

# Social Innovation Ecosystems – A Seedbed for Innovation?

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# INTRODUCTION

Why Social Innovation ?

# State of Play in Europe



GDP Growth in 2017



»Global Economic Outlook:  
Better, but not good enough«

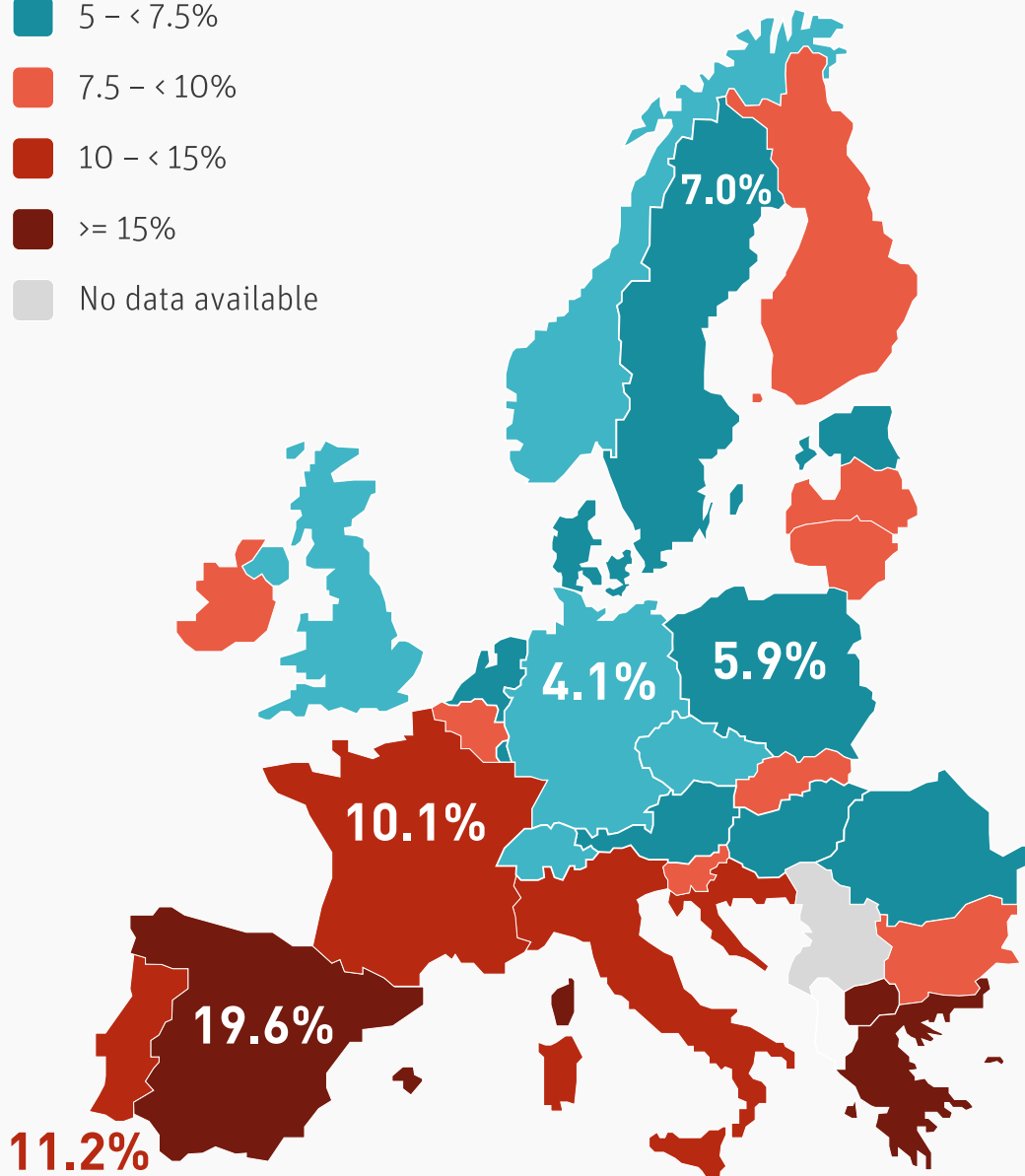
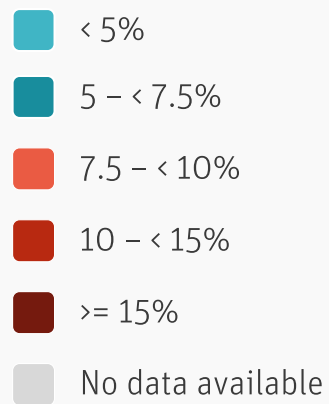
Source: OECD 2017



23.7%

of people in EU-28 were at  
risk of poverty or social exclusion

Source: Eurostat 2016 (lfst\_r\_lfu3rt)



