

transformative
social innovation
theory

drift
for transition



Transformative Social Innovation: Insights from the TRANSIT project

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TRANSIT 'Learning for Change' conference, 14th of September 2017

BlueCity, Rotterdam

@FlorAvelino @TransitSI #L4CSI

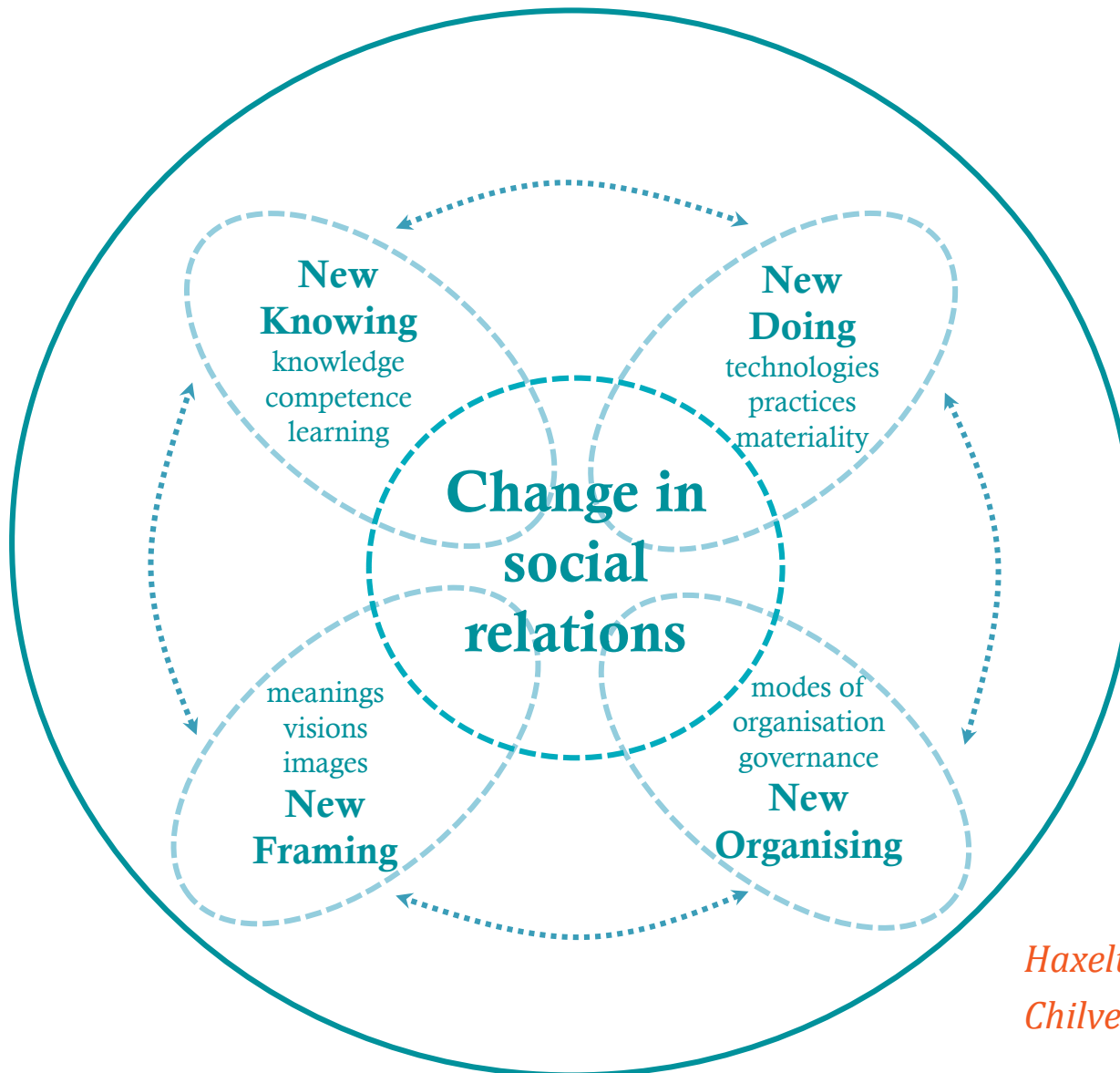


This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613169.

3,5 Years of TRANSIT in 30 minutes..

- Theorising transformative social innovation (TSI)
- Case-studies & methods
- Hybrid & political nature of TSI

