

Social Innovation as a tool to include vulnerable groups in local development

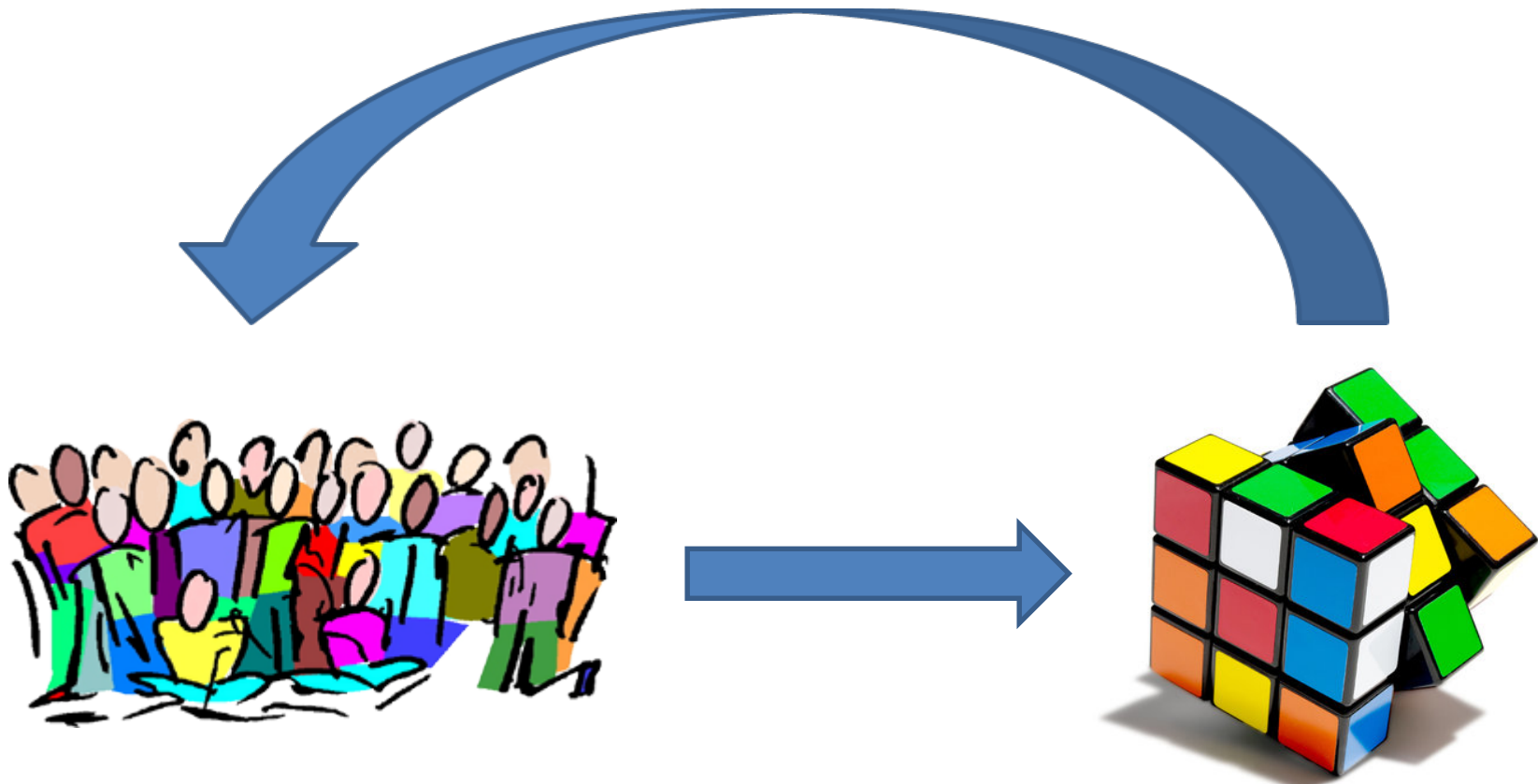


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"Social innovations are innovations that are social in both their ends and their means."

