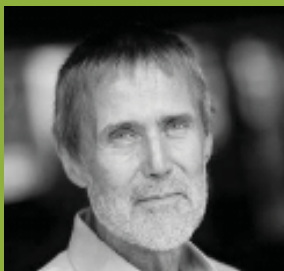


JUNE 2013 NEWSLETTER

In this fifth TEPsie newsletter we report on some interesting social innovation developments from around Europe, and provide some content snapshots from the www.sire-search.eu portal to show you what you are missing if you are not a regular visitor. We also look forward to kicking-off new work after the summer on how we measure and know what works in social innovation, as well as how we sustain and grow good ideas which have high potential impact.

From Poland we hear about how social innovation is put into practice exemplified by a co-design project, and a competition for the best social enterprise of the year. From Greece we hear about how citizen action is taking place in informal groups in response to the crisis which has probably hit Greece harder than any other EU country. We also report back from a recent workshop in Brussels on social services innovation hosted by the INNOSERV project. The project has the objective of "delivering a research agenda to evaluate innovation in the field of social services which will help define future research activities". The workshop presented and discussed a set of videos showcasing selected examples of social services innovation in education, health and welfare, prepared by the project over the past year.

Happy reading!



Jeremy Millard
Project manager



John René Keller Lauritzen
Ass. project manager

BRIGHT FUTURE AHEAD FOR SOCIAL INNOVATION IN POLAND



Witold Kwasnicki, University of Wroclaw (PL)

The development of social innovation in Poland ought to be seen in the wider context of development of the social economy. As it was said by Jerzy Hausner, former Minister of Labour and Social Policy and former vice-Prime Minister: "The social economy is not only the result of legal resolutions and acts. It is not only a question of social awareness, though public support is very significant. The social economy is a social movement that should lead to a new vision for Poland's development. The social economy is a way of involving the third sector in Poland's economic development". The problem is widely discussed and a kind of milestone was the publication of 'The Polish Social Economy Manifesto' in 2008.

One of the most interesting recent projects in Poland is the "Integrated support system of social economy" (in Polish: Zintegrowany system wsparcia ekonomii społecznej, ZSWES). The activities undertaken in the framework of this project include: dissemination of good practices and issues of social economy, establishing contacts with the social economy actors in given regions and at the supranational level, building the management competencies of representatives of the social economy through training and internships, building a network of partnerships with other entities, private or public, and working together to solve a given problem in a given area. A concrete result of this project has been the establishment of twenty "Angels of the Social Economy" (which will support at least 20 social economy activities), developing an updated database of products and services of social economy entities distributed among companies and institutions, and the creation of Social Economy Centre in Lublin (a town in south-east Poland) with a goal to support social economy in Poland.



Source: wyzik on Flickr (Creative Commons)

An important question often posed is "Can the Polish social economy be innovative?" It is too early to fully answer this question, but there are good promises for numerous future initiatives based on such supports as: a nationwide competition for the Social Enterprise of the Year (described on the European Social Innovation Research blog); 'the first social innovation competition in Poland, organized by the National Centre for Research and Development in Poland and the first 'Social Innovation Fund'.

One of the leading organisations focused on social innovation application is The Unit for Social Innovation and Research "the Shipyard". Its important project on co-design approach to social problems was described at the European SI Research website blog.

Another interesting and increasingly popular initiative in Poland for promoting the idea of social innovation is a "Social Innovation Tournament", organized by the Institute for European Investment Bank. For this tournament anyone can submit projects from various fields - education and health care through new technologies, new systems and new processes for the natural and urban environment.

Improvements in these areas are essential for success in business but what is important, social innovation can have a significant impact on socio-economic development. The tournament is designed to attract the interest of both not-for-profit and for-profit organizations. Projects are competing for awards in the amount of 25 000 and 10 000 euros and also in the category of Urban Environment and Nature - Special Prize of 25 000 euros. This year the Tournament was especially popularised in Poland and we hope that soon

Polish social innovation will be noticed also at the European level.

Attempts to determine what hinders local social innovation is stated in Poland more and more frequently (see <http://wiadomosci.ngo.pl/wiadomosci/855476.html>).

One of the latest attempts to answer this question was taken at a meeting held on 21 March 2013 at the newly opened Centre for Local Activity Support (CAL, <http://www.cal.org.pl>) in Warsaw. During that meeting an interesting Model of Socially Responsible Territory (Model Społecznie Odpowiedzialnego Terytorium) was discussed.

This method of cooperation within the community is based on the principle "act locally, think globally". It is important to clearly define the given territory (rather not in terms of administrative boundaries), to develop a common language of communication, measures and rules, and to have the diagnosis of what is happening in the community.