Social innovation



Haxeltine et al. 2016

Chilvers & Longhurst 2016



THE ROUGH GUIDE to
Community Energy

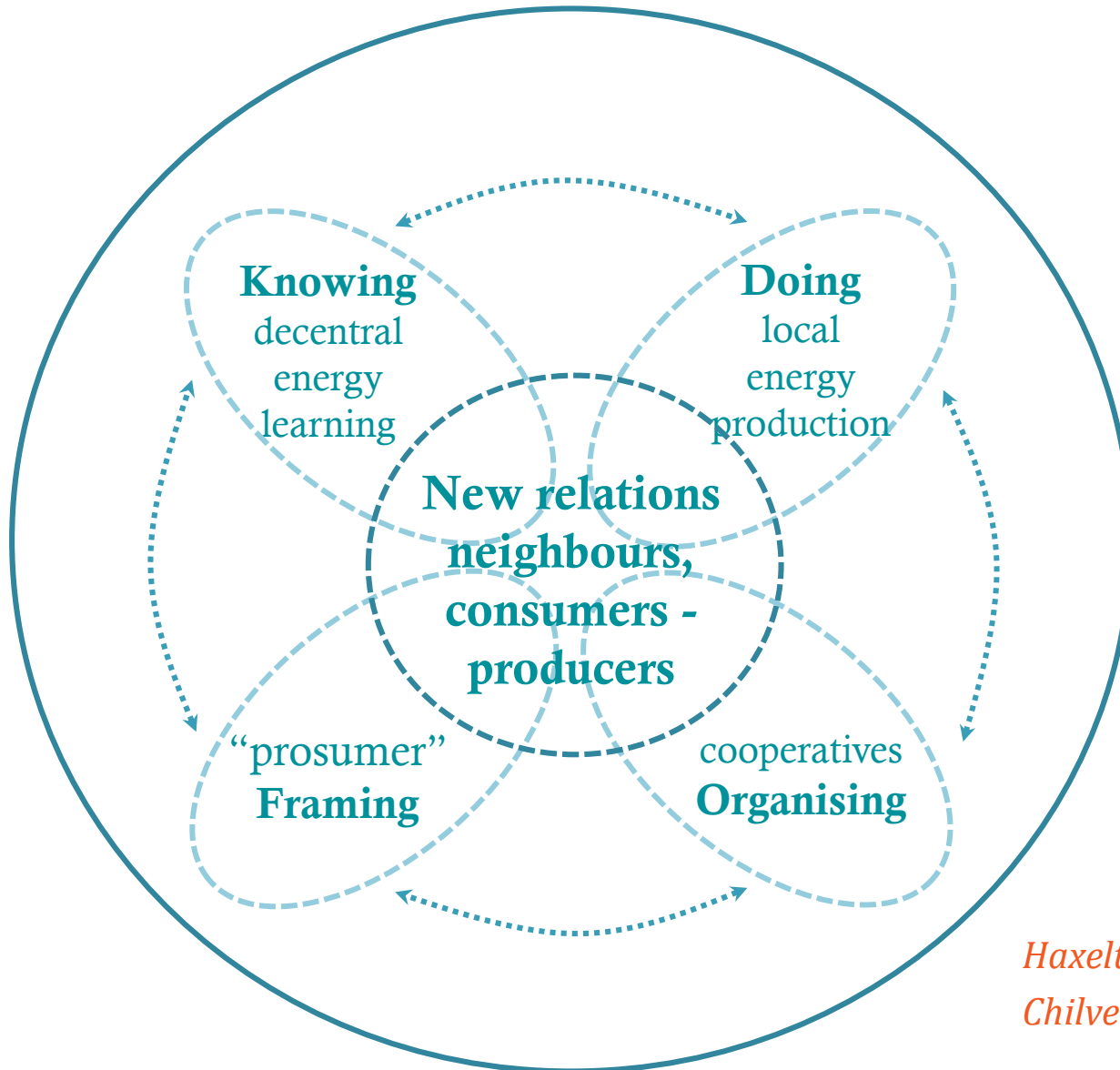


<http://www.westmillsolar.coop>



<http://persoonlijkeruimte.nl/?portfolio=buurtenergie-blijstroom>

Example Community Energy



Haxeltine et al. 2016

Chilvers & Longhurst 2016

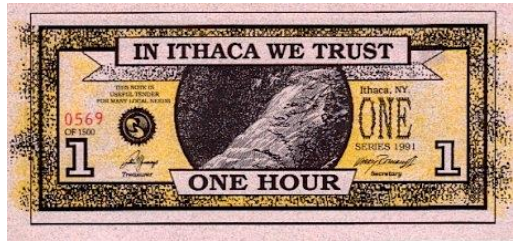
'Reinventing' cooperatives



2012 - International Year of
COOPERATIVES



Complementary currencies



treehugger
A DISCOVERY COMPANY

ALL DESIGN TECHNOLOGY LIVING TRANSPORTATION ENERGY SCIENCE

City's Local Currency Is Accepted for Paying Taxes

 [Sami Grover](#)
[Business / Corporate Responsibility](#)
February 16, 2012

RELATED

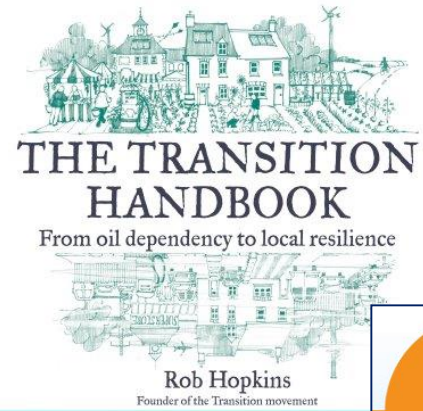
 WORLD'S FIRST LOCAL E-CURRENCY LAUNCHES IN BRIXTON, LONDON

 LOCAL CURRENCY CAUSES A STIR IN LONDON: THE

 Kurt Thomas Hunt/CC BY 2.0

From being [voted the UK's greenest city](#) to an [awesome wood recycling project](#), my old home town of Bristol, England, has a lot going for it. It's latest innovation is particularly worthy of note. The BBC reports that [Bristol is](#)

time/bank



"If your town is not yet a Transition Town, here is the guidance for making it so. We have little time, and much to accomplish." — Richard Heinberg, author of *Power Down*



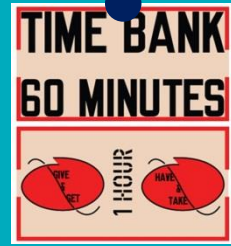
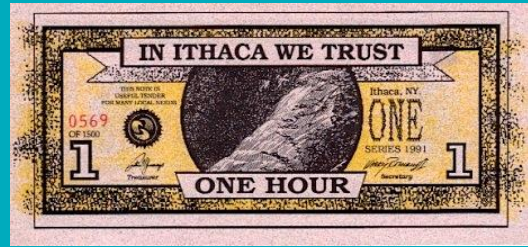
coop.be



<http://groups.yahoo.com/group/westlothianlets/>



- L.ocal
- E.xchange
- T.rading
- S.cheme





A collage of logos and posters on a blue background, connected by a dashed white line. The items include:

- time/bank** logo.
- IN ITHACA WE TRUST** ONE HOUR / EIGHTH HOUR / 60 MINUTES / 1 HOUR (Ithaca Time Bank logos).
- BE PAY BY TEXT** logo.
- COOPERATIVES Europe** logo.
- SECURE** logo.
- Local Energy Tableland LETS Trading System** logo.
- coop.be** logo.
- 2012 International Year of Cooperatives** logo.
- Transition Network.org** logo.
- GLOBAL ECO-VILLAGE NETWORK** logo.
- Ecopower cvba** logo.
- L,ocal E,xchange T,rading S,cheme** logo.

A collage of images on a black background with an orange border, depicting various global crises and conflicts. A large red question mark is overlaid on the collage. The images include:

- An oil rig on fire in the ocean.
- A stock market chart showing a sharp decline.
- A woman in a pink dress standing in a field of fire.
- A news broadcast showing Donald Trump and Kim Jong-un.
- A car partially submerged in floodwaters.
- Warriors in a field.
- Protesters with flags.
- Leaders in suits.

A large, bold white question mark is positioned on the left side of the image, pointing towards the collage of crises.

A large teal question mark is positioned in the upper left quadrant of the collage, pointing towards the logos.

A large red question mark is overlaid on the collage of crises, pointing towards the various disaster and conflict scenes.

High Expectations of Social Innovation



Former EU commission president José Manuel Barroso:

*“If encouraged and valued, social innovation can **bring immediate solutions to the pressing social issues** that citizens are confronted with.”*

BEPA:

*“At a **time of major budgetary constraints, social innovation is an effective way of responding to social challenges**, by mobilising people’s creativity to develop solutions and make better use of scarce resources”.*

www.transitsocialinnovation.eu



High Expectations of Social Innovation



GROWTH
Internal Market, Industry, Entrepreneurship and SMEs

European Commission > Growth > Industry > Innovation > Innovation Policies > Social Innovation

Single Market and Standards | **Industry** | Entrepreneurship and SMEs | Access for...

Social Innovation

Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively. The European Commission's objective is to encourage market uptake of innovative solutions and stimulate employment.

Objectives

The Commission's actions on social innovation stem from the [Innovation Union initiative](#) (2010) and of the [Social Investment Package](#) (2013). These actions facilitate the inducement, uptake and scaling-up of social innovation solutions. The main objectives are:

- promoting social innovation as a source of growth and jobs
- sharing information about social innovation in Europe
- supporting innovative entrepreneurs and mobilising investors and public organisations.

