

# Launching Event

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## Table of contents

The SEiSMiC Launching Event.	3
Key Messages from the national SEiSMiC Networks.	4
Group 1: Languages - civilians and government.	6
Group 2: Social Innovation friendly Ecosystems and Urban Sustainability	8
Group 3: Social Exclusion	9
Group 5: Power and Influences in Development Processes.	12
Group 6: Social Entrepreneurship.	13
Group 7: Social Value	14
Group 8: Innovation Factory	16
Group 10: Trans EU collaboration in launching a research project to build a social franchise on waste reduction - wasted resources both material and human.	19
Parallel Sessions.	21
Parallel Session 1: Funding	22
Parallel Session 2: New Urban Economy	28
Parallel Session 3: Transnational Learning	31
Parallel Session 4: New Public Space	33
Parallel Session 5: Urban Policies	35
Parallel Session 6: Urban Governance	37
Parallel Session 7: SI and Gender	38

# The SEiSMiC Launching Event.

The SEiSMiC Launching Event marked the start of the operational phase of the SEiSMiC project and its 10 networks.

## **Shaping future urban and social innovation policies**

The event aimed at

- taking stock and reflecting on the needs for urban social innovation expressed so far in the SEiSMiC countries,
- starting a strategic dialogue between European policy makers, social innovators and other interested stakeholders

## **Networking**

The SEiSMiC launching event brought together delegates from the 10 National Networks, representatives of the European Commission, JPI Urban Europe, the project's Advisory Board as well as the SEiSMiC consortium.

## **Art Performance**

The event was framed around a performance of the New Heroes Art Movement. The New Heroes have supported the expression of people's views on their cities and on the needs for social innovation when the 10 SEiSMiC networks met. The pictures produced in the national events were exhibited to facilitate an ethnographic approach to SEiSMiC.

# Key Messages from the national SEiSMiC Networks.

After a brief introduction to the SEiSMiC project, Margit Noll (AIT – Project Coordinator of SEiSMiC) presented the key messages from the SEiSMiC focus group meetings (spring 2014) and initial forums (summer/autumn 2014) of the ten national networks. These findings and the first conclusions drawn from the key messages have then been discussed with representatives from the European Commission and JPI Urban Europe in a panel session.

## Social Urban Innovation – SEiSMiC Initial Findings

- To tap the full potential of social innovation for urban transformation, development and economy ...
  - ...a SI-friendly ecosystem has to be established and maintained
  - ... a proactive relationship management between the different actors, grassroots' initiatives and city administration is needed
  - ... capacity building and mutual learning of communities has to be supported strategically
  - ... issues such as unemployment, housing, livability and the involvement of minorities or the disadvantaged have to be jointly addressed

## Social Innovation Friendly Ecosystem

- Developing & experimenting with new forms, rules, models and processes to enhance collaboration & participation
- Facilitating disruptive innovation by removing legal and institutional barriers
- Conceptualizing grassroots-participation as an integral part of urban planning and development
- Developing new roles, competences and changing the (self-)image of urban administration
- Broadening level playing field policies to include social innovations (SI) and social enterprises (SE)
- Utilizing the potential of social entrepreneurship as a means of social inclusion & creation of new jobs in the local/urban economy

## Proactive Relationship Management

- Better understand the processes of SI and community action and their interaction with existing structures of government and economy
- Taking use of the local knowledge and improve the connection between local experiences and political urban processes for creating sustainable urban solutions
- Experimenting more with participatory democracy and the therefore needed new role of the local and national government

- Investigating new ways of financing and models to allow communities to take part in the decision on what the money should be spent
- Establishing well balanced local partnerships for strategic planning and innovation – public administration, business, non-profit (civil) sector

## Capacity Building

- Finding ways to strengthen the capacity of community groups, if social innovation actions are to make a permanent difference
- Creating visibility for local initiatives and supporting them to activate the untapped potential
- Increasing our understanding of which strategies, models, collaborations have proven successful for urban initiatives to anchor their cause sustainably
- Anticipating the East-West gap and establishing transnational learning
- Creation of self-organising spaces for mutual learning and the procurement of knowledge which contributes to a culture of learning
- Use different forms and places for education for enhancing citizen's ability and willingness to engage in urban development

## First Conclusions for Policy

- Create enough room – legally and financially – for urban experiments and societal engagement in urban planning and development
- Support processes to develop new self-images, competences and human resources for urban administration
- Establish a direct and easy dialogue between citizens and EU regarding social innovation issues to build trust and jointly set the agenda
- Develop policies to address unemployment & poverty, real-estate and the housing market, the involvement of minorities or the disadvantaged and enhance livability
- Simplify the funding systems to enable SI/SE to join local, national and EU calls

## First Conclusions for Research

- Providing scientific evidence for new urban policies to take highest use of the potential of SI
- Develop and evaluate new models and processes for urban experimentation & participation
- Understanding the consequences for the new roles and conditions for urban administration, policy making and economy
- Facilitating urban transformation through integrated concepts for livable, inclusive and sustainable cities
- Supporting knowledge transfer, exchange and match making between researchers, cities, business and urban actors across Europe
- Addressing research issues such as housing, poverty, education, new concepts for urban governance, public spaces and urban economy

# Project Marketplace.

This session aimed to provide space for the partners from the national networks to bring forward their ideas and projects they are working on within their national context, to discuss issues, similarities and differences across Europe and to establish a platform and working groups on likewise ideas/projects transnationally. At first, the participants were given the opportunity to introduce their ideas/project in a 90 second pitch before going into 10 working groups. In the following the results and key messages developed in these groups are given.

## Group 1: Languages - civilians and government.

Topic owner: Mike Coyne and Co

### Results:

- Website 'Beautiful trouble' (also a book) about experiences with the complex interaction between the public, government (and research?)
- Role of narrative
- Olli developed a story about his work... when match with all the boxes of the application form of the government
- Basically corporate sponsors don't like forms either and like being inspired by stories
- Two stories vice versa or one story attractive to all
- Not all people are capable or have the proper network to formulate their story
- Some points always have to be answered like finance, legislation etc.
- Two stories: a narrative and a more technical story
- Difference in national or local officials; national have no idea what they are talking about while locals know the situation. Lesson is one starts telling stories
- Times chance and people do get involved
- SI always ask for money, they are not used to offer solutions governments cannot provide
- See methods used for instance at kick starter etc.; pitch in a video, ...
- Link money with outcome instead of output
- Open challenge price and a same initiative on innovative procurement
- Nesta did overview of methods for social innovation

### Next Steps:

- Awareness of public authorities [Mike]
- Developing narratives as communication of SI [Barbara]
- Persuading public authorities to be more open to alternative ways of presenting results [Maria]

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# Group 2: Social Innovation friendly Ecosystems and Urban Sustainability

Topic owner: Jonas Bylund and Lukas Weiss

## Results:

- The main issue is: how to involve people.
- Exchange of practices between cities is needed.
- Leader Programm.: We found that participative planning (concerning e.g. land-use) may be vitally important for a Si-friendly ecosystems approach, in which e.g. CLLD may be a good tool for funding and support.
- CLLD one of the steps to 'open planning' and 'open-social innovation'.

