

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



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# What **is** innovation?

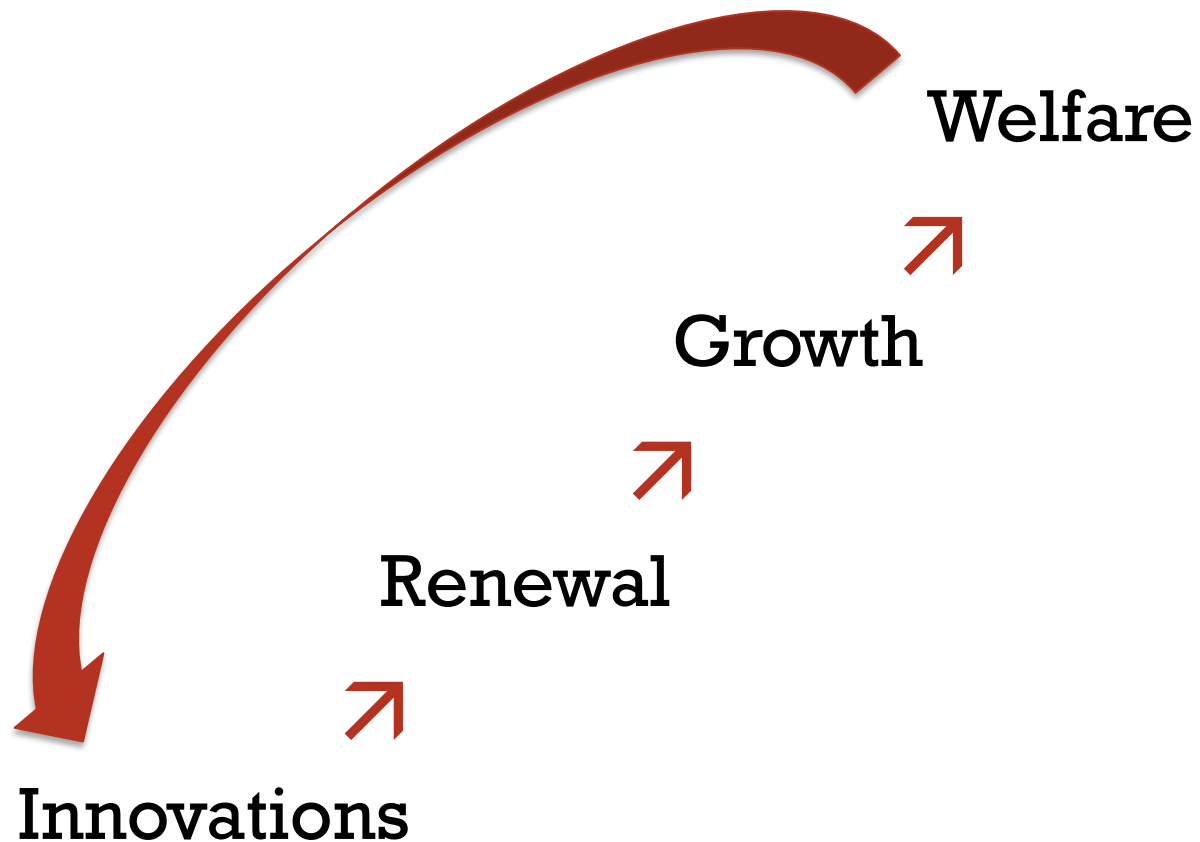
New goods, services, methods, relations...

...that have been implemented in society

**invention + implementation = innovation**



# Why is innovation focused in policies & research?





# **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

**Time frame** 1 Oct 2013 – 30 Aug 2015

**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)





# SOCIAL INNOVATION

WHAT IT IS, WHY IT MATTERS AND  
HOW IT CAN BE ACCELERATED

GEOFF MULGAN  
WITH SIMON TUCKER, RUSHANARA ALI AND BEN SANDERS

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# INNOVATION & GENDER

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Schiebinger, L. Ed. (2008). *Gendered innovations in science and engineering*. Stanford: Stanford University Press.

# More info

□ [www.itu.se/genderinsocialinnovation](http://www.itu.se/genderinsocialinnovation) □

