PREFACE
INTO A NEW ERA OF SOCIAL INNOVATION

The importance of Social Innovation for successfully addressing the social, economic, political and environmental challenges of the 21st century has been recognised at European and global level. There is a growing consensus among practitioners, policy makers and the research community that social innovation enhances the society's capacity to act. What better way to turn social and economic challenges into opportunities for all?

Social Innovation has played an important role in EU policy and research for many years. The European Union actively promotes Social Innovation and used it with success to reach policy goals. For instance, the European Social Funds have introduced the principle of social policy experimentation, based on methodological guidelines empowering actors to innovate. Research and innovation policies have made social innovation a research topic, promoted a common understanding, created networks and supported the scaling up of promising social innovations. The latest example is the 2 million Euro „Horizon Prize for Social Innovation": Based on a public vote, the prize will be focused on travel mobility for elderly people, incentivising creative solutions which combine technological, social and behavioural features.

Social Innovation will play an important role in the future of Europe. When President Juncker laid out scenarios for the Future of Europe, a Europe that protects, empowers and defends, he announced a social summit for November 2017. This summit will be followed by an international conference in Lisbon dedicated to Social Innovation.

The present Atlas of Social Innovation is a particularly well timed contribution to this debate: 25 international partners of the EU funded SI-DRIVE project have mapped over 1.000 cases of social innovation all over the world. This global

mapping is complemented by a treasure of insights from leading international experts, reviewing new trends in Social Innovation and examining the possible role of Social Innovation in the next generation of public policies.

By taking stock of social innovation achievements the Atlas of Social Innovation contributes to a better understanding how Social Innovation may contribute to advance inclusive and wealth-creating public policies. It helps to identify potential future opportunities not only in terms of societal well-being, but also of growth, jobs, and business development for Europe.

This Atlas of Social Innovation is built on a long tradition of social innovation research in the European Union in the past framework programmes that made Europe a global center of social innovation research. I am very grateful to the authors of this Atlas for having made this achievement visible. Thank you!

As we seek to build the European future we want, I wish this publication many readers. May it inspire the next generation of public policies and may it encourage all those innovators who experience the difficulties of innovation, which means in its Greek origins "introducing change to the established order" - a pre-requisite to enhance our society's capacity to act.

Peter Dröll
European Commission Directorate General for Research & Innovation

INTRODUCING THE ATLAS
OF SOCIAL INNOVATION

Jürgen Howaldt / Christoph Kaletka / Antonius Schröder / Marthe Zirngiebl

Social Innovation is on the rise: As a lived practice, social innovations take countless approaches and present a wide array of success stories. On a policy and public level, interest in the concept has been growing over the last years and the international scientific debate has gained momentum. At the same time, there is an increased awareness of the complexity of challenges modern societies are facing and the subsequent requirement that innovation processes have to meet. Like technological innovations successful social innovations are based on a lot of presuppositions and require appropriate infrastructures and resources.

Against this background, a new generation of EU-funded projects[1,2] worked on a better understanding of the conditions under which social innovations develop, flourish and finally increase their societal impact. In this respect, SI-DRIVE (www.si-drive.eu) made an important contribution by developing and testing a comprehensive and analytical definition, which describes social innovation as a new combination or figuration of social practices. Using these analytical lenses, the project's 25 international partners mapped and scrutinized over 1.000 cases of social innovation all over the world and selected over 80 cases for an in-depth case study analysis.

The Atlas of Social Innovation presents SI-DRIVE's empirical results and the broad variety of this phenomenon. It takes a unique approach in portraying experiences, theoretical considerations, and lessons learnt from all around the globe and across disciplines ultimately presenting Social Innovation's many connotations and nuances. To display the concept's multifaceted nature in one book, articles by leading experts complement SI-DRIVE's insights into the world of Social Innovation. The Atlas of Social Innovation delivers new intelligence on the diversity of social innovation approaches in different parts of the world used by practitioners, researchers and policy makers, reflecting the diversity, broadness and usability of Social Innovation, proving the variety of actors and their interaction and exploring the systemic character and concept of Social Innovation.