What the Commission does on social innovation





Cr | E | S | S | I

Creating Economic Space for Social Innovation



BENISI
scaling social innovation

impact social innovation
economic foundation
empowering people

transition
TRANSNATIONAL NETWORK
FOR SOCIAL INNOVATION
INCUBATION



 **DIGITAL
SOCIAL
INNOVATION**

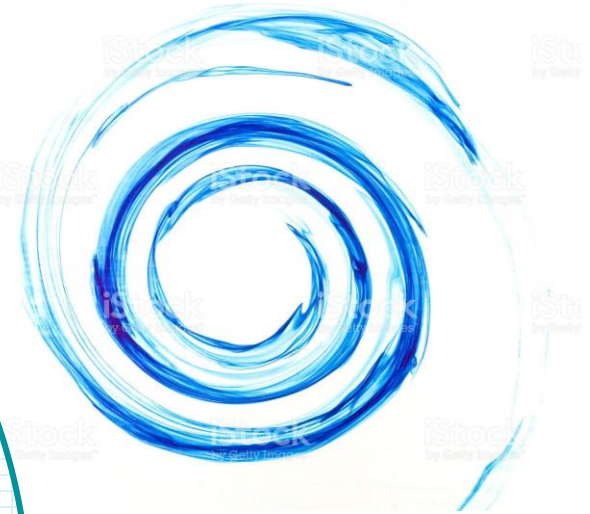
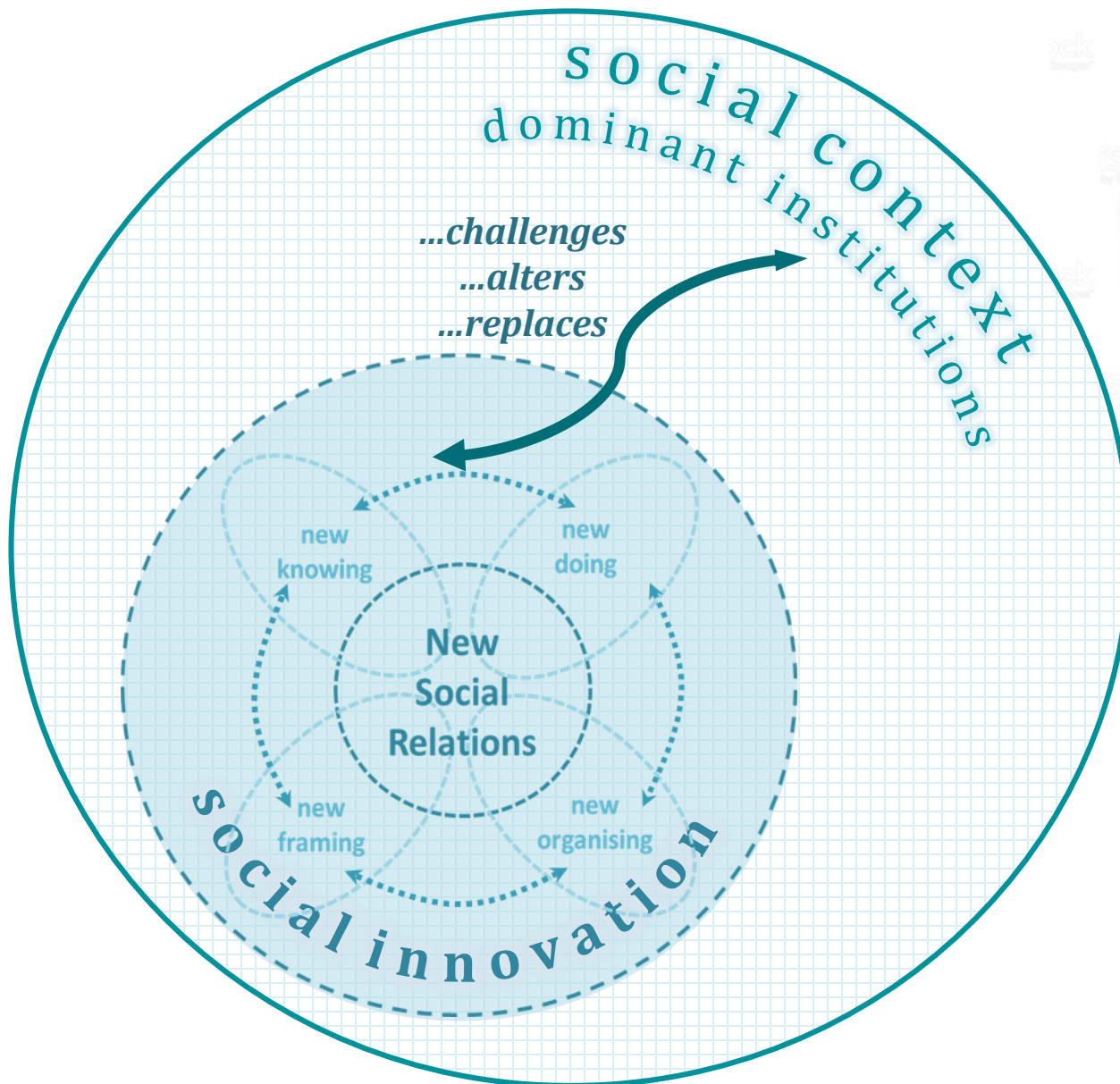
SIAN | Social Innovation
Accelerators
Network
initiated by **BENISI**.eu

SIRCle
Social Innovation for Resilient Communities



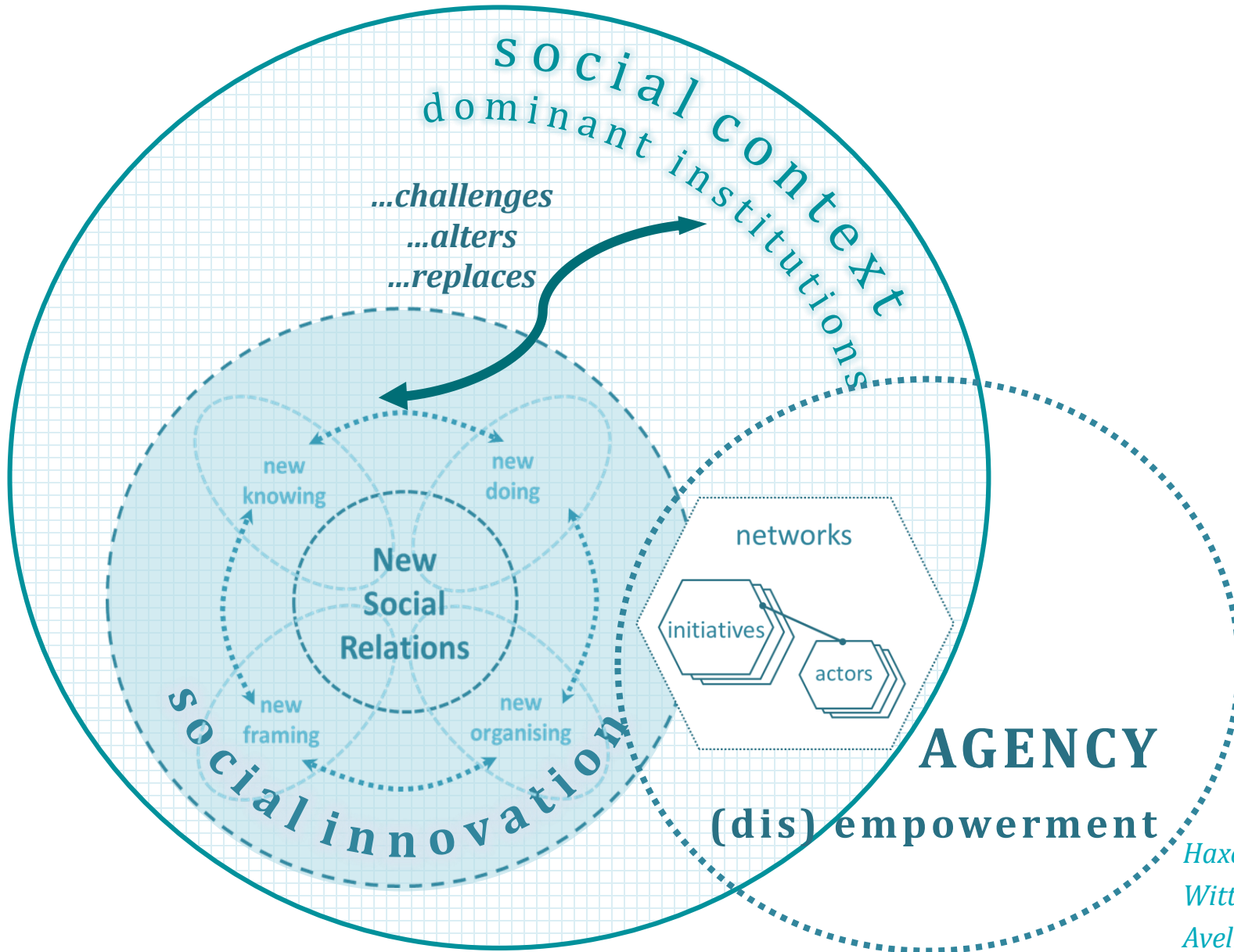
**SOCIAL
INNOVATION
COMMUNITY**

Transformative social innovation?



