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TURKEY_{in}
HORIZON 2020
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 Project

General & Introductory Training on Social Innovation

Social Innovation- The concept and its relevance

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Centre for Social Innovation



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
& INNOVATIVE
GROWTH
PROGRAMME



TÜBİTAK

ZSI in a nutshell

- A private non-profit institute since 1990
- “All Innovations are socially relevant”
- Self-governed and independent
- Competitive project-based financing
- 50+ experts employed
- Different types of projects (research, evaluation, training, coordination and networking projects, advisory services for public institutions, science-society projects)
- Clients from different background: ministries, municipalities, EC (e.g. FP programmes, European Parliament, OECD, ILO, other public bodies, NGOs)



- I. What is innovation for you?
- II. What is social innovation for you?
- III. What do you expect from this training?

Content

I. Concept and Relevance

- I. Relevance of the concept
- II. Types of SI
- III. Process and actors
- IV. Drivers

II. Social Innovation in the Framework Programmes

- I. SI in Horizon Europe
- II. SI in the work programme

III. Social Innovation in Horizon projects

Sources for this presentation:

- Public available information and presentations (including Horizon related Logos and graphics) from official sites of the European Commission/REA/CORDIS.
- Scientific literature
- Project documentation from EU funded projects Liverur, SI_DRIVE, Careables, Cherries and Ripeet (sources: ZSI team members: Gorazd Weiss, Stefan Philipp, Barbara Kislinger)
- Please note that **this information included serves only for information purposes**, for up-to date information and calls please always refer to: <https://ec.europa.eu/info/funding-tenders>

Concept and Relevance

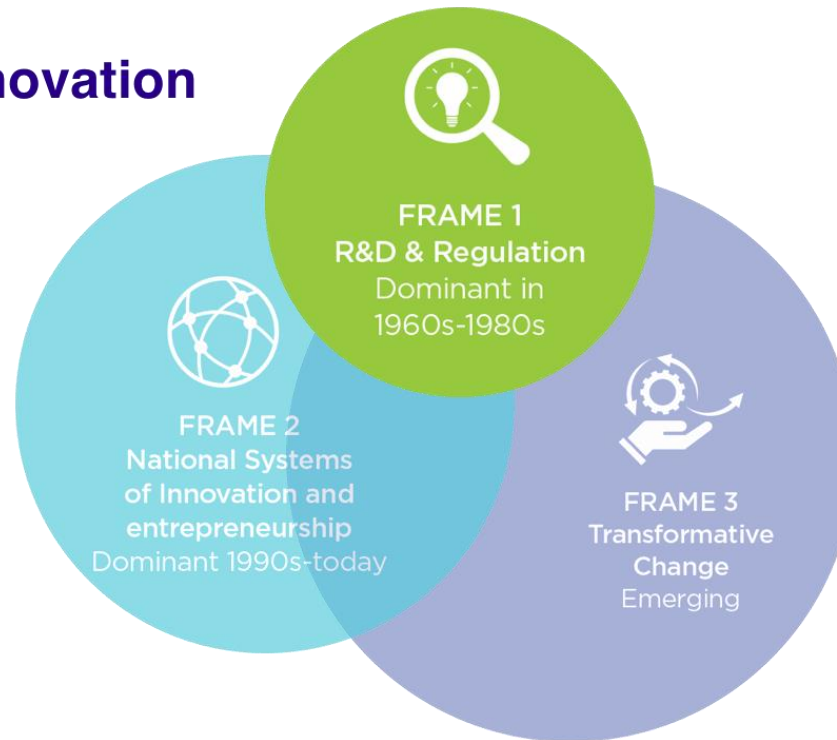
Innovation

Schumpeter (1939):

- Introduction of a new product
- Introduction of a new production method
- Opening of a new market
- Conquer of a new source of raw material
- Implementation of a new way of organisation

Innovation

The 3 Frames of Innovation



Sustainable Development Goals

Green New Deal

Societal Challenges

Transformative Innovation

- Co-ordination and mediation between various different groups of stakeholders who are involved in innovation activities
- Interdisciplinarity, heterogeneity and reflexivity of the processes of creation
- Emphasis on historical, cultural and organizational preconditions
- Increased involvement of users/citizens in processes of “co-development”
- Mission-orientation
- Socio-technical regime change

