

SHIFTING THE BURDEN?

SOCIAL INNOVATION, SOCIAL INVESTMENT AND SOCIAL ENTREPRENEURSHIP

BETWEEN THE POLES OF

ORIGINAL IDEAS AND SYMPTOMATIC SOLUTIONS

DR. ANAËL LABIGNE

MEMBER, THE MAECENATA INSTITUTE RESEARCH COLLEGE, BERLIN

& GRADUATE OF THE BTS

MAECENATA INSTITUT
FÜR PHILANTHROPIE UND ZIVILGESELLSCHAFT
FORSCHUNGSCOLLEGIUM

The BTS, a joint endeavour of

Hertle School
of Governance
II

WZB

Freie Universität  Berlin

Typical examples of Social Innovation

?

Charter Schools and education initiatives
(see Teach First etc.?)

Emissions Trading
(see the old environmental economics etc.?)

Fair Trade
(see initiatives such as Fairphone etc. ?)

Argument:

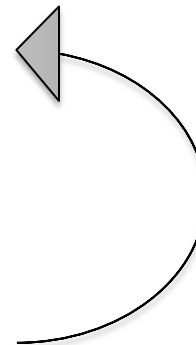
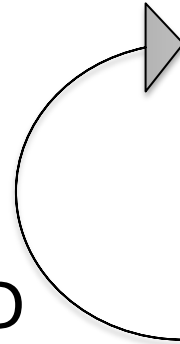
To understand “social innovations” we need to analyze the struggle over what counts as social innovation, that is, the more general struggle over how to organize ***social change***.

Structure of my presentation: From back to front

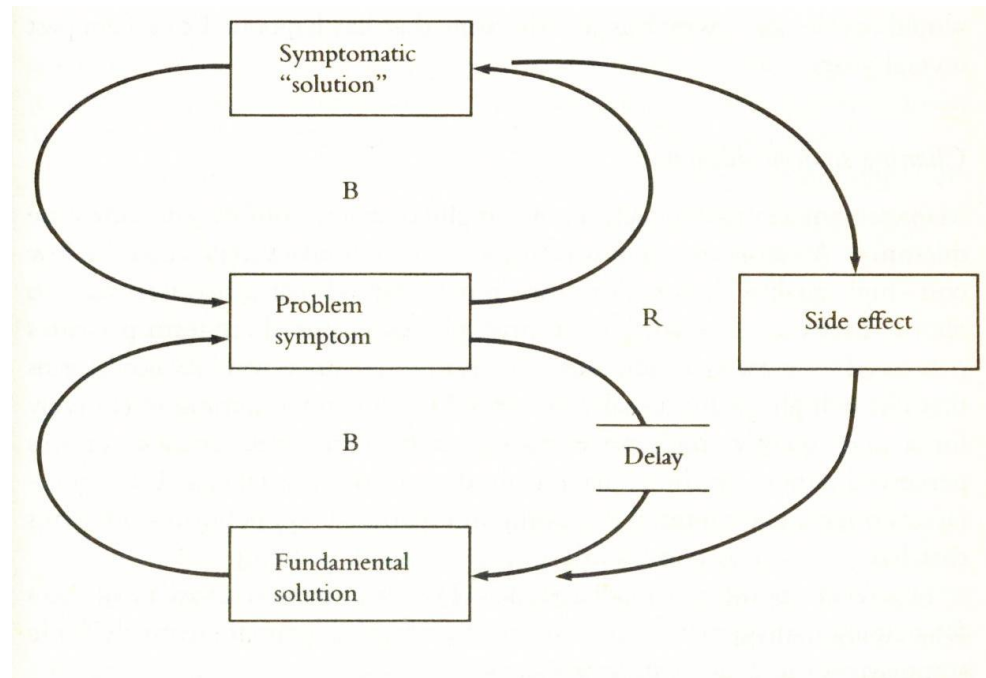
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SYMPTOMATIC SOLUTIONS WITHIN A “SHIFTING THE BURDEN” TEMPLATE



CLASSIC EXAMPLES OF A SYMPTOMATIC SOLUTION I

A simple example from every day life: alcohol and drug use

Feeling stressed?

Have a glass of wine. Or two. Over time, however, this response to stress can have unanticipated side effect, such as greater fatigue, poor health, and addiction. The burden for solving the problem or making the pain go away is shifted onto the upper loop.

Source:

http://lindaboothsweeney.net/blog/?category_name=the-friedman-project

CLASSIC EXAMPLE OF A SYMPTOMATIC SOLUTION II

A bit more complicated example: Management Studies

Using corporate human resource staff to solve local personnel problems, thereby keeping managers from developing their own interpersonal skills.

ORIGINAL IDEAS

≠ symptomatic solutions

but also

≠ rather simple alternatives such as

In example 1: change the workload etc.

In example 2: let managers interact directly

SOCIAL INNOVATION, SOCIAL INVESTMENT AND SOCIAL ENTREPRENEURSHIP

Specific environments	Institutional location		
	Market	State	Associations (civil society)
Issues	Non-interference into the private sector	Providing public goods and services	Moralizing and politicizing issues
Carriers (collective actors)	Economic corporations, firms	Political parties, policy-makers	NGOs, movement organizations
Social units	Classes	Status groups	Moral communities
Messages	Consumer preferences	Voting behavior	Protest mobilization
Media of communication	Money	Votes	Moral frames
Type of public constituency	Consumers	Voters	Opinion-holders (the "public")
Institutional myth	Formal rationality	Justice	Discourse

Source: Eder, Klaus (2001, p. 223). Social Movement Organizations and the Democratic Order: Reorganizing the Social Basis of Political Citizenship in Complex Societies. In Citizenship, markets, and the State edited by Colin Crouch and Klaus Eder. London et al.: Oxford University Press

Social innovation, investment and entrepreneurship as new and novel solutions?

- “following the rationale of the measurement of technological innovation” may be the wrong track
 - SI, like all innovation, happens within a given system, to a certain extent social innovations therefore always need to respect the rules of the system
- Social problems can only be embedded, handled, ameliorated etc. but not “solved”

Creativity: Ending on a positive note



THANK YOU

labigne@transnationalstudies.eu

References

See Sides