“Open innovation and thriving society is not just a matter of technological innovation but are embedded in the social contract and powered by it”

In the UK, 90% of citizens are regular internet users, but only the 30% submit completed public forms online. In the 28% of cases, this happens for lack of trust.
AGENDA

- Myself
- Debate: austerity, social innovation, open innovation
- Why housing?
- Case Studies
- How to engage Europe
- EU funding opportunities

MYSELF

- Involved in EU policy and civil society since 2005
- Co-founder and CEO of Euclid Network, the European Network of Civil Society Leaders (2007 – 13)
- Co-founder and board member of Nethical, Italian company specialized in e-Health working in partnership with Charities and NHS
- Advising the European Commission on civil society engagement, social enterprise, regional policy, enlargement,
- I worked with UN Agencies, WHO, G8, G20 and multinational corporations like Lend Lease since 1998
- I won EC operating grant for Euclid (2008 – 13) and just won 3.2m EC CAPS grant on open social manufacturing

... But I knew very little about social housing until recently when I was appointed advisor on EU strategy to Accord Group – Housing Association (Black Country – UK)
The debate in Europe

“Europe today accounts for just over 7% of the world’s population, produces around 25% of global GDP and finances 50% of global social spending”

Angela Merkel
“Social innovation taps into the ingenuity of charities, associations and social entrepreneurs to find new ways of meeting social needs not met by the market or the public sector”.

“... it also about tapping into this same ingenuity to bring about the behavioural changes which are needed to tackle the major societal challenges, such as climate change. … social innovations empower people and create new social relationships and models of collaboration. They are thus innovative in themselves and good for society’s capacity to innovate”.

Barroso 2010
Examples:
- Coronary heart disease prevention schemes which target the whole community rather than just 'at risk' individuals
- Social networks of helpful neighbours for old people living on their own
- Urban Eco-maps which provide local communities with information on their progress towards meeting emissions reduction targets

WHAT THE EU HAS DONE

Policy:
- Single Market - Social Entrepreneurship Initiative (2011)
- Social Investments (2013)
- Public procurement directive: social impact as an optional criteria (2013)
- CSR directive (Social impact measurement (in discussion))

Engagement:
- Social Innovation Europe , digital platform for networking and knowledge sharing (2011)
- GECES - expert group on social entrepreneurship (2012)
WHAT THE EU HAS DONE

Funding:
• Social Impact Accelerator: €600m fund of funds for social entrepreneurship (2013)
• Programme for Employment & Social Innovation (EaSI: €900m (2014 – 20)
• Collective Awareness Platform for Sustainability & Social Innovation (2013)
• Cohesion Policy: socent & socinn included as priorities in structural funds (2014 – 20)
• Diogo Challenge: Social Innovation Prize Competition to tackle unemployment (2012)
• Horizon 2020: new programme for R&D - socent & socinn included as dedicated call and horizontal priority (2014 – 20)

"Portuguese €150m Social Innovation Fund in the first one in Europe which pays for the success of social entrepreneurs in tackling school drop-outs and criminal re-offending"

Miguel Poiares-Maduro
“Open innovation: involving far more actors in the innovation process, from researchers, to entrepreneurs, to users, to governments and civil society… to capitalise on the results of research and innovation. This means creating the right ecosystems, increasing investment, and bringing more companies and regions into the knowledge economy”.

Carlos Moedas – Commissioner for Research, Science and Innovation June 2015

Priority Actions:
- Regulatory environment: from research to market
- Investments (venture capital & European fund of funds
- Seal of excellence to connect Horizon 2020 and Structural Funds
- Support to SMEs
- Open data (European science cloud project)
ICT2015
Lisbon 20 -22 Oct
New ICT founding programme


IESI - ICT-Enabled Social Innovation in support to the implementation of the EU Social Investment Package

Check http://is.jrc.ec.europa.eu/pages/EAP/eInclusion.IESI.html
Contact: gianluca.misuraca@ec.europa.eu
Why housing?
- Essential service
- Close to people & communities (trust)
- Living lab 4 innovation
- Gather data & evidence
- Build trust & resilience
RICHMOND SIB

- To renovate 800 abandoned properties following housing market crash and failed gov finance scheme
- $3m social impact bond issued by Richmond City & Richmond community Foundation (+ law firm & financial institution)
- Target 250 houses taken over by the city for lack of payments
- Local contractors hired to perform the rehabilitations
- Houses offered to Richmond SparkPoint Center helping people & families get out of debt, increase income & build savings
- Renovated properties sold on the market at affordable price to repay the bond (not secured by the City Council)
- 2% (?) profit for investors - extra proceeds retained by the Foundation
- No social impact evaluation, data on reduced crime, increased property tax revenues, increased property values in neighbourhoods

Case Studies:

- www.fixmystreet.com
- InnoVillage (Fin) https://www.innokyla.fi platform for multiskeholder transformation of public services (5000 users)
- Accord Group’s online self-assessment tool ‘My Home Life Rater’ (including digital inclusion)
Case Studies:
• AmicusHorizon, social housing & service provider (28,000 units in London & South England) in 2013 integrated financial inclusion app www.1sttouch.com: £1.7million of additional income for residents in benefits claimed; reduction arrears from 3.71% to 3.39% in a year
• Abito is a web application for integrated residents’ services management launched in 2014 by Italian social enterprise Community Building Solutions (CBS): reduce costs and share services

Case Studies:
• The BECA (Balanced European Conservation Approach – ICT services for resource saving in social housing) launched in 2011 to reduce energy consumption in social housing; meet overall emission reduction targets; and save costs for public authorities and tenants. Result €1.7Million saving in energy costs across the 5,000 social housing tenants
How do engage the EC?
1. A policy paper (evidence, problem, & original solution)
2. Event and launch
3. Ongoing Networking
4. Founding application
5. Results: gather & comm
6. Start again…

EC funding programmes:
1) Structural funds (ERDF)
2) Employment and Social Innovation (EaSI)
3) Horizon 2020 (R&D)
1) Structural funds (ERDF)

Smart Cities, mainly structural funds, and more in particular ERDF funds, with the following priorities:
- Strengthening research, technological development and innovation; promoting business R&I investment, product and service development, technology transfer, social innovation and public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation;
- Enhancing access to, and use and quality of, information and communication technologies;
- (b) investment in the large-scale uptake of ICT-based innovations within and between regions to address key societal challenges; (c) developing ICT products and services, e-commerce and enhancing demand for ICT; (d) strengthening ICT applications for e-government, e-learning, e-inclusion and e-health;

Total budget available for 2014-2020 (exclusively for smart cities): 16 billion


2) Employment and Social Innovation (EaSI):

Budget, around 1 billion for 2014-2010
3) Horizon 2020 (R&D)

Various opportunities under the Societal Challenge Strands, the following priorities:
Health, demographic change and wellbeing;
Secure, clean and efficient energy;
Europe in a changing world - inclusive, innovative and reflective societies;
Budget: around 31 billions

Ambient Assited Living: [http://www.aal-europe.eu/](http://www.aal-europe.eu/)


THANKS!

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