

HANDBOOK OF SOCIAL INNOVATION IN RURAL BIOECONOMIES

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WIP Renewable Energies

**Session #2: Collaborative approaches to boost
social innovations on different levels**

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STARTING POINT OF THE HANDBOOK:

“How can social innovation increase the role of the social actors in a rural bioeconomy context?”

METHODOLOGY FOR THE DEFINITION OF SOCIAL INNOVATION

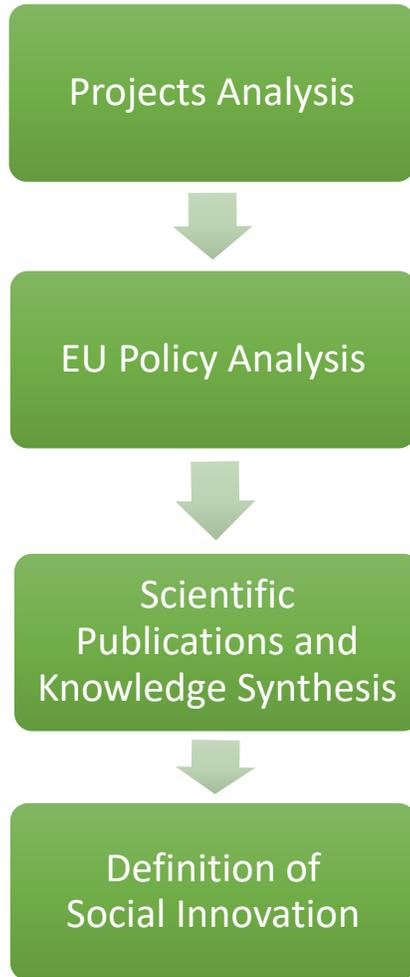


Photo by Tamara Gak @unsplash

DEFINITION OF SOCIAL INNOVATION ADOPTED BY SCALE-UP

Innovation → “Social innovation is an innovation that provides a valuable and sustainable product and/or service to the market and meets the needs of the society.

Social → Social innovation creates new relationships and collaborations among citizens and stakeholders, providing a sense of contribution and/or community, which improve the health and well-being of the actors implementing it”.



WHY SOCIAL INNOVATION?



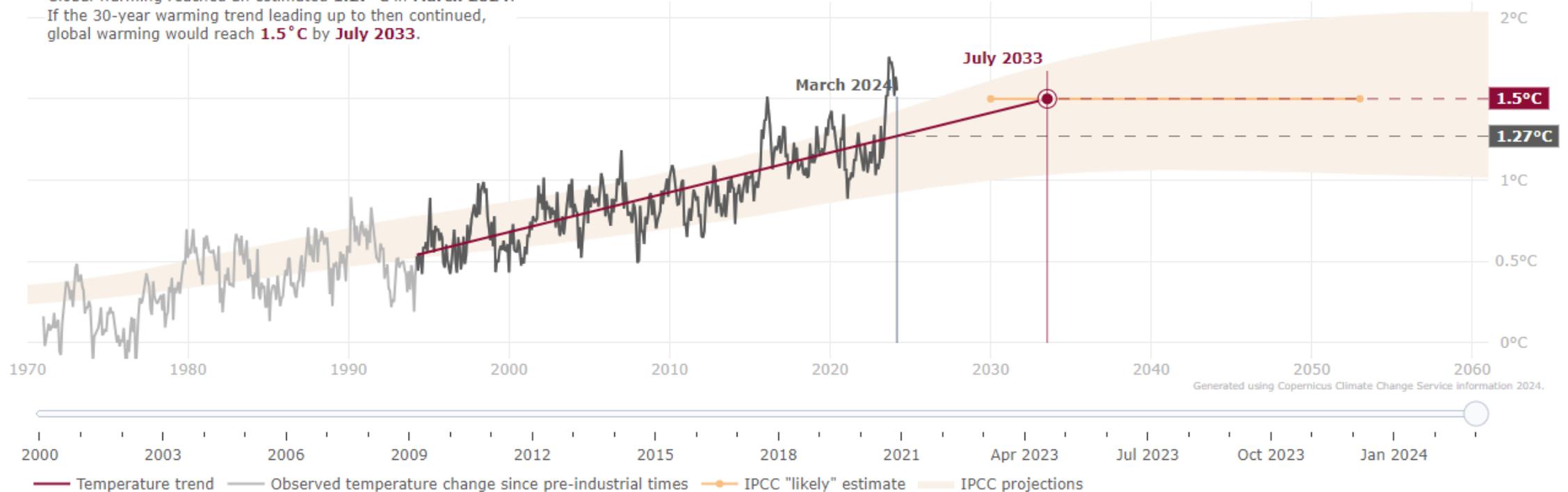
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THE RELEVANCE OF SOCIAL INNOVATION

