

Session 3

The role of Social Innovation for sustainability

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your presenter with this session



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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

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The World should use Social Innovation for the Global Challenges



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Agenda of the this session 3

1. Welcome and introduction, Jürgen Schultze (Technical University Dortmund)
2. Social innovation: definition and its potential for sustainability, Jürgen Schultze (Technical University Dortmund)
3. Existing practice of social innovation to meet the “green challenge”, Christian Voigt (Centre for Social Innovation)
4. Questions and answers



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"

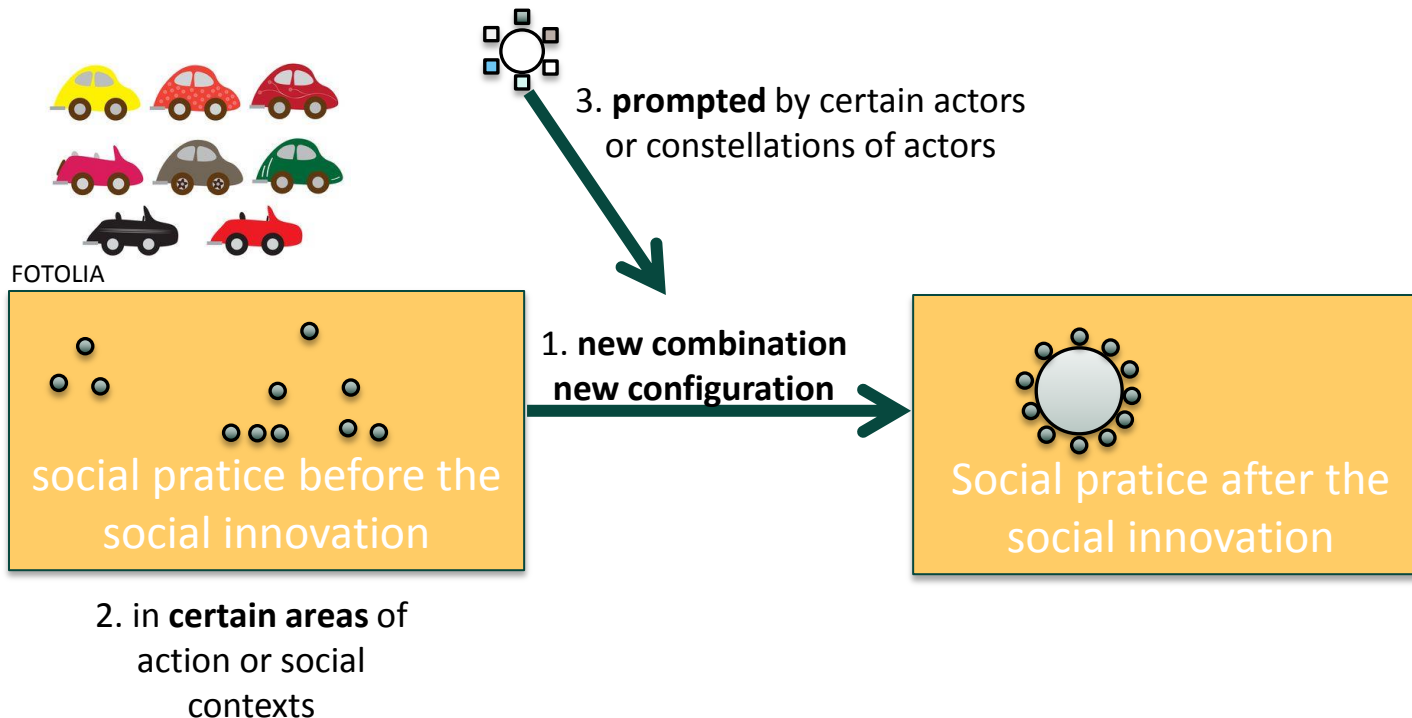
spices carbon trading online tax transactions
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 Pledgebanks magazines sold by the homeless
 positive deviance incubators microcredit
 therapeutic communities community wind farms timebanks
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Social 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