## Average Unemployment (2016)



15-24 Year-old

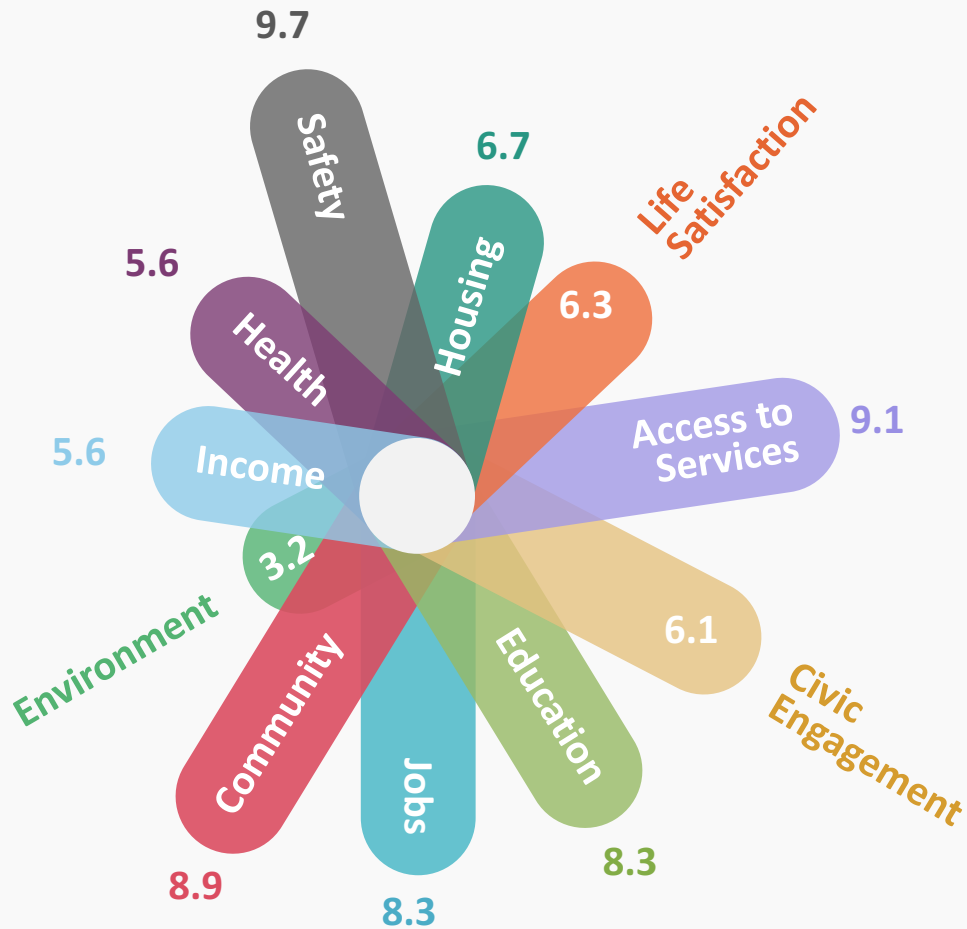
**18.7%**



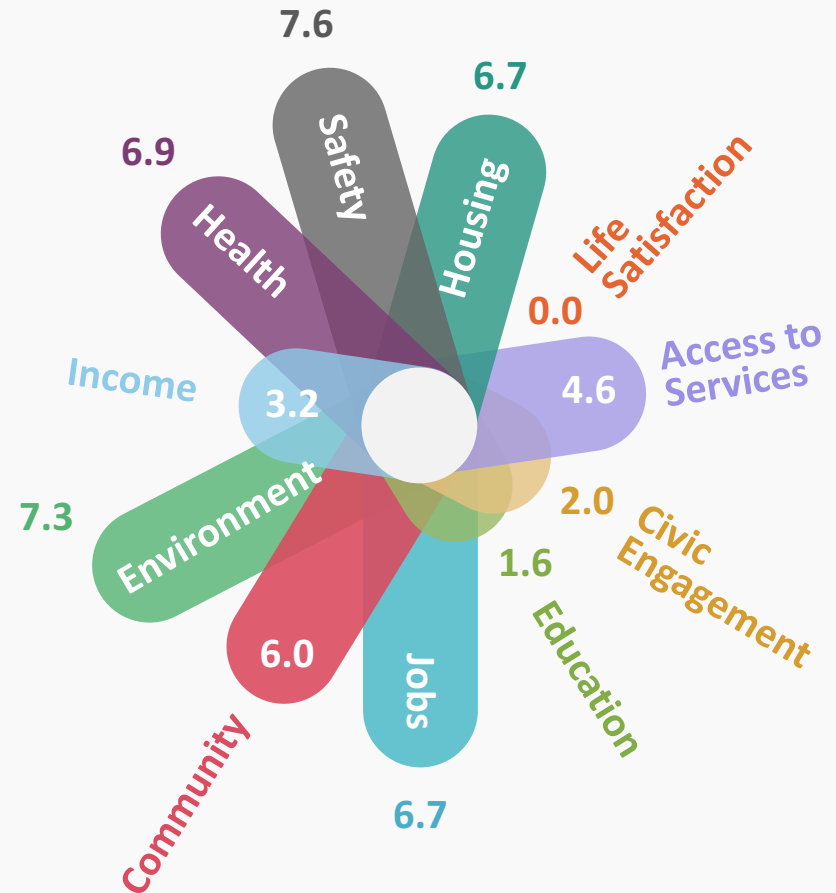
All EU-28

**8.6%**

# OECD Better Life Index



North-Rhine Westphalia



Central Portugal

A black and white photograph of a shopfront. The shop has a white, textured facade. Above the entrance, there is a sign that reads 'ARTE E' in large, stylized letters. To the left of the entrance, another sign with the word 'ARTE' is visible. The shop is filled with various goods, including a large display of fans in the foreground, a basket of items, and shelves with various objects. The entrance is a dark doorway. The overall scene suggests a traditional or artisanal shop.

