



Global
Urban
Research
Unit

SOCIAL INNOVATION IN CREATIVE EUROPE

The role of urban policy
Frank Moulaert

Overview

- Purpose of my presentation
- From the Knowledge-Based Society to Creative Social Europe - challenges at the local level
- Social Innovation: What is it?
What are the purposes? A multi-dimensional view of innovation.
- Community-based development
- Integrated Area Development and Social Innovation: role of culture and creativity
- Prospects for urban policy and planning - Issues of multi-governance

Purpose of my presentation

- The official view of the future of the European economy and society is one-sided: market economy (economic rationality), technology, science, professional education, career,...
- In this context, innovation is reduced to innovation serving 'business as usual'
- What to do? Solidarity bonding and creativity unleashing...What does it mean at the local level?



Unleashing creativity and innovation

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From the Knowledge-Based Society to Creative Social Europe

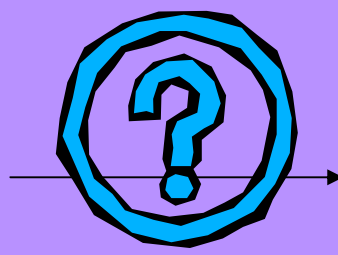
*Reinventing arts, solidarity and enjoyment
for all*

Industrial Society:
manufacturing sectors,
mechanical engineering,
scale economies,
match between supply
and demand,
Taylorist division of labour

Knowledge-based society
I&C technologies;
knowledge-based industries;
life-long learning;
flexible division of labour

Welfare State:
compromise between
social classes;
universal rights: education,
health

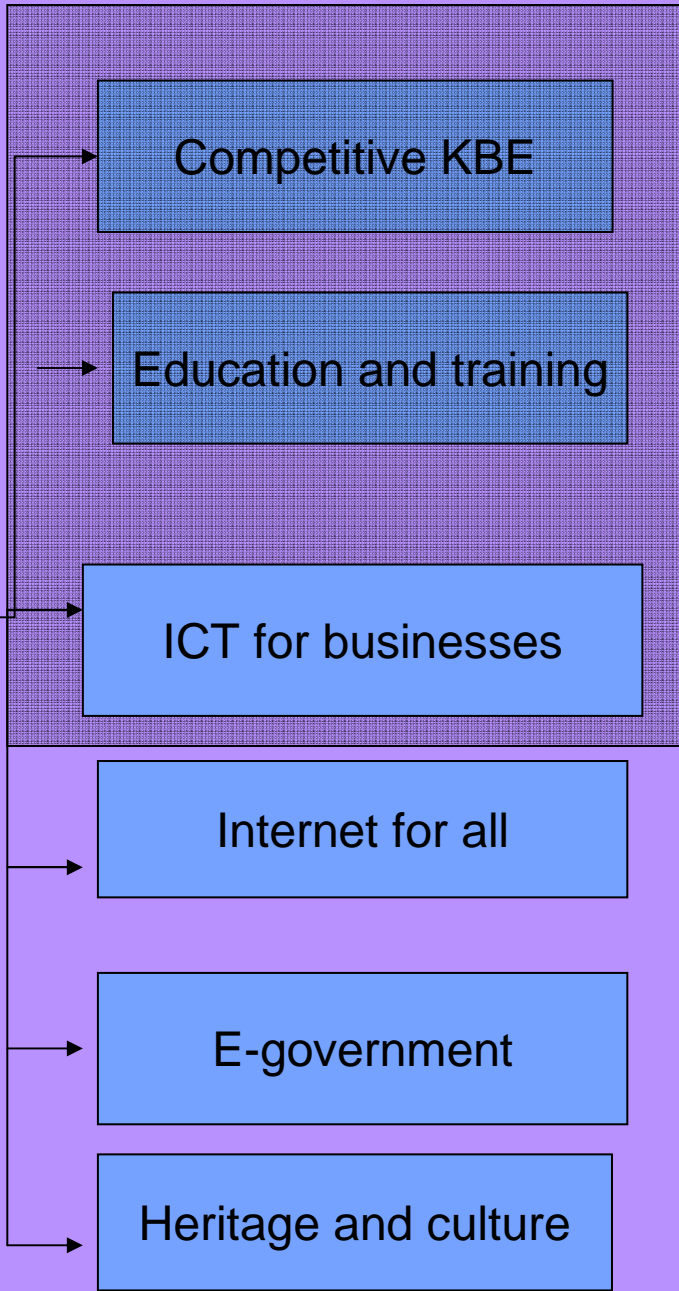
Active/Dynamic Welfare state:
Will address problems
of adaptation to a KBS;
will give opportunities
for citizens to “catch up”.



