Social Innovations in Europe
EU-Project on Theoretical, Empirical and Policy Foundations for Social Innovations in Europe completed

The issue of „social innovations“ has attracted huge attention from different parties in recent years. This is thanks, not least, to the contribution made by TEPSIE (The Theoretical, Empirical and Policy Foundations for Building Social Innovation in Europe), a CSI project successfully completed last December.

For three years, this CSI-project has worked on the strategy for the whole European Union-wide strategy to support innovative solutions of social problems: Environmental pollution, climate change, the increasing need for care of the elderly, youth unemployment and the integration of migrants – all these are problematic issues faced by European societies, and for which innovative solutions must be developed and broadly promulgated in the next decades. Some time ago the relevant actors already identified the enormous potential in social innovations – i.e. new products, services, practices as well as organisational models that solve social problems better than previous approaches.

Ever since, the European Commission has been among those organisations recognised as a supporter of social innovations. To this end it has underpinned a whole series of social innovation projects, in which CSI was a frequent contributor; one example is the TEPSIE project, in which we were responsible for the coordination of the content of two out of eight work packages. This international consortium – in which we worked together with the Danish Technological Institute, the UK-based Young Foundation, the Catholic University of Porto, Atlantis Consulting in Greece and the Wroclaw Research Centre in Poland – has made significant contributions to research and politics in the EU. Some aspects we could show:

- how to develop instruments for measuring social innovations and for determining their efficiency within society as a whole
- how social innovations can be financed more effectively
- how the effectiveness of social innovations can be widely disseminated and/or replicated
- how especially information and communication technology can also be utilised to solve social problems
- how different and multi-layered social innovations can be, how heterogeneous the contributing actors can be and how the resulting complexities can be productively handled.

Continue reading on page 2.

From the contents:
- Master thesis: Art as an Engine for Innovation  Page 2
- Publication of the „Ziviz“ Study on the financing of organisations. Page 3

Editorial
Dear Readers,

The CSI is constantly changing. Our work focuses more and more on social innovation. We are getting more European. Our increasingly European approach opens up new alleys of cooperation and mobilising resources for our research. Thereby we live up to our unchanged strategic goals: Generate insights, develop competencies which accompany the implementation of social innovations into practice.

At the same time we strengthen our cooperation with other universities and centres of competence, which address issues of civil society, social investment and social innovation in Europe and beyond. We live what we research: The solution of increasingly complex societal challenges demands the crossing of boundaries – in a comprehensive sense: Between member states of the European Union, between academic disciplines, between sectors of society and between academia and practice. The guiding principle of this experience is not only the transfer of research results into practice, but it is trans-disciplinary work – the cooperation with reflecting practitioners and citizens in our search for solutions.

After nine years of work in civil society and with its support at CSI, we pave the way for a sustainable future of our work. Our exchange with leadership of Heidelberg University promises to lead to good results: Securing a sustainable future of the CSI as a centre strong in research, teaching skills and competencies and in working with societal practice of social innovation and social problem solving.

Dr. Volker Then
Art as an Engine for Innovation

Master thesis compares artistic endeavours with „social innovations“

Can the creation of social innovations be encouraged, and if so, how? Which role, if any, does art have in this context? What are the conditions for fostering human creativity, and can it possibly contribute to an increasing creation of social innovations? Once again, we present an exciting research project from a student of our Master’s programme.

Have you ever considered what we as human beings need to do in order to create a better world? You certainly have done so in one form or another. But can you imagine that perhaps the solution to all problems might have something to do with psychedelic poster art?

Anikó Hanke, graduate of the Master’s programme Nonprofit Management & Governance from the 4th cohort of CSI, works at a global enterprise in the IT-sector, is a volunteer worker for the www.ageofartists.org movement and assesses complex – not to say complicated – situations and challenges, e.g. such as her own master thesis.

How would she otherwise have gotten at the idea of simultaneously putting three large research areas – innovations, creativity and entrepreneurship, currently being so strongly encouraged by the G7 and OECD.

Future research will now have to increasingly focus on questions such as what forms of support are exhibited by various types of social innovations, how (even more) effective collaborations between various actors can be initiated, or even how social movements and their precursors can create long-term social change. We have already taken up some of these strings again, because within CSI the social innovation bonat has been handed over to the projects ITSSoIN and CrESSI.

