



# 'This is European Social Innovation'

– a call for inspiring stories



# This is European Social Innovation

## Introduction

---

There is no shortage of social innovations in Europe, involving many actors and agencies, and spanning diverse fields - from the co-design of public services to new kinds of finance to support entrepreneurs.

**And yet despite this, the field of social innovation has yet to mature enough to be up to the multitude of presenting social challenges.**

In order to move from its current state of fragmented good ideas, to a place where social innovations are making a more consistent, more efficient impact across all areas of need, successful social innovations must be more visible in Europe. As a result, we are launching **This is European Social Innovation** - a showcase of 10 top social innovation initiatives across Europe.

The European Commission is supporting the Social Innovation eXchange (SIX) and Euclid Network to identify 10 large-scale successful examples of socially innovative initiatives, with the aim of raising the profile of social innovation across Europe and creating an impact beyond the established social innovation community.

If you are leading a large scale, socially innovative initiative in Europe, the European Commission, Social Innovation eXchange (SIX) and Euclid Network want you to share it with the rest of Europe by submitting it to 'This is European Social Innovation'.

Our goal is to showcase 10 socially innovative initiatives which can help people in Europe and beyond to understand and promote social innovation.

The only limit to the range of projects eligible for the selection is the ambition and imagination of each participant; any significant social issue can be addressed in this competition.

### The showcase

**This is European Social Innovation** will identify 10 large scale European social innovation initiatives which have the greatest impact on society, particularly in the areas identified by the European Union as societies' most crucial challenges: ageing, employment, climate change, social inclusion, economic recovery.

# The Indicators

---

- **Social innovation impact.** The competition will select the projects which have contributed with the most innovative approaches to current European social challenges:



## 1. Ageing

## 2. Employment



## 3. Climate Change

## 4. Social Inclusion



## 5. Economic recovery

- **Replication and large scale.** Projects which have succeeded in scaling up and inspiring replication. Initiatives that have moved beyond direct impact to influence the way in which other groups and communities have approached the same challenges.
- **Policy impact.** Changes and influence in government policies, expanding the reach of their impact.
- **Leadership Building.** Projects that not only spread their own ideas, but also reinforce the building blocks of the social sector.
- **Long term impact.** This competition seeks out projects with a life-long commitment to their vision for the future.

## How it works

---

The competition has 4 stages:

1. Applications from across Europe will be submitted through a web-page linked to SIX's and Euclid Network's websites by 3 September 2010. Applications must respond to the selection criteria. Initiatives from all sectors and hybrids are eligible.
2. On 8 September the 10 initiatives selected by a jury of experts will be announced. The Innovation Unit of the Commission will include them in its communication on social innovation.
3. The 10 selected initiatives will be featured in a publication realized by the European Commission and launched in an event in Brussels.
4. The 10 selected initiatives will be invited as part of the prize to participate in a "disruptive innovation workshop" organized by the Social Innovation Park in Bilbao.

## The Jury



**Stephen Bubb**, Social Investment Business and ACEVO

[www.socialinvestmentbusiness.org](http://www.socialinvestmentbusiness.org)

[www.acevo.org.uk](http://www.acevo.org.uk)



**Alain Coheur**, Social Economy Europe

[www.socialeconomy.eu.org](http://www.socialeconomy.eu.org)



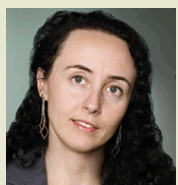
**Peter Dröll**, European Commission

<http://ec.europa.eu>



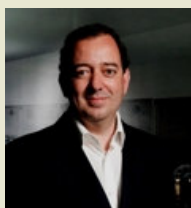
**Geoff Mulgan**, Young Foundation

[www.youngfoundation.org](http://www.youngfoundation.org)



**Simona Paravani**, HSBC Global Asset Management

[www.assetmanagement.hsbc.com](http://www.assetmanagement.hsbc.com)



**Diogo Vasconcelos**, SIX and CISCO

[www.socialinnovationexchange.org](http://www.socialinnovationexchange.org)

[www.cisco.com](http://www.cisco.com)

**Rosa Gallego**, Asociación Española de Fundaciones and DAFNE (TBC)

**Ewa Konczal**, Ashoka Poland (TBC)

## Application Criteria

---

### Tell us your story.....

**Deadline:** 3 September, 2010

**Working language:** English

All applicants should explain their initiatives innovatively, following an epic story-telling structure. These are the chapters to be described:

1. **An unjust Kingdom**

Description of the social needs targeted by the initiative.

2. **Social innovation heroes**

Presentation of the key players.

3. **The innovation journey**

Development of the initiative.

4. **The Battle**

Obstacles and difficulties overcome by the initiative.

5. **The way back home**

Current situation and perspective for the future.

Your story must be limited to 2 pages, not including pictures. Plans should be typed double-spaced, 12-point font, one-inch margins, and include:

- Contact person
  - Name
  - Email
  - Phone number
- Organisation
- Website
- Address

## Prizes

---

### **10 selected projects featured on a European Commission publication**

Peter Droell, Head of Innovation at the European Commission will use the

projects as case studies in future communication about social innovation in the EU. The projects will also be featured in an official European Commission publication on social innovation which will be distributed across Europe.

## **Invitation to 'disruptive innovation workshop' at the Social Innovation Park**

The social innovation park is a €6million initiative to set up the 'social silicon valley' – a hub of ideas, inventions, projects and people all working to solve some of Europe's greatest social problems.

Set up by DenokInn, the project will act as an 'innovation tool for the third sector' with the park including:

- a social-enterprise laboratory
- a social innovation academy
- a social enterprise generator

Gorka Espiau, project manager, explains that it will give the sector across the world, the opportunity to "find out how to do what we do better, cheaper and what we can do different in the future".

## **Contact**

---

The initiative is coordinated by

### **Filippo Addarii**

Euclid Network

[Filippo.addarii@euclidnetwork.eu](mailto:Filippo.addarii@euclidnetwork.eu)

+44 (0)20 7280 4979

### **Louise Pulford**

Social Innovation eXchange

[louise.pulford@youngfoundation.org](mailto:louise.pulford@youngfoundation.org)

+44 (0) 20 8821 28

## **Websites**

---

### **Social Innovation eXchange**

[www.socialinnovationexchange.org](http://www.socialinnovationexchange.org)

### **Euclid Network**

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

### **European Commission**

<http://ec.europa.eu/enterprise/policies/innovation>

### **DenokInn**

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