Young Foundation 2010





SI IN LOCAL DEVELOPMENT

Social in the

This project respond to countries, which not socio-econ educated and economically active people. At the same time, there is a growing push towards increased efficiency in the use of something need for s decreasing levels of w Social inno these chall

What is SI? vary. In this and their en social need



NATIONAL CONTEXTS



EXAMPLES OF SI IN LOCAL DEVELOPMENT



SUPPORTING SI IN LOCAL DEVELOPMENT





**EXAMPLES OF
SI IN LOCAL
DEVELOPMENT**

Dimension

1. Origin of the Innovation - who initiated it?

- (a) Relative importance of civil society (1=not important 5=very important)
- (b) Relative importance of public sector (1=not important 5=very important)
- (c) Relative importance of private sector businesses (1=not important 5=very important)

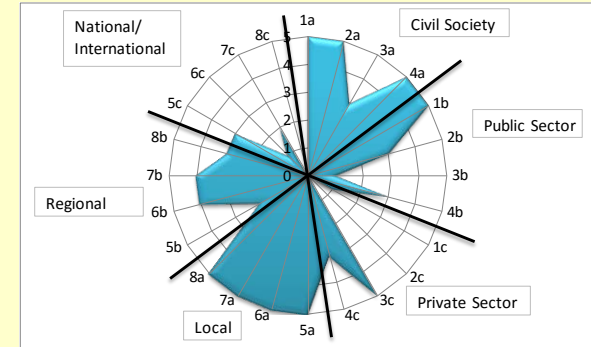
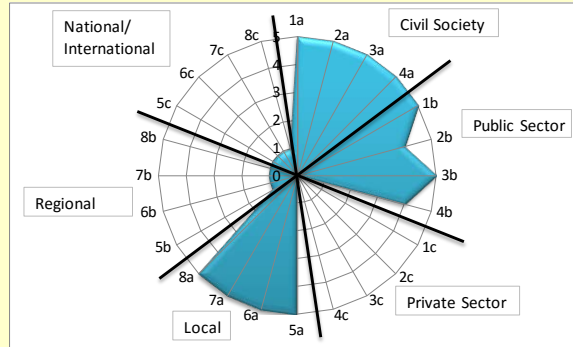
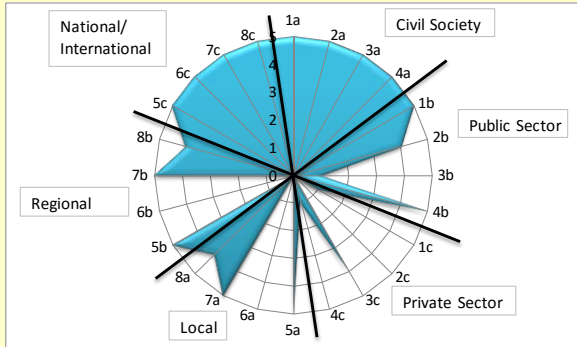
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2. Who manages it? Who makes day to day decisions and runs it?

Cycling without age (DK)

Soro Senior Service (DK)

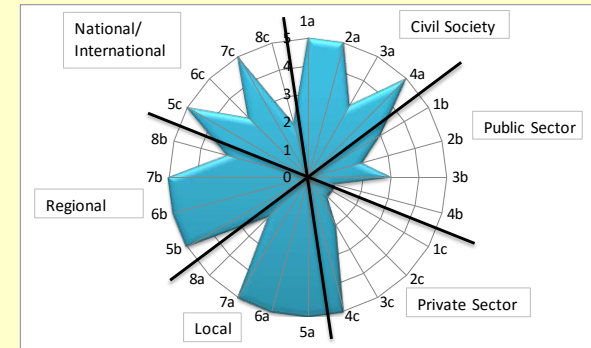
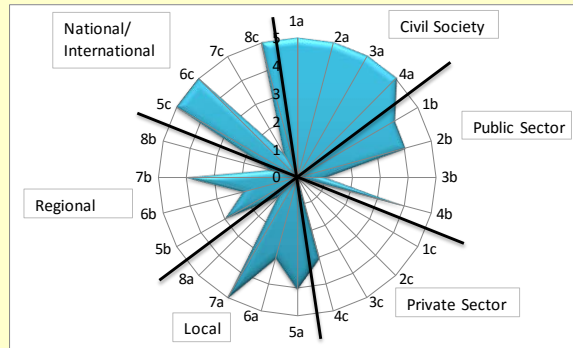
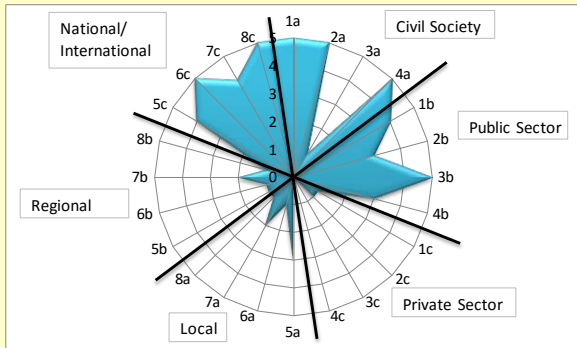
Skovgård Hotel (DK)



Tag Del (DK)

Faroes Outer Islands Association

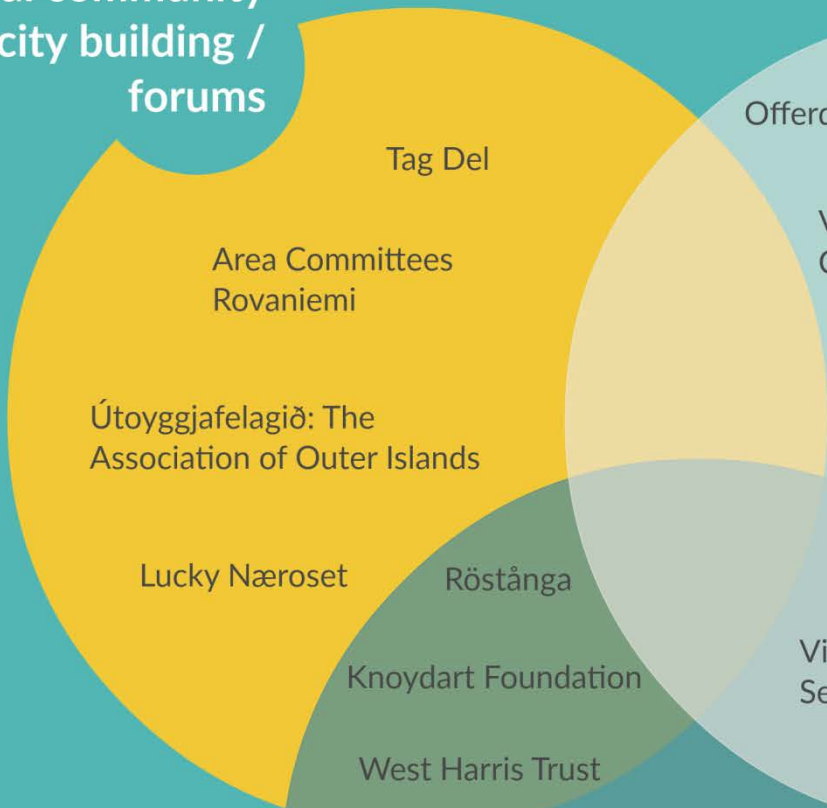
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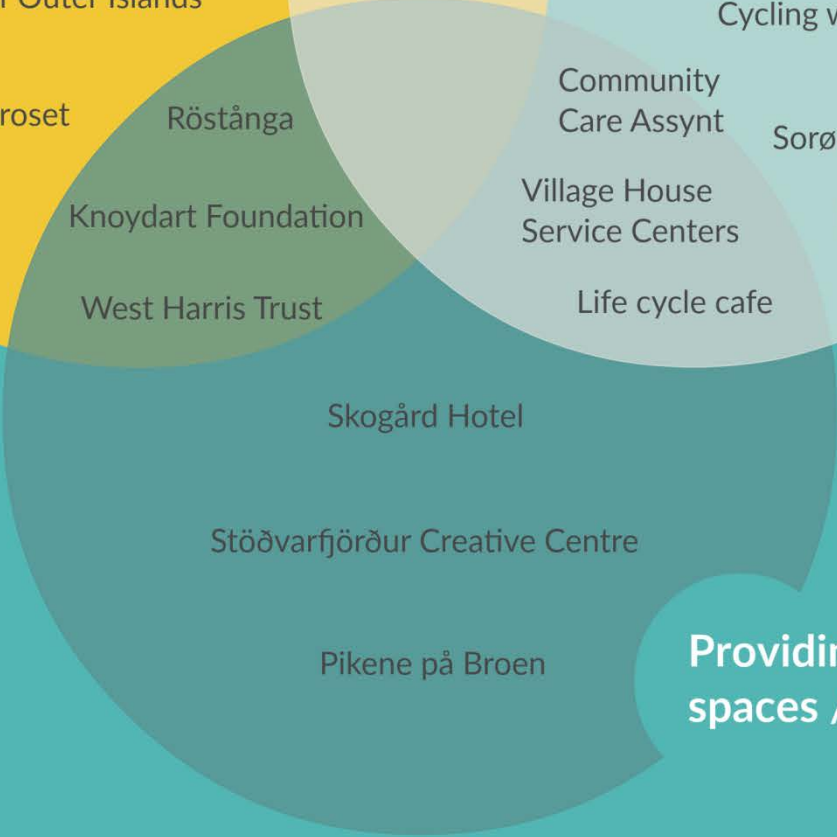
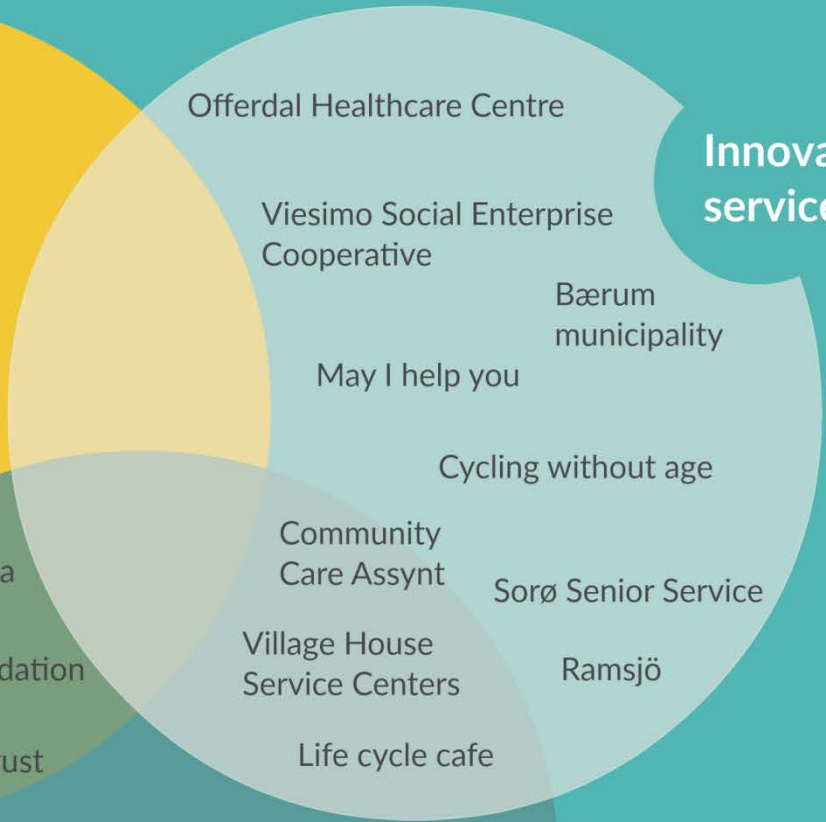
- (a) Local (within a single municipality) (1-5, 1=not local 5=all local)
- (b) Within a single region (1-5, 1=not within region 5=all within R.)
- (c) National or international (1-5, 1=no national 5=all national/international.)

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4
5

**Local community
capacity building /
forums**



**Innovative
service provision**



**Providing community
spaces / infrastructure**

May I help you

Kainuu Region & Kajaani Municipality, Finland

"May I help you" brings young people, particularly those at risk of social exclusion, into contact with elderly people who need assistance with everyday tasks. The aim is to decrease social exclusion for both parties, while at the same time increasing the capacity of elderly people to remain in their own homes.

Bringing young and old together to reduce social exclusion

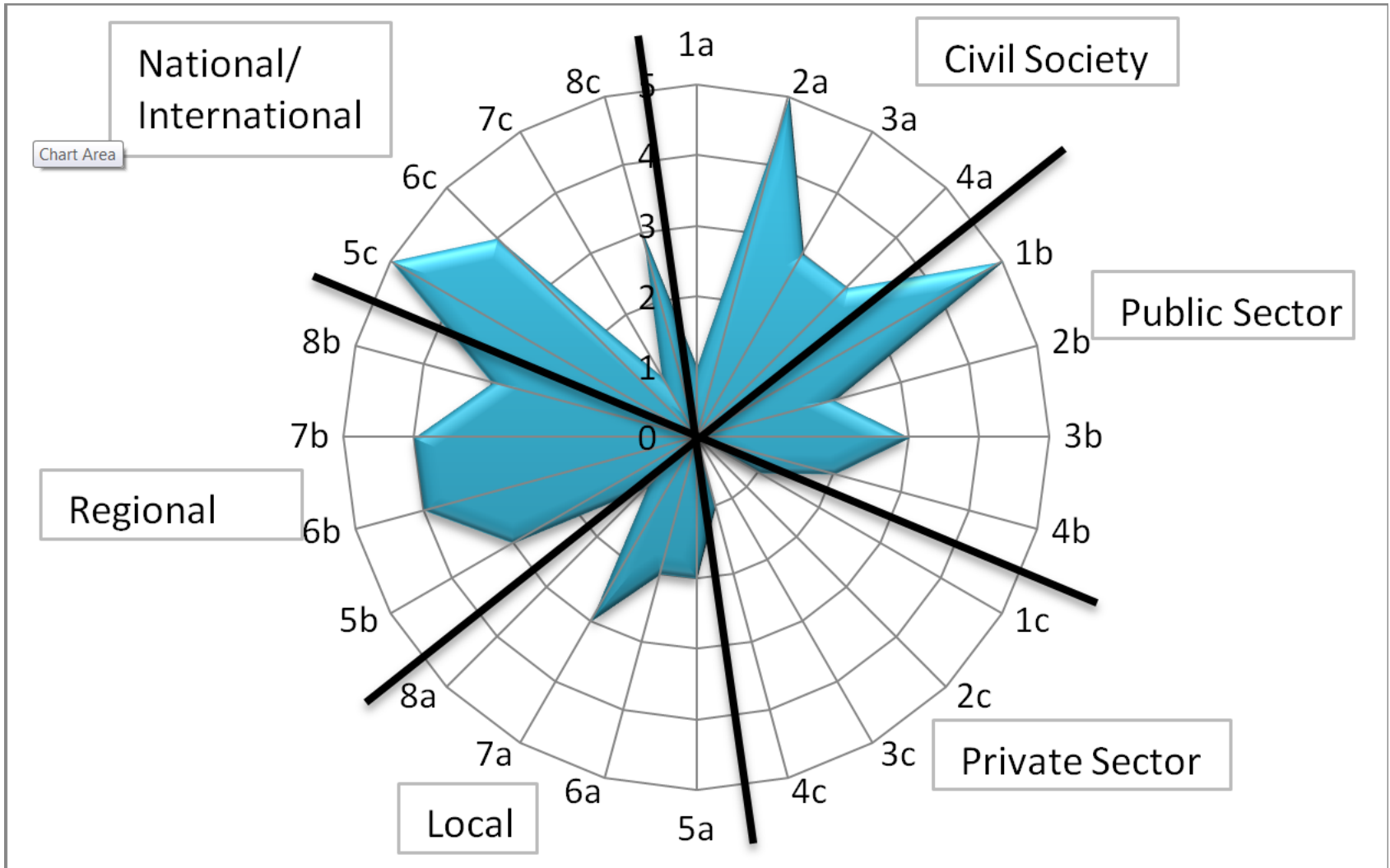
May I help