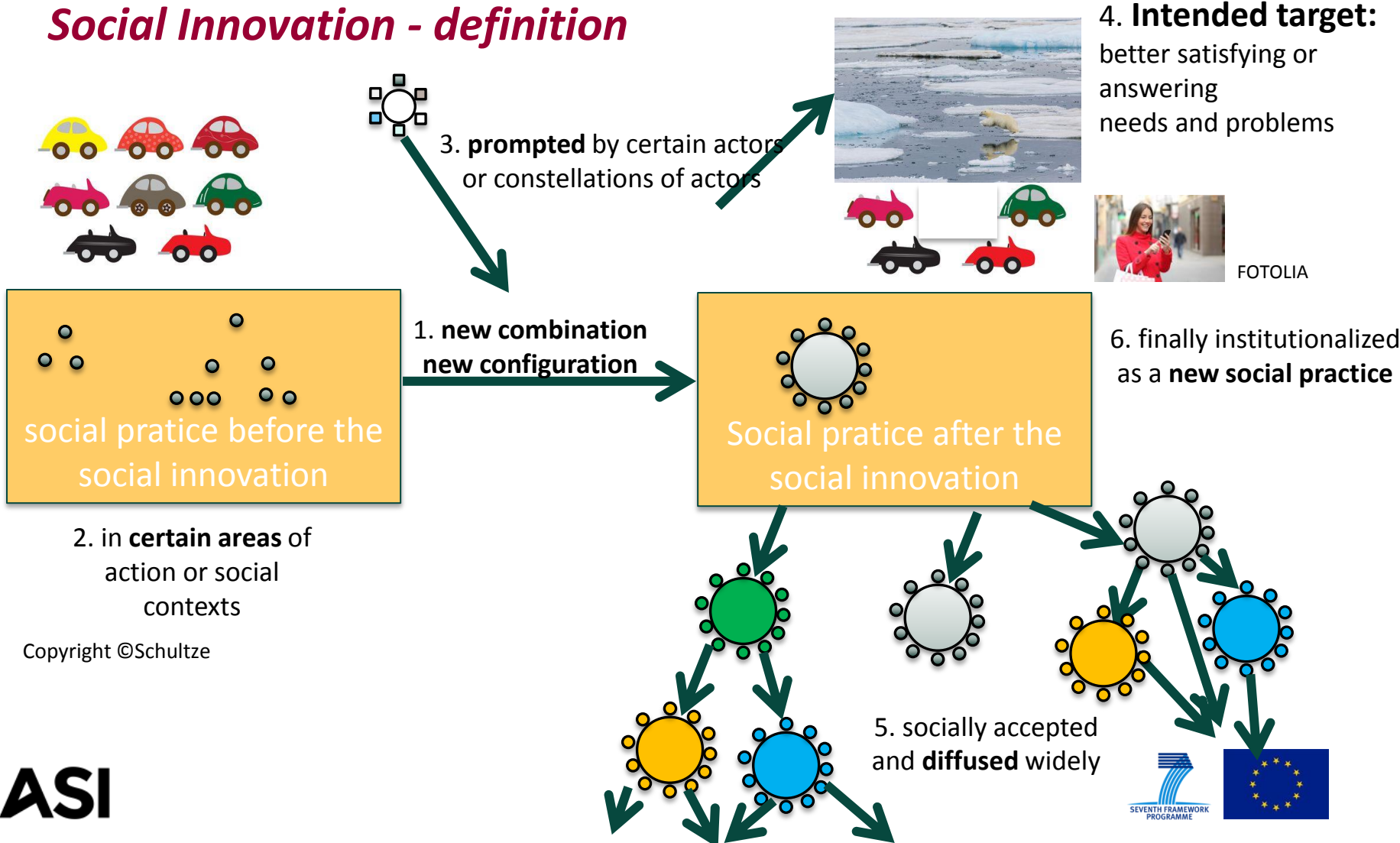
(Howaldt/Schwarz 2010)

