

+RESILIENT- Mediterranean Open REsouRcEs for Social  
Innovation of Socially Responsive ENTERprises

TRAINING MATERIAL  
SOCIAL INNOVATION

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## 1. INTRODUCTION

### 1.1 Funding

The training material has been developed by Living Prospects Ltd. & ComnCom external expert of the Region of East Macedonia and Thrace (REMTH) for the project +RESILIENT.

The project +RESILIENT «Mediterranean Open RESouRcEs for Social Innovation of SocialLyResponslveENTERprises» is co-financed by the programme INTERREG MED 2014 - 2020.

### 1.2 Summary

The topic introduces the learner to the concept of social innovation and focuses on the knowledge required by SVRCs in order to activate social innovation initiatives. In addition, information is provided on policies implemented at local, regional and European level to promote social innovation.

### 1.3 To whom does it concern?

This topic is about people who are already employed or interested in working in social enterprises and cooperative formations with high social orientation and responsiveness (SVRC) as well as in social actors (NGOs, active citizens, entrepreneurs) and institutions (local authorities, public employees) who are willing to support SVRC business support initiatives.

### 1.4 Completing the topic the learner will be informed about:

- ✓ The definition of Social Innovation and key concepts
- ✓ The skills that Social Enterprises need for Social Innovation
- ✓ Existing Good Innovation Good Practices to inspire social enterprises and to use successful solutions.
- ✓ Digital tools to promote or enhance social innovation.
- ✓ Social Innovation Financing Policies and Tools.



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## 1.5 Contents

### Social Innovation

- Section 1: Definition and basic concepts of Social Innovation
- Section 2: Highly Oriented and Responsive (SVRC) Social Enterprises and Collaborative Formations
- Section 3: Digital Social Innovation
- Section 4: Good Practices of Social Innovation
- Section 5: Social Innovation Support Policies and Tools



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## 2. SECTION 1: DEFINITION AND BASIC CONCEPTS OF SOCIAL INNOVATION

### 2.1 Social Innovation, what is it?

Social innovation is the **process of developing solutions** to pressing **social and environmental issues** to support social progress in a more efficient, effective and sustainable way.

It occurs when:

- i) **New products and services** are provided that improve the quality of life of individuals and communities.
- ii) **New labor market integration processes, new skills and knowledge, new jobs, new forms of participation and new models** are applied as different elements that each contribute to improving the position of individuals in the workforce »OECD (2010).

### 2.2 Social Innovations <sup>1</sup>

Social innovations are **new ideas** that simultaneously meet social needs and create new social relationships or collaborations.

**They not only benefit society but enhance society's ability to act.**

It can be **products, services, a process, a technology or models** that address social needs more effectively than existing-traditional ideas.

### 2.3 Social Innovation vs Traditional Innovation Κοινωνική Καινοτομία vs Παραδοσιακή Καινοτομία <sup>2</sup>

- They come from NGOs, charities, social enterprises and government agencies.
- They respond to social and environmental issues

<sup>1</sup> [https://ec.europa.eu/growth/industry/innovation/policy/social\\_en](https://ec.europa.eu/growth/industry/innovation/policy/social_en)

Murray, Culier-Gricie και Mulgan που στο Ανοιχτό βιβλίο κοινωνικής καινοτομίας (2010)

<sup>2</sup> [https://ec.europa.eu/growth/industry/innovation/policy/social\\_en](https://ec.europa.eu/growth/industry/innovation/policy/social_en)



- It focuses on ideas and solutions that create **social value and social impact**
- It is motivated by responding to a social need despite the increase in profit



## 2.4 Stages of Social Innovation<sup>3</sup>

1. Prompts
2. Proposals

<sup>3</sup> • Stimuli (1) - what are the challenges or opportunities identified

• Suggestions (2) - ideas that are born in order to have an adequate response to stimuli

• Prototyping and piloting (3) - the stage where specific ideas are more fully developed and then tested in practice

• Ensuring sustainability (4) - the lessons learned from the initial pilot application are utilized and ideas are further developed, along with the inclusion of issues related to the economic and social sustainability of the activity

• Escalation (5) - the stage where the activity expands or evolves

• Systemic change (6) - social innovation is widely accepted and becomes an integral part of everyday life

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[https://urbact.eu/sites/default/files/urbact5\\_el\\_impa.9.pdf](https://urbact.eu/sites/default/files/urbact5_el_impa.9.pdf)