Information Society
Communication
Technologies
and infrastructures
Adapt market
mechanisms



**KNOWLEDGE BASED
SOCIETY**



The European Knowledge-Based Society (KBS)

Main driving force:

- Competitiveness (Japan, US)... 2004

World Economic Forum:

... the US outperforms the EU in terms of 'Information society for all', 'Liberalization', 'innovation, research and development', enterprise environment' and 'liberalization' but not in 'social inclusion'

Critical factors to achieve KBS/KBE:

- Technological shift from Industry-based to Knowledge-based;
- R&D fostering this shift;
- Privileging positive sciences and technology
- Transformation of human capital, involving:
 - Deregulation of labour market;
 - Life-long learning;
 - Acquisition of information and communication technology skills
- **New Regional/Urban Policy**

Knowledge-Based Society (KBS) and the role of NEP/NUP

New Economic Policy

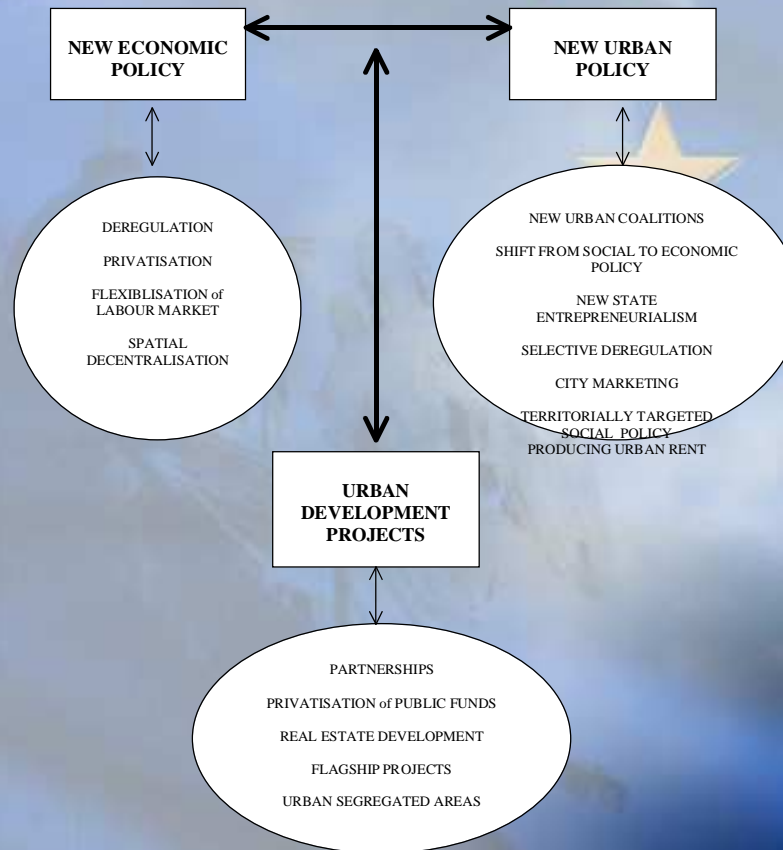
- Deregulation
- Flexibilising labour markets
- Privatisation
- Entrepreneurial state:
facilitating new initiatives -
'science' and 'technology' - a
reductive view of innovation
and creativity - see KBS
- Liberalising trade and capital
flows