Social Innovation – simplified example car sharing

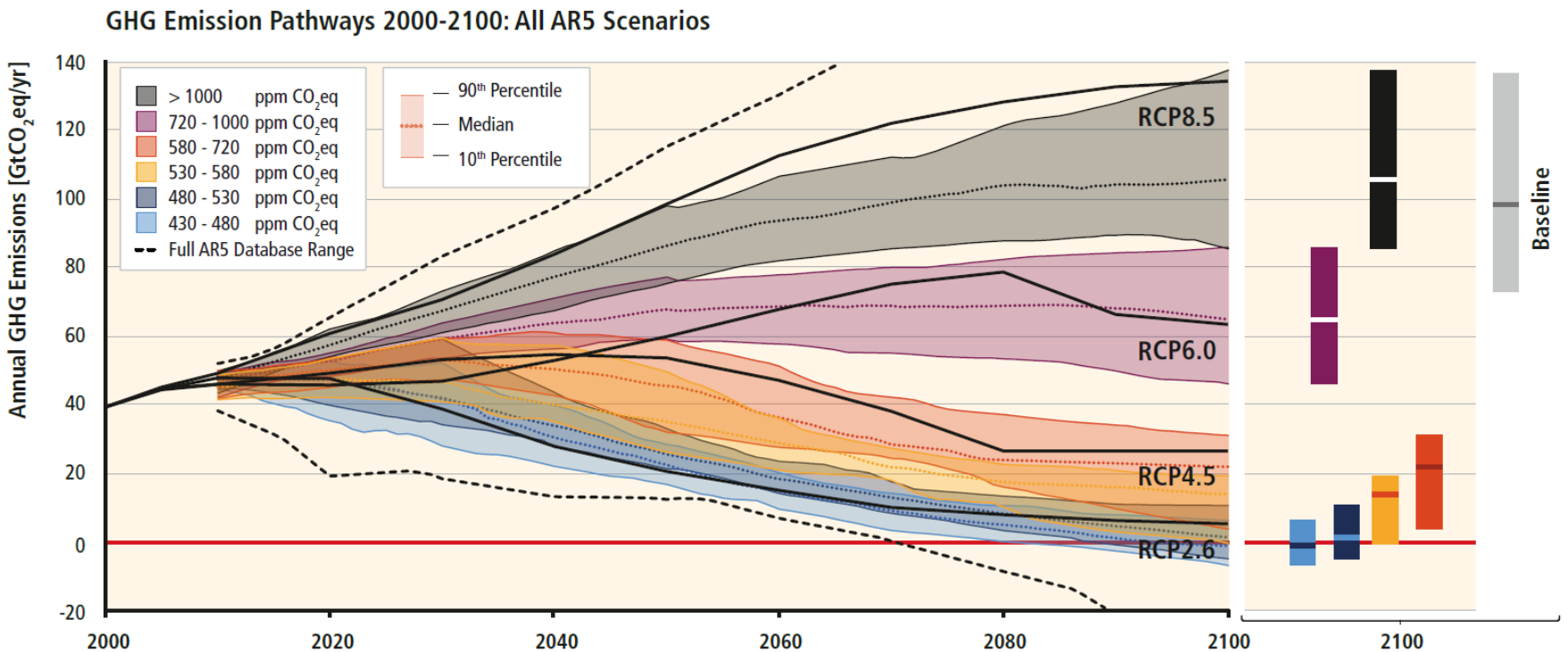


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Social Innovation - definition

