transformative
social innovation
theory

Launch web-based resource hub

Deliverable n. 6.2

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

Focus of deliverable:

This deliverable is the first version of the web-based resource hub, as described in the Description of Work and Deliverable 6.1. The web-based resource hub is meant for policymakers, practitioners, academics and a wider audience and aims to provide resources that contribute towards understanding if so and how social innovation (dis)empowers actors and transforms society.

Acknowledgements:

We thank the designers from Zinnebeeld for their design of the web-based resource hub.

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1 Web-based resource hub

The website/web-based resource hub is set as the central node of the on-line presence of the TRANSIT project. The TRANSIT web-based resource hub has two functions: 1) act as a project website and 2) act as an on-line resource hub.

1.1 The development of a TRANSIT web-based resource hub

The website will be developed in 3 phases. Phase 1 and 2 are now completed.

Website 1 was launched in month 3 and was a basic website that included general project information on the aim and structure of the project, its conceptual focus and the research partners. The website showed the outside world that we started and allowed others to find about the TRANSIT approach and it gave them the opportunity to get in touch with the various TRANSIT partners (see Annex 1).

Website 2, which was launched on 31 July 2014 and topic of this deliverable, is the first version of the web-based resource hub. It includes material ranging from general project information and professional and academic sources to videos on (transformative) social innovation and a search engine that allows visitors to search through all the resources using search criteria. The characteristics of this resource hub are topic of the subsequent section (see Annex 2).
Website 2 provides an entry-point for a database of transnational networks and their 'local' initiatives, to be developed in WP5.

Website 3 (month 17, WP 5) will include the database, to which website 2 provides an entry-point. As it is stated in the Communication & Dissemination Strategy, an important characteristic of the TRANSIT website will be its connection with the social media platforms that are going to be used for the project as well as the use of video(embedded from Vimeo and YouTube) to complement and in some cases replace text. In relation to the web-based resource hub, a database of transnational networks and of research data will be created and available through the TRANSIT website. N.B. as a result of privacy we cannot make all data open source, but we will aim to work as openly as we possibly can. The data will be easily searchable as well as through different search paths (maps, key words). In the website we will give an explanation about the meaning of the words that form the conceptual corners stones of our research ("game changers", "transformative discourses", "social innovation", "empowerment" and the 4 thematic focus areas (governance, social learning, resourcing, monitoring) and we will illustrate them with examples.
Already in website 2, the explanation of the key-concepts and its connection to various social media platforms are present.

The URL for the TRANSIT website is: www.transitsocialinnovation.eu.

1.1.1 Offering resources on (transformative) social innovation

Searching the internet for information on 'social innovation' is quite an overwhelming experience. Google finds over 89,000,000 webpages. Many of these websites have 'hub'-like characteristics, for

example through a search bar. The question then is: how can TRANSIT stand out? What makes the TRANSIT resource hub special?

One of the niches of TRANSIT, that we aim at developing further through this website, is that we are interested in *transformative* social innovation, thus innovation that somehow may or may not (dis)empower actors and transform society. Our resource-hub is focused on communicating this message. Thus, while we believe that sharing knowledge leads to spreading ideas quickly, we do target our 'knowledge' and 'ideas'. In short, the objective of the website is not to collect and give access to knowledge about social innovation in a widely divergent way, but to give access to information and knowledge about (transformative) social innovation, according to TRANSIT. Section 1.1.2. examines exactly how TRANSIT does so.

1.1.2 Characteristics of the web-based resource hub

TRANSIT's DoW mentioned various characteristics of the web-based resource hub, which were further elaborated in the Communication & Dissemination Strategy (Deliverable n. 6.1). In the table below, the column on the left lists the various characteristics as described in the DoW and D6.1. The column on the right describes how the web-based resource hub is actually meeting these characteristics. Please refer to Annex 2 for screenshots of the web-based resource hub.

Table 1 - Characteristics and features of the Web-based resource hub

No.	Desired characteristics	Actual features
	From DoW and Communication & Dissemination Strategy:	
1	We aim for a **dynamic and visual communication** approach grounded in, for instance, audio-visuals, info graphics and video messages.	• The homepage of our resource-hub contains a visually attractive map, that one can directly browse, that differentiates us from other websites on social innovation with 'hub-like' characteristics or objectives. • The world-map, the TRANSIT highlights and a search bar, provide access to 'visual and dynamic data', such as video's, and websites, next to our other sources, such as academic articles, articles of various characters. • The website is compatible with various screen sizes, such as iPad and mobile phones
2	Attractive to our target audiences: mainly to • policymakers, • social innovators and entrepreneurs, • academics • and wider audience	To enhance the attractiveness of our resource-hub for various audiences, we implemented • Various forms of searching and browsing through the materials in our resource hub. Providing access via various portals ensures that target audiences can choose the portal of their liking, that fits their practice and their interests,

		• Various degrees within the search functions. For example the map invites browsing and looking around in the field of (transformative) social innovation, whereas the TRANSIT highlights point the visitor in a certain direction. The search bar may be used for both objectives: it invites browsers through the material as well as more targeted searches, • Various materials that are attractive to these audiences. These range from academic sources to video's that introduce a topic on (transformative) social innovation.
3	Attractive to focus groups for objectives of the project: • transnational networks, • reference group, • other EU SI –researchers	Next to the above, we offer to these focus groups: • The possibility to access information and learn about other networks, • Access to tools and policy briefs (which will be added to the resource-hub, once these are due) • The possibility to become a member of the reference group, • Insights into the materials, such as academic resources, that may be of help for other projects.
4	General project information on the aim and structure of the project	• Provided on 'about transit'-page
5	A library on transformative social innovation o Academic sources o Professional/practitioner sources	• Via map, highlights and search bar
6	Videos on social innovation o YouTube o Vimeo	• Via map, highlights and search bar
7	Project Deliverables	• Via map, highlights and search bar • Deliverables that are public will be published on the 'about TRANSIT'-page. This means the Deliverables can be accessed as well through the entry-points on the homepage, as through the 'about TRANSIT'-page. In due time, we will create an extra header that serves as an entry-point to these Deliverables.
8	Options to get feedback & communication engagement options	• Through the page 'Get involved!' the visitors are enabled to leave their message to TRANSIT behind. This may be a question, an idea, an event

		that TRANSIT can share on its agenda, or that the visitor likes to become a member of our reference group. • As the web-based hub has just launched, these reactions will at first be hidden, meaning the communication team (in WP6) receives these reactions in their mailbox. When it shows that this page actually attracts reactions, this page will be opened (+ edited), equal to a forum. We keep it closed at first, because – in case of no interaction and reaction to our work - otherwise it may look like a 'dead forum'. • In the course of this project – as the tools become available – this page will be transformed into a 'What can you do?'- page. This page will then also showcase our toolboxes and other options to get engaged to our research. However, as this page will in the beginning be relatively empty (as there are no tools yet to be demonstrated – the first is due in December), we will keep this page as a future-option until such content is ready for publication. • See also 20 for the blog as a useful instrument for initiating first forms of communication.
9	Explanation of core concepts and terminology	• On the homepage, the core concepts are highlighted and described. • These concepts are one of the entry-points into the database. The visitor will thus find various resources that delve deeper into these concepts. • We initially provide the shortened versions of the definitions and conceptualizations used in the latest Deliverables. These concepts can change and/or are expanded in the course of the research. The set up of the website allows an expansion, both in quantity and quality of the concepts. • This means that, when concepts change, they will still be tagged to the material in the hub. When we add a new concept, re-tagging has to be done by hand.
10	Events (using a time line)	• The web-based resource hub provides an agenda with the items we think are of interest for visitors interested in (transformative) social innovation.

		• There is the possibility to highlight agenda-items on the homepage. Otherwise, agenda-items are published on the page titled 'agenda'.
11	Organizations and websites	• Via map, highlights and search bar
12	Discussion topics	• See under 8
13	Policy papers and training tools	• To be provided both through the resource hub, and on page 'what can you do'? (currently: 'Get involved!).
14	Search engine that allows visitors to search through all the resources using search criteria	• Via map, highlights and search bar
15	It will be possible to use the conceptual 'labels' a) game changers; b) governance; c) social learning; d) funding/ resourcing and e) monitoring as search criteria	• These are amongst the highlighted TRANSIT-terminology
	In addition to the above, the interface will:	
16	Demonstrate the progress of work within each work package	• Via showcasing the Deliverables on 'about TRANSIT'-page, in the resource-hub and on the 'what can you do'-page?
17	Give access to the database of transnational networks on social innovation	• The resource hub now provides information about the networks that are under study. • The website contains an entry-point into the database that is later developed in WP5.
18	Make crucial information available in at least two EU-languages	• In co-operation with partners, the 'about-page' will be translated into Spanish.
19	It will be linked to social media accounts	• The website is our main digital entry-point and we use social media such as twitter and facebook to direct visitors to our website. • Social media buttons are placed in the footer of the website.
20	Give access to a blog	• A blog provides the possibility for researchers to communicate with the audience directly. Through the blog, TRANSIT researchers can share their first insights with a larger audience. • We also use the blog to highlight certain elements in our resource-hub, events that are going to be and have been. • Through a blog-planning, an update once a month is prepared.

1.1.3 Population of the web-based resource hub

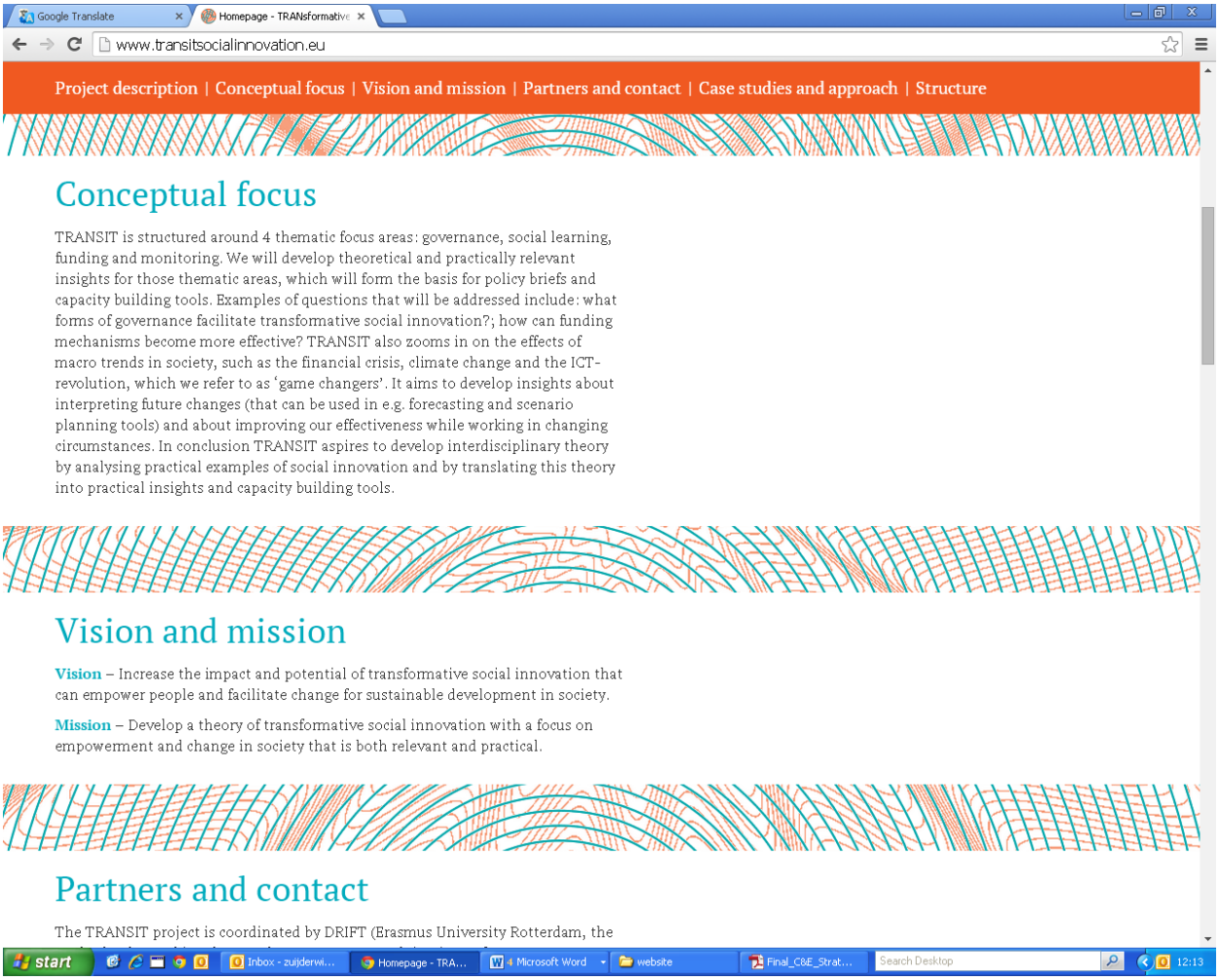
At the moment the resource hub is contains about 60 resources of various characters. The resource hub is populated back to back with the research progressing. In doing so, the hub is developed in a relevant direction in order to focus on the message that TRANSIT aims to convey. This is an iterative process within which the TRANSIT researchers may use the resource hub for finding resources, while feeding it at the same time. The communication team initiates the population.

