Social Innovation in Horizon 2020
Margot Bezzi


Project manager in APRE

- Specialist in public innovation policy (including social innovation) and European R&I funding programmes (H2020).
- 12-year experience in digital transition related topics, 7-year experience in public international organizations (UN, EU).
- Trainers on EU R&I policies and project writing.
- EC expert for DG CONNECT (reviewer, evaluator, rapporteur)
- Ex Project Officer at European Commission (DG CONNECT)
Social Innovation in H2020 - Obiettivi del corso

- Webinar: 45 min + 15 min for questions
- Basic theory and definition
- Dimensions of Social Innovation
- Social Innovation components in H2020 and WP screening
- Social innovation and H2020 Template
Capitalism is under siege... Diminished trust in business is causing political leaders to set policies that sap economic growth... Business is caught in a vicious circle... The purpose of the corporation must be redefined around creating shared value.
Main European Commission Documents

Empowering people, driving change. Social Innovation in the European Union
BEPA (Bureau of European Policy Advisers), 2011

Guide to Social Innovation
DG Regional and Urban Policy, 2013

Social Innovation research in the European Union. Approaches, findings and future directions
DG Research and Innovation, 2013

Social Innovation. A Decade of Changes,
BEPA (Bureau of European Policy Advisers), 2014
Social innovation is NOT innovation in the social sector/Third sector. It has a wider scope.

Social innovation acts at the *societal* level – including of course also the social sector.

«Social» means: **social value**—benefits to the public or to society as a whole.

Social innovation acts on the **models underpinning** the functioning and organisation of the whole society, meant as a complex system/ecosystem.

It **transforms** routines, norms and structures.

It acts on causes and **determinants** of problems, and not on symptoms.
This is a complex system. Society is a complex system.
Society is a complex system. And, as such, presents complex problems.

In physics, a complex system is a system whose single elements go through local interactions with a limited range of action, but able to trigger changes on the entire system structure.

The more the elements and parameters necessary for its description, the highest the complexity of a system.

The behavior of a complex system is intrinsically difficult to model due to the dependencies, relationships, or interactions between their parts or between a given system and its environment.

Many social problems defy linear, top-down policy responses, because complex problems, by definition, do not have a single ‘end’ or a ‘solution.

«In complex systems, impredictability and paradox are always present, and certain things will remain unknown» Edgar Morin
Social innovation is linked to these models’ crisis, and to the necessity to imagine a post-crisis reality, with new economic, social, organisation and production models.
Social Innovation: definition?
A ‘quasi-concept’

“a hybrid, making use of empirical analysis and thereby deploying scientific methods, but simultaneously having an indeterminate quality making it adaptable to a variety of situations and flexible enough to follow the twists and turns of policy”

Harrison and Jenson

Myriad of interpretations, definitions and approaches to social innovation across the policy and academic worlds.
“Social innovations are new ideas (products, services and models) that meet social needs more effectively than alternatives.”

“They are innovations that are good for society and enhance society’s capacity to act.”

“Social innovations are innovations that are social in both their ends and their means.”

They make a better and different (sustainable) use of available goods and resources – through new production, exchange, business models.

It creates social capital by transforming social relations
- Improving social relations (individual, classes, groups, actors)
- Activating new interactions and exchange flows
- Improve access to untapped resources, community assets and social goods (time, emotional exchange, social ties, informal and non-formal skills, wellbeing).

