A 'grand tour of social innovation in Europe'

By Henriette van Eijl and Liesbet de Letter

(disclaimer: opinions presented here do not commit the EC or Europe's tree population)

Seminarie Sociale Innovatie 1-12-2011

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Drivers for social innovation: creating growth and jobs

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Drivers for social innovation: creating growth and jobs

- "Social market economy" 2.0: creates new – and better – jobs
- Productivity growth in public and private sector
- Competitiveness in Research and "I" policy:
  - I = innovation policy
  - I = inclusion policy
  - I = industry policy

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To do list for social innovation – some ideas:

- ✓ **Improve the 'market':**
  - ✓ Connect "demanders" and "suppliers"
  - ✓ Define challenges and develop new ways of finding solutions (e.g. prize competitions?)
- ✓ **Improve the tools:**
  - ✓ 'spaces': incubation and experimentation
  - ✓ Practical funding schemes: from research - pilots
  - ✓ Consider any policy tool: public procurement, state aid, legislation, ..
  - ✓ Measurement and evaluation – that even policy makers and banks understand
- ✓ **EU added value:** mobilise EU brainpower for solving local issues, networking and up-scaling

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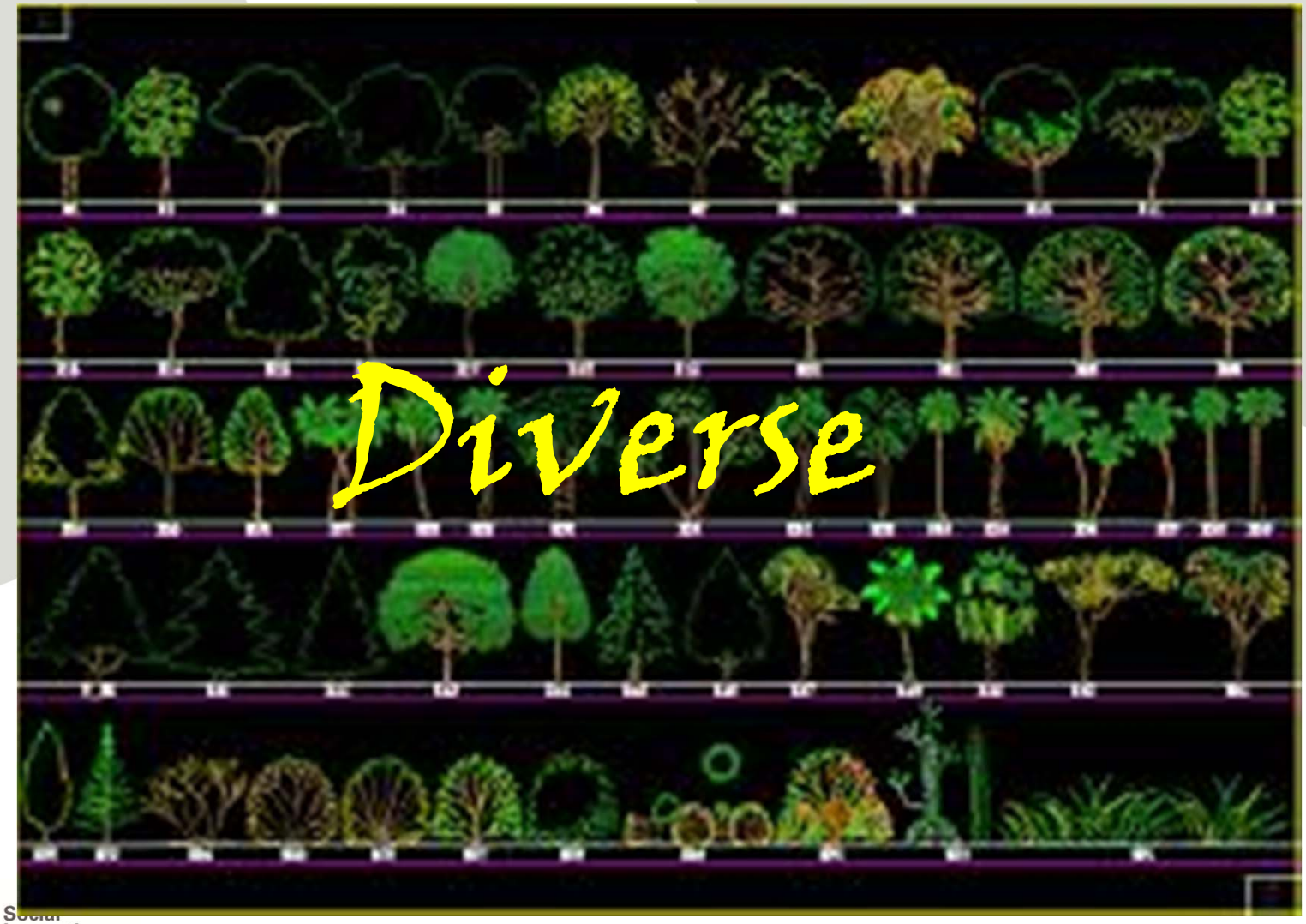
What does social innovation in Europe look like?



