

Possibilities and Limits of Social Innovations

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Innovation - Chancen erkennen, aufgreifen und sichern

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Agenda

- ▶ The Innovation Problem of Society
 - ▶ Change of meaning of the concept “Innovation”: from a result to an aim
 - ▶ New adjustment of the term “Innovation”
- ▶ The Case “Social Innovation”
 - ▶ The discovery and the hype
 - ▶ Object and forms of social innovation
 - ▶ Social Innovation as a transformation engine?
- ▶ The steering of social change

The Innovation Problem of Society

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There are innovations!

Why do we have to discuss this?

The dual innovation problem:

- ▶ ever-present *demand* for innovations
- ▶ Declining *distinctiveness* of the term “innovation”

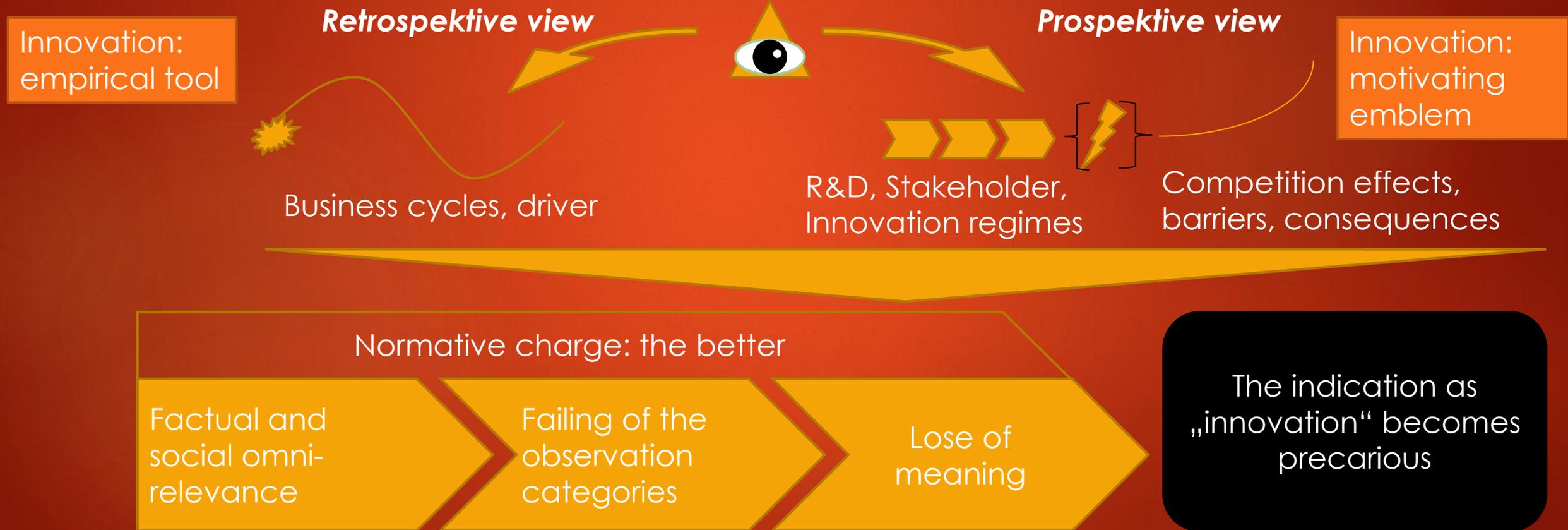
Innovation can fail in two ways at least.

Is “Social Innovation” a solution for both problems?

The Innovation Problem of Society

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Change of meaning of the concept "Innovation": from a result to an aim



The Innovation Problem of Society

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New adjustment of the term “Innovation”.

- ▶ *Form* identification in regard to
 - ▶ **Relations:** factual (same/other), social (normal/divergent), temporal (old/new)
 - ▶ and **References:** factual-thematic aspects(primary relevance)
- ▶ *Embedding* into a concept of social change: socio-cultural evolution

Positive side of the evolution's functions



- ▶ *Objective identification* of the „Eigenwert“ (own-value): Innovation as the continued and connective: **Success**

Innovation as established consequence of novelty is a social phenomena.

The Case “Social Innovation”

The discovery and the hype

- ▶ “Cultural gap”: adequate use lags behind current technology (Ogburn)
- ▶ “Social Innovation”: the other side of social change (Zapf)
- ▶ Innovation as a social phenomena against the dominant perspective of economic exploitation of technical artifacts
- ▶ Social-political turn: “engagement” (commitment) as a form of social innovation

With the help of social innovation social change as the “great transformation” should go faster and smoothly.

The Case “Social Innovation”

Objectives and forms of social innovation

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Failure

- ▶ The possibility of failure is concealed by the orientations towards innovation by the means of planning and reform
 - ▶ Innovations are ongoing structural continuation by lasting social connections
 - ▶ realizing numerous structural change in society

Success

***Every innovation is a social phenomena
because of the change of structures and practices in society***

Observation

- ▶ Primary identification concerning the factual, social and temporal aspects:
 - ▶ „Social“ Innovation refers primarily to relations like cooperation, commitment, conflict, participation ...
 - ▶ However, this is by no means a base for postulating a divergence between social and technical innovations – only the factual reference is different

Object

The “Social Innovation”

Social innovation as a transformation engine?

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Social change goes on continuously, undirected and blind – but ...

Society calls for the realization of purposes
because of perceived problems



Planning is the means solving
problems in the future

How is it possible to plan *responsible* giving
social change a
direction?

Planning induces responsibility, which actually cannot be honored. *Therefore:* the
demand for sustainability - Corporate Social Responsibility – participation

...as “social” innovations

- ... for a particular kind of cooperation as the core of new governance
- ... by discerning the interdependencies of diverse reasons

Thus far-reaching structural changes might be come true.

The steering of social change

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Purposelessness of evolution counters the aims marked by "innovation"

Is steering by planning possible or futile?

Because of the openness of the future there must be decisions, which become means of steering by planning

However they are but only precarious

It is essential to utilize the potential of alternatives when the standard fails: **Innovativeness**.

No „managed“ evolution, but a **drift**

Then innovation is a social phenomena because of counter-factual motivating indication-practices, which have only limited effects on social change.