Social innovation in the digital world: an interactive approach,

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OUTLINE

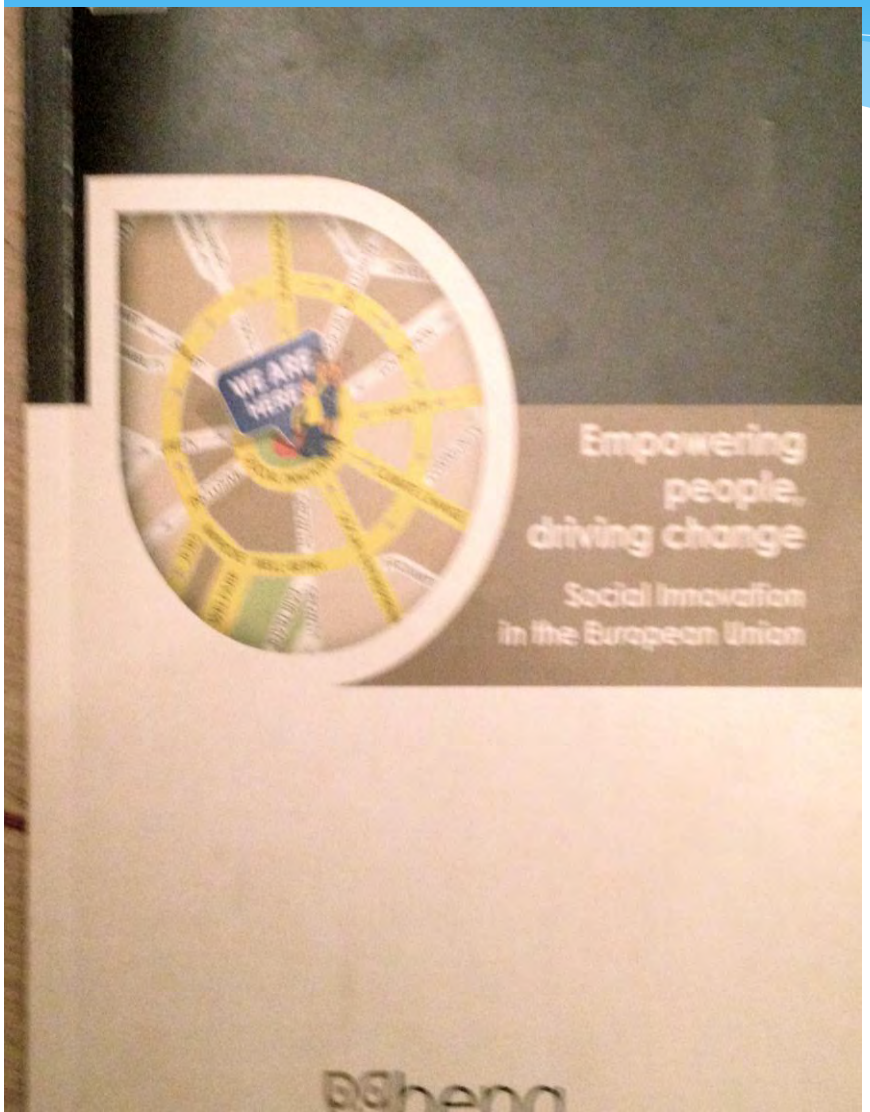
* The context: a Changing welfare agenda
* Social innovation: quasi concept/policy tool
* Digital social innovation : opportunities and tensions

The changing welfare agenda

- **Objective**: The Union's aim is to promote peace, its values and the well being of its people (art 3TEU) + charter of fundamental rights
- **Documents:** From the "Social reality check"(2008) to the Social investment package (2013) Jobs , Growth and Investment (2014)
- **Changing focus**: From compensating to capacitating (Rawls to Sen): "opportunities, access and solidarity"
- **Changing measure**: Beyond GDP
- **Financial constraint**: Cost containment imperative : Investment in sustainability (fixed assets and/or investments in people)
  efficiency gains in the production and the delivery of well being
- **Issues**: employment, ageing, Youth, inequalities, gender equality, changing family structures, migration

- **Key features**:
- Focus on the distributional and design aspects of welfare systems
- From access to self-determination (competence, autonomy and relatedness) and co-production (social innovation) measured in perceptions of well being

Social innovation: quasi concept/policy tool



Why social innovation at EU level?