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# Group 3: Social Exclusion

Topic owner: Maria Csikai

## Results:

- YES it is concerning you! Politics and public issues.
- People don't understand how EU/state institutions works. They do not understand EU vocabulary either which jeopardizes communication between different levels of stakeholders. EU officials and policy makers sometimes do not seem to have much motivation either to grasp the meaning/message of those in need and constraint. Extremely innovative ways are needed to "translate" between them.
- There is a striking need for debate on certain very sensitive issues such as taxation, inequality corruption, unemployment, crime, responsibility, extremism, prejudice and so on. Multilevel stakeholder discussion is needed.

## Next Steps:

- Cartoon
- Youtube films
- simple txt
- "Translate" basic level
- Expert by experience
- Personal help with the paperwork/ telephone?
- Tailored advise o different life stages
- "Junk news " advertisement
- "Games" Rewards
- Reality Show - Caring (about the community) and not caring families

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# Group 4: Roma Minority and Social Inclusion

Topic owner: Emilie Horackova

## Results:

All countries have similar/likewise problems.

- Roma people, they use drugs, show high rates of unemployment, debt, they live from one day to the other, they do not think about their future, criminal activities, racism, exclusion from social, political and economic participation
- problems with migration – big social problem, old rich men marry young girls from Syria
- The European center for women and technology in future will work on a project about Roma women and how to empower them through modern technology – this platform and network go together for European technology, national points of contact in the Czech Rep.
- Big issue: Italian government \*city+ constructed camps for Roma people and forces them into segregation, excluded localities, children do not go to school, many people do not have a job, some of them are involved in criminal activities. The question here is: What can be done?
  - o Closing this camp, support them with education, school for children, more active in society, social integration, to really integrate them
  - o To build active citizenship through modern technology
  - o Community activities: Football teams for children, education, wall painting, music, dancing
  - o To establish European network in culture sector, make quality emerge – music
  - o Project idea: Come to my caravan - Marc
  - o Deconstruct prejudices and highlight good things, fight against the fear of Roma people
  - o Bridge
  - o Slovo 21 – Czech project
  - o Community centers, educational programs, strengthen streetwork

## Next Steps:

- Establish a project about civil capacity building for Roma women. - involving Czech, Italian, Hungarian, Spanish NGOs. – Starting in 2015

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## Group 5: Power and Influences in Development Processes.

### Results:

- Impact of civic society is not taken seriously
- Big difference if when talking to different actors
- Interactive planning as basis
- Create initiatives
- Cost efficiency
- Local labor
- Community initiatives bring up service to the city which needs to be addressed by the municipalities
- Introducing new tools ,as games, to integrate communities in process
- Incentives to share power and funding
- Funding to different bodies
- Legislation affects the possibilities of open up processes
- Change in view on power and influence in society as a whole
- Neighborhood groups

### Next Steps:

- Continuous discussion among the participants in Seismic
- Structural funds - Set up by EU to different local actions
- Open up the discussion - Between authorities and the civic society
- Getting feedback
- Interactive dialogue between Municipalities, civic society, organisations

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# Group 6: Social Entrepreneurship.

Topic owner: Jeroen Boon

## Results:

- Different fields / different skills and background
- Importance of social entrepreneurship / social enterprises
- Need to look for and implement new economy models and knowledge development / valorization
- Importance of dedicating new resources for networking and improve capacity building / education to foster innovative social and economic entrepreneurship
- New economy models should take in consideration the added social value of people and go beyond the traditional supply / economy system
- Social entrepreneurship: putting together social inclusion and economic added value
- Challenge: management and coordination of social innovation through social entrepreneurship
- Alternative business model
- Not fighting the current economic system, but trying to build a new system which is socially and economically acceptable
- Focus on funding: how / where can we find resources to start innovative social economy initiatives for resilient cities?

## Next Steps:

- Contribute to set up a framework to foster /support a new way of thinking behind social change / economy change / systemic change (education / capacity building) through a new educational model [When? 1 year]
- Proposing indicators / criteria for measuring social impact of social innovation practices / initiatives / policies [When? 1 year]
- Exchange practices and information on new sustainable economy models and enhance what already exists on national scale (i.e. GAS, urban agriculture, 0 Kilometre supply chain) [When? 4months]

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# Group 7: Social Value

Topic owner: Olinga Taeed & Yves DeWeerd

## Results:

- Metrics (more than 1,000 methods). Identifying what is useful, what is practical, what is simple, what societal initiatives can use.
- Social values in the public sector and social values in the private sector.
- Private funding of SI's Olinga style. After a long development (from philanthropy, social responsibility, sustainability to social values) to include social values becomes "normal". Blended models and solutions (public and private) are needed. Big data and social media are new; and have big influence. Legislation (best value) and procurement (EU-regulation, social values have a small role in procurement) are the big drivers. Social Value Act in the UK has influence. Hundreds of millions of £ are available. Non-statutory services are completely cut (30%). Now real social problems that need solutions. Short time urgency to act.
- Private funding of SI's Yves' style (create low barriers of entry, change and adapt language, more equity of means, reflection most important, virtual also possible, more participatory approaches, deregulated, local scale): Fund Radical Prototyping. Fundamental systematic change of our society. Our long term goal.
- Different definitions of SI. Measure social values (complementary of financial values). Berlin: people invested in their neighborhoods, their time, when government did not have means. Now gentrification is occurring and the people do not get the benefits of their efforts. How to cope with that fact? Social values for really change the system and social values for urgent societal needs are needed

## Next Steps:

- The role a secretary for the group is needed – still to be decided.
- Metrics of social values (Olinga and Yves approaches and directions)
  - o Who? Universities (Wiki-university). Europe is ahead. You need neutral parties. Pilots with a lot of universities. Different cases. Public procurement include social values. Work with public procurement agencies.
- Definition of social values (includes all, Berlin case, Yves ideal)
  - o Also measuring systematic change, disruptive approaches and framing.

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# Group 8: Innovation Factory

Topic owner: Arjan Biemans & Erna Bosschart-Tazelaar

## Results:

A discussion about the social initiatives meeting local government and the need for free spaces without rules.

- Main conclusions:  
A place for meetings between social innovators and local governments.  
Social innovation to collect knowledge in a space including alternative economic models
- Social initiatives meeting the government  
Wolfgang Teubner "I am the box - representative of the local government.  
The argument is often - it is for the common good. Hard to capture what is the societal good. Who decides what is the societal good? Innovative would be to see what are the generic goals that on what we can agree on? But that would be to creates the box again. Wide range of social innovation that is hard to understand as a local government.

The box can be flexible, If you decide to have the free space, abstract. There is a tendency that the local government create local organizations rather than to trust people. Society is not about rules. The public arena has changed, school is a service provider to correct what parents do wrong. Is the solution that 30 % is good for the 30 % also good for 100 %. Gov't has to change its' attitude to risk.

Cultural aspect - what happens if something goes wrong?

Social innovation is often purpose oriented in the instant, but can it be sustained? Can civil society keep up this level of engagement?