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Same basic elements – adapted to local needs

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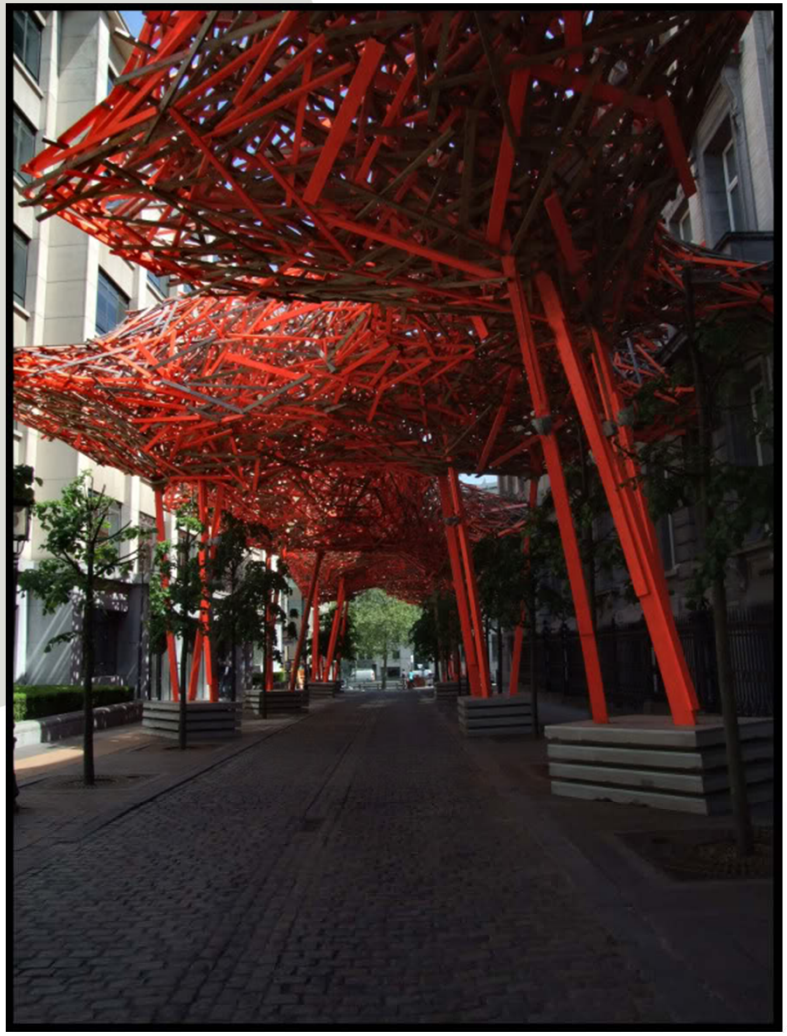
Poland

Diversity leads to problems with definition…



Brussels

"Social innovations are innovations that are social in both their ends and their means"

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How to assess value – and who pays?

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And how to upscale benefits?

Repackaging of existing policies?

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2011 put social innovation on the agenda in Europe:

- **Launched Social Innovation Europe Initiative:**
  - **virtual hub and meetings**
  - **Reports on SI funding and metrics/ evaluation**

- **Inserted social innovation in many EU budget proposals: Horizon2020, Structural Funds**

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2011 put social innovation on the agenda in Europe:

- **Inserted social innovation in many EU policy actions:**
  - **Innovation Union Strategy**
  - **Social Business Initiative**
  - **EU platform against poverty, Skills/jobs, Youth on the move**

- **New actions in Member States, regions and local communities: social, economics, health, care**

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EIF's European Social Impact Fund-of-Funds initiative:

- Total size between EUR 80 and 100m, 50% from EIB
- Support social innovation and entrepreneurship in Europe
- All stages and sectors
- Capital deployment:
  - 12 to 15 commitments between 2011 and 2016
  - Individual commitments in the EUR 5-20m range
  - 250 European SMEs supported or created