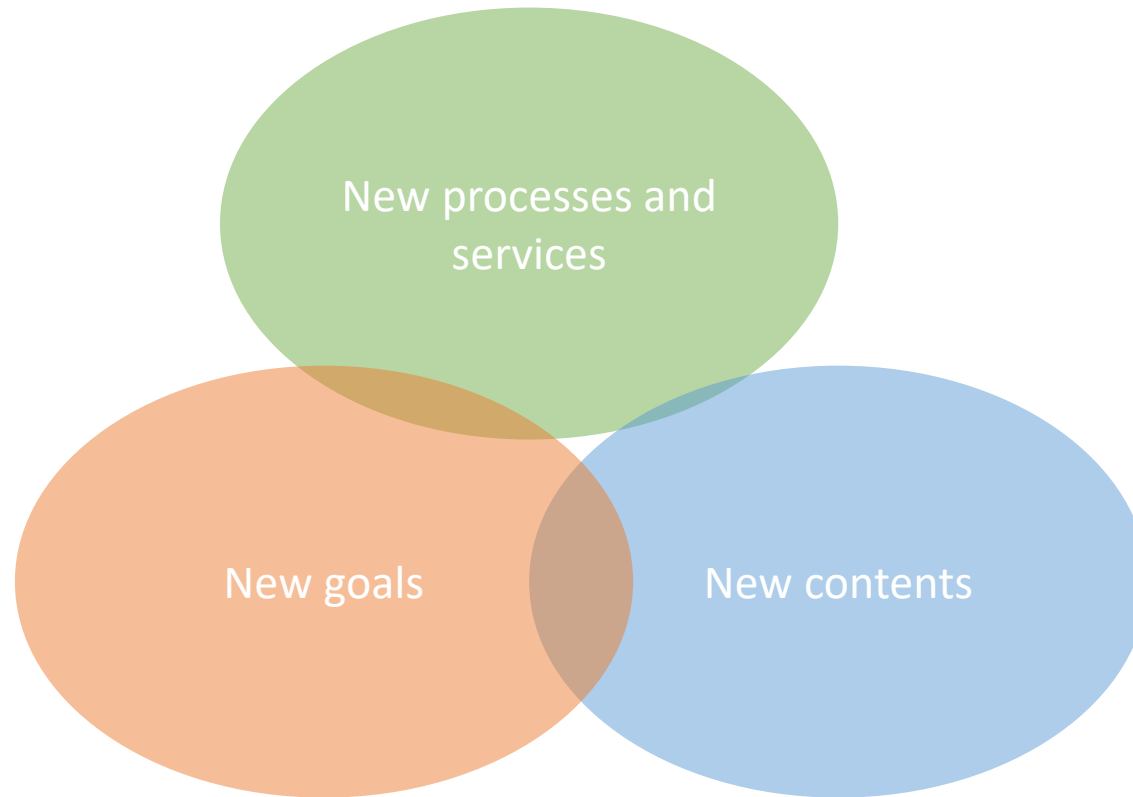
Definition



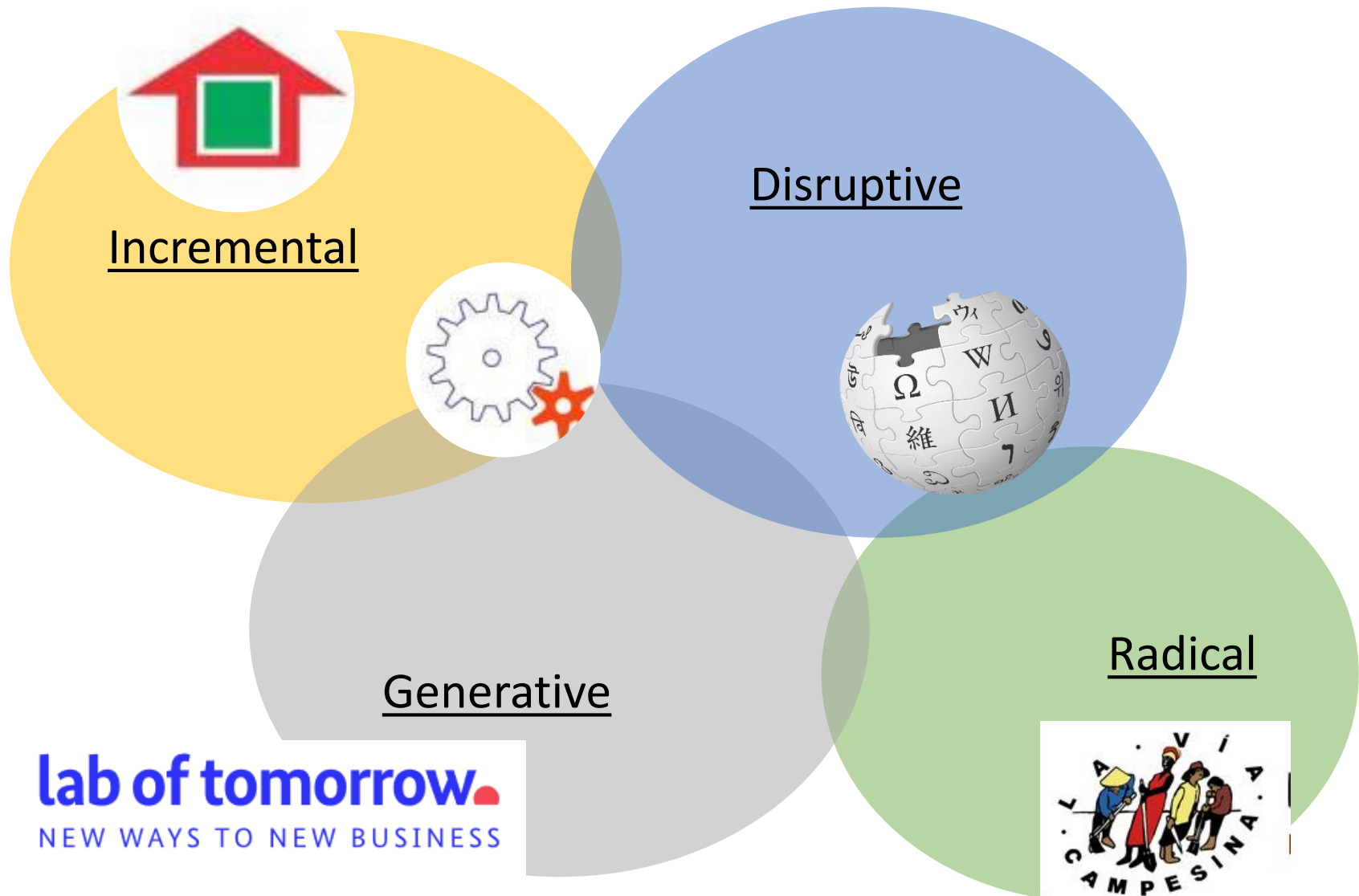
"'Social innovation' is a term that almost everybody likes, but nobody is quite sure of what it means"

