

## **MODULE 7: SOCIAL INNOVATION POLICIES**

### **Social Innovation Policies: Co-Create Policies for Social Innovation**

#### **Syllabus**

## Course Module Description

Social innovation (SI) is widely recognised as an approach that could help addressing new and persistent societal challenges better and more efficiently. One of the key preconditions of realising the potential of SI is a supporting policy environment at the relevant administrative - governmental levels (national, regional, local). In the European Union there are administrative levels where adequate policies are already in place and fostering the SI-ecosystem, for example the operation of social enterprises in various Member States (Policy FOR social innovation). However, the picture is mixed, as there are examples also of obsolete policies and policymaking processes that are hindering the development of innovative services and products that could tackle societal problems more adequately. The good news is that such policies and policymaking processes could also be renewed through social innovation (Policy AS social innovation) to serve the citizens better.

This free online course module enables various stakeholders in Central and Eastern Europe and beyond to understand the nature, scope and instruments of policies “FOR”- and “AS” social innovation. As Reynolds and her colleagues (2017) identified the two facets of what “social innovation policy” could encompass:

1. “Public policy that enhances supply of and demand for social innovation, as well as creating a wider environment in which social innovations can thrive. We call this ‘policy for social innovation’.
2. Policymaking that is in itself socially innovative, when it adopts the principles and tools of social innovation. We call this ‘policy as social innovation’.” (Reynolds et al, 2017, p.3)

It is hoped that this course could be a catalyst in Central and Eastern Europe in the development of a new policy understanding of societal needs. Although the scope of a policy is usually tied to administrative areas, it needs to be more flexible when a social innovation initiative aims to address transnational challenges that require a joint effort from stakeholders of different nations and regions.

This module was created by the Social(i)Makers project. It is a complete learning experience with video lectures, worksheet, assignment, case studies, tools, infographics, expert views and ‘deeper dive’ material. The language of the course is English, and participants should bring an open mind to learn about these new approaches.

The workload for this course module will be approximately two to three hours, depending on how intensively learners want to make use of the content (specifically of the additional readings). Technical requirements for the online course module are a computer with internet access to watch the video lectures, read the recommended documents, down- and upload the assignment, and [TBD / use the platform’s forum and group functionalities].

## Learning Objectives

By the end of the course module, participants should have gained a basic understanding about various elements of social innovation policies (Reynolds et al., 2017a, 2017b), as the module exhibits a lot of aspects where policy and social innovation could meet:

## **I. Policies for Social Innovation**

- I.1: Funding and investment channelled towards socially innovative initiatives [FUNDING]*
- I.2: Regulation and legislative frameworks - special taxing, rules of operations, empowerment, incentives, etc. [REGULATION]*
- I.3: Using public procurement and commissioning to create a market for social innovation, including commissioning research [PROCUREMENT]*
- I.4: Sharing public (non-financial) assets with community groups to foster social innovation [USE OF ASSETS]*
- I.5: Awareness raising, championing and connecting organisations and citizens - government as an empowerer, matchmaker and a knowledge hub [RAISES AWARENESS]*

## **II. Policy as Social Innovation**

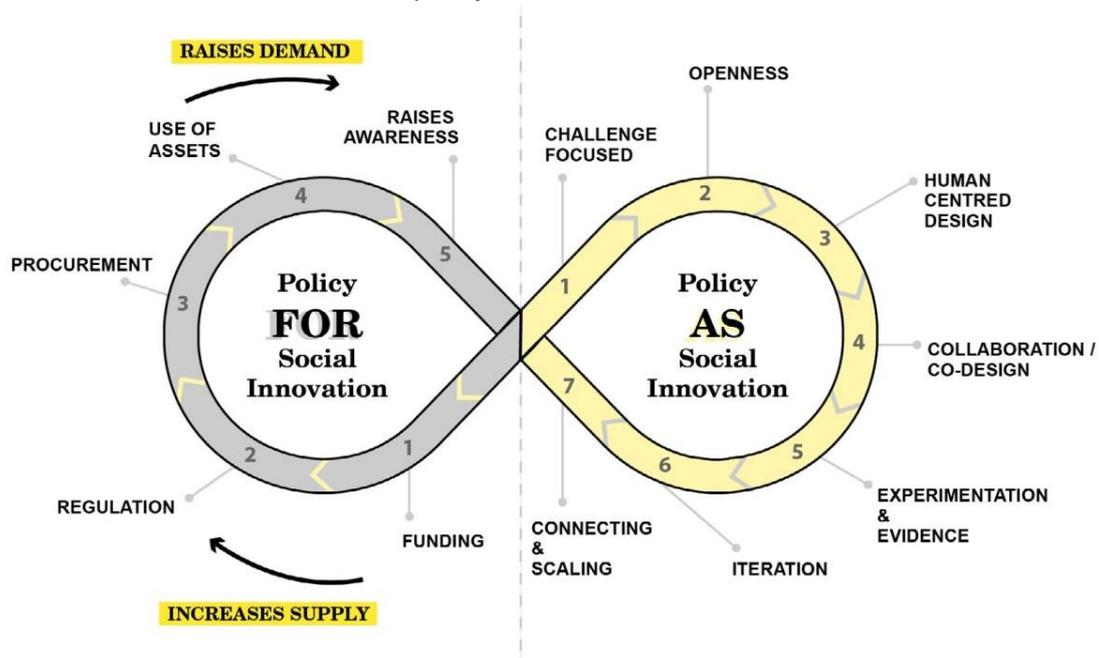
- II.1: Rethink how policy challenges are approached and framed [CHALLENGE FOCUSED]*
- II.2: Open the policy process up to different ideas and perspectives [OPENNESS]*
- II.3: Make use of human-centred design approaches [HUMAN CENTRED DESIGN]*
- II.4: Collaborate with citizens, users and other stakeholders [COLLABORATION / CO-DESIGN]*
- II.5: Design policy solutions that are experimental and seek to make better use of evidence [EXPERIMENTATION & EVIDENCE]*
- II.6: Develop policy in a more iterative way [ITERATION]*
- II.7: Make connections to other initiatives and search for ways to scale impact [CONNECTING & SCALING]*