Annex 1

Website version 1

Annex 1

Website version 1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Project description | Conceptual focus | Vision and mission | Partners and contact | Case studies and approach | Structure
Conceptual focus
TRANSIT is structured around 4 thematic focus areas: governance, social learning, funding and monitoring. We will develop theoretical and practically relevant insights for those thematic areas, which will form the basis for policy briefs and capacity building tools. Examples of questions that will be addressed include: what forms of governance facilitate transformative social innovation?; how can funding mechanisms become more effective? TRANSIT also zooms in on the effects of macro trends in society, such as the financial crisis, climate change and the ICT-revolution, which we refer to as 'game changers'. It aims to develop insights about interpreting future changes (that can be used in e.g. forecasting and scenario planning tools) and about improving our effectiveness while working in changing circumstances. In conclusion TRANSIT aspires to develop interdisciplinary theory by analysing practical examples of social innovation and by translating this theory into practical insights and capacity building tools.
Vision and mission
Vision – Increase the impact and potential of transformative social innovation that can empower people and facilitate change for sustainable development in society.
Mission – Develop a theory of transformative social innovation with a focus on empowerment and change in society that is both relevant and practical.
Partners and contact
The TRANSIT project is coordinated by DRIFT (Erasmus University Rotterdam, the
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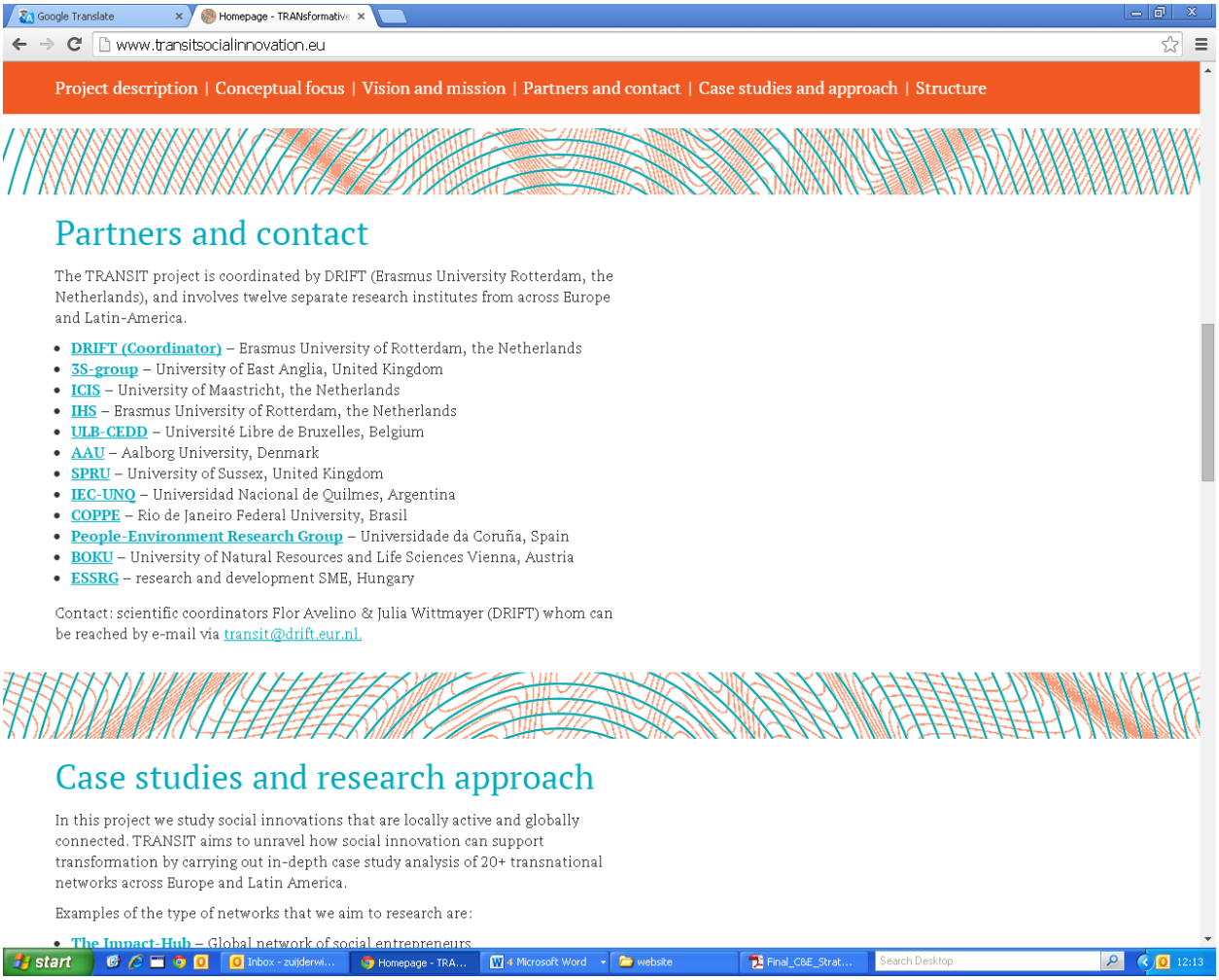
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Partners and contact
The TRANSIT project is coordinated by DRIFT (Erasmus University Rotterdam, the Netherlands), and involves twelve separate research institutes from across Europe and Latin-America.
DRIFT (Coordinator) – Erasmus University of Rotterdam, the Netherlands
3S-group – University of East Anglia, United Kingdom
ICIS – University of Maastricht, the Netherlands
IHS – Erasmus University of Rotterdam, the Netherlands
ULB-CEDD – Université Libre de Bruxelles, Belgium
AAU – Aalborg University, Denmark
SPRU – University of Sussex, United Kingdom
IEC-UNQ – Universidad Nacional de Quilmes, Argentina
COPPE – Rio de Janeiro Federal University, Brasil
People-Environment Research Group – Universidade da Coruña, Spain
BOKU – University of Natural Resources and Life Sciences Vienna, Austria
ESSRG – research and development SME, Hungary
Contact: scientific coordinators Flor Avelino & Julia Wittmayer (DRIFT) whom can be reached by e-mail via transit@drift.eur.nl.
Case studies and research approach
In this project we study social innovations that are locally active and globally connected. TRANSIT aims to unravel how social innovation can support transformation by carrying out in-depth case study analysis of 20+ transnational networks across Europe and Latin America.
Examples of the type of networks that we aim to research are:
The Impact-Hub – Global network of social entrepreneurs
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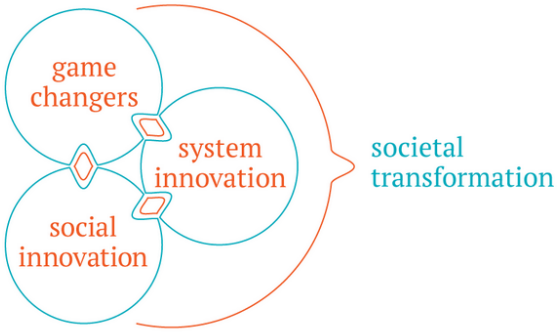
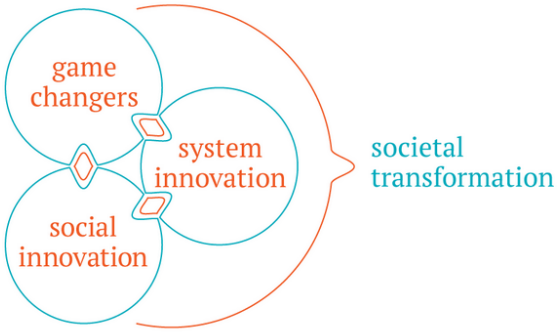


The research is organized as an iterative process with many feedback loops. It builds on existing theory and on insights from case studies (the empirical part). It then develops and tests a 'middle range theory' that aims to be practically relevant. This theory will be adapted based upon feedback from a variety of academics that operate in various disciplines, social entrepreneurs and innovators and policymakers. The most important lessons will then be translated into practical (training) tools and policy briefs.

Structure of the project

TRANSIT is structured in 6 Work Packages.

WP1 Project management – the coordinator is DRIFT (Erasmus University Rotterdam, the Netherlands) and it is set up to coordinate, develop, integrate and manage all (financial, scientific, information) resources of the consortium. It does the overall management, establishes and keeps contact with an Interdisciplinary Advisory Board and it will be facilitating scientific & internal knowledge



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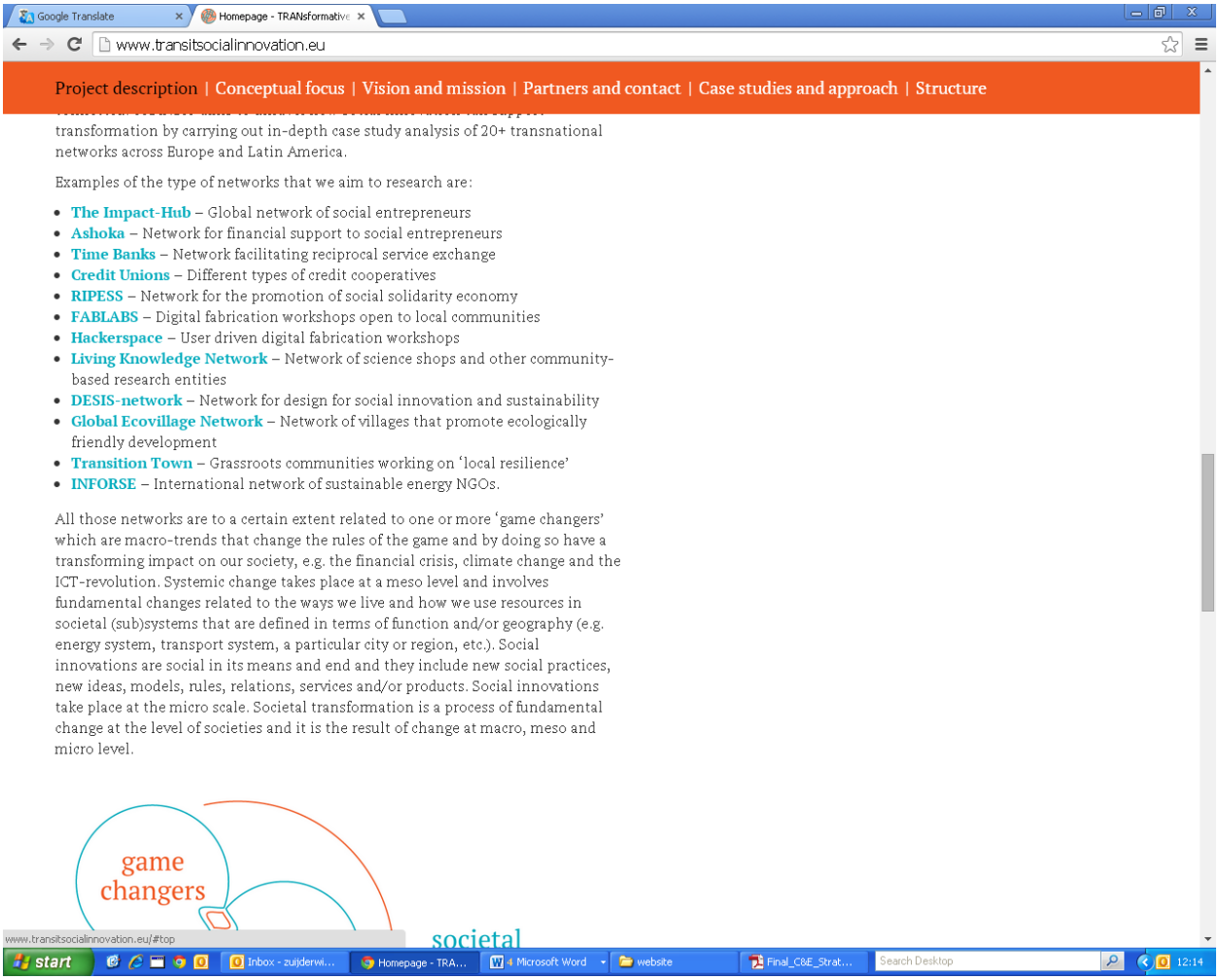
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Project description | Conceptual focus | Vision and mission | Partners and contact | Case studies and approach | Structure
transformation by carrying out in-depth case study analysis of 20+ transnational networks across Europe and Latin America.
Examples of the type of networks that we aim to research are:
The Impact-Hub – Global network of social entrepreneurs
Ashoka – Network for financial support to social entrepreneurs
Time Banks – Network facilitating reciprocal service exchange
Credit Unions – Different types of credit cooperatives
RIPESS – Network for the promotion of social solidarity economy
FABLABS – Digital fabrication workshops open to local communities
Hackerspace – User driven digital fabrication workshops
Living Knowledge Network – Network of science shops and other community-based research entities
DESIS-network – Network for design for social innovation and sustainability
Global Ecovillage Network – Network of villages that promote ecologically friendly development
Transition Town – Grassroots communities working on 'local resilience'
INFORSE – International network of sustainable energy NGOs.
All those networks are to a certain extent related to one or more 'game changers' which are macro-trends that change the rules of the game and by doing so have a transforming impact on our society, e.g. the financial crisis, climate change and the ICT-revolution. Systemic change takes place at a meso level and involves fundamental changes related to the ways we live and how we use resources in societal (sub)systems that are defined in terms of function and/or geography (e.g. energy system, transport system, a particular city or region, etc.). Social innovations are social in its means and end and they include new social practices, new ideas, models, rules, relations, services and/or products. Social innovations take place at the micro scale. Societal transformation is a process of fundamental change at the level of societies and it is the result of change at macro, meso and micro level.
game changers
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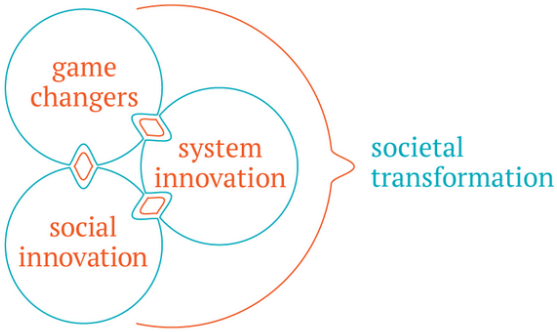