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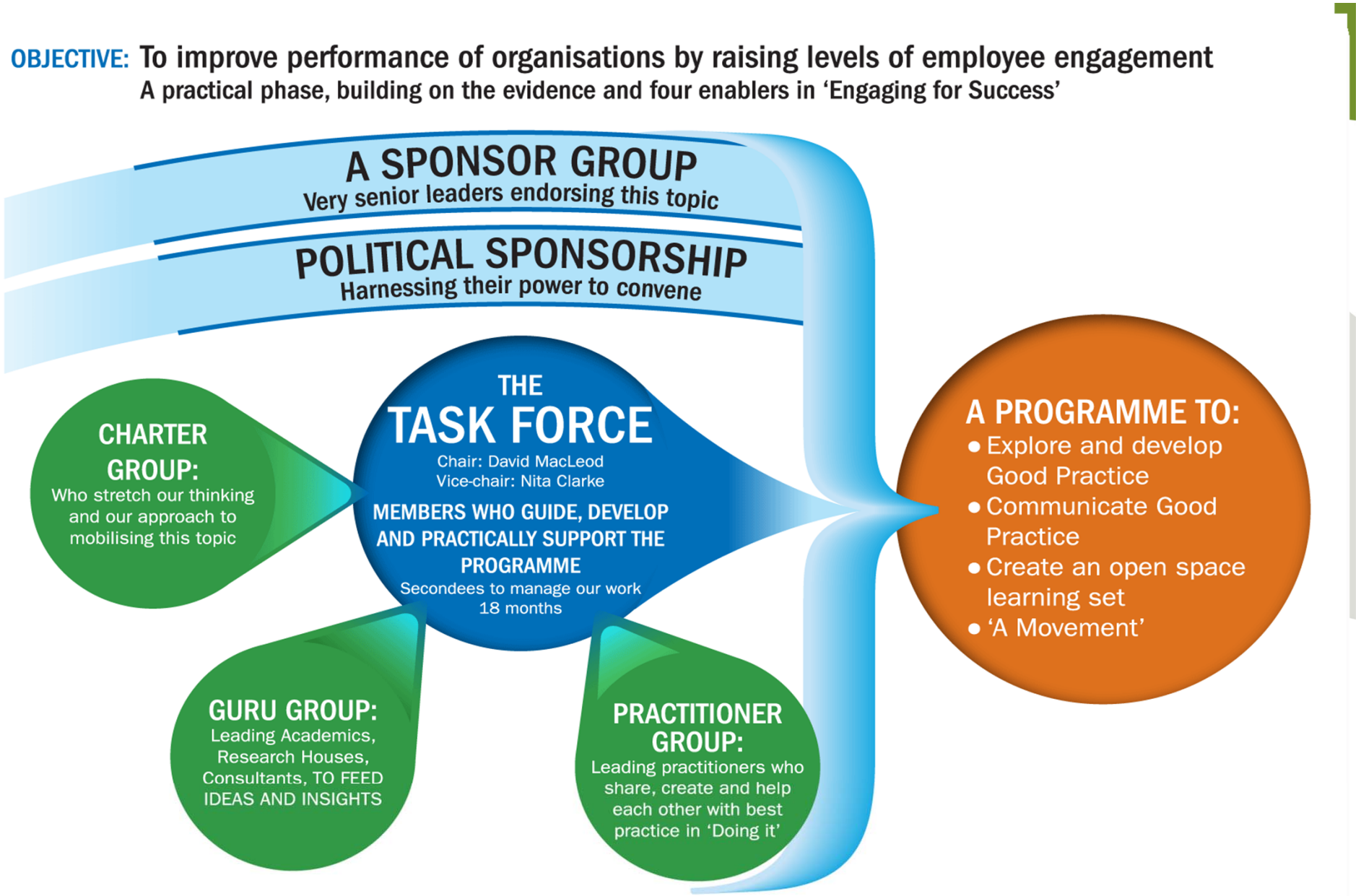

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UK government initiative – David Macleod at the BSI

Healthcare: good and not-so-good examples

- Good example:

Pilots in Slimme zorg (smart care) in Noord-Brabant (public-private ps)

*www.**brabant**.nl/**slimmezorg***

- Not-so-good example:

Ambient Assisted Living ICT Programme still needs more end-user engagement

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And a great (cycle) ride ahead

2012-2013 is 'make-or-break' !

Budgets:

- Proposals for EU funding: MS and MEP determine their positions, with public consultations *(YOU!)*
- Practical planning for period 2014-2020: smart specialisation in regions, MS priorities *(YOU!)*
- Do not forget: unspend budgets of current period *(YOU!)*

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2012-2013 is 'make-or-break' !

