

# Social Innovation: the Integration of Social Values in Business Models

[www.innosi.hu.nl](http://www.innosi.hu.nl)

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Don't worry, nothing is  
happening yet. We'll get to this

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# What are we going to discuss



# The EU InnoSI project (2015-2017)

## Innovative Social Investment: strengthening communities in Europe



10 Eu Countries



- Scientific insights
- Case studies
- Stories
- Foresight



Social investment strategies

# Social Investment and Social Innovation



- **Social investment** *stresses the life course dimension of social policies and their long-term benefits for society (Van Kersbergen and Hemerijck, 2012).*
  - Is directed at the improvement of prospects for **future economic and social participation**
  - The emphasis is on investments in people to **enhance their productive capacities and foster longer-term economic development.**
- **Social Innovation:** *represents new responses to pressing social demands, which affect the process of social interactions. The development and implementation of new ideas (products, services and models) to meet social needs and create new social relationships or collaborations. It is:*
  - **aimed at improving human wellbeing.**
  - **Social innovations are not only good for society but also enhance individuals' capacity to act (European Commission, 2013).**

# Examples of social investment (versus social security)



- Child benefit



- Child Care



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# Questions / statements

- It is in the interest of Business and Economics education to embrace the concept of social investment
- The concept of social investment has been introduced in our business courses
- It is the responsibility of private business to also have a social objective / aim
- In our business and economics education we basically teach our students how to make a profit, regardless of the social consequences



# InnoSI: 20 European Casestudies



12



3



3



# 4 cases about labour market and inclusion



A mother and her daughter talk about the Social Land Program



Help from the employment office in the City of Turku



Jorge talking about being unemployed in Valencia



Urban farming in Utrecht

# Hungary: Social land programme



To strengthen independence, self-sufficiency and to decrease poverty by strengthening and recreating agricultural and economic activities in rural areas.

## Innovative elements:

- Bottom up organisation
- Enabling and motivating attitude towards the target group
- Entrepreneurial municipalities instead of provider municipalities
- Flexibility, variety, according to the needs of the target group
  - **Period:** since 1991 (first initiatives)
  - **Target population:** unemployed rural families
  - **Life stage:** under execution



A mother and her daughter  
talk about the Social Land  
Program

# Spain: Valenciactiva



**Local government is seeking work with companies and sectors that are active in each of the local areas to work together to provide training to improve local business opportunities for job insertion**



## **Innovative elements**

- Co-operation between public administration and private sector
- Ongoing dialogue with companies to gain insight into the needs and concerns of businesses in the area
  - **Period:** 2015 - now
  - **Target population:** (long-term) unemployed in inner city depressed areas,
  - **Life stage:** Unemployed people

# Finland: Youth Guarantee



**Each person under 25 years is offered a job, a work trial, a study place, or a period in a workshop or rehabilitation, within three months of becoming unemployed**



## **Innovative elements:**

- One-stop shop: a service point where multiple actors and services are available under the same roof.
- Is a diversified and multi-professional mode of action which offers service packages tailored for young people.
- Jointly agreed policy outlines, new regulations and cooperation between administrative branches.
  - **Period:** 2013 - now
  - **Target population:** Young people under 25 and graduated people under 30
  - **Life stage:** young
  - **Investment theme:** improving employment, preventing social exclusion

# The Netherlands: Urban farming



## Growing vegetables and working on social inclusion, reintegration on the labour market



### Innovative elements:

- Human centered. All stakeholders at the garden build on trust and relations, more than on judgment and problems they need to face and resolve.
- personal development and ongoing learning processes of clients, who are eager to participate fully in society.
- The common values are at the core of personal development, but also at the heart of business development
  - **population:** people with multi problems
  - **Life stage:** All ages
  - **Period:** 2010 - now
  - **Investment theme:** Active participation

# Striking issues



1. Focus on different vulnerable groups
2. Importance of the economic recession
3. Innovative aspects:
  - a. Goods in stead of an unemployment benefit (H)
  - b. Support and training within the neighbourhood (ES)
  - c. Services at one stop shop (F)
  - d. Care and encouragement in a safe place (NL)
4. Networks of private, public and third sector organizations
5. Government subsidies remain important