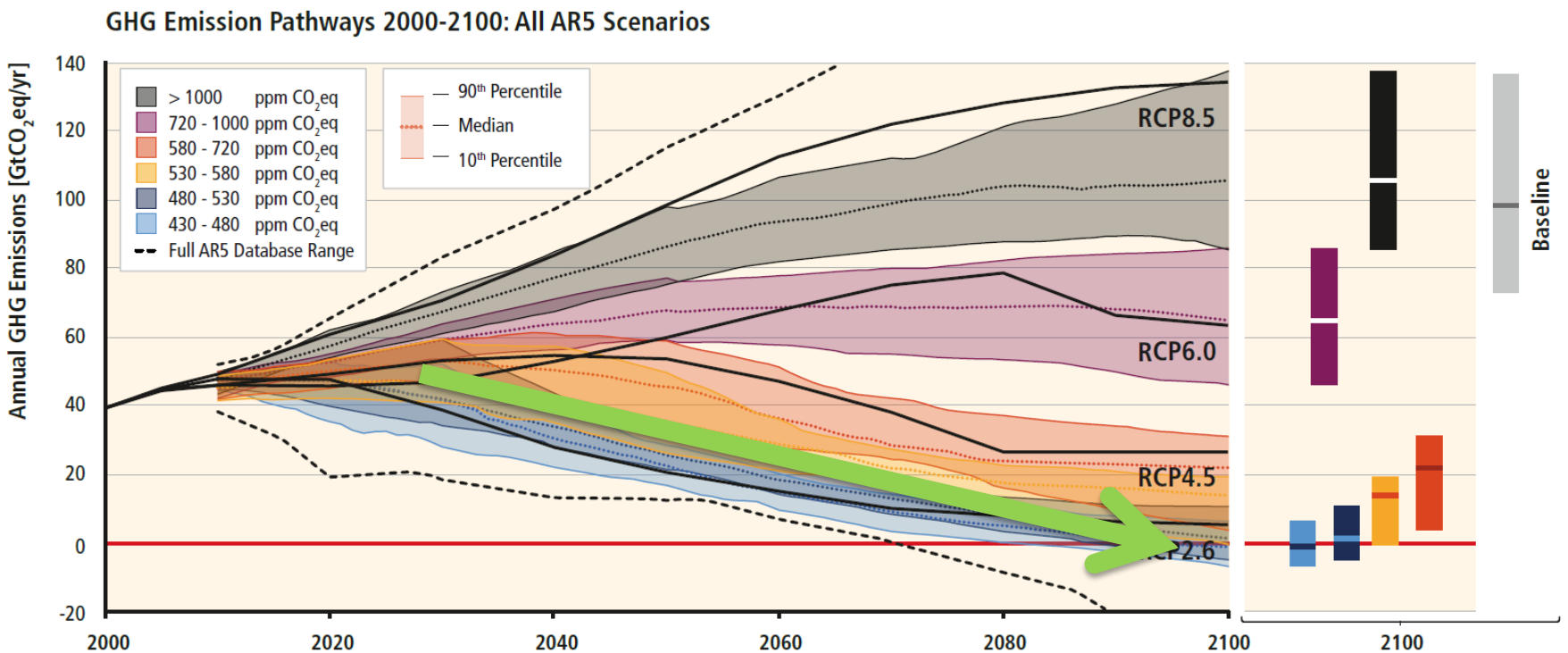


We can change the world: IPCC Emission Pathways



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

We can change the world: IPCC Emission Pathways



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The world needs a systemic change: A new innovation paradigm

The technical innovations are developed and has to be use

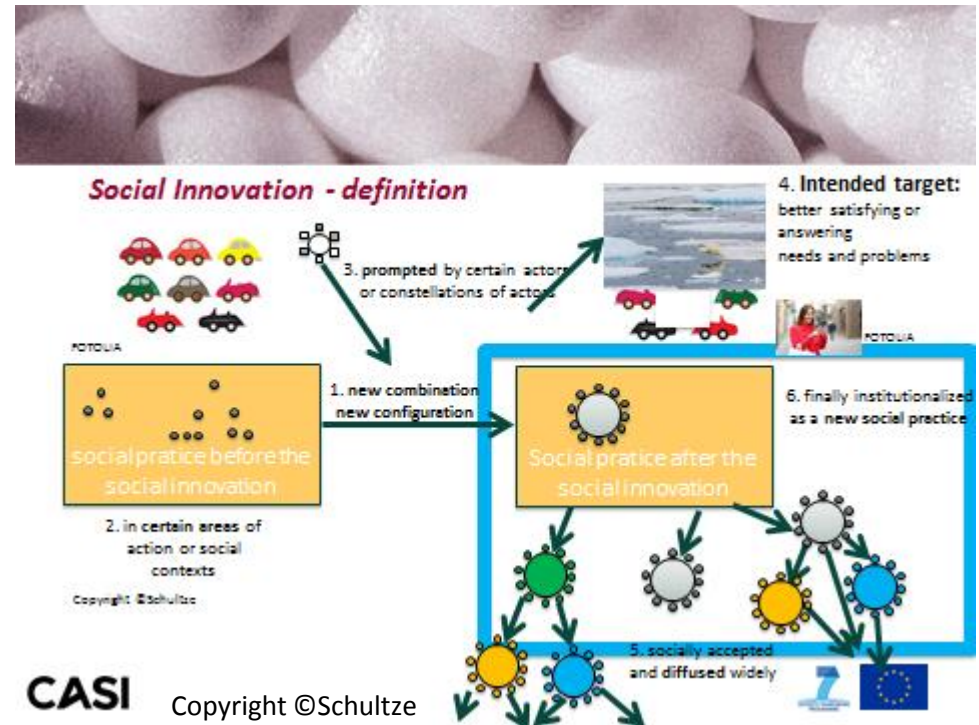
The social innovation has to be discovered, developed and used