New Urban Policy

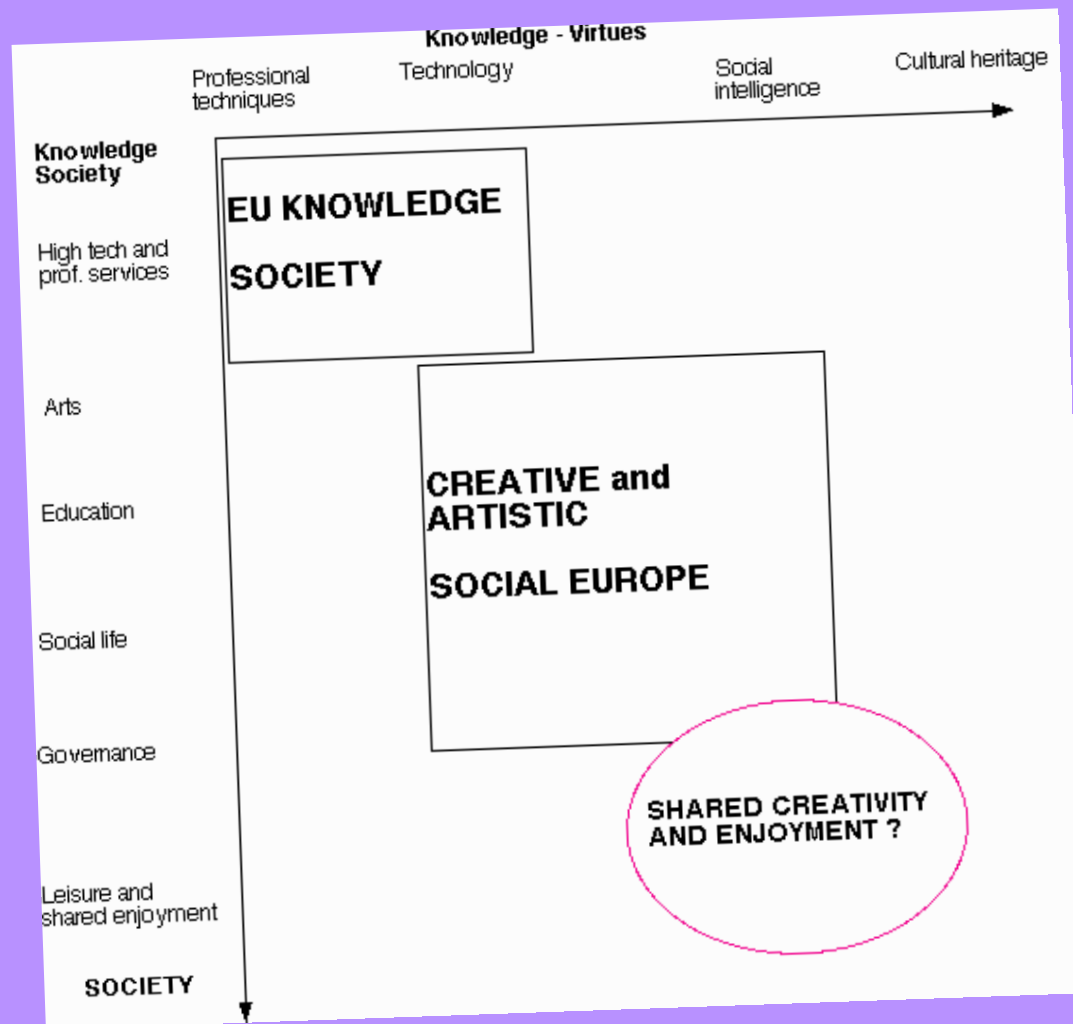
- New State Entrepreneurialism
- Shift from social to economic
policy
- Selective deregulation (land-use,
business opening times)
- City-marketing - Flagship
projects
- Real-estate led development
- Urban Development Projects:
privatization of public funds and
space (urban segregated areas)
- New 'Urban Creationism'