SI = Social innovations are novel or more effective practices that prove capable to tackle societal issues and are adopted and successfully utilised by individuals, groups and organisations concerned.

SI in the new innovation paradigm

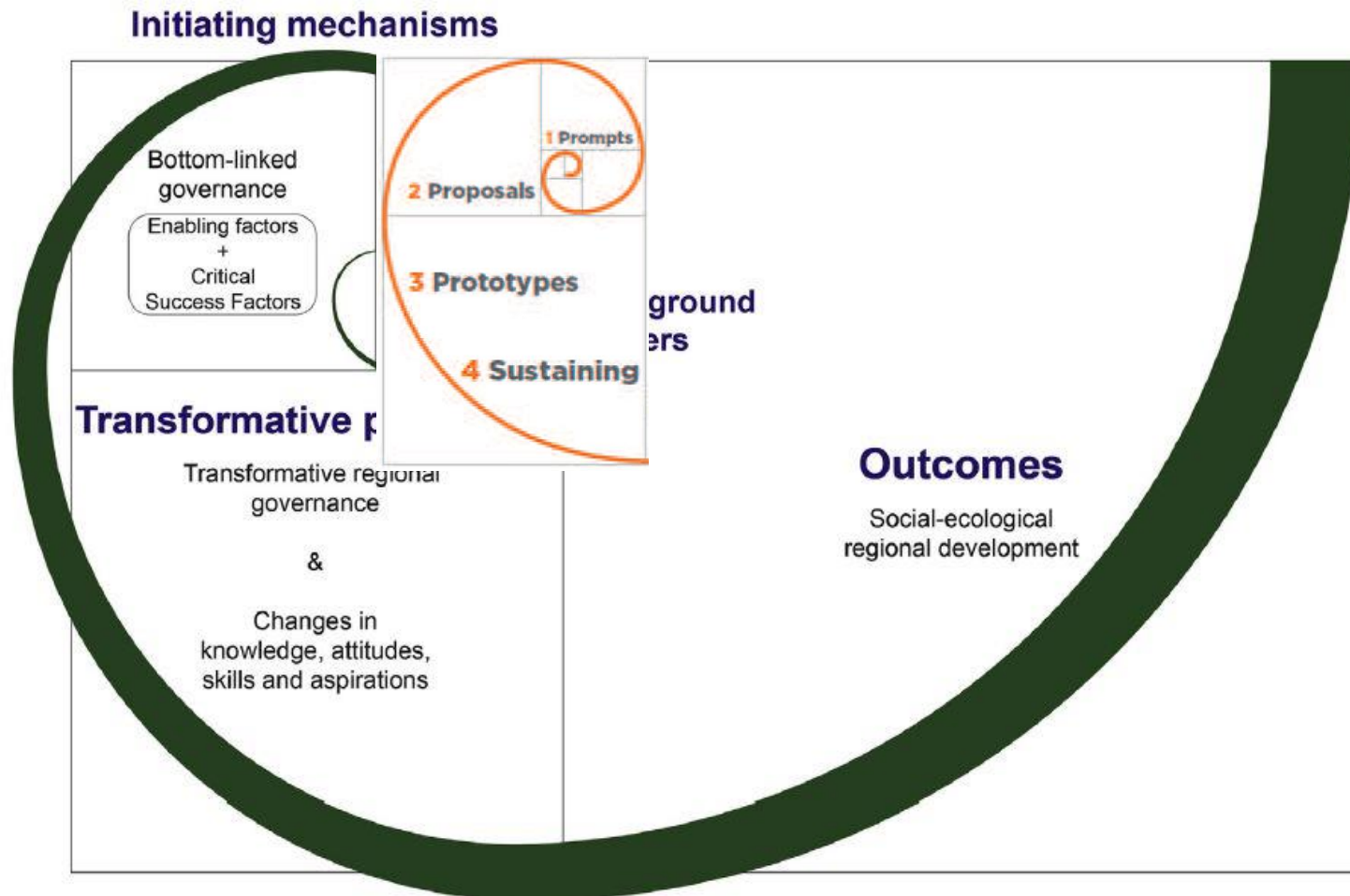


Types

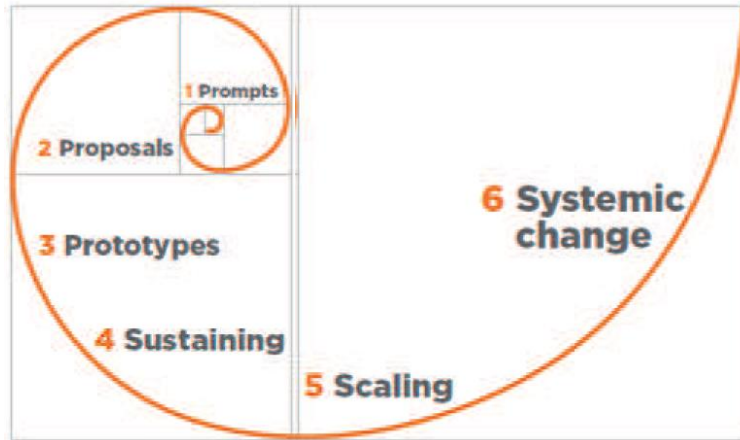


lab of tomorrow.
NEW WAYS TO NEW BUSINESS

Process



Process



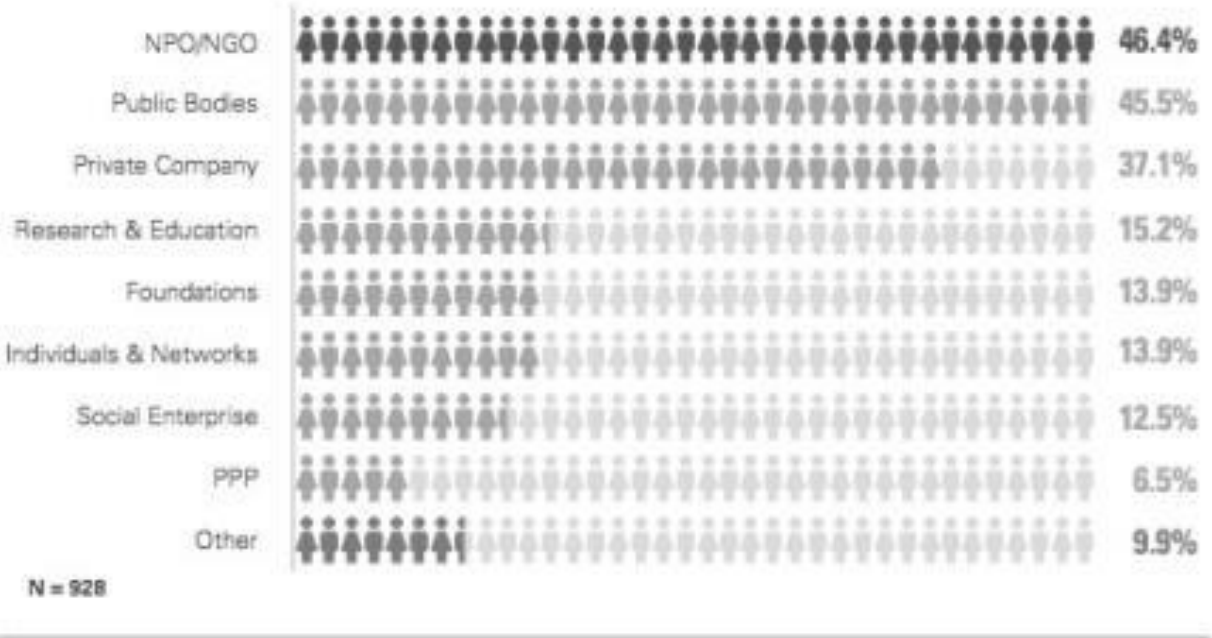
- Complex, iterative, organic and untidy
- Suggests that systemic change can be achieved through the scaling of any one innovation. However, the very idea of systemic change implies that multiple institutions, norms and practices will be involved.

1. **Prompts** - which highlight the need for social innovation
 2. **Proposals** - where ideas are developed
 3. **Prototyping** - where ideas get tested in practice
 4. **Sustaining** - when the idea becomes everyday practice
-
5. **Scaling** - growing and spreading social innovations
 6. **Systemic change** - involves re-designing and introducing entire systems; will usually involve all sectors over time

