

# Topic: Social Innovation

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# INTRODUCTION

The current topic refers to Social Innovation. The topic has been prepared by ANCI with the support of AMU, Barcelona Activa, UOC and RCDI.



# CONTENTS

- The first section is devoted to defining the concept of “Social Innovation”
- The second section concerns the relation between social innovation and local development.
- The third section will highlight the concept of digital social innovation
- The fourth section is focused on the role of regional and local governments in promoting social innovation.
- The fifth section will shed light on the funds and programs of the European Union promoting social innovation.
- The sixth section will present a research on the Skills needed for Social and Digital Innovation.
- The seventh and last section regards the impact assessment and financial sustainability of social innovation.



# Section 1

Definitions of Social Innovation



# OECD

- **OECD (2010):** social innovation "can concern conceptual, process or product change, organizational change and changes in financing, and can deal with new relationships with stakeholders and territories". Social innovation, then, happens when goods and services are produced by: "*i*) Identifying and delivering new services that improve the quality of life of individuals and communities. *ii*) Identifying and implementing new labor market integration processes, new competencies, new jobs, and new forms of participation, as diverse elements that each contribute to improving the position of individuals in the workforce"



## Moulaert et al.

- Moulaert *et al.* (2013): social innovation “means innovation in social relations. As such, we see the term as referring not just to particular actions, but also to the mobilization-participation processes and to the outcome of actions which lead to improvements in social relations, structures of governance, greater collective empowerment, and so on”





# BEPA

- **BEPA (2010)** defined social innovation as “new responses to pressing social demands, which affect the process of social interactions” (p.33). Social innovation “is aimed at improving human wellbeing” and is inspired by the desire to meet social needs which can be neglected by traditional forms of private market provision and which have often been poorly served or unresolved by services organised by the state”.



# Open Book of Social Innovation

- **Open Book of Social Innovation (2010):** “we define social innovations as new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations. In other words, they are innovations that are both good for society and enhance society’s capacity to act”



# SEiSMiC Project



Source: SEiSMiC Project, "Enabling Social Innovation in European Cities"



# Section 2

Social Innovation and Regional/Local Development



# Social Innovation and local developement

As long as the production of goods and services is concerned, local developement is a result of social innovation:

- The Open Book of Social innovation describes social innovations as “overlapping” with “fields of the social economy, social entrepreneurship and social enterprise”.



# New Urban Economy

According to SeiSMiC, “although “new urban economy” is a concept without rigid definition, there are a few widely acknowledged characteristics. (...)

- The “sharing economy” concerns practices and actions that focus on access to and shared use of a wide range of goods and services, such as coworking, co-housing, car sharing and bike sharing.
- The “social economy”, meanwhile, is driven by economic actors who take into account the social impact of their activities rather than just the financial bottom line.
- Growing attention to sustainability has brought about the rise of “circular economy”, which encompasses activities such as waste recycling, urban agriculture and short production chains.