New Urban Policy

Figure 2. Relationship between NEP, NUP, and UDPs



Towards Creative Social Europe



Creative Social Europe

- What is Knowledge?
- What is Creativity?
- What is Innovation?
- ... bypasses scientific and technological knowledge
- ... pervades all spheres of society, not only the market and administration
- ... emotional, mental, social and organizational innovation
- ... a diversified economy: market, not-for-profit, cooperative, public sector <==> arts, culture, education, personal services, environment,...
- What are 'economic' relations?
- What is Economy?
- ... policy fostering innovation in all kinds of capital and the relations between them
- ... bonding local economic, political, social and cultural logics on the basis of a social innovation ontology
- What is Innovation Policy?
- What is urban policy?

Creative Social Europe

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Social City, Creative City (Fobia Social City)

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Innovation Policy

- Diversify innovation policy: technological innovation policy 'as part of'...
- ... including: institutional innovation (corporate and organizational governance)
- Educational policy: educating multi-dimensional cultural beings, citizens, ecologists, economists,...
- Basic need satisfaction and innovative agency: the need to re-invent distribution...
- R&D policy
- Regional policy
- **Urban policy**



*Social Innovation:
What is it?*

What are the purposes?

Social Innovation One : a rationalist evocation

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ISOCARP Istanbul 2006

Social Innovation: social and creative bonding - Two

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Social innovation: social and creative bonding - Three



ISOCARP Istanbul 2006

What is social innovation? - Four

A few definitions...

- SINGOCOM (ALMOLIN, 2005: Moulaert et al. 1990):

Social innovation is path dependent and contextual. It refers to those changes in agendas, agency and institutions that lead to a better inclusion of excluded groups and individuals into various spheres of society at various spatial scales. Social innovation is very strongly a matter of process innovation, i.e. changes in the dynamics of social relations, including power relations.

... as social innovation is about social inclusion, it is also about countering or overcoming conservative forces that are eager to strengthen or preserve social exclusion situations.

.... social innovation therefore explicitly refers to an ethical position of social justice. The latter is of course susceptible to a variety of interpretations and will in practice often be the outcome of social construction.

What is social innovation? A few definitions (continued)...

Michael Mumford: "... the generation and implementation of new ideas about social relationships and social organization." (2002, p. 253)

Chambon, David et Devevey: "des innovations sociales"... "des pratiques visant plus ou moins directement à permettre à un individu - ou à un groupe d'individus - de prendre en charge un besoin social - ou un ensemble de besoins - n'ayant pas trouvé de réponses satisfaisantes par ailleurs" (198, p. 8)

Its practical and ideological significance

- Popular, social and political mobilisation in reaction to economistic and technologist interpretations of innovation (disgust with over-commodification of 'progress')
- ... and in reaction to privatization discourse and practice
- ... a reflection of the desire for solving problems in solidarity

What is community-based territorial development?

- Community-based territorial development follows a logic of social innovation : satisfaction of human needs; and innovation in relations of governance.
- In a community-based ontology, the market-gearred economy and the Knowledge-Based Economy activities are only part of a greater whole, in which creativity, associativity, solidarity and diversity are the founding principles.
- New agencies, new development agendas
- New criteria for production and distribution
- A multi-dimensional concept of capital and innovation.
- The multi-dimensional meaning of investment

Public and private agency: a new division of labour?

A wider spectrum of activities: a more diverse economy (Gibson-Graham) because:

- Community ontology and spheres of emancipation multiply activities
- Satisfaction of basic needs
- Creative and social activities
- Services of new governance and allocation create new activities (consulting, governance administration, quality control)
- New R&D activities
- Development of new capital spheres and their synergies (=reformulation of previous)

Systems of allocation and governance:

- Needs revealing systems: markets, neighbourhood planning, public allocation systems
- Role of private (market and non market capital)
- New types of 'collective capital'
- The role of the State
- Public and private needs: who should satisfy them?