Data on the country level not relevant to the real situation in the country. What is promoted on a European level is not relevant in the local setting. Bad turn. "Government is bad etc." Individuals not connected to the society. "You will not buy a picture if you are not in it." Institutionalized society in a senses frees you from doing something by yourself. People do not feel connected.

- The innovation factory is a free space  
If you have a space where you do not have rules but a space to share ideas. Great ideas are hold back by the rules. An example - Shared houses, big kitchen. People in the area can't use the big kitchen due to rules. The local government can get sued if someone get sick from eating from that kitchen.  
The free space can be a place

Use the innovation factory car as a meeting place to collect questions that people come across.

Extract questions at a first time and then return to the place a second time.

It can be institutions that we have questions – how can we transform this area, find people and help them to explore it. Local people can have needs, but it can be the other way around, the institution initiative.

Not about concrete ideas – more to get the energy rolling on a problem.

Many times an initiative is put on the scene as a good example but then left behind. Innovation factory helps to share knowledge.

Vision to test the idea of the ministry of space in several countries. Ministry of free space stays an abstract idea, but to spread the energy.

- Examples of other initiatives

A law of the better idea. If you have a better idea than the community you have the right to have it tested.

Reserve 5 % of the budget to create the room to find solutions.

Maker space – where all the technology is there and available, and people from the community can come there and realize your dreams. Collaborate with others. Better to ask people what drives them – rather than to ask them to work voluntarily. This is not valued now – need a transformation.

- Dissemination and systemic change

Work more intensely with a smaller group – dissemination and knowledge sharing.

Difficult to enable systemic change – one person become inspired in a conference but back home is surrounded by the same – how to create systematic change?

EU can use funding for social innovation initiatives. Regional funds a big redistribution fund.

### Next Steps:

- Produce a leaflet – two pages
- Discuss the idea with other net-works
- Pitch for the EU that we need in all the ten cities an innovation factory

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# Group 9: Collaborative Mapping

Topic owner: Massimo Allulli & Sencer Ecer

## Results:

- There is a question about what is information and what is data and what is and what isn't commercial.
  - There is also the question who is going to use it and why? Usually the frequency on webpages of this kind is rather low. It should be clear what the over-all aim with these maps is?
  - Thomas has a similar idea: using the QR-codes to mark places in order to link it with information about it. We can use etherpath.com to have a common ground in the project.
- Martina: Comparative possibilities – at the mid level (national?)
- There are possibilities to introduce mapping to people who actually do not use such things. Greg has students working on a community with open street maps and mark houses that are accessible for disable people (for instance). If we want to get into funding issues, we might need to address civic issues more clearly.

## Next Steps:

- Skype conference – to develop ideas further
- Using Ilarias website
- Looking for possible funds

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# Group 10: Trans EU collaboration in launching a research project to build a social franchise on waste reduction - wasted resources both material and human.

Topic owner: Oliver Waddington-Ball

## Results:

1. We discussed the social franchise, Goldfinger Factory, an upcycling learning and productions hub that empowers disadvantaged communities to turn their waste into gold through the medium of training, work experience and employment and the provision of community owned workshops and studio spaces in inner city locations
2. We agreed that waste is a prime target for the creation of pan-EU social innovation collaboration because different countries produce different types of waste, and the waste of one country will be a valuable commodity in another country in the EU.
3. We agreed that the next steps should be a visit to the factory in London and to coordinate a research paper to serve to answer the questions:
4. What are the primary stakeholders in your waste economy? Who are the primary stakeholders? What groups could benefit most as beneficiaries? What crafts are local to those countries? Where can funding be secured in those countries for capital expenditure on shared workshop facilities? How can waste projects across Europe identify waste resources (skills and materials) that can be traded for mutual benefit? How do we create a library of waste based designs that can be taught to disadvantaged groups?
5. We discussed the social franchise, Goldfinger Factory, an upcycling learning and productions hub that empowers disadvantaged communities to turn their waste into gold through the medium of training, work experience and employment and the provision of community owned workshops and studio spaces in inner city locations
6. We agreed that waste is a prime target for the creation of pan-EU social innovation collaboration because different countries produce different types of waste, and the waste of one country will be a valuable commodity in another country in the EU.
7. We discussed the social franchise, Goldfinger Factory, an upcycling learning and productions hub that empowers disadvantaged communities to turn their waste into gold through the medium of training, work experience and employment and the provision of community owned workshops and studio spaces in inner city locations

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What are the primary stakeholders in your waste economy? Who are the primary stakeholders? What groups could benefit most as beneficiaries? What crafts are local to those countries? Where can funding be secured in those countries for capital expenditure on shared workshop facilities? How can waste projects across Europe identify waste resources (skills and materials) that can be traded for mutual benefit? How do we create a library of waste based designs that can be taught to disadvantaged groups?

### Next Steps:

- A research report – social waste reuse and remanufacture in inner city environments across Europe – EU Funding Body - ASAP

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# Parallel Sessions.

Parallel working sessions have been established with the following objectives:

- Creating an environment where new ideas can grow
- Discussing pressing challenges and topics
- Sharing knowledge and expertise transnationally
- Best practice example sharing
- Scientific discourse
- Networking between SEISMIC Partners

At each parallel session a keynote (K) was given by an expert from the field. It was then up to the moderator of each session how and in how far the discussion was structured. A rapporteur documented the most important outcomes and later presented them in the following plenary session. Parallel Sessions for the following topics have been established.

- Funding (K: Pia Laurila, DG RTD; Björn Vennema, ABN AMRO)
- New urban economy (K: Christiaan Norde, EUKN)
- Transnational learning (K: Jarmo Eskelinen, ENoLL)
- Urban public space (K: Frederic Saliez, UN Habitat)
- Urban policies (K: Corinne Hermant, DG REGIO; Leonardo Domenici, President of Cittalia)
- Urban governance (K: Wolfgang Teubner, ICLEI Europe)
- Social Innovation and Gender (K: Agnes Hubert, SciencesPO, Former EC/BEPA)

# Parallel Session 1: Funding

## Introduction.

In the different SEiSMiC countries and networks many questions came up about the funding of social innovations and the complications to obtain funding for their societal initiatives. Many participants in our national networks do not know on which doors to knock and what are the conditions to be fulfilled to have a chance of funding. Also many participants are trying to find new ways and new forms to fund their social innovations and social initiatives. With two introductions, questions and answers the participants will get concrete suggestions for their funding questions.

## Two key note speakers

While working in the Social Sciences and Humanities (SSH) programme of the 7th Framework Programme for RTD, Pia LAURILA (European Commission, DG Research and Innovation) was part of the early developments of social innovation in the European Commission. Today she holds a position as Policy officer in the Unit of DG Research and Innovation that works with closing the research and innovation divide in Europe as well as with integrating research and innovation to regional and urban policies. In her introduction, Pia LAURILA will give an overview of social innovation as part of Horizon 2020. She will also briefly explain how different Commission services foster social innovation.

