

SHAPING SOCIAL INNOVATION FOR MARGINALISED RURAL AREAS

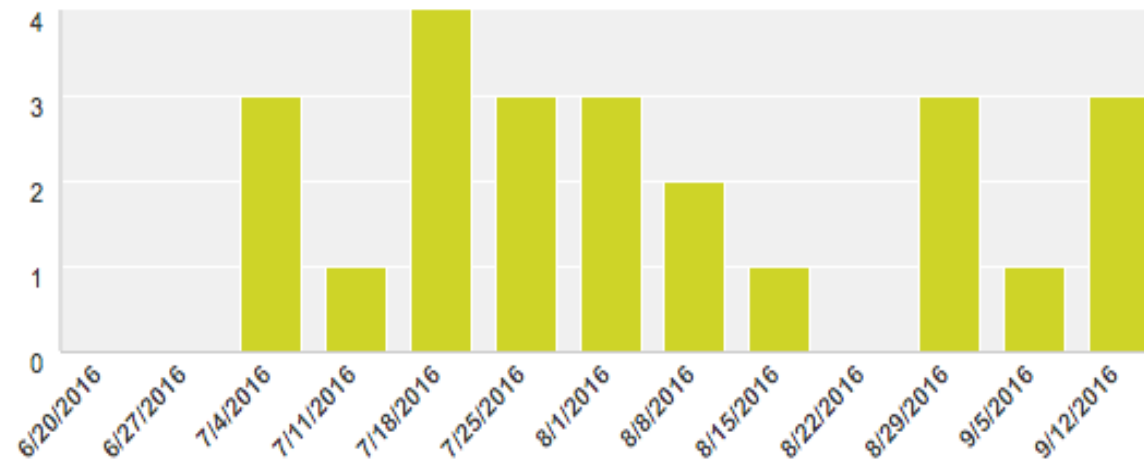
Short survey of stakeholder perceptions

1st WORKSHOP

October 26th – 28th 2016

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- Survey was sent to SITT members of SIMRA project. Total invitations: 34, Responses: 24 (23 complete, 1 partial)



From your perspective what do you
perceive as social innovation?

Life Management Improving
Socio-economic Development New Ways
New Ideas Current Solutions Climate
Rural Areas Projects Process Strategies

Social innovation - Definition

- is a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals (Phills et al. 2008)

NEW SOCIAL IDEAS

- **new ideas** for social value
- a new model for **new social strategies**
- is all the thoughts and ideas helping people to live **better life**
- applying a **new approach** to the way groups of people are organized around a certain subject
- **new ideas**, concepts and their application that meets social needs of stakeholders/ population of area in question
- partial of radical **improvement**/innovation in social area (crowd funding, for example, medical care or education through internet)
- finding **new ways** of overcoming marginalisation and exclusion for a variety of reasons relating to human relationships, hierarchies, organisations etc which are not purely economic in character.

SOCIAL NEEDS/EDUCATION

- *New ways/ideas/projects to meet the **social needs** and/or challenges. As an example I will give one which is "dear" to me: innovative strategies in **school** for youngsters*
- *Def. approaches that can promote socio-economic development on the actual conditions and restrictions. Ex :Integration of **students** with special **needs** in farm activities*

GOVERNANCE

- *develop **multi-actor** projects and thematic networks genuinely involving*
- *A change on the approach on the relation of people at **community** level focused on improving **participation**, equity and other characteristics of good **governance***

GOVERNANCE

- **private civil initiatives** as to improvement of rural life, they appear and develop at the local level in rural **communities** and provide the multiplicative influence on the economic development of community and the territory. **Self-organization** of rural communities is made by developing and implementing of social innovations and social partnership in the villages. Nowadays, social innovations which are or will be suitable for Ukraine: sustainable or environment friendly agricultural production; local food systems; maintain the biodiversity, ecosystems (e.g. agroecosystems; forest ecosystems) and landscapes; renewables (e.g. bioenergy); ecosystem services (int. al. tourism) and recreation services; can be provided by the social innovations based on the agricultural production and other rural activities
- is a process, movement, research or **network in the public sector**. It tackles the problems of how to improve society's capacities and how to solve society's dilemmas. SI is interrelated with other innovation processes, like technological, environmental (climate), scientific and economic. It is seen as the newest category of innovations increasingly developing with growing needs and problems emerging in society. SI is carried out within **NGOs**, associations, social enterprises, **public policy** and also science.