Process is as much important as pursued objectives
(co-creation/beneficiary involvement, public engagement, cross-sector fertilization, network-based learning processes…)

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G. Mulgan, The Open Book of Social Innovation, 2010

Social Innovation Dimensions

Social Innovation is huge and varied.
It acts and impacts on many models.
Creating social capital

- Improving, strengthening and transforming social relations (individual, classes, groups, actors)
- Activating new interactions and exchange flows
- Improve access to and use of untapped resources, community assets and social goods (time, emotional exchange, social ties, informal and non-formal skills, wellbeing).
Transforming lifestyles

City of Bologna (Emilia Romagna, Italy)
https://www.bellamossa.it

- Activates new value flows (from transports to other city services.
- Activates new actors relationships
- It leverages on ICT enabled processes, for gaming and competition

Classifica Sfida Aziendale

<table>
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<th>Azienda di grandi dimensioni</th>
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Come funziona
Transforming cities and social relations (individuals, class, groups, actors)

City of TORINO (Piemonte Region, Italy)

• Flourishing SI ecosystem supported by a set of policies, strategies and instruments of technical and financial support to stimulate the development of new enterprises capable of addressing social needs in different fields (education, employment, mobility, health, inclusion).

• Trigger: crisis of Turin’s automotive sector (FIAT)

• Leader: Municipality (platform or facilitator) with 40 local organizations

• more than 250 start-ups have been accelerated/incubated in the last 4 years

• Turin was awarded in 2016 as the second most innovative European city from the EU Commission.

Sustainability and better use of resources

New business and financing models

Social impact bond, AKA Pay for Success Financing.

Paying based on the saving generated by the action → impact measurement

Or B-corp, is a type of for-profit entity in some U.S. states that wishes to consider society and the environment in addition to profit in their decision-making process. (it is legally binded!)
It can be anything…

<table>
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<tr>
<th>Type of social innovation</th>
<th>Description</th>
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<tr>
<td>New services and products</td>
<td>New interventions or new programmes to meet social needs</td>
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<tr>
<td>New practices</td>
<td>New services which require new professional roles or relationships</td>
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<td>New processes</td>
<td>Co-production of new services</td>
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<tr>
<td>New rules and regulations</td>
<td>Creation of new laws or new entitlements</td>
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What about H2020?
Social Innovation in H2020

Excellent Science
- European Research Council
  - Frontier research by the best individual teams
- Future and Emerging Technologies
  - Collaborative research to open new fields of innovation
- Marie Skłodowska Curie actions
  - Opportunities for training and career development
- Research infrastructures (including e-infrastructure)
  - Ensuring access to world-class facilities

Industrial Technologies
- Leadership in enabling and industrial technologies
  - ICT, nanotechnologies, materials, biotechnology, manufacturing, space
- Access to risk finance
  - Leveraging private finance and venture capital for research and innovation
- Innovation in SMEs
  - Fostering all forms of innovation in all types of SMEs

Societal Challenges
- Health, demographic change and wellbeing
- Food security, sustainable agriculture, marine and maritime research & the bioeconomy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate action, environment resource efficiency and raw materials
- Inclusive, innovative and reflective societies
- Secure societies

Science with and for society
Social Innovation Components in H2020

- Systemic approach to test new and sustainable models
  - Attention to determinants and underlying causes (not symptoms) of lifestyle and behaviours
  - Attention to enabling conditions
- Behaviour, culture and values, motivation, incentives level
- Paradigm shift in governance and organisational models - multiactor approach (all the ecosystem); institution transformation.
- Collaborative approach (co-creation, open innovation)
- ICT as an enabler of new processes
- New indicators and measurement methodologies (beyond GDP, wellness...)
Keywords and Concepts in H2020

Screening of 2018-2020 WPs
FET: citizen engagement; addressing stakeholders including scientific communities, policy makers and the wider public for dissemination purposes; strategic long-term research roadmap engaging stakeholders.

ADVANCED MATERIALS, MANUFACTURING AND PROCESSING: Open innovation hubs

ICT: enabling sustainable agriculture; new factories; smart homes; smart hospitals; Big Data; IoT

SCIENCE WITH AND FOR SOCIETY: institutional change; "Open schooling" where schools, in cooperation with other stakeholders, become an agent of community well-being; citizen science.
SC1 HEALTH: Re-think and re-design the health-care structure (the way health-care it’s provided: who, how, where). Rethink the role of patient -prevention, self-mgmt / patient empowerment; smart working and living environments supporting active and healthy ageing.