the intentional approach to change social practices

How does it work?





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-cuttion actors, new conjunction of social, economic and enviromental 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.



*“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.**”*

Jenson/Harrisson





to induce innovations of consumption-production systems by means of social innovation

- *In order -inspired policy models, the concept of social innovation should not be considered as a separate notion from the traditional concepts underpinning innovation processes (Howaldt et al 2014). Social innovation can greatly contribute to solve some of the challenges, in particular when user behaviour (i.e. the consumption side) is an important factor in the realisation of cleaner and more environmentally sustainable production systems (Budde et al. 2015, 5).*



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)



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)



Challenge

Redraw the boundaries



- **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

Vienna Declaration: The most relevant topics in social innovation research



The research questions range in European research

- a new transformative social innovation theory
- a new analytical basis for a socioecological transition
- an environmental sustainability and consumer protection in finance
- a multi-stakeholder dialogue towards a sustainable lifestyle
- several mapping processes of existing social innovation cases for sustainability
- a management framework
- a pluralism of policy recommendations



Actual Research

The results are expected to lead the conjunction of social innovation and sustainability to a new level. The first results are:

- A database of more than 290 cases of sustainable innovations within CASI. The first provisional analysis shows that a quarter of these sustainable innovations are by origin social innovation, and for another quarter social innovation plays an important part.
- A study assessing the impact of social innovation activities on the organization's transformational performance in terms of increased access to new target (Sanzo-Perez et al 2015)
- A policy field report on the environment and climate change (Budde et al 2015).
- A sustainable lifestyles baseline report (Backhaus et al 2015)
- A theoretical approach (Haxeltine et al 2015)
- A compendium of case studies on socio-ecological transition



Key Question

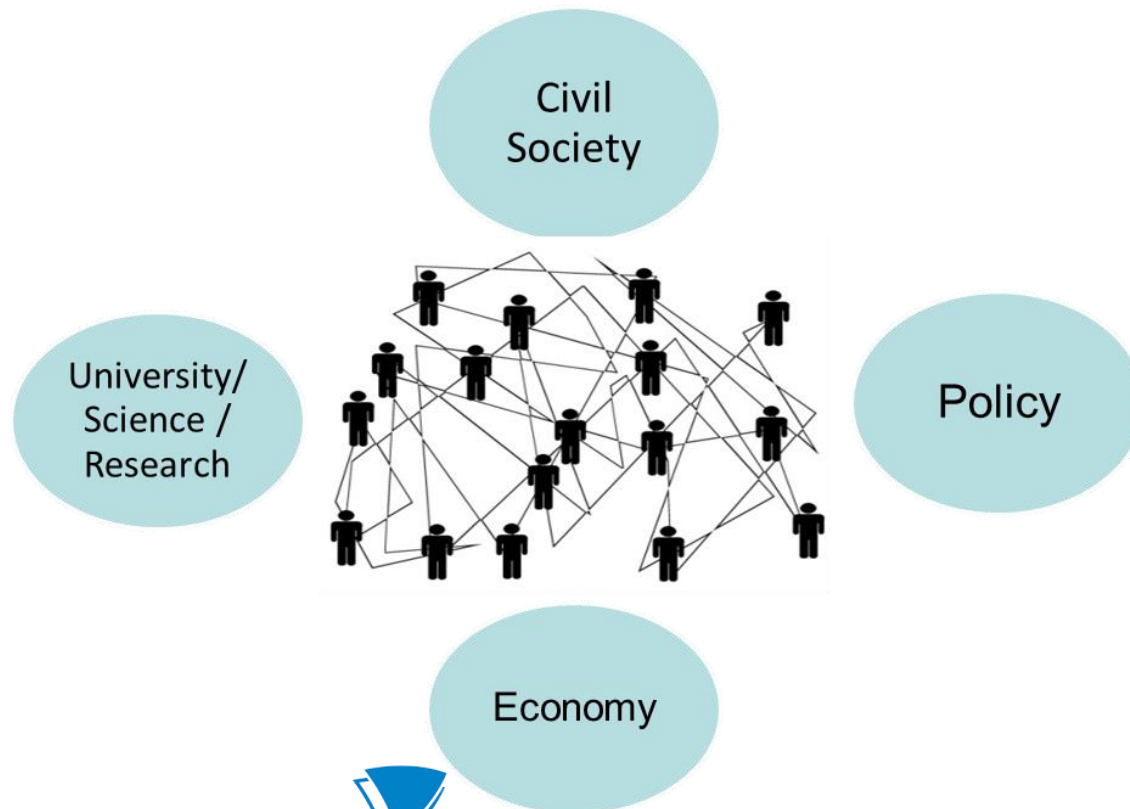
We need to understand the conditions under which social innovations develop, flourish and sustain, and finally lead to social change.