GOVERNANCE

- **new forms of communication**, social relations and **collaboration between actors and different sectors** of a given sphere of influence. In order to provide solutions to need which have not been satisfied, which are not resolved by social local political structures or, they don't have a satisfactory solution with current infrastructure. Committed to initiatives that are catalysts for social change, from a creative and effective perspective , for a complex or simple answer. Social innovation is based on new systems of organizations, planning and specially cooperation: feel part, using new tools, services and processes and ways of thinking in the field of social science. 1.1 Leader methodology and social innovation in rural areas. - In rural social architecture the decision making power has not been assigned to the private sector and civil society, but in their favour, new social networks are having more influence on the rural development policy. Thus, an institutional reform, should be required to empower and provide skills to their regions, sub regions and local authorities. Mainly, giving the local action group wide margins of freedom and flexibility to make decisions and implement measures. The stakeholders of a territory are the most motivated agents to analyse their own problems and try to find the most appropriate solutions. They have also a deep knowledge of the territory, but might need certain technical support, to find a more realistic and appropriate strategy of territorial development. The LEADER method is itself an innovation in rural areas, which puts people at the centre of the development process, their needs and their knowledge, and promotes their **participation in decision making**. Innovation in rural areas consist of: - the ability to exploit local resources that have not been exploited yet or have not been adequately used or even have been abandoned. -Identify and support groups able to make proposals and projects that had not been done before and facilitate their learning process, whether to develop and market products or services. - The ability to take the risk of experimentation and change, promoting entrepreneurship and responsibility of agents in all phases of the process and facilitating their access to new knowledge and technologies.