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Structure of the project

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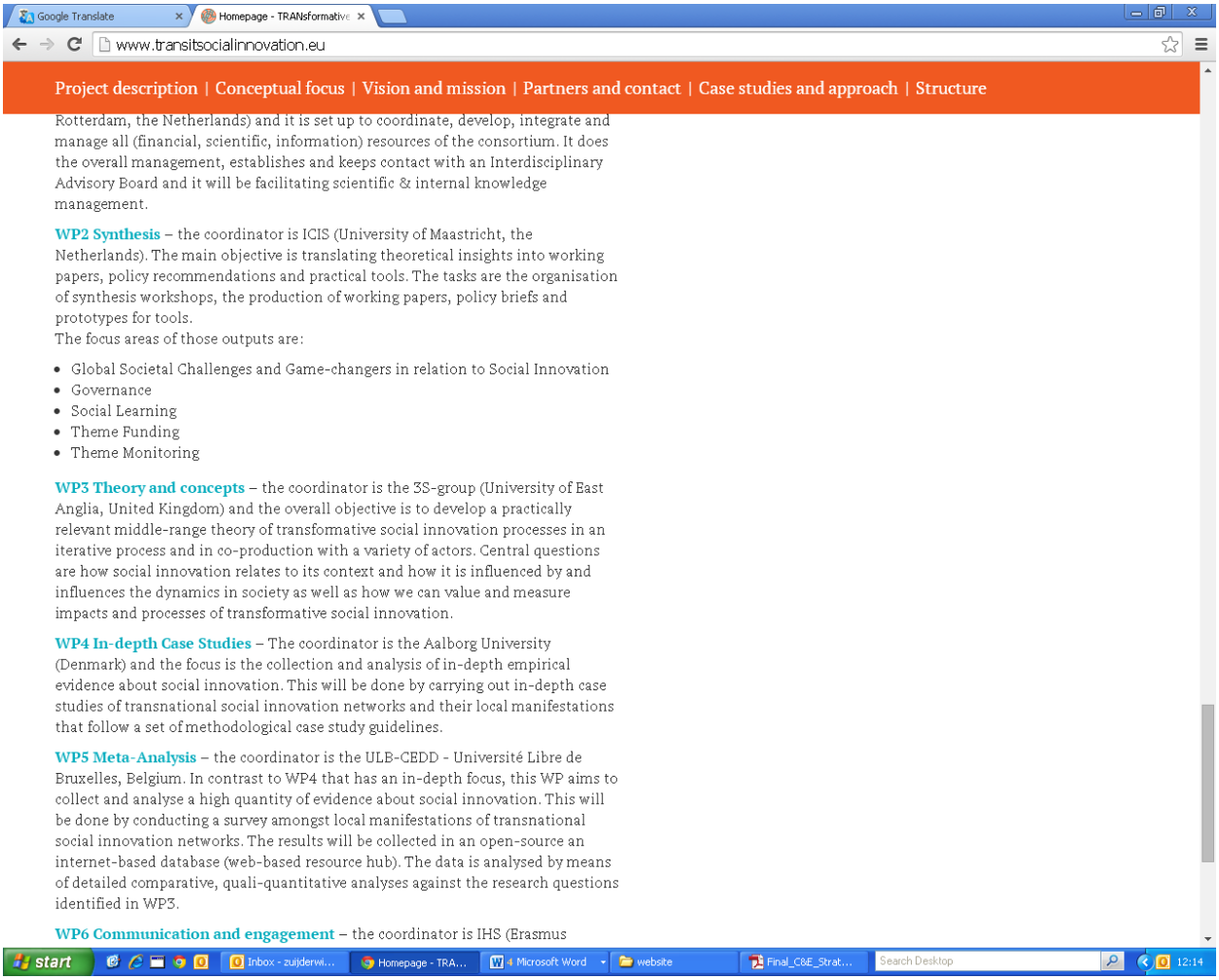
WP1 Project management – the coordinator is DRIFT (Erasmus University Rotterdam, the Netherlands) and it is set up to coordinate, develop, integrate and manage all (financial, scientific, information) resources of the consortium. It does the overall management, establishes and keeps contact with an Interdisciplinary Advisory Board and it will be facilitating scientific & internal knowledge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Rotterdam, the Netherlands) and it is set up to coordinate, develop, integrate and manage all (financial, scientific, information) resources of the consortium. It does the overall management, establishes and keeps contact with an Interdisciplinary Advisory Board and it will be facilitating scientific & internal knowledge management.
WP2 Synthesis – the coordinator is ICIS (University of Maastricht, the Netherlands). The main objective is translating theoretical insights into working papers, policy recommendations and practical tools. The tasks are the organisation of synthesis workshops, the production of working papers, policy briefs and prototypes for tools.
The focus areas of those outputs are:
Global Societal Challenges and Game-changers in relation to Social Innovation
Governance
Social Learning
Theme Funding
Theme Monitoring
WP3 Theory and concepts – the coordinator is the 3S-group (University of East Anglia, United Kingdom) and the overall objective is to develop a practically relevant middle-range theory of transformative social innovation processes in an iterative process and in co-production with a variety of actors. Central questions are how social innovation relates to its context and how it is influenced by and influences the dynamics in society as well as how we can value and measure impacts and processes of transformative social innovation.
WP4 In-depth Case Studies – The coordinator is the Aalborg University (Denmark) and the focus is the collection and analysis of in-depth empirical evidence about social innovation. This will be done by carrying out in-depth case studies of transnational social innovation networks and their local manifestations that follow a set of methodological case study guidelines.
WP5 Meta-Analysis – the coordinator is the ULB-CEDD - Université Libre de Bruxelles, Belgium. In contrast to WP4 that has an in-depth focus, this WP aims to collect and analyse a high quantity of evidence about social innovation. This will be done by conducting a survey amongst local manifestations of transnational social innovation networks. The results will be collected in an open-source an internet-based database (web-based resource hub). The data is analysed by means of detailed comparative, quali-quantitative analyses against the research questions identified in WP3.
WP6 Communication and engagement – the coordinator is IHS (Erasmus
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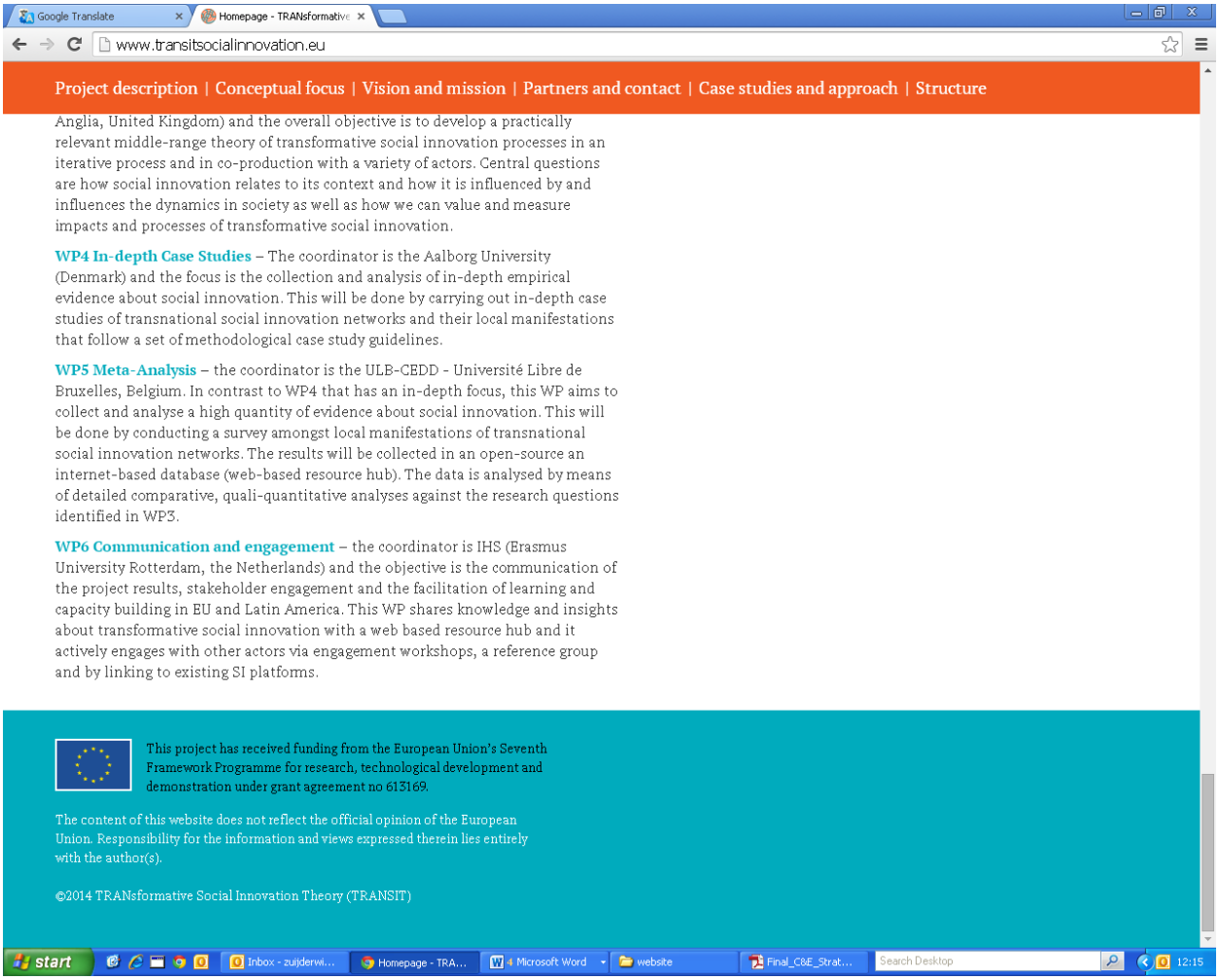
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WP6 Communication and engagement – the coordinator is IHS (Erasmus University Rotterdam, the Netherlands) and the objective is the communication of the project results, stakeholder engagement and the facilitation of learning and capacity building in EU and Latin America. This WP shares knowledge and insights about transformative social innovation with a web based resource hub and it actively engages with other actors via engagement workshops, a reference group and by linking to existing SI platforms.
This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613169.
The content of this website does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).
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Annex 2

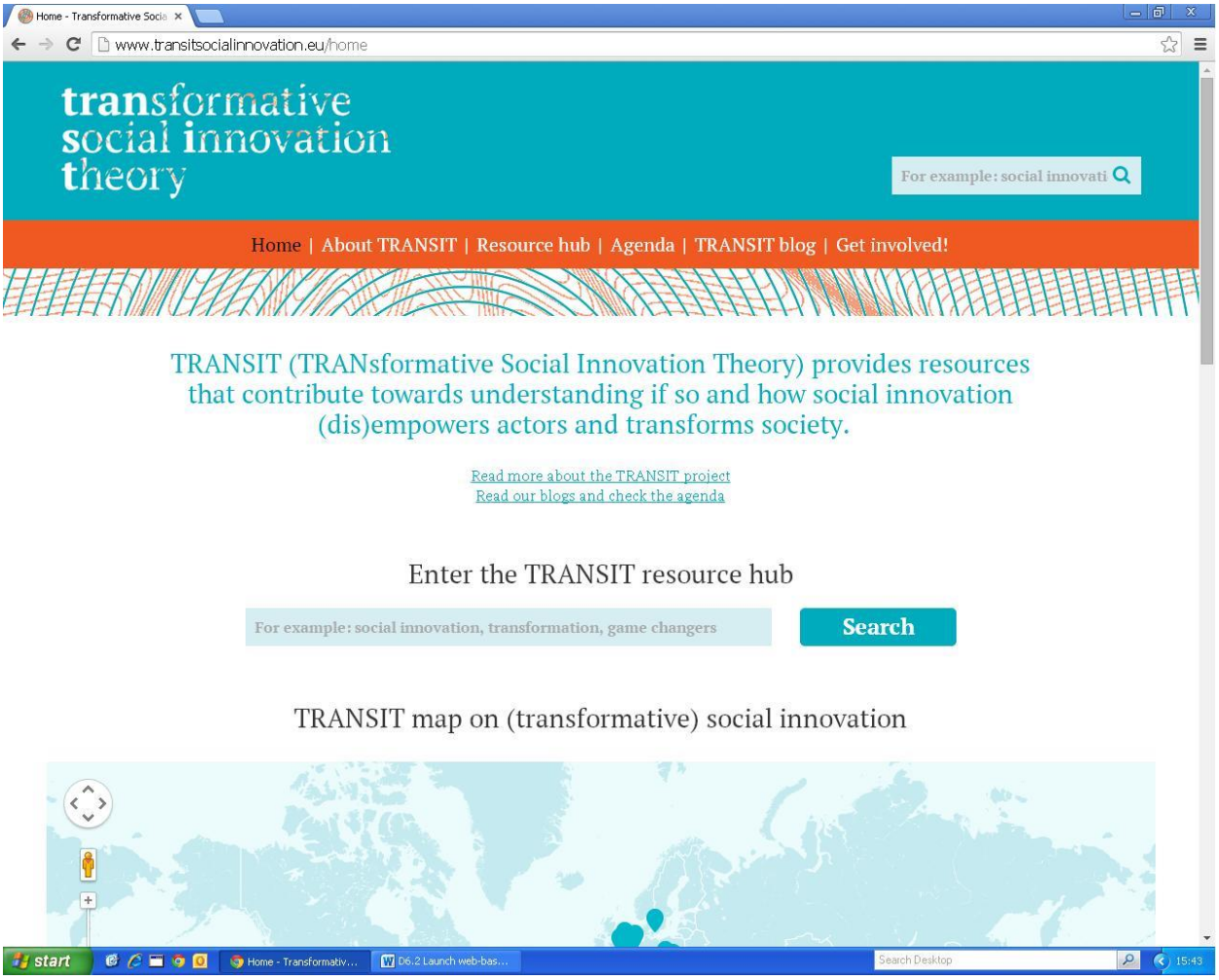
Website version 2: Web-based resource-hub

