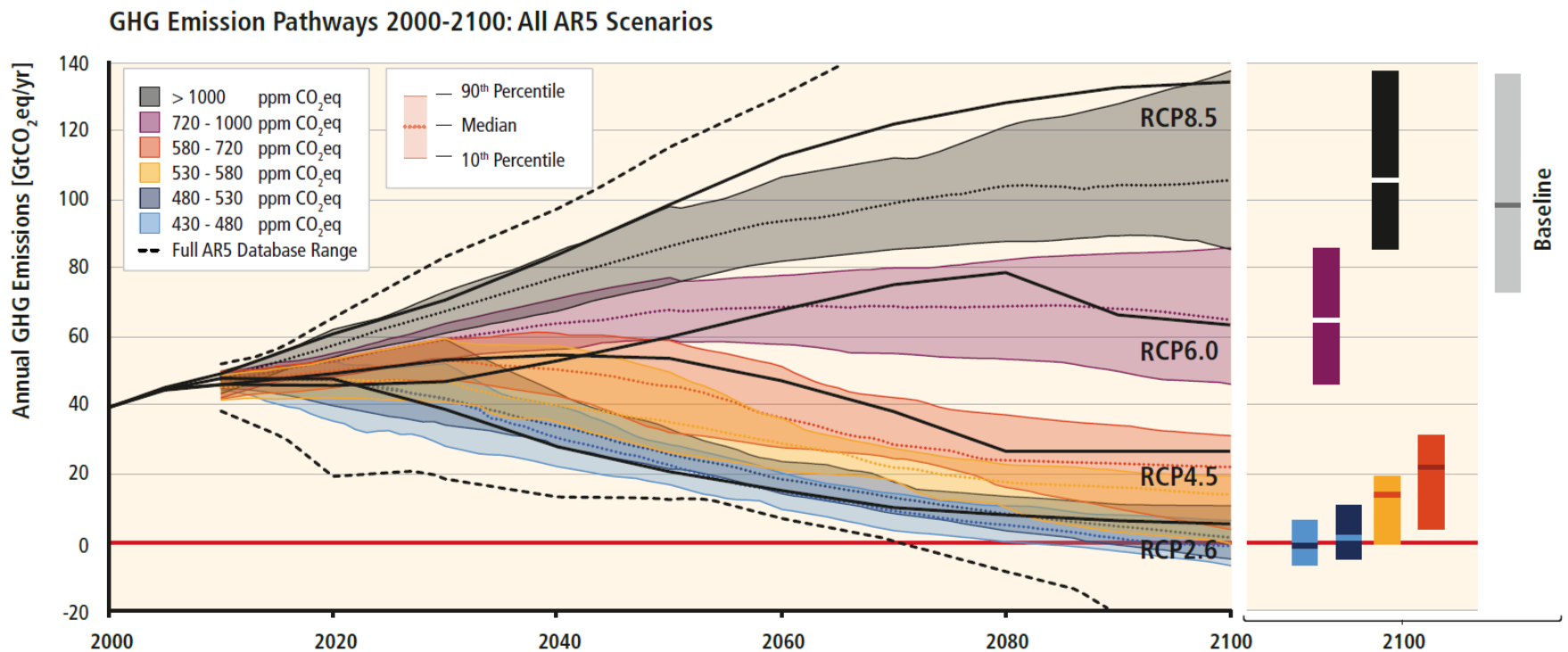
Social Innovation - definition



Social Innovation - definition

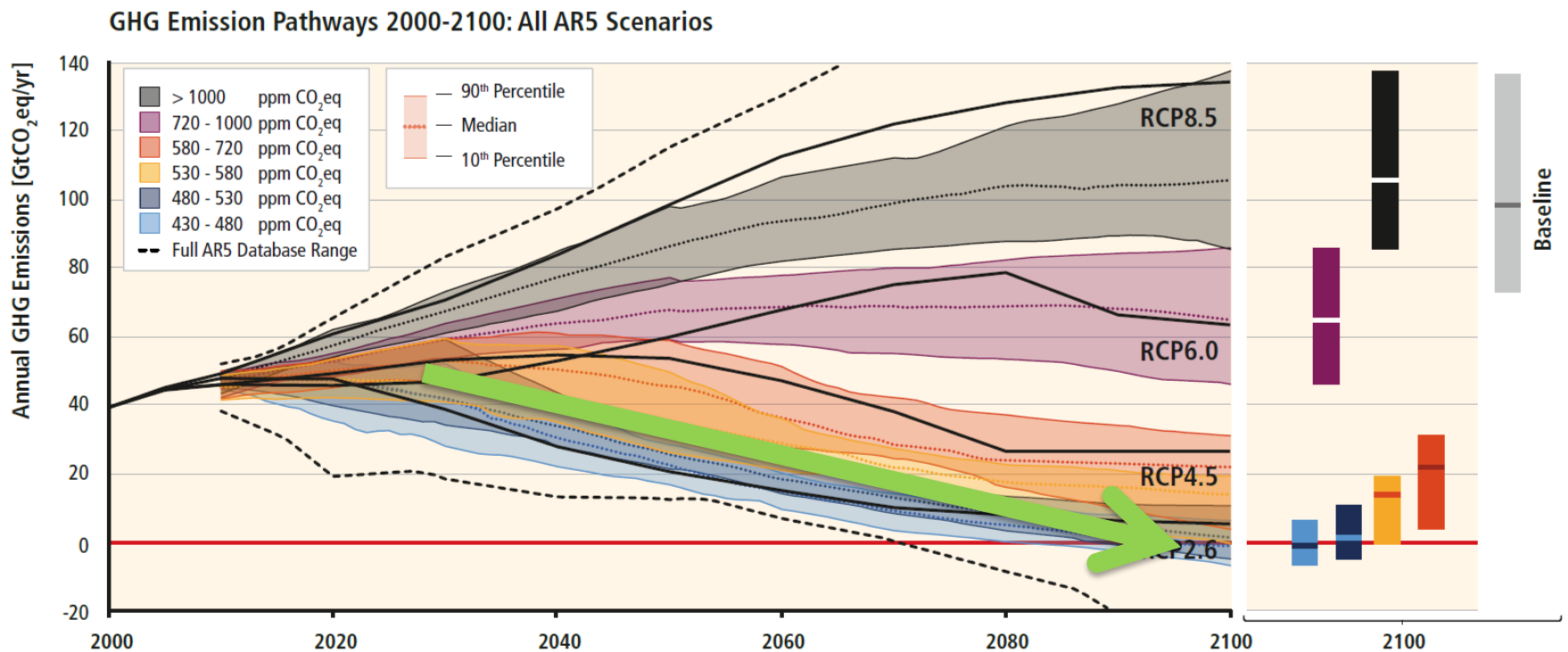


We can change the world: IPCC Emission Pathways



Intergovernmental Panel on Climate Change: Climate Change 