AGRICULTURE

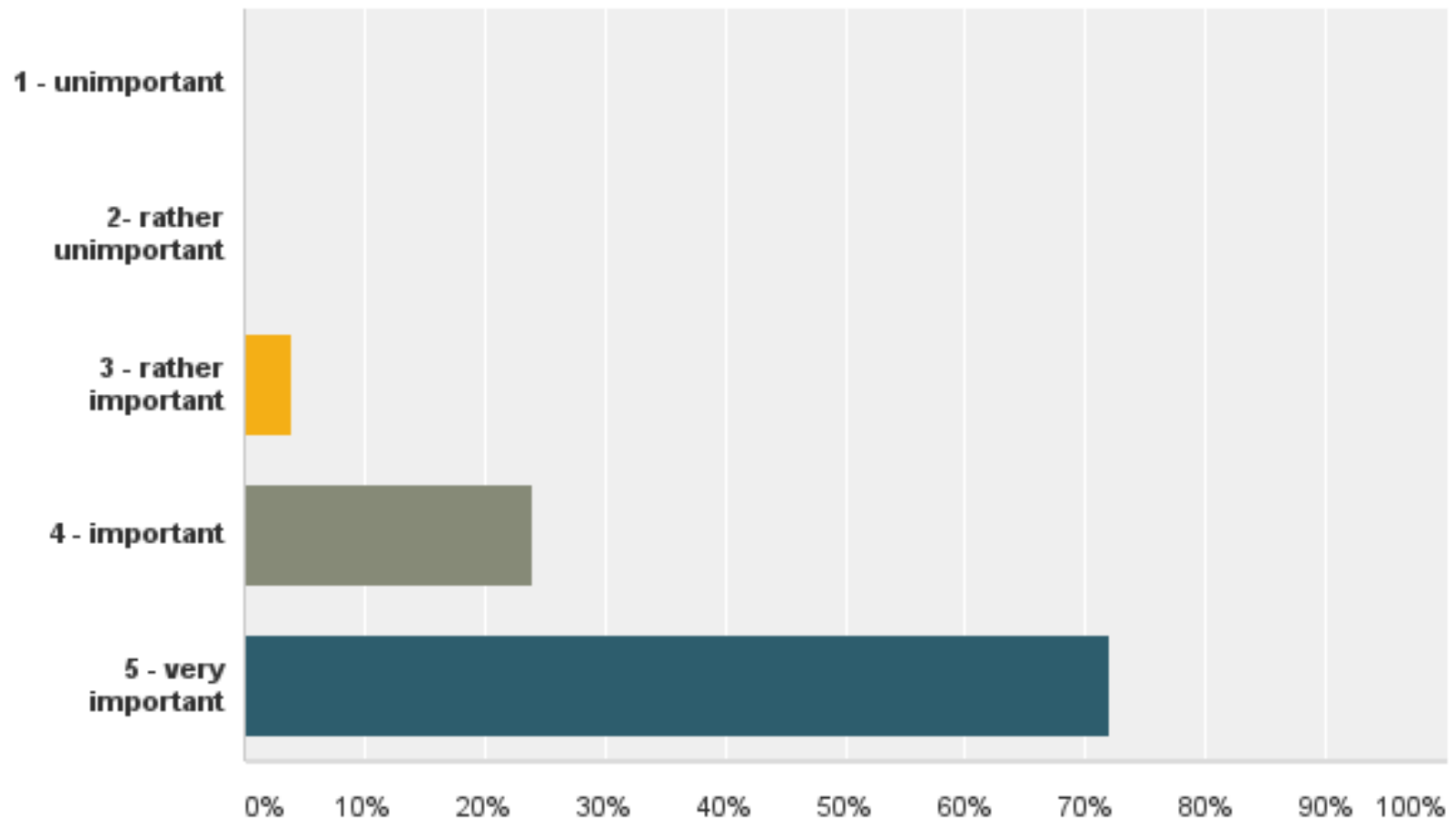
- sustainable **agriculture** adapted with climate change
- seen on 2 different domains: i) public administration and ii) the public at large. i) about Commons, the attribution by law from traditional organization to more dynamic agencies of managerial powers (Italy); ii) the re-birth of Co-operative **farmers'** enterprises on self determined management for growing, harvesting, processing and marketing of their produce (Georgia)
- a new idea/organization/... (or the application of an existing one to another area/territory) that meet any social need. For instance, the developing of new ways of relationship between **farmers** and consumers could be an interesting social innovation, but also the development of new strategies of agricultural management and wildlife aimed to strengthen coexistence between the livestock activity and biodiversity conservation

AGRICULTURE

- Social **farming** is an example of innovation process that brings to co-production of knowledge, goods, social services, wellbeing on the basis of cooperation of different actors and sectors. Social Farm presume the formation of new networks and relations between producers, consumers and other actors of the supply chain, territorially organized social/health services, local authorities and Institutions. Social Farming implies the combination of private and public actors and the interaction between Agriculture, social, health, educational, employment Policies and actors. As part of multifunctional farming, it can offer a wide range of services aimed at pursuing the well-being of citizenry, and responds to the wider needs of welfare policies. In general SF objectives may be divided into agricultural and non-agricultural objectives. Agricultural objectives are directly connected with agricultural production, farming methods and protection of environment against negative impacts of agricultural activities. Non-agricultural objectives may comprise the quality of life in rural areas, improving the quality of social services, promoting the use of local resources, protecting and maintaining the traditional living, working heritage, promoting social justice. SF is based on collective learning process in which different social groups and actors participate and which results in new skills and practices as well as in new attitudes, values, behaviours and governance mechanism, a transition towards sustainable agriculture and rural and urban development.

On a scale from 1 to 5 how do you assess the relative importance of social innovation in delivering improved rural development outcomes in marginalized rural areas?

Answered: 25 Skipped: 0



In your opinion, what are the three most important societal challenges that marginalized rural areas face?

1.

Population Food Social Education Poverty
Services Aging Employment Local Political

2.