Annex 2

Website version 2: Web-based resource-hub

The website was launched on 31 July 2014

Home 1



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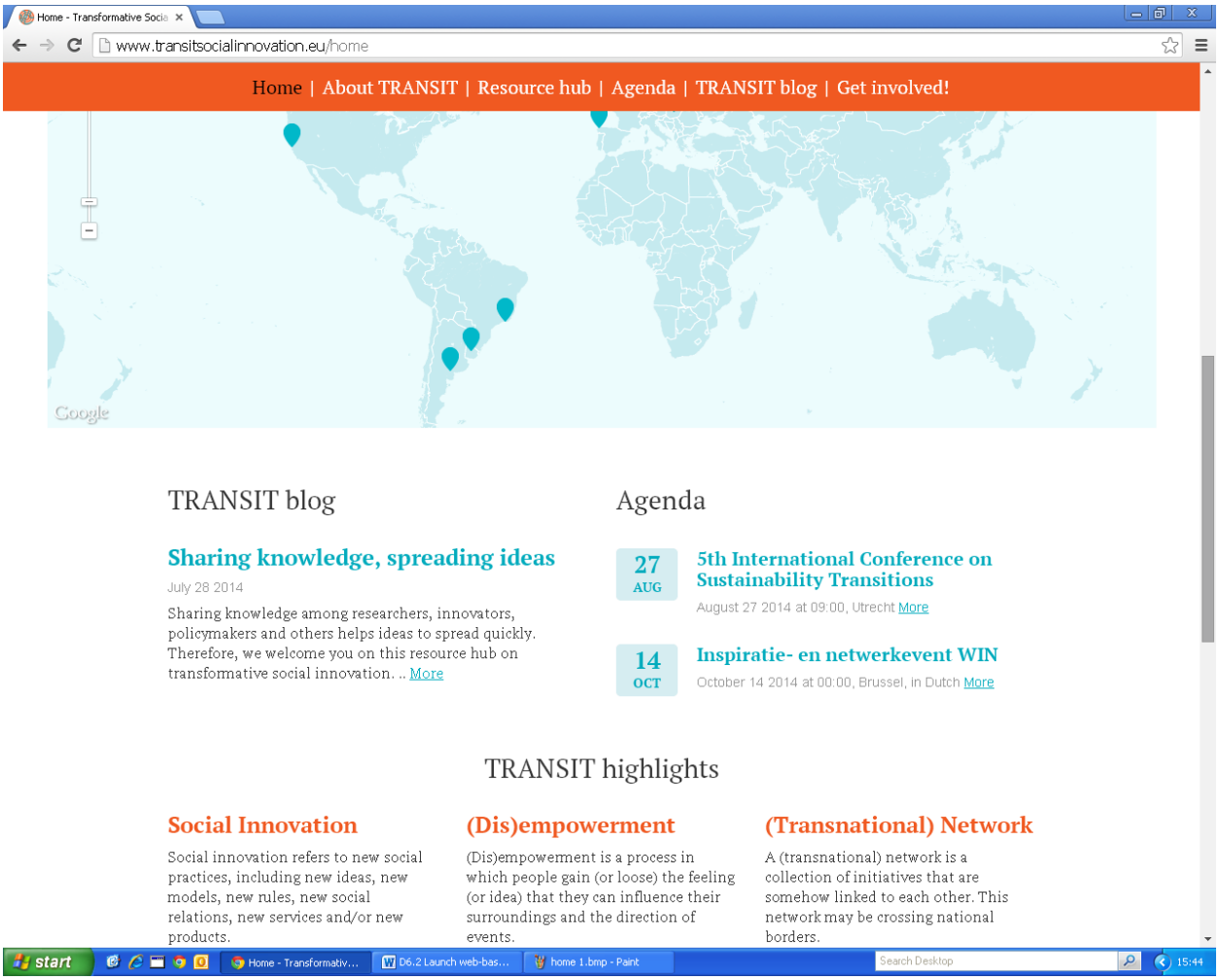
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Home | About TRANSIT | Resource hub | Agenda | TRANSIT blog | Get involved!
Google
TRANSIT blog
Sharing knowledge, spreading ideas
July 28 2014
Sharing knowledge among researchers, innovators, policymakers and others helps ideas to spread quickly. Therefore, we welcome you on this resource hub on transformative social innovation. .. More
Agenda
27 AUG
5th International Conference on Sustainability Transitions
August 27 2014 at 09:00, Utrecht More
14 OCT
Inspiratie- en netwerkevent WIN
October 14 2014 at 00:00, Brussel, in Dutch More
TRANSIT highlights
Social Innovation
Social innovation refers to new social practices, including new ideas, new models, new rules, new social relations, new services and/or new products.
(Dis)empowerment
(Dis)empowerment is a process in which people gain (or loose) the feeling (or idea) that they can influence their surroundings and the direction of events.
(Transnational) Network
A (transnational) network is a collection of initiatives that are somehow linked to each other. This network may be crossing national borders.
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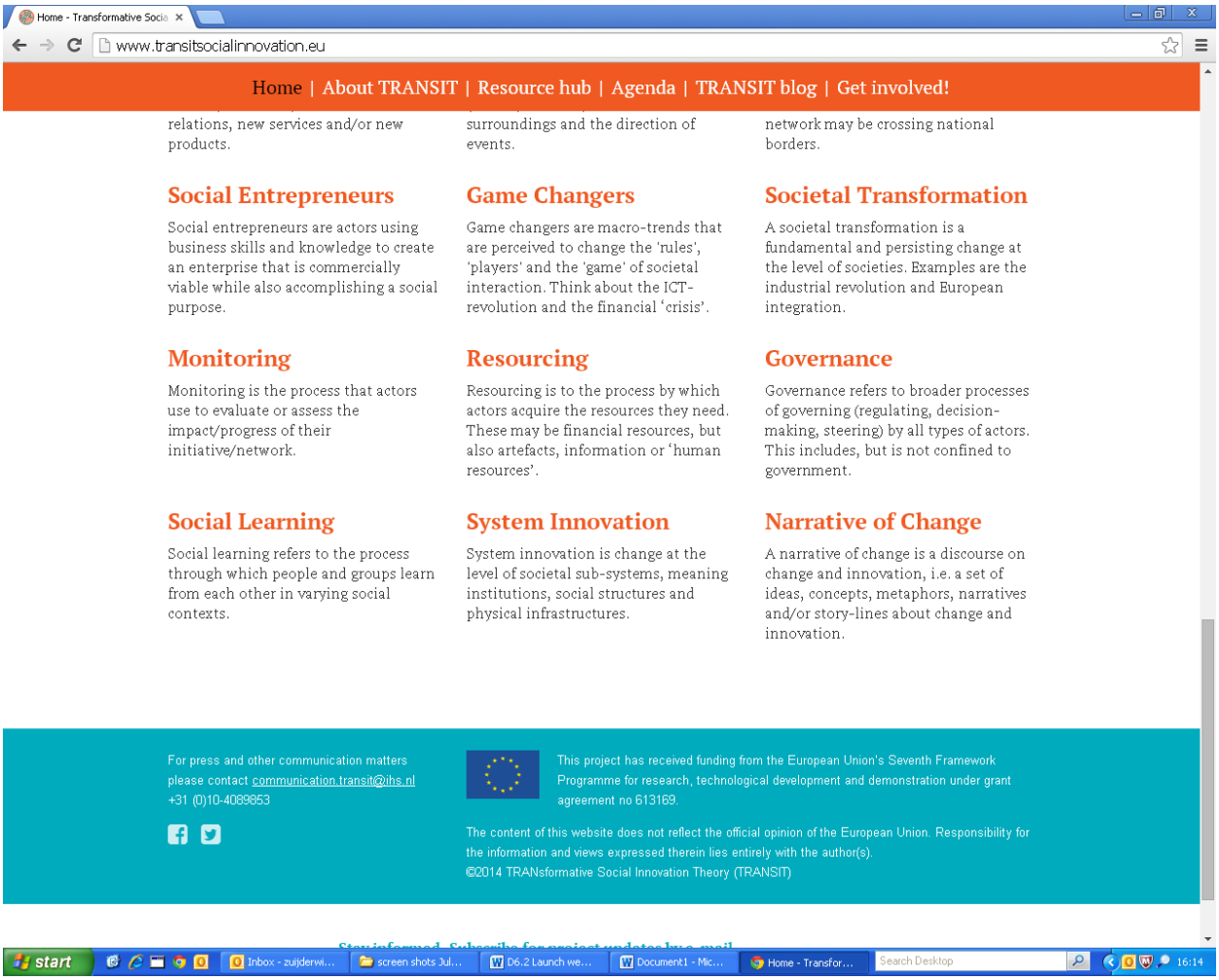
Home 3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relations, new services and/or new products.
surroundings and the direction of events.
network may be crossing national borders.
Social Entrepreneurs
Social entrepreneurs are actors using business skills and knowledge to create an enterprise that is commercially viable while also accomplishing a social purpose.
Game Changers
Game changers are macro-trends that are perceived to change the 'rules', 'players' and the 'game' of societal interaction. Think about the ICT-revolution and the financial 'crisis'.
Societal Transformation
A societal transformation is a fundamental and persisting change at the level of societies. Examples are the industrial revolution and European integration.
Monitoring
Monitoring is the process that actors use to evaluate or assess the impact/progress of their initiative/network.
Resourcing
Resourcing is to the process by which actors acquire the resources they need. These may be financial resources, but also artefacts, information or 'human resources'.
Governance
Governance refers to broader processes of governing (regulating, decision-making, steering) by all types of actors. This includes, but is not confined to government.
Social Learning
Social learning refers to the process through which people and groups learn from each other in varying social contexts.
System Innovation
System innovation is change at the level of societal sub-systems, meaning institutions, social structures and physical infrastructures.
Narrative of Change
A narrative of change is a discourse on change and innovation, i.e. a set of ideas, concepts, metaphors, narratives and/or story-lines about change and innovation.
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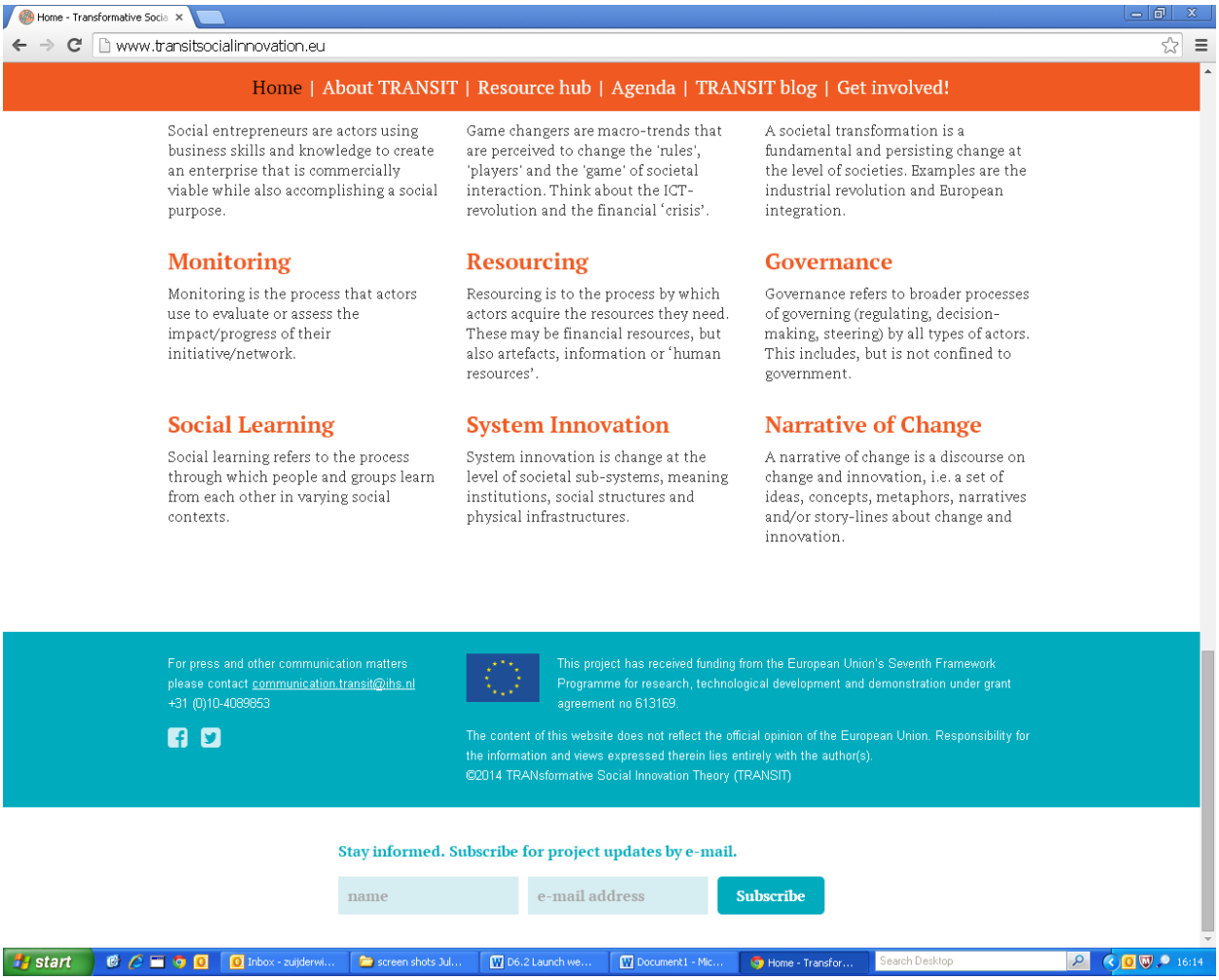
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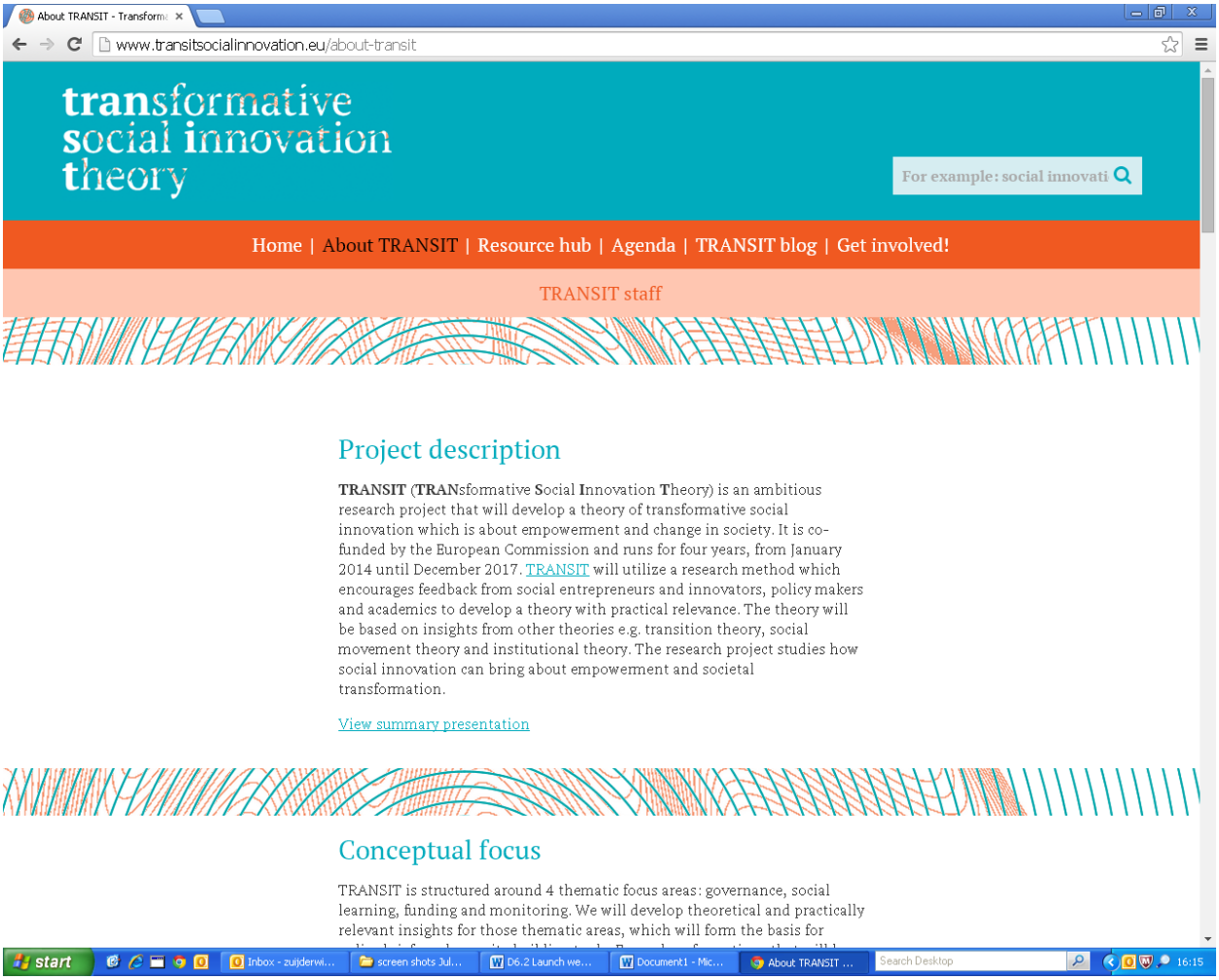

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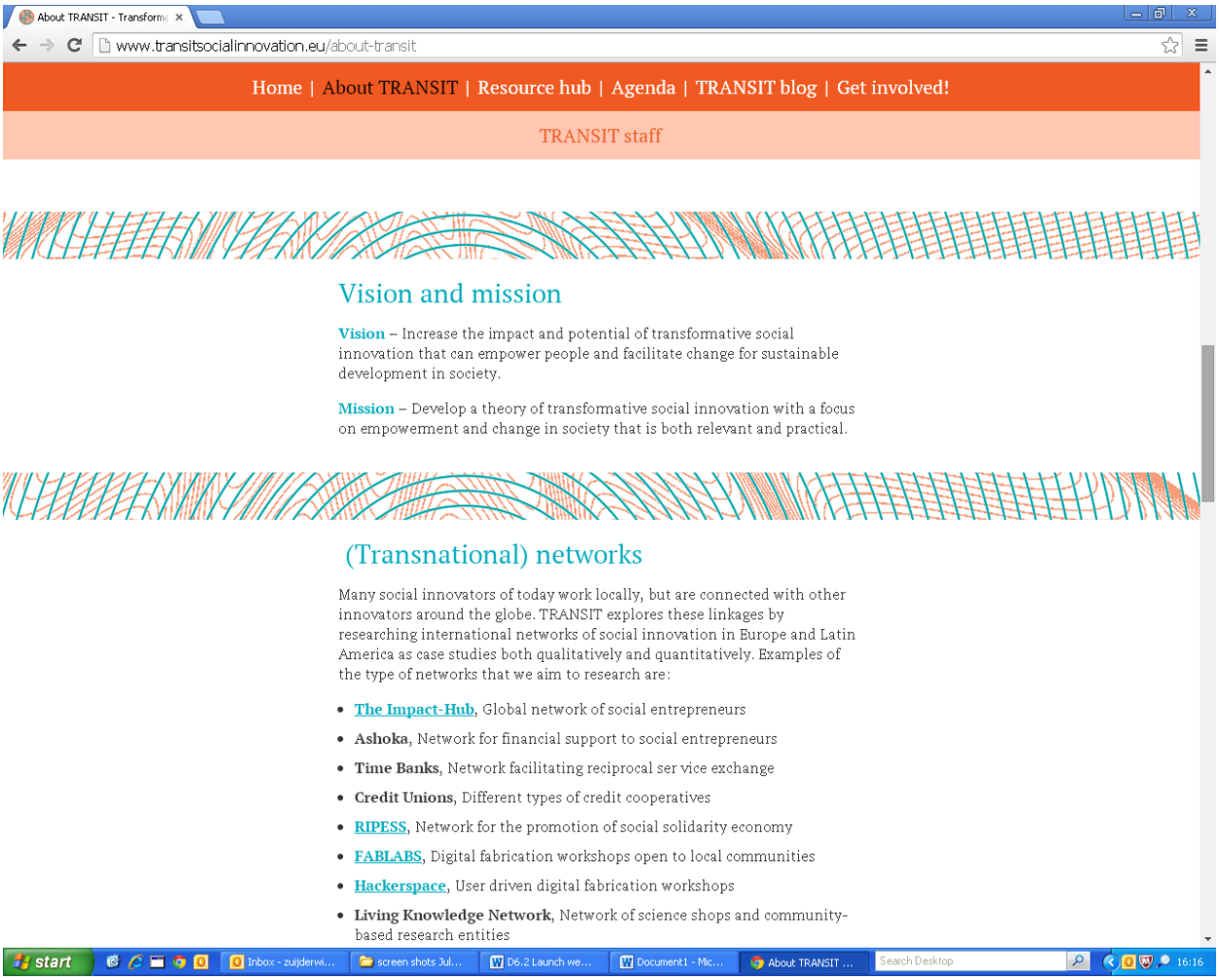

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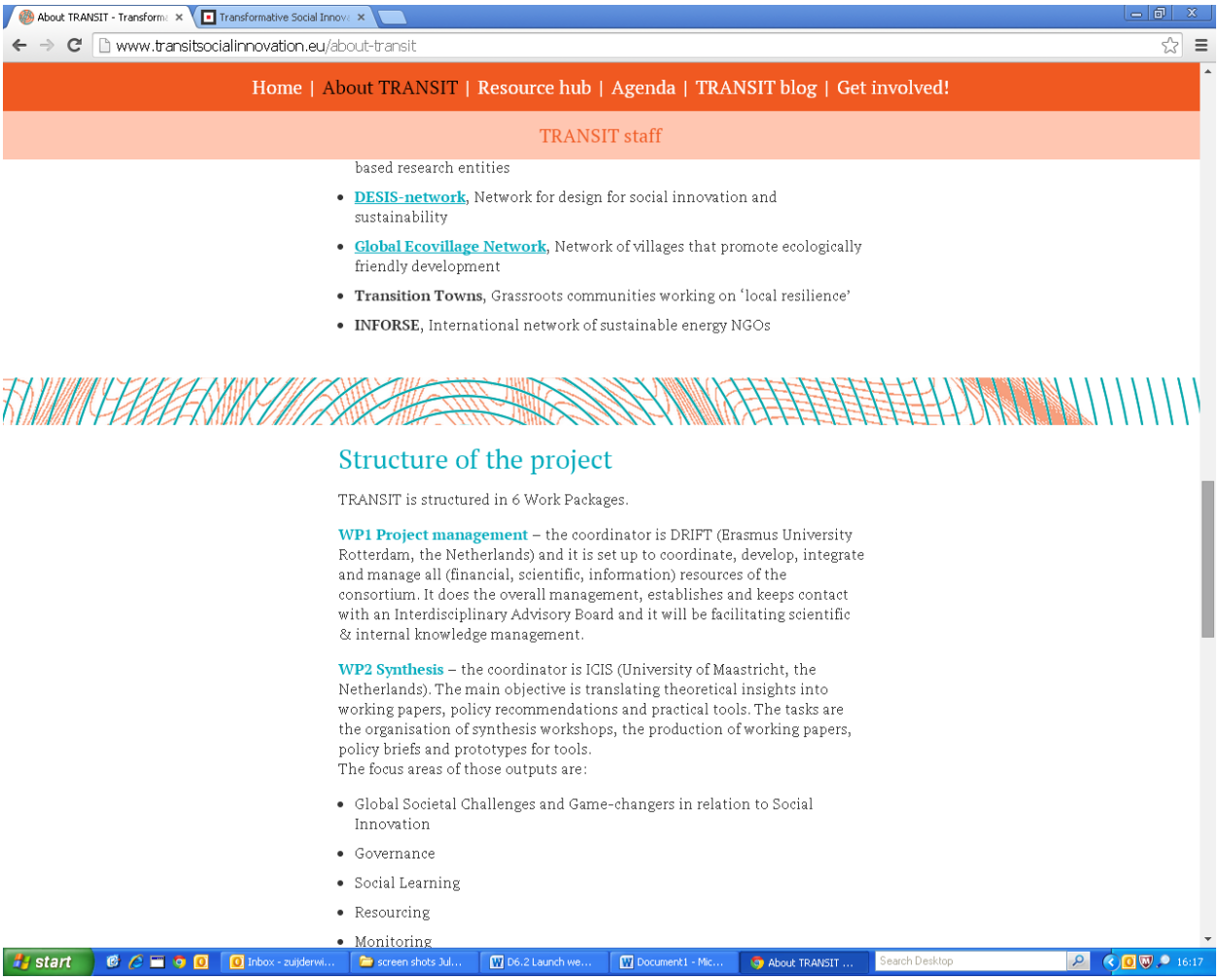