It is important to be conscious that two things are necessary for emergence of social innovation. There must be a nagging problem, so frustrating that people really want to solve it. The second thing is that people engaged in solving the problem are willing to take on risk. To support the SI initiative, mandatory participation of local government (self-government) is a prerequisite. The local government does not have to be a leader. Regardless of what role self-government plays, it is important that it takes the responsibility for possible failure of the initiative - and it is really serious limitation: local governments are not prepared for it.



Source: robertpaulyoung on Flickr (Creative Commons)

In the last part of the meeting the discussion was focused on 'who can initiate innovative activities' and where innovation arises: is it born only from the bottom up, in response to the problem, without officials or statutory inspiration, and often in an opposition to the policies and regulations? Or does it form at the top - for example, can it be created by local governments? Is the state able to be innovative? Social activity is always required for innovation emergence and dissemination. Local governments ought to support it - not stand on ceremony and not imposing any restraints. It is still a challenge for governments and the regulatory institutions.

Witold's more detailed account of the state of social innovation in Poland can be found on siresearch.eu

EVENTS UPDATE: INNOSERV WORKSHOP



Anna Davies, The Young Foundation (UK)

On 17th May Jeremy Millard and I attended a workshop in Brussels hosted by the INNOSERV team to present and get feedback on a set of videos that showcase selected examples of social services innovation in education, health and welfare, prepared by the project over the past year.

INNOSERV describes itself more as a social platform on innovative social services than a social innovation research project. It is designed as a meeting place for academics, policy-makers, practitioners and users in the field of social services.

As a group we had the opportunity to see four out of the 20 videos INNOSERV have developed. While the short videos don't attempt to convey all the complexity and detail of the cases they represent, they provide an excellent and really engaging introduction to innovations in services across Europe. Each video ends with an invitation to the viewer to consider what new ideas they have seen in the case.

We saw videos looking at:

- **A Sure Start Centre** (Biztos KezdetGyermekház) in the village of Katymár in Southern Hungary, which is focused on early child development amongst disadvantaged families.
- **Ammerudhjemmet** in Oslo – a nursing home with an open model which has become a cultural centre and meeting point for the whole community
- **Place de bleu** – a social enterprise in Denmark room employing marginalised immigrant women to produce home interiors and accessories.
- **Light Residential in Milan** – a housing project ensuring a gradual transition to independent living and inclusion in the community for people with mental health problems



Chris Hawker from the University of Southampton (UK) then gave a great presentation summarising some of the themes they are seeing across the case studies, such as:

- A move away from single focus interventions towards multi-focused service packages such as integrating housing and care where, for example, housing is seen as the main route towards providing care.
- Management by professionals being complemented by increased user control and management of service delivery.
- A shift in resource provision from the traditional centralised single funding model towards multiple sourcing, including personal budgets and civil and enterprise funding, in addition to public funding.
- A shift in service locations, for example from specialist facilities towards peoples' own homes, or using existing community resources.

Following these presentations, workshop participants discussed their impressions and conclusions in a round table session. All were agreed that an underlying characteristic of current trends in European social services was the move towards greater integration across traditional functional 'silos' in the public sector, including with other non-public providers, in an attempt to put the user in the centre and treat their needs holistically. Social services are becoming more permeable and open to community, both 'inside-out' as well as 'outside-in, as well demonstrated by the Ammerudhjemmet old peoples' nursing home in Norway.



Source: <http://www.bymisjon.no>

Another key theme of discussion was the role of the EU in supporting social service innovation. What could the EU do to help encourage 'active theft' so that proven ideas can travel better across the continent? Participants made some practical suggestions around the way the EU currently sponsors research. A more coordinated approach might help to ensure that various platforms to share innovations that are developed as part of Framework projects (e.g. FP7) work together, and are funded for a longer term so that they can be kept active beyond the life of individual projects.

Related to research medium, several participants commented that the videos represent a very interesting new form of dissemination which the EU should track closely and consider integrating more widely.

All of INNOSERV's videos can be seen on their website and they are encouraging viewers to fill out an online questionnaire to help them gather impressions and responses. You can also read a more detailed summary of the workshop at siresearch.eu.



Source: <http://www.bymisjon.no>



Source: www.zerohedge.com

COUNTRY SNAPSHOT: THE EMERGENCE OF INFORMAL NETWORKS IN GREECE



Ioanna Garefi & Eirini Kalemaki, Atlantis Consulting (GR)

Since 2009 Greece has experienced a severe financial recession and the government has adopted austerity measures that have had a severe impact on the lives of citizens. At the same time, we are seeing the emergence of a large number of informal citizen networks and grassroots movements aiming to provide innovative solutions to the difficult situations which the country is facing.

In particular their aim is to modify existing thinking and provide support to people in need in order to improve life in communities, to promote fair and equitable sharing and distribution of goods and services as well as to promote and preserve resources and assets of their local communities.