2014, Mitigation of Climate Change, P. 11

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The world needs a systemic change: A new innovation paradigm

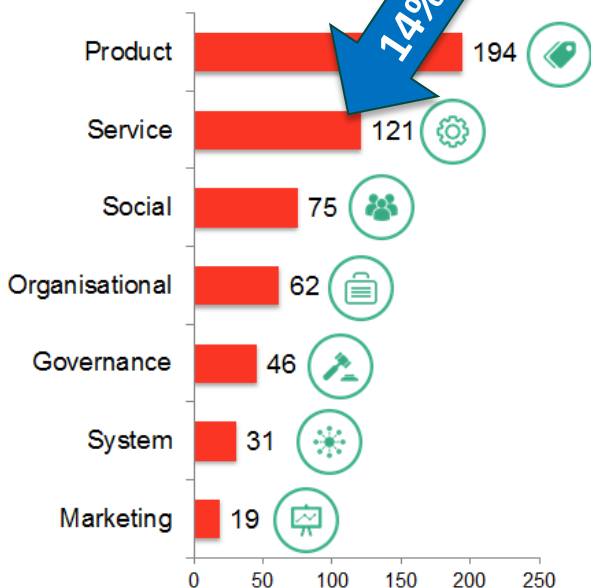
The technical innovations
are developed and has to
be use