Björn VENNEMA (ABN AMRO) was in the past linked to different social innovations in The Netherlands. As Junior Innovation Manager at the bank ABN AMRO he was the architect of the first application of a Social Impact Bond in The Netherlands and continental Europe in the city of Rotterdam. He works at this moment at ABN AMRO Social Impact Fund supporting social enterprises. From February 1st next year he will start working at Social Finance UK (the market leader of Social Impact Bonds in United Kingdom).

In his introduction Björn will explain from his first hand experience how Social Impact Bonds are working, what are the advantages of Social Impact Bonds (also for public authorities), what is needed to finance your social innovation with a Social Impact Bond and what are the challenges?

## Keynote of Pia Laurila

Already for some years social innovation is an important theme for the European Commission. The European Commission is committed to this new culture of empowerment. The BEPA-report is still the cornerstone of the EU-policy ('Empowering people, driving change: Social innovation in the European Union). Soon an update of the report ('Social Innovation: a Decade of Changes') will be published.

In supporting and funding social innovation it is a complication that it covers many fields, many actors, that it is about co-creation, that it is cross-cutting and that it is experimental. The European Commission wants to show and demonstrate the strengths of social innovation. We need to create networks and we need new knowledge. DG Enterprise created a platform

and hub about social innovation with all kind of examples. DG Research and Innovation supported in its 7th Framework Program for RTD eight research projects of social innovation. This process will continue in Horizon 2020. There is a real commitment under the Innovation Union flagship initiative and social innovation is embedded across all Societal Challenges of Horizon 2020. Social innovation is crucial in the societal challenges of aging, climate change, food safety, energy challenge et cetera. The conviction is that technological innovation and social innovation should go hand in hand in many societal domains. So everybody involved in social innovations in Europe and the whole social innovation community needs to radar Horizon 2020 with their eyes wide open. Even when the word 'social innovation' is not mentioned in reality it is a fundamental part of the societal challenges.

For an overview of important Commission's links to social innovation & funding opportunities see Annex 1. In the overview the actions of DG ENTR (Social Innovation Prize) and the RTD-funded networks that aim to incubate social innovation across Europe are also mentioned. There is currently one topic open for social innovators under Horizon 2020 (see annex 2).

To start and initiate social innovations and social innovation networks is of high risk. In this stage the RTD-networks, the Social Innovation Business Initiative, the Social Innovation Prize, the European Capital of Innovation (better quality of life realized with social innovations) and the possibilities of Horizon 2020 are of great importance. After the initiation phase the Structural Funds of the European Commission can be used to scale up the lessons learned and the experiments, and to mainstream social innovations into regional and urban development.

## Keynote of Björn Vennema

The investment portfolio and the investment perspective of banks is somewhat shifting. Although, there is still a focus on financial returns there is less priority for high financial returns only. More room is created for investments in societal challenges and social initiatives. Banks want to improve their public profile and wealthy clients of banks are pushing the bank towards financing social innovations.

Social Impact Bonds (SIB's) take over the up-front investments of governments. This comes handy for (local) governments that have less money and that are not able to scale up successful interventions. Only when the new operator (social innovator, social enterprise) is successful and predefined results are achieved the government pays for the results achieved (less drug addicted inhabitants, less recidivism of people leaving prisons, successful integrated people with a large distance to the labour market into the labour market). See for more information annex 3.

There are some 30 SIB's in the world. The financing varies from € 300.000 to € 7.000.000. Impact Investment has in the UK already a fund of £ 600 million and is expected to grow to £ 1 billion. It is expected that the SIB's will develop into a market of € 200 to € 300 million. In the UK the Social Incubator Fund support with small amounts of money social incubators and provides support at early stage social ventures.

## Key Messages of the Session

Use the results and lessons of the FP7 projects about social innovation, the lessons of the Social Innovation Business Initiative, the Social Innovation Prize, the iCapital Competition and the conference exploring the future of social innovation research, incubation and action to develop good proposals to get research and networks of social innovation funded.

Social innovations are an important part of the societal challenges in Horizon 2020. Be creative and look with wide open eyes to the possibilities of Horizon 2020 to start and initiate social innovations and social innovation networks.

After the initial phase and the phase of experimentation one could use the means of the Structural Funds to scale up and mainstream social innovations into regional and urban development.

Think of half year to develop a proposal and consortium for a Horizon 2020 application.

Social Impact Bonds and Funds of Impact Investment are important and growing financial means to finance social innovations that can prove tangible results. These funding possibilities are becoming more important now governments are faced with budget cuts and are not able to scale up successful interventions and societal initiatives. When (local) governments are more result driven the development of social innovations, new social enterprises could be stimulated and new ways of funding social innovations become much more feasible.

In research on social innovation new methods of research (participatory research, multidisciplinary research), new descriptions of research approaches and possible results, more focus on implementation and new evaluation procedures of research proposals are needed.

## Additional information on funding 1

Social Innovation in Europe – Selection of Web-links to Key Documents and Initiatives (not all inclusive), Pia LAURILA

Networking

- Social Innovation Europe: <https://webgate.ec.europa.eu/socialinnovationeurope>

### Reports, studies, guides

- BEPA report 'Empowering people, driving change: Social innovation in the European Union': [http://ec.europa.eu/bepa/pdf/publications\\_pdf/social\\_innovation.pdf](http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf) o The report update 'Social Innovation: a Decade of Changes' to be published soon!

- European Social Innovation Brochure:

[http://ec.europa.eu/enterprise/flipbook/social\\_innovation/](http://ec.europa.eu/enterprise/flipbook/social_innovation/)

- Guide to Social Innovation - the European Structural and Investment Funds:

<http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=1093>

- Report on financing social impact - funding social innovation in Europe:

[http://ec.europa.eu/enterprise/policies/innovation/files/funding-social-innovation\\_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/funding-social-innovation_en.pdf)

- Report on scaling up social innovations with the aim for systemic change in Europe:

[http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/systemic-innovation-report\\_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/systemic-innovation-report_en.pdf)

- Report on the benefits of social innovation and methodologies for result measurement:

[http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/strengthening-social-innovation\\_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/social-innovation/strengthening-social-innovation_en.pdf)

### Prizes

- European Social Innovation Competition (next edition in 2015 funded by Horizon 2020):

[http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/competition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/competition/index_en.htm)

- European Capital of Innovation 'iCapital' Competition 2014 (funded by FP7; next edition in 2015 funded by Horizon 2020): [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=icapital](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=icapital)

### Framework conditions for social entrepreneurship/enterprise

- Social Business Initiative:  
[http://ec.europa.eu/internal\\_market/social\\_business/index\\_en.htm](http://ec.europa.eu/internal_market/social_business/index_en.htm)
- Social Business Initiative Brochure:  
[http://ec.europa.eu/internal\\_market/social\\_business/index\\_en.htm](http://ec.europa.eu/internal_market/social_business/index_en.htm)
- Declaration for Social Entrepreneurship:  
[http://ec.europa.eu/internal\\_market/conferences/2014/0116-social-entrepreneurs/index\\_en.htm](http://ec.europa.eu/internal_market/conferences/2014/0116-social-entrepreneurs/index_en.htm)