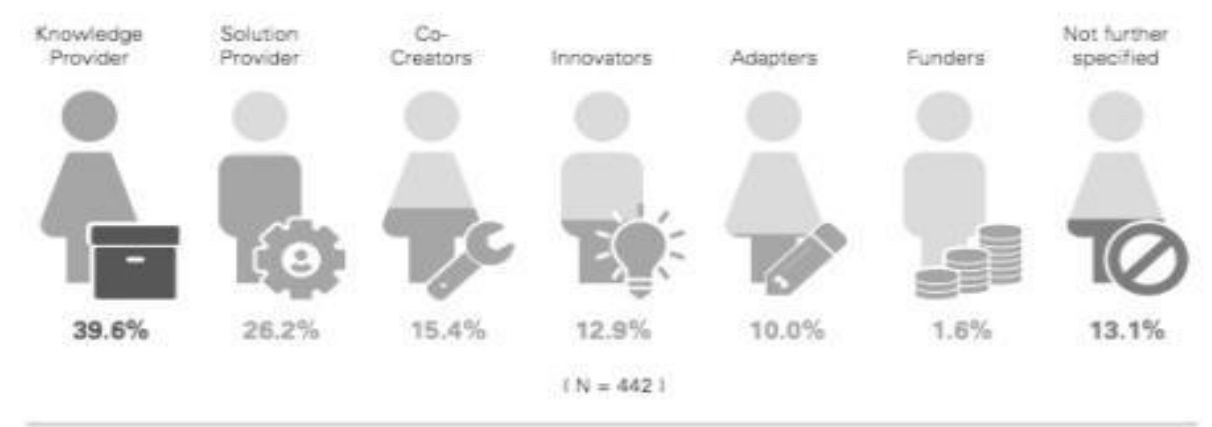
Actors



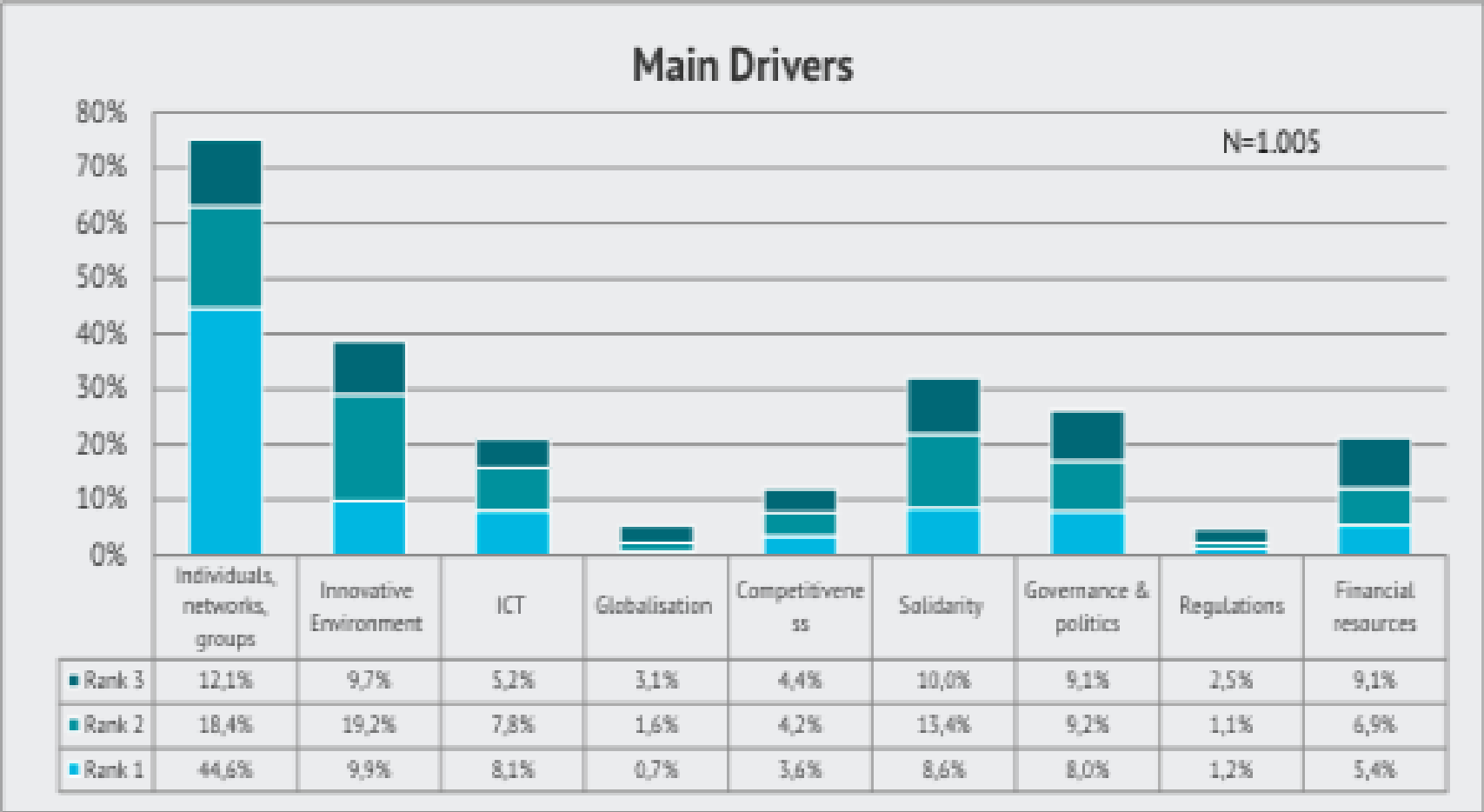
Actors



Actors engaged in Social Innovation Initiatives (multiple responses; % of cases)



Drivers



Summary of the SI process



'Open rather than closed
when it comes to knowledge-
sharing and the ownership of
knowledge.'



**'Tailored rather than mass-
produced,** as most solutions
have to be adapted to local
circumstances and
personalised to individuals.'



**'Multi-disciplinary and more
integrated to problem solving**
than the single department or
single profession solutions.'



'Demand-led rather than
supply-driven.'



**'Participative and empowering
of citizens and users** rather than
'top down' and expert-led.'



**Driven by integrity and
purpose** rather than by the
power or personal interest of
the social innovator.

... And Social Entrepreneurship?

Social entrepreneurship

- entrepreneurs combine business activities with **social value** (humanitarian, environmental or community goals)
- Market oriented
- Individuals creating new (business) ventures
- Economic and social value
- Not necessarily innovative

Social Innovation > Social Entrepreneurship

Q&A

Any questions so far?