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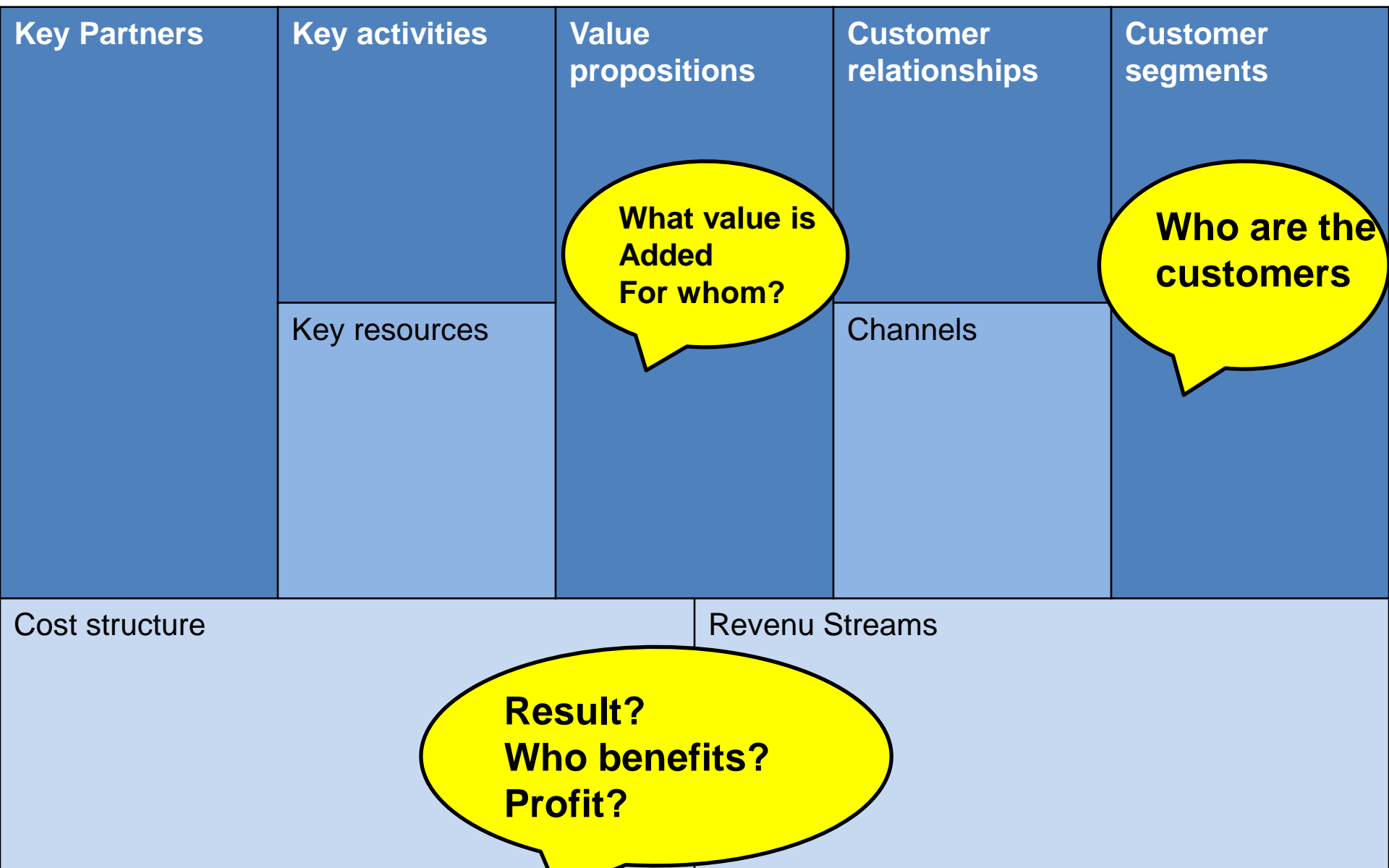




# Questions / statements

- There is an increase of responsibility for social issues taken by entrepreneurs
- A human centered/ inclusive approach to management will benefit every business
- The cases are useful for educational purposes for business and economics students

# Business Model Canvas (original)



# Business model canvas

(adapted [www.impactgroe.nl](http://www.impactgroe.nl) )

## Urban farming



<b>Key Partners:</b> The Foundation of historical vegetable gardens of Amelisweerd Municipality of Utrecht Foundation Pergola Long term Care Organizations (Amerpoort, Abrona, Salvation Army)	<b>Key activities</b> Agriculture (farming) Day Care Team building Mindfulness training	<b>Value propositions</b> <b>Target group</b> meaningful work structure community learning / Self-confidence	<b>Customer relationships</b> Commitment Information Open days	<b>Customer segments</b> <b>Target group</b> Volunteers Burnout Psychiatric Addiction
	<b>Key resources</b> Entrepreneurs / Volunteers / Care clients Garden / Buildings Seeds Tools	<b>(Paying) customer</b> Daycare Bio-Veggies, fruit, Energizing surroundings	<b>Channels</b> News mails (Pergola) Personal communication Visits	<b>(Paying) customer</b> Healthcare institution Individual Customers Groups
<b>Cost structure</b> Labor Transport Seeds Housing Tools and materials	<b>Surplus</b> Work Causing less trouble Cost healthcare Happier Empowered	<b>Revenue Streams</b> Pergola Flowers Restaurant Care Other		

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# Statements on social innovation and the role of education



- Business Model Canvas (Social) is useful for all business organizations.
- I will use Business Model Canvas (social) at the next opport Go to [www.menti.com](http://www.menti.com) and use the code 25 23 08
- Multiple value creation is the new perspective of entrepreneurs
- What this presentation brought me is.....

# We would like your feedback!



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# Thank you for attention



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