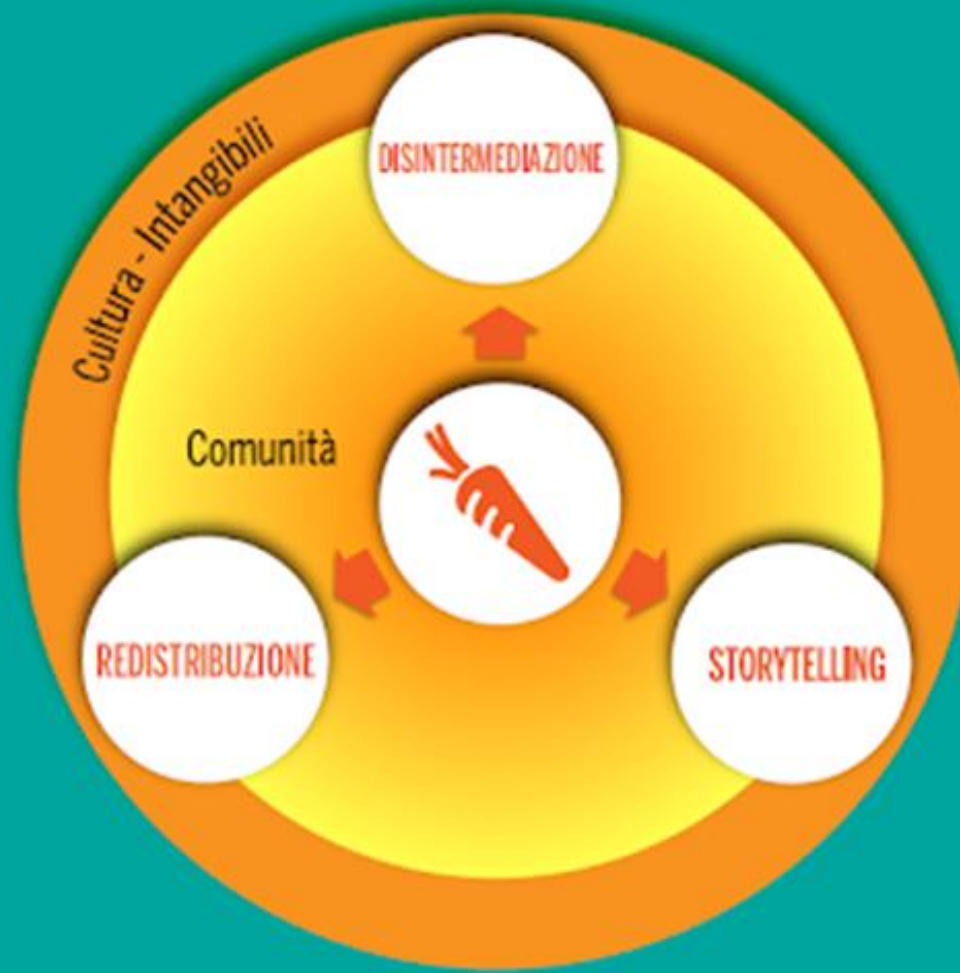
Even if we cannot exactly define the new urban economy, a common thread running through the concept is the importance of peer-to-peer networking, which is built on a foundation of trust”



# Rural Social Innovation

- According to the Manifesto of Rural Social Innovation: “Producing non-material value within the global economy rests on corporate control of the organisational and cultural dimensions of consumption: practices which enable goods and resources to arrive at the right people at the right time, and which imbue them with cultural value. Our proposal for a new rural economy aims to re-appropriate these processes and organise them on a communitarian basis, in such a way that they feed value back into the material product. The route taken by young, neo-rural innovators is moving in this direction, building a new model which is able to represent this triple bottom line (People, Planet Profit). In other words, it can generate companies which combine environmental requirements, economic sustainability and social responsibility. A rural economy oriented societing: a rural social innovation”.

# RURAL SOCIAL INNOVATION VALUE SYSTEM



[www.ruralhub.it](http://www.ruralhub.it)

<http://www.ruralhack.org/pubblicazioni/rural-social-innovation/>





# The case of La Polveriera in Reggio Emilia

“Located in the Mirabello neighborhood in Reggio Emilia, la Polveriera is a community hub opened after the the regeneration of the ancient military building. The property of the building is public. The building is property of the Municipality since the early 2000s. During the last ten years, the Municipality decided to give the custody of the building to a consortium of social cooperatives that invested their own resources (also with the help of social finance) in the regeneration of the area. The community hub gives an integrated services relates to social and welfare issues such as:

- ➊ 1) Projects for empowering elderly, disabled and immigrants
- ➋ 2) production of design objects through entrepreneurs and fragile/disable workers (K-LAB)
- ➌ 3) Daily Center for hospitality and assistance for disabilities
- ➍ 4) Community Market with fresh and natural products

(source: +Resilient study visits report)



# LA POLVERIERA



Foto: Takuji Shimmura

<https://lapolveriera.net/>



# The case of Cooperative Dobrina

- As described in the Study Visits Report, “cooperative Dobrina is a co-operative for the development of sustainable local supply, which was created in 2011. The main purpose of the cooperative is not to generate profits, but to develop small farms, fair food trade and ensure fair payment to growers and producers. At the same time, the purpose of the cooperative is to connect the countryside with the urban centre, promote and develop organic farming, the principles of sustainable local food supply and socio-entrepreneurial activities in the field of food production and processing, as well as the preservation of cultural, technical and natural heritage in the field of agriculture”.