SC2 FOOD SECURITY: multi-actor approach; Innovative and citizen-driven food system approaches in cities; valorising urban biowaste together with communities; sea sustainability through public engagement; modern rural policies on long-term visions and societal engagement; rural entrepreneur for bio-based industries; Digital service platforms for rural economies; farmers for the digital age.

SC3 TRANSPORTS: Lower focus on social innovation on this wp compared to previous. Shift towards market acceptability; human factors; subjective perception and behaviours, decision influences (charging options; parking habits); collective or individual, owned or shared transport for urban use and integrated with urban mobility system.
SC4 ENERGY

- **Open** science and innovation;
- Innovative ways to enable **public engagement** in the energy transition, developing interface capacities within public authorities to engage with civil society;
  - empowering PA to take up their role of energy **transition** leader;
  - Smart citizen-centred energy; Consumer **engagement**; enabling consumers to actively participate in the energy transition;
- People's **behaviours** and enterprises' energy **cultures**;
- Holistic understanding, mapping and modelling of the demand side aspects;
- Involve/ create energy **communities** in the development and the operation of local energy systems and test **new business models**;
- Tackle energy poverty.
- **Social innovation in the energy sector**: emergence of energy cooperatives or that of energy "prosumers" consuming but also producing energy. Facilitating linkages **between sectors** and the emergence of new business and service models, as well as associated governance arrangement
- **Systemic approach**: going beyond the technology dimension to incorporate the social, entrepreneurial, managerial and market dimensions, addressing the challenges of the energy system as a whole
SC5 CLIMATE and ENVIRONMENT:

• **Transition** to circular economy and sustainability;
• **Ecosystemic** approach;
• Innovating **cities** (climate change, water and waste management, health, social cohesion and immigration);
• Visionary and **integrated** solutions (e.g. therapy gardens, urban living rooms, creative streets, city farms) at the intersection of social, cultural, digital and nature-based innovation to increase citizens' health and well-being in cities;
• Public-private-people partnerships for sustainable cities.
SC6 INCLUSIVE and INNOVATIVE SOCIETIES

- Inclusive and innovation practices for the **integration** of **migrants** in urban areas;
- Migrant integration through **ICT**;
- Digital solutions and alternative **participatory growth models** in urban areas;
- **Cities** as a platform for citizen-driven innovation;
- Collaborative approaches to cultural heritage;
- **Big data** for policy making;
- Transformative impact of disruptive technologies in **public services**;
- **Institutional transformation**, governance, innovative public services, democratic engagement through **ICT**;
- European **Capital of Innovation**;
- Prize for Social Innovation.
5 Challenges to vote by citizens, to choose among:

1. Childhood obesity
2. Aging population [*selected*]
3. Integration of immigrants in the labour market
4. Women-led enterprises growing in numbers and size
5. Community-led clean energy generation

Voting closes on 21/10/2015
www.ec.europa.eu/horizonprize/socialinnovation
#iVoteHorizon

Announced in 2017
Deadline for submission: 1\textsuperscript{st} quarter 2019
Evaluation: 2\textsuperscript{nd} quarter 2019
Award: 2\textsuperscript{nd} or 3\textsuperscript{rd} quarter 2019
Social Innovation Competition

Reward and mentorship for projects creatively contributing to tackle social/societal challenges.

First 2 editions funded by DG Enterprise. Then under H2020.

1\textsuperscript{st} edition, 2013: \textbf{creating new and better job opportunities} \mid 3 projects awarded with a prize of €20,000

2\textsuperscript{nd} edition, 2014: \textbf{help people move towards work or create new types of work} \mid 3 projects awarded with a prize of €30,000

3\textsuperscript{rd} edition, 2015: \textbf{New ways to Grow} \mid 3 projects awarded with a prize of €50,000

4\textsuperscript{th} edition, 2016: \textbf{Reception and integration of refugees and migrants in Europe} \mid 3 projects awarded with a prize of €50,000 + Impact Prize' of €50,000 to \textit{Love Your Waste}, social enterprise fighting food waste.