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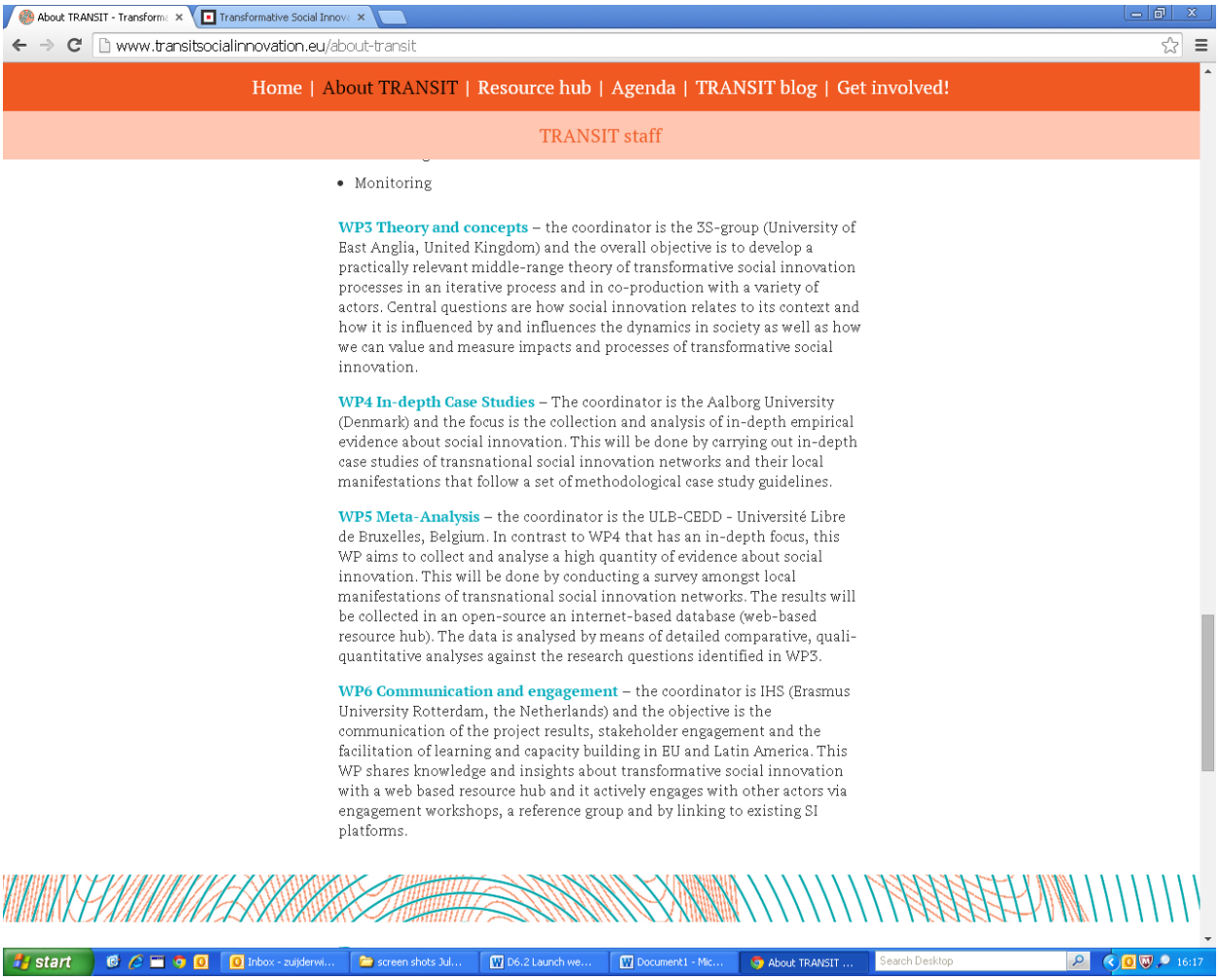

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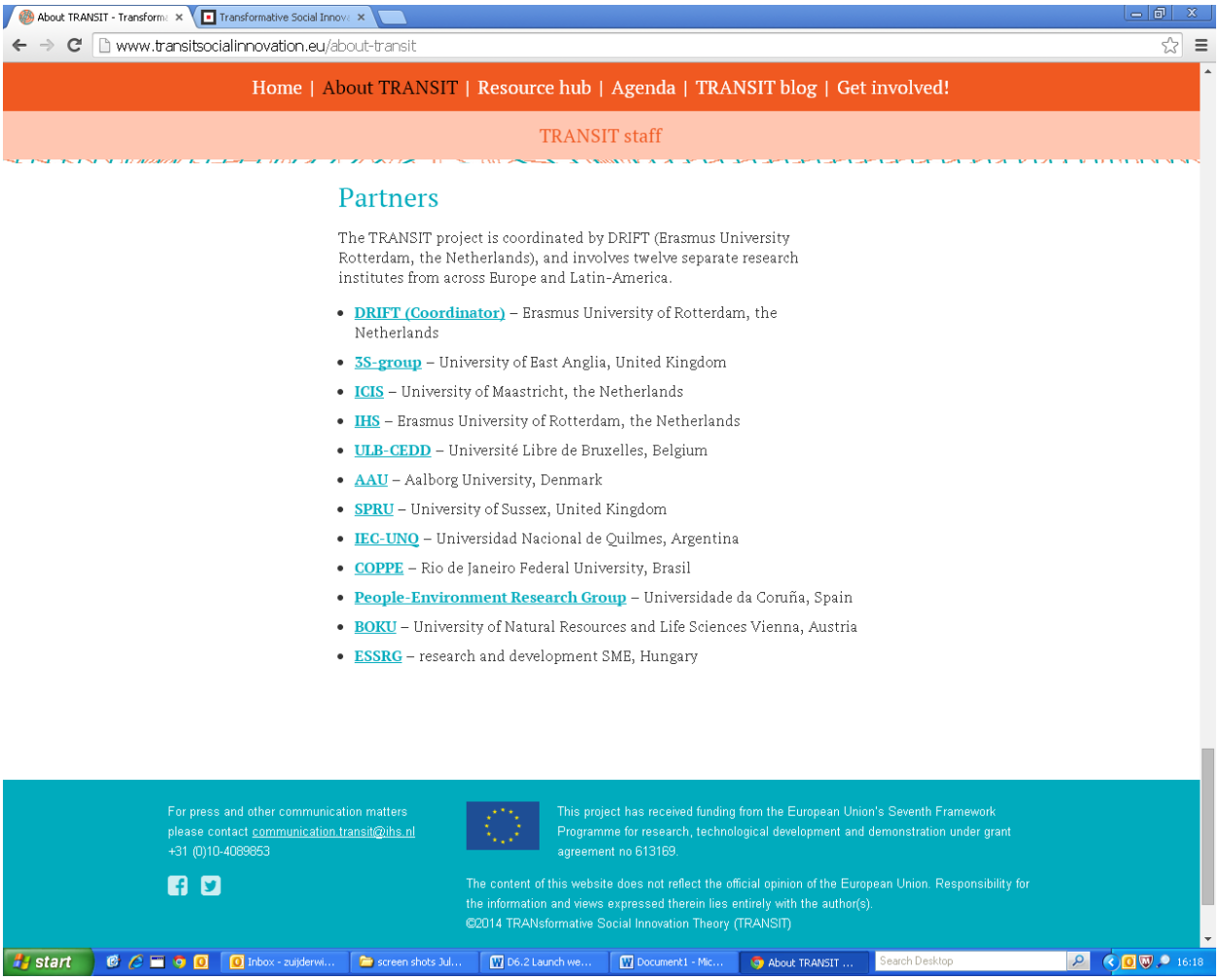

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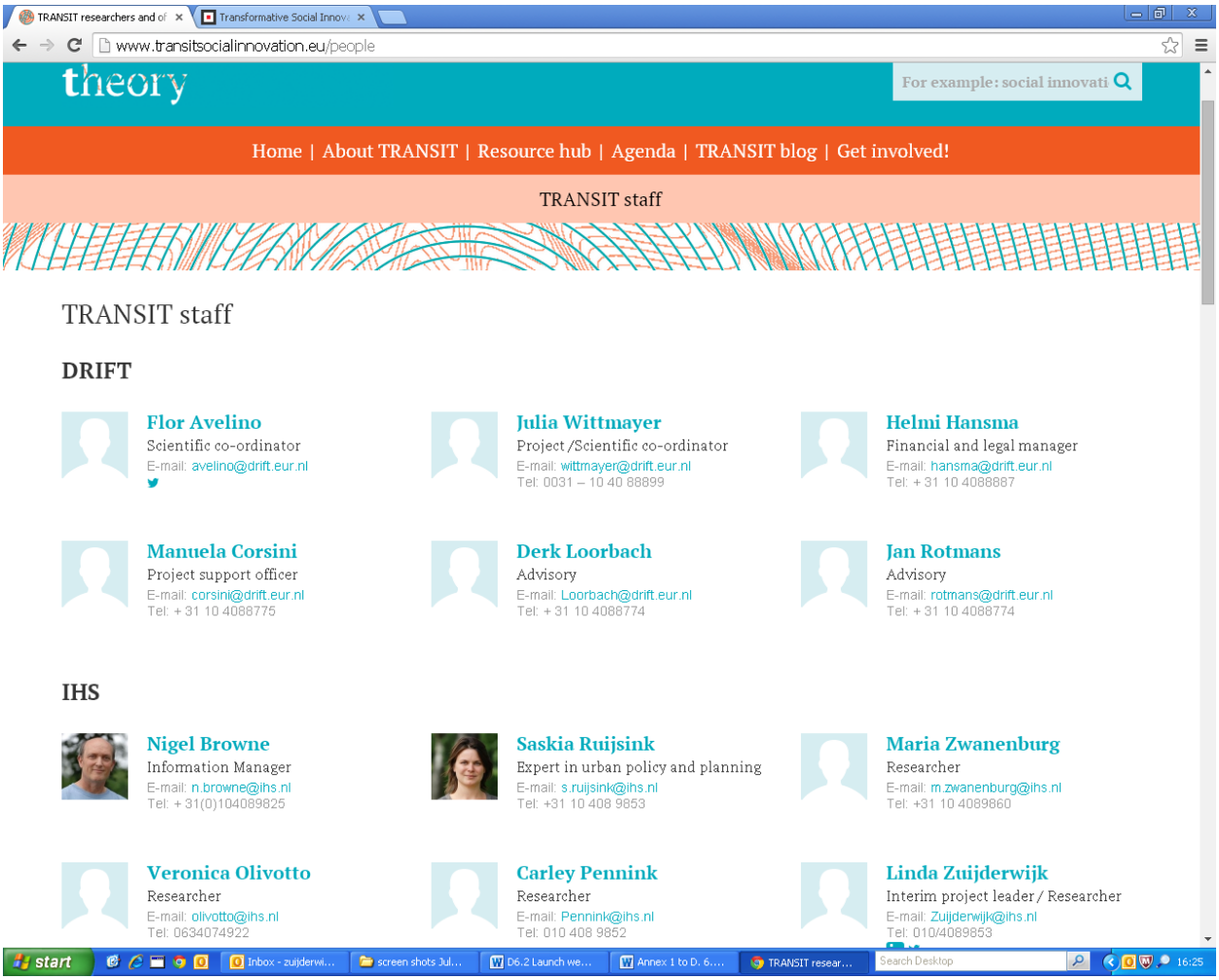

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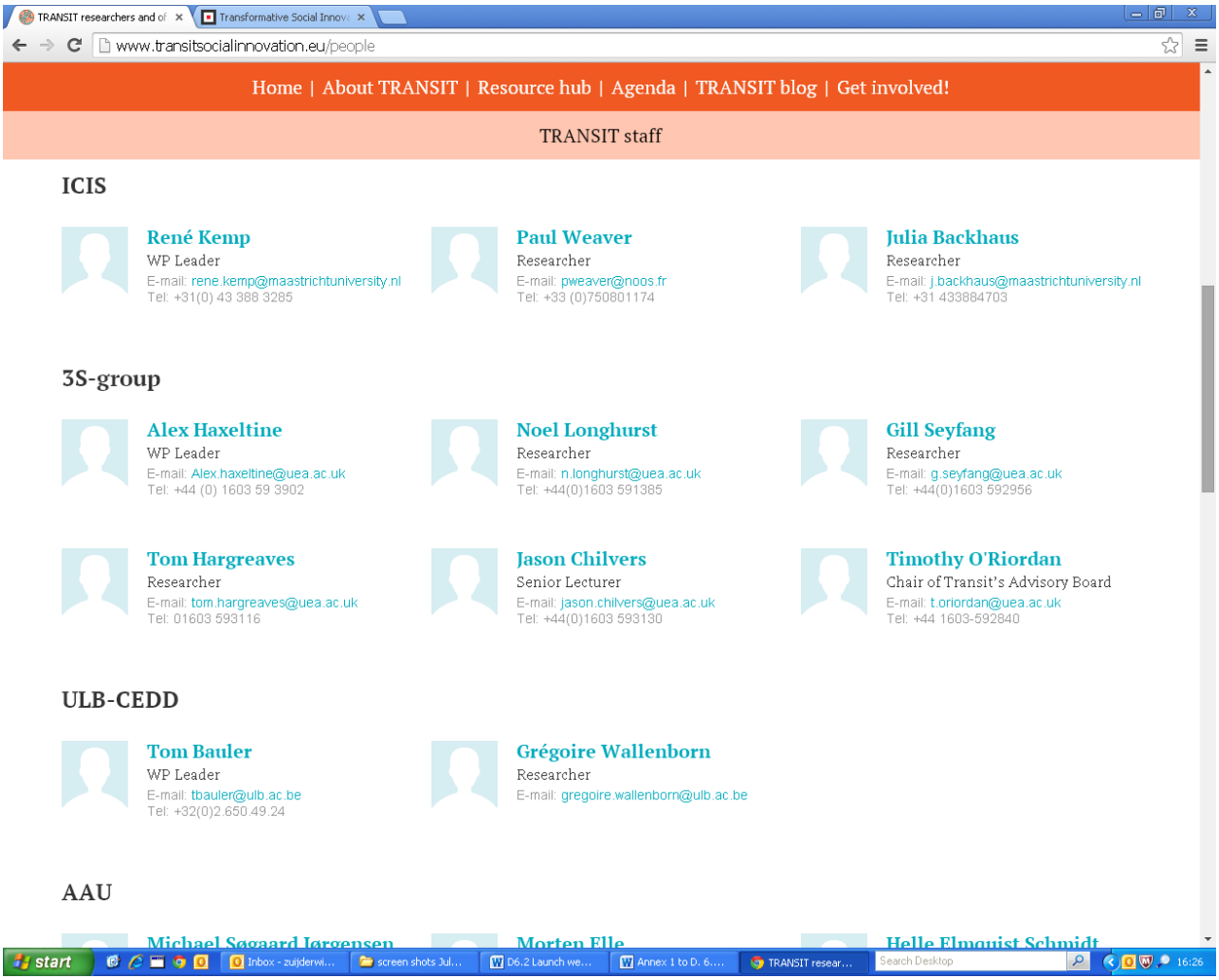