(source: +Resilient study visits report)



# Section 3

Digital Social Innovation



# Definition of Digital Social Innovation

- The project DSI4EU defines Digital Social Innovation as a phenomenon within which there was “a rapid growth in the number of people using digital technologies to tackle social challenges in areas ranging from healthcare and education to democracy and the environment”.





# Definition of Digital Social Innovation

According to DSI4EU, Digital Social Innovation aims to:

- ➊ Harness digital technologies to improve lives and reorient technology towards more social ends;
- ➋ Empower citizens to take more control over their lives, and to use their collective knowledge and skills to positive effect;
- ➌ Make government more accountable and transparent;
- ➍ Foster and promote alternatives to the dominant technological and business models — alternatives which are open and collaborative rather than closed and competitive;
- ➎ Use technology to create a more environmentally sustainable society



## An example of DSI: crowdmapping

Among the initiatives of Digital Social Innovation, Nesta mentions the many existing crowdmapping platforms: “collectively ‘crowdmapping’ can create detailed almost real-time data in a way that a top-down, centrally curated map could never replicate”. Nesta presents many examples of platforms: “What crowdmapping platforms like Ushahidi and Crisiscommons do so well is help aggregate large amounts of user-generated inputs on a specific issue and use this to create close to real-time intelligence on events”.

<https://www.nesta.org.uk/feature/digital-social-innovation/crowdmapping/>



# The case of Mappi-NA

Crowdmapping can bring about the creation of new services. The platform [www.Mappi-Na.it](http://www.Mappi-Na.it) in Naples (and many other cities), for example, gathers informations created by users about art, culture, events.







# The Digital Strategy of Region SUD

- At the regional level, a relevant case of digital social innovation promoted by a public institution is that of Region Sud in France. The Region has a Data Strategy whose core framework is the platform [www.datasud.fr](http://www.datasud.fr). According to the study visit report, it is “a digital data platform offering open data, smart data and geographical data. Partners are municipalities and communities of municipalities, the state, regions and departments, associations, public organizations such as regional or departmental agencies, and companies. All these organizations open their data through the platform. (...) The Region is also one of the few territories in France to offer a public fund dedicated to support data projects. The aim is to “massify” available data at regional level and promote data literacy, serving the common digital good and the development of new digital uses. The framework of intervention and the permanent call for projects is called “open and smart data”. (source: +Resilient Study Visits Report)

**Datasud.fr** est un projet innovant porté par la **Région Sud Provence-Alpes-Côte d'Azur** et le **CRIGE Provence Alpes-Côte d'Azur** avec la participation financière de l'Etat et du Conseil départemental des Hautes-Alpes. Le projet mutualise une infrastructure de données à l'échelle régionale. Le catalogue de données diffuse des données ouvertes, géographiques et intelligentes au service de l'innovation numérique et du développement des territoires. Plus de 100 organisations diffusent déjà sur Datasud.fr. Des fonctionnalités et des données supplémentaires ont été intégrées courant 2019.

EN SAVOIR PLUS

TROUVER UNE DONNÉE



ADMINISTRATION  
ET ACTION  
PUBLIQUE



AGRICULTURE,  
SYLVICULTURE ET  
PÊCHE



AMÉNAGEMENT  
ET URBANISME



CITOYENNETÉ ET  
DÉMOCRATIE



CULTURE,  
PATRIMOINE ET  
TOURISME



ECONOMIE ET  
ENTREPRISES



ÉNERGIES ET  
RÉSEAUX



ENVIRONNEMENT  
ET CLIMAT



EQUIPEMENTS,  
BÂTIMENTS ET  
LOGEMENT



FORMATION,  
ÉDUCATION ET  
EMPLOI



IMAGERIE ET  
OCCUPATION DU  
SOL



LIMITES  
ADMINISTRATIVES  
ET RÉFÉRENTIELS



MER, LITTORAL ET  
MONTAGNE



MOBILITÉ ET  
TRANSPORTS



SCIENCES,  
RECHERCHE ET  
INNOVATION



SOCIAL, SANTÉ ET  
SPORTS



# Section 4

How can regional/local governments support social innovation



# Social Innovation and public institutions

Regional and Local Authorities are crucial actors for the promotion of social innovation activities. These institutions are in charge of providing services to their citizens, and they are in charge of promoting economic development. Phenomena such as climate change, demographic change and, more recently, the health emergency linked with COVID19, challenged the possibility for such actors to face emerging problems with traditional tools.