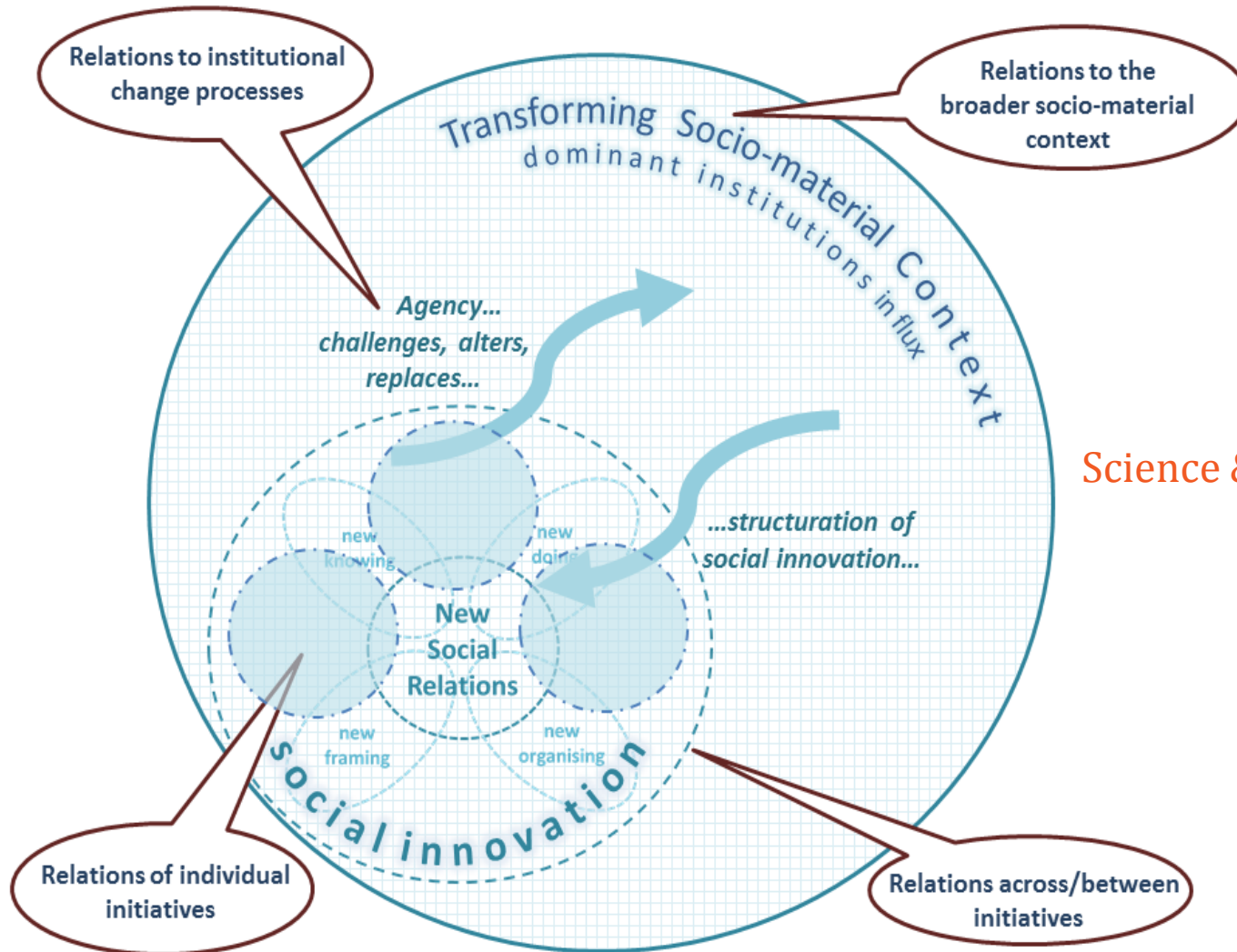
Haxeltine et al. 2016
Wittmayer et al. 2015
Avelino et al. 2014

Agency for transformative social innovation



Haxeltine et al. 2015
Wittmayer et al. 2015
Avelino et al. 2014

Integrating dimensions & theoretical perspectives

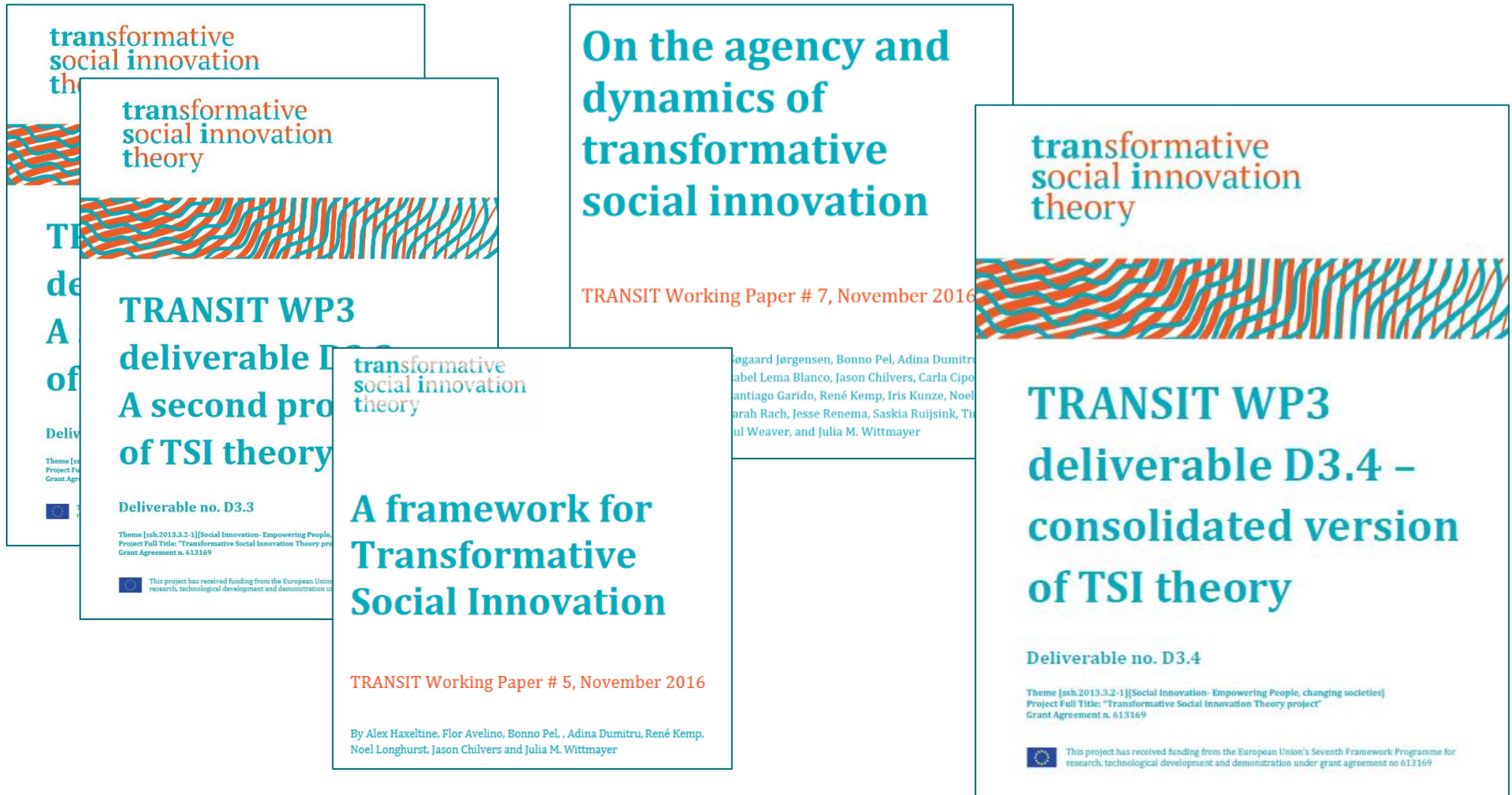


Institutional theory
Relational theory
Structuration theory
Transition research
Science & Technology studies
Innovation studies
Political theory
Political psychology



