



SOCIAL SEEDS

Interreg Europe



European Union
European Regional
Development Fund

Providing Temporary Creative Spaces for Social Innovation - Regional Action Plan Implementation in Baden-Württemberg

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Policy Instrument Baden-Württemberg

Name of policy instrument

- Contact point for Research and Innovation Programmes - Supporting innovation and growth potential of SMEs active in the field of social innovation and new technologies

Representation of the policy instrument

- The Commissioner for Europe of the Ministry of Economic Affairs, Labour and Housing Baden-Württemberg and the Steinbeis-Europa-Zentrum (SEZ)
- Aims to achieve
 - Strengthening the capacity of enterprises and organisations to meet future challenges
 - Linking enterprises, research institutions and universities with innovative partners all over Europe
 - Initiating and accompanying European cooperations on research innovation and technology
 - Benefitting from European funding

Suggested Improvements to the Policy Instrument Baden-Württemberg

Challenges:

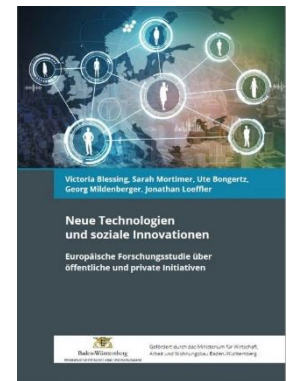
- Social and economic stakeholders are not always well connected, which can make it difficult to find the right partners
- Important success factor is finding the right partners in different fields, often, however, finding these partners is not a structured process, takes lots of resources and/or happens by chance

Especially **important** because **social enterprises** often combine **social as well as economic activities** and **different fields**

- Based on work conducted in the Social Seeds project and recommendations from previous European research study on new technologies and social innovations

Solution:

- Bring stakeholders together by providing **temporary creative spaces for social innovation**



Action 1 - Stakeholder Activation and Network Building

- The Steinbeis-Europa-Zentrum (SEZ) has been providing services for SMEs in the region, including consultations on innovation management, for several decades
- Focus so far on “conventional” SMEs
- Inspired by good connections Social Seeds project partners to reach SE and include the SEZ in the regional network on SE
- Target SE themselves as well as stakeholders which are well connected to many SE and can therefore take on a multiplier role
 - Be present at SE meetings in the region, e.g Social Innovation Summit
 - Connect with important stakeholders in the region which support SE in different ways and have contacts to them
 - Social Entrepreneurship Baden-Württemberg
 - Social Impact Lab
 - Wizemann Space / Social Impact Hub



Action 2 - Strengthening Support for SE provided by SEZ

- In synergy with the first action on gaining contacts outside of the SEZ and motivating SE to come to the SEZ for assistance, this action focusses on strengthening the SEZ from within for the benefit of SE
- This was inspired by the specific support Social Seeds project partner provide for SE
- Adapt management tools already used for the support of SE specifically
 - These tools are then used in the context of the project “Technological Innovations to address Societal Challenges - Social Innovation Challenge Baden-Württemberg”

Technological Innovations to address Societal Challenges - Social Innovation Challenge Baden-Württemberg

- Individuals from different organisations and fields needed to create the heterogeneity which is conducive to social innovation, and they
 - Often use different terms, speak different languages and have a different understanding
 - Little previous contact between some organisations
 - Different kinds of expert knowledge that participants bring, regarding the solution as well as the problem

Therefore temporary creative spaces for social innovation need to

- Create the motivation to take part in the first instance
- Facilitate the cooperation
- Ensure that participants continue to work together on their ideas after the initial contact

Technological Innovations to address Societal Challenges - Social Innovation Challenge Baden-Württemberg

- Three events in the region with a different challenge each
 - Living conditions in rural areas
 - Ambient assisted living
 - Sustainable production
- 20-50 participants from all stakeholders who are relevant for a challenge
- From each event, identify groups of individuals who will work together on developing an idea to help solve a challenge
 - These groups should include those with knowledge and ideas about the solutions as well as those with knowledge regarding the challenge in practice
- Support these project working groups in the further development of social innovations
 - Conduct workshops to aid further development, with the use of adapted existing tools for innovation management



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Thank you

Questions welcome



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