An interesting and creative perspective on CSI’s research focus, „social innovations“.

Social Innovations in Europe

Continued from page 1

During the last years, the results of our work have been presented to a broad public on numerous occasions. The network which was established and then enhanced during the project now numbers several hundred stakeholders working in practice or involved in areas such as politics, civil society, industry and, of course, research. We will continue to exchange ideas with them in order to develop this field further.

Through the TEPSIE project, CSI has not only reinforced and significantly enhanced its position in the increasingly important research and political field of social innovations; it has also done so in neighbouring areas such as in issues concerning social impact investing or social theory of action – under the microscope on 70 pages. In her thesis entitled „Kreatives Handeln zur Lösung gesellschaftlicher Probleme – Die Rolle der Kunst bei der Entstehung von sozialen Innovationen“ [Creative Action for Solving Social Problems – The Role of Art in the Creation of Social Innovations], she examined under which circumstances creative acting can be found more often as an option for action and also is chosen. The individual decision to act in a creative manner fosters the creation of a larger number of ideas, which could possibly lead to a larger number of social innovations for solving the problems of the world. But what does all of this have to with art?

The author was able to show that social innovations can emerge from the field of art. In this relation, she examined the phenomenon of art associations, the work of Hans Prinzhorn on the subject of „art brut“ (outsider art) and the aforementioned psychedelic poster art as an example of social innovation. Anikó Hanke succeeded in taking her self-selected potpourri of topics and transforming them into a thesis by positing some courageous questions and hypotheses, while at the same time demonstrating the interdisciplinary philosophy embodied by the institute.

An interesting and creative perspective on CSI’s research focus, „social innovations“. 

Executive Training

Social Investment & Impact:
19 – 21 November 2015
Foundation Strategies for Impact:
26 – 28 November 2015
If you have any questions about our training events or regarding a tailor-made further education programme, please contact
Tine.Hassert@csi.uni-heidelberg.de

Published by Schäffer-Poeschel.
ISBN 978-3-7910-3396-9

Teaching News

EUFORI Study completed

The international study on foundations promoting research within Europe (EUFORI) was completed at the beginning of the year and is due to be published shortly by the European Commission. CSI worked in partnership with ZEW Mannheim in drafting the country report for Germany. For this, we performed a number of surveys and supplemented these with findings from qualitative interviews. This highlighted the central role of foundations in the modernisation and introduction of innovation within the German research landscape.

SROI practice manual published

The practice manual „Social Return on Investment – Wirkung sozialer Investitionen messen“ [Social Return on Investment – Measuring the Effects of Social Investments] provides information about how to gauge the added social value by social projects. This practice manual by a team of authors from Vienna University of Economics and Business and CSI under the lead of Christian Schober and Volker Then is based on academic findings, which were prepared to be immediately implemented by managers based on their own particular decision-making situations. Alongside an introduction to the impact analysis with the „Social Return on Investment“ (SROI), the book gives practical tips on the specific implementation, alongside numerous examples. The manual is published by Schäffer-Poeschel.

Nr. 19/ July 2015 | Volume 7 | www.csi.uni-heidelberg.de/report
For He That Hath, to Him Shall be Given?

ZiviZ provides representative answers explaining how civic organisations in Germany finance themselves.

The study was conducted by the „ZiviZ“ agency (Zivilgesellschaft in Zahlen [Civil Society in Numbers]) as part of the „Stifterverband für die Deutsche Wissenschaft“. The first project phase was conducted with the involvement of CSI, and offers information about how members and sponsors/donors cooperate.

There is a permanent discussion on the financing of organised civil society. Nevertheless, the topic is usually merely discussed as an adjunct of other issues. So there are stubborn preconceptions persistsing about the issue of how civil social organisations finance their work and what the largest sources of finance of the organised civil society are – it is said that civil society is drip-fed by the state; civil society organisations have to largely find financing on the market, i.e. offer marketable services, which implies that they haven’t already been doing this already. And the majority of organisations are generally said to be permanently hard up, which means that civil action may be relevant socially and politically, but not from an economic perspective.

Furthermore, there is an unfortunate imbalance between the amount of good advice about how to solve financing problems faced by civil society and the number of empirically substantive studies focusing on the financing situation faced by organisations and the supposed problems they have already. This has now changed with the recent publication of the ZiviZ Survey’s special analysis, which means that civil action may be relevant socially and politically, but not from an economic perspective.