The first part Social Innovation Landscape – Global Trends reveals the importance of Social Innovation addressing social, economic, political and environmental challenges of the 21st century on a global scale. It demonstrates the need for Social Innovation to overcome the great societal challenges and social demands and presents a broad range of important topics that are essential for a better understanding of the key

elements and the potential of Social Innovation. The articles explore new avenues and concepts of innovation, make use of new tools (e.g. design thinking) and form alliances with other streams of research and practice (e.g. sustainable development). The second part Social Innovation in World Regions provides an overview of various types of Social Innovation in different local or regional settings. Looking at the different world regions Social Innovation has various meanings, can take different forms and engage a diversity of actors. The third part Social Innovation in Policy Fields uncovers that Social Innovation is omnipresent in the policy areas of education, employment, environment and climate change, energy supply, transport and mobility, health and social care, and poverty reduction and sustainable development. The Atlas of Social Innovation's final part Future Challenges and Infrastructures demonstrates that social innovation processes and the underlying resources, capabilities and constraints are also very much related to the actors of the different sectors of the social innovation ecosystem (policy, economy, science and civil society). This includes a new role of public policy and government for creating suitable framework and support structures, the integration of resources of the economy and civil society as well as supporting measures by science and universities (e.g. education for social innovation performance, know-how transfer).

One of the most important insights of the Atlas is that given the strong need for Social Innovation highlighted by the various policy field experts, and, bearing in mind the drivers but in particular also the barriers for Social Innovation, a social innovation friendly environment still has to be developed in Europe as well as globally.

By gathering the leading experts, the Atlas opens up new insights in the current trends of social innovation research. Building up a knowledge repository for a growing community of practitioners, policy makers and researchers it should open up new avenues to unfold the potential of social innovation in the search for new social practices enhancing a better future.

[1] besides SI-DRIVE (www.si-drive.eu), see SIMPACT (http://www.simpact-project.eu/), TRANSIT (http://www.transitsocialinnovation.eu/) and CrESSI (http://www.sbs.ox.ac.uk//faculty-research/research-projects/cressi).

[2] For an inventory of FP6 and FP7 projects see the European Commissions's "Research on Social Innovation" (https://ec.europa.eu/research/social-sciences/pdf/project_synopses/ssh-projects-fp7-5-6-social-innovation_en.pdf)

SOCIAL INNOVATION ON THE RISE – RESULTS OF THE FIRST GLOBAL MAPPING

WHAT OVER 1.000 INITIATIVES AND PROJECTS WORLDWIDE REVEAL ABOUT THE POTENTIAL OF SOCIAL INNOVATION TO ADDRESS THE GREAT SOCIETAL CHALLENGES.

The project SI-DRIVE "Social Innovation: Driving Force of Social Change" mapped 1.005 social innovation initiatives belonging to seven policy fields on all five continents of the world. The results of the comparative analysis give insights into the highly diverse world of social innovation, the variety of actors and their interaction, and the systemic character of the concept.

Jürgen Howaldt / Christoph Kaletka / Antonius Schröder

CHALLENGING INNOVATION PATTERNS

Recent years have seen new forms of innovation emerging, both as an object of research and development: social innovations appear in a variety of forms and influence people's lives. They change the way we live together, work or handle crises. Likewise, they are driven by different societal sectors and cross-sectoral networks and individuals. There is a growing consensus among practitioners, policy makers and the research community that technological innovations alone are not capable of overcoming the social and economic challenges modern societies are facing. We find a vast and growing number of social innovation initiatives all over the world, reflected as well by the global mapping of more than 1.000 cases in the different world regions of SI-DRIVE.
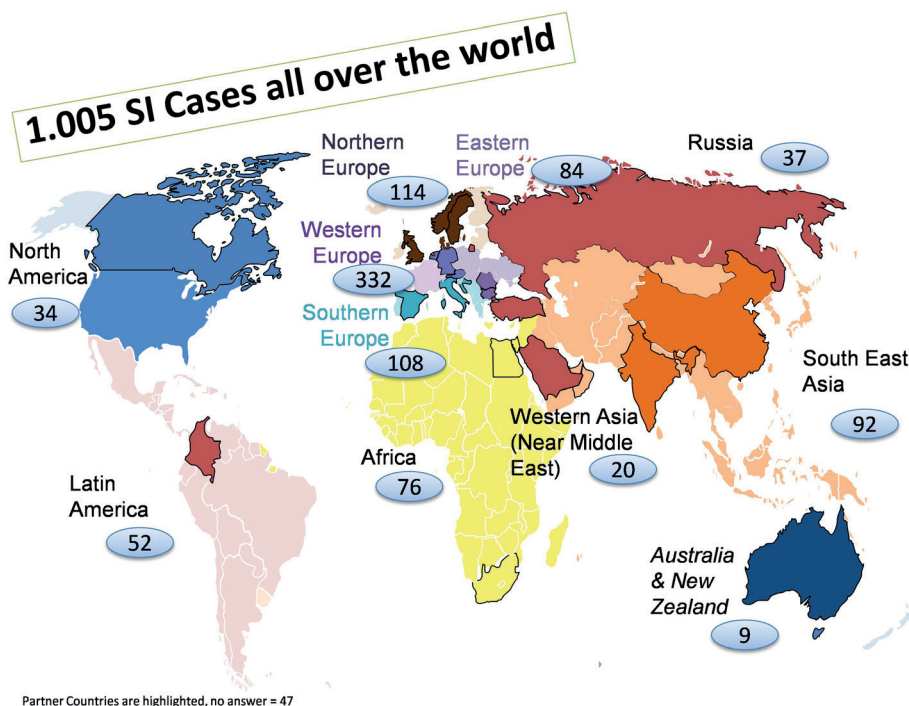
The global mapping uncovers countless approaches and successful initiatives that illustrate the strengths and potentials of social innovations in the manifold areas of social integration through education and poverty reduction, in establishing sustainable patterns of consumption, or in coping with demographic change. At the same time, social innovations are gaining importance not only in relation to social integration and equal opportunities, but also in respect to the innovative ability and future sustainability of society as a whole.

