



SOCIAL INNOVATION AND SOCIAL ECONOMY : EXPLORING THE LINKS

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Social Innovation at the OECD : The OECD LEED Forum on Social Innovations (FSI)

- A multi- stakeholder Forum, putting together theory (social innovation) and practices (social innovations) .
- Created in 2000 by 11 organisations from 6 countries to :
 1. facilitate exchanges of best practice and policies in social innovation.
 2. provide a framework for a comparative assessment of social innovations.
 3. reinforce international networks of policy-makers in this field.
- <http://www.oecd.org/cfe/leed/leedforumonsocialinnovations.htm>



OECD Definition of Social Innovation (2000)

- Social innovation can concern *conceptual, process or product change, organisational change and changes in financing, and new relationships with stakeholders and territories.*” It seeks **new answers to social problems** by:
 - identifying and delivering new services that **improve the quality of life of individuals and communities;**
 - identifying and implementing new labour market integration processes, new competencies, new jobs, and new forms of participation, as diverse elements that each contribute **to improving the position of individuals in the workforce both as producers and consumers.** (OECD, 2000)



OECD Definition of social innovation (2000) /2

- In a nutshell, social innovations are ***processes*** and ***outcomes*** which transform practices and policies of local and global economic and social development.
- Social innovation aims at ***improving people's and community's life by promoting social well - being and change.***



Why is social innovation relevant?

- Why is social innovation relevant?
- **To *tackle social complex challenges*** by providing innovative solutions (exclusion, poverty, ageing and demographic change, green growth, etc)
- **To modernise public local services, general interest services and community services** often by involving users in the design, implementation and evaluation of these services = reactivating, rebuilding social capital
- **To *respond*** in a more tailored, effective way to ***people's needs***
- Social innovation can produce social change. The change can be of different intensity: incremental or radical



Key elements of social innovation

- Individual, collective and institutional creativity
- Capacity to « think out of the box » and to walk off the beaten tracks
- Ability to mobilise different human and financial resources and to work in partnership
- Ability to make a social impact and to change the society
 - it requires an enabling environment with the adequate incentives, finances, structures and drivers.



Social Innovation: where, how, who?

- Social innovation is not the monopoly of one sector: it can happen in all sectors (government, private sector, non profit sector/social economy /social entrepreneurship).
- Social innovation does not simply happen: it is always the result of joint efforts. It is facilitated by partnerships among different actors. It requires bees and trees
- The drivers for social innovation might differ from those of technological and commercial innovation.



Social Innovation: where, how, who?

- Some actors are better suited than others to design and implement social innovations that are economically viable and not profitable (that is not intended to generate profits to share).
- Social enterprises are economic agents which have some features that make them excellent producers of social innovation



Social enterprises' features

- A new economic model based on a triple bottom line with an explicit aim to produce positive externalities (well being of the users)
- Non profit constraint
- Resource mix
- Ownership and governance models :multi-stakeholders governance (ex SCIC in France or CIC in UK)



Links between social innovation and social entrepreneurship/economy

SOCIAL INNOVATION

1. New solutions to social challenges
2. Improvement of individual and collective well-being
3. Organisational and process changes and changes in relations with the stakeholders and territories

SOCIAL ENTREPRENEURSHIP

1. New solutions to social needs
2. Intendend positive externalities
3. New internal (with stakeholders) and external (with territories) governance models



Public policies

SOCIAL INNOVATION

1. Support research
2. Establish social innovation funds and incubators
3. Foster intermediaries to match demand and supply side

SOCIAL ENTREPRENEURSHIP

1. Support research
2. Establish an enabling eco- system
3. Training for social entrepreneurs and introduce curricula in the education system



Public policies /2

SOCIAL INNOVATION

1. Evaluate impact

SOCIAL ENTREPRENEURSHIP

1. Evaluate impact
2. Support access to market
(including through
public procurement)



Conclusions

- Strong links between social innovation and social entrepreneurship/economy
- Policies which will support social enterprises might have the effect to support social innovation as well.
- Policies which will support social innovations are likely to have positive impact on social enterprise development



Thanks!

Multumesc!

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