Poor Access to Services Entrepreneurship

Health Care Business Sustainable

Opportunities Social Exclusion

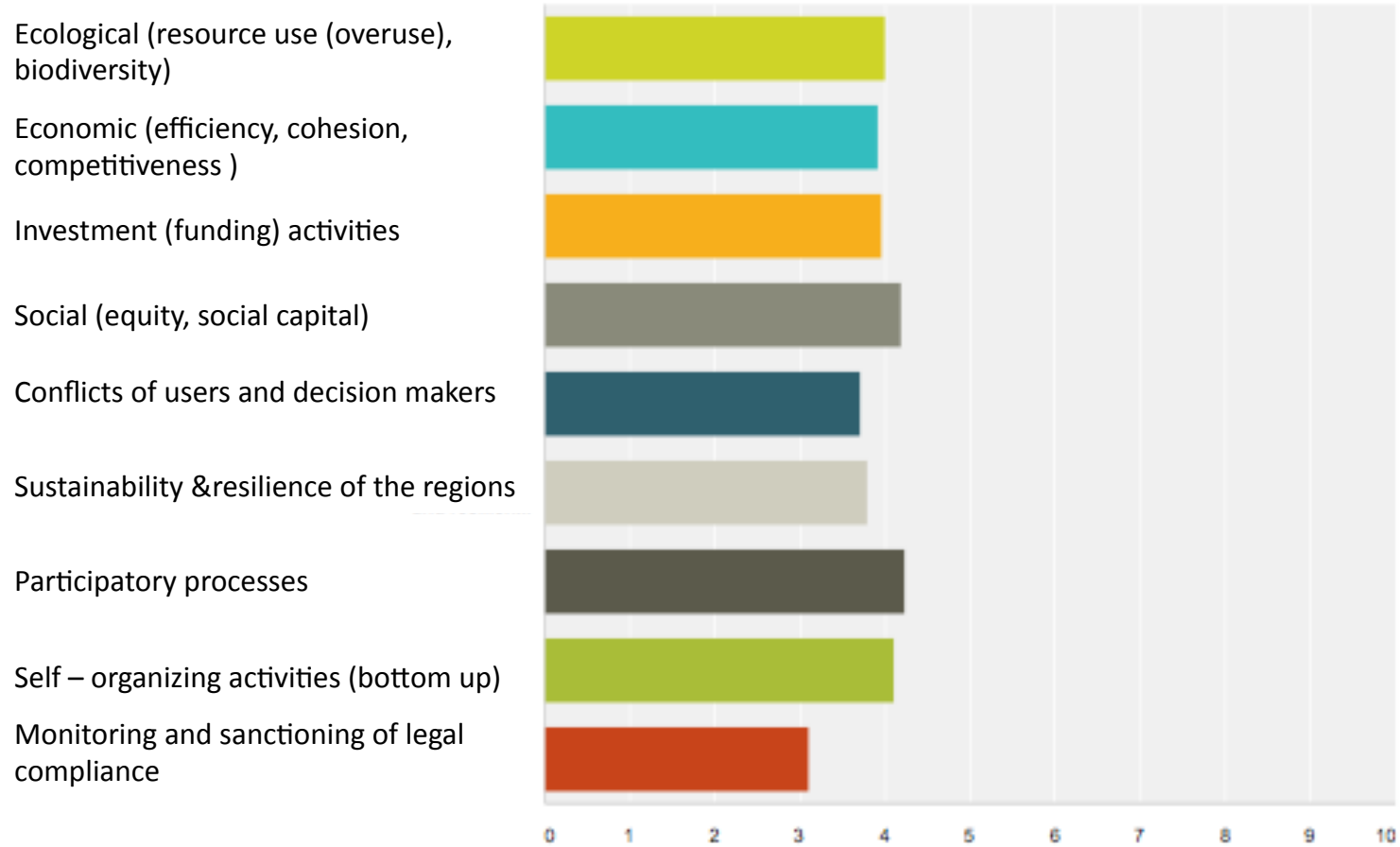
3.

Support Slow Rural Areas Employment Local
Young Infrastructure Internet Services
Social Rural Population

- **EDUCATION AND EMPLOYMENT** (quality of education and high rates of dropout in schools, lack of possibilities for employment /jobs)
- **POVERTY** (lack of sufficient resources (financial) and incentives to address poverty)
- **SOCIAL AND ECONOMIC EXCLUSION** (limited opportunities for young people, gender inequality, lack of self-appreciation & lack of recognition of the role of rural areas to solve our current socio-economic and environmental challenges)
- **POPULATION** (depopulation and ageing, massive youth outflow, demographic change)
- **ENTREPRENEURSHIP** (insufficient amount of programs to support business initiatives, limited opportunities to promote skills for entrepreneurship)
- **SERVICES AND INFRASTRUCTURE** (limited or non-existent public services and infrastructure, housing, health care, slow / poor internet)
- **ENVIRONMENT AND SUSTAINABILITY** (sustainable agriculture and forestry wellbeing, health, sustainable environment)
- **SECURITY** (secure societies, food security)

In your opinion, what are the most relevant factors that influence the emergence of social innovations in marginalized rural areas?

Answered: 25 Skipped: 0



IAD Framework variables

- At the heart of the IAD framework is the “action situation,” in which individuals (acting on their own or as agents of formal organizations) **interact** with each other and thereby jointly affect outcomes that are differentially valued by those actors.
- Interactions = (Participatory/Deliberation processes, Conflicts, Investment activities, Self-organizing activities, Monitoring activities)
- Outcome = Social performance measures (e.g., efficiency, equity, accountability, sustainability)
Ecological performance measures (e.g., overharvested, resilience, biodiversity, sustainability) (Is SI efficient?, equitable?, sustainable, accountable?)
- to analyze SI: **What types of interactions and outcomes** related to a particular resource system (or group of systems) and related resource units (or other relevant goods and services) are most relevant to my **analytical or diagnostic concerns?**
- What types of actors are involved? Which governance systems influence the behavior of these actors?

IAD Framework variables

Variables/Activities for emergence of SI

- Social capital
- Participatory/Deliberation processes
- Conflicts
- Investment activities
- Self-organizing activities
- Monitoring activities
- Resilience
- Economic (efficiency, cohesion, competitiveness)
- Ecological (resource use (overuse), biodiversity)

Additional activities/variables

- Leadership
- History or past experiences
- Information sharing
- Lobbying activities
- Networking activities

Social, economic, and political settings (S)	<ul style="list-style-type: none"> S1 – Economic development S2 – Demographic trends S3 – Political stability S4 – Other governance systems S5 – Markets S6 – Media organizations S7 – Technology
Resource systems (RS)	<ul style="list-style-type: none"> RS1 – Sector (e.g., water, forests, pasture, fish) RS2 – Clarity of system boundaries RS3 – Size of resource system RS4 – Human-constructed facilities RS5 – Productivity of system RS6 – Equilibrium properties RS7 – Predictability of system dynamics RS8 – Storage characteristics RS9 – Location
Governance systems (GS)	<ul style="list-style-type: none"> GS1 – Government organizations GS2 – Nongovernment organizations GS3 – Network structure GS4 – Property-rights systems GS5 – Operational-choice rules GS6 – Collective-choice rules GS7 – Constitutional-choice rules GS8 – Monitoring and sanctioning rules
Resource units (RU)	<ul style="list-style-type: none"> RU1 – Resource unit mobility RU2 – Growth or replacement rate RU3 – Interaction among resource units RU4 – Economic value RU5 – Number of units RU6 – Distinctive characteristics RU7 – Spatial and temporal distribution
Actors (A)	<ul style="list-style-type: none"> A1 – Number of relevant actors A2 – Socioeconomic attributes A3 – History or past experiences A4 – Location A5 – Leadership/entrepreneurship A6 – Norms (trust-reciprocity)/social capital A7 – Knowledge of SES/mental models A8 – Importance of resource (dependence) A9 – Technologies available
Action situations: Interactions (I) → Outcomes (O)	<ul style="list-style-type: none"> I1 – Harvesting I2 – Information sharing I3 – Deliberation processes I4 – Conflicts I5 – Investment activities I6 – Lobbying activities I7 – Self-organizing activities I8 – Networking activities I9 – Monitoring activities I10 – Evaluative activities O1 – Social performance measures (e.g., efficiency, equity, accountability, sustainability) O2 – Ecological performance measures (e.g., overharvested, resilience, biodiversity, sustainability) O3 – Externalities to other SESs
Related ecosystems (ECO)	<ul style="list-style-type: none"> ECO1 – Climate patterns ECO2 – Pollution patterns ECO3 – Flows into and out of focal SES

Thank you!