# THE CONCEPT OF SI

Multiplicity of Actors, Processes & Structures

# Definitions

**Social Innovation refers to a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole**

*Phills et al. (2008), p. 36*

## Social Entrepreneurship

[...] a **dynamic process** of performing socially innovative activities with an entrepreneurial mindset.

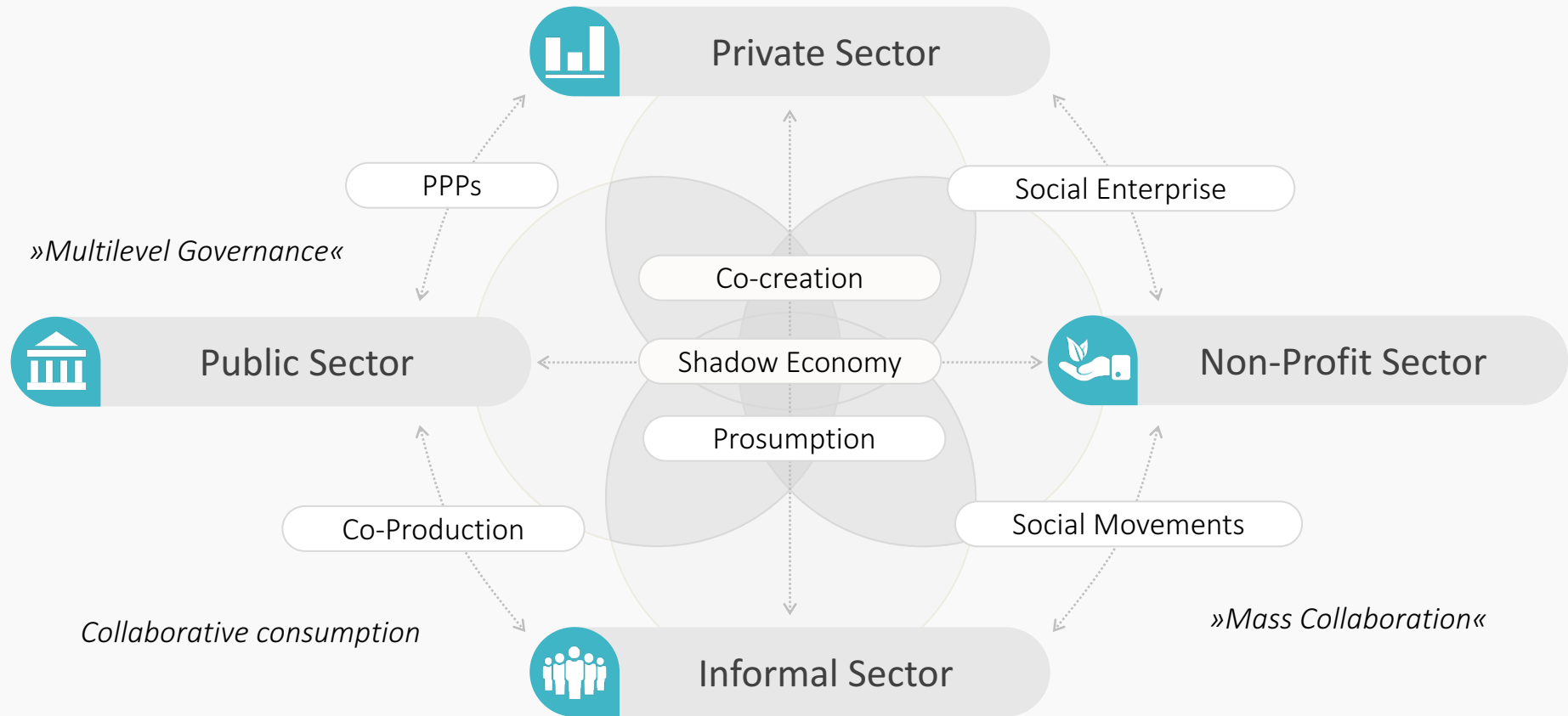
*(Kleverbeck et al., 2017, p. 51)*

## Social Enterprise

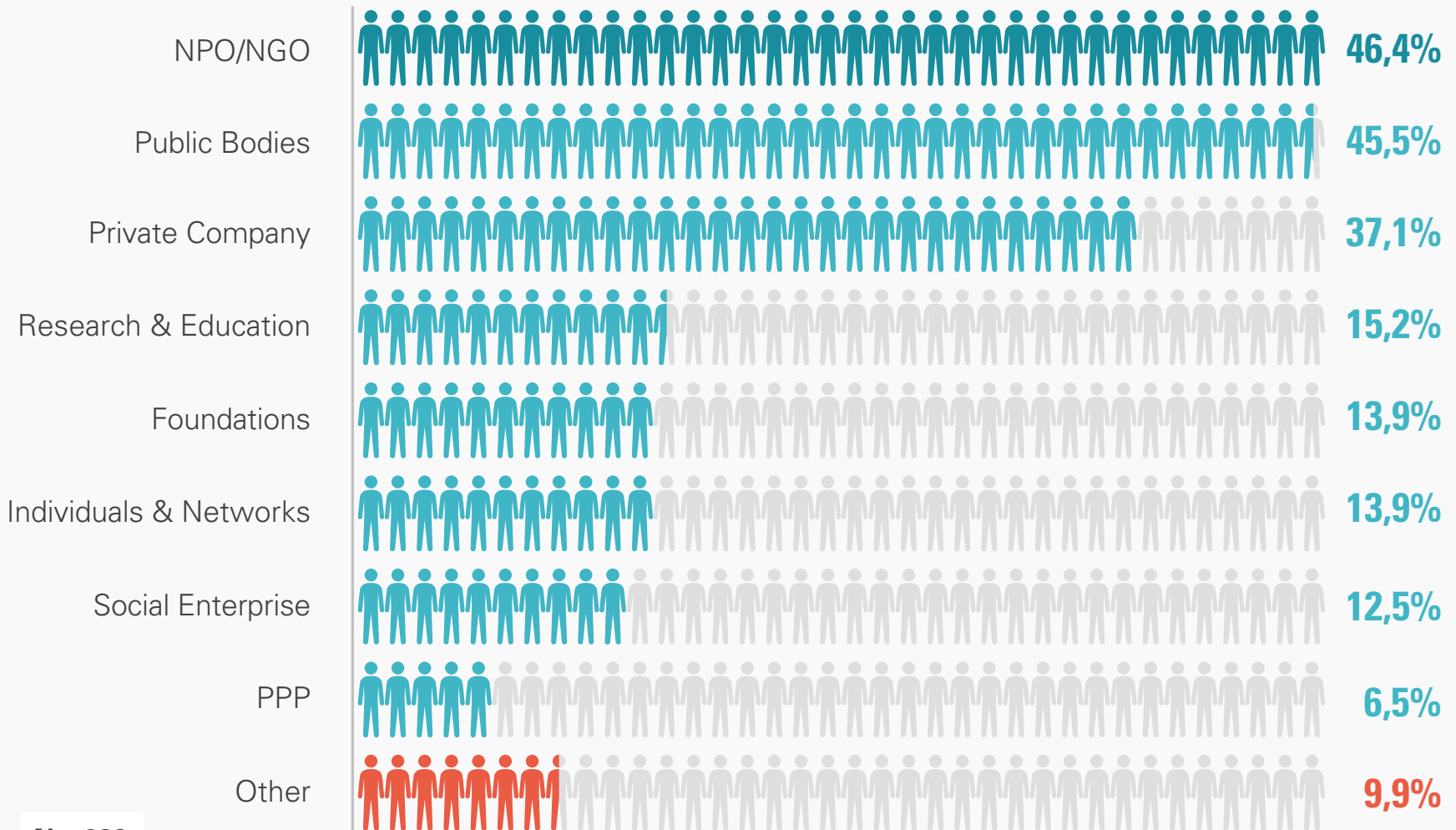
[...] an **organisation** that exists for social purpose and engages in commercial activities to fulfil its mission, using market-based techniques.