1. Strong contribution to the mitigation of global warming
2. Strong contribution in the creation of a healthier society

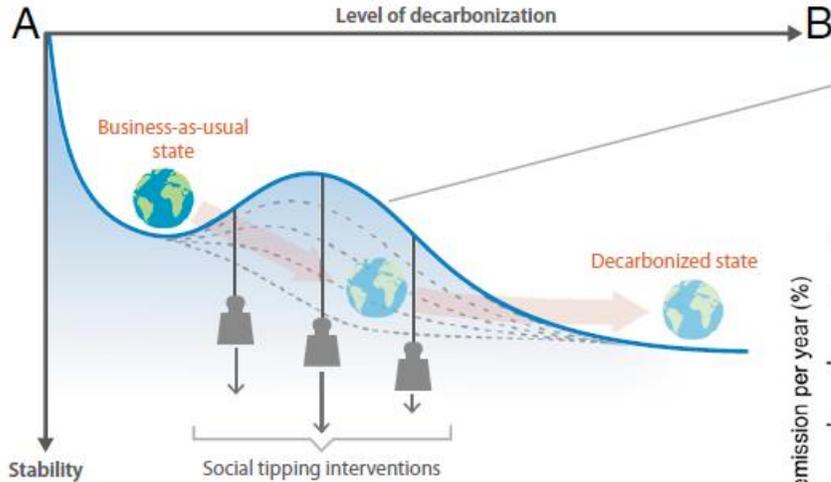
THE RELEVANCE OF SOCIAL INNOVATION (1)

Global warming reached an estimated **1.27°C** in **March 2024**.
If the 30-year warming trend leading up to then continued,
global warming would reach **1.5°C** by **July 2033**.



