European Support to Social Innovation

ERVET SPA

Claudia Ferrigno - European Union Territorial and International Cooperation, Social Innovation Unit

Brussels 11th October 2018 – European Week of Regions and Cities 2018: “Regions and cities for social innovation” regional partnership
4 Regional Development Agencies

ERVET, ADA, KAINUUN ETU, IVACE coming from Italy, Turkey, Finland, Spain

dealing with innovation, experienced in social innovation policies

came together to deepen knowledge, explore needs, themes, new challenges

collaborated with stakeholders & key public and private regional actors

(social enterprises, public administrations, universities, research centers)

trying to promote new attitudes overcoming fragmented approaches to policies, supporting social economy, innovation & competitiveness of social enterprises
Where do we start from?

Questions & doubts were many..........

- What is social entrepreneurship?
- What do social enterprises offer today?
- Who gets the benefits from the social enterprises?
- Could social innovations help to solve regional challenges?
- How can ICT help social enterprises to work better?
- How can we increase the benefits and competitiveness of social enterprises?
- How are social enterprises financed?
- Internationalisation & social enterprises: is it relevant, is it possible?
- How can we benefit and support our social enterprises?
Social innovations are new ideas (products, services and models) that meet social needs more effectively than existing alternatives and that, at the same time, create new relationships and new collaborations. In other words, innovations that are good for society and that increase the possibilities of action for society itself” (Robin Murray, Julie Caulier Grice and Geoff Mulgan" White Paper on Social Innovation").

…….of social enterprise

"Social Enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders. It operates by providing goods & services for the market in an entrepreneurial & innovative fashion & uses its profits primarily to achieve social objectives. It is managed in an open & responsible manner and, in particular, involves employees, consumers and stakeholders affected by its commercial activities".
.....and from the topics to be considered to meet emerging needs
Stakeholders interviewed through a questionnaire

Legal and regulatory framework

Business support structures
- Access to finance
- Access to market (clusters/start up/internationalization)

Social Value and social impact

Education & Training

Research, Innovation & Technology
Purposes and objectives

• To analyze different Regional contexts in terms of support to social innovation and deliver innovation support to European Social Enterprise through a common methodology.

• To explore new topics considered as priorities for the partners (social innovation legal and regulatory framework with a particular focus on public-private partnership and co-design; business support structure and access to the market: internationalization and competitiveness of social enterprises; research, innovation and technology: new technology for improving the quality of life - Smart Specialization Strategy; education and training for social enterprise, skills empowerment and managerial training; social value and social impact: definition and tools to measure social impact; cluster to promote the social value chain).

• To suggest to Regional governments new approaches to be included in their innovation support programmes and services;

• To disseminate the results of ESSI involving other Regional Development Agencies (EURADA)
Design Option Paper - key points

Where to focus efforts?

- Guarantee a clear legal framework to social economy/social innovation operators in order to let them participating in public & private call and being recognized as socio-economic actors.
- Strengthen the internal organizational model to improve the competitiveness and invest in skills development and qualification of the human resources.
- Promote specific educational career on social economy and social innovation within Universities and Research Centers.
- Promote networks and opportunity of exchange among social enterprises and between non profit and for profit actors.
- Foster innovation in services and products through a concrete institutional support (specific calls, peer to peer activities with for profit enterprises, mentoring activities).
- Favor digitalization of internal processes and activities for social enterprises.
- Raise awareness on social impact measurement and introduce financial instruments adapted to social enterprises needs and linked to social impact measurement in order to maximize the return of the investment done by PAs through their supporting programmes.
The voice to our stakeholders

answers to our initial questions

• ESSI VIDEO

https://drive.google.com/file/d/1T99wIdryX_QnZbj8xdbTaNpItZrdADnn/view?usp=sharing
Thank you!

ERVET - EU Territorial and International Cooperation, Social Innovation Unit
Roberta Dall’Olio - Claudia Ferrigno - Francesca Lavagetto - Alessandra Medici
www.ervet.it
http://www.ervet.it/?page_id=12368
cferrigno@ervet.it

ADA – ANKARA KALKINMA AJANSI
Zeynep Tugba – Halise Hande Kara
http://www.ankaraka.org.tr/en

KAINUUN ETU OY
Ninetta Chaniotou – Tuomo Tahvanainen
http://www.kainuunetu.fi/english

IVACE – INSTITUTO VALENCIANO DE LA COMPETITIVIDAD EMPRESARIAL
Roberto Algarra - Ismael Abel Vallés

http://www.kainuunetu.fi/essi-en