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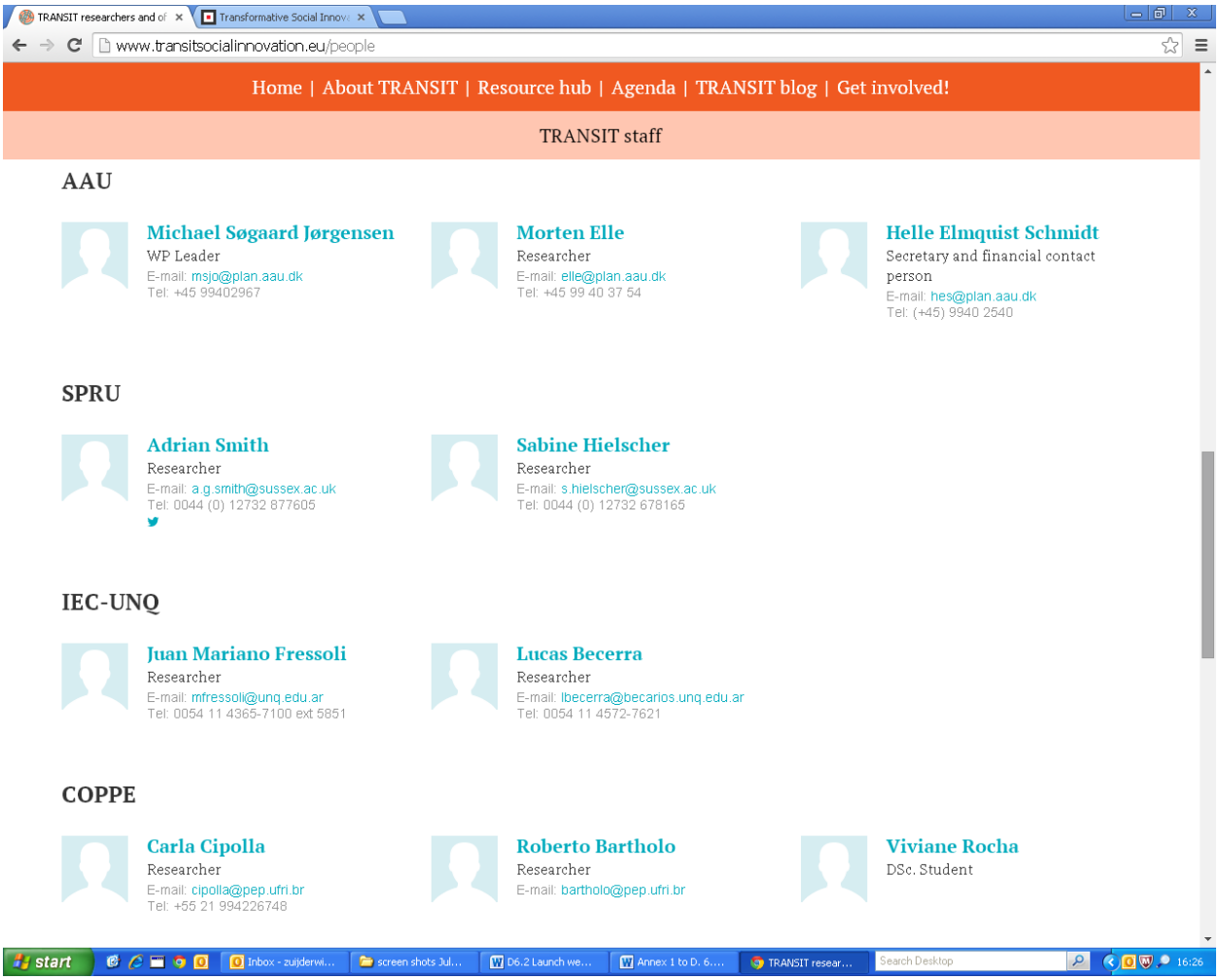

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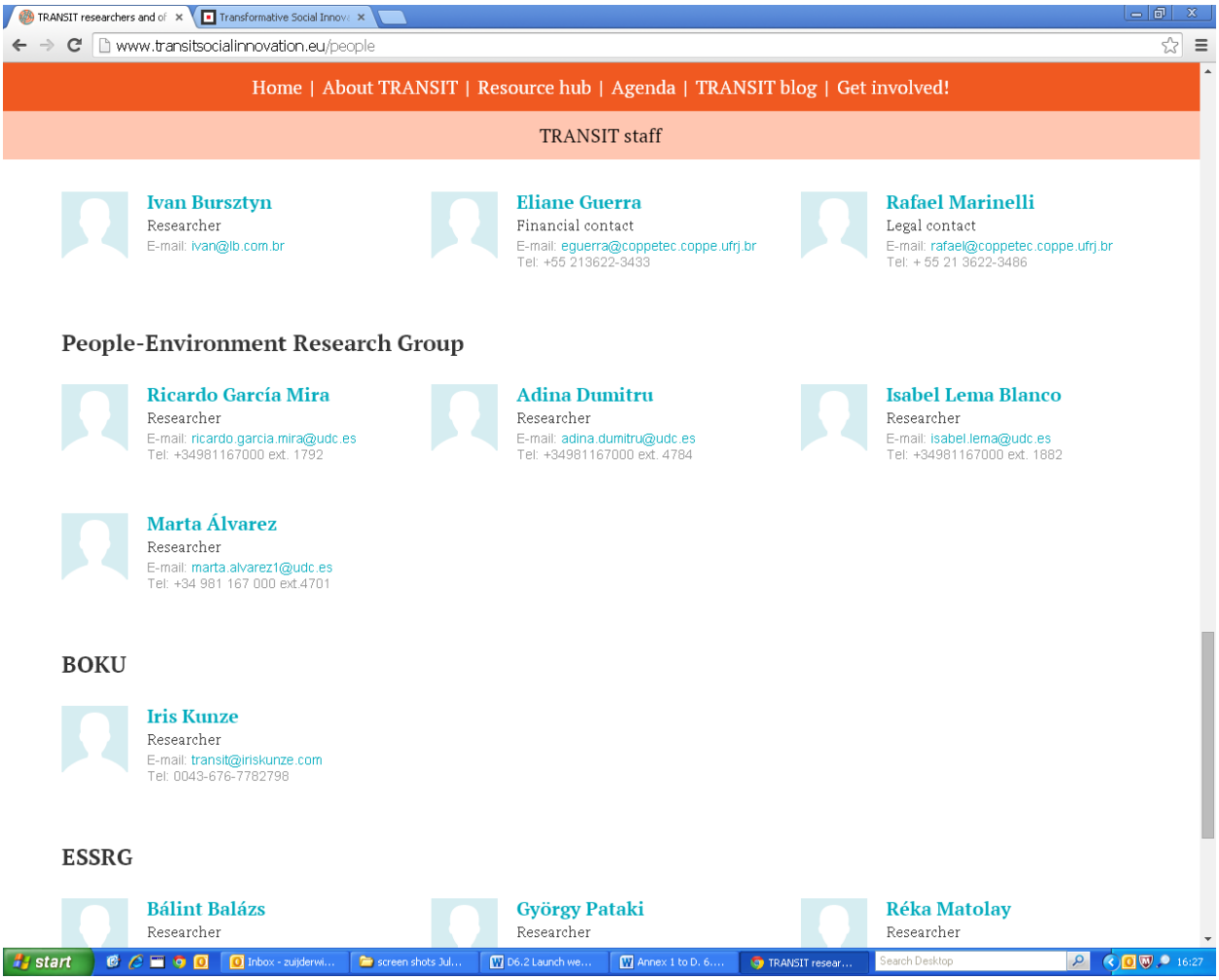

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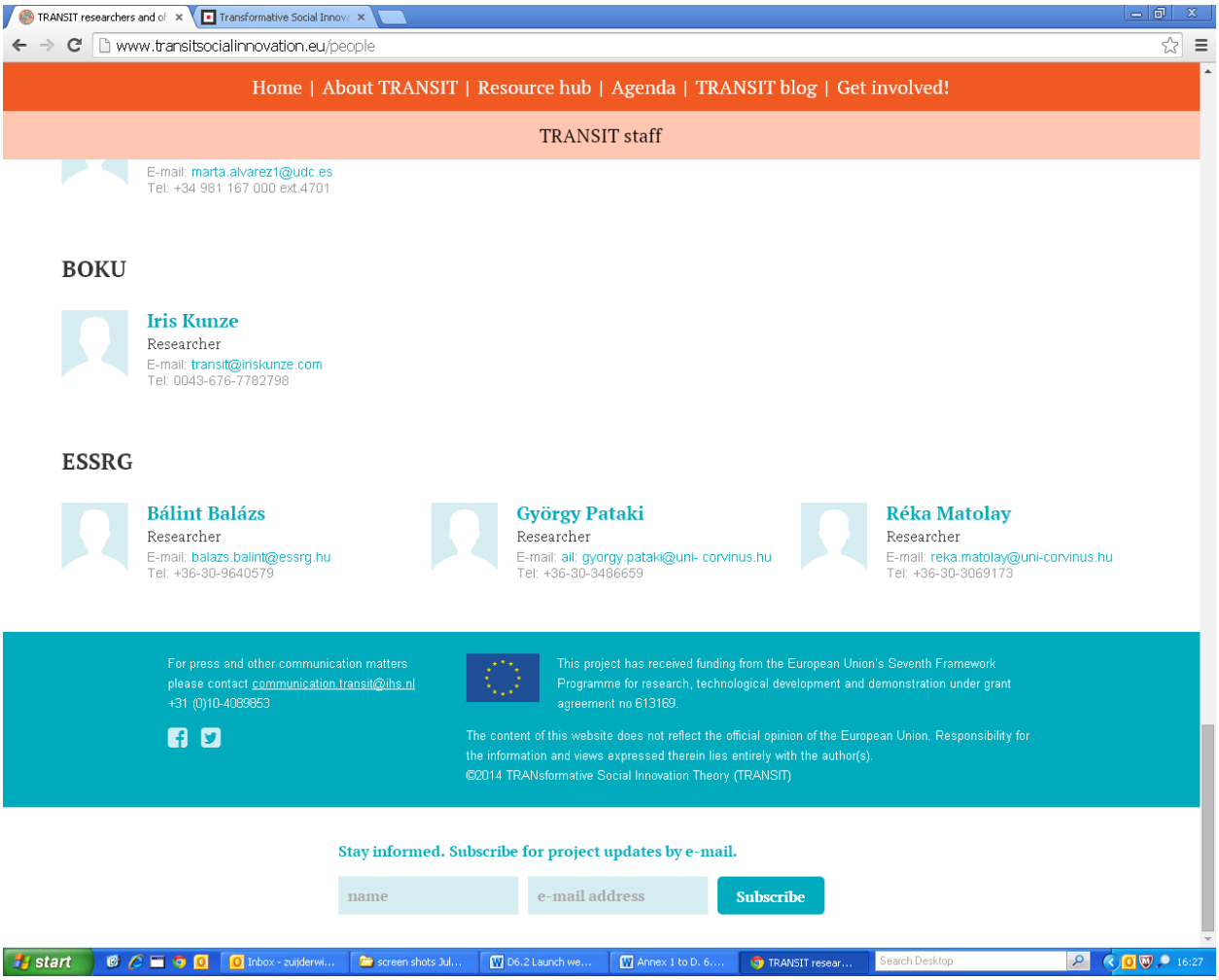

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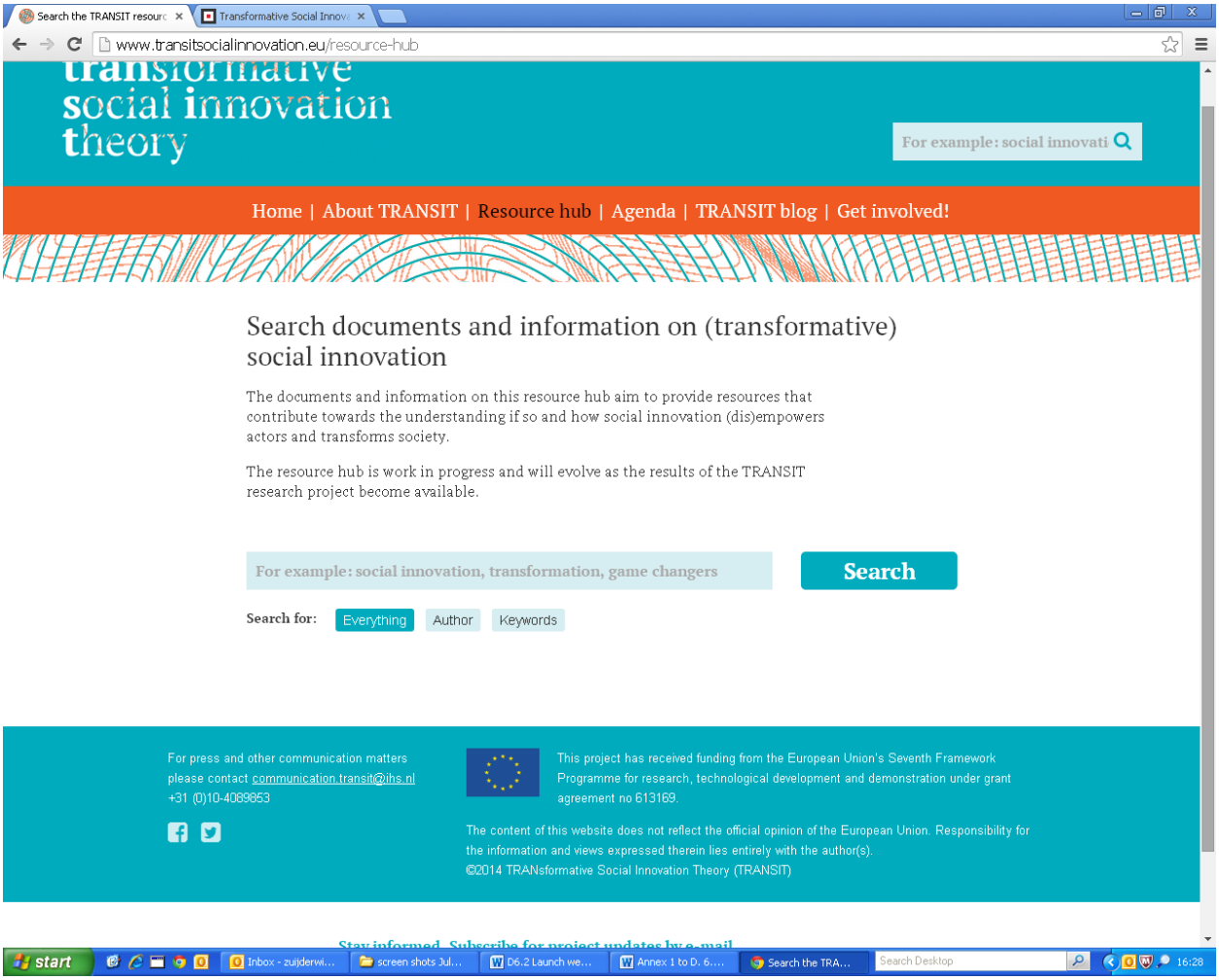
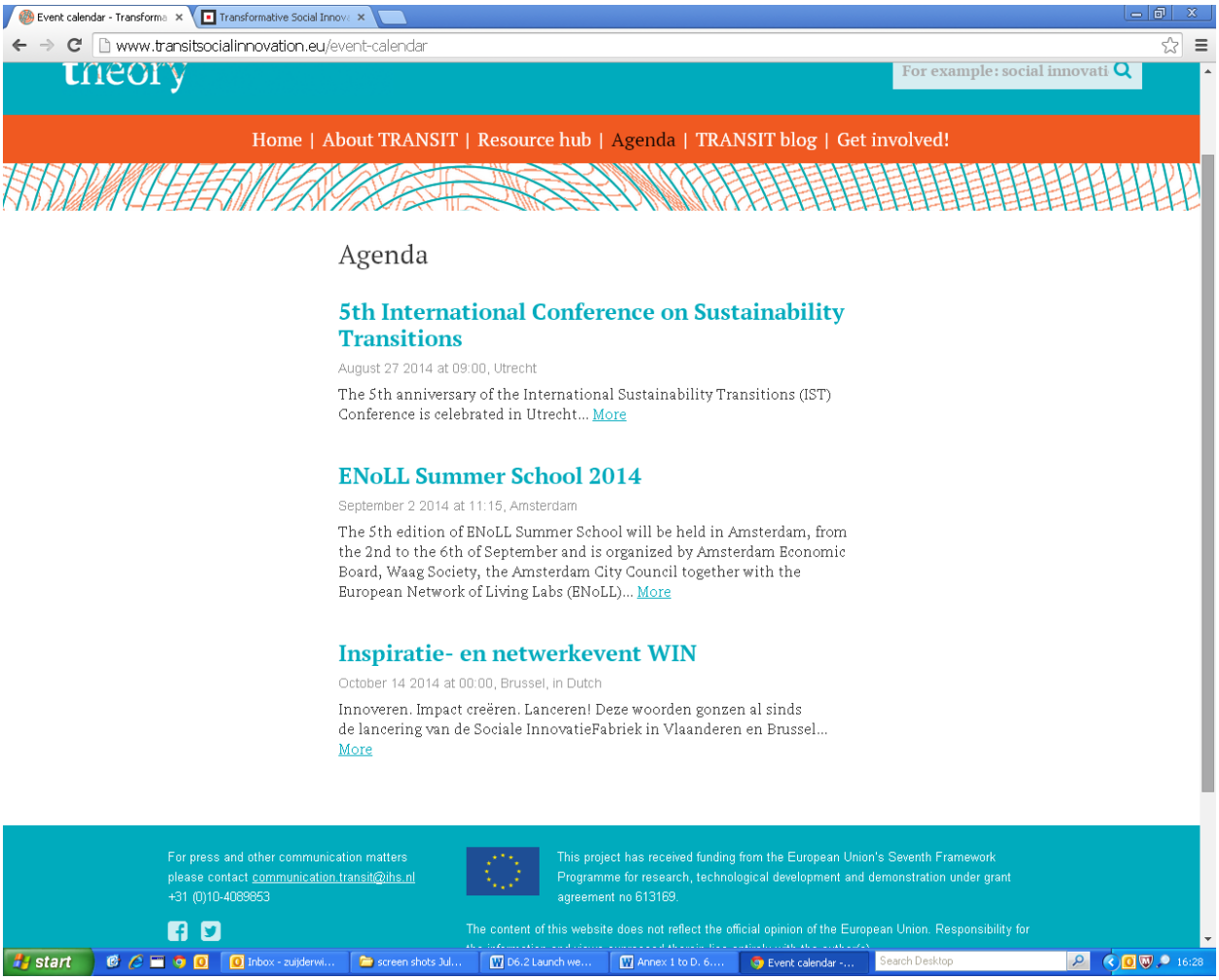