We have to create an ecosystem for social innovation.



Social innovation: The core of Social Change

Development of new Alliances / Cross-sector Fertilization



Practices of social innovation to meet the “green challenge”

Christian Voigt
(Centre for Social Innovation)





Recap: Imitations of practices à la Tarde

SI imitations require a SI ecosystems

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

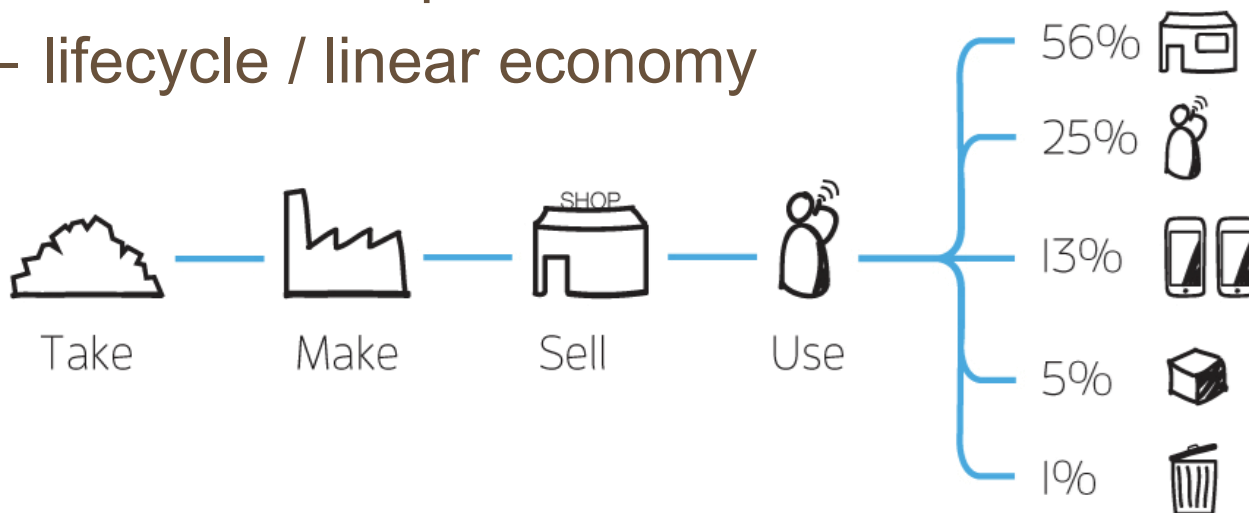
Fairphone

- fair production