5\textsuperscript{th} edition, 2017: \textbf{Equality Rebooted. Aims to make technological change and digital transformation more inclusive.} \mid The 3 winners of the competition will each receive a prize of €50,000.
ICT and Internet represent important elements in the **transformation** of economic, social and organisational models, including interpersonal communication and human interactions and relationships.

They are, therefore, an important variable in **enabling** social innovation (Digital Social Innovation)
Digital social innovation (DSI)

What ICT enable us to do differently?

- **Power of data**: Big data / Open data (correlation vs causation)
- **Hyperconnectivity and network effect**
  - peer pressure and imitation; rating and reputation online; impact awareness and behaviour acknowledgement; communities of interest
- **Georeferentiation** /GIS (geographic information system)
- **Co-creation and co-design** (living-lab, user-driven/open innovation)
- **Engagement** techniques (incentives for joining and cooperation/sharing)
- **Gamification** (serious games) techniques → motivation and incentives: e.g. competition and rewarding (scoring, credits)
- **New economic models** for coproduction and data sharing.

Tools to empower communities and social entrepreneurs to solve societal problems

### Social Innovation in the Proposal Template

#### 1: Excellence

1.1 Objectives

1.2 Relation to work programme

1.3 Concept and methodology

1.4 Ambition

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**Objectives:** new products, services, solutions; new consumption or organisational models; new business models and value chains;

**Concept and Methodology:** focus on the process!

Change of mind-set & Lifestyle; collaboration and participation; co-creation & co-design; multi-actor; gamification; sustainability; re-use and re-cycle; sharing economy; online reputation mechanisms and network effects; openness and transparency.....

#### 2. Impact

2.1 Expected impacts

2.2 Measures to maximize impact
   - a) Dissemination and exploitation of results
   - b) Communication activities

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**Impact:**

Holistic and at ecosystem level; acting on interlinked determinants;
Based on new impact indicators (“beyond GDP”)

**Exploitation:**

Do you need more funding? Crowdfunding, social venture, impact finance models (see Impact bond models)...

Are you launching a company? New company forms (Es: Social Business/Enterprise/B-Corp)

**Communication:** engagement, facilitation, consultation, co-creation

#### 3. Implementation

3.1 Work plan – work packages, deliverables

3.2 Management structure, milestones and procedures

3.3 Consortium as a whole

3.4 Resources to be committed

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**Work Plan:**

Highlight activities related to all concept above.
Include partners with **real** social innovation / stakeholder engagement competences;
Include partners able to have an influence at the local decisional/ behavioural level (public authorities, civil society...)

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Citizen engagement in social innovation

Many ways in which more diverse actors can be brought into the process of developing and then sustaining new and innovative solutions to social challenges / social projects which are innovative.

Three main function of citizen engagement in SI:

1. providing information and resources (e.g. crowdsourcing),
2. problem solving (e.g. codesign),
3. taking and influencing decisions (e.g. participatory budgeting).

www.tepsie.eu
Citizen engagement in social innovation

Why citizens engagement?
• Specific knowledge of their own lives which no other actors can claim
• Divergent thinking, to find innovative solutions to complex problems
• Management of complex problems (complex problems are not resolved, but managed)
• Legitimacy of projects and decisions is increased

Open issues:
Value: the value of engagement tends to be contingent on the form and practice of that activity, the context in which it is performed, and the supporting structures around it.
Uncertainty: the outcomes may not be the one that policymakers, funders, practitioners and participants are expecting.
Further research is needed on citizen engagement (types, functions, operationalizations, design, benefits of the evidence...)

www.tepsie.eu
Who has a role in Social Innovation?