A middle-range theory of TSI

Conceptual framework & 20 theoretical propositions on TSI



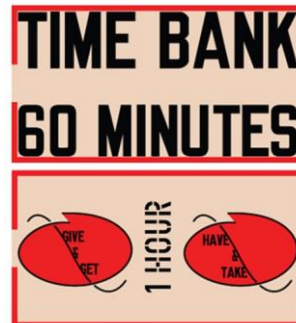
<http://www.transitsocialinnovation.eu/deliverables>



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The International Science Shop Network



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Brazil
Doing things differently

Participatory democracy in Porto Alegre

The first of a new series: this Brazilian city's municipal assembly challenges conventional systems of government - and it works



< 199 12



Patrick Kingsley

Monday 10 September 2012 20.00 BST



Most popular in US



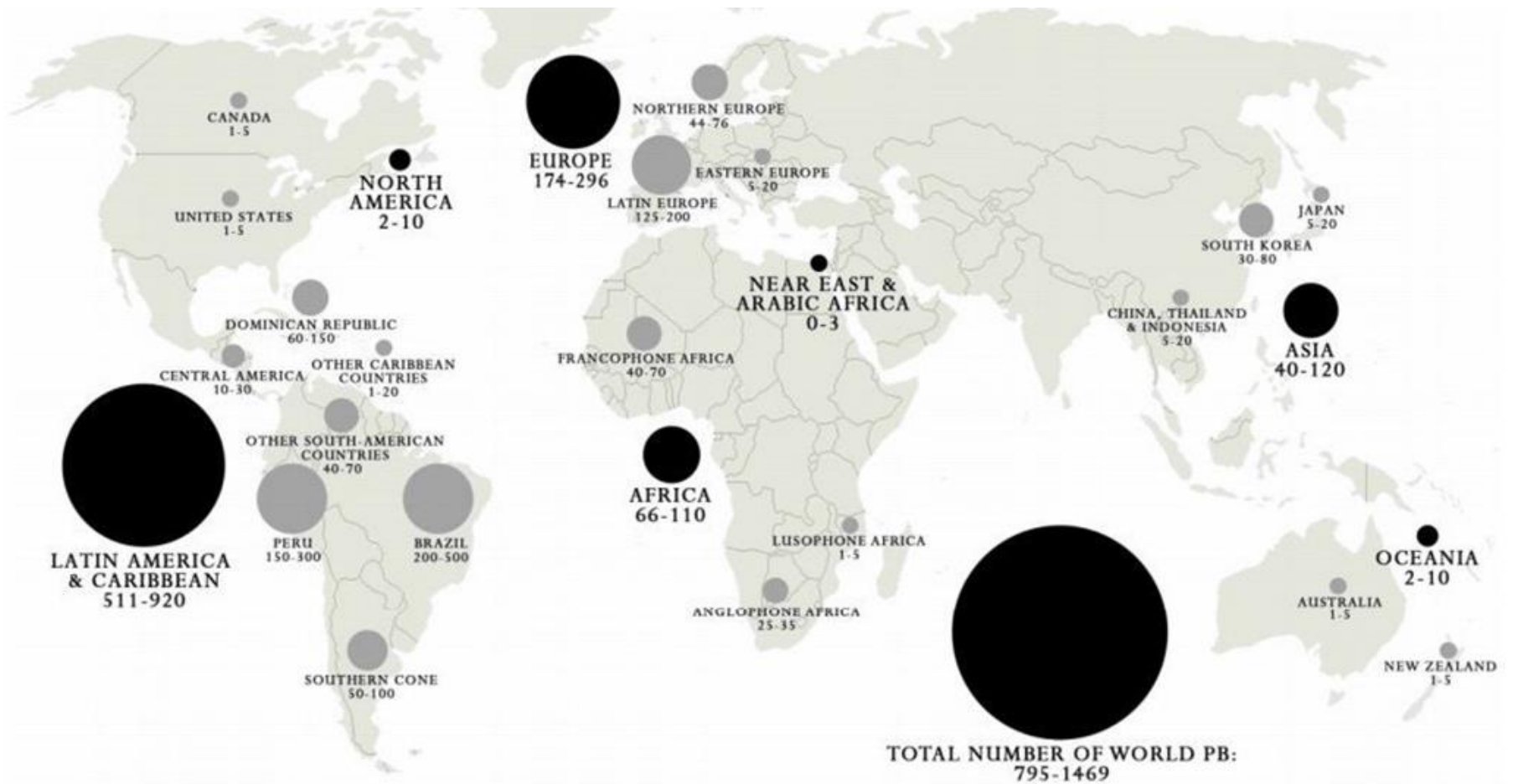
Manchester bombing: more victims named as threat level is raised to critical - live news



Study finds mushrooms are the safest recreational drug



Morrissey attacks politicians and the Queen over Manchester





A NETWORK OF 547 TOWNS AND CITIES IN 52 COUNTRIES

Albania, Andorra, Argentina, Armenia, Azerbaijan, Belgium, Benin, Bolivia, Brazil, Bulgaria, Canada, Chile, Colombia, Congo, Costa Rica, Denmark, Dominican Republic, Ecuador, El Salvador, Estonia, France, Guatemala, Haiti, Holland, Honduras, Italy, Lebanon, Liberia, Luxembourg, Madagascar, Mali, Mexico, Morocco, Nicaragua, Panama, Paraguay, Peru, Philippines, Portugal, Puerto Rico, Senegal, Spain, Sri Lanka, South Africa, Sweden, Switzerland, Tanzania, Togo, Turkey, United Kingdom, Uruguay and Venezuela.

310 LOCAL GOVERNMENTS
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IMPACT HUB



86

Open Impact Hubs



21

Impact Hubs in the Making



15,000+

Members



5

Regions

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Ecodorp Bergen (Netherlands)



Tamera (Portugal)



Findhorn (UK)



<https://ecovillage.org/>



Global
Ecovillage
Network europe



GLOBAL
ECOVILLAGE
NETWORK
Oceania & Asia

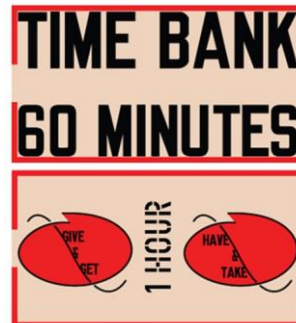




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Embedded case-study approach

A light blue world map with numerous blue location pins scattered across various continents, including North America, Europe, South America, and Australia.

20 translocal networks

100+ local manifestations

25+ countries

EU, Latin-America, other

**interviews, participant observation,
document reviews, comparative meta-analysis**

A repository of Critical Turning Points: making sense of TSI timelines

On breakthroughs, setbacks and surprises in processes of Transformative Social Innovation.

By [Bonno Pel](#) (ULB), [Linda Zijderwijk](#) (IHS) and [Adina Dimitru](#) (UDC).