- longevity
- recycling



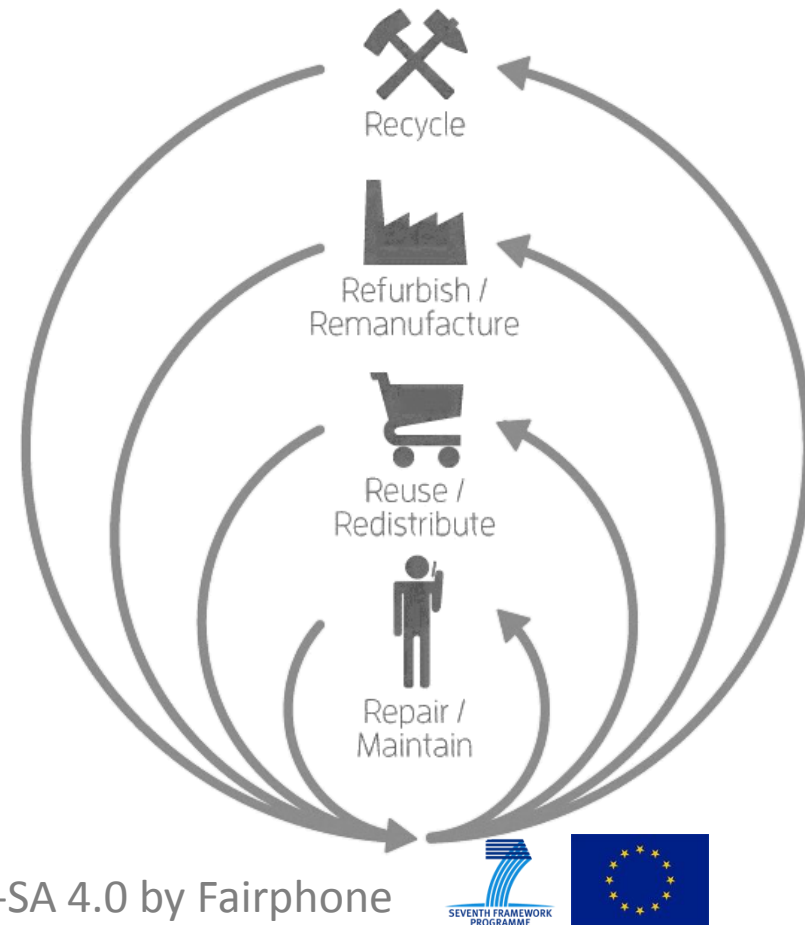
Fairphone: Transparency

- transparency for creating fairer electronics
 - costs
 - conditions of production
 - lifecycle / linear economy



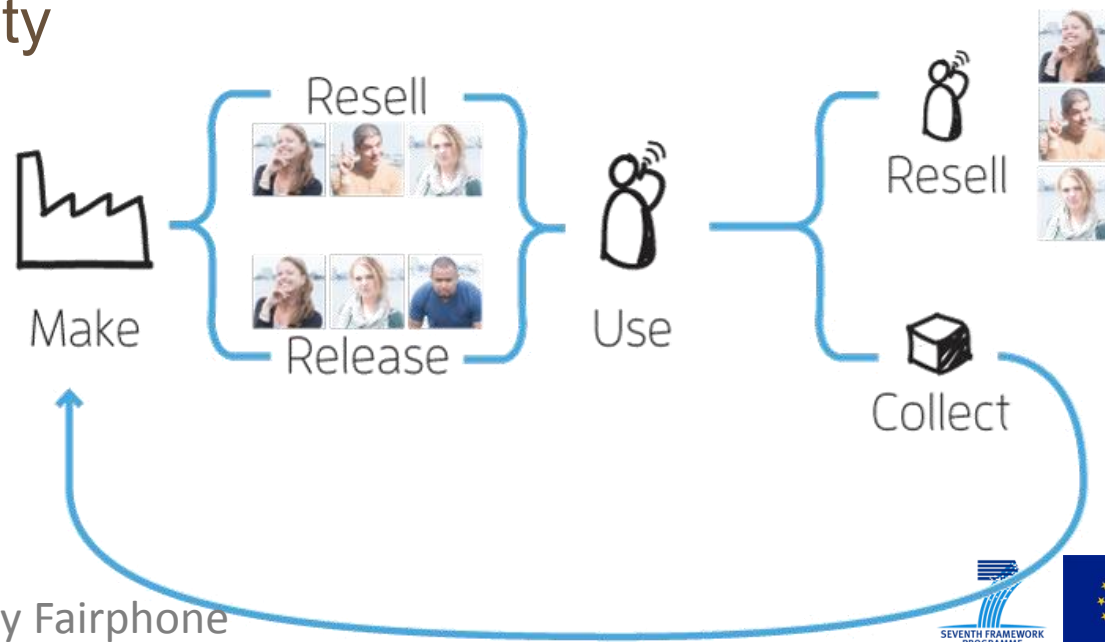
Fairphone: New Alliances

- e.g. Tantalum is one-fifteenth as abundant in the universe as gold
- designers work alongside materials scientists, manufacturers, recovery experts, policy makers and investors to make the circular economy possible