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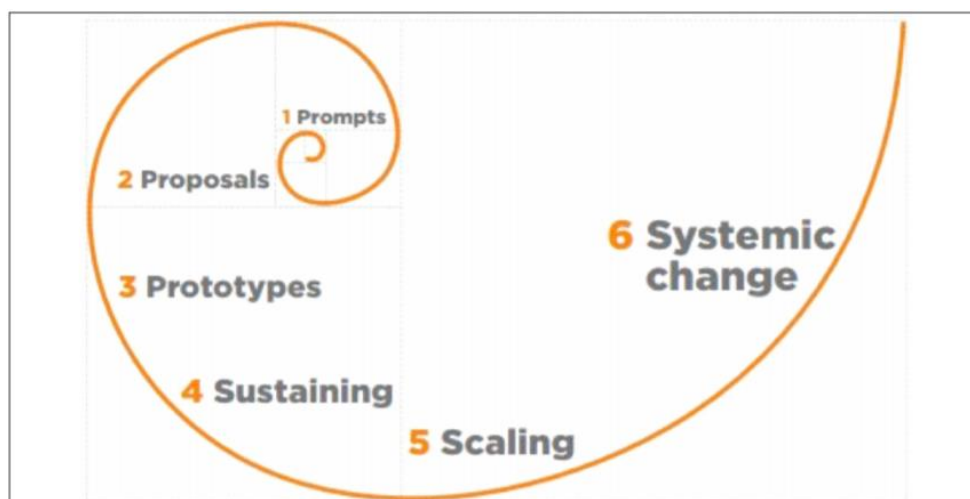
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3. Prototype creation and pilot application
4. Ensuring sustainability
5. Escalation of innovation changes
6. Systemic change



Πηγή: Murray, R., Caulier-Grice, J. and Mulgan, G. (2010), The Open Book of Social Innovation (Το Ανοιχτό Βιβλίο της Κοινωνικής Καινοτομίας), The Young Foundation/Nesta, Λονδίνο.

## 2.5 Towards social innovation... <sup>4</sup>

- Exchange of ideas and values
- Changes in roles and relationships
- Completion of private capital with public and charitable support

<sup>4</sup> [https://ec.europa.eu/growth/industry/innovation/policy/social\\_innovation/](https://ec.europa.eu/growth/industry/innovation/policy/social_innovation/)

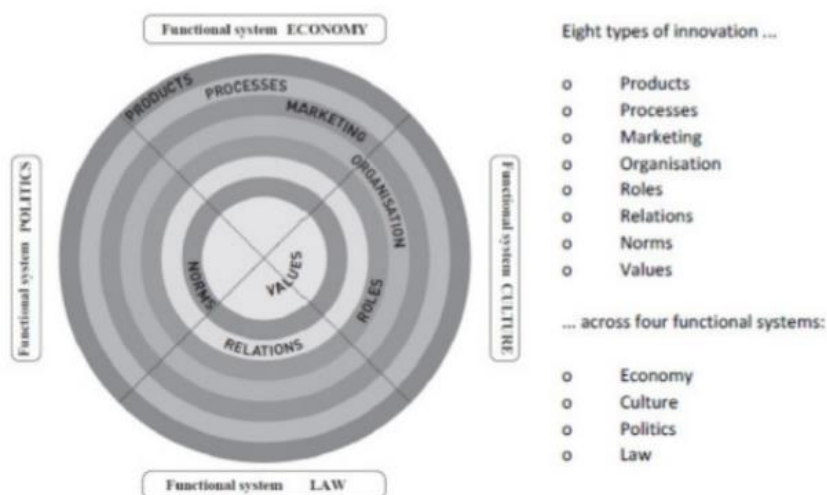


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## 2.6 Types of Social Innovation

\*) cf. **Josef Hochgerner**, 2009: Innovation processes in the dynamics of social change, in: Jiří Loudin, Klaus Schuch (ed.): Innovation Cultures. Challenge and Learning Strategy. Prague: Filosofia; pp. 17-45



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### 3. SECTION 2: HIGHLY ORIENTED AND RESPONSIVE (SVRC) SOCIAL ENTERPRISES AND COLLABORATIVE FORMATIONS

#### 3.1 Socially Innovative Businesses

**Socially innovative enterprises:** introduce to the market technological or non-technological innovations oriented to social needs and social problems