SI in Horizon Europe

EC definition

Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively. The European Commission's objective is to encourage market uptake of innovative solutions and stimulate employment.

HORIZON EUROPE

SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT*

Exclusive focus on civil applications



Pillar I EXCELLENT SCIENCE

European Research Council

Marie Skłodowska-Curie

Research Infrastructures



Pillar II GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

Clusters

- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment



Joint Research Centre



Pillar III INNOVATIVE EUROPE

European Innovation
Council

European Innovation
Ecosystems

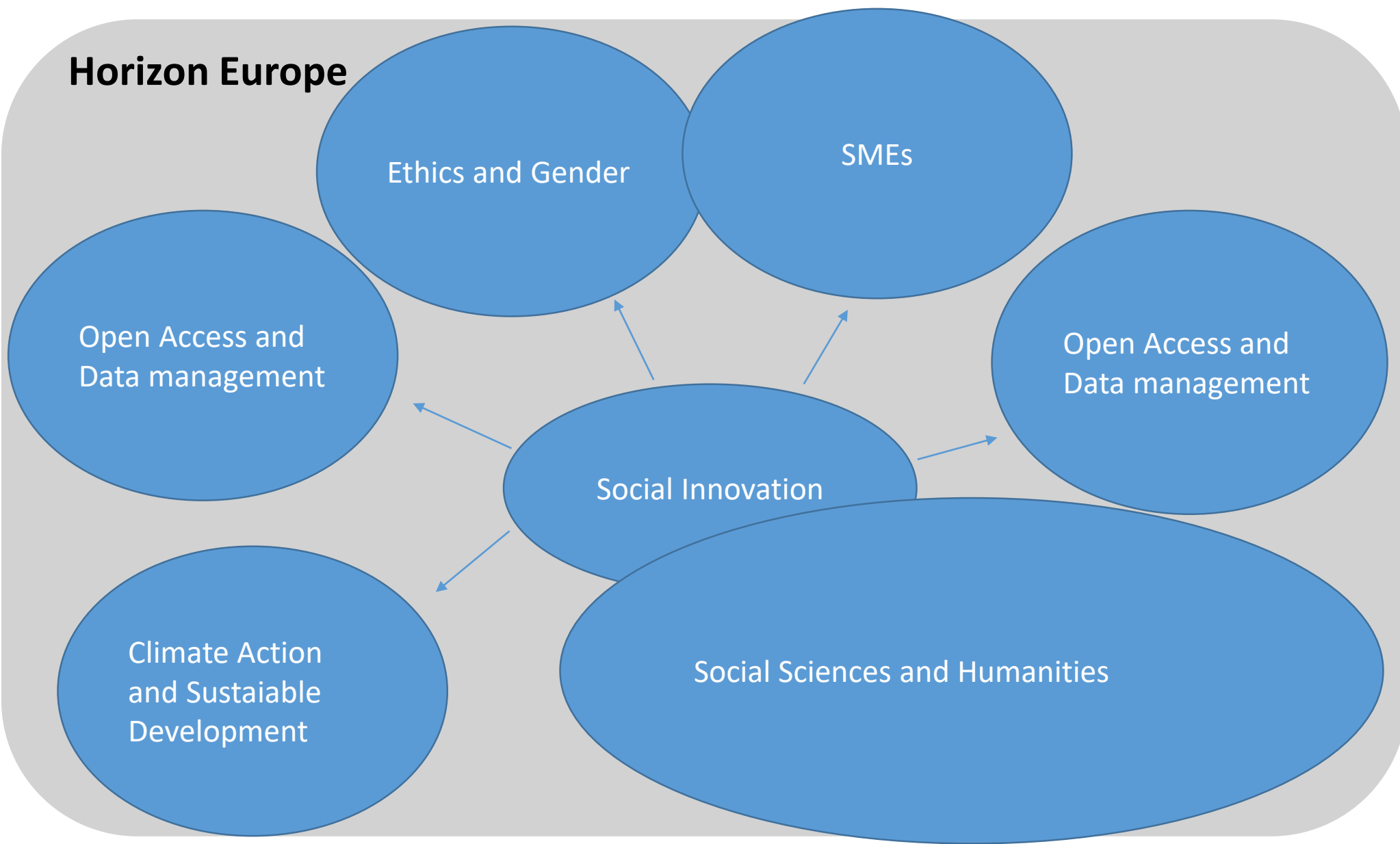
European Institute of
Innovation & Technology*

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation & spreading excellence

Reforming & Enhancing the European R&I system

Cross-cutting issue Social Science and Humanities



Health

6 destinations, different SI potentials:

- designing better strategies and personalised tools for preventing diseases and promoting health, including through social innovation approaches
- Health care and social services that are better integrated, affordable, open to diversity and inclusion
- Supporting digital empowerment and health literacy of citizens through social innovation
- Patient centered empowerment approaches
- Dialogue and openness between health professionals, patients and their families

Culture, creativity and inclusive societies

Three destinations, two with strong SI components:

Innovative Research on Democracy and governance:

- Civic participation and co-creation in the frame of European democracies
- Governance transitions on different levels
- Social media and online entworks

Innovative Research on social and economic transformations:

- Changing world of work and digitalisation
- Migration and inclusion
- Aging societies

Climate Energy & Mobility

6 destinations, all with SI implications:

