How to fill the notion of social innovation with empirical content?

Malin Lindberg
Associate professor in gender & technology
Luleå University of Technology
Sweden
What is innovation?

New goods, services, methods, relations...

...that have been implemented in society

invention + implementation = innovation
Why is innovation **focused** in policies & research?

- Innovations
- Renewal
- Growth
- Welfare
New innovation policies promoting social innovation

OECD
Innovation = new products, services, processes and practices

EU2020 + Innovation Union
Smart. sustainable & inclusive growth
Promote social innovation, creative industries and public service
Social innovation increases people’s empowerment
Social innovation evokes new social relations and cooperation models

Sweden’s national innovation strategy
Social innovation contributes to the management of societal challenges
Social innovation often takes place in the intersection between industry, public sector and civil society
What is social innovation?

New goods, services, methods, relations...

...that are social in their means and/or ends
Four **levels of social innovation**

New societal structures
New organizations/relations
New methods/processes
New goods and services

(Howaldt & Schwarz 2010, Mulgan *et al* 2007, Rüede & Lurtz 2012)
Seven categories of social innovations

To do something good in/for society
To change social practices and/or structure
To contribute to urban and community development
To reorganize work processes
To imbue technological innovations with cultural meaning and relevance
To make changes in the area of social work
To innovate by means of digital connectivity

(Rüede & Lurtz, 2012)
Gender Innovation

Technical product innovations have been focused in policy & research
High-tech/Manufacturing/Basic industries have been prioritised
Men dominated networks have been portrayed as genuine examples

Marginalisation of service innovations, service industries, women’s networks

Gender pattern segregation & hierarchy
Gendered knowledge gap in innovation

Top down

Dominating view on actors & industries important to innovation

Alternative view on actors & industries important to innovation

Bottom up

Power dimension distribution of influence/benefit in policy & research
Participatory research
to identify and analyse social innovation bottom-up

Methods
Participatory observations
Dialogue seminars
Document studies
Continuous dialogue
Gender driven social innovation
New ways to gender equal promotion of innovation and entrepreneurship

Project manager Luleå University of Technology

Funding VINNOVA


Participating organisations Winnet, Magma, Leia
**Gender driven social innovation**

New ways to gender equal promotion of innovation and entrepreneurship

**Aim** test, analyse and develop methods for gender driven social innovation

**Gender driven social innovation** new working methods for business/innovation counseling services to better help both women and men realising their ideas

**Compilations** of three organisations’ methods for gender-aware business/innovation counseling

**Handbook** for gender-aware business/innovation counseling
Examples of social innovation
making North Sweden more socially inclusive

**Magma**
Network for innovative and entrepreneurial women for social and professional opportunities

**Leia**
Office space for gender equal entrepreneurs for joint business development

**Winnet**
Organization for gender equal regional development
Policy instruments for social innovation

Broader spectrum of actors/industries/innovations

Quadruple Helix (public, private, academic, non-profit sector)

Entrepreneurial Regional Innovation Systems (ERIS)
Overviews of social innovation research


Overviews of gender & innovation research


More info

www.ltu.se/genderinsocialinnovation