Urban strategies and policy: Integrated Area Development and Social Innovation

The role of culture and creativity

Developments in European Metropolises - a brief reminder

- Economic restructuring in manufacturing and services
- The rise of the advanced services and the functional reorganisation of space
- New Urban Policy: economist spatial planning
- Fragmentation of urban space and society
- Complex political agendas, hegemonies and counter-hegemonies
- The reborn interest in culture and creativity - 'New Creationism'

Integrated Area Development - Pillar 1

The satisfaction of basic needs.

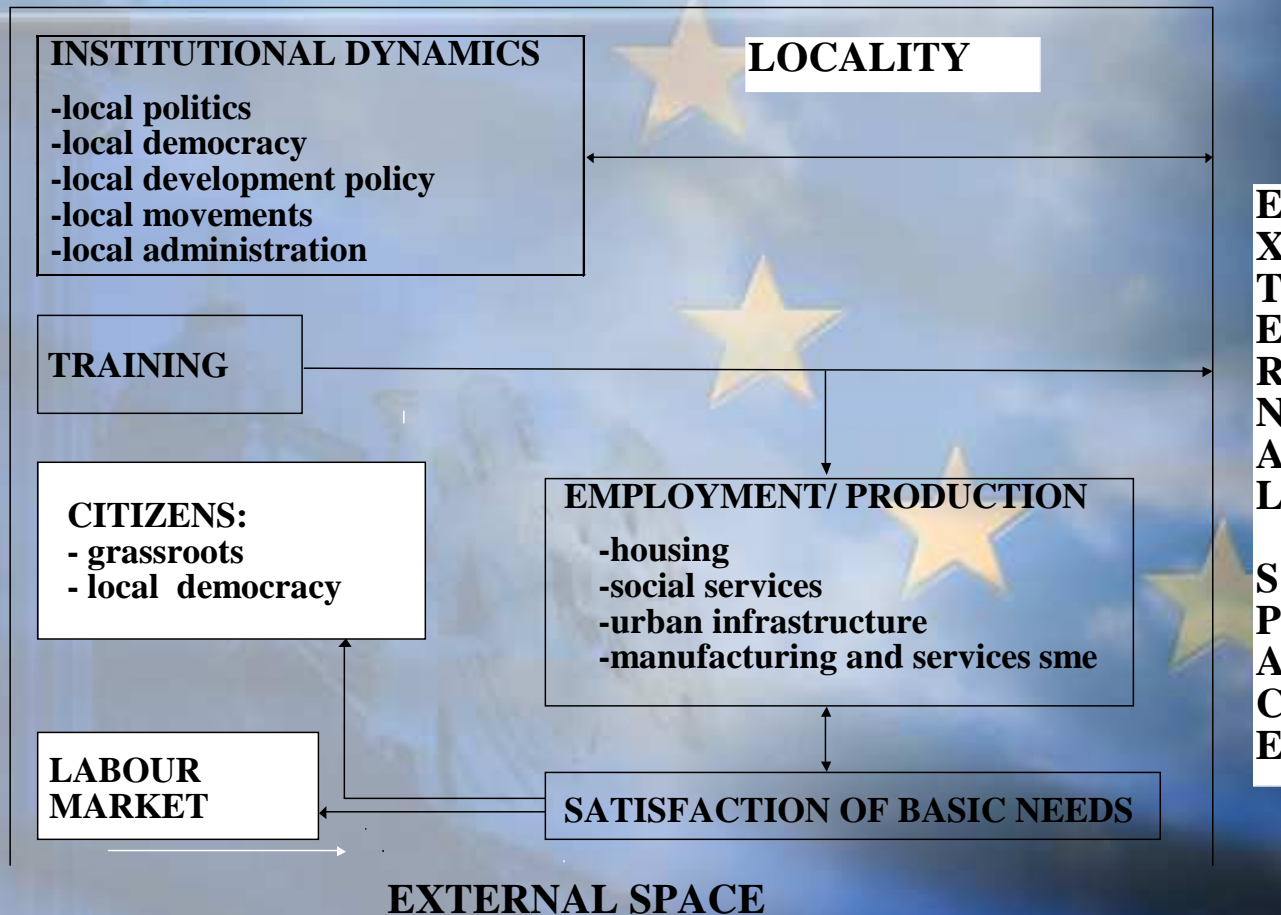
This satisfaction is achieved by the combination of several processes: the revealing of needs by grassroots movements and through institutional dynamics, the integration of deprived groups into the labour market and into local production systems (construction of housing, ecological production activities, urban infrastructure development, social services, SME for manufacturing and trade) and training permitting participation in the labour market.