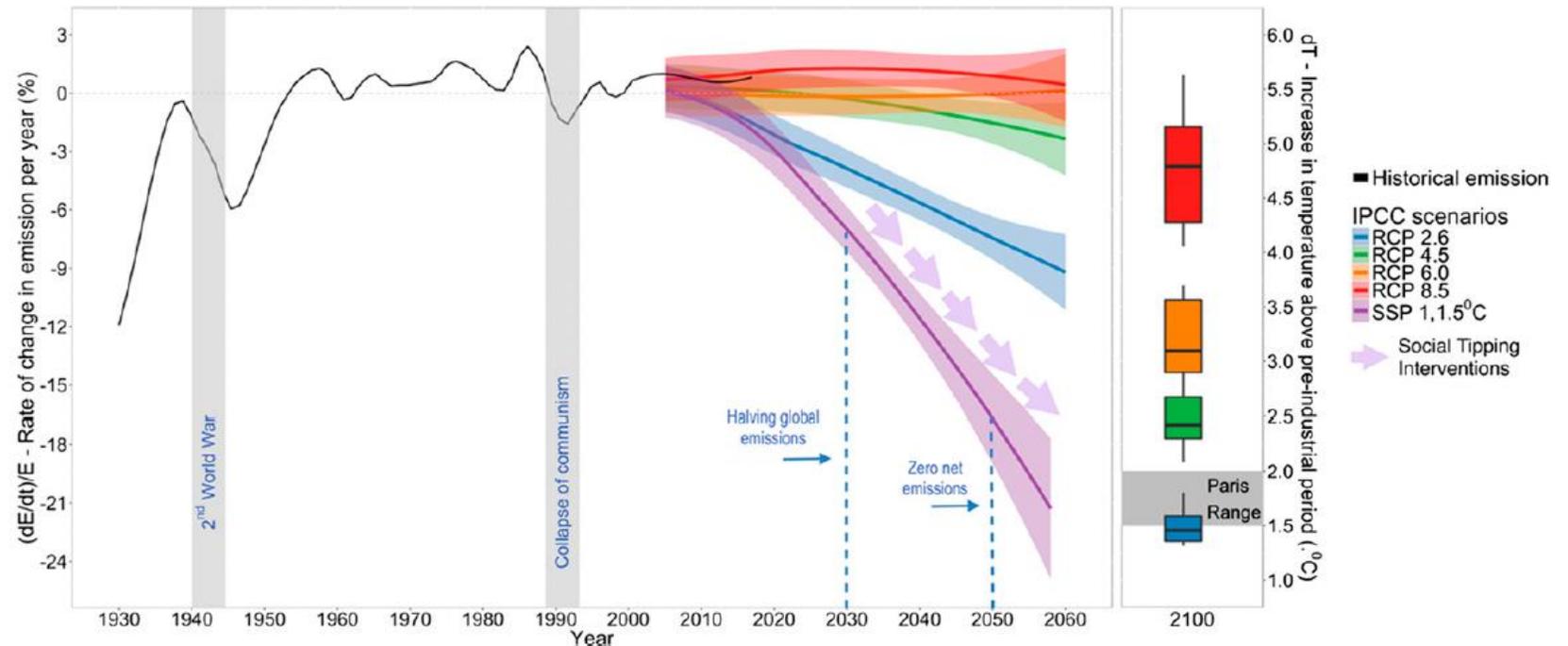
Source: Copernicus Climate Service

THE RELEVANCE OF SOCIAL INNOVATION (1)



STEs are subdomains of the planetary socioeconomic system where the required disruptive change may take place and lead to a sufficient fast reduction in anthropogenic greenhouse gas emissions.

Social Tipping Interventions (STIs) are processes able to rapidly spread technologies, behaviors, social norms and trigger Social Tipping Elements (STEs).



Source: *Social tipping dynamics for stabilizing Earth's climate by 2050* (Otto, et al., 2020)

THE RELEVANCE OF SOCIAL INNOVATION (1)

Social tipping element	Social tipping intervention	Control parameter	Key actors	GHG emission reduction potential	Dominant social structure level	Estimated time needed to trigger tipping
STE1: Energy production and storage	STI1.1: Subsidy programs	The relative price of fossil-fuel-free energy	Governments, energy ministries, big energy producers (68)	Up to 21% globally in 1 y (68)	National policy (68)	10 to 20 y (including the policy-formative phase) (161)
	STI1.2: Decentralized energy production		Citizens, communities (73), local governments (162), policy makers (163), energy planners (164)	Up to 100% in power supply (61)	Community/town governance (165)	Less than 10 y (81)
STE2: Human settlements	STI2.2: Carbon-neutral cities	The demand for fossil-fuel-free technology	City administration, citizens, and citizen groups (166)	Reduction by 32% in 14 y (91)	Urban governance (91)	Approximately 10 y (91).

SOCIAL INNOVATION



Source: *Social tipping dynamics for stabilizing Earth's climate by 2050* (Otto, et al., 2020)



THE RELEVANCE OF SOCIAL INNOVATION (2)

Egocentric needs	Essential needs	Evolutionary needs
Comparison	Knowledge	Awareness
Consideration	Connection	Contribution
Control	Change	Growth

Source: Benedetti (2020)

“A strong identification with a team is crucial for the health and can protect citizens from stress and burn-out (Steffens, Haslam, Schuh, Jetten, & Van Dick, 2016)”

“Social innovation can give a strong contribution in generating a healthier society by involving citizens in collective projects, such as energy communities, stimulating therefore their sense of connection and contribution (The U.S. Surgeon General’s Advisory on the Healing Effects of Social Connection and Community, 2023)”