*(Kleverbeck et al., 2017, p. 50)*

# Social Innovation Actors

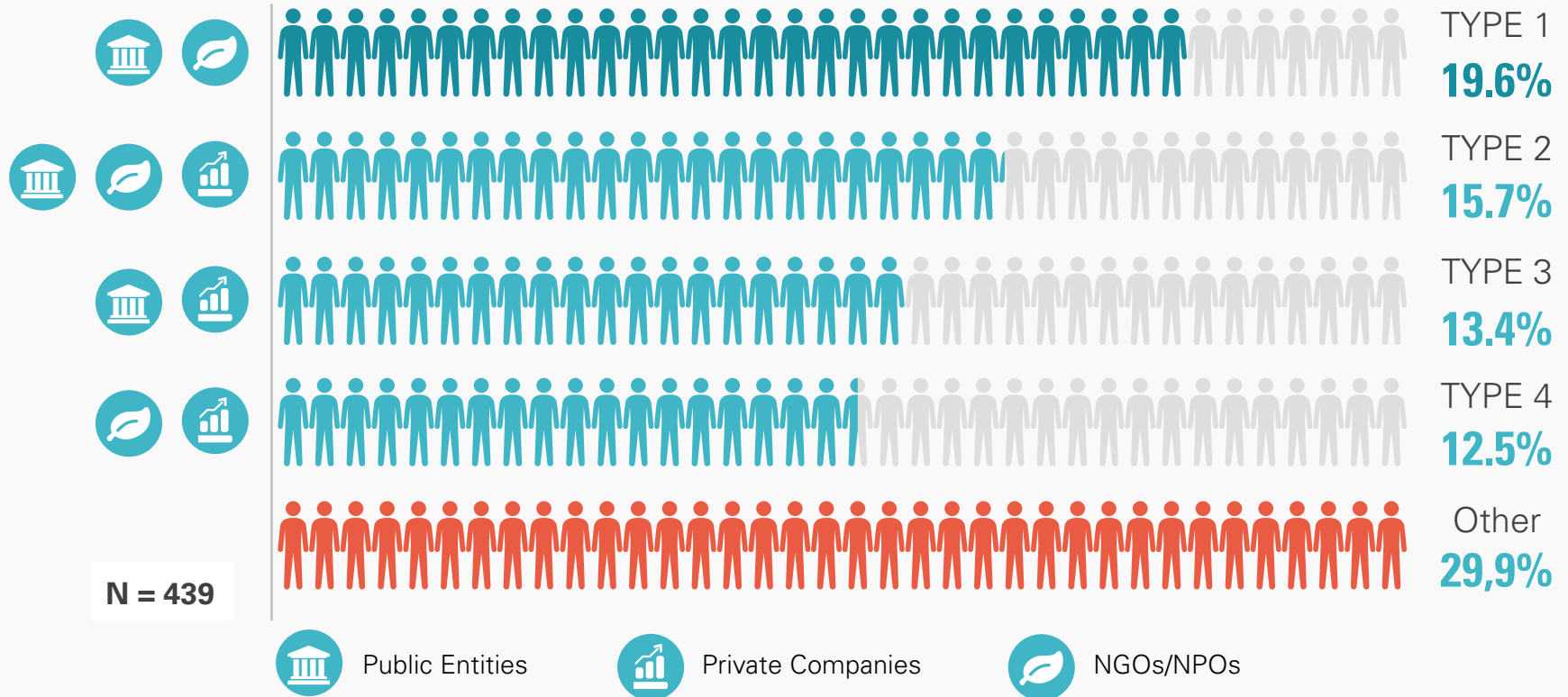


# Actors involved in SI

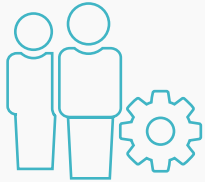


N = 928

# Alliance Partner

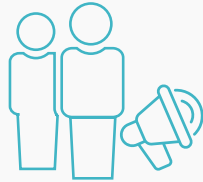


# Social Innovation Actors' Roles



## Inner Core

Actors  
initiating and  
operating the  
solution



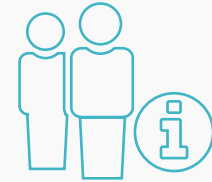
## Promoter

Actors  
providing  