AN ECOSYSTEM FOR SOCIAL INNOVATIONS

Although social innovation is widely recognised as an important development phenomenon, it has traditionally been perceived as being limited in scope. One key reason for this is that for a long time, the social innovation discussion was predominantly anchored within civil society – and still is in many parts of the world. Yet such a limited understanding is not sufficient for developing the potentials of social innovation. Instead, it is necessary to develop a comprehensive concept of social innovation, which looks at its various manifestations, actors and cultural contexts, and frees the term from the narrow confines of a limited rather traditional economic orientation that is focused on the concept of social entrepreneurship.

A comprehensive understanding of social innovation emphasizes the different societal sectors and the surrounding ecosystem for social innovation on the scene. The ecosystem

1.005 SI Cases all over the world

North America 34

Latin America 52

Northern Europe 114

Western Europe 332

Southern Europe 108

Eastern Europe 84

Russia 37

Africa 76

Western Asia (Near Middle East) 20

South East Asia 92

Australia & New Zealand 9

Partner Countries are highlighted, no answer = 47

Mapping 1.005 social innovation initiatives worldwide – SI-DRIVE partner countries are highlighted.

of social innovation "is in very different stages of development across Europe, however. In all countries, though, the ecosystem is under development and there are a number of important factors enabling the development of social innovation, including important support and impetus from the EU" [1, p. 7]. At the same time, the mapping revealed an underdeveloped status of conceptualisation and institutionalisation. There is no shared understanding of social innovation (including a clear differentiation from other concepts such as social entrepreneurship or technology innovation) and no integration in a comprehensive (social) innovation policy. Policy field related documents of public authorities such as the European Commission, the United Nations, the OECD, the World Bank, etc. often even do not refer to social innovations (exceptions are Horizon 2020 documents as well as publications of some DGs). Only in a few countries as e.g. Colombia, Germany, Italy, Sweden, the United Kingdom and the USA, politics has taken up social innovation. However, in most of the countries there are no policy institutions with direct responsibility for Social Innovation.

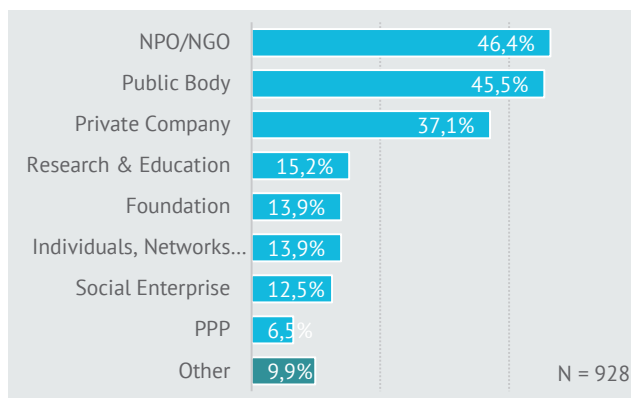## SOCIAL INNOVATION – A BABYLONIAN CONFUSION

Even though a broad spectrum of social innovations is present in the policy fields, all Policy Field Reports of SI-DRIVE notify an unclear understanding of the concept of social innovation. They further report on social innovation in their policy fields, which are not labelled as such and call for further social innovations to respond to the societal challenges the world is facing.

The mapping revealed the variety and diversity of social innovation worldwide, the different social innovation initiatives and practices, concepts and approaches, innovation processes and actor constellations, the variety of processes and networking through which social innovation occurs.