- Short and long term social demands are growing
- imaginative responses needed in time of budget constraints
- Social challenges are also opportunities (new growth sectors)

"**Social innovation** is not a panacea but if encouraged and valued it can bring immediate solutions to the pressing social issues citizens are confronted with. In the long term, social innovation **is part of a new culture of empowerment that we are trying to promote**"

What is Social innovation?

Definition**s**

an innovation which is social in its ends and means

- Approach 1: social demands

  which are not addressed by the market or existing institutions and are directed towards the vulnerable groups in society

(regenerated charity approach)

- Approach 2: societal challenges

  in which the boundaries between the economic and social blurs and which are directed towards society as a whole

(social entrepreneur masculine singular)

- Approach 3: systemic change

  The need to reform society in the direction of a more <u>participative</u> arena where <u>empowerment and learning</u> are sources and outcomes of well being

(shift away from the "patriarchal" culture)

HOW:
EU support for social innovation

- ***Dominant policy framework***: Europe2020 and flagship initiatives (platform for social exclusion and poverty, innovation Union, the digital agenda)

- ***Programs and supporting schemes***:

- 2007/14: Single market act, Progress, Research Framework program, ESF FEDER
- 2015/20: HORIZON 2020, Employment and Social Innovation, European Social Fund, Cohesion policy, Digital Social innovation and CAPs

- ***Initiatives and instruments***: Social Innovation Europe, Social Business Initiative, Microcredit facility, social innovation prize, network of hubs, regiostars, EUseF, public procurement, Digital social innovation

Social innovation: upcoming challenges

* measuring SI and well being,
* public sector innovation,
* the digital challenge

Digital social innovation

Innovations that use digital technologies to address social problems

How digital technologies can be geared towards adressing societal challenges

How emerging digital technologies, and the digital economy can transform society by mobilisation of collective action and enable a more collaborative economy, new ways of making, citizen participation, sustainability and social innovation

POWER TO THE PEOPLE

Wikis,
Usergenerated knowledge
P2P
Free Content Blogs
Social Networks
E-democracy

INTERNET

BIG BROTHER

Commercial services,
Entertainment (eg. IPTV)
DRM-heavy
apolitical

◀ PEOPLE
SOCIETY
COLLABORATION

▲ DISTRIBUTED

INDIVIDUALISM ▶
BUSINESS
COMPETITION

CENTRALLY ▼
CONTROLLED

Digital Social Innovation: Recommendations for policy makers

- Invest in digital technologies for the social good, and promote specific regulatory and funding measures that support non-institutional actors driving innovation in areas such as the collaborative economy, cities and public services; and direct democracy.

- Make it easier to grow and spread DSI through public procurement, providing support for generation of evidence, common standards and integration with public services.

- Expand the European DSI network and invest in training and skills development

- Promote open standards, open technology, common frameworks and distributed architectures together with strong digital rights and data protection.

This can support the development of an underlying platform with European values and ethics on top of which a digital social innovation ecosystem with applications for the common good could flourish

Useful links

Empowering people, driving change:
http://www.ess-europe.eu/sites/default/files/publications/files/social_innovation_0.pdf

http://digitalsocial .eu

A decade of changes :
http://europa.eu/espas/orbis/document/social-innovation-decade-changes

DSI
http://digitalsocial.eu
http://ec.europa.eu/digital-agenda/en/onlife-initiative
http://ec.europa.eu/digital-agenda/en/caps-projects