Agenda 1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Agenda
5th International Conference on Sustainability Transitions
August 27 2014 at 09:00, Utrecht
The 5th anniversary of the International Sustainability Transitions (IST) Conference is celebrated in Utrecht... More
ENoLL Summer School 2014
September 2 2014 at 11:15, Amsterdam
The 5th edition of ENoLL Summer School will be held in Amsterdam, from the 2nd to the 6th of September and is organized by Amsterdam Economic Board, Waag Society, the Amsterdam City Council together with the European Network of Living Labs (ENoLL)... More
Inspiratie- en netwerkevent WIN
October 14 2014 at 00:00, Brussel, in Dutch
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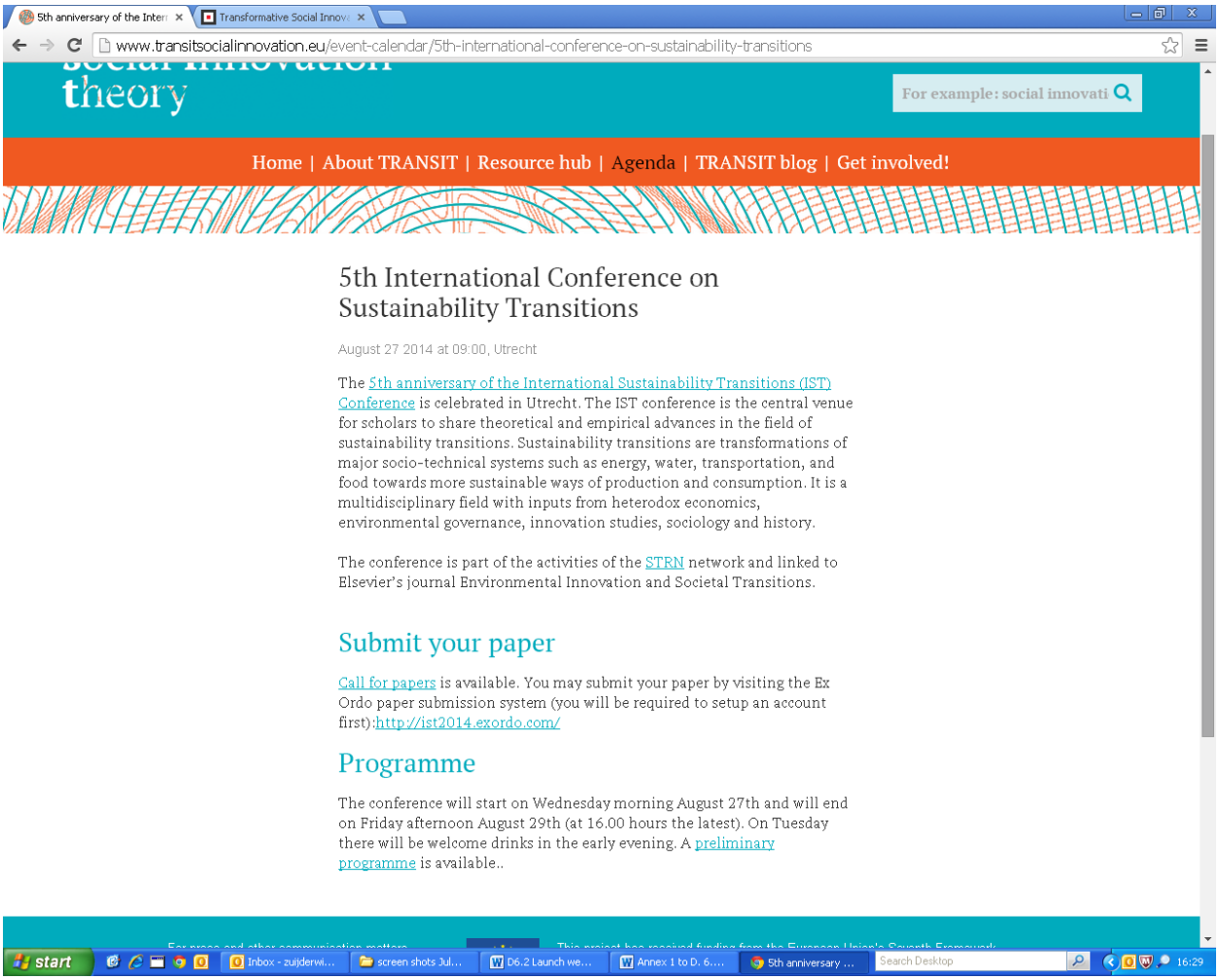
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5th International Conference on Sustainability Transitions
August 27 2014 at 09:00, Utrecht
The 5th anniversary of the International Sustainability Transitions (IST) Conference is celebrated in Utrecht. The IST conference is the central venue for scholars to share theoretical and empirical advances in the field of sustainability transitions. Sustainability transitions are transformations of major socio-technical systems such as energy, water, transportation, and food towards more sustainable ways of production and consumption. It is a multidisciplinary field with inputs from heterodox economics, environmental governance, innovation studies, sociology and history.
The conference is part of the activities of the STRN network and linked to Elsevier's journal Environmental Innovation and Societal Transitions.
Submit your paper
Call for papers is available. You may submit your paper by visiting the Ex Ordo paper submission system (you will be required to setup an account first):http://ist2014.exordo.com/
Programme
The conference will start on Wednesday morning August 27th and will end on Friday afternoon August 29th (at 16.00 hours the latest). On Tuesday there will be welcome drinks in the early evening. A preliminary programme is available..
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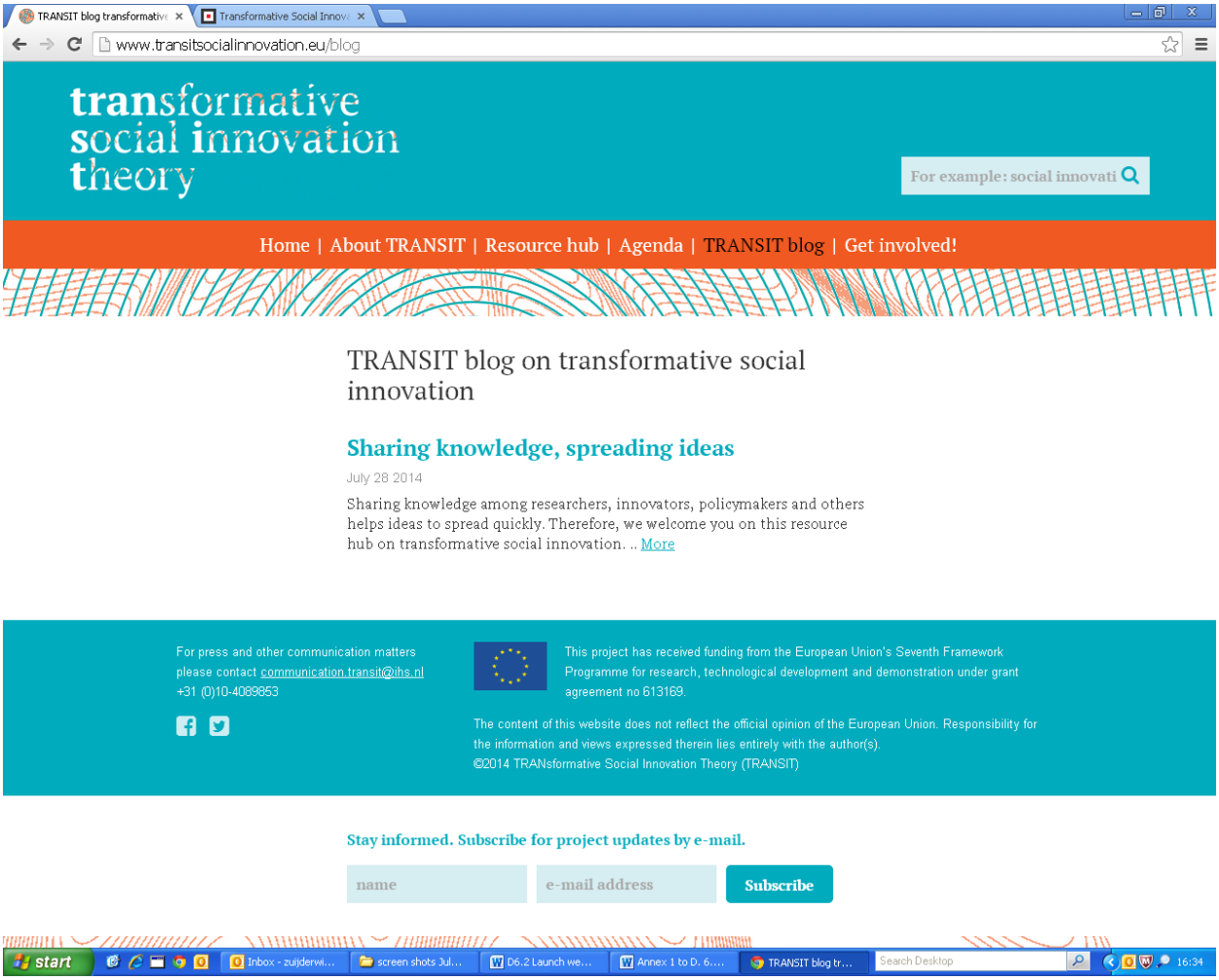
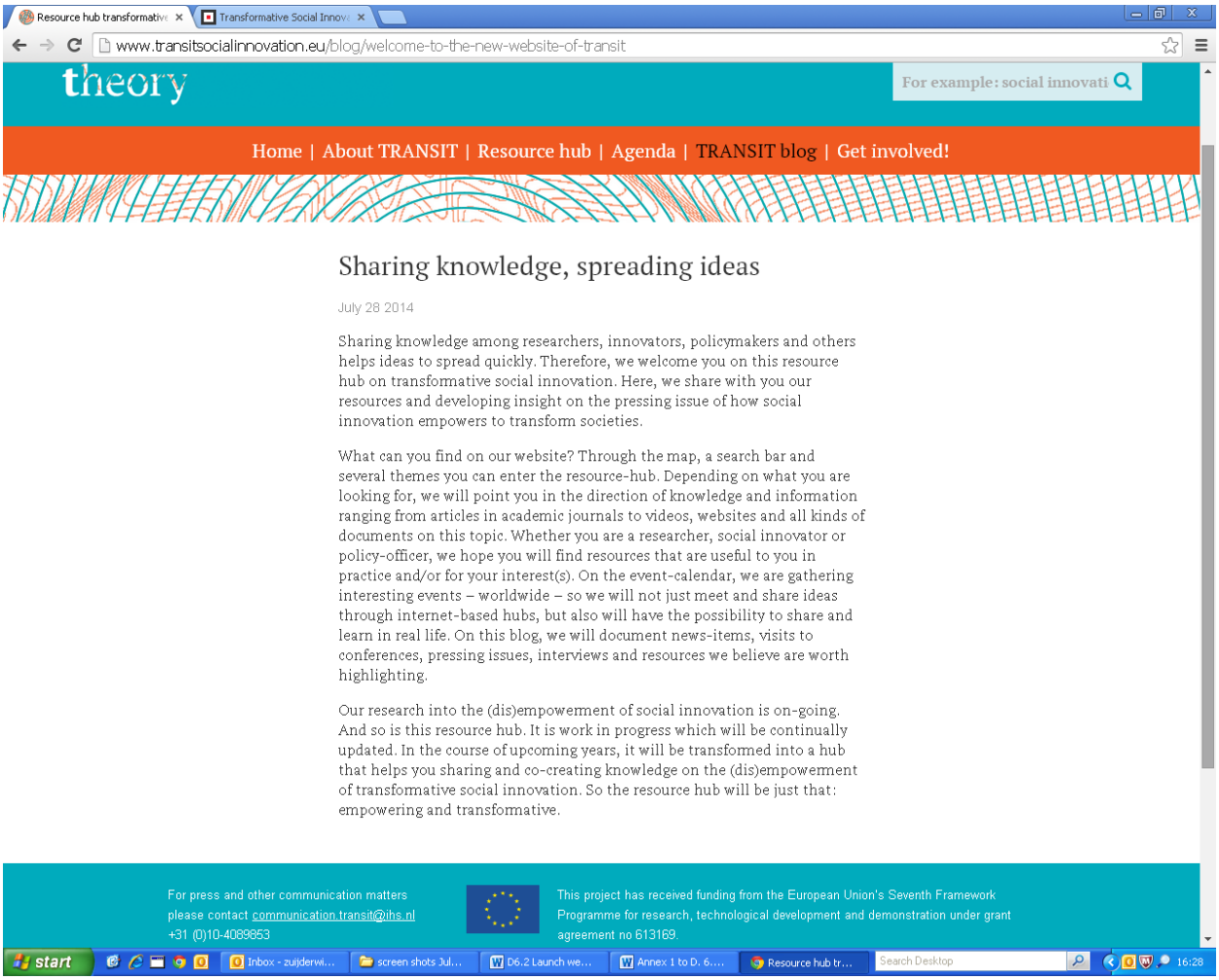
Blog 1