- Responses for the transformation towards climate neutrality
- Cross-sectoral solutions for the climate transition
- Sustainable, competitive and secure energy supply
- Efficient energy use
- Clean and competitive solutions for transport modes
- Smart mobility

Food and Bioeconomy

6 destinations, all with SI implications:

- Biodiversity and ecosystem services
- Fair, healthy and environmentally friendly food systems
- Circular Economy and bioeconomy sectors
- Clean Environment and zero pollution
- Land, ocean and water for climate change
- Innovative governance, environmental observations, and digital solutions in support of the green deal

SI in Horizon projects

LIVERUR -Living Lab research concept in Rural Areas

Cluster Food: H2020 call RUR-09-2017 Business models for modern rural economies

Specific Challenge: modernisation of rural economies; improve value chain organisation assets into economic, environmental and social benefits, including through enhanced valorisation and optimisation of ecosystem services

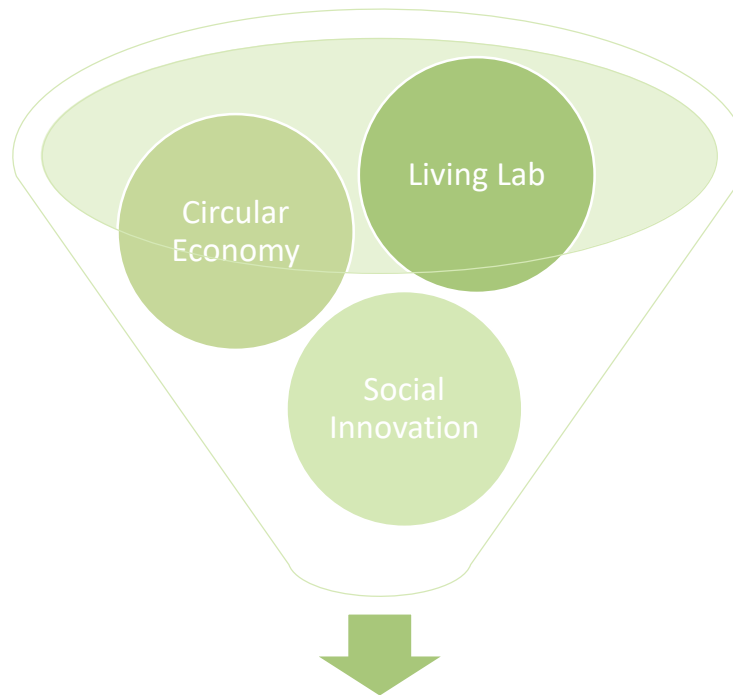
Scope: identify innovative business models that are developing in rural areas, undertake socio-economic analyses to identify, describe and benchmark different business models; models that foster a more sustainable mobilisation of resources, improved cooperation between operators along the value chain and/or across traditional and developing sectors; follow a multi actor approach

Expected Impact: improved knowledge of business models , improved tools for entrepreneurship in rural area, rural economic diversification, added value and job creation , rural economies and societies more resilient to global changes

Objectives:

- Analysis and conceptualization of the rural living lab concept
- Development of a benchmark classification to list existing business concepts and models
Creation and conceptualization of a totally new business model concept – the Regional Circular Living Lab business model concept (RAIN)
- Promotion of the integration among the stakeholders of the rural sectors

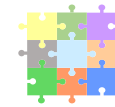
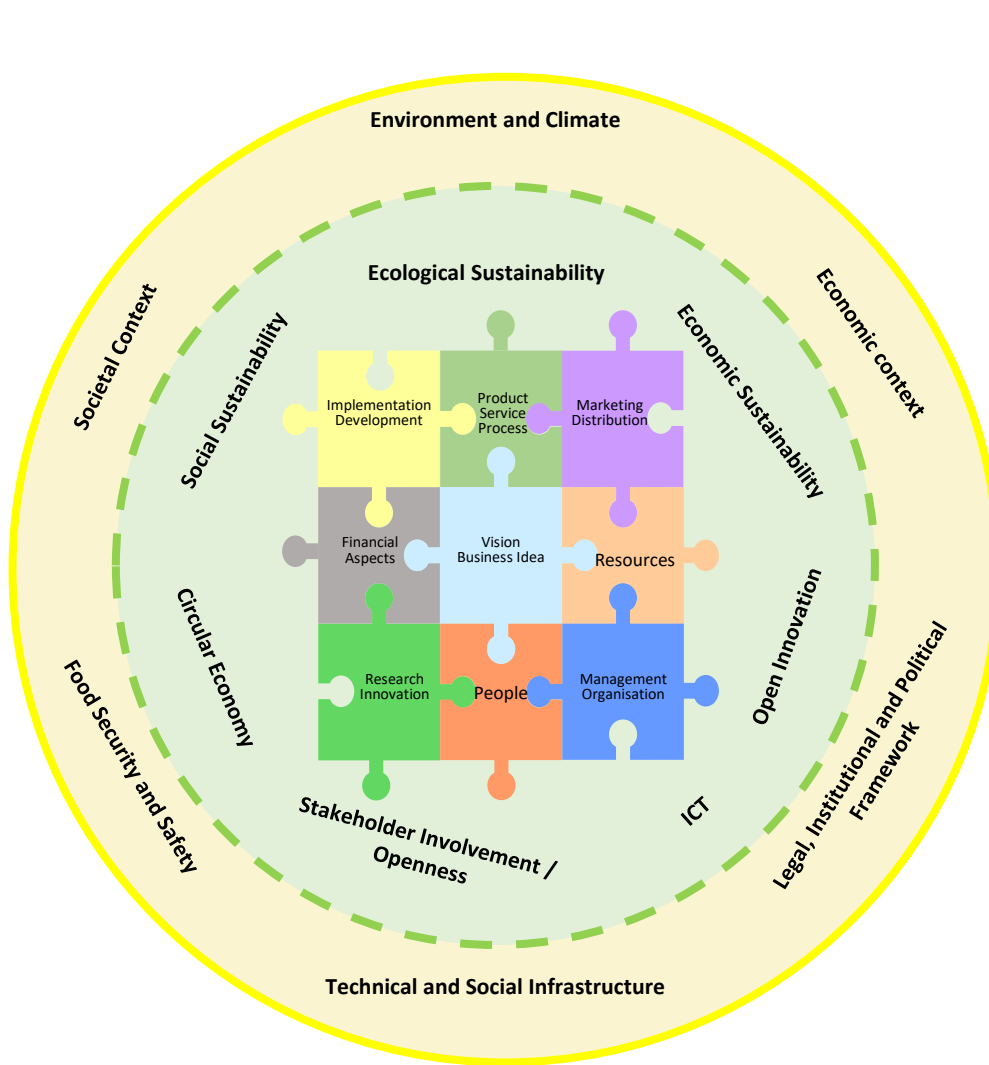
Social Innovation components:



