



# Innovative social investment: Finding new routes to make social rights real



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## 01. About INNOSI

**Context//** European societies are changing in a number of interlinked areas including demography, globalisation, ecological sustainability, family structure, employment, poverty and social inclusion. The implications of these changes are profound. The effects of the 2008 financial crisis are not just economic. Uncertainty, austerity and the associated high levels of unemployment and reduction of wages have destabilised labour markets. European citizens demonstrate an increasing lack of confidence and trust not only in relation to financial institutions, companies and the free market overall, but also in relation to democratic institutions and politics at European, national or local levels.

**Definition//** The social investment approach stresses the case for considering certain parts of employment and social policies – and possibly other policy areas, such as education – as entailing investments improving prospects for future employment and social participation, together with more social cohesion and stability ... thus stressing the life course dimension of social policies and their long-term benefits for society. (European Commission 2013a p. 3). Innosi looks specifically at the areas of Early Child Education and Care, Labour market policies for parents and Active and Passive Employment Policies

**Welfare vs the Market?//** Social services and markets are often (we would argue, wrongly) seen as opposites on a value scale. Markets are generally perceived as profit-driven while social services apparently have altruistic and moral motives. However, social investors are market participants who also look to maximise their return on investment. The difference lies in the context: in social investment 'return' is not necessarily monetisable (although cost savings do play a role in the increasing attention social innovation received from policy-makers) but it may be primarily measured in social values such as, for instance, subjective well-being, improvement in the quality of life, the degree of integration of hard to reach and vulnerable population groups, the frequency and intensity of shared and participatory local action as well as increased levels of social cohesion and a general sense of wellbeing which lies beyond the sphere of materiality (Pol and Ville 2009). In short, evaluation of social investment requires a re-evaluation of the way in which 'return' is measured. Social investment is thus defined as a market-based model.

**INNOSI Mission//** Our aims were threefold:

1. Identify and evaluate existing innovative and strategic approaches to social welfare reform at a regional and local level;
2. Explore social and psychological impact of these innovations on individuals and communities
3. Collate useful, practical learning from this new body of evidence and mobilise it to inform policy and practice across the EU.

**Our methods//** We will deliver on our first two aims through:

- Macro and micro-level research on social investment policies and initiatives;
- Mixed method case studies in ten member states, taking account of local and regional networks, institutions and assets as well as national and European policies;
- A distinct understanding of Social Investment utilizing 'social innovation' as a key concept;
- A strong user voice, ensured throughout the project by recruiting and training 'Community Reporters'

In our in-depth case study research and our work with Community Reporters we consider how innovative social welfare policy can contribute to social and psychological transformations which would be necessary in order to address the social implications of crisis in Europe. As a result this research will support European efforts to enhance a sense of solidarity among citizens. It will contribute to the effective implementation of the Social Investment Package's priorities in general, and to the building of the future knowledge bank on social policies in particular. A substantial part of this project will focus on using research findings to generate both policy impact, impact on practice, and broader cultural impact. Thus, we identify the potential for innovative ways of implementing and financing social welfare systems, including through third and private sector contributions complementing public investments.

**Influencing policy change//** There is an extensive literature on knowledge mobilisation that consistently shows that there is no guarantee that even methodologically robust and clearly documented research findings will influence policy and practice. There are many potential barriers and obstacles to knowledge mobilisation including the competing claims of different types of (non-research) knowledge, types of research utilisation, models of process, implementation interventions and conceptual frameworks (for a discussion of these dimensions see Nutley et al. 2003). The key implications of this for our project are that research must be translated and that translation should involve research and policy intermediaries.