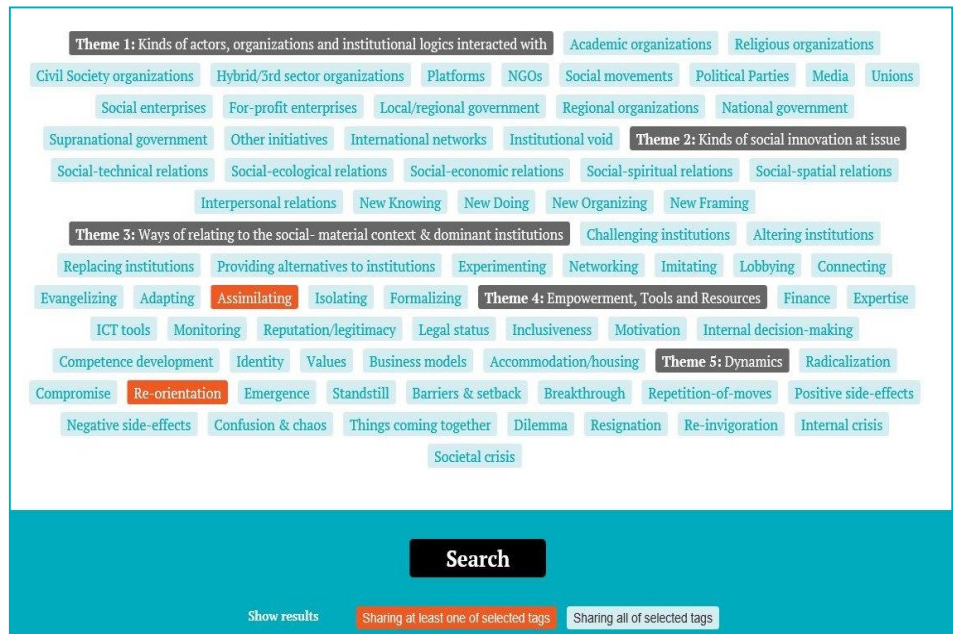
Through this blog we'd like to introduce you to our database project on Critical Turning Points in transformative social innovation. In the following we will explain how these Critical Turning Points help to make sense of social innovation processes, how we describe them, and how we seek to collect a diversity of those experiences from about 80 social innovation initiatives in various countries.



The Critical Turning Points database; concept, methodology and dataset of an international Transformative Social Innovation comparison

TRANSIT Working Paper #10, July 12th 2017

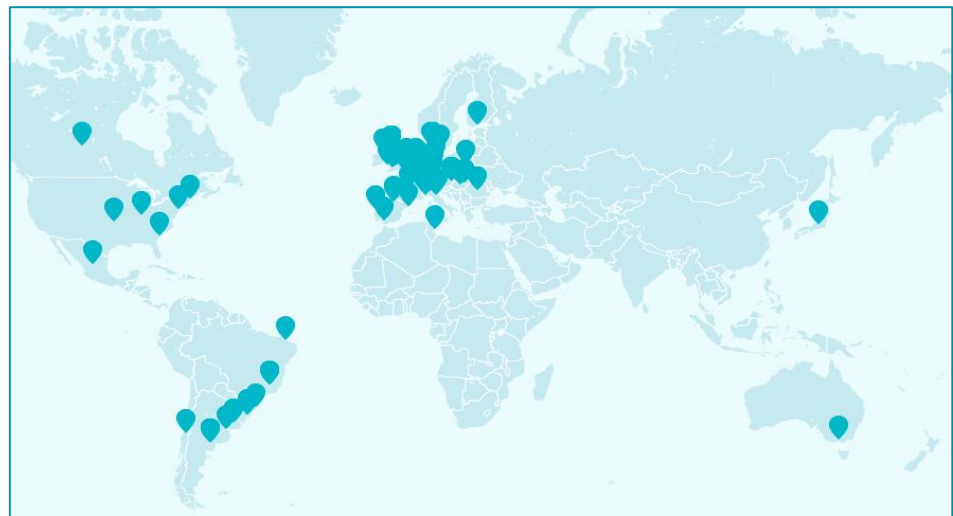
Pel, B., Bauler, T., Avelino, F., Backhaus, J., Ruijsink S., Rach, S., Jørgensen, M. S., Kunze, I., Voss, G., Dumitru, A., Lema Blanco, I., Afonso, R., Cipolla, C., Longhurst, N., Dorland, J., Elle, M., Balázs, B., Horváth, J., Matolay, R., Wittmayer, J., Valderrama Pineda, A., Serpa, B., Rösing Agostini, M., Lajarthe, F., Garrido, S., Picabea, F., Moreira, J., Trentini, F., Bidinost, A., Weaver, P., Heimann, R., Skropke, C., Hoffmeister, K.L., Tawakol, D., Olivotto, V., Tsatsou, A., Zahed, Y., Moet, R., Zijderwijk, L., Renema, J. and Kemp, R.



The screenshot displays a grid of thematic tags organized into five categories:

- Theme 1: Kinds of actors, organizations and institutional logics interacted with**
 - Academic organizations, Religious organizations, Civil Society organizations, Hybrid/3rd sector organizations, Platforms, NGOs, Social movements, Political Parties, Media, Unions, Social enterprises, For-profit enterprises, Local/regional government, Regional organizations, National government, Supranational government, Other initiatives, International networks, Institutional void
- Theme 2: Kinds of social innovation at issue**
 - Social-technical relations, Social-ecological relations, Social-economic relations, Social-spiritual relations, Social-spatial relations, Interpersonal relations, New Knowing, New Doing, New Organizing, New Framing
- Theme 3: Ways of relating to the social- material context & dominant institutions**
 - Challenging institutions, Altering institutions, Replacing institutions, Providing alternatives to institutions, Experimenting, Networking, Imitating, Lobbying, Connecting, Evangelizing, Adapting, **Assimilating**, Isolating, Formalizing
- Theme 4: Empowerment, Tools and Resources**
 - Finance, Expertise, ICT tools, Monitoring, Reputation/legitimacy, Legal status, Inclusiveness, Motivation, Internal decision-making, Competence development, Identity, Values, Business models, Accommodation/housing
- Theme 5: Dynamics**
 - Radicalization, Compromise, **Re-orientation**, Emergence, Standstill, Barriers & setback, Breakthrough, Repetition-of-moves, Positive side-effects, Negative side-effects, Confusion & chaos, Things coming together, Dilemma, Resignation, Re-invigoration, Internal crisis, Societal crisis

At the bottom, there is a search bar with the text "Search" and two buttons: "Show results" and "Sharing at least one of selected tags" (highlighted in orange), and "Sharing all of selected tags".



Comparative analysis

Available online at www.sciencedirect.com

ScienceDirect

ELSEVIER

Current Opinion in
**Environmental
Sustainability**

Experimenting with alternative economies: four emergent counter-narratives of urban economic development

Noel Longhurst¹, Flor Avelino², Julia Wittmayer², Paul Weaver³, Adina Dumitru⁴, Sabine Hielscher⁵, Carla Cipolla⁶, Rita Afonso⁶, Iris Kunze⁷ and Morten Elle⁸

CrossMark

Neoliberalism is a powerful narrative that has shaped processes of urban economic development across the globe. This paper reports on four nascent 'new economic' narratives which represent fundamentally different imaginaries of the urban economy. Experiments informed by these narratives challenge the dominant neoliberal logic in four key dimensions: What is the

Introduction
In the 'century of urbanisation' [1,2] cities are seen as critical sites for societal change in general [3] but also specifically instead of specific sustainability transitions [4,5,6*]. Attempts to steer urban sustainability transitions

Transitions towards New Economies? A Transformative Social Innovation Perspective

TRANSIT Working Paper #3, September 2015


By Flor Avelino, Julia Wittmayer, Adina Dumitru, Noel Longhurst, Sabine Hielscher, Paul Weaver, Carla Cipolla, Rita Afonso, Iris Kunze, Jens Dorland, Morten Elle, Bonno Pel, Tim Strasser, René Kemp and Alex Haxeltine

Narratives of change: How Social Innovation Initiatives engage with their transformative ambitions

TRANSIT Working Paper #4, October 2015

By Julia M. Wittmayer, Julia Backhaus, Flor Avelino, Bonno Pel, Tim Strasser, Iris Kunze


transformative social innovation theory



Synthesis across social innovation case studies

Deliverable no. D4.4

Theme [ssh.2013.3.2-1][Social Innovation- Empowering People, changing societies]
Project Full Title: "Transformative Social Innovation Theory project"
Grant Agreement n. 613169

 This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613169

transformative social innovation theory



Synthesis Report: meta- analysis of Critical Turning Points in TSI

Deliverable 5.4

Theme [ssh.2013.3.2-1][Social Innovation- Empowering People, changing societies]
Project Full Title: "Transformative Social Innovation Theory project"
Grant Agreement n. 613169