SOCIAL INNOVATION – A JOINT FORCE

The mapping results reaffirm the assumption that the concept of social innovation cannot be limited to one focus, be it social entrepreneurship or social economy, and demonstrates that widening the perspective is crucial for understanding the concept in its entirety. A broad range of actors is involved in the mapped social innovation initiatives. The global mapping clearly shows the participation of partners from all sectors. The public, private, and the civil society sector are represented to a high degree in all policy fields and world regions. The majority of mapped initiatives has been developed and implemented in a social network in which more than one sector is involved. We can say that cross-sectoral collaboration of the public sector, civil society and the private sector is playing a key role, and becomes even more important on the level of practice fields (see Howaldt's contribution on Social Change).

In this context, a constructive partnership between the sectors is a very important factor in order to reap the full potential of social innovation. Social innovations are first and foremost ensemble performances, requiring interaction between many actors. These findings indicate that cross-sectoral collaborations are of great importance, whereby as

NPO/NGO	46,4%
Public Body	45,5%
Private Company	37,1%
Research & Education	15,2%
Foundation	13,9%
Individuals, Networks...	13,9%
Social Enterprise	12,5%
PPP	6,5%
Other	9,9%

N = 928

Different sectors are involved in social innovations (multiple answers possible)

might be assumed a general dominance of the civil society cannot be detected (see graphic on sector involvement).

The great importance of empowerment of beneficiaries and citizens in the social innovation concept corresponds with the fact that almost half of the initiatives mapped by SI-DRIVE state a direct user or beneficiary involvement. However, the rates of involvement differ in the policy fields and world regions. Social innovations aim at activating, fostering, and utilising the innovation potential of the whole society. Empowering the beneficiaries, increasing their capacities to meet social needs and giving them 'agency' is an indispensable component of social innovation. Thereby, we find various forms of user involvement from the development or improvement of the solution over providing feedback, suggestions and knowledge to the adaptation of the social innovation idea for personalized solutions.

Empowerment and human resources and knowledge development show one of the core challenges of social innovation initiatives all over Europe and also in other world
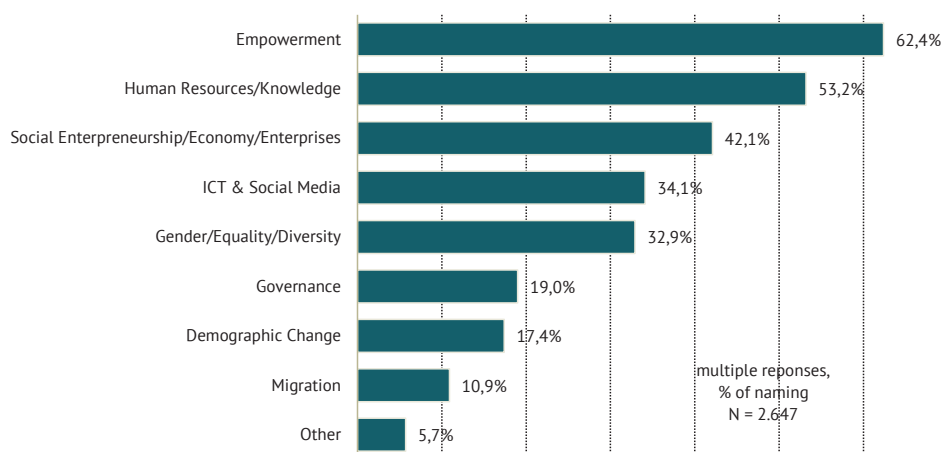
regions. A central concern of the initiatives is about the people involved, be it promoters or users, and increasing their competences and capacities to act (see bar chart cross-cutting themes addressed).
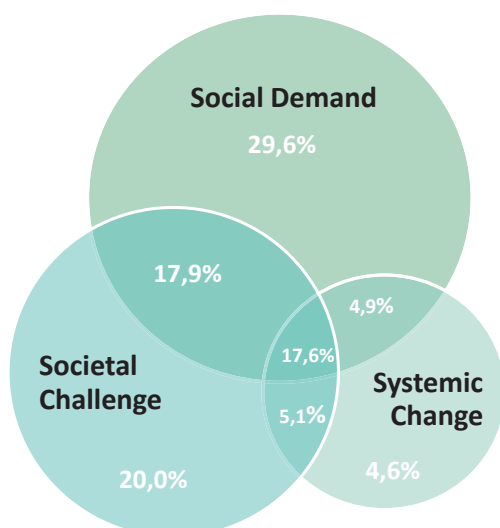
Alongside with the growing importance of social innovation and the variety of actors within the innovation process we perceive an awareness of the complexity of innovation processes, along with increasing demands as far as the management and governance of innovation are concerned. In this regard, the question arises which governance structures support the growth of social innovations that are set as combined actions.