# City Governments

URBACT Program has highlighted how “cities have developed new forms of partnership and cooperation with all interested stakeholders, including them even up to a peer governance model. Civil servants and policy makers from other institutions have also sometimes been involved in the process in order to widen the responsibility in an increasing search for solutions along the realm of sustainable development issues. Bottom up approaches have been developed within some administrations, fostering co-creation and coproduction governance models. Overall, a trend of involving stakeholders in the policy process has been rising, be they from the private sector or from civil society, from decision-making to implementation. Co-governance is tested and is progressively validated in order to go from innovative sustainable solutions to societal challenges”



# Regional Governments

According to the Guide to Social Innovation published in 2013 by the European Commission, “Regional authorities can orchestrate the process. They can take a lead in promoting social innovation, provide funds, bring various stakeholders together, put forward strategic thinking and support the generation of fresh ideas to overcome societal and social challenges”. In the 2014-2020 programming period, for example, regions were in charge of “preparing a strategy and action plan for social innovation that is linked to the region’s smart specialisation strategy”





# The case of Quartiere Bene Comune

- An innovative program enacted by Reggio Emilia municipality is “Quartiere Bene Comune” (Neighbourhood as Commons). The report of the study visit describes it as “an initiative that promotes public participation and civic engagement in every neighbourhood of the city to co-design open innovative projects. These participation processes are coordinated by the figure of the Neighbourhood Architect that has the task to mediate the codesign development to achieve creative solutions from the participation of citizens. The results of the process of each neighbourhood are reflected in the “Citizenship Agreement” within which both the municipality and the citizens commit themselves to cooperate in implementing the projects decided in the participatory labs”

(source: +Resilient Study Visits Report)



<https://www.comune.re.it/siamoqua>





# The case of Barcelona

- A lot of initiatives in the field of social innovation are those enacted by the Municipality of Barcelona. A page of the institutional website of the City is devoted to the 84 project of social innovation that are currently run by the local government in the field of social inclusion. Among them, it is possible to find projects regarding co-housing, social assistance at neighborhood level, food policy and many other topics

# Drets Socials, Justícia Global, Feminismes i LGTBI



QUI SOM

DOCUMENTACIÓ ▾

SESSIONS DE LA  
COMISSIÓ CONEIXEMENT I ANÀLISI  
SOCIAL ▾

INNOVACIÓ SOCIAL

TRÀMITS I GESTIONS ▾

CONTACTE

# → → → INNOVACIÓ SOCIAL ← ← ←

[Inici](#) / [Innovació social](#)

## Innovació social

Innovar és aportar novetats, és fer les coses de manera diferent. En l'àmbit social, innovar a l'hora d'abordar els reptes, problemes i oportunitats de Barcelona implica transformar la realitat repercutint en el benestar de la ciutadania, especialment en les persones més vulnerables, que sovint queden fora de les formes tradicionals d'afrontar els problemes. Innovar significa crear nous serveis o iniciatives que millorin la vida de les persones.

Aquest apartat web recull els projectes d'innovació social liderats des de l'Àrea de Drets Socials. Tots amb l'objectiu de donar resposta a algun problema social existent o amb la finalitat de millorar la resposta actual al problema, es classifiquen en les següents tipologies:

- Habitatge i accessibilitat
- Envel·liment i salut
- Renda i inclusió
- Ocupació i educació

Per últim, TIC, organització i coneixement aplega les innovacions tecnològiques, de recerca i coneixement i les organitzatives.

A la pàgina de cadascun dels 82 projectes existents s'explica de què es tracta, quins actors clau i accions principals té, el problema al qual dona solució i els seus objectius. Així mateix, s'hi indica el calendari i el pressupost i l'estat del projecte (en curs, consolidat, acabat).