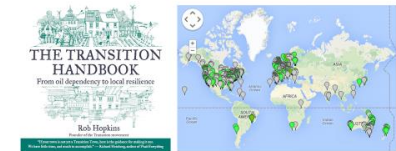
 This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613169

4 clusters of narratives on alternative economies



ASHOKA
Everyone A Changemaker™

“incubating social entrepreneurs”
social entrepreneurship & social
economy



“living in local, resilient
communities”

degrowth & relocalisation



SHAReABLE

“sharing & redesigning goods”
collaborative economy



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L'ÉCONOMIE SOCIALE
SOLAIDAIRE



“political institutional
reform”

solidarity economy

Translocal empowerment

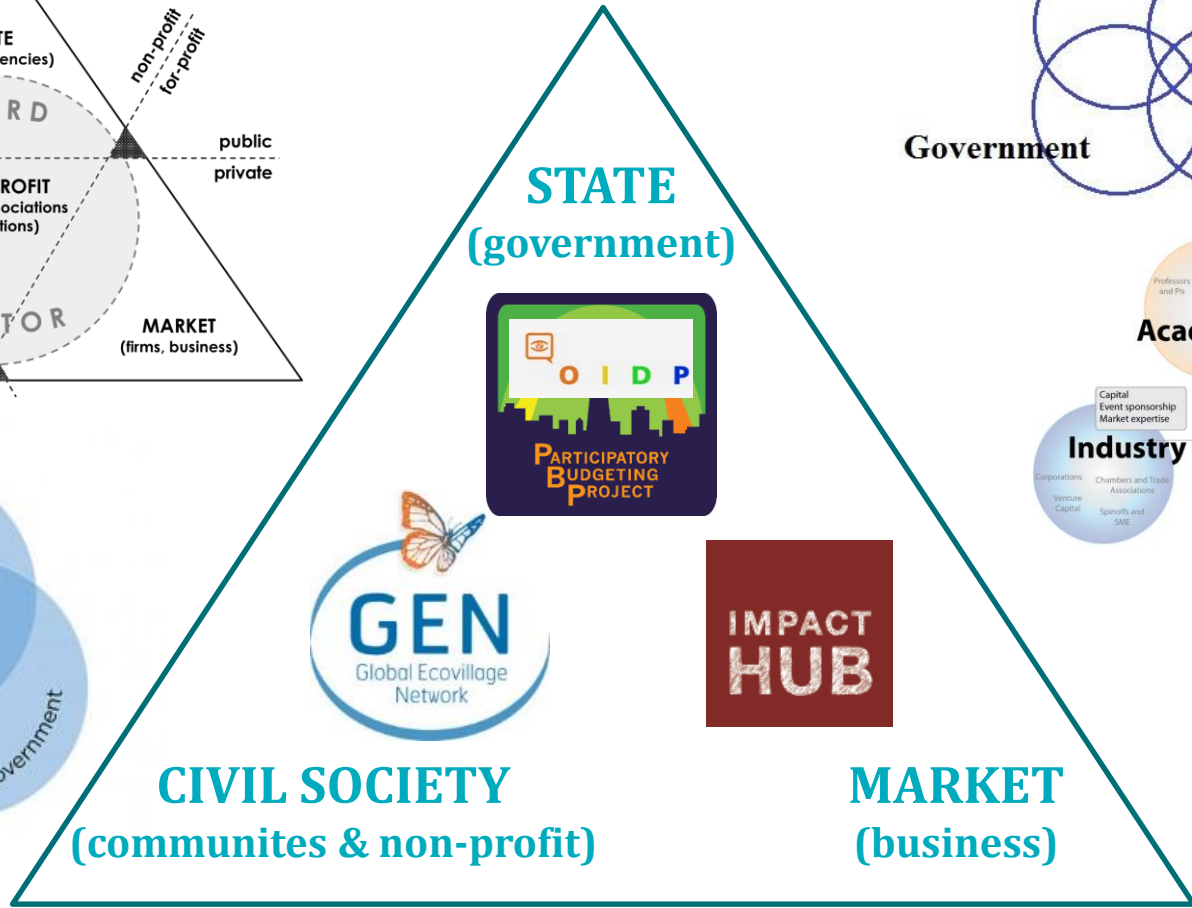
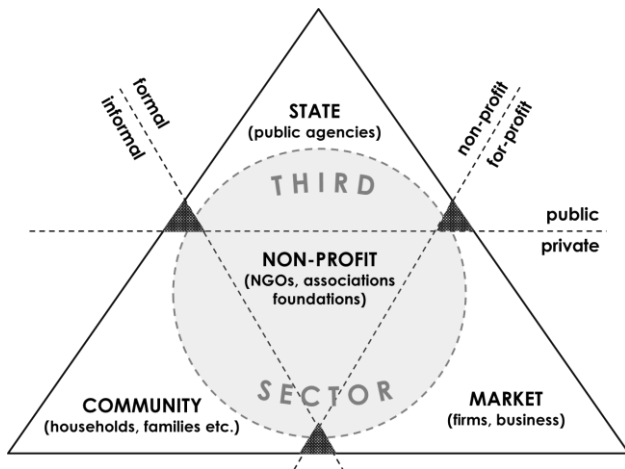
- **Empowerment** in terms of intrinsic motivation and self-determination: human need & longing for **relatedness, competence, autonomy**
- **Translocal** networks: local embeddedness (deepening) as well global connectedness (expansion)
- Access to socio-material **resources**: human, mental, monetary, technological, natural

Experimenting with social relations

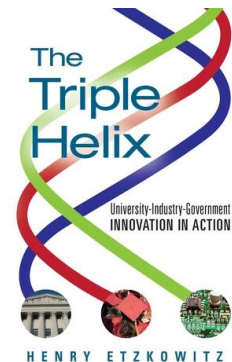
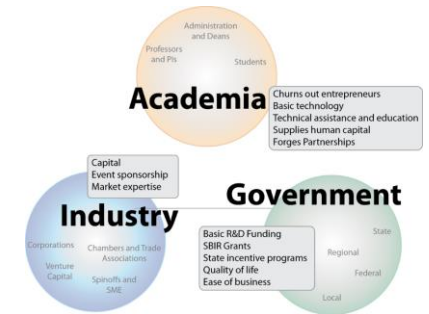
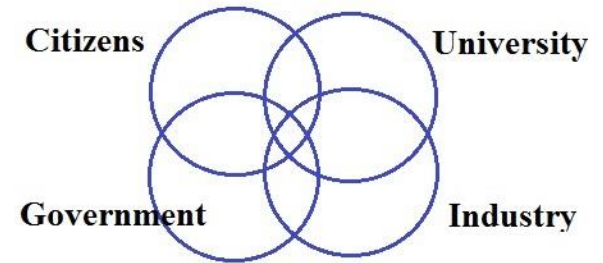
- Physical and mental space for **learning** and **experimentation**.
- Renewing **social relations & relational values**.
trust, reciprocity, equality, collectiveness, cooperation, sharing, solidarity, inclusion, transparency, openness, connectedness etc.
- **Community-building** and transparent, cooperative and inclusive forms of decision-making.