### Horizon 2020 / FP7

- Horizon 2020 Participant Portal (Calls):  
<http://ec.europa.eu/research/participants/portal/desktop/en/home.html> o Call for Proposals: Social innovation Community (deadline 28 May 2015):  
<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/2476-inso-5-2015.html>
- FP7-funded transnational networks for social innovation incubation: o Transition:  
<http://transitionproject.eu/>  
o Benisi: <http://www.benisi.eu/>  
o International conference exploring the future of social innovation research, incubation and action on 12 – 13 November 2014 in Lisbon (web-casting still on-line):  
<http://transitionproject.eu/si-live-2014-the-day-after/>
- FP7-funded research projects: o Understanding innovations in local welfare to strengthen social cohesion and lower social inequalities – WILCO: <http://www.wilcoproject.eu/>  
o Social Innovation: Driving Force of Social Change - SI Drive : <http://www.si-drive.eu/>  
o Theoretical, Empirical and Policy Foundations for Social Innovation in Europe TEPSIE:  
<http://www.tepsie.eu>  
o And many others! Please visit the catalogue of social innovation projects:  
[http://ec.europa.eu/research/social-sciences/pdf/project\\_synopses/ssh-projects-fp7-5-6-social-innovation\\_en.pdf](http://ec.europa.eu/research/social-sciences/pdf/project_synopses/ssh-projects-fp7-5-6-social-innovation_en.pdf)

### Links to other policy / programmes

- Social innovation – synthetic information on the Commission's webpages:  
[http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index_en.htm)
- Innovation Union: [http://ec.europa.eu/research/innovation-union/index\\_en.cfm](http://ec.europa.eu/research/innovation-union/index_en.cfm)
- Employment and Social Innovation programme EaSI  
<http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=1093>
- Cohesion policy 2014-2020:  
[http://ec.europa.eu/regional\\_policy/what/future/index\\_en.cfm](http://ec.europa.eu/regional_policy/what/future/index_en.cfm)

## Additional information on funding 2

### Call for Proposals INSO-5-2015: Social Innovation Community

Establishment of a 'Social Innovation Community' of researchers, social innovators, end users (citizens) and policy-makers

EU contribution € 3 million; deadline 28 May 2015

**Specific Challenge:** The specific challenge of this activity is to stimulate and support the establishment of a 'Social Innovation Community' of researchers, social innovators, end users (citizens) and policy-makers. Since the launch of the Innovation Union Flagship initiative in 2010, many actions have developed in the area of social innovation involving research and "hands on" innovation. However many related actions in the field may appear disconnected and not fully exploit the possibilities offered by more effective communication and dissemination means. This could limit the policy uptake of research results. What is needed is to better link research to practice, develop joint methods and concepts in the area of social innovation research and provide a common space for gathering evidence and identifying new areas for social innovation take up in various fields.

**Scope:** The scope is that of creating a Community, involving social innovators, researchers, citizens, policy makers, which will bring together on the one hand research actions and results and on the other implementation actions, new initiatives, and policy developments. It will systematically provide evidence and create greater synergies between EU-funded social innovation activities and related EU policies. It will help promote social innovation initiatives throughout Europe, increase relevance of policies and actions, and contribute to the development of a common understanding of the necessary framework conditions and related socio-economic implications of social innovation policies, activities and initiatives in Europe and beyond.

## Additional information on funding 3

### Short description of Social Impact Bonds

Björn Vennema and Ruben Koekoek, Social Impact Bonds: opportunities and challenges for The Netherlands, ABN AMRO, Amsterdam, September 2013.

Social Impact Bonds can be a very interesting instrument for finding alternative sources of financing societal issues. With decreasing governmental budgets, social interventions are not getting enough funding, while investors are looking for new opportunities to make investments, which will have a positive impact on society and the environment.

These developments create room for growth and new products in the impact investing sector, of which Social Impact Bonds (SIB) is one. SIBs are multistakeholder partnerships, which provide upfront funding for social service providers by private investors instead of the government. Based on the savings that the service generates for the government, the government repays the investors, giving investors a possible return on their investment. This may require a paradigm shift for both the government and service providers. If that is achieved, then SIBs may provide an impetus for improving the social sector in the long term.

In the development of SIB's different operators and stakeholders can play a role. Wealthy individuals and banks providing funding, operators for risk assessment, (new) service providers and social enterprises. There are numerous opportunities for a variety of stakeholders. In a SIB one needs an agreed measurement of results, agreement on the fee

that will be paid by (local) government when results are achieved and conclusions about the transfer of risk. Stepwise lessons are learned, initiatives and interventions can be scaled up and standardisation takes place. To develop the first SIB will take 1½ year. When systems are developed, the SIB's become known and some standardisation takes place it could take ½ year. As measurements improve and service providers build better track records, the way in which to measure the success and payment structure will become more apparent. The first pilot in the Netherlands will be with a SIB related to reducing unemployment. Once the structure is in place, it will not be difficult to add other sectors with social issues as SIBs candidates as well.

(Local) governments can supports SIBs on a larger scale, streamlining partners and the process of measuring and paying for agreed upon results. It is in their interest. From the perspective of the banks SIBs can be very interesting, especially when they can offer this opportunity to their clients. While the first step has been made by Goldman Sachs, it is unclear which role(s) banks will end up taking. At least banks can support the development of new SIBs so they can offer them as a social investment opportunity to their clients. In the first stages it seems likely that the bank will facilitate SIBs by giving their (wealthy) clients the opportunity to invest in SIBs. In the latter case, it is likely that more local investors will take up a big amount of the investments because of the social bonding with their environment.

The number of SIBs being issued is growing rapidly, with the United Kingdom as the clear first mover having started the first SIB in Peterborough. The UK has a social investment sector of £163 billion. In developing and using SIB's the profitability, transfer of risk from government to individuals and the ways to measure the outcome have to be solved and agreed upon. For example, unemployment, criminal activity and healthcare are three societal challenges which could be interesting for a first pilot of a SIB in your country, region or city. This is because they have the possibility to obtain concrete savings, which are relatively easy to measure and because they are big societal problems that are rapidly growing. For all three challenges it is possible to structure a SIB and you can learn from other countries (in particular in the United Kingdom). While other topics are of interest for SIBs as well.

See also: TED-talk, Toby Eccles, *Invest in social change*, July 2013. Content: social impact bonds, their advantages (innovation/testing, rigour, flexibility, adapted and improved services, partnerships) and social impact bonds are spreading in many countries.

## Parallel Session 2: New Urban Economy

### Introduction.

Urban challenges are becoming more acute, especially at a time of budgetary cuts. But community involvement and new forms of organization have already been found to generate innovative solutions and to improve efficiency in delivering services. There appear to be opportunities for new types of business or new applications of old models. Furthermore, there are multiple dimensions to these developments, including the growing involvement of the corporate sector, based on new forms of corporate social responsibility.

However, as well as looking at the possibilities, it is also necessary even at this early stage to ask what our expectations of such developments can be. How far can this go? Public authorities are looking for new ways to deliver public services, both because of reduced budgets and also a wish to find new ways to engage with their communities, in the face of growing public disaffection. Does this mean that they can hand over responsibility for the community services they have traditionally provided? If they go down this road, there will be major problems of ensuring that high standards are uniformly applied. How can this be managed and how will developments of this kind address problems such as increasing inequalities and social fragmentation?