The social innovation
has to be discovered,
developed and used

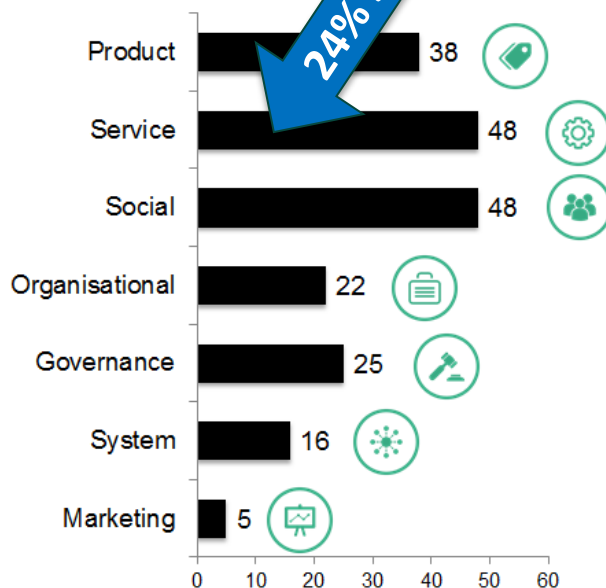


Social innovations coming up in the focus for sustainability – relevance in CASI cases

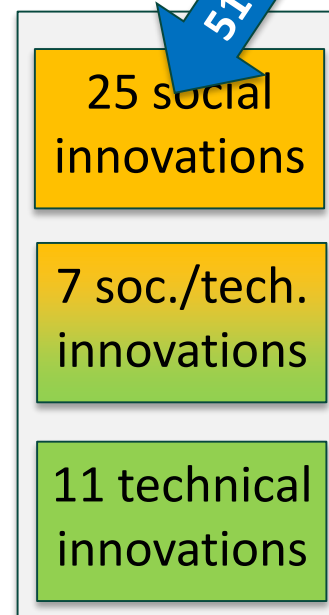
**548
NOMINATED
CASES**



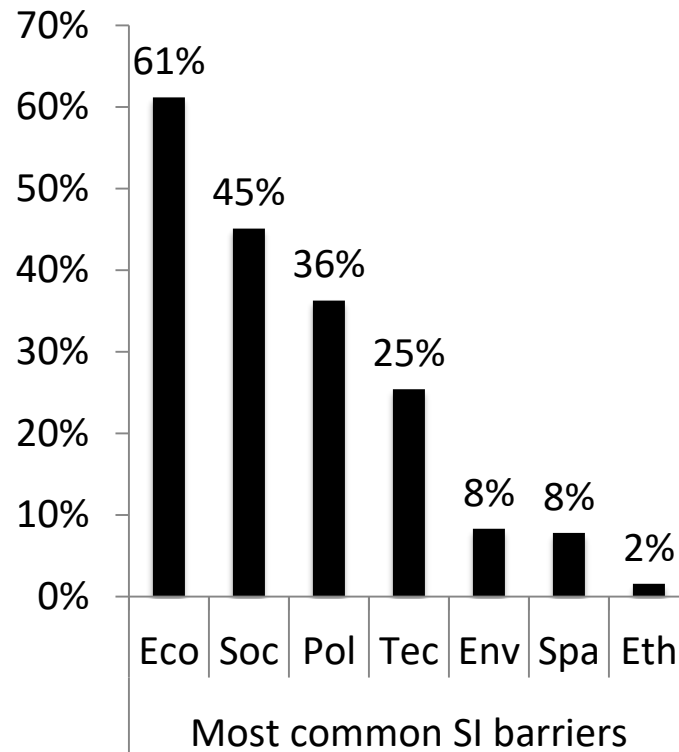
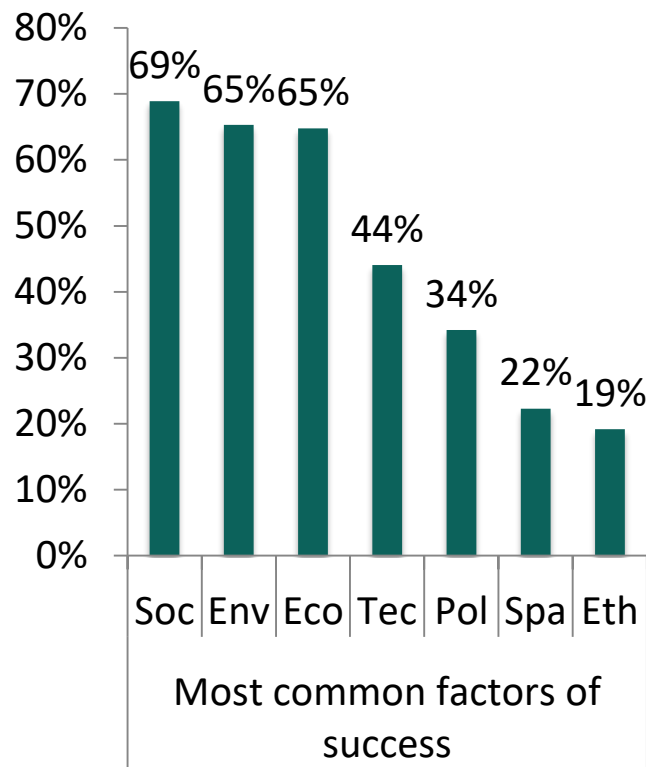
**202 MAPPED
CASES**



**49 PILOTS
FROM 12 COUNTRIES**



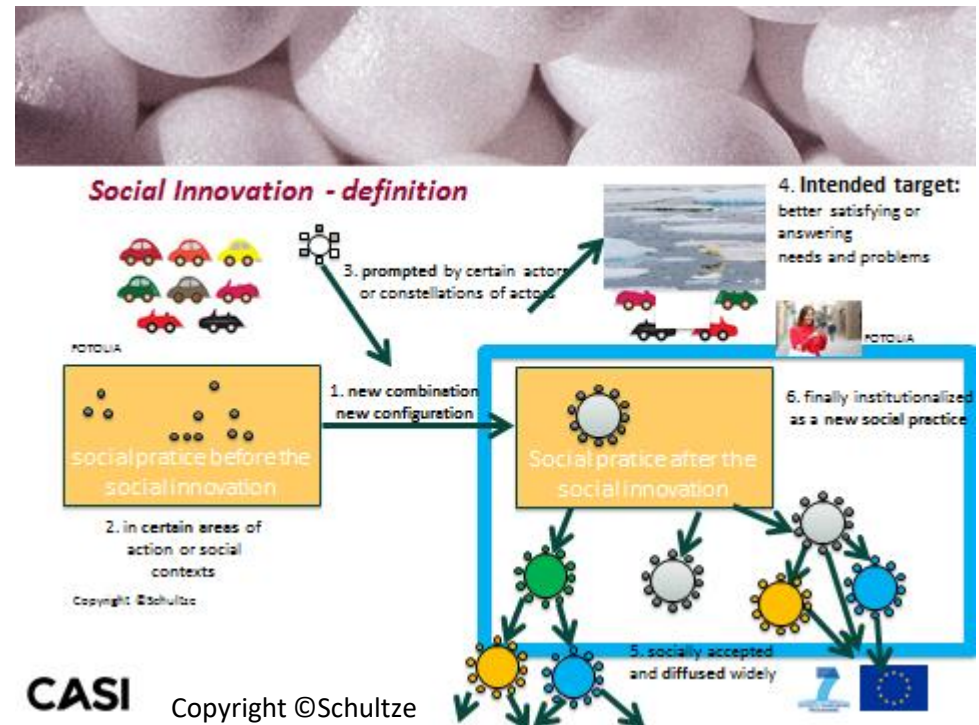
CASI 200 Cases: Social innovation as success factor and most common barrier





the intentional approach to change social practices

How does it work?