infrastructural  
equipment,  
funding, etc.



## Supporter

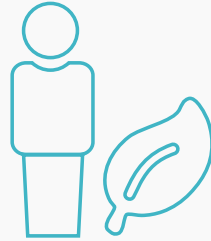
Actors  
facilitating the  
spread and  
diffusion of the  
solution



## Knowledge Provider

Actors providing  
knowledge to spur  
and enrich the  
development  
process

# Objectives



## Social

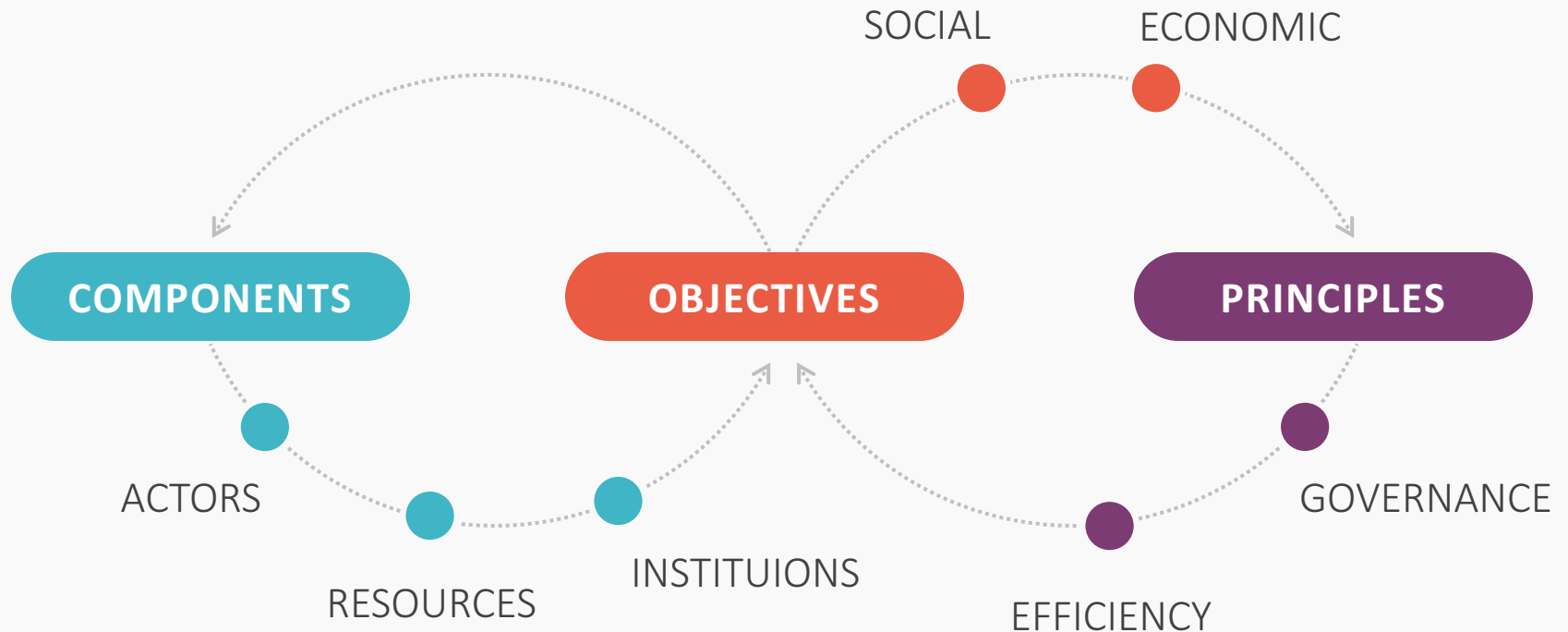
- Empowerment
- Social cohesion
- Inclusion
- Enhanced quality of life
- Social impact