Collective Action

- open source community
(Fairphone OS, Android Version)
- reuse community



Citizens Solar Power Plants

- Citizens as investors
- Aim: 40% of the city's power supply through renewable energy in 2030



https://en.wikipedia.org/wiki/Solar_power

Power Sharing

- Citizens, who do not own a house, get the possibility to actively support the extension of sustainable energy
- Particularly relevant for Vienna where 80% of people live in rented houses
- Learning: Similar project initiated with Technical College (HTL) Vienna 10 and Federal Real Estate Company

<https://www.buergerkraftwerke.at/eportal2/ep/contentView.do/pageTypeld/67349/programId/67547/contentTypeld/1001/channelId/-47454/contentId/68786#>



New Alliances

- Wien Energie is the largest regional power provider of Austria
- It supplies
 - two million people
 - about 230.000 industrial facilities
 - about 4.500 agricultural enterprises
- 5.000 citizens invested € 20 Mio in renewable energies

Collective Action

- already 18 power plants (23.000 panels)
- Demand is still higher than supply
- Last Plant (3.500 m²) was sold out in 15 min (Mai 2015)



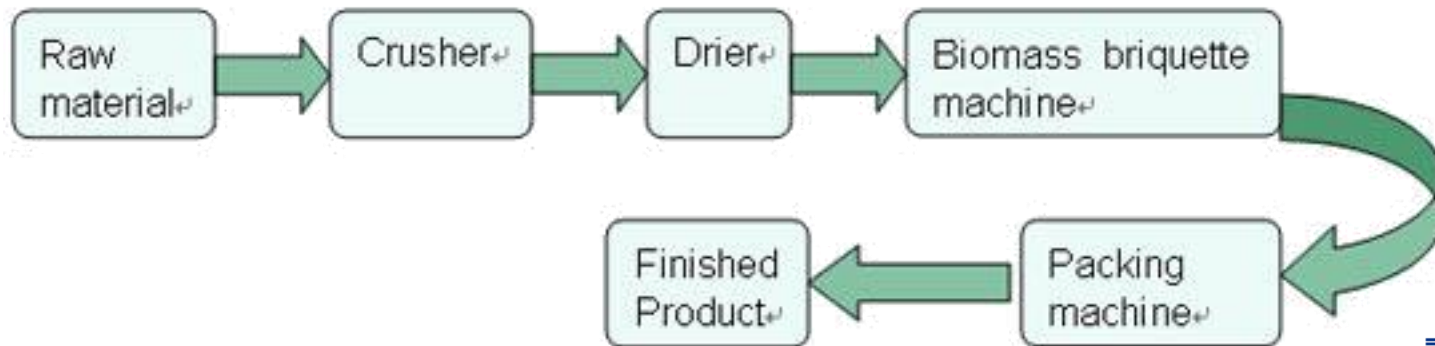
Biomass Briquettes

- Against Fuel Poverty
- Hungarian village of Told (unemployment rate of 98%)
- Price Winner 2014 (Sozialmarie)



Knowledge Sharing

- low-cost, low-tech, easily adaptable, locally-built sustainable technologies
- exchanges about suitable press, raw material
- learning about fuel efficiency and recycling





New Alliances

- ‘Pearl Foundation’ providing
 - basic education
 - social services
 - giving advice about how to deal with authorities and official procedures
- foundation is funded partly through government subsidies and partly by donations from individuals as well as private organisations under the framework of corporate social responsibility

Collective Action

- brigade of 3 local workers was recruited and trained plus 14 volunteers
- 30 thousand briquettes (7 tons) were made
- plans to supply whole village next year



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