New Values, Relationships and relations – Working “Beyond Silos”

**GOVERNMENT, PUBLIC AUTHORITIES**
- Open services and engagement
- Consultation
- Facilitation
- Impact measurement

**INDUSTRY**
- New missions
- Partnership

**THIRD SECTOR**
- Economic sustainability and Business model
- Co-creation

**CITIZENS**
- Participation and Involvement

**BANKING & FINANCE**
- Impact Investments

**ACADEMIA & UNIVERSITY**
- Research on conceptualisation and methodologies

Boundaries are crossed among social actors
Figure 4 – The four sectors

- Third sector
- Community activism
- Communities sector
- Social enterprise
- Citizen engagement
- Public-private partnership
- Private sector
- Public sector
## 2.1. Funding
Policy makers can enhance the supply of social innovations by providing funding for socially innovative organisations.

## 2.2. Procurement
Commissioning and procurement processes represent an opportunity for governments to support the development of social innovation and stimulate the creation of new markets.

## 2.3. Alternative Use of Assets
Governments can support social innovation by sharing non-financial assets, such as allowing community groups to manage local amenities.

## 2.4. Increased Support for Networking
One easy way in which governments can help to support social innovators is by providing forums for them to network and share knowledge.

## 2.5. New Legal Frameworks
Governments can use their regulatory and legal powers to promote social innovation and models of services which generate social value.

## 2.6. Capacity Building
Socially innovative organisations require support to scale and access investment and policy makers and government have a crucial role to play in building capacity within the sector.

## 2.7. Commissioning and Applying Research
Policy makers and government can support social innovation by funding and applying research which builds a strong evidence-base for both policy and practice.
The TEPSIE Social Innovation Framework Model

In terms of research and measurement, three inter-related levels shall be covered, each with their set of indicators (recommendation!):

1. Measuring the *framework conditions* (the study of (interlinked) barriers shall be improved)
2. Measuring the *organisational outputs and societal outcomes* (measuring the social value)
3. Measure the impact on society of innovative *entrepreneurial activities* and *social economy* (few indicators exist)
Measuring Social Innovations

Examples of established metrics that can be used include:

- The Innovation Union Scoreboard (European Union),
- Global Innovation Index (INSEAD),
- Innovation in Public Sector Organisations (NESTA),
- Measure Public Innovation in the Nordic Countries (MEPIN),
- Global Competitiveness Index (WEF).

Probably even more important are metrics that focus on social, normative or environmental dimensions, which are particularly appropriate for capturing the social aspect of social innovation; these include:

- OECD Better Life Index,
- European System of Social Indicators (GESIS),
- Civil Society Index (CIVICUS),
- National Footprint (Global Footprint Network).

www.tepsie.eu
How creating *Social capital?* The values of Social Innovation

**Change of mind-set & Lifestyle**

**Re-use & Recycle**

**Horizontal relationships / no hierarchy**
*We act as individual and not for our social status/role*

**Online Reputation mechanisms**

**Gamification**

**“Lean” approach based on iteration with users for continuous improvement**

**Shared responsibility among actors**

**Collaboration**

**Participation**

**Co-creation**

**Co-Design**

**Reciprocity**

**Assets sharing and valorization**

**OWNERSHIP → ACCESS**

**Openness & Transparency**

**Sustainability**

**Different attitude toward RISK and FAILURE**

**Care**
Big EU Players

Social innovation exchange

Nesta
National endowment for science technology & the arts

Ouishare

The Young Foundation
Thinking Action Change

Ashoka
Relevant EU Platforms/Projects

- **Social Innovation Community**
  - www.siceurope.eu

- **Tepsie**
  - www.tepsie.eu

- **Siresearch**
  - http://siresearch.eu

- **Simpact**
  - www.simpact-project.eu

- **Transition**
  - http://transitionproject.eu

- **CAPSSI**
  - https://capssi.eu/about

- **ESIIN**
  - http://esiin.eu
Grazie!
Thank you!

Margot Bezzi
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