Key enablers of ICT-enabled social innovation in support of personal social services of general interest

IESI - ICT-Enabled Social Innovation in support to the implementation of the EU Social Investment Package
Outline

① Recap: Conceptual Clarifications
② ICT enablers & Cases
③ Non-ICT enablers & Cases
④ Cross-Case Summaries
[1] Recap: Conceptual Clarifications
IN SEARCH OF COMMON DENOMINATORS ....
Social Innovation

• *Combinations of social practices*

• *Responding to the needs of individuals*

Examples: collaboration, co-creation, co-design

Observable changes in:

– awareness of issues (i.e. value frames)
– personal involvement,
– communication or interaction patterns,
– division of labour or
– other changing behaviours in general.
Social investment challenges

• Social investment challenges
  i. effective & efficient spending
  ii. investing in people
  iii. protecting people

• Welfare systems:
  i. social protection, e.g. compensations and subsidies, and
  ii. social investment, e.g. future-oriented services such as work-life balance, disease prevention, education

• Distributive mechanisms: social services, cash / tax benefits, employer provision, volunteer services
ICT enablement

- direct & indirect enablement (big data vs open source)
- beliefs & artifacts (shared economy vs micro jobs)

Enabling ICT effects

Investigated effects

a) networking effect
b) crowd effect
c) generative software
d) big data effect
e) decentralising services (zero m.c.)
f) enabling a commons economy

... other enablers are conceivable, e.g. cryptocurrencies, visualisations etc.
Networks (1/2)

• network's perspective:
  – enables propagation of information,
  – sharing of efforts among multiple members
  – flow of affective support

• Individual’s perspective:
  – enables empowerment and (increasingly) access to alternative life choices (e.g. educational networks, networks of alternative economies, etc).
Networks (2/2)

• France: MIT / Harvard initiated Open EDx platform used by, among others, the French government and their national Universite Numerique (http://www.france-universite-numerique.fr). This online university can be understood as an intermediary for over 100 higher education institutions throughout France offering online courses through this platform.

• UK: Network for social / long-term carers (https://matter.carers.org - UK) and a dedicated network for under 18 years old carers (https://babble.carers.org - UK). The network provides a voice to carers who need a break or advice from people they know are in similar situations. Additionally, the platforms provide access to advice, education, training and employment opportunities.
Crowdsourcing (1/2)

• crowdsourcing of
  – data, knowledge or evaluations or
  – funding based on donations, equity or peer-to-peer lending

• ICT in crowdsourcing
  – enables reduction of transaction costs
  – presentation of what is to be crowdsourced
  – administration of returns (aggregation, filtering, rewards)
Crowdsourcing (2/2)

- **Spacehive** (spacehive.com - UK) specializes in collecting funds for civic projects and large community endeavours. Examples include community centres, parks or neighbourhood Wifis. These specialised platforms are an essential source of finance for local governments, who would otherwise have to cut back on their plans for improving quality of life and addressing social issues.

*An additional benefit of neighbor.ly and spacehive.com is that their transparent and participatory nature adds to the building of trust in government's use of funds.*
Generativity (1/2)

• is a "system’s capacity to produce unanticipated change through unfiltered contributions from broad and varied audiences” (Zitrain)

• modular, layered, open architecture

• precondition for innovation from the outside, crucial technologies for alternative economic exchanges

• enables multiple innovations in parallel (e.g. mutual credit systems and time banking systems)
Generativity (2/2)

- TimeBanks USA (http://timebanks.org/) is one of the largest timebank organizations and has about 250 different timebanks with over 25,000 members in the US and 13 other countries (Han, Shih, Rosson, & Carroll, 2014). Communities use these platforms for multiple purposes, e.g. trading skills and competencies, trading time for childcare or helping senior citizens.

- CivicCRM or Drupal are community and content management systems, whose functionality can be extended through modules requiring a comparatively small effort compared to developing entire systems.
Enabling non-ICT factors

Investigated effects

a) Inclusive designs
b) Legal frames for alternative finance
c) Investing in open standards
d) Motivation through evidence
e) Democratizing production
f) Privacy in Big Data
g) Commons licenses

... other enablers are conceivable, e.g. organisational form of provider,
Inclusive design (1/2)

• is to ensure that products and services are designed in ways that allow diverse people to use them at similar levels of comfort

• inclusive design principles can be
  – Flexible methods of presentation
  – Flexible methods of interaction with the website
  – Flexible options for engaging intended target-groups on an affective level

• enables inclusion of all potential users to benefit from ICT-enabled social innovations (children, older people)
Inclusive design (2/2)

Accessible services in energy services (IE)
http://universaldesign.ie/Products-Services/Customer-Engagement-in-Energy-Services

A universal design for customer engagement, includes guidelines for Face-to-Face, Telephone & Video Communication and Electronic & Web Based Communication. The design is based on universal design principles related to perceiving, discovering, understanding and using information. Since 2012 these principles apply to all Irish energy providers.
(Cue: Energy Poverty)
Legal frames for social finance (1/2)

• alternative financial service providers (Internet-based P2P- or crowd-funding platforms) differ from banks
• lower fixed costs and less legal restrictions compared to social banks
• needs consumer protection rules (limit the amount of money that can be raised, transparency in use of funding)
Legal frames for social finance (2/2)

• different approaches:
  – teaming up with a bank to ensure against bankruptcy of a borrower (in the case of Terzo Valore) and
  – using a contract with a donation receiving organisation to ensure the public value promised is also delivered (Goteo)

• Terzo Valore is a peer2peer financing platform, facilitating donations or loans from peers. So far, 60 projects have been funded, mainly in social and health care (58%) at a total value of € 13.5 million, resulting in € 1 million saved interest rates for funded projects. The platform is backed by 'Banca Prossima'. Italy's specialised bank for the third sector
Public investment in open standards (1/2)

- Open standards and generative technologies avoid vendor lock-in and ensure that future innovators find the conditions to 'plug in' their third party support services.
- Open standards and open data enable a rich open source economy around public sector needs.
• Estonia, which in 2012 got most government services online. The country's expenditure on ICT as a percentage of GDP is below average in comparison with other EU countries.

Drivers of ICT – enabled social innovation in PSSGi

Social innovations as emerging responses to a needed change in delivering a service (e.g. affordability, new roles to citizens and beneficiaries of social services, new relationships)
Summary: Enabling ICT factors

- sufficiency vs. sophistication of ICT
Summary: Non-ICT factors

- Although non-ICT enablers have been derived from their ICT counterparts, they can be transferred to other application areas (i.e. privacy, the need for licenses, open investment conditions, legal security or inclusive designs are generic in their – potentially – enabling function).
Summary: Impact

Impact as a function of change:

... as norms are collective agreements which over time need to be frequently challenged through publically available evidence and personal involvement in changed behaviour.