Actions:

- National Reform Programmes in Member States
- Implementation of Social Business Initiative and Innovation Union
- Actions (TBC) on: incubators and workplace innovation and public sector innovation
- Measurement: Public Sector Innovation Scoreboard ready in 2012, new CIS-Eurostat

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Structural funds – deeply rooted in Member States with little Brussels' meddling

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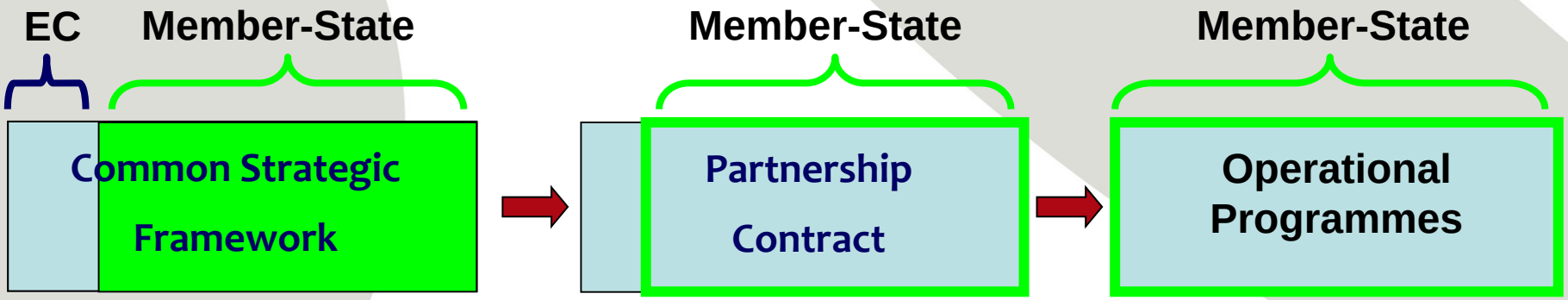
Member States are (mostly) in charge



- Comprehensive investment strategy: aligned with Europe 2020 objectives
- Coherence with National Reform Programmes
- Coordination: cohesion policy, rural development, maritime + fisheries funds
- Objectives and indicators to measure progress towards Europe 2020 targets
- Effectiveness: ex-ante conditionalities, performance framework
- Efficiency: reduction of administrative burden for beneficiaries, alignment of eligibility rules of different EU instruments

Structural Funds post 2013: 11 Thematic Objectives to Deliver Europe 2020

- **Strengthening research, technological development and innovation**
- Enhancing access to, and use and quality of, information and communication technologies
- Enhancing the competitiveness of small and medium-sized enterprises, the agricultural sector (for the EAFRD) and the fisheries and aquaculture sector (for the EMFF)
- Supporting the shift towards a low-carbon economy in all sectors
- Promoting climate change adaptation, risk prevention and management
- Protecting the environment and promoting resource efficiency
- Promoting sustainable transport and removing bottlenecks in key network infrastructures
- **Promoting employment and supporting labour mobility**
- **Promoting social inclusion and combating poverty**
- **Investing in education, skills and lifelong learning**
- Enhancing institutional capacity and an efficient public administration

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Investment priority (1):
strengthening research, technological development and innovation

- (b) « promoting business R&I investment, product and service development, technology transfer, social innovaion and public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation »

Smart specialisation ex-ante conditionality

- If you want to invest in innovation with ERDFyou need to formulate a strategy for regional innnovation through smart specialisation!

- Smart specialisation platform http://ipts.jrc.ec.europa.eu/activities/research-and-innovation/s3platform.cfm

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Smart Specialisation

Policy Delivery Instruments

Methodological support

Policy Rationale

Smart Specialisation GUIDE

CP Regulations 2013-20

(COM) "The contribution of Regional Policy to smart Growth"

(COM) "The contribution of Regional Policy to sustainable Growth"

Innovation Union Flagship

Innovation Union self-assessment tool

Regional Innovation Monitor

OECD 2011 "Regions and Innovation Policy"

IRE-RIS Guide

Directory "No-Nonsense" to build S^3

Diagnostic Systèmes d'Innovation (Praguer)

Economic Rationale

Policy Experimentation

RIS-RITTs 1994-2004

"Knowledge for Growth"

FWP Evaluation

Endogenous Growth

Innovation Systems

"Innovative milieux"