# Social Innovation and COVID 19 in Barcelona

- During the health emergency related with COVID19, “the city’s digital fab labs and maker community have started using 3D printers to produce protective medical equipment, helping to address shortages and prevent the spread of Covid-19”. In this context, the City Government called for the donation of raw materials needed for the production of such equipments.

# Barcelona Digital City



[Home](#) / [Noticia](#) / Call for donations of material for the digital production of protective medical equipment

## Call for donations of material for the digital production of protective medical equipment

The city's digital fab labs and maker community have started using 3D printers to produce protective medical equipment, helping to address shortages and prevent the spread of Covid-19.

Donations of the following materials are needed to help produce materials for medical workers:

- Acetate (24 cm × 30 cm)
- Silicon heating sticks
- Tape
- 3D printing material (PLA or ABS, 1.75 mm or 2.85 mm thick)
- Semi-rigid polypropylene sheets
- Polymethylmethacrylate
- Ozone jets

**Have you got any of these materials, sealed and ready to donate?**

Fill in [this form](#) and we'll get in touch with you as soon as possible.





# Section 5

EU policies supporting social innovation



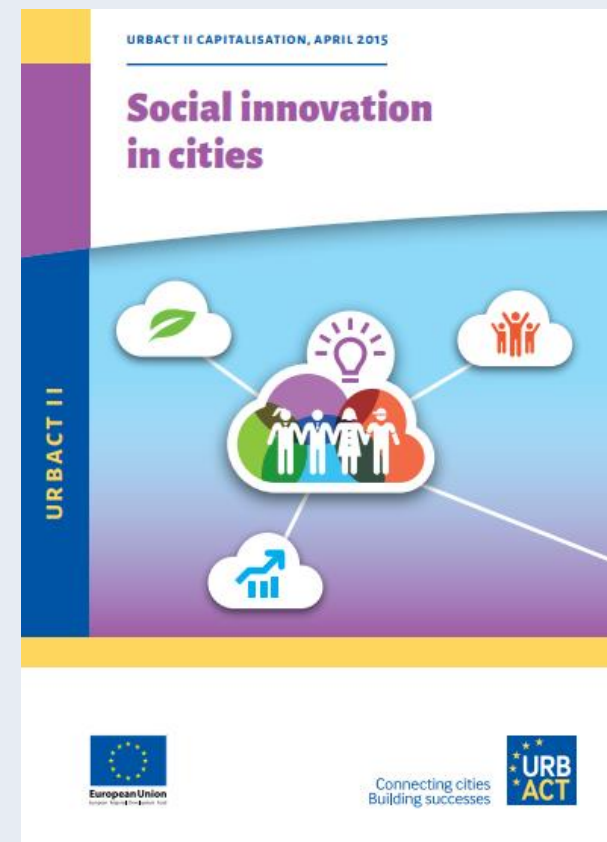
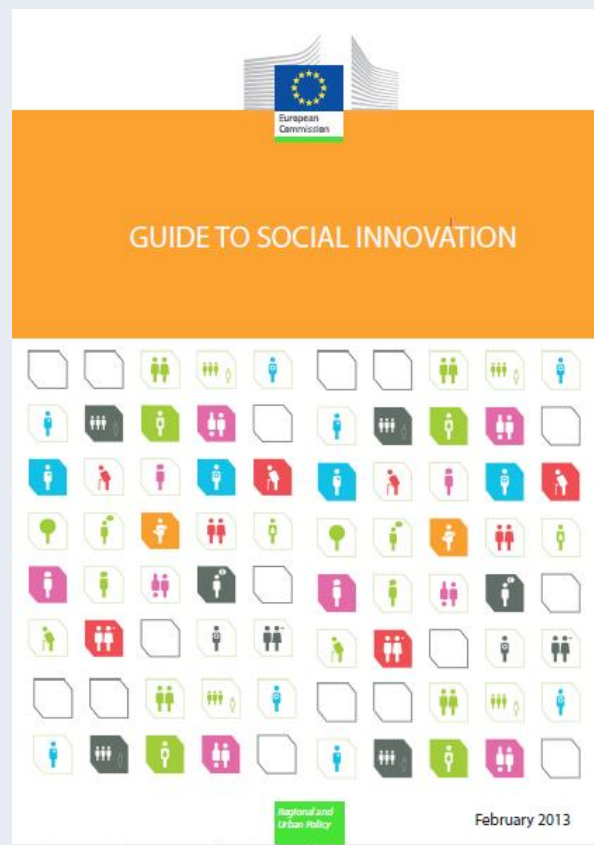
# What EU does for Social Innovation