Social Innovation Goal in Social Enterprises:

- connection - spread of organisms
- in their merger
- their organizational development
- to find innovative and dynamic solutions to social problems (unemployment and social exclusion)

Social innovation and innovative solutions are almost impossible to come from the free market and for-profit companies

Characteristic of socially innovative enterprises is production

- **New products or products** and services that meet social needs
- **New methods of organization** - new factors of production (modern partnerships, participation of various partners from a wide variety of social groups)
- **Flexible forms of employment** (combination of paid employment with voluntary employment)
- **New market relations** (as it does not work for profit but creates competitive conditions - a barrier to monopolies)
- **Flexible legal framework** adapted to the "entrepreneurship" of institutions
- **Awareness of businesses and society** as a whole (promotes solidarity entrepreneurship)

The composition of volunteers and paid employees can be considered one of the main innovative factors that contribute to a large percentage to the success of social enterprises



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### 3.2 Social Innovation Model

- Aims:
  - Economic and social purposes
  - It can be based on Technology
  - Social sector
  - Impact:
    - Social impact
    - Economic impact

#### Innovation with economic purposes

- Products/Services (mainly based on technology)
- Organisational measures
- Marketing

#### Innovation with social purposes

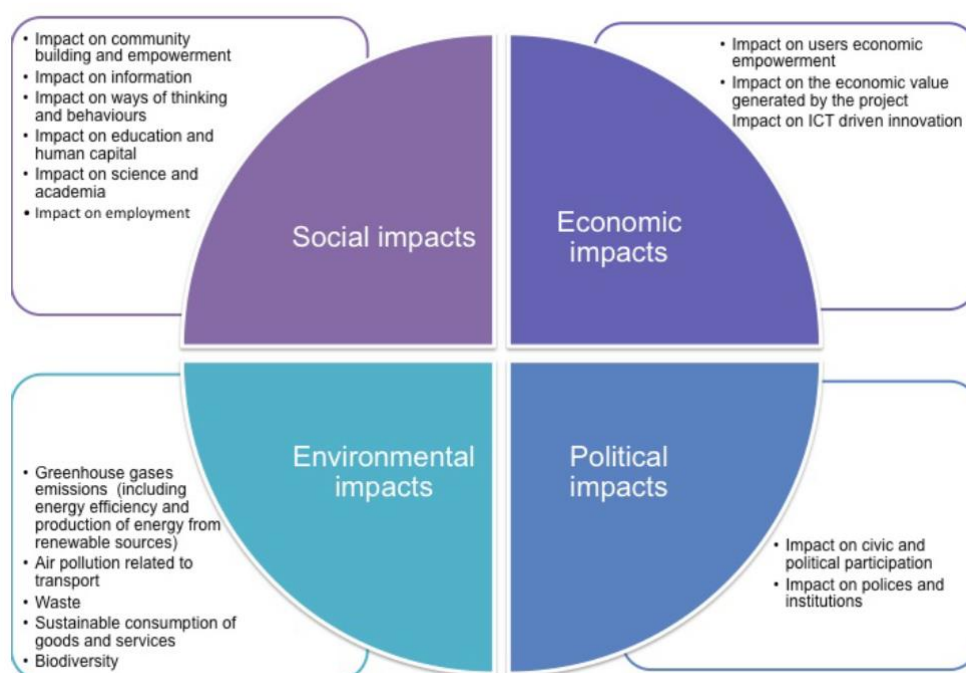
- Decision making procedures
- Participation in social processes
- Adaptation of social practices
- Standards for behaviour and life



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### 3.3 Social Impact of Social Innovation<sup>5</sup>