As a means of coping with the economic downturn which is currently traumatising the country, the rebuilding of a strong civil society is one of Greece's strongest challenges. The role of those networks towards this goal is seen to be important. They could be seen as marking the beginning of a more solid and sustainable future for Greece but their real impact and evolution remains to be seen, especially after the end of the crisis. For many they represent the first

signs of a lifestyle transformation. For others, they are just alternative methods for dealing with the crisis. We think of them as the beginning of an era bearing great potential for both citizens and the country at large.

We explore the emergence of informal networks in Greece in a paper that is available for download on siresearch.eu.

HIGHLIGHTS FROM THE ONLINE PORTAL (siresearch.eu)



Sisse Resen, Danish Technological Institute (DK)

The social innovation research website (www.siresearch.eu) continues to feature new contributions from various partners and guest bloggers. Below we provide you with some of the highlights since our last newsletter:

- **Américo Mendes** provides some key figures on the Portuguese social economy in 2010. According to these figures, the Portuguese social economy accounts for just above 55,000 legal entities. Compared to other elements of the Portuguese economy, he argues that the social economy is more important than agriculture, forestry and fishery, telecommunications and the textile industry in terms of share of Portugal's total gross value added (GVA).



- Julie Simon** reviews *Social Innovation: blurring boundaries to reconfigure markets* edited by Murdock and Nicholls. This collection of essays aims to demonstrate the importance of social innovation and establish that the subject is sufficiently distinct, both empirically and theoretically, to merit further examination. Julie gives the editors credit for the range of subjects covered in the essay collection, which reflects the diversity of the field. However, she also thinks that the collection could benefit from a more rigorous distinction between social enterprise, social entrepreneurship and social innovation; at times, these distinct, yet overlapping, terms are used synonymously, which detracts from the proposition that social innovation is a distinct and worthwhile research subject of its own.
- Rachel Schon** writes about the benefits and challenges of cross-sector coalitions in addressing complex social problems, i.e. the so-called collective impact. Collective impact is defined as the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem. In a recent article in the *Stanford Social Innovation Review*, John Kania and Mark Kramer argue that collective impact efforts are upending conventional wisdom about the manner in which we achieve social progress. This approach can often be highly effective, avoiding the duplication and fracturing of resources that can occur when many individual organisations are simultaneously attempting to find solutions to the same problem.
- Anna Davies** recaps a large videoconference held on Friday 12 April on the potential for mapping and measuring social innovation. At the conference, Georg Mildenerger and Eva Bund from the University of Heidelberg presented their current work on measuring social innovation. Georg and Eva proposed to build on existing indicators rather than creating entirely new

indicators. Two types of existing indicators are found to be of particular relevance – those that measure innovation more broadly in the economy (for example the Innovation Union Scoreboard) and those that are less focused on innovation and more on measuring social outcomes (for example the OECD Better Life Index). The University of Heidelberg will develop their framework into a blueprint for a social innovation indicator suite, which will be published later this year.

If you would like to contribute to the portal as a guest-blogger or upload your own social innovation research project, please get in touch. You will find our contact details below.

THINGS TO LOOK OUT FOR IN THE COMING MONTHS



John René Keller Lauritzen, Danish Technological Institute (DK)

Six reports out in July

Researchers from all six partner institutions are currently working hard to finish up a number of reports which will be published at the beginning of July 2013. The six reports focus on three main topics: Measuring social innovation, using online networks to maximum effect and citizen engagement. They are:

Measuring social innovation

- Blueprint of consolidated social innovation indicators tailored for implementation on EU-level
- Policy paper on the potential of future measurement, policy and action recommendations

Using online networks to maximum effect

- Report on the role of communities and networks in social innovation

Citizen engagement

- Case Studies: Citizen engagement in social innovation
- Recommendations for policies, framework conditions and practice for successfully engaging society
- The value and role of citizen engagement in social innovation

Two new work-packages kicking off

The date of 1 July 2013 also marks the birth of two new TEPSIE work-packages: 'Knowing what works' and 'growing what works'. The 'Knowing what works' work-package will be led by Atlantis Consulting (GR). Its main objective is to map existing evaluations of the different social innovation schemes and initiatives undertaken at European and international level and identify the most efficient and effective measures.

The 'Growing what works' work package will be led by the Young Foundation. The main objective is to analyse how social innovations and enterprises spread and grow and to understand the educational and training infrastructure required to grow social innovation.

Both work packages will end with the publication of final reports one year later – in June 2014.

... **and don't forget the two upcoming TEPSIE events**
As described in more detail in the last newsletter, TEPSIE will be hosting two events this autumn:

- **1-2 October:** TEPSIE interim conference (title TBD). Heidelberg (DE). More information about the conference will be published soon on siresearch.eu
- **14-15 November:** Policy workshop as part of the conference, 'Social frontiers: the next edge of social innovation research'. London (UK).

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