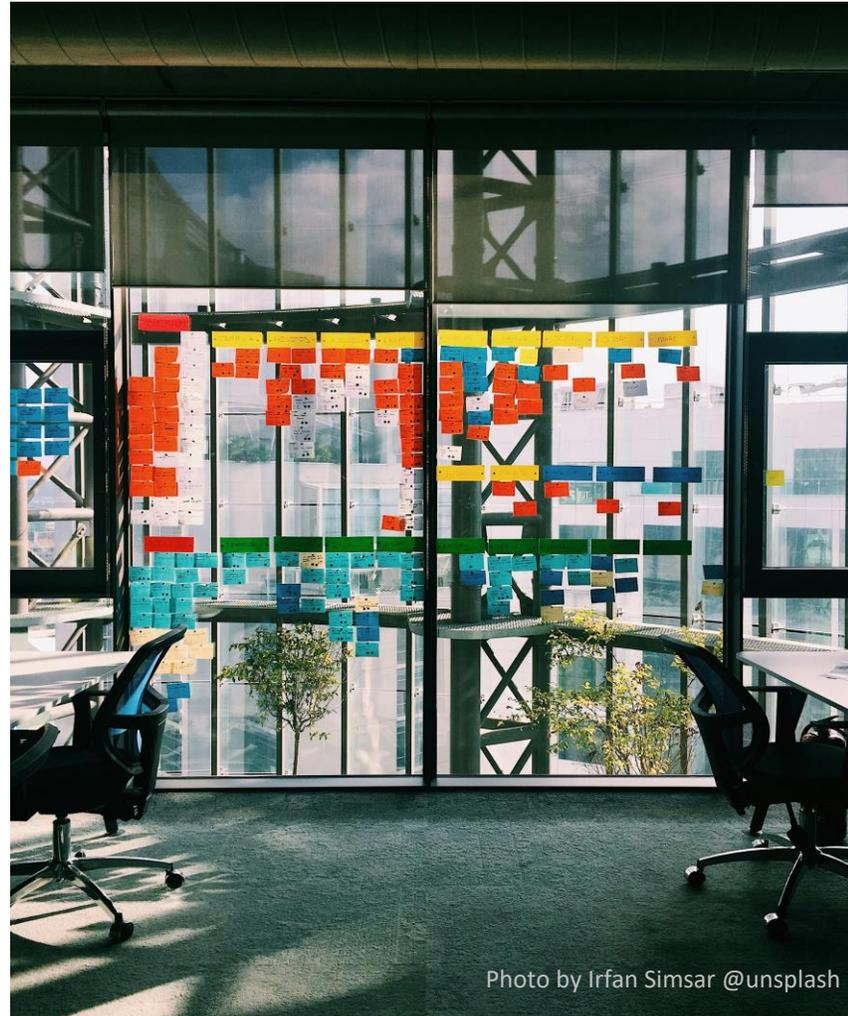
THE RELEVANCE OF SOCIAL INNOVATION (2)

*One of the components of happiness is “**purpose**”: the feeling that we are contributing to something bigger than us and in line with our values.*

Social innovation is one of the tools available today on the market to fulfil the need of purpose creating, therefore, a happier and healthier society.



METHODOLOGY FOR THE SELECTION OF SOCIAL INNOVATION



SOCIAL INNOVATION **STAKEHOLDERS**

Stakeholders	Role
Primary Producers	Contributing to sustainable resource management, technology adoption, environmental stewardship, and knowledge sharing
Secondary Producers	Creation of value-added goods or services, additional economic value
Government and Policy Bodies	Policy development and regulation, funding and investment, infrastructure development, promotion of collaboration, monitoring and evaluation
Research and Academic Institutions	R&D, knowledge dissemination through publications, policy advocacy, entrepreneurship and start-up support
Industry Associations	Member representation, market development, certification, setting standards, networking and collaboration
Environmental Organizations	Regulation and compliance, technical assistance, education and outreach, monitoring and evaluation
Community Representatives	Voice, community engagement, conflict resolution, local entrepreneurship