Diverse institutional contexts

changing relations between state, market & civil society
 = social innovation in itself



Quadruple Helix Model



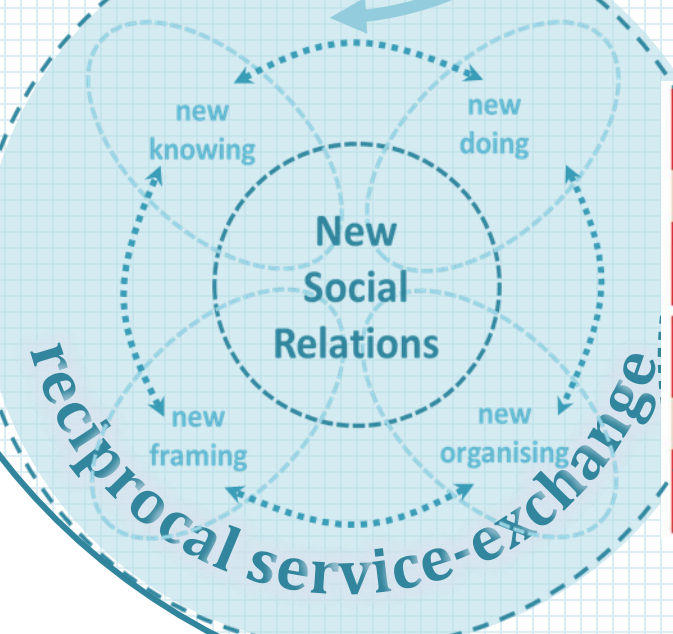
Challenging institutional logics

- Initiatives challenge existing **institutional logics** and **(re)-negotiate** new / adapted institutional logics
- SI-initiatives **lack an ‘institutional home’** > **‘institutional nomadism’** = both barrier & opportunity for transformative impact.
- **Hybrid organizational forms** instead of ‘stretch & conform’.

economic system
service exchange through
formal money transactions

...challenges
...alters
...replaces

Re-negotiating TAXES



TIME BANK
60 MINUTES
1 HOUR
~~GIVE & GET~~ ~~HAVE & TAKE~~

AGENCY
(dis) empowerment

The Institutionalization of Social Innovation between Transformation and Capture

TRANSIT Working Paper 2, 14/10/14

By Bonno Pel & Tom Bauler

<http://www.transitsocialinnovation.eu/working-papers>



Findhorn (UK)



Tamera (Portugal)





- WhiteWashing
- GreenWashing
- WeWashing?

- AirBnB, Uber, etc.

HUFFPOST f t i s

THE BLOG 03/16/2015 07:00 pm ET | Updated May 16, 2015

#WeWashing: When “Sharing” Is Renting and “Community” Is a Commodity

By Lee-Sean Huang

WeWashing is a new term that refers to the abuse of words like “sharing” and “community.” Use #WeWashing to identify and critique this abuse.

Whitewash, Greenwash, WeWash

I am usually a satisfied user of services like AirBnB and Uber, even if I don't 100% agree with all of their corporate policies and practices. But I cringe every time I hear these companies, and others like it, described as part of the “Sharing Economy.”

Philanthropy & Funding

A Neoliberal Takeover of Social Entrepreneurship?

A model of social entrepreneurship focused on market-based solutions and profit is threatening to crowd out more collaborative approaches.

SHARE COMMENT PRINT ORDER REPRINTS

By **Jyoti Sharma** | Sep. 19, 2016

I recently found an interesting article by Martin Jacques, who, in the early 1980s, heralded and warned against the economics with minimalist neoliberalism, but this article argues that neoliberal policies have led to slow growth in 90 percent of the population.

The watering down of participatory budgeting and people power in Porto Alegre, Brazil

by **DANIEL CHAVEZ**

Introduction

In the Brazilian city of Porto Alegre, previously famous as the birthplace of the World Social Forum and the global capital of participatory democracy, the centre-right coalition that took office after the electoral defeat of the left in 2004 has implemented a new institutional scheme in Porto Alegre. It is known as *governança solidária local* (local solidarity governance), which allegedly will deepen and broaden civic engagement. The scheme has been praised by mainstream international organisations but – for reasons to be discussed below – also strongly criticised by local NGOs, engaged researchers, leftwing political parties, and civil society organisations. This process is consistent with broader changes taking place at the international level through the sustained export of a lite version of participatory budgeting by rather non-democratic and non-participatory institutions such as the World Bank.¹

Figure 1: Map showing Porto Alegre



telesUR Article

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IN DEPTH

Venezuela's Violent Right-Wing Femicides in Latin America Colombian Peace Process Corruption in

Opinion > Articles

Basic Income as a Neoliberal Weapon

By: *John Clarke*

A large poster in a square in Geneva, Switzerland, promoting the idea of a universal basic income | Photo: Reuters

NEW THINKING FOR THE BRITISH ECONOMY

openDemocracy
 free thinking for the world

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25th November 2016 / Dmytri Kleiner :: Uncategorised

Universal Basic Income is a neoliberal plot to make you poorer

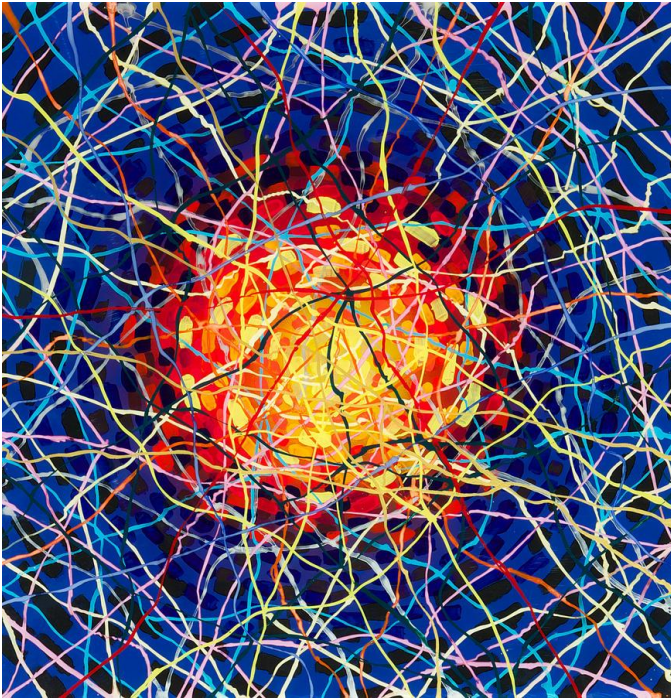
Dialectics of TSI politics



***A dialectical perspective
on innovation 'capture'
(Bonno Pel 2016)***

- Social innovations have a dialectic relation with established institutions - they both challenge them and reproduce them.
- To be transformative, inclusive & accessible, some sort of mainstreaming is needed (marketization, formalization, bureaucratization, normalization).
- TSI = highly political > need to be prepared for mainstreaming paradoxes.

Paradoxical political strategies



Translation & radical core
(Adrian Smith 2006, 2007)

- **Translating** (new ways of doing, knowing, framing & organizing) to mainstream context, while also maintaining one's **radical core**
- SI-initiatives need flexible **portfolio of different - often paradoxical - strategies** towards institutional change (*supplementing, lobbying, protesting, compromising, complying, circumventing, avoiding, seducing, negotiating, imitating, surprising... etc.*)

NO TO OIL DRILLING



SIRClE

Social Innovation for Resilient Communities



ECOLISE
EUROPEAN NETWORK
FOR COMMUNITY-LED
INITIATIVES ON CLIMATE
CHANGE AND SUSTAINABILITY

ABOUT ECOLISE ▾ COMMUNITIES IN ACTION ▾ NEWS ▾ EVENTS ▾

ECOLISE COUNCIL



European Economic and Social Committee
Comité économique et social européen

ECOLISE
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FOR COMMUNITY-LED
INITIATIVES ON CLIMATE
CHANGE AND SUSTAINABILITY
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Launch of the European Day of Sustainable Communities

Lancement de la Journée européenne des initiatives citoyennes durables

22/09/2017
9 a.m. - 1 p.m.

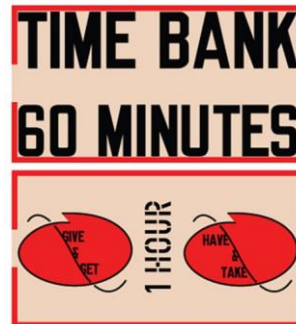
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The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function. One should, for example, be able to see that things are hopeless and yet be determined to make them otherwise.

(F. Scott Fitzgerald)

Thank you.

Dr. Flor Avelino

DRIFT

Erasmus University Rotterdam

avelino@drift.eur.nl

@FlorAvelino

#L4CSi