This study was conducted by the “ZiviZ” agency within the Stifterverband, Dr. Holger Krimmer, but also regular CSI lecturer Dr. Anael Labigne – provide the following overview of selected results:

- Committed with little money: Half of all organisations have the spending power of max. 10,000 euros per year. These organisations have an average of 100 members and 20 committed individuals. They therefore strongly link civil engagement and organise broad groups of the population into membership structures.

- Money and profession: While there are indeed financially robust organisations with annual incomes in the six-digit range, with just 4 percent they are the exception. They are particularly significant especially from an economic and labour market policy perspective, because they employ the majority of the 2.3 million „third sector“ employees paying mandatory social security contributions.

- Civil self-reliance: Membership contributions are the most important source of income by far. 84 percent of organisations collect membership contributions; these are the main source of revenue for every one in three. In the sport and leisure sector, this is actually valid for every fourth association.

- Two faces: Two contrary types of organisation are generally identifiable: On the one side are the large modern service providers in near-social state sectors with a financing focused on the state and/ or market, and on the other side there are the self-organised association-type entities with have very small organisations that are mainly financed through membership contributions and donations.
Affected, But Not Active
The phenomenon of non-participation in Germany

Germany, a nation of angry citizens – that has been the echo that has resonated throughout Germany in recent years. Rabea Haß, Hanna Hielscher and Dennis Klink researched the issue of non-participation in their study „Deutschland – Eine Bewegungsgesellschaft?“ [Germany – A Society of Movement?].

Why do so many people fail to get involved when they are affected by an infrastructure project in their close vicinity? The researchers came to the result that it was not due to a lack of awareness concerning the project of those affected. Instead, those surveyed did not manage to transform their intrinsically felt obligation to participate in concrete actions, because, inter alia, they lacked the information on methods of participation. So a large proportion of those questioned remained „activists in spirit“. The resulting guilty conscience is partly compensated through the delegation of responsibility to actors already active in civil society. They are supposed to influence political decision-making and co-represent the interests of the inactive citizens, too. So representation by delegation takes place right in front of the doors of parliament. In this context it is not always clear to the delegates that their aims sometimes cannot be reconciled with those of the citizens’ initiatives. To sum it all up: Citizens affected by infrastructure projects require an enhanced information culture. The persons who must take the responsibility need to be verified with every new proposal. Citizens’ participation is complex and it must remain so in order to fulfill the various realities of the project in question.

Further reading:
Hielscher, Hanna; Klink, Dennis; Haß, Rabea (2014): Betroffen, aber nicht aktiv: Das Phänomen der Nicht-Beteiligung in Deutschland [Affected, But Not Active: The Phenomenon of Non-Participation in Germany]. Hg. v. Centrum für soziale Investitionen und Innovationen (CSI) and Hertie School of Governance GmbH. Heidelberg.

Available online under:
www.csi.uni-heidelberg.de/downloads/CSI_Policy_Paper_Betroffen_aber_nicht_aktiv.pdf

Hanna.Hielscher@csi.uni-heidelberg.de

Creating Space for Innovation
CrESSI presents interim results. Successful policy seminar in London.

The first results from the EU-project CrESSI (Creating Economic Space for Social Innovation) are now available. After one year of research, the initial findings were introduced in the recently published CrESSI newsletter.

The results presented of the work performed are from the work package „Economics, Institutions and Social Innovation: Theory and Practice in Terms of the Vulnerable and Marginalised“. The newsletters also contain information on international social innovation conferences and on the „Big Jump Challenge“ – as an example for reaching out to young people for and through social innovations.

In London, the first „CrESSI Social Innovation Policy Seminar“ has taken place. Its aim was to express some initial political recommendations so that European and national politicians can generate intellectual, institutional and economic space for social innovations as well as to query presuppositions concerning „rational“ decisions. The newsletter reports on the feedback by the participants.

Those interested in knowing more can find the newsletter here:
http://www.sbs.ox.ac.uk/ideas-impact/cressi/cressi-newsletter

Anyone seeking regular information can subscribe to the newsletter.

The international CrESSI-team. Project meeting at TU Delft

Significant research findings were also published on the CrESSI homepage:
http://www.sbs.ox.ac.uk/ideas-impact/cressi/publications-0

Gudrun.Schimpf@csi.uni-heidelberg.de