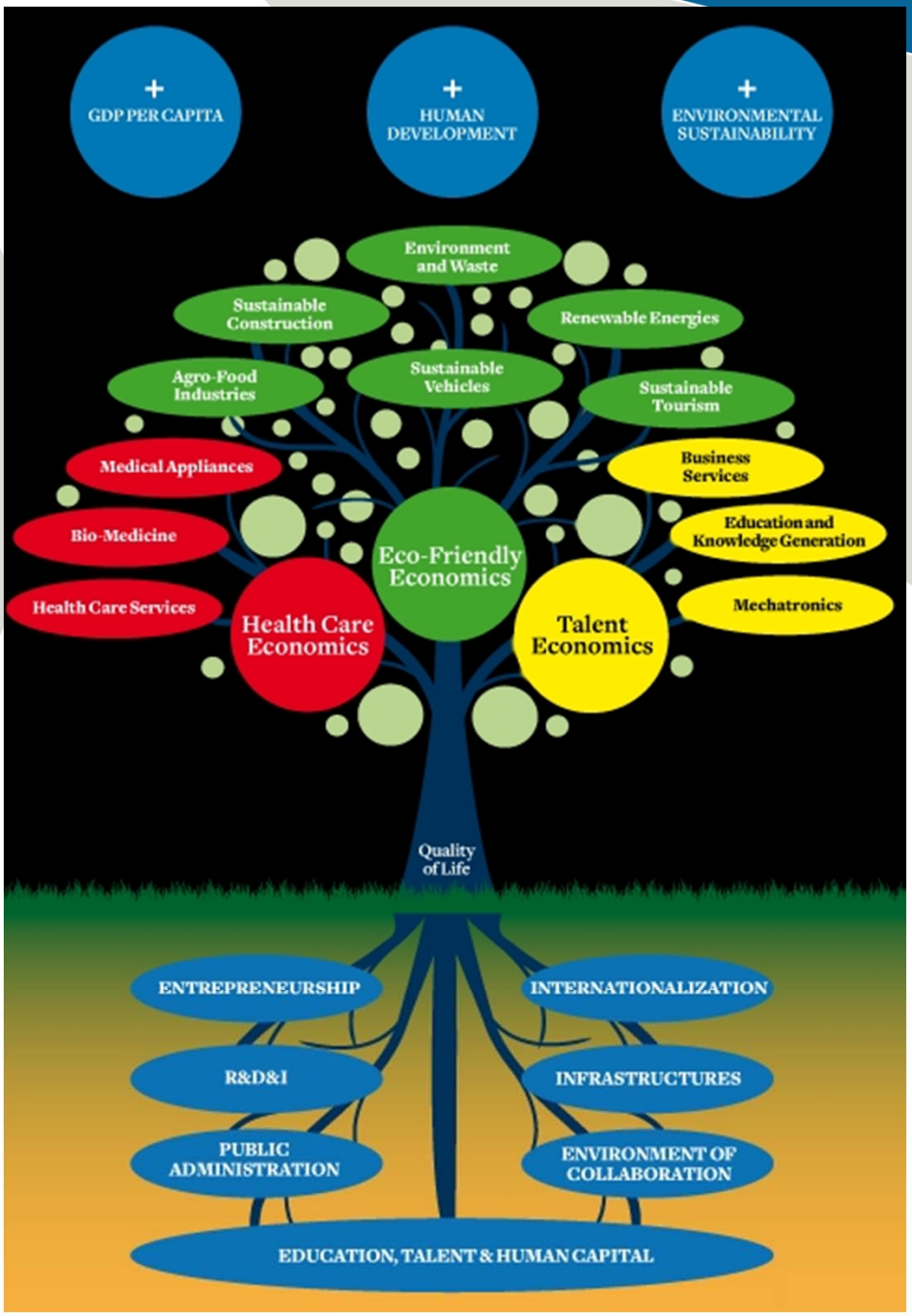
Competitive Advantage – M-Porter

Industrial districts

Evolutionary Economics

Navarra Moderna tree:

a regional strategy based on human capital



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Regiostars 2013

- Category « inclusive growth »:
  Social innovation: creative responses to societal challenges
- CITYSTAR category:
  Integrated approaches to sustainable urban development
- Applications by **20 April 2012** to REGIO-STARS@ec.europa.eu
  http://ec.europa.eu/regional_policy/cooperate/regions_for_economic_change/regiostars_13_en.cfm

Regiostars 2012

- Public presentation of the finalists in January 2012

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Relevant areas for ERDF

- (public) service innovation (co-creation, new interaction with citizens, reform of social and (health)care services, DI, …)
- E-health and ageing
- Urban regeneration
- Community-based local development
- Green growth, green energy
- Social enterprises
- Workplace innovation

Tools

- Microfinance
- Social clauses in public procurement
- New forms of incubation
- Business support measures
- Use broadband as a means for SI
- CSR
- URBACT: last call this month!
- Interreg IVC
- Quadruple helix models, e.g. with citizens

Worst case scenario…

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For more information:

- www.socialinnovationeurope.eu

- **www.inforegio.europa.eu**

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