## Economic

- Profit/welfare maximisation
- Increased employability
- Cost reduction
- Discharge of public budgets
- Inclusion

# Interplay of Components, Objectives & Principles

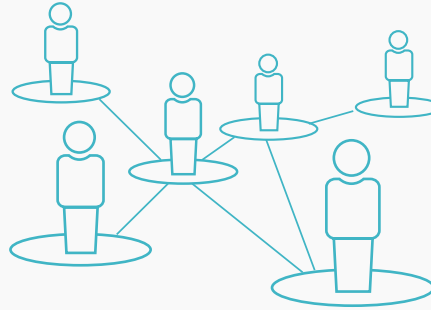


# Focal Levels



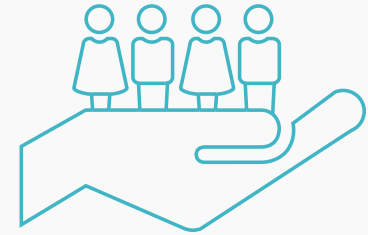
## Micro Level

- **Single social innovation**, users, innovators, beneficiaries
- Individual impact



## Meso Level

- **Organisations & networks** => transactional environment
- Institutional change



## Macro Level

- **Society** => social structures & regulations (e.g. welfare regime)
- Social change



**RSIS**

An Ecosystem for Social Innovation

# Preconditions



## Environment

- Enabling
- Experimentation
- Open to Change



## People

- Facilitators (e.g. supporters)
- Balancing social and economic objectives



## Governance

- Governance capacity
- Shaping integrated projects



## Linkages

- Local/regional nodes and pipelines
- Knowledge circulation

## RIS



- Knowledge provider
- Human capital



- **Innovator**



- Representing the market
- Open Innovation
- Co-production



- Provision of infrastructure



- No explicit role

## RSIS



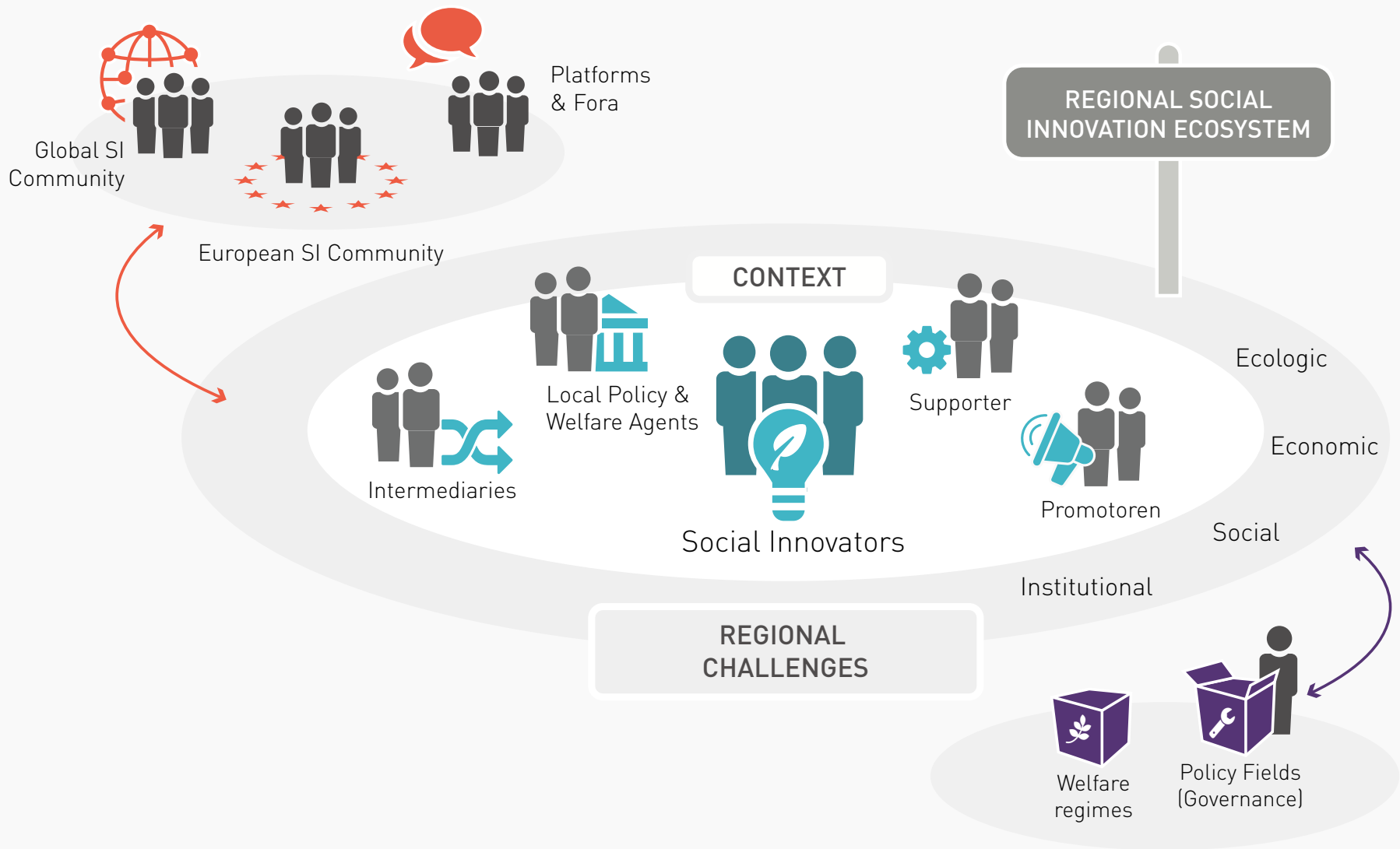
- Seldom involved
- Unclear role

- Social Enterprise (Innovator)
- Supporter

- **Innovator**
- Beneficiary
- Knowledge provider

- **Innovator**
- Promotor

- **Innovator**
- Knowledge provider





# TBfW

« Exchange Education for Accommodation », unfolding the potential of children from deprived households through the establishment of a prevention chain in Duisburg Marxloh.