There has long been a debate about how social enterprise or co-operative organizations and local charities can be scaled up and applied beyond the often very local communities that generate them. Discussion of an emerging new urban economy makes these questions more urgent. As well as the organizational challenges, there is the question of finance. Where is the money to come from? As well as the organizational issues, a response at the policy level is needed.

Is the new urban economy to emerge spontaneously or do the new forms of social and business organization need to be promoted? How can policy support the new economy? It would seem that there is a need for a whole new dimension to Enterprise Policy at EU and national level, which needs to take on board the implications of the new urban economy in such areas as enterprise finance and the support services that are provided. The debate also needs to extend to such issues as whether public procurement play can play a significant role in promoting the new urban economy, especially with the new rules on social value.

### Keynote by Christiaan Norde.

The economy is changing both globally and across Europe. New forms of enterprises are emerging in which citizens share, collaborate and co-create to tackle local and social challenges. They operate beyond the traditional boundaries between the spheres of civil society, the market and the state. Civic economy, sharing economy, or collaborative economy are terms used to describe these developments. These terms refer to "a new movement, with new ventures, networks and behaviours" that combine "the spirit of entrepreneurship with the aspiration of civic renewal" (Compendium for the civic economy

2011). The term 'civic economy' may have an even broader meaning, referring to the emergence of an alternative economy including not only citizens' initiatives, but also local companies with a social agenda, making them social enterprises.

The new urban economy covers a broad range of activities and initiatives set up by citizens or operating in close cooperation with citizens. Civic entrepreneurial activities are for example volunteer run shops and libraries, healthcare and energy cooperatives, locally funded broadband services, alternative financial schemes (Bitcoin, crowdfunding), city farming, community food markets, online travel rental portals that facilitates guest lodging at private homes (AirBnB ) and car sharing and ride-sharing services like Uber. These activities vary widely, from offline to web-based enterprises, from businesses run by volunteers to social enterprises (trading organisations with a social mission), from sharing services to production enterprises. Civic entrepreneurial initiatives take place not only in the private sector, but also in the public sector. For instance, civic initiatives to provide and maintain community facilities such as green spaces. Both public authorities and private companies may cooperate or form a partnership with collaborative enterprises and civic entrepreneurs. An increasing number of cities seek to foster and encourage the collaborative economy within cities (the shared cities movement).

Cooperatives and social enterprises have existed for a very long time. An important question to discuss could be. What is actually new to the civic economy? New is, at least, the rapid growth of this sector. The digital revolution has given a new boost to sharing practices and has vastly increased its potential and its scope. But what is new in qualitative terms? It looks as if the civic economy is broadening, with civic and community-led enterprises in more economic domains, including for instance energy production and the financial sector. The refocusing of economic activity on local and social needs and goals is new as well, contrasting with the trend of economies of scale of the past decennia. Additionally, new forms of funding (crowd funding for instance) and bottom-up participation are developed as well as alternative business models.

Civic initiatives generally start on a small scale, some are expanding rapidly. Due to the size and breadth of the civic economy it may have a growing and lasting impact on the economic landscape. "Founded upon social values and goals, and using deeply collaborative approaches to development, production, knowledge sharing and financing, the civic economy generates goods, services and common infrastructures in ways that neither the state nor the market economy alone have been able to accomplish" (Compendium for the civic economy 2011). What enduring impact on the economy will these developments have in the long run? Will these developments expand and eventually change the entire economic landscape? Could this be labelled a "disruptive innovation", that is an innovation that eventually disrupts an existing market and value network displacing it by a new one?

The civic economy stems from a number of developments, including: the retreat of government leaving many of its tasks to the civil society (Big Society); growing adversity to huge companies and quangos where CEOs receive excessive salaries and bonuses; widespread distrust in the financial sector in the aftermath of the global financial crisis; rising awareness of environmental and social issues which are not adequately addressed by governments and businesses; empowerment of citizens; and technological developments that enable new types of networking and new ways of realising mutual trust (online reputation systems). Nowadays more and more citizens demand a stronger local connection and involvement with the government and a more transparent economical system that is not purely based on profit maximisation.

The civic economy offers many promises and benefits. It would enable more efficient management of resources (use of latent value of goods), promote sustainability and innovation, would be better able to meet local needs and would empower citizens and civil society. The civic economy often focuses on local and social needs that are not adequately met by the market and the state.

These new developments not only offer new opportunities, but also present new challenges and give rise to tensions and conflicts. The developments are disruptive, redefining business sectors and ignoring or circumventing established rules and regulations. Therefore they call for resistance from some traditional companies. They complain about unfair competition. Governments lag behind recent developments and are confronted with new questions regarding utilizing and increasing the potential of the emerging civic economy, and adapting rules and regulations to the changing realities. Enterprises in the civic economy often have no clear business structure and avoid or ignore many of the rules and regulations designed to ensure consumer safety and to collect tax revenues. They make use of loopholes in the law or the absence of rules in unexplored fields. Official hotels must meet fire safety and other requirements and must pay tourist tax, whereas this is not the case for room rentals through Airbnb. This not only seems an unfair advantage, but it can also be harmful to the public interest and the interest of consumers. (cf. Tielbeke, 2014, in de Correspondent).

When looked upon these objectives in more detail we can raise a number of questions

What is the civic economy or new urban economy exactly? What is new? How is it possible to make room for new types of civic enterprises and collaborative activities? How can they be encouraged? How can the negative drawbacks be tackled of parts of the civic economy, for instance with regard to taxes, fair competition, safety issues, and inconvenience? Should governments regulate the civic economy to create a new level playing field? Or should it trust on the power of the civic economy to regulate itself?

## Key Messages.

- The integrating nature of social innovation (addressing multiple problems simultaneously) offers great promise, but also poses some serious challenges.
- It is necessary to understand better the processes of social innovation and community action and their interaction with existing structures of government (local, national and EU) and the economy.
- Finding ways to strengthen the capacity of community groups is essential, if social innovation actions are to make a permanent difference.
- There is a gap between bottom up and top down approaches
- The new economy poses major challenges for regulatory regimes and administration
- How to support the development of the new economy, including changes in Enterprise policy
- Different kinds of firms are developing – strong message to DG Enterprise

# Parallel Session 3: Transnational Learning

## Introduction.

The aim of the workshop is to start the discussion on key components in a platform for transnational learning and collaboration between local stakeholders and social innovation initiatives taking part in different national networks and who shares interests. According to results from national focus group meetings the possibility of connecting with similar initiatives in other countries to share ideas, knowledge and experiences and potentially engage in projects together would be a real added value for local stakeholders joining SEiSMiC. In order to capture this interest and enhance the opportunities for SEiSMiC actors to network across borders for and tools will developed for this purpose, in addition to already established fora such as national network meetings and core group meetings for national network coordinators.

## Keynote by Jarmo Eskilinen

Based on the experiences from ENoLL – the European Network of Living Labs Jarmo gave advice on good networking practice.