## 02 Agenda: internal meeting

### INNOSI internal consortium meeting 13.00.17:00

13.00-13.15	Welcome and agenda (Chris Fox)
13.15-14.00	Results from the impact work package (Stephen Barnett)
14.00-14.45	Evaluation of the impact work package (Gavin Bailey)
14.45-15.00	<i>Refreshments</i>
15.00-16.00	Dissemination (Michael Willoughby and Rob Grundemann)
16.00-17.00	Legacy (Chris Fox, Sue Baines, Paula Sergeant, Mira Lehti)
17.15.-18.30	<i>Project Steering Board</i>

## 02. Agenda: Open Event 13.10.2017

8.30-9.00	<b>Registration</b> Exhibition of User Voice and Foresight work	
09.00-10.15	<b>Social investment vs social rights: clash of concepts?</b> <ul style="list-style-type: none"> <li>Setting the scene: <i>Prof. Chris Fox</i> and <i>Prof. Sue Baines</i>, INNOSI Project Director and Deputy Director</li> <li>Opening: <i>Marianne Thyssen</i>, European Commissioner for Employment, Social Affairs, Skills and Labour Mobility (INVITED)</li> <li>Keynote: <i>Prof. Anton Hemerijck</i>, Professor of Political Science and Sociology, European University Institute</li> </ul> Moderator: <i>Prof. Chris Fox</i>	
10.15-11.30	<b>Innovative social investment: a vehicle to deliver social rights?</b>	
Four parallel workshops	<b>I. Resourcing: financing</b> INNOSI user voice film clip INNOSI facilitator and intro Case study External speaker Rapporteur	<b>II. Social economy</b> INNOSI user voice film clip INNOSI facilitator and intro Case study External speaker Rapporteur
	<b>III. Resourcing: volunteers</b> INNOSI user voice film clip INNOSI facilitator and intro Case study External speaker Rapporteur	<b>IV. Co-Production</b> INNOSI user voice film clip INNOSI facilitator and intro Case study External speaker Rapporteur
11.30-12.00	Refreshments	
12.00-12.30	<b>Panel of Workshop Rapporteurs</b> Moderator: <i>Prof. Sue Baines</i> , Deputy Director INNOSI	
12.30-13.30	<b>Innovative social investment: what needs to happen next?</b> <ul style="list-style-type: none"> <li>DG EMPL, European Commission</li> <li>EU Social Protection Committee</li> <li>Social Services Europe</li> <li>European Social Network</li> <li>ESPN research network</li> </ul> Facilitator: <i>Stephen J. Barnett</i> , CEO, Euclid Network	
13.30-14.30	Lunch	

## 03. EU Policy Context

When the INNOSI research project was approved in early 2015, the European Commission's primary social policy initiative was the Social Investment Package (SIP) of 2013. The Commission had worked with a group of academics from 2011 onwards to develop its "social investment" concept. At that time, the Commission was advancing methods to improve the efficiency of public services (welfare, care, health, education) to help (temporarily) vulnerable or excluded people become more productive. According to the EC webpage (<http://ec.europa.eu/social/main.jsp?catId=1044>) presenting the SIP, the Package:

- guides EU countries in using their social budgets more efficiently and effectively to ensure adequate and sustainable social protection;
- seeks to strengthen people's current and future capacities, and improve their opportunities to participate in society and the labour market;
- focuses on integrated packages of benefits and services that help people throughout their lives and achieve lasting positive social outcomes;
- stresses prevention rather than cure, by reducing the need for benefits. That way, when people do need support, society can afford to help;
- calls for investing in children and young people to increase their opportunities in life.

After the spring 2014 European Parliament elections, new political leadership took over at the European Commission with Jean-Claude Juncker as President. The Commissioner who had ushered through the Social Investment Package, László Andor, came to the end of his term, and most of the key officials who had worked on Social Investment Package had left DG Employment by early 2017. The new subject of all the policy papers and conferences in and around Brussels is the EU Pillar of Social Rights. Published in April 2017 after a commendably long consultation and engagement period, it is an aspirational list of 20 so-called rights under three chapters:

- I. Equal opportunities and access to the labour market
- II. Fair working conditions
- III. Social protection and inclusion

The Commission has shifted the focus of its efforts from **how** to redesign welfare states and public services for better outcomes to **what** those outcomes (the so-called rights) should be. Policy-makers across Europe thus have access to the beginnings of a common understanding of **what** welfare states should deliver for Europeans and substantive conceptual thinking backed up by some evidence about **how** to deliver those outcomes.