Blog 2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Sharing knowledge, spreading ideas
July 28 2014
Sharing knowledge among researchers, innovators, policymakers and others helps ideas to spread quickly. Therefore, we welcome you on this resource hub on transformative social innovation. Here, we share with you our resources and developing insight on the pressing issue of how social innovation empowers to transform societies.
What can you find on our website? Through the map, a search bar and several themes you can enter the resource-hub. Depending on what you are looking for, we will point you in the direction of knowledge and information ranging from articles in academic journals to videos, websites and all kinds of documents on this topic. Whether you are a researcher, social innovator or policy-officer, we hope you will find resources that are useful to you in practice and/or for your interest(s). On the event-calendar, we are gathering interesting events – worldwide – so we will not just meet and share ideas through internet-based hubs, but also will have the possibility to share and learn in real life. On this blog, we will document news-items, visits to conferences, pressing issues, interviews and resources we believe are worth highlighting.
Our research into the (dis)empowerment of social innovation is on-going. And so is this resource hub. It is work in progress which will be continually updated. In the course of upcoming years, it will be transformed into a hub that helps you sharing and co-creating knowledge on the (dis)empowerment of transformative social innovation. So the resource hub will be just that: empowering and transformative.
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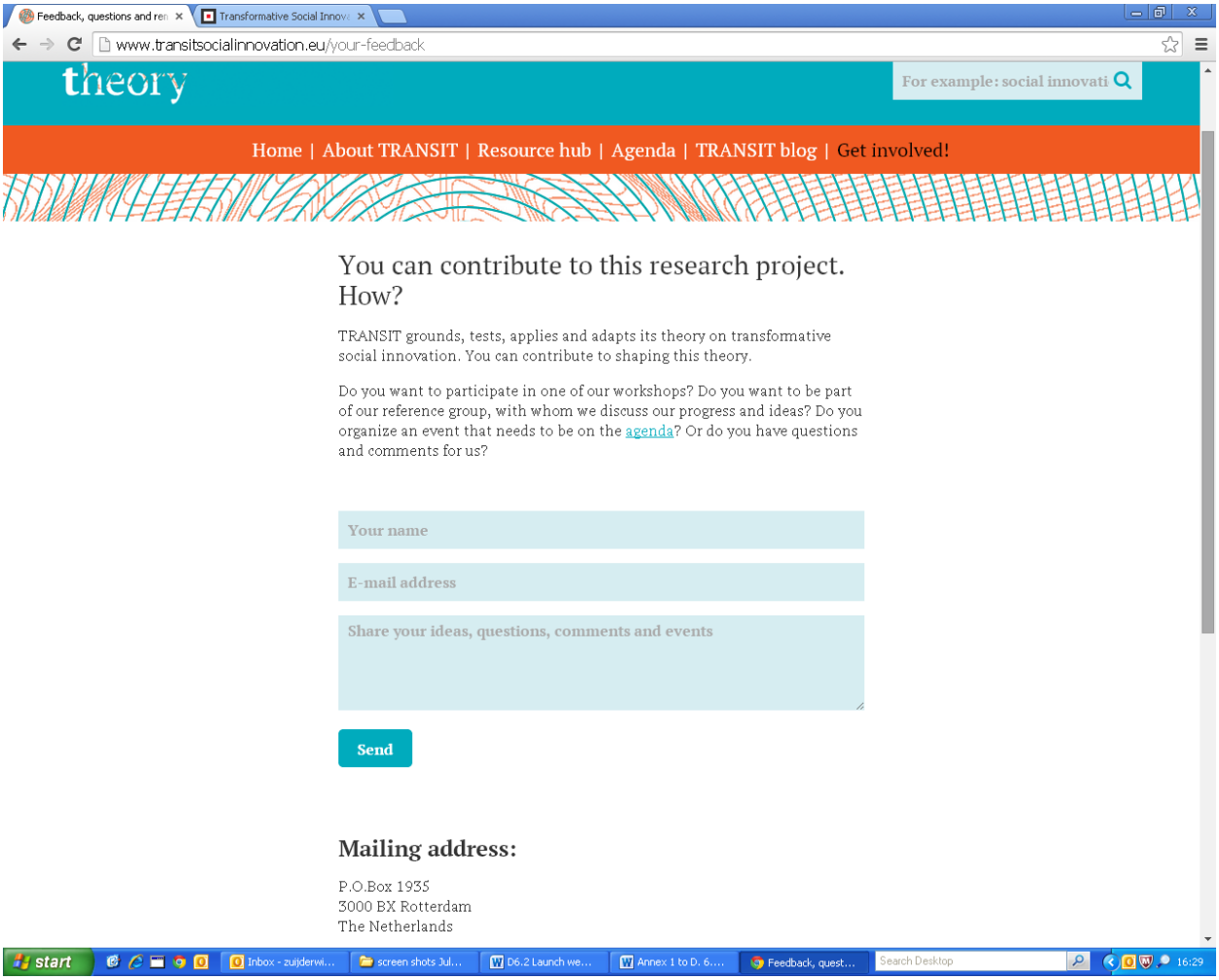

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Entering the resource hub 1

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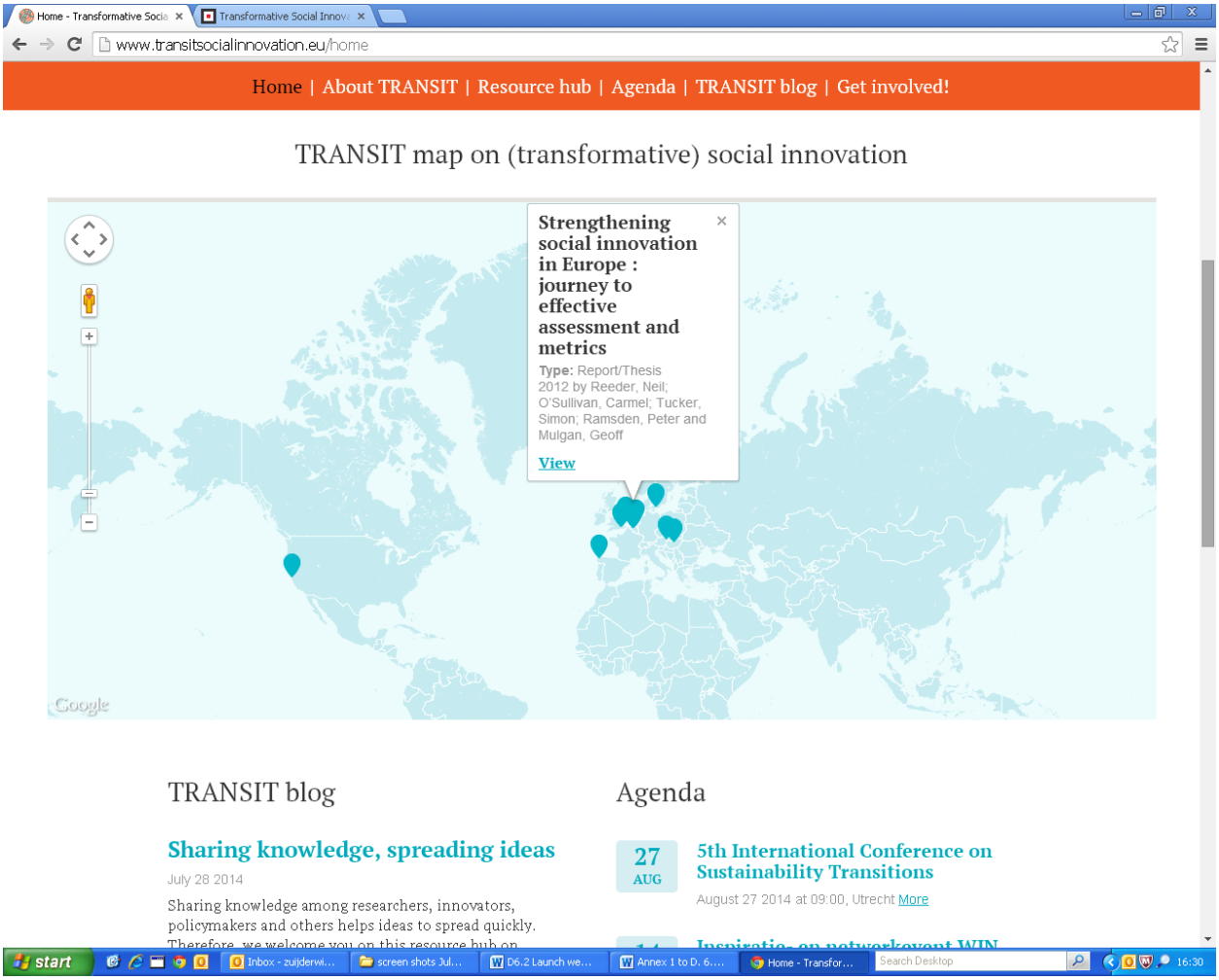
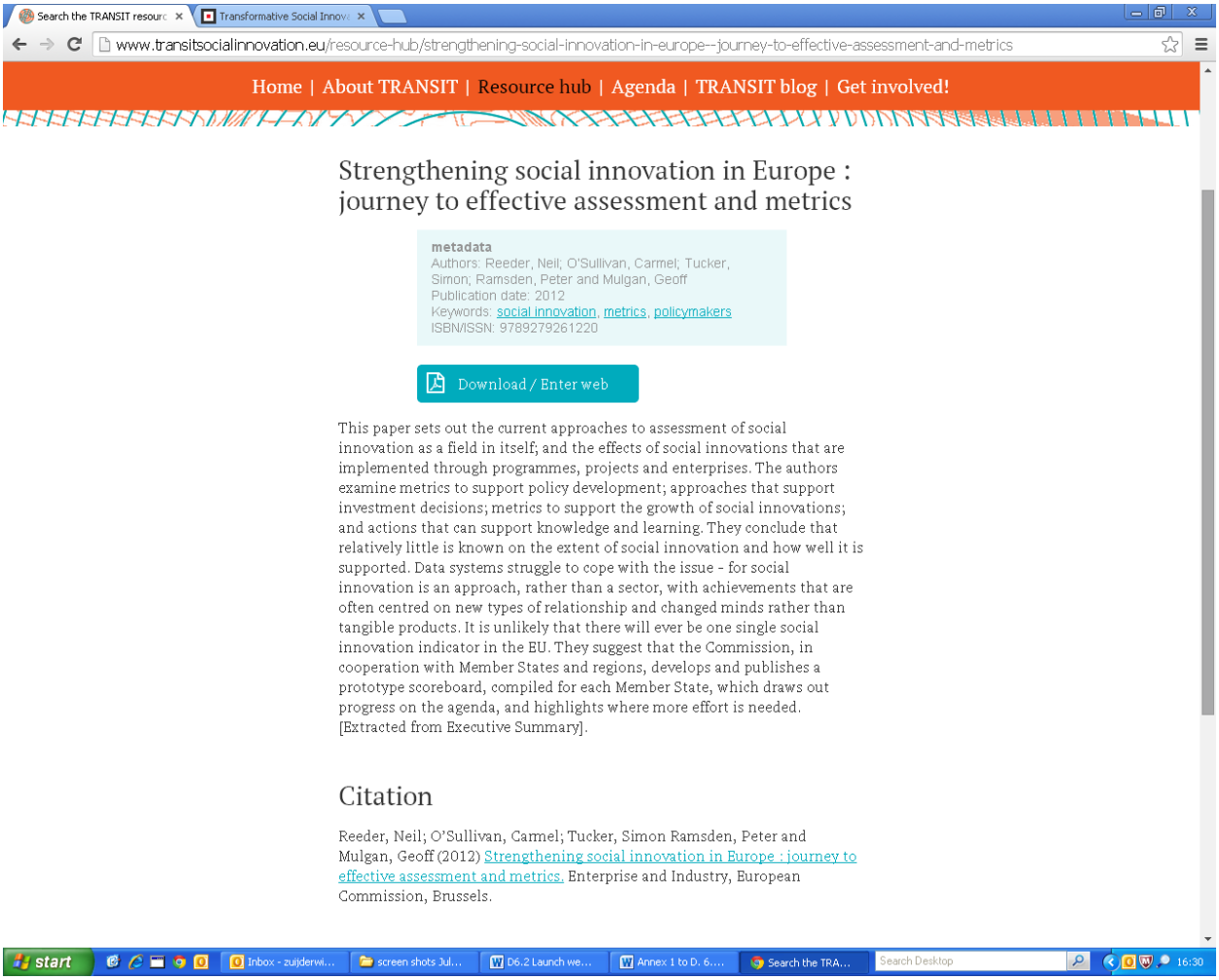
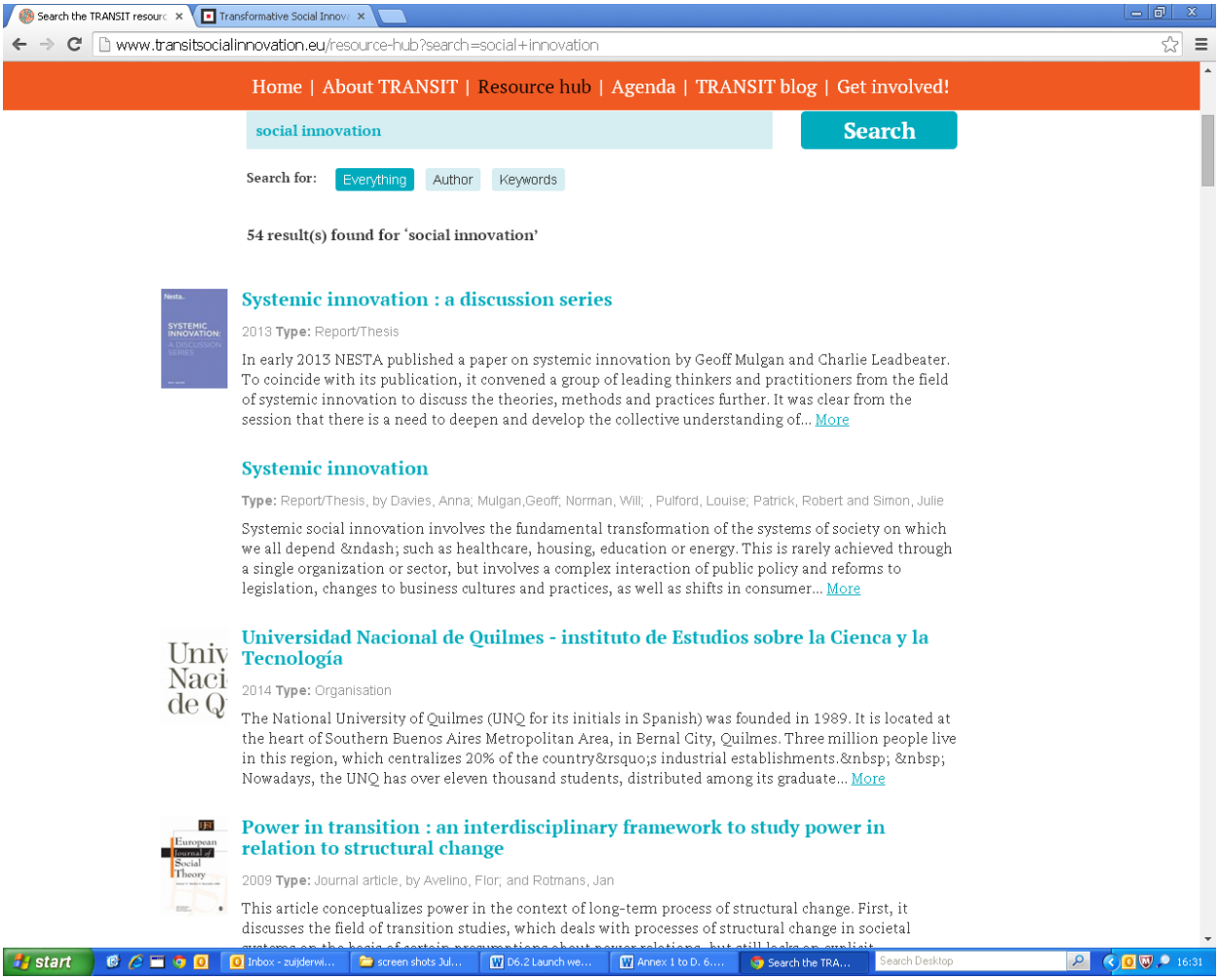


Entering the resource hub 2



Entering the resource hub 3