- It is important to have a structured network – which has to be managed by a network manager – a specific organizational skill not necessarily related to the subject;
- You especially need a structure if you have a “wicked problem” that you can’t solve directly
- An unorganized network can get hi-jacked and/or split up into groups
- It has to be a dedicated platform – not just for the sake of networking;
- It is important to define the network/networks: Is this one network or many networks built upon different interests groups? How free are these groups to carry out the work? What actions do we support and how do we support these?
- Try to limit the amount of activities
- Sort out what kind of network it is: business area network, policy network, regional network, organisational network?
- We should not claim to be simple - building and establishing network around SI is complex!
- Use existing tools and platforms rather than build your own special tailored platform – expensive to build up and maintain.
- Use a collection of different platforms : an adapted linked in page, a portal on the website from where you can go to other pages, form specific projects within network with dedicated base camp sites

## Key Messages.

- Use the approach of “learning by doing” which means bringing the initiatives together for practical problem solving.

- Using language understandable for both policymakers/researchers and civilians, we can talk of both 'challenge based learning' (a term used in communication with the Commission) and 'learning by doing'
- Make use of a thematic approach and work with concrete problems and solutions;
- Use a format with deadlines (so that participants know when they have to act and when to expect results), projects (not vague but manageable) and deliverables (concrete output for the network and the Commission).
- In order to stimulate a reflective process we can add an indicator/criteria to the format to ensure that one of the (sub)deliverables is that groups deliver input for reflection on the process of their co-creation. Three questions/steps can be answered: What did we learn? How did we learn? Why did we learn?
- Use a digital pin-board to post project ideas – starting with the challenges and working groups resulting from the marketplace at the Launching Event
- Strive to set up ad-hoc meetings when visiting another Na-net country
- Building a platform on existing internet tools, for example Linked-In groups
- Make sure there are enough informal moments during meetings (like enough breaks, spending the evening between the two days in Brussel as well, for instance by cooking together)
  
- Challenge based learning or Learning by doing
  - o What's good for learning?
    - Deadlines
    - Defined projects (visiting, sharing knowledge)
    - Give something back to the network (deliverables or presents)
  - o Use a digital pinboard so other NaNet members can join
  - o Enough and more informal meetings
  - o Set up ad-hoc meetings (when in ... we could meet there)
  - o Trial and error (learning by doing)
  - o Use a linkedin group

# Parallel Session 4: New Public Space

## Introduction.

Issues of and around public space came up in almost all inaugural meetings in the SEISMIC countries. The relevance of public space for social innovation is multifaceted: from community building to recreational purposes, alternative uses like urban gardening, artistic interventions, meeting spaces, cultural places, the entrepreneurial relevance etc. In many social innovation projects and interventions, public spaces have a major role to play be it the revitalisation, alternative uses or increasing the social value of a space. This session aimed at derive the requirements for policy and research to strengthen social innovation and social innovation projects in public space and analysing which framework conditions are required to do so.

## Keynote by Frederic Saliez.

### The urban reality.

The majority of the world's population lives in urban areas. This proportion is steadily increasing, particularly in developing countries and emerging economies where urban populations are expected to double in the next decades, from 2.6 billion (2010) to 5.2 billion by 2050. The challenge in Europe is of a different nature as demographic trends are much more stable. A key feature of today's urban expansion is urban sprawl, both in developing and developed contexts. Urban sprawl drives the occupation of large areas of land at low density, resulting in fragmented and inefficient urban space, where urban advantage and city concept are lost.

### Public spaces in the global urban agenda.

Urban development is a driving force of economic growth and socio-political emancipation. However, unregulated growth of cities may often result in the increase of social inequality and segregation in cities, lost opportunities and damage to the natural environment. This is increasingly recognized by the Members of the United Nations General Assembly, who have initiated the negotiation of the post-2015 development agenda. The proposal that is now being discussed includes a separate goal on cities and human settlements (goal 11). According to draft objective 11.7 of this goal, *governments should, by 2030, to provide universal access to safe, inclusive and accessible, green and public spaces, particularly for women and children, older persons and persons with disabilities*. It is the first time that public spaces are given such preeminent space in multilateral negotiations.

### Public spaces for Europe.

Public spaces have played a central role in the historic development of European cities and continue to be seen as a distinctive feature of the European way of life. The European Commission recently emphasized that *a sustainable city must have attractive open public spaces*. Well-functioning and attractive public spaces are seen as symbols of living together and a contribution to the sense of ownership of a city by its population. However, public spaces are often perceived as being threatened by privatization and insecurity. Both aspects relate to the level of appropriation of a city's open spaces by segments of its population.

### Public spaces and social innovation.

Successful public spaces reflect a subtle balance between identity and anonymity, rules and freedom, movement and residence. Social and spatial relationships interact in a complex and systemic manner, resulting in the *transformation of spaces into places*. Addressing public spaces is directly related to issues of urban economy, social and political emancipation, environmental preservation and the wider spatial structure of cities. Areas of social proximity and interaction, public spaces are by nature a key ingredient of social innovation.

## Key Messages.

- Public space is per excellence the place for social interaction.
- The perceptions of public space might be very different from an entrepreneurial and civic point of view.
- The dynamics of public space vary a lot depending on the relevance of the scale of relevance of the space: from neighbourhood to a city-wide level.
- The quality of public space and therewith the potential for social innovation is depending on the density of people and the built environment in the surrounding.
- People have to feel welcome and comfortable in public space in order to fully exploit the potential of the space and allow self-organisation.
- Investment in public space and activities in the public influences the values of the housing stock and the rents in the surrounding neighbourhood.
- Private spaces are increasingly taking over the role of the public space.
- For the use and the design of public spaces a co-creative approach should be chosen involving the local knowledge of the people living in the surrounding.
- A fact that still hinders exploiting the full potential of public space is the fact that we are still driven by strict functions and strict regulations. Instead, multi-functionality, flexibility and adaptability based on the needs of the society of the neighbourhood/the city are required.
- Strict regulations are hindering exploiting the full potential of public spaces. Public space needs to be adaptable to current needs and requirements.
- Social innovation in public space can be facilitated by establishing a (temporary) forum for urbanists, architect, designers, sociologists, social enterprises, civil society, etc. for providing a space/room where people can come together, discuss, plan and design a certain space.
- Research can contribute to understanding the different uses of public space. Furthermore, research can help to understand the effects co-creative approaches have on the neighbourhood and the whole city.

## Parallel Session 5: Urban Policies

### Introduction.

Although the EU does not have competences in setting urban policies, it generates a number of policies that have an impact on cities. Air quality seems to be the obvious example. The EU has exclusive competences in setting national emissions ceilings, and this has a direct impact on urban areas as this is where Europe faces its biggest challenge in terms of air quality for instance.

The urban policies session considered the input of the European level to urban policies in Europe; considering the link with national policies and possibly the engagement of Member States on urban matters.

### Keynote by Corinne Hermant

DG Regional and Urban policies: a very large variety of initiatives that coordinate Commission work on urban issues.

The Commission is currently drawing the conclusion on a consultation on an EU urban agenda, but Corinne focused on other more research-oriented initiatives to fuel the debate.