THE PHILOSOPHY OF INTEGRATED AREA DEVELOPMENT

Institutional dynamics play a predominant role in the process of empowerment that should lead to economic pro-activity.

Institutional dynamics nourish in a permanent way: local democracy, relationships with local authorities and with other private and public partners situated outside the locality but participating in local development. The local community should take renewed possession of its own governance, therefore putting its own movements central in the renaissance process.

SOCIAL INNOVATION AND INTEGRATED AREA DEVELOPMENT



Integrated Area Development in Northeast Antwerp

INSTITUTIONAL DYNAMICS:

- City hall ↔ local movements
- BOM – Chamber of Commerce – Training agencies
- City Hall – Flemish Region – EU
- Technical schools

TRAINING :

- Atec: training of computer skills for low skilled unemployed
- VITAMINE W

LABOUR MARKET ORIENTATION:

- WEGWIJZER: consulting, secretarial services, etc.

HOUSING CONSULTING:

- WOONWIJZER

NEIGHBOURHOOD DYNAMICS:

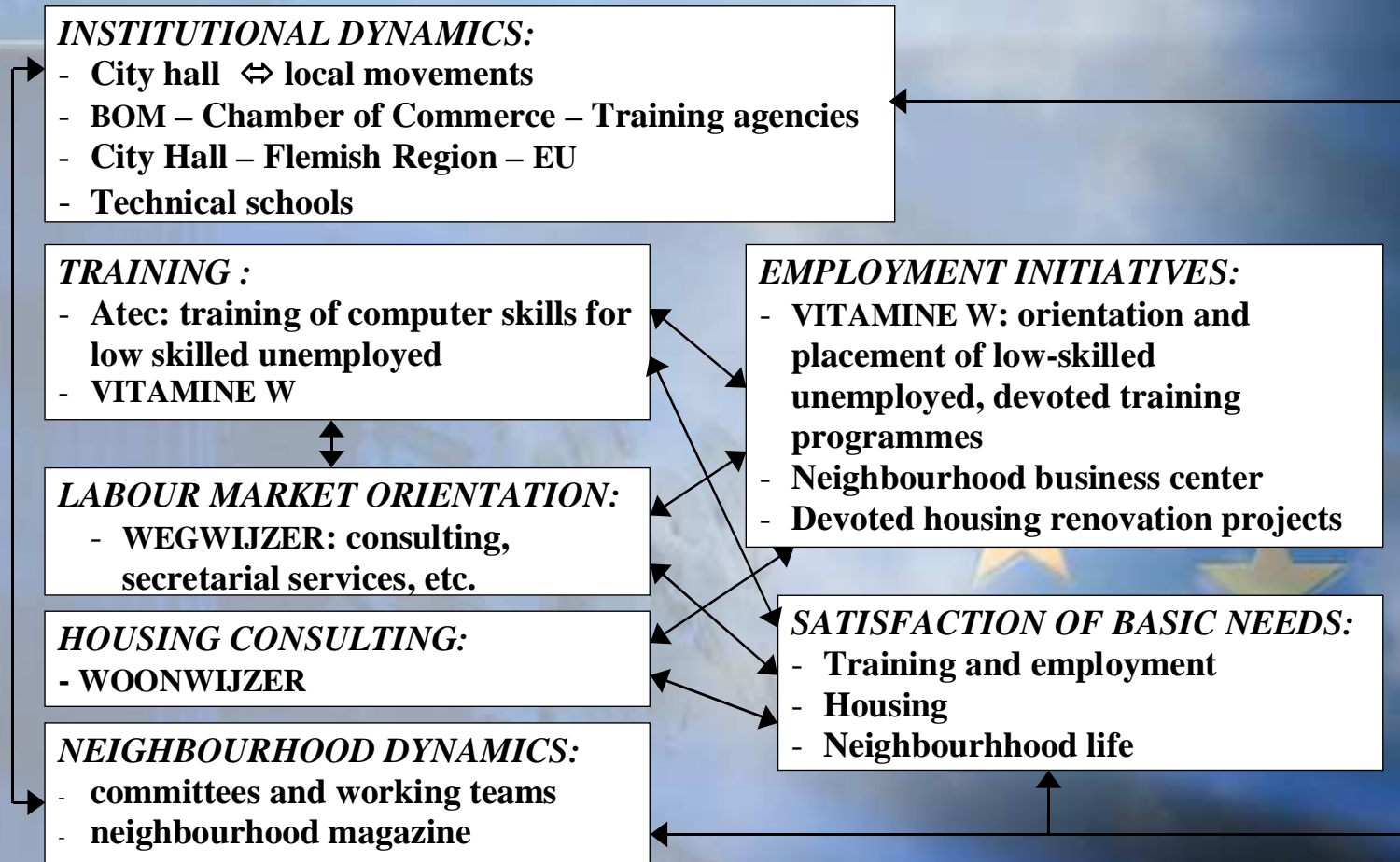
- committees and working teams
- neighbourhood magazine