## 04. INNOSI evidence guide

This is where to summarise our evidence in general and under 4 headings of Financing, Social Economy, Co-Production and Use of Evidence.

A map of the findings and where to read the reports.

TO FOLLOW

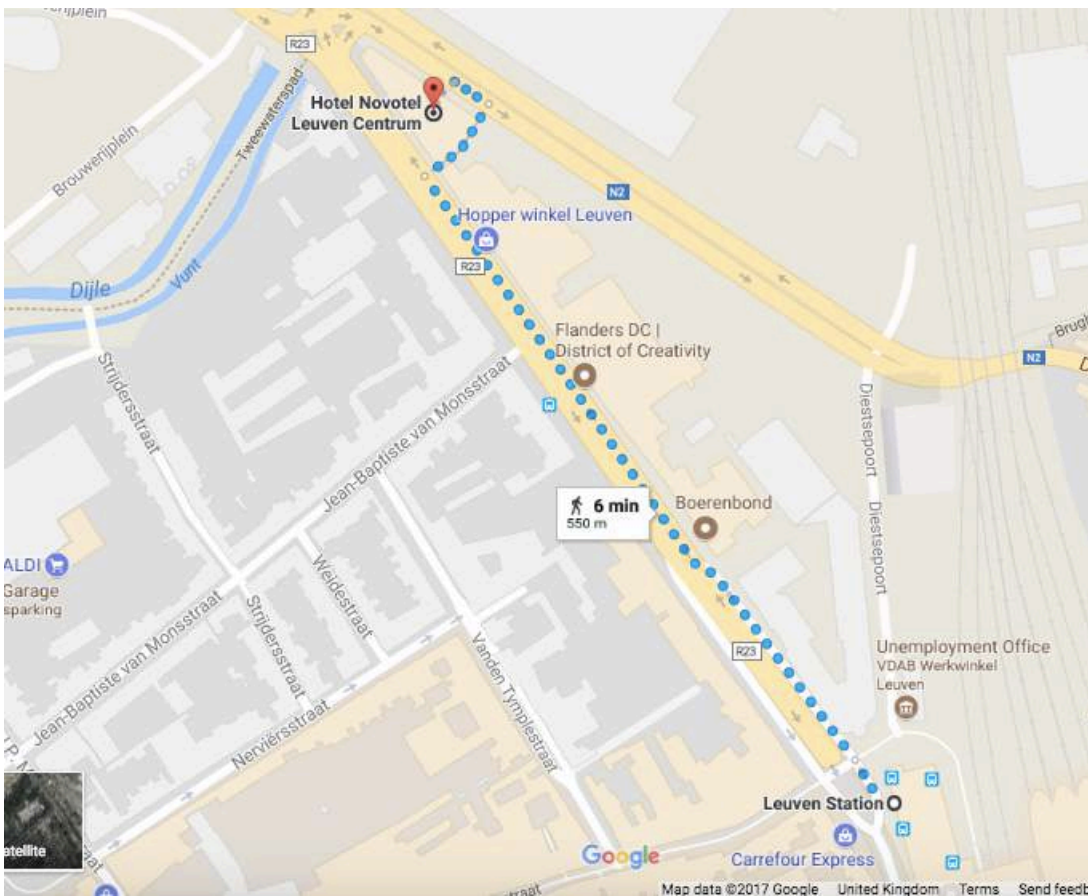
## 05. Practical information

**Venue:** Novotel Leuven Centrum (6 mins walk from Leuven station)



**Location:** Leuven, near Brussels

**Address:** 4, Vuurkruisenlaan, 3000 Leuven BELGIUM

**Transport:** Leuven station is 20 mins by train from Brussels Airport (Zaventem) and 25 mins from Brussels Central Station



INNOSI Key contacts:

-  Prof. Chris Fox
-  Prof Sue Baines
-  Stephen J. Barnett



[www.innosi.eu](http://www.innosi.eu)

