Cooperation Fair 2016
S.O. 1.3: Social Innovation

Objectives of the session

- Detail what the Programme wants to achieve in this S.O

- Elaborate how your project can contribute to that result

Organisation of the session

I.   What we want to tell you:

1.   Results MS seek to achieve

2.   Result oriented = measurability

3.   Type of actions

4.   Target groups

5.   Some points of attention

II. And now: a practical exercise!

I. What we want to tell you

1. Result the MS seek to achieve

Increase the development of **social innovation** applications in order to make more **efficient and effective local services** to address the **key societal challenges**.

Social Innovation

- Definition:

New solutions (products, services, models, markets, processes, …)

- meet a social need (not addressed by a market and/or more effectively than existing solutions)
- lead to new or improved capabilities and relationships
- make better use of assets and resources

Social Innovation

- Characteristics:
  - Social need driven
  - Innovative
  - Long-term vision
  - Impact: measurable and sustainable
  - Multi-disciplinary
  - Participative-empowering

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Efficient and effective local services

These social innovative outputs should

- Be part of or be integrated in the local offer available for a certain target group
- Make these more efficient and effective

Societal challenges

- **Which societal challenges:**
  - Social exclusion
  - Unemployment, particularly youth unemployment
  - Poverty
  - Health, demographic change and well-being
  - Inclusive, innovative and reflective societies
  - Protecting freedom and security

Intervention of practitioner

Q&A with the public

2. Result oriented = measurability

ID	Output indicator	Target value
O.I. 1.3.1	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	124
O.I. 1.3.2	Number of small scale physical or e-infrastructures/equipments related to the development of social innovation applications partly or entirely supported by the operations	24

Output Indicator 1.3.1

Tests, pilots, demonstration actions **carried out in a cross-border context** on products, services, mechanisms, … **developed through social innovation**

Feasibility studies, socio-economic demand analysis, … **which pave the way to the wide-scale implementation** of the project outputs.

Output Indicator 1.3.2

Infrastructure or equipment **of cross-border added-value related to the development of social innovation applications**

Can **relate to the implementation of the pilot or demonstrations** of the operations

Can **relate to the final delivery** of the operations for **an improved situation at cross-border scale**

Intervention of practitioner

Q&A with the public

3. Type of actions to be supported

Development

Adoption

Prepare for investments

Investments
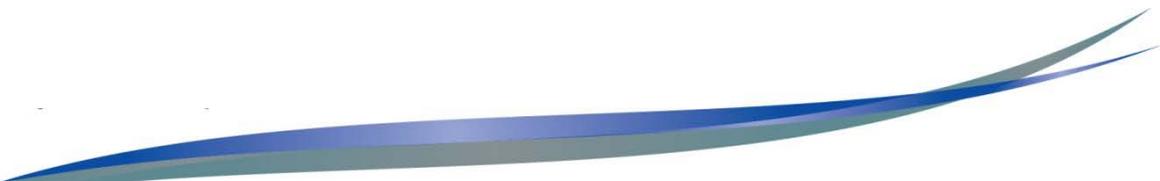
Development

Type of action in the CP
Of pilot actions for the use/testing of social innovation applications

Applied to a concrete proposal
- Development of concept of 'living labs' to experiment with new ways of community support
- Development of a training programme for civil servants to increase efficient local services
- Development of educational tools to support adult literacy
- New digital solutions for monitoring healthy habits

Adoption or transfer

Type of action in the CP
Testing and adoption of new joint solutions based on research

Applied to a concrete proposal
-   Each partner will act as a local 'resource center'. They will all guide interested organisations through the process of integrating this new common care model into their daily way of working.

Prepare investment

<u>Type of action in the CP</u>
Prepare for investments for the joint economic exploitation of new ideas

<u>Applied to a concrete proposal</u>
- Technical study/feasibility study/… for the construction of a new community centre

Investment

Type of action in the CP
Investment in small-scale physical infrastructure or e-infrastructure deriving from a joint preparation stage, joint design and carried out by a cross-border partnership.

Applied to a concrete proposal

- E-services developed with service design tackling local/regional unemployment

- A cross-border centre of excellence in home-based senior care

- New community center

Intervention of practitioner

Q&A with the public

4. Who? Our target groups

– Local, regional and national authorities and their affiliated bodies
– Universities and research centres
– SMEs and organisations representing SMEs
– Public stakeholders which are in charge of developing and delivering social innovation and welfare policies
– Business sector organisations
– Chambers of commerce
– Social entreprises and non-for-profit organisations
– Civil society

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Q&A with the public

5. Some points of attention

Social innovation is not social inclusion

Societal challenge is not social challenge

Explain why you applied for CBC project instead of ESF or national funding

Explain how your project will have a multiplicator effect

Intervention of practitioner

Q&A with the public

II. And now: a practical exercise!

Social innovation

🔴 'The main aim of the project is to support 50 young people to attend school regularly'

🟢 'The project explores models of childcare'

Societal challenge

🙂 'This project aims to improve the psychosocial wellbeing of people living with dementia by creating efficient, innovative and effective tools to stimulate memories and enhance communication.'

🙁 'Pilots will sell local food to people'

Result oriented

🙁 'Through the development of a social innovation model, we will change the way services which support the integration of migrant communities are delivered, in order to increase their efficiency.'

🙂 'A new, more community based model for elderly care, which will result in elderly being able to stay home longer. This will lead to €3m cost savings in elderly care homes and prevent unnecessary medical treatments.'

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Type of action/output

Type of action	Produced output
Development of a social innovation model	Innovative pilots
Creation of an expert group on guiding single mothers to employment	Policy guidelines, creation of 10 local helpdesks, …

Partnership

Partner	MS	Typology
University of Lille	FR	Higher education and research
Chambre of Commerce	UK	Business support organisation
Province of Antwerp	BE/FL	Regional public authority
Not for profit organisation	NL	Interest groups including NGO's

Partnership

Partner	MS	Typology
University of East Anglia	UK	Higher education and research
Artevelde Hogeschool	BE/FL	Higher education and research
University Hospital of Antwerp	BE/FL	Higher education and research
Université des Sciences et Technologies	FR	Higher education and research

Thank you for your attention