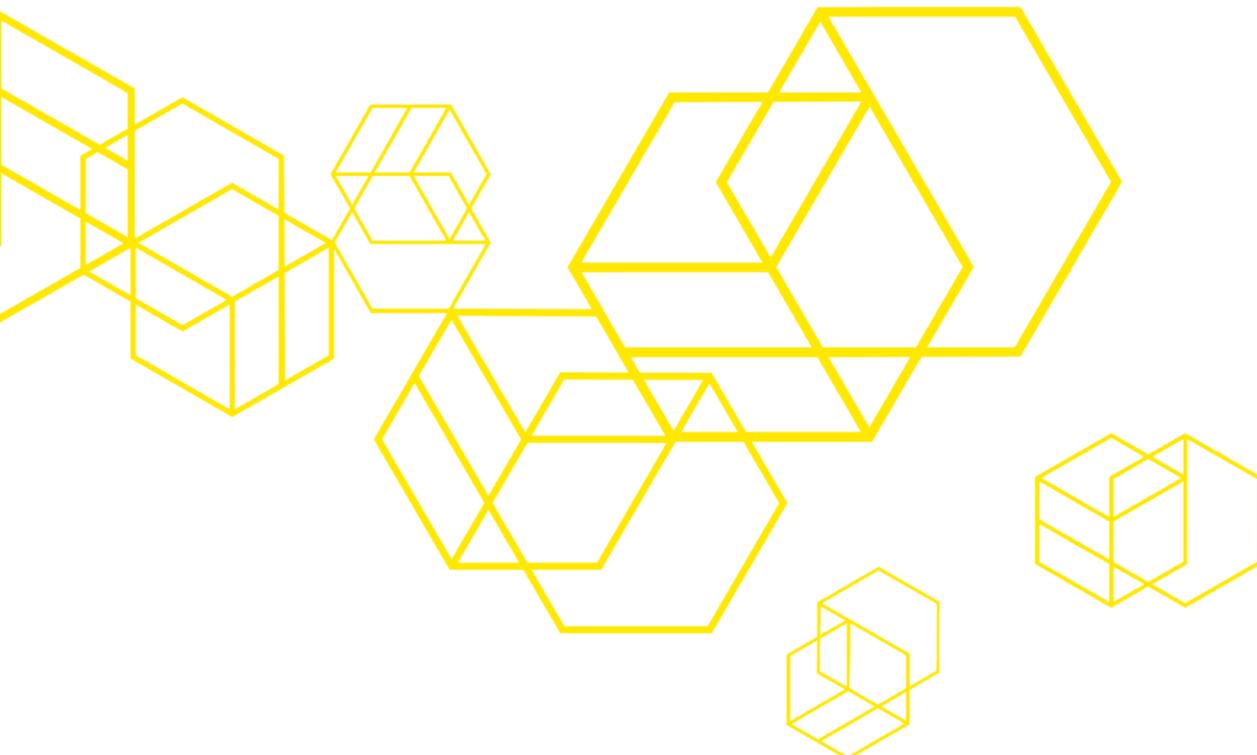


**SOCIAL  
INNOVATION  
COMMUNITY**

**Social innovation and service  
innovation: connecting the  
digital and the analogue. SIC  
Hot Topic Workshop,  
September 20, 2108, ZSI,  
Vienna**

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# **Social innovation and service innovation: connecting the digital and the analogue. SIC Hot Topic Workshop, September 20, 2018, ZSI, Vienna**

## **1. THE IDEA**

Research on social innovation, transdisciplinary as it is, is still seeking its place in the wider context of innovation studies. Social scientists agree that any type of innovation is “also social” as it is created, selected and implemented through social processes. Nevertheless, comparing social and “other” innovations points the way to collaboration and complementarity. Technological and social innovations have been shown to enable and enhance one another. This has been shown for workplace innovation in incumbent industries and also in newly emerging, more hybrid fields of, for example, digital social innovation. However, the fruitful exercises of comparing and contrasting social and “other” types of innovation so far mostly focus on technological, digital and product innovations and the sectors and industries providing them.

The suggested Hot Topic Workshop will combine the perspectives of social and service innovation. There is already some overlap since SI borrows and translates a good range of their methodologies and tools (such as design thinking) from service innovation (Deserti, Rizzo, & Cobanli, 2018). Social entrepreneurs and non-profit initiatives aim for sustainable business models (that may or may not be purely commercial). Such business models are highly likely to provide services of some kind. Public sector innovation also frequently models itself on services. Commercial services experiment and innovate with elements of “openness”, “sharing” and collaboration, both rhetorically and with “real” impact.

Since services imply customers (or patients, citizens, students ...), interaction and collaboration are in their DNA. So are somewhat fluid divisions of labour between providers and their clients. An influential stream of social science services research argues that services address complexity and provide solutions to their clients (Jacobsen, 2012). They are also capable of connecting the different modes of innovations and creating complementarities: “Whether the innovation is technological or non-technological, environmental or socio-economic, services play an active role in the production of innovations, not only those that cure or repair damage inflicted on the environment or on individuals’ socio-economic well-being but also those that are preventive and proactive (education of populations, training related to environmental norms or labels, etc.)” (Gallouj, Weber, Stare, & Rubalcaba, 2015). As societal challenges are being addressed by social innovations, a considerable proportion of these SIs will take the shape of services.



To explore these overlaps and interactions between service and social innovation, this workshop brings together experts in social innovation, services and various specific application fields (such as municipalities, the public sector, health and social services, and commercial services). We shall combine the perspectives of social and service innovation to further sharpen the picture of SI, explore its likely and unlikely connections with related fields of innovation, investigate instructive case studies and visions, and develop actual and potentially overlapping and complementary research interests.

## 2. AGENDA OUTLINE

Time & Place: 20 September 2018, ZSI, Vienna, 10.30 – 16.00 (get-together and working dinner on 19<sup>th</sup> from 20.00)

The context: the SIC project and social innovation

Key concepts service innovation

Social design and artistic research

Visualised Discussion: commonalities, boundaries, domains of concepts?

Case studies such as: municipalities

Labour market services

Health

work

Social entrepreneurship

Visualised discussion: what is service, what is social?

Complementarity, exploitation, democratisation.

Possibilities for collaboration

## 3. REFERENCES

Deserti, A., Rizzo, F., & Cobanli, O. (2018). From social design to design for social innovation. In J. Howaldt, C. Kaletka, A. Schröder, & M. Zirngiebl (Eds.), *Atlas of Social Innovation – New Practices for a Better Future* (pp. 66–69). Dortmund: Sozialforschungsstelle, TU Dortmund University. Retrieved from [www.socialinnovationatlas.net](http://www.socialinnovationatlas.net)

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Europe: A foresight analysis. *Technological Forecasting & Social Change*, 94, 80–96.

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