Social Innovation is at the core of European Union strategies and policies, being at the center of the Europe 2020 Strategy. European Union is supporting social innovation by:

- producing guidelines, recommendations and normative frameworks
- promoting initiatives, awards, debates
- establishing programs funding projects on social innovation



# Some EU Publications





# Normative frameworks

- In what regards the regulatory framework, the Guide to Social Innovation underlines how “the central role of social innovation throughout the implementation of cohesion policy is manifest in the explicit requirement of reporting on progress of actions in the field of social innovation (CPR Article 101 (3) h)). This provision demands Member States complement the 2017 and 2019 annual implementation reports of their operational programmes with specific information on actions in the field of social innovation”. Also, the DG Employment, Social Affairs and Inclusion underlines how “EU governments need to develop regulatory environments that enable and encourage social innovation and social economy, in addition to providing sufficient financial support”





# Programs and Funds for Social Innovation

There are several programs funding and supporting Social Innovation. Among them it is possible to mention:

- Employment and Social Innovation Programma (EaSI). It is “a financing instrument at EU level to promote a high level of quality and sustainable employment, guaranteeing adequate and decent social protection, combating social exclusion and poverty and improving working conditions”.
- Urban Innovative Actions “is an Initiative of the European Union that provides urban areas throughout Europe with resources to test new and unproven solutions to address urban challenges. To answer the increasingly complex challenges they face, urban authorities need to go beyond traditional policies and services - they need to be bold and innovative”.
- CAPPSI initiative (within Horizon 2020) has supported projects “designing and piloting online platforms creating awareness of sustainability problems and offering collaborative solutions based on innovative networks of people, ideas, services and technologies enabling new forms of social innovation”.
- The Interreg MED Program has among its thematic “fostering social innovation & cultural and creative industries”. The projects funded under this thematic have the objective “to improve the innovation capacities of public and private stakeholders from cultural and creative industries and social innovation”.



# The Social Innovation Competition

- Among the most relevant initiatives undertaken by the EU to support social innovation there is the Social Innovation Competition, a “challenge prize run by the European Commission across all EU countries and Horizon 2020 associated countries. Organised in memory of Diogo Vasconcelos, the competition calls all Europeans to come up with solutions to the problems affecting our society”. The 2020 edition of the Competition is about Sustainable Fashion and “is calling for ideas and ventures that aim to improve the environmental and social impact of the European fashion market through the development of new products, services and processes, and innovative business models”.



## **REIMAGINE FASHION**

European  
Social Innovation  
Competition 2020

### **Digital Launch**

20 January 2020

### **Launch Event**

Valencia, Spain  
12 February 2020

### **Application Deadline**

12 noon, CET  
4 March 2020

### **Academy**

Amsterdam, The Netherlands  
July 2020

### **Awards Ceremony**

Autumn 2020



# Section 6

Identifying Skills for Social and Digital Innovation

Author: Lidia Arroyo



# Study on skills for social and digital innovation

This +Resilient project has produced transnational comparative knowledge on the skills to produce social and digital innovation among the Clusters of Social Vocation and Responsiveness in 10 Mediterranean Regions: Alentejo (Portugal), Aragon(Spain), Catalonia (Spain), Provence-Alpes-Cote d'Azur (France), Veneto (Italy), Lazio (Italy), Anatoliki Makedonia, (Greece) Jadranska Hrvatska (Croatia) , Vzhodna Slovenja (Slovenia), Albania (Albania).

The study is based on conceptualization of skills taking into account the new forms of work organization and the Human Resources Management (Kaslow, et al., 2017; Stoof, et al., 2002) that includes not only the hard skills which are typically related to the professional or job-related knowledge, procedures, or technical abilities necessary for an occupation but also the soft skills that indicate a set of intangible personal qualities, traits, attributes, habits and attitudes that can be used in many different types of jobs (UNESCO, 2013) UNESCO International Bureau of Education, IBEGlossary of Curriculum Terminology, 2013).