## **Course Module structure & Outline**

### **Framework:**

The following framework/tool will guide and structure this course module:

## The two strands of social innovation policy



Source: (Reynolds et al., 2017b)

### Structure and sequence: “Social Innovation Policies”

**Outline:** It is a ‘how to’ course module based on practical experiences and proven concepts from the field, based both on extensive review of literature created by the thriving worldwide SI-community, and the new empirical results of the Social(i)Makers project that focuses specifically on Central and Eastern Europe. The module builds on a signature framework that covers the social innovation policy continuum and comprises different policymaking approaches that could enable the development and the improved effectiveness of social innovations. It will highlight different approaches of social innovation policies that foster and support the stakeholders, and the innovative practices and processes that could renew policymaking itself.

Special emphasis is put on the role of the EU, as a key promoter of social innovation; and where relevant, examples from Central and Eastern Europe are presented as well.

**Goal:** Generally, the course will convey insights for a wide range of stakeholders - social entrepreneurs, representatives of civil society, financial intermediaries, academia, and policymakers - who are essential in designing, financing and promoting social innovation. Policymakers could gain insights into adaptable good examples of tools, processes and approaches that are developed elsewhere and already deliver results. On the other hand, other stakeholders could realise of what policy may actually do for them in facilitating their operations and realising their goals. Once empowered, they can also urge policymakers to adopt new policymaking practices and processes - social innovation is often a bottom-up approach, after all.

Key concepts: public policy, policymaking, policy for social innovation, policy as social innovation

Lecturer: To be decided

### Content Sequence

#### **A. Lecture videos**

- Video 1: Policy for social innovation
- Video 2: Policy as social innovation

#### **B. Infographics**

Summary of lecture video (PDF)

#### **C. Quiz/Tool**

Test your knowledge with this multiple-choice quiz

#### **F. Expert videos**

Deepen your understanding by hearing the views and recommendations of the following experts:

- Expert video: How the European Commission promotes social innovation policies? (awareness-raising, studies, recommendations, prizes and competitions, etc.)

#### **G. Group discussion**

Set up or join a group to engage in deeper discussion, and/or join a voluntary onsite working group (facilitated by local partners or self-organized by individual participants). Possible questions for starting the discussion could be:

- Question 1: What could policy do to foster Social Innovation in your country / region / city?
- Question 2: How policymaking could be renewed by innovative ideas and practices in your country / region / city?

#### **H. Additional readings**

These (voluntary) readings may serve to dive deeper into specific topics and can be studied individually or discussed in groups or forums.

- Bassi, A., Ecchia, G., Guerra, A., Social Innovation Policies with the Involvement of Social Economy Organizations. Survey Evidence from European Countries. A working paper of the project: “Innovative Social Investment: Strengthening communities in Europe” (InnoSI), European Commission – Horizon 2020, European Commission, Research Executive Agency, Brussels 2016.  
<http://innosi.eu/wp-content/uploads/2016/04/Social-economy-organizations.pdf>

- Boelman, Kwan, Lauritzen, Millard, Schon., Growing Social Innovation: A Guide for Policy Makers. A deliverable of the project: “The theoretical, empirical and policy foundations for building social innovation in Europe” (TEPSIE), European Commission – 7th Framework Programme, Brussels: European Commission, DG Research, 2015  
<https://youngfoundation.org/publications/growing-social-innovation-guide-policy-makers/>
- European Commission DG REGIO (2013). Guide to social innovation  
<https://publications.europa.eu/en/publication-detail/-/publication/12d044fe-617a-4131-93c2-5e0a951a095c>
- European Commission DG R&I (2017) Vision and Trends of Social Innovation for Europe  
<https://publications.europa.eu/en/publication-detail/-/publication/a97a2fbd-b7da-11e7-837e-01aa75ed71a1/language-en>
- Government of the United Kingdom, Cabinet Office (2017). Open Policy Making toolkit  
<https://www.gov.uk/guidance/open-policy-making-toolkit>
- Reynolds, S., Gabriel, M., Heales, C., (2017a) Social innovation policy in Europe: where next? European Commission  
<https://www.siceurope.eu/policy-portal/social-innovation-policy-europe-where-next>
- Reynolds, S., Gabriel, M., Heales, C., (2017b) Social innovation and policymaking. (SIC Flyer v6)  
<https://www.siceurope.eu/sites/default/files/uploads/SIC%20flyer%20V6.pdf>
- SIMPACT Project (2017). Social Innovation Policy Toolbox.  
[http://www.simpact-project.eu/tools/toolbox\\_policy\\_web.pdf](http://www.simpact-project.eu/tools/toolbox_policy_web.pdf)
- United Nations Development Programme, Global Centre for Public Service Excellence (2014). Social Innovation for Public Service Excellence  
<http://www.undp.org/content/undp/en/home/librarypage/capacity-building/global-centre-for-public-service-excellence/social-innovation.html>