Open, participative, trans-disciplinary
rural development approach

More at: <https://liverur.eu/>

Results - RAIN Concept – How to design a socially innovative rural business



Core Elements



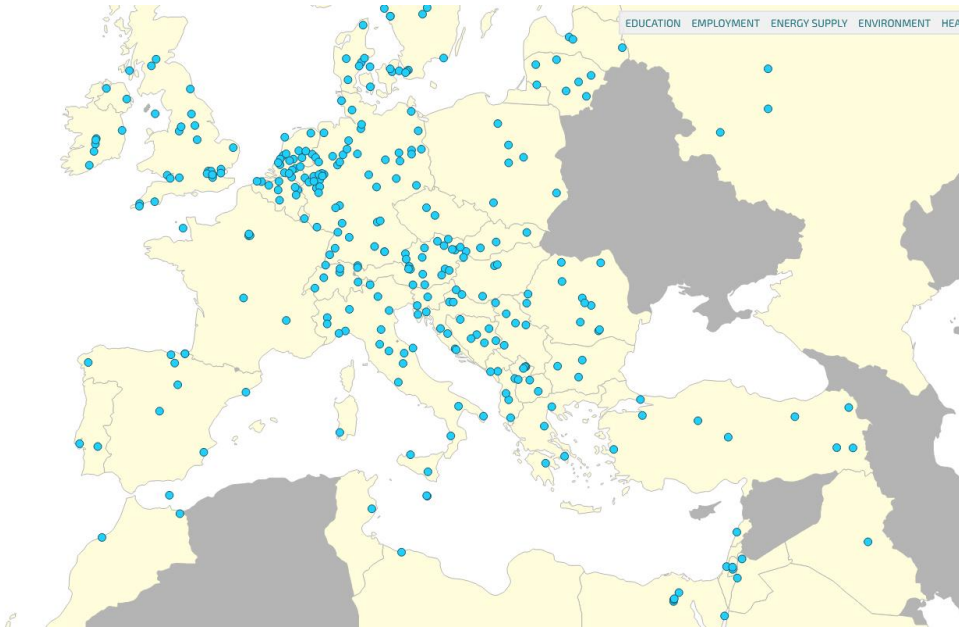
RAIN Principles



Real Life Setting

Egartner, S., Grüneis, H., Heinschink, K., Niedermayr, J., Wagner, K (2020): The RAIN Concept -Generation of the concept of Regional Circular Living Lab Approach in rural areas

Other SI examples



Turkey

Project	Description
10 Bin Yesil Ev Ten Thousand Green Homes	A project aiming to provide clean and inexpensive energy to residents of the town of Nilüfer in Bursa province of Turkey. The project includes an energy cooperative.
Ulusal Tohum Takas Merkezi Sayfasi National Centre for Seed Exchange	The community believes that local and organic seeds need to be revived rather than hybrids seeds or seeds with genetically modified organisms. They distribute seeds in their activities.
Kadin Emegini Degerlendirme Vakfi Foundation for the Support of Women's Work	KEDV is a non-profit dedicated to improve life qualities and economic opportunities as well as strengthening the leadership of women in regional development.

Source: <https://mapping.si-drive.archiv.zsi.at/>

Other SI examples – H2020



<http://ripeet.eu/>



<https://www.cherries2020.eu/>



<https://www.careables.org/>

Any questions?

Useful links

CERUSI:

<https://skyrocketplatform.eu/en/knowledge-hub>

SI-DRIVE:

<https://www.si-drive.eu/>

Social Innovation Community:

<https://www.siceurope.eu/>

Horizon Framework programme:

https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en

Teşekkür ederim!

Thank you!



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK