

Transferring innovation(s) through transnational collaboration



Workshop „Transferring Social Innovation Across the Baltic Sea Region“

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Hauke Siemen, REM Consult, Hamburg

Settings for transnational social innovation transfer

OBJECTIVE

Transferring a specific social innovation to a new context

Creating better framework conditions for social innovation transfer in general

ROLES

Adopting an innovation and introducing it in your own work context

Transferring „your“ innovation to somewhere else

Supporting / encouraging others to transfer innovation

TYPE OF INNOVATION

Innovative service or product

Process innovation

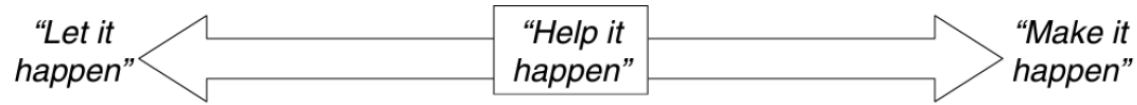
Organisational innovation

RESSOURCES

Project setting, funding

Spontaneous, on-the-fly

Tools and mechanisms for innovation transfer



Defining Features

Unpredictable,
unprogrammed,
uncertain, emergent,
adaptive, self-
organizing

Negotiated,
influenced,
enabled

Scientific, orderly,
planned, regulated,
programmed,
systems "properly
managed"

Good practice
collections

Ecosystem and
capacity building

Organised adaptation
and piloting
in a new context

Storytelling

Study visits

Twinning / mentoring

Matchmaking
events & platforms

Knowledge
transfer
platforms

Landing pads

Focus
Resources
Control

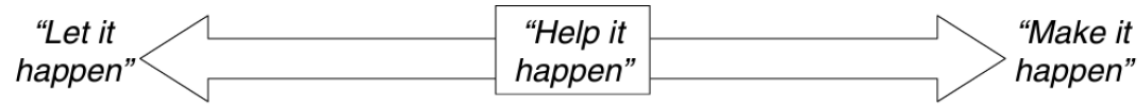
Transnational project setups



Social service providers empowered disadvantaged groups to co-create their own micro projects

Transnational exchange and inspiration among micro projects

Open outcome: In the long run, not all micro projects were successful



Defining Features

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Scientific, orderly, planned, regulated, programmed, systems "properly managed"



Piloting of a new, but quite established concept in various countries.

Limited adaptations to the initial concept



Building better ecosystems (clusters) for social innovation.

Strengthening innovation support actors' capability to support social entrepreneurs/ventures



Partners across Europe jointly developed and tested an app that aids the integration of migrants

Various partners contributed with prior experience and know-how



Age management intervention following a common model, but with different results

Combination of two change agents – one inside, the other outside the organisation



mobility – accessibility – innovation

Public authorities introduced innovative rural mobility solutions (e.g. transport on demand) that had already been successfully implemented elsewhere



Success factors

Understanding context
(e.g. cultural, political, legal) of
both place of origin and place of
adoption

Organisational setup & role
definition

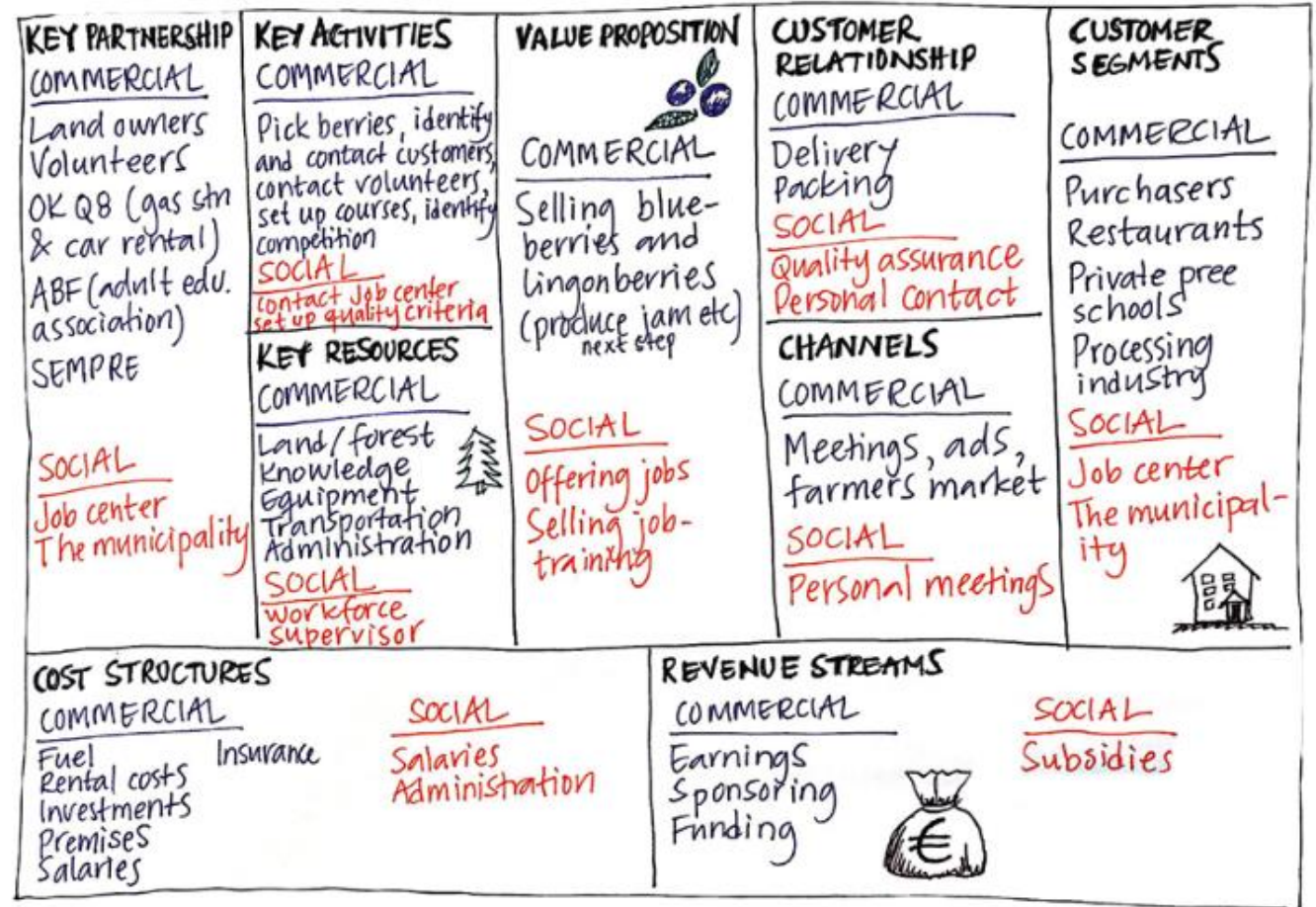
Communication

Economics

- social business model
- costs and benefits

Long-term perspective, planning for
sustainability

Fig. 5 The Business Model Canvas for a micro project on berry picking involving asylum seekers.
Source: Sunderland Folk High School 2017.



BUSINESS MODEL CANVAS INCL. SOCIAL IMPACT