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Unlocking the potential of social innovation

The social demand perspective

- *Focussing sustainable challenges the cannot be adressed by traditional market mechanism, the service sector, public institutions*

The societal challenge perspective

- *Grand challenges towards sustainability: New forms of co-operation between cross-cutting actors, new conjunction of social, economic and environmental values*

The systemic changes

- *Transition based on a systematic approach beyond traditional models of technological innovation*
- *Re-creation of society regarding participation, empowerment and the learning process itself*

Hubert et al 2010: 26ff.



Imitations of practices à la Tarde

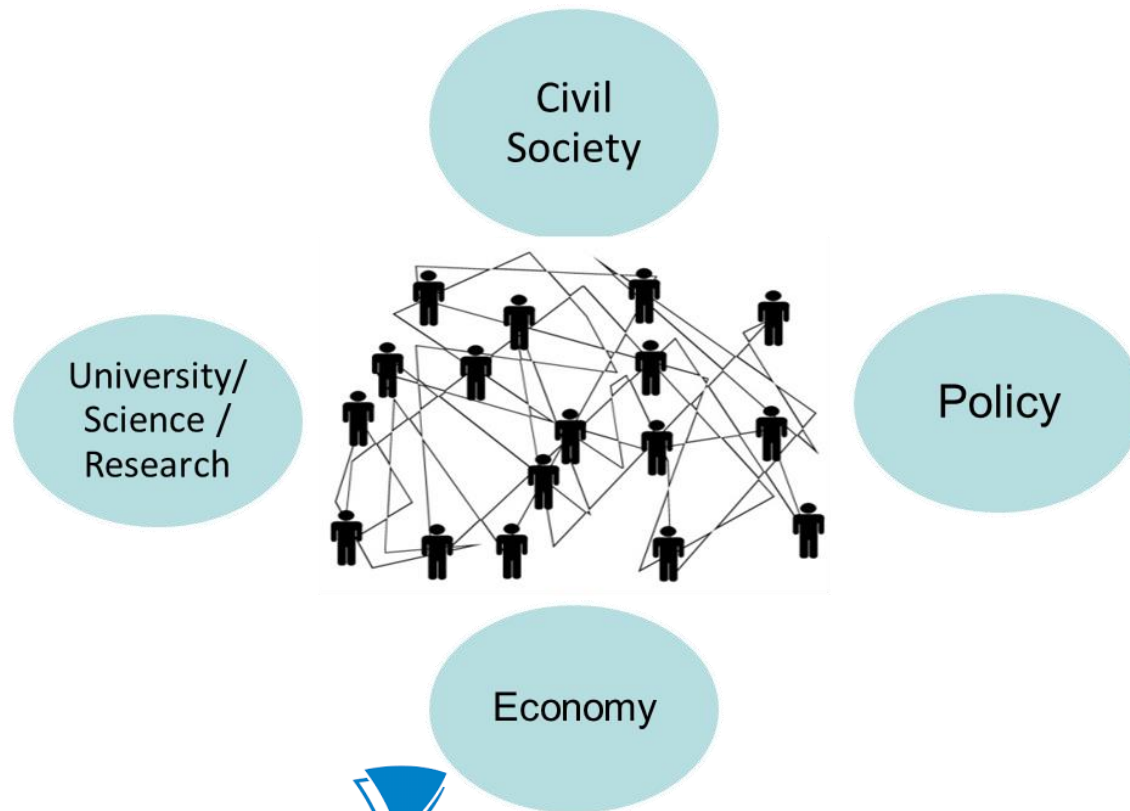
Social innovation imitations require
a social innovation ecosystems

- transparency/ knowledge /power → sharing
- new alliances → opening up
- e.g. collaborative decisions → acting together



Social innovation: The core of Social Change

Development of new Alliances / Cross-sector Fertilization





Session 4: Social innovation for sustainability

Impulse talk on social innovations:

