



WBCInno

*– From knowledge generation to knowledge diffusion
at ZSI (Centre for Social Innovation) -*

Ines Marinkovic

INTRODUCING THE ZSI – BASIC FACTS

Key areas of activities

- **Work and Equal Opportunities** – Head of Unit: Anette Scoppetta
- **Research Policy and Development** – Head of Unit: Elke Dall
- **Technology and Knowledge** – Head of Unit: Christian Voigt
- Scientific Director – Klaus Schuch (as of October 2014)
- Business Director – Wolfgang Michalek

Types of projects

research, education and training, coordination of networks, advisory services to public institutions (in Austria, EU and beyond)

Legal status

Private Non-Profit research organisation, established in 1990 (first Centre for Social Innovation worldwide)

On the 1st of July 2014 the ZSI, Centre for Social Innovation, changed its legal basis from acting as a not for profit association to become a not for profit *ZSI GmbH* (Limited Liability Company, LLC).

Self-governed association, no external board; no base funding

Financial sources: ≈ 3,2 in 2013 mio. € Staff: ≈ 60

Clients are ministries, municipalities, EC, OECD, ILO, other public bodies and NGOs.



Social innovation...

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- “Social Innovations are new practices for resolving societal challenges, which are adopted and utilised by individuals, social groups and organisations concerned.”
 - » Prof. Dr. Josef Hochgerner, ZSI
- Like new products and processes become innovations only with success in markets, social innovations must generate lasting value for target groups.
- As part of social change, social innovations include services, rules, procedures, and social practices more effective than comparable concepts.
- Creation, implementation and research regarding social innovation attain significance not only in the domains of NGO's and civil society, yet also in public administration, policy making, business enterprises and social partner's institutions.
- Individual behaviour may be subject to social innovation as well as corporate development, education systems, teaching methods and learning, or rules of societal constitution (e.g. social security, pension and tax systems, health provision, measures concerning environment ...).





Performed activities of ZSI include:

- Fundamental and application-oriented scientific studies
- Planning, monitoring and evaluation of projects and programmes
- Planning and realisation of further training concepts and courses
- Creation and coordination of virtual and real-life networks





Key areas of work:

- Research management
- International research, technology and innovation policies
- Techno-globalisation and internationalisation strategies
- IT and social change
- Citizen science and participatory technology design
- Acceptance and social relevance of technologies
- Technology enhanced learning
- Education and lifelong learning
- Innovations in labour market policies
- Migration and inclusion



Excellent cooperations with Clients and partner institutions...

Longterm success to date of the ZSI is based on projects, here some facts & numbers* ...

Current numbers: **63**

FP7: **26**

Coordination: **8**

Cooperation partners: **114**

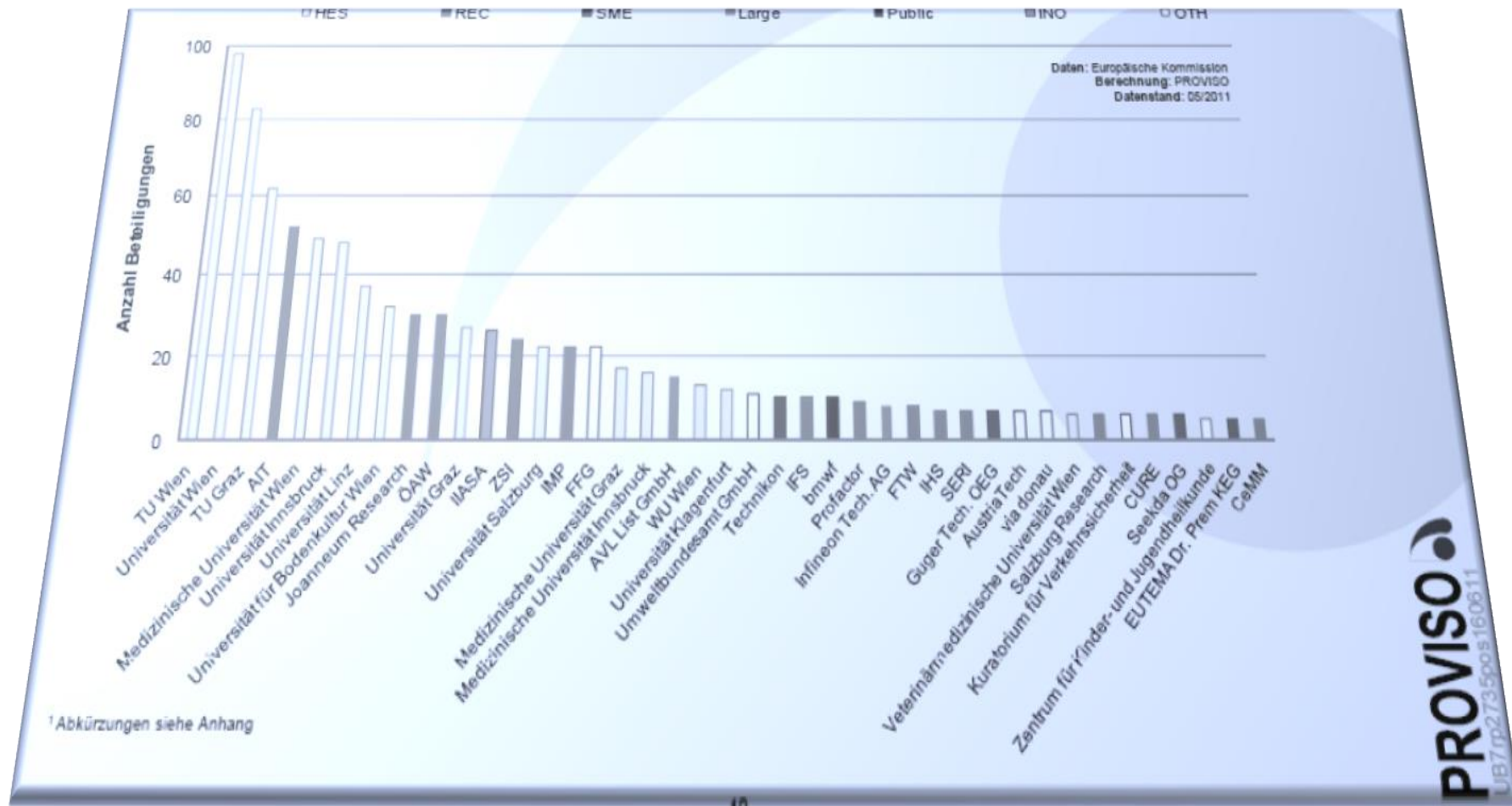
Budget responsibility of: approx. **20.000.000 €**

•*Last updated: May 2014



Success in the 7th Framework Programm for RTDI

WBCInno



Modernization of WBC universities through strengthening of structures
and services for knowledge transfer, research and innovation

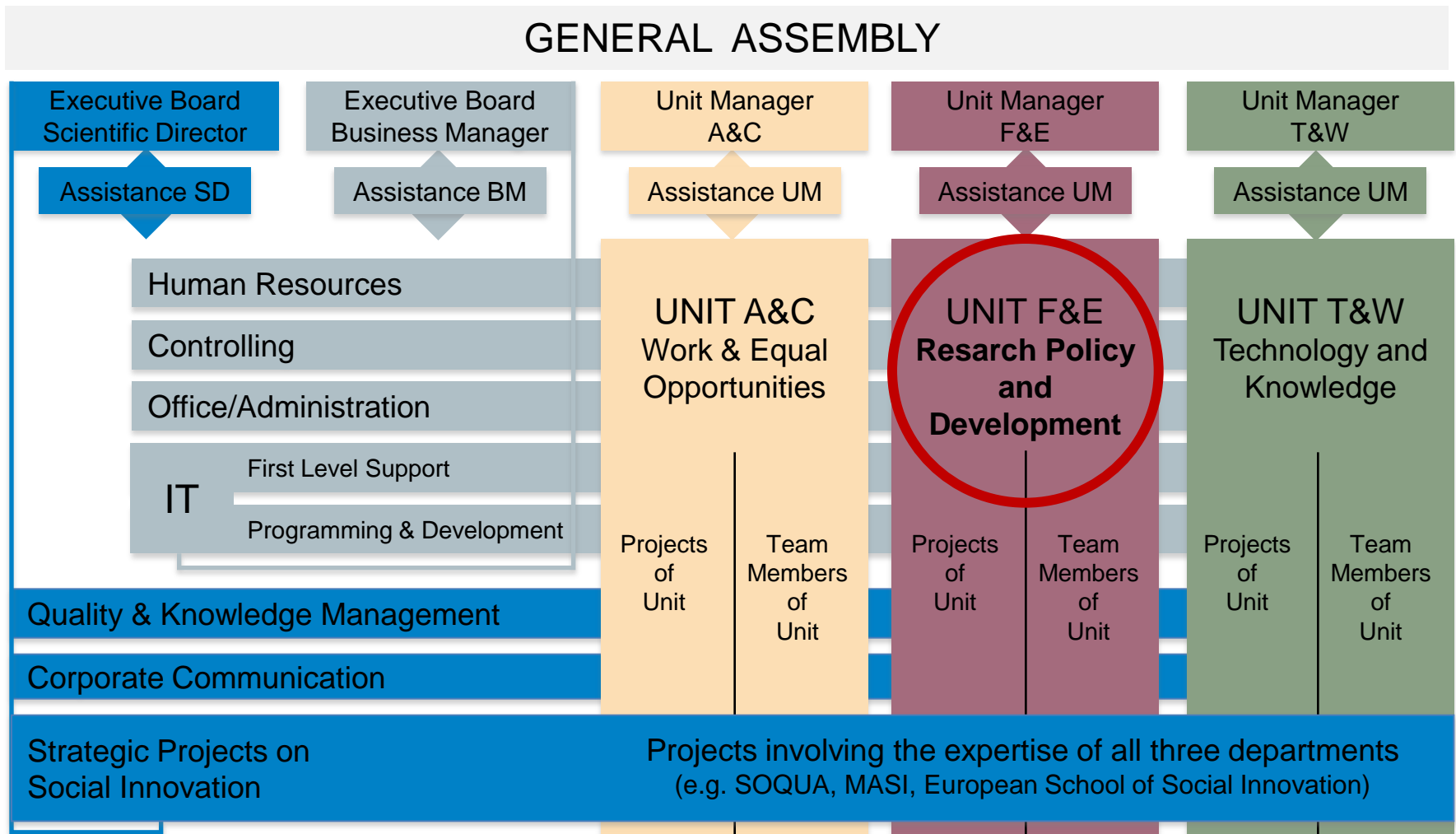


Tempus



INTRODUCING THE ZSI – ORGANIGRAM

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Modernization of WBC universities through strengthening of structures
and services for knowledge transfer, research and innovation



Tempus



Unit: Research Policy and Development

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SEE/WBC region:

- **(FP7) WBC-INCO.NET** (+ Information Office of the Steering Platform of Research for Western Balkan Countries)
- **(SEE transnational cooperation programme) EVAL-INNO**
- **(TEMPUS) WBCInno** (Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation)

wbc-inco.net

Co-ordination of Research Policies
with the Western Balkan Countries



Fostering Evaluation Competencies

EVAL-INNO

in Research, Technology and
Innovation in the SEE Region



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Unit: Research Policy and Development

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- **(FP7) Danube-INCO.NET**
- 19 partners (from the region: Serbia, Croatia, BiH)
- support action for the official EU Strategy for the Danube Region (EUSDR) in the field of research and innovation (R&I).
- Whereas the EUSDR addresses a wide variety of priority areas (ranging from PA 1A „Mobility/Waterways” to PA 11 „Security”), Danube-INCO.NET focuses mainly on two of them: PA 7 „Knowledge Society” and PA 8 „Competitiveness”.





Services: Unit Research and Development

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- Coordinating, managing and implementing national and international RTDI partnerships
- Consulting and advising on RTDI policy and programme development and internationalisation strategies
- Providing analytical inputs and tailor-made policy support while ensuring practical follow up
- Providing analyses and studies targeting international RTDI cooperation: scientific data collection and processing, monitoring and evaluation activities, stakeholder mapping, comparative policy analysis, bibliometric analysis, foresight studies, social network analysis, RTDI evaluation studies, RTDI policy and innovation system analysis etc.
- Designing and organising of RTDI related events (i.e. workshops, seminars and conferences, trainings)
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Relevant aspects of success...

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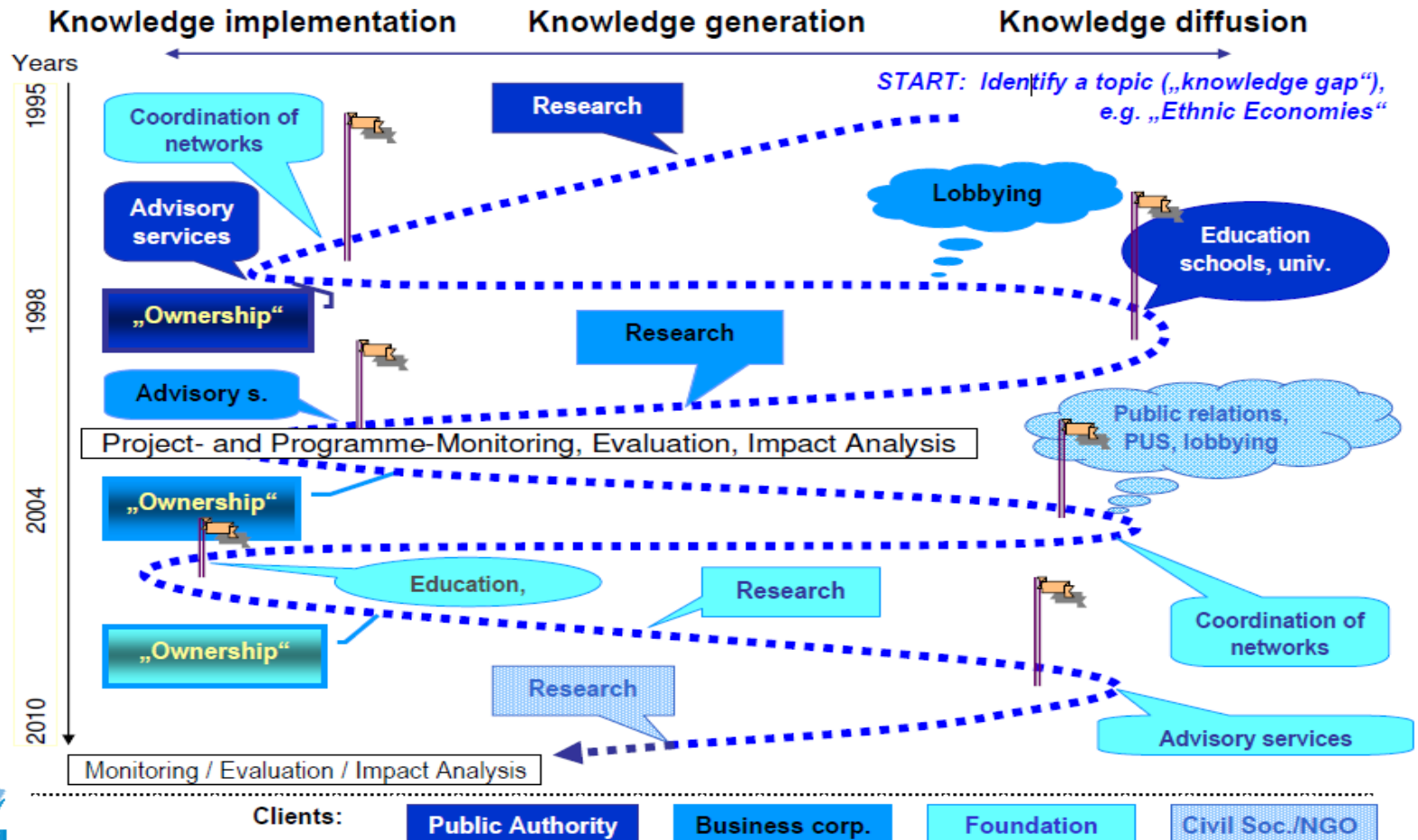
- People from numerous countries
 - with competences in different scientific disciplines
 - and languages
- Regional and cultural know-how
- Continuous education and training – internal and external
- Projects with different partners and different topics – always something to learn..



“Research – application – slalom” ...

WRC logo

THE ZSI „RESEARCH – APPLICATION – SLALOM“



Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation



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Exp. Internal knowledge diffusion

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- Regular internal meetings: Unit Research and Development:
 - 2 hour meetings approx. every two weeks
 - Each person presents current work and more important:
 - Challenges occurred and possible solutions are discussed
 - New interesting persons and organisations are presented and opportunities of further cooperation explored
 - New methods and application possibilities in different projects are jointly discussed
 - Upcoming events of relevance – always one person to visit and report to the group (event outcomes but more important – contacts made)



Exp. Internal knowledge diffusion

- Distribution of Information
 - Info-Emails (Invitations to events; New publications, Publication possibilities etc.) are always forwarded to zsi-all@zsi.at or directly to persons who are related to specific topics
 - special interest groups....i.a.
 - zsi-ia@lists.zsi.at (impact assessment)
 - ag-web@lists.zsi.at (dissemination, communication, social networks)
 - zsi-see@zsi.at (South East Europe region)
 -

- Regular “Lunch talks”
 - Different topics
 - Presentation by one or two Colleagues followed by discussion
 - Examples:
 - "Patentstatistiken und Patentanalyse - was können wir am ZSI damit tun - Möglichkeiten und Grenzen,,
 - "Citizen Science, Open Science, Science 2.0“
 - "Inclusive innovation in emerging economies"



Education...

- Cooperation with Universities –
 - 30% of ZSI researchers teach at universities, universities of applied sciences and in other educational organisations;
 - Students involvement in ZSI projects (on voluntary basis, part time agreements, full time...)
 - Former Students as external lectors...
- The implementation of SOQUA, a post-graduate course for international social-scientific research;
- Launching the first academic online training course in Austria on 'Energy Management and Energy Consulting' (EMEC, 1998ff.);
- Designing and establishment of a study programme 'European Master of Social Innovation' in collaboration with the Danube University Krems;
- Initiation and implementation of the 'European School of Social innovation';
- ZSI's researchers give at average more than 2.5 presentations per year with a very high international outreach; as well as
- ZSI (co-)organised at annual average more than 70 scientific professional events during the last five years.





What makes our work...

- Easier...
 - Flat hierarchy
 - Full support from the management side (also in times of “crises”)
 - VISA card
- Not so easy...
 - High responsibilities
 - No projects – no job



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Thank you for your attention!

Mag. Ines Marinkovic

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