Some of the initiatives and papers quoted were: the survey on perception of quality of life, the urban audit, the Cities of Tomorrow project and report.

On this last report, one of the most interesting conclusions highlighted the need for a long-term vision to be built with the variety of stakeholders of urban policy. All policies also have to be taken into account: the integrated approach is not as wide-spread as we wish it would be, in any public administration.

The Cohesion policy is the second most important policy in the EU in terms of funding (behind CAP). Some elements are particularly important for cities in Cohesion policy: Urban innovative actions: they should not only be technology related. It is also worth noticing that there is a danger in thematic concentration in cohesion policy (to focus only on smart, or only on green, or only on inclusive), but there are instruments to still foster an integrated approach like the ILD and the CLLD. CLLD in particular has quite a SI spirit to it. Lastly it is worth noticing that 50% of regional funds de facto goes in urban areas.

Another EU initiatives worth quoting was the initiative action on a kind of Erasmus for local politicians. In spirit, it is an important SI project, it puts an emphasis on capacity-building: how can we foster capacity-building of local politicians for instance, via peer learning, in order to have people to tackle the complexity of urban development

### Intervention Leonardo Domenici

Leonardo Domenici spoke as President of Cittalia, but also with his experience as an MEP and as a Mayor of Florence.

He raised the fact that the EU Urban Agenda is a very important initiative, that it should be a clear objective for the EU, but that it is not so clear that it will be taken on by the new Commission. He proposed the opening debate on the review of Europe 2020 (mid-term in

2015) as an opportunity to re-launch the debate on an EUA, by integrating it in such an overarching strategy as Europe 2020.

Leonardo also emphasised the need to assess the range of policies that impact urban areas. He mentioned one policy that seems to be missing or not taken seriously enough: the increasing inequalities in cities are a time bomb, they can lead to hardly important social conflicts.

## Key Messages.

Introductory element: we are missing levels of government in this discussion: regions and nation states have a crucial role in setting urban policies.

EU urban agenda: there is no urban policy per se, but via sectorial policies, there is an impact on urban areas.

Urban knowledge: Local initiatives create knowledge but it does not arrive at the administrative bodies, missing link between those two

how to link and transfer the knowledge created at local level by people running local initiatives to the policy level

Highlighting rising inequalities as a time bomb, urban poverty in the EUA

## Parallel Session 6: Urban Governance

### Introduction.

Changes in how urban governance works and how it can contribute more to social innovations have come up as one of the frequent topics in SEISMIC meetings in all ten countries. More local initiatives are needed but also more open, transparent and friendly urban governance in order for social innovation initiatives by citizens to become effective. The SEISMIC meetings participants expressed their need to be more involved, more consulted and more in control when it comes to quality of life in urban space. They want to be able both to initiate and consult changes in urban life and they want to be more in charge when it comes to planning and implementation.

### Key Messages.

- We must insight into the legal consequences of delegating public services or use of public building to civic organizations
- More insight into new approach of participation in access pol. processes to participation
- Learn from successful cities – why are they successful?
- To start dialog with representatives (in projects) – how they manage city rather than govern., create space for citizens, mobilize innovation, create platform for exchange, private interests with common goals
- We must develop term-long vision across political representation/ city administration
- Philosophy of communication, participation, new culture of implementation of projects

## Parallel Session 7: SI and Gender

### Introduction.

Reflecting on the key note speech from Agnes Hubert (SciencesPO, Former EC/BEPA), the group agreed that gender equality and social innovation are two transformative movements which can and should reinforce each other more. Transformation of traditional gender roles by women's movements has been one of the main sources of social innovation in EU and the world, often kicked off within urban contexts. Women have been active as social innovators creating child care services where the State offer was missing since when they entered the paid labor force and the family model based on men as the only breadwinners lost its primacy. Participants were reminded that Gender Equality is a constitutional right in the EU.

### Key Messages.

- Several layers of interconnections between social innovation and gender equality were discussed in the group and some critical issues raised on which research and policy should focus, such as:
- The risk is high that, in spite of the high level of engagement of women within social innovation initiatives, do not manage neither to express their voices and concerns and can still be excluded from decision making levels where social innovation policies are shaped. The overall discourse of social innovation might end up being neutral from a gender perspective, and not being inclusive of gender differences and discriminations would not be a good start for including other diversities.
- Research and implementation projects should be carried out to dig deeper into these linkages between gender, diversity and social innovation. Gender equality should be understood as an asset for Social Innovation, an important and crosscutting dimension within social innovation and vice-versa Social Innovation as an asset and a crosscutting dimension for Gender equality. It is essential to break the illusion that equality exists: facts and figures show that while some well-educated and privileged women have succeeded to the top (with glass ceilings!), the vast majority of women are feeling the weight of visible and invisible discriminations at work, in the family, in society. They are the majority of the poor, including working poor, lone mothers, who have fewer resources and are subjected to specific violence.
- Concerns were raised that gender equality policies as they have been shaped so far at the EU and national/local levels have proved several limitations. Gender mainstreaming has been downplayed and interpreted as formal adoption of checklists in projects within ESF and other EU funds without substantial implementation. Furthermore, many women's associations and gender experts get trapped into this mechanism to survive but are substantially disempowered as they lose contact with social needs and desires of real women and transform into elitist – technical organizations. Gender equality policies could benefit from some injections of social innovativeness. Monitoring of the actual implementation of new and existing

policies should be pursued, real action plans put in place also at the local/city levels and progress measured.

- One direction to be explored could be revisiting and reinterpreting existing tools like the European Charter for Equality of women and men in local life by CEMR and adapting them to changed contexts and inputs from social innovation ecosystems - An issue CEMR is interested to investigate more closely in collaboration with ECWT as confirmed during the group discussions.
- Several participants of the workshop expressed, that it would have been more useful to present the Gender Action Plan developed for the NaNets in the plenary session, so that not just workshop 7 but all participants get a better understanding of the document. Based on these comments ECWT representative raised the possibility of making a presentation of the GAP in the SeiSMIC Forum April 2015.
- The bilateral discussions with several NaNet Representatives confirmed that on a national level there is an interest to take up in different ways the smart cities and gender agenda and ECWT expressed its readiness to give concrete guidance to the NaNets.
- Agnes Hubert pointed out the need for measurement for public policy, for investors, for society (introduce social and environmental sustainable indicators to mitigate the effects of GDP). In this respect ECWT has expressed its interest to join and be actively involved in the SEiSMIC Social Value Group.
- New and innovative approaches to gender equality policies should be pursued trying not to reduce the debate to gender quotas only, and working on raising awareness on the existing and potential relations between challenging gender stereotypes and norms, enhancing quality of life for all in cities, overcoming the equation of growth and development with GDP increase, and foster social and environmental sustainability.
- Ecosystems should be enabled with a specific focus on and with women, migrants, LGTB etc allowing specific actions to feed gender mainstreaming.
- Greater and active involvement of men in gender equality debates and actions is important. The number of men's associations and organizations engaged into contrasting violence against women and promoting an equal division of care work between men and women is increasing. Achievement of gender equal societies and cities will come when men will understand and accept they need to share power with women on equal terms.