- EnergyBook, ***Johan Konings***
- Reparatur- und Service- Zentrums

R.U.S.Z., ***Floridus Beck***

energy transition

ENERGYBOOK

- Energy
 - Decentral vs central
 - Sustainable production
 - Energy efficiency
- Transition
 - ① Structural: building and technology
 - ② Gedrag : sensibilisatie, educatie & co-creatie
- Social innovation through gamification
 - ☑ Energy olympics
 - ☑ 1.000MW in your pocket

energy olympics

to participate is to win

ENERGYBOOK

1 energy challenge

Identify residential saving
as much as the school uses

2a CrowdMetering consumption

public engagement in
monitoring consumption

2b CrowdMetering comfort & climate

public engagement in
monitoring comfort

3a energy efficiency schools & communities

energy savings to finance
better buildings

3b collective energy renovation

residential buildings
more savings, less cost

sensibilisation - education - co-creation

1.000MW in your pocket

ENERGYBOOK

GENERATION Z

DIGITAAL
snapchat
in plaats van
facebook

60% zoekt
IMPACT

72% wil
ONDER
NEMEN

76% leven
van hobby

67% bezorgd
onze IMPACT
op hun planeet

ON-LINE

- 1.416.850 students – 100€ energy/student
- Go to market 3.651 schools
 - 183.835 teachers (75%) ♀
 - Operational budget 508M€ - investments 226M€ - 2073 projects
- Critical mass to start ?
 - Energy suppliers and grid operators
 - Bank
 - Education policy makers

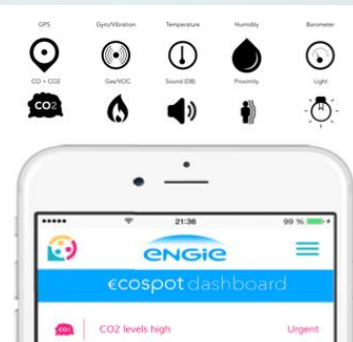
1.000MW in your pocket

ENERGYBOOK

GENERATIE Z

€cospot 
1.000MW in your pocket

- Digitaal platform for actions in energy transition
 - Energy challenge: web app.
 - CrowdMetering consumption (Energy Management system)
 - CrowdMetering comfort (€COPSOT – mobile gadget)
- Cross selling
 - EScO projects: structural improvement schools
 - Energy solutions residential



1000MW in your pocket pilots

ENERGYBOOK

1 critical mass

buildings under
management:
care & sport

2 local networks

engage municipalities
and schools in
energy challenge

co-creation
baseline audit
energy projects ESCo
home energy solutions

transactions

4

generation **Z**
Comfort in school
Energiescan @home
co-creation

actions

3

Reparatur- und Service- Zentrum R.U.S.Z.

Repair and service
Centre Vienna

Floridus Beck



Reparatur- und Service – Zentrum R.U.S.Z



- Austria`s biggest, independent repair centre for electrical and electronic appliances of all kinds and brands
- „Longer use instead of buying more frequently“

R.U.S.Z - beginning



- 1998 – 2007 Work Integration Social Enterprise (WISE)
- R.U.S.Z initially started as a project dealing with long-term unemployment (mostly men over the age of 45)
- Commissioned by the Viennese job center (AMS)
- success rate 71% re-employed

Social sustainability & resource efficiency



- 2008 – R.U.S.Z Private Social Enterprise
- Primary objectives are resource efficiency and social inclusion
- 25 employees
- 5 persons in training
- Repair 1500 bigger appliances per year
- Repair 3000 smaller appliances (coffee makers, TVs, audio devices...)
- Workshop and field service

Environmental sustainability

- White goods donation program and preparing for reuse
- Production of high end 2nd Life washing machines and dishwashers
- Increase lifetime
- Save resources / reduce electrical waste
- Better quality than new ones
- repair every electronic and electrical appliances



Repair Cafe

- „schraube14“, empowering consumers to repair their electrical and electronic appliances
- once a week for small devices
- free additional offer for our customers





Session 4: Social innovation for sustainability

Panel Discussion



For further information please
contact

<http://www.sfs.tu-dortmund.de/cms/en/news/index.html>

<https://www.zsi.at/en/home>

<http://www.casi2020.eu/>



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