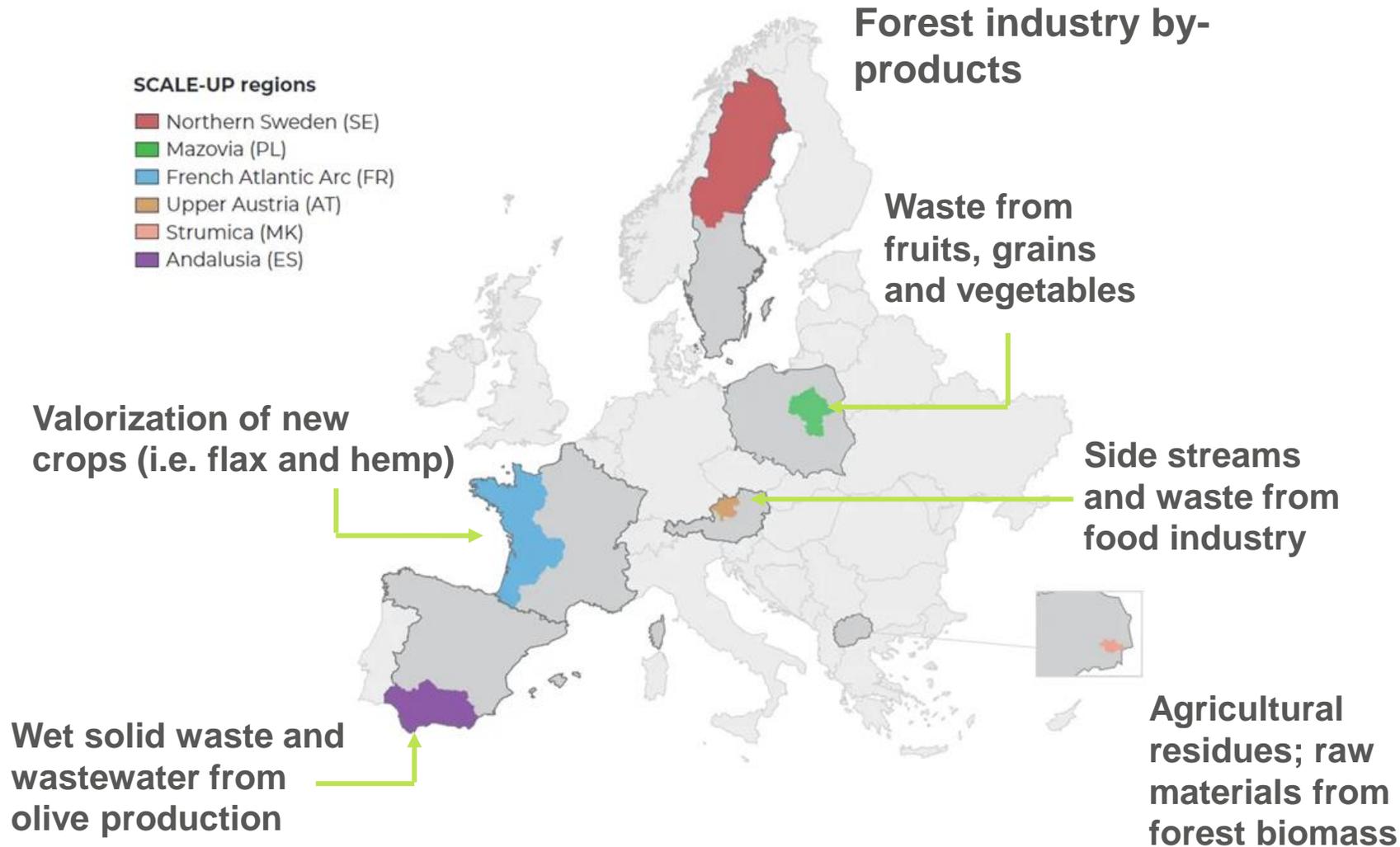


GOOD PRACTICES OF SOCIAL INNOVATION

- Local bioeconomy and forest management cooperatives
- Agrotourism initiatives
- Training programs
- Targeted communication activities
- Community-based research
- Educational campaigns and workshops
- Wood fuel network
- Cross-sector collaboration
- Circular bioeconomy awards
- Circular economy education
- Forest education centres
- Trust building intentions
- Forest innovation grants
- Collaborative supply chains
- Living labs
- Financial support mechanisms
- Food sharing ecosystem
- Collaborative platform
- Bio-based packaging incentives
- Food waste awareness campaigns
- Green building certifications