EMPLOYMENT INITIATIVES:

- VITAMINE W: orientation and placement of low-skilled unemployed, devoted training programmes
- Neighbourhood business center
- Devoted housing renovation projects

SATISFACTION OF BASIC NEEDS:

- Training and employment
- Housing
- Neighbourhood life



Activity domains of the Johan Daniel Lawaetz-foundation

PROJECT CONSULTING:

- business start-ups
- business funding
- training possibilities

PROJECT DEVELOPMENT AND MANAGEMENT:

- renovation of buildings in cooperative network
- training in construction skills
- construction projects for homeless

PROGRAMME MANAGEMENT AND CONTROL

(for ESF funded initiatives):

- follow-up of project data
- accounting assistance
- administration of sponsorship funds
- etc.

RESEARCH & DEVELOPMENT EVALUATION:

- analysis of programmes funded by ESF
- motivation of constituencies

TRAINING, EDUCATION, SEMINARS:

- in support of other activities
- network building



Prospects for Social Innovation

- **Beyond Naivety**
- **Small scale approach to huge problems?**
- **Regional and local innovation policy and creativity platforms**
- **The need of urban development funds**
- **Collective Spatial Agreements**
- **The macro-economic setting : somehow Keynesianism**
- **A decentralised State apparatus**
- **Global governance: an agenda**

Challenges to urban policy ... and planning

- Role of ideology, discourse and analysis... Cities can do much more than free-riding on the waves of the global economy
- Balanced view on urban development and policy: a complex of emblematic projects, inclusive infrastructure development, social and cultural initiatives (Creativity Platforms), integrated area development
- Overcoming the paradox between the 'social' and the 'economic - physicalist' approaches to urban policy
- Multi-level governance: the neo-liberal biases of regional and national city-development funds, innovation policy.
- Multi-level governance: the need for the revisited macro-social and macro-economic 'context' for urban policy

... and planning

- Strategic planning: multi-level, multi-functional and on the basis of a community-based ontology
- The need for neighbourhood development views and plans (connected to Strategic Planning)
- Diversity in planning projects
- Creativity Platforms (iso 'New Creationism')
- Role of participation in planning neighbourhoods
- New Urbanism? Or Integrated Area Development
- Multi-level governance again...