

# Social innovation



The cabinet of Ingrid Lieten, vice minister-president of the Flemish Government  
Flemish Minister of Innovation, Public Investment, Media and Poverty Reduction.

# Social Innovation: background

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- ❧ Draft proposal 'Innovation centre Flanders' **Flemish Government**
- ❧ Innovation is a crucial factor in tackling great social and economic challenges "challenge driven".
- ❧ By establishing a link between the scientific and technological strengths of Flanders on the one hand and the large social and economic challenges on the other → multidisciplinary innovation hubs can be created
- ❧ Six innovation hubs:
  - ❖ Transformation through innovation (industrial innovation)
  - ❖ Eco-innovation
  - ❖ Green mobility
  - ❖ Green energy
  - ❖ Healthcare innovation
  - ❖ Social innovation

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# Background



- ❧ Kick-off social innovation : 1 December 2011  
Purpose: marking off the broad scope of social inclusion  
Delineation: (1) workplace innovation, (2) social entrepreneurship and (3) integrating and underpinning social innovation.
- ❧ Flanders' Synergy: workplace innovation
- ❧ Social entrepreneurship is already being contextualized
- ❧ Participatory process (round-table meeting 27 April 2012)  
Purpose: thematic and intrinsic orientation where the broad scope of social innovation should focus on

# Social innovation: operational definition

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- ❧ Social innovation is every innovation that is structurally focused on the completion of a *social need* and that introduces a new or significant better *product, service, process, marketing method or organisation model*.
  
- ❧ A project proposal concerning social innovation should fulfil four criteria;
  - ❖ The proposal should set out a vision for a medium long and long-term period concerning society
  - ❖ The proposal should assess the impact and effectiveness of the project both on the short and long-term
  - ❖ The proposal should connect the different actors based on an innovative and creative approach
  - ❖ The proposal should focus on emancipation, empowerment and participation

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# Call Social innovation



- ❧ As seedbed for social innovation in Flanders
- ❧ Aims at a broad scope of supportive social innovation: with a focus on social and economic challenges and community driven
- ❧ Proof of context studies on new social innovation can be initiated and accelerated in Flanders

# Call Social innovation



- ∞ The focus lies on:
  - ❖ Inclusion and urbanisation (one third of the means )
  
- ∞ Furthermore, social profit organisations, associations and knowledge institutions are given the possibility to introduce social innovation concepts that arise from the local community (and therefore are less connected with the content of inclusion and urbanisation)

# Call Social innovation: target group



- ❧ Knowledge institutions, social profit organisations and enterprises from Brussels and Flanders.
- ❧ Organisations from abroad can join as a partner, but their total part of the budget is limited to 20%. This also counts for subcontractors.
- ❧ By establishing the possibility to collaborate with different partners, we aim to realize a multidisciplinary mix, with a variety of expertise, actors, objectives and influences so that creative solutions will be made for existing social challenges.
- ❧ Organisations from Brussels will be screened by EWI. Projects that prove to be feasible and sustainable can receive further support.

# Call Social innovation: continued

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- ☞ Only projects that have proven to be feasible and sustainable can receive further support in a third stadium. When they are given a positive evaluation by IWT, the projects can be further developed and implemented in the structure of the 'Social Innovation Factory'.
- ☞ Aim: independency of public funding in the future



# The Social Innovation Factory



Support of social entrepreneurship and  
social innovation



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# What is the Social Innovation Factory?



- ❧ A non-profit organisation (to be developed)
- ❧ A structure with means from IWT: more than 12 million Euro (2013 - 2016)
- ❧ Purpose:
  - ❖ To support social entrepreneurs and social innovation in finding new solutions for major societal challenges in Flanders
  - ❖ The Social Innovation Factory will work on a social innovative breakthrough completing the technological innovation in Flanders.
- ❧ Target group: Civil society organisations, social entrepreneurs and associations should incorporate shared social values, with the support of knowledge institutions and the government.
- ❧ Board of Directors: 1/3th entrepreneurs; 1/3th civic society organisations; 1/3th government.

# Partners

The Social Innovation Factory is a collaboration with:



## Companies:

- ❧ Tessengerlo Group,
- ❧ Eneco België,
- ❧ 3E (KMO)
- ❧ Fifth Play (KMO)
- ❧ Joker (KMO)
- ❧ Blixt (KMO)
- ❧ Urban Product (KMO)
- ❧ City-Live (KMO)
- ❧ Triodos Bank
- ❧ Telenet
- ❧ Impact Capital (KMO)
- ❧ PE Group (KMO)
- ❧ i-propeller (KMO)
- ❧ Zappware (KMO)
- ❧ Shortcut - change designers (KMO)

## Organisations

- ❧ ACW
- ❧ FOV
- ❧ BBLV
- ❧ Minderheden forum (forum voor Etnisch-culturele Minderheden)
- ❧ Gezinsbond
- ❧ VSGF (Soc. Mutualiteiten en socio-culturele verenigingen)
- ❧ Netwerk Armoede (Netwerk van Verenigingen waar armen het woord nemen)

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## What is social innovation?

## What is social entrepreneurship?



- ❧ Is is structurally focused on the implementation of a social need
- ❧ And introduces a new or significant better product, service, process, marketing method or organisation model.

- ❧ The main aim is to generate societal profit by restricting the social problem or market failure, by filling in a social challenge.
- ❧ The social entrepreneurship does this on an enterprising and market-oriented manner, this means by generating own incomes in order to be self-supporting.

# How does the Social Innovation Factory works?

More than 12M EUR for actions which address the aims of the social innovation factory



Idea-driven	Developing and supporting Innovative solutions to social challenges For example: Innovation-vouchers, KMO-prove of concepts
Challenge-driven	A wide variety of actors explore different social challenges and bring opportunities for social innovation to the forefront For example: Ideas generating campaigns, collective prove of concepts
Capacity-driven	Developing capacity around social innovation by the private and non-profit sector For example: Management courses for private and non profit
Community-driven	Developing broadly based support for systemic change by developing a learning network in which a range of actors are involved in knowledge enrichment For example: Local and regional networking and social innovation contests

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More than 12M EUR for actions which address the aims of the social innovation factory



## REACH:

- ☞ Reach a minimum of 5000 actors annually

## ENGAGE:

- ☞ Engage 2.100 actors to participate in activities annually

## ACTION:

- ☞ Encourage 256 actors annually to take actions (individually or collective) to realise effective social innovation

## NURTURE:

- ☞ Provide guidance to 36 actors to realise a prove of concept and develop an effective innovation trajectory for 18 actors annually

Work in a target-oriented way: from creating awareness until the actual implementation



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