- Policy advocacy movements



VALUE CHAIN OF THE SCALE-UP REGIONS

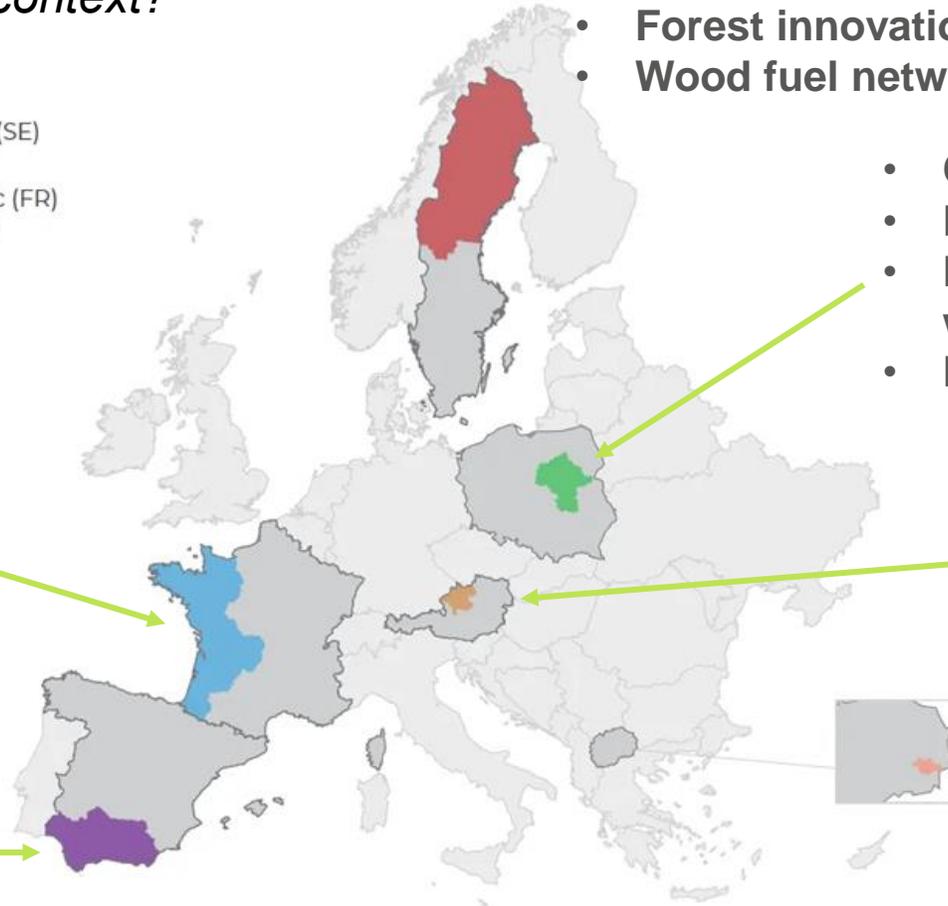


SELECTED SOCIAL INNOVATIONS

“How can social innovation increase the role of the social actors in a rural bioeconomy context?”

SCALE-UP regions

- Northern Sweden (SE)
- Mazovia (PL)
- French Atlantic Arc (FR)
- Upper Austria (AT)
- Strumica (MK)
- Andalusia (ES)



- Local bioeconomy cooperatives
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- Circular bioeconomy awards
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THANK YOU FOR YOUR ATTENTION

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PROJECT PARTNERS



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