# Hard skills for social and digital innovation

- Digital skills: from basic digital skills for all workers from IT specialists
- Socio-analytical skills: capability to collect, manage and analyse information and understand the social context and identify social needs.
- Data analysis skills of digitalized data.
- Communication skills in terms of dissemination.
- Project Management skills: It comprises change management, management of internal resources and in-depth knowledge of the organization.
- Team Management: In terms of team building, promotion of cooperative relations and group facilitating skills.
- Knowledge of the specific field of intervention
- Interdisciplinary skills: In terms of combining skills from different sectors and fields (socio-humanistic and technological ).
- Legal and Public Policies Knowledge Business Management: financial skills, enterprise management.



# Hard skills for inclusive social and digital innovation

In addition to these skills, the following hard skills are also identified as necessary to assure that innovations take into account a gender equality perspective and an intersectional approach:

- Gender & Intersectional knowledge: It consist in specific training or knowledge on gender equality (analysis and measures) and know-how to avoid prejudices and any type of discrimination.
- Inclusive methodologies: In terms of how to assure the participation of all individuals regardless their social condition.
- Design inclusive innovative solutions: In terms of being able to design solutions that take into account the different needs and social realities.
- Experience on implementing gender and intersectional measures: know how to design and implement effective measures.





# Soft skills for social and digital innovation

- Interpersonal skills: It includes empathy, management of social relations and conflicts, team work and communications skills.
- Capacity to establish collaborations with others: It is referred to both the collaborative relations inside the organisation and the external collaborations with other institutions and stakeholders (networking, cooperation).
- Adaptability/flexibility: In terms of the capacity of taking step back, question yourself and work with people with other views and approaches.
- Creativity and the capacity to design new solutions
- Social awareness and commitment in terms of being aware of social context and human diverse needs.
- Responsible and ethic commitment in terms of self-awareness.
- Capacity to identifying and understanding social needs (analytical capabilities)
- Self-management skills: autonomy, time management, resilience and motivation.
- Openness to change: In terms of being curious about novelties and being able to supersede the reluctances to change.
- Leadership skills: In terms of decision-making and in being able to motivate the team.
- Self-confidence in the own capacities
- Be technology friendly: In terms of be curious for digital innovation and supersede the fears and resistance towards technologies.



# Soft skills for an inclusive social and digital innovation

In addition to these skills, the following soft skills are also identified as necessary to assure that innovations take into account a gender equality perspective and an intersectional approach:

- 🔗 Open mindedness and non-discrimination principals: It includes tolerance, acceptance of diversity and the recognition of other's views.
- 🔗 Bias awareness: It consists of being aware of the values transmitted during the innovation processes.



# Section 7

Challenges of Social Innovation: Impacts and Financial Sustainability



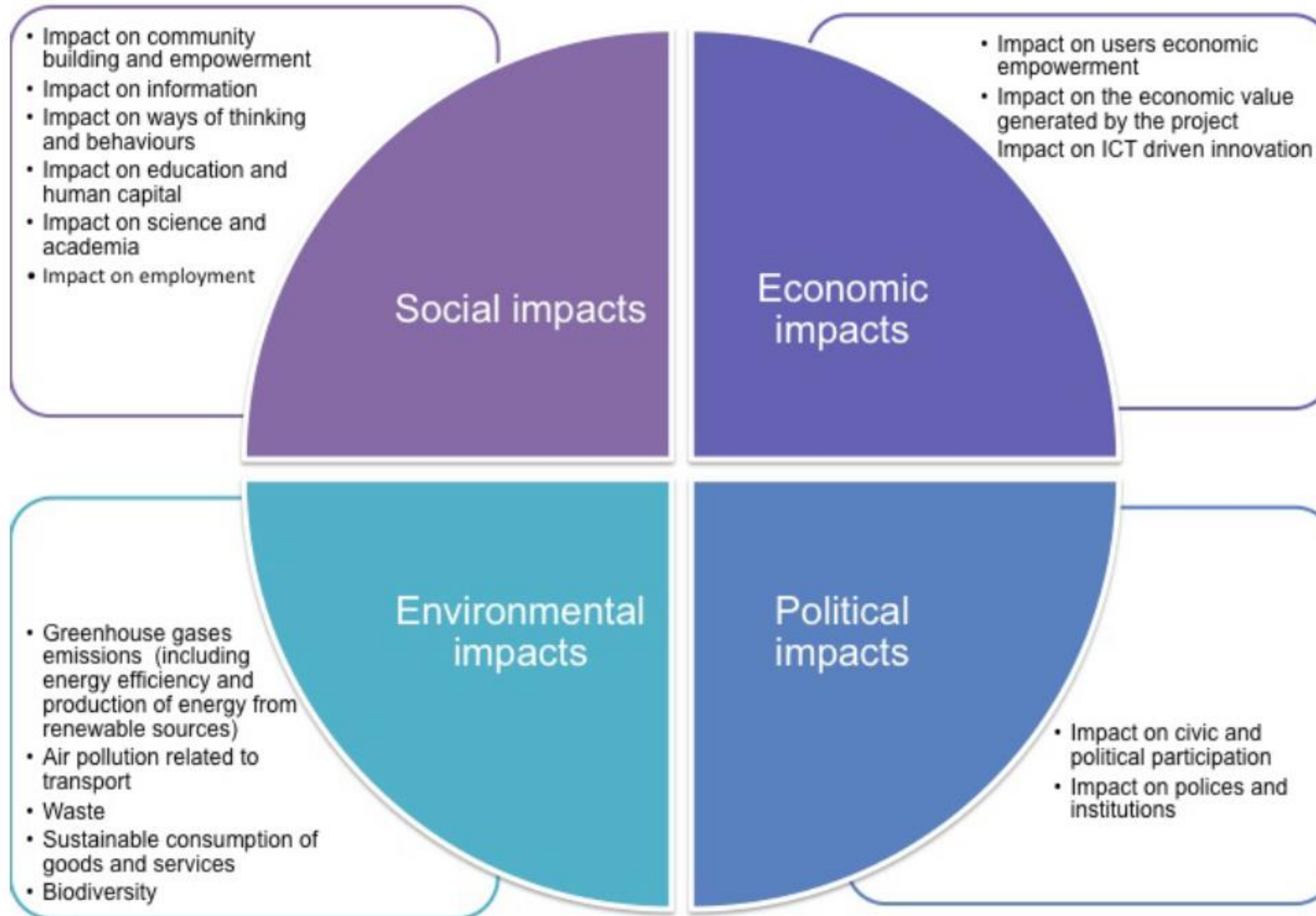
# Social Experimentation

- For what regards impact, the Guide to Social Innovation suggests to use the method of social experimentation, within which “social experiments, a rigorous control group methodology is used to see whether projects make a significant difference to the group which receives the service. By using such techniques, it is possible to compare different approaches and to establish scientifically which approach works best”.



# The approach of IA4SI

- The project IA4SI (Impact Assessment for Social Innovation), funded under the CAPPSP initiative, created “online tools for impact self-assessment, enabling projects to understand and improve their impacts on objectives stated in the call and in terms of efficiency, effectiveness, innovativeness and uptake potential”. The method adopted by IA4SI “uses eight synthetic indices: 4 of them are related to specific areas of impact and related sub categories”.





# Financial sustainability

- social innovation initiatives typically rely on a mix of economic sources: private funding, public funding, access to credit etc. Innovative financial systems have been created like social impact bonds and crowdfunding.





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# SOME RELEVANT LINKS

- <https://digitalsocial.eu/>
- <https://ec.europa.eu/social/main.jsp?catId=1022&langId=en>
- <https://www.siceurope.eu/>
- <http://www.socialinnovationacademy.eu/>
- <https://urbact.eu/boostinno>



## SOME RELEVANT VIDEOS

- Social innovation is (DG Growth EU Commission)  
<https://www.youtube.com/watch?v=GUR2NJeugQc>
- What is Social Innovation? (Geoff Mulgan)  
<https://vimeo.com/281795611>
- Social Innovation in Urban Areas (SEiSMiC Project)  
<https://www.youtube.com/watch?v=W3LO5J-k8T0>
- Digital Social Innovation (NESTA)  
<https://www.youtube.com/watch?v=DSijSS7MKN4>

# Thank you for your attention