### 3.4 Social Business business model

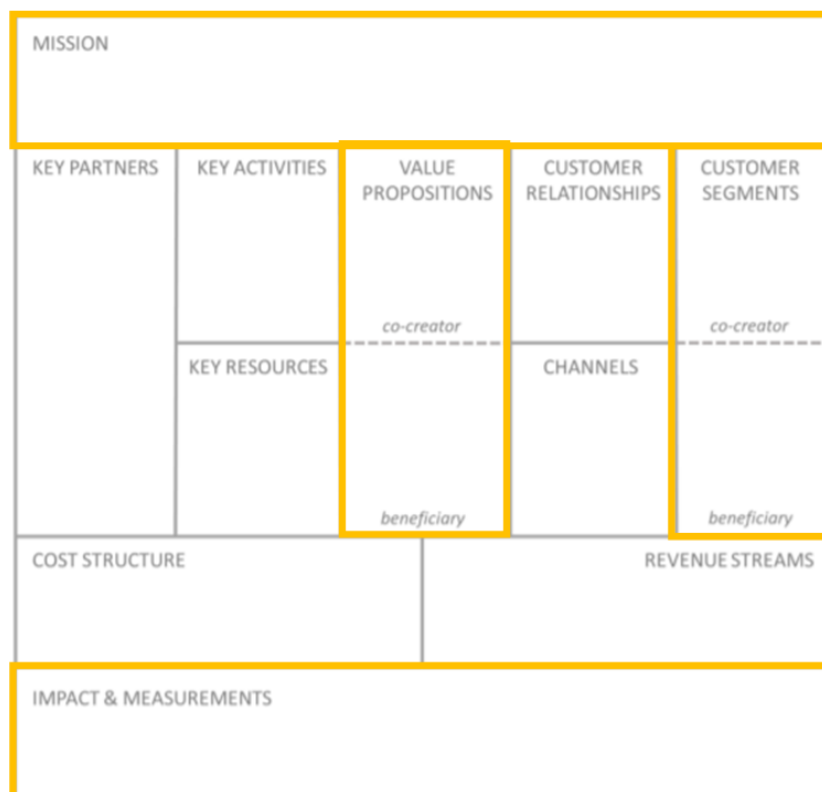
- Social enterprises usually adopt a **"hybrid" business model**, ie they earn their income from a combination of:
  - Market sources** e.g. the sale of goods and services in the public or private sector and
  - Non-marketable sources**, e.g. public funds: public procurement, grants / private funds: commercial activity, income from assets (eg real estate), membership fees, sponsorships, donations, non-monetary or in-kind donations, such as volunteer work, etc.

<sup>5</sup> Πηγή: <http://ia4si.eu/approach/>

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## Business Model Canvas<sup>6</sup>



### Structural elements:

- **Mission:** the purpose of the social enterprise, the reason for its existence.
- **Social impact:** can be better achieved with the participation of as many stakeholders as possible, in addition to the beneficiary who benefits from the offer. Their roles can vary from the source of funding, such as sponsors and customers, to value creation and distribution partners, such as volunteers and professionals.
- **Value propositions and customers:** there is a dashed line within the blocks to separate creators (donors, customers, volunteers, professionals) and beneficiaries (recipients).
- **Sequence** of building blocks, starting with the mission, continuing with the customer segment and ending with impacts and metrics right after the cost structure, because it is mission-focused and impact-driven.

<sup>6</sup> Modified Canvas business model for social enterprises. Adapted from Business Model Canvas (Osterwalder & Pigneur, 2010)



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## 4. SECTION 3: DIGITAL SOCIAL INNOVATION

### 4.1 Digital Social Innovation<sup>7</sup>

Digital Social Innovation aims to:

- Utilizing digital technologies to improve lives and reorient technology to more **social purposes**.
- To enable citizens to take more control of their lives and to use their collective **knowledge and skills to a positive effect**.
- In making the government more **responsible and transparent**.
- In promoting **alternatives to the dominant technological and business models** - alternatives that are open and collaborative rather than closed and competitive.
- Using technology to create a more **environmentally sustainable society**.

### 4.2 Social Innovation and new technologies

New technologies contribute significantly to business innovation and economic growth.

They can make a decisive contribution to the simplification of internal procedures and business planning of social enterprises.

The utilization of new technologies by social enterprises contributes to:

- **Their recognizability**
- **Their internet accessibility**
- **Use of information systems for decision making**
- **Access to online e-learning and collaboration platforms**

<sup>7</sup> <https://www.nesta.org.uk/project/digital-social-innovation/>

#### 4.3 Social Innovation and Open Data<sup>8</sup>

The use of open data is vital for social innovation activities.

According to the DSI4EU project, "the most promising DSI projects are those that combine new technology trends such as open data, open hardware, open networks and open knowledge with new ways of achieving social impact."

According to the European Data Portal, "Open data enhances cooperation, participation and social innovation".

<sup>8</sup> <https://www.europeandataportal.eu/it/training/what-open-data>



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## 5. SECTION 4: GOOD PRACTICES OF SOCIAL INNOVATION

### 5.1 Open Ministry

Open Ministry "is a non-profit organization based in Helsinki, Finland" that promotes **"information legislation, deliberate and participatory democracy and citizens' initiatives"**.

Open Ministry "assists citizens and NGOs with national citizens 'initiatives, EU citizens' initiatives and develops **online services** for cooperation, sharing and signing of initiatives".

### 5.2 Crowdmapping platforms

"Crowd crowdming can create detailed data in almost real time in a way that a centrally edited top-down map could never be reproduced."

What crowdmapping platforms like Ushahidi and Crisismcommons do is help gather large amounts of user input on a particular issue and use it to generate real-time information about events.

Crowdmapping can lead to the creation of new services

The platform [www.Mappi-Na.it](http://www.Mappi-Na.it) in Naples gathers information created by users about art, culture, events.



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### 5.3 Quartiere Bene Comune" (Neighborhood as Commons)



Promotes public participation and citizen participation in every neighborhood of the city to co-design openly innovative projects. These participation processes are coordinated by the Neighborhood Architect who has the task of mediating the development of a code to achieve creative solutions through the participation of citizens.

The results of the process of each neighborhood are reflected in the "Citizenship Agreement" in which both the municipality and the citizens are committed to cooperate for the implementation of the projects decided in the participatory workshops. " ..



It is a digital data platform that offers open data, smart data and geographic data.

The aim is to "massify" the available data at the regional level and to promote data knowledge, serving the common digital good and the development of new digital uses. The intervention framework and the permanent call for projects are called "open and smart data".



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## 6. SECTION 5: SOCIAL INNOVATION SUPPORT POLICIES AND TOOLS

### 6.1 Europe 2020

The European Union supports social innovation:

- Factor guidelines, recommendations and regulatory frameworks
- Promoting initiatives, awards and discussions
- Establishing project financing programs for social innovation.

The five goals of the EU's 2020 Europe 2020 strategy are:

1. Employment
2. Research and development
3. Climate change and energy sustainability
4. Education
5. Fight against poverty and social exclusion

### 6.2 HORIZON 2020

#### Axis "Social Challenges" (Societal Challenges)

Addressing important social challenges, such as:

- population aging,
- the depletion of energy resources,
- tackling climate change,
- taking into account the main social concerns and emphasizing the applied science.

This axis responds directly to the Europe 2020 strategy and aims to stimulate the critical mass of **research and innovation** efforts needed to achieve the Union's policy objectives.



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## 6.3 Programme EaSI

### EU Employment and Social Innovation Program ("EaSI")

The EaSI program is an EU-wide funding mechanism aimed at promoting high-quality and sustainable employment, ensuring adequate and adequate social protection, combating social exclusion and poverty, and improving working conditions.

For the period 2021-2027, the EaSI program will be part of the European Social Fund + (ESF +).

The program brings together three EU programs which were managed separately from 2007-2013: PROGRESS, EURES and the Progress Microfinance Facility.

Information: <https://ec.europa.eu/social/main.jsp?langId=en&catId=1081>



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## 7. CONCLUSIONS

- ✓ Social innovation is the process of developing solutions to pressing social and environmental issues to support social progress in a more efficient, effective and sustainable way.
- ✓ Social innovations are new ideas that meet social needs, create social relationships and create new collaborations.
- ✓ Social innovations can be products, services, a process, a technology or models that address social needs more effectively than existing-traditional ideas.
- ✓ Social enterprises are the ones that mainly introduce in the market technological or non-technological innovations oriented to social needs and social problems.
- ✓ New technologies make a significant contribution to Digital Social Innovation and the economic development of social enterprises.
- ✓ The European Union supports social innovation: Providing guidelines, recommendations and regulatory frameworks, Promoting initiatives, awards and discussions, and Establishing funding programs for social innovation.



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## 8. FURTHER STUDY

### Βιβλιογραφία

[https://ec.europa.eu/growth/industry/innovation/policy/social\\_en](https://ec.europa.eu/growth/industry/innovation/policy/social_en)

[https://urbact.eu/sites/default/files/urbact5\\_el\\_impa.9.pdf](https://urbact.eu/sites/default/files/urbact5_el_impa.9.pdf)

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European Commission, 2013, Guide to Social Innovation

OECD, 2010, SMEs, Entrepreneurship and Innovation

+RESILIENT, e-learning course 'Social Innovation' <https://opensocialclusters.eu/eb-courses/>



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