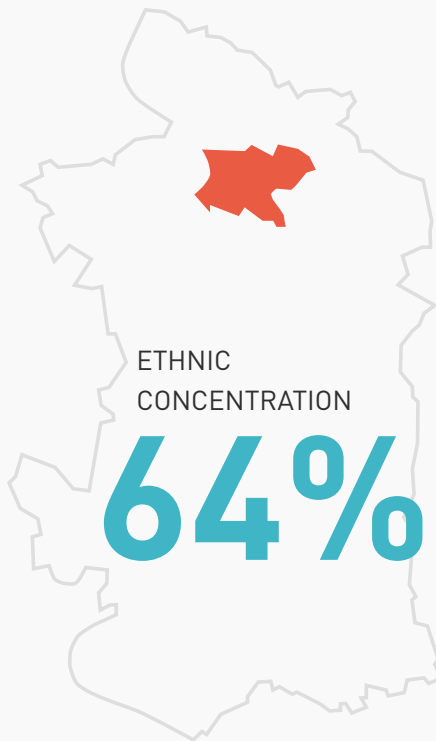
## 5

**YEAR INNOVATION PROCESS**  
FROM THE FIRST IDEA TO  
THE IMPLEMENTATION



### TARGET GROUP

CHILDREN AGED 6 TO 10  
IN DUISBURG MARXLOH



**Duisburg-Marxloh**

ESTIMATED ANNUAL BUDGET

## 175'000 €



STAFF COSTS

## 58%

ACHIEVED OUTCOMES

# 35

CHILDREN

# 6

MENTORS

# 4

SCHOOLS

# 30+

PARTNER

STAKEHOLDERS INVOLVEMENT - NETWORK EVOLUTION



**2011**



**2012**

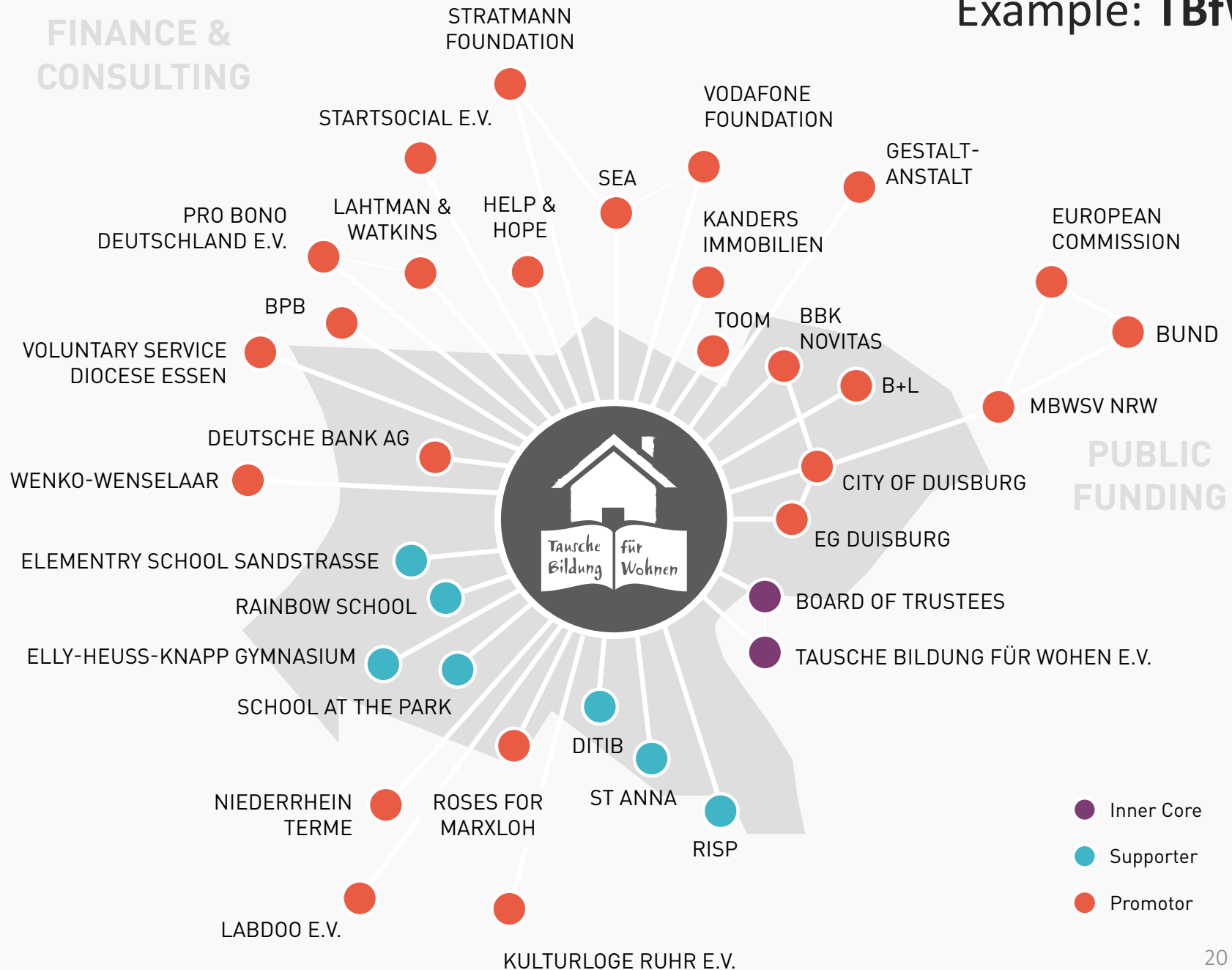


**2013**



**2014**

## FINANCE & CONSULTING



# Questions & Discussion



## POTENTIAL

Is social innovation a promising avenue towards smart and inclusive growth?



## REGION

Is there a potential for social innovation in your region?  
And what are your expectations as regards regional development?



## ROLES

Where in the RSIS would you position yourself/your organisation? What could be your role?

# References

**Kleverbeck, M., Terstriep, J., Deserti, A. & F. Rizzo (2017):** Social Entrepreneurship: The Challenge of Hybridity. In: David, A.; Hamburg, I. (Eds.), *Entrepreneurship and Entrepreneurial Skills in Europe*, Bielefeld/Toronto: Barbara Budrich Publishers, 47-76.

**Phills, J. R., Deiglmeier, K. & Miller, Dale T. (2008):** Rediscovering Social Innovation. *Stanford Social Innovation Review*, 6(4): 34-43.

**OECD (2017):** *OECD Economic Outlook*, Volume 2017 Issue 1, OECD Publishing, Paris.  
[http://dx.doi.org/10.1787/eco\\_outlook-v2017-1-en](http://dx.doi.org/10.1787/eco_outlook-v2017-1-en)

**OECD (2017):** Better Life Index. <http://www.oecdbetterlifeindex.org>

## Additional Readings

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**Komatsu, T., Deserti, A. & F. Rizzo (2016):** Social Innovation Business Toolbox. Gelsenkirchen: Institute for Work and Technology. [http://simpact-project.eu/tools/toolbox\\_business\\_web.pdf](http://simpact-project.eu/tools/toolbox_business_web.pdf)

**Dhondt S. et al. (2016):** Social Innovation Evaluation Toolbox. Gelsenkirchen: Institute for Work and Technology. [http://simpact-project.eu/tools/toolbox\\_evaluation\\_web.pdf](http://simpact-project.eu/tools/toolbox_evaluation_web.pdf)