To unfold the potential of social innovation it is important to develop a comprehensive understanding of social innovation. Considering the complexity of innovation processes we need to focus on the cross-sector dynamics of social innovation and the diversity of actors and their roles and functions within the innovation process (including their interaction in networks etc.) on the one hand and the framework conditions including governance models, addressed societal needs and challenges, resources, capabilities and constraints, on the other hand.

The mapping also reveals the capacities of social innovations to modify or even re-direct social change and to empower people – i.e. to address a wide variety of stakeholder groups, as well as the broader public, in order to improve social cohesion and to allow for smart, sustainable and inclusive growth. The mapping activities shed light on the great many, often nameless but still important, social innovations responding to specific and every-day social demands or incremental innovations. The distinction between three different output levels is taken up by the SI-DRIVE project, but also has to be modified to some extent. There is a strong relationship between social demands, unmet social

CROSS-CUTTING THEMES ADDRESSED BY THE INITIATIVE

Empowerment	62,4%
Human Resources/Knowledge	53,2%
Social Enterpreneurship/Economy/Enterprises	42,1%
ICT & Social Media	34,1%
Gender/Equality/Diversity	32,9%
Governance	19,0%
Demographic Change	17,4%
Migration	10,9%
Other	5,7%

multiple reponses,
% of naming
N = 2.647

Addressed societal level (N=953)

needs societal challenges and transformative social change in different policy fields and approaches (see graphic on adressed societal level). However, the very idea of systemic change implies the involvement of multiple institutions, norms and practices, as well as the introduction of multiple kinds of complementary innovations to copy with the high complexity of problems, which require structural changes in society. Only then will we be able to realize the excessive expectations of ground-breaking systemic social innovations (or radical innovations in the common language of innovation theory and research), and transformative change.

in establishing sustainable patterns of consumption, or in coping with demographic change. Social innovations are gaining in importance not only in relation to social integration and equal opportunities, but also in respect to the innovative ability and future sustainability of society as a whole.

At the same time, the mapping underlines the importance of establishing framework conditions for social innovations to diffuse and realise their full potential. Supporting infrastructures similar to those have been developed for the area of technology funding within the last decades as well as an innovation policy directed at the social innovation are missing. In a few countries, politics has taken up social innovation. But in most of the countries there are no policy institutions with direct responsibility for Social Innovation. Another shortcoming is the occasional direct involvement of universities and other research facilities in initiatives. Making the topic at hand part of their strategies is an important future challenge.

The good news is that there is an increasing awareness and promotion of social innovation: In many countries, the promotion of social innovation itself by the EU has served as a driver and opportunity for various actors to embrace new ways of working, access to new funding streams, and promotion of change at a national level. Even though a lot has been done during the last years, there are still some important steps to take in order to move social innovation from the margin to the mainstream of the political agenda.

CONCLUSION: ESTABLISHING FRAMEWORK CONDITIONS

The mapping activities of the SI-Drive project depict countless approaches and successful initiatives that illustrate the strengths and potentials of social innovations in the area of social integration through education and poverty reduction,

The key results of the mapping are available as a download: https://www.si-drive.eu/wp-content/uploads/2016/12/SI-DRIVE-CA-short-2016-11-30-Druckversion.pdf

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[2] Howaldt, Jürgen/ Schröder, Antonius/ Kaletka, Christoph/ Rehfeld, Dieter/ Terstriep, Judith (2016): Mapping the world of social innovation. A global comparative analysis across sectors and world regions, TU Dortmund University: Dortmund. Internet: https://www.si-drive.eu/wp-content/uploads/2016/07/SI-DRIVE-D1-4-Comparative-Analysis-2016-08-15-final.pdf [last accessed 18.11.2016].

[3] Howaldt, Jürgen/ Kaletka, Christoph/ Schröder, Antonius/ Rehfeld, Dieter/ Terstriep, Judith (2016): Mapping the world of social innovation. Key Results of a Comparative Analysis of 1.005 Social Innovation Initiatives at a Glance, TU Dortmund University: Dortmund. Internet: https://www.si-drive.eu/wp-content/uploads/2016/12/SI-DRIVE-CA-short-2016-11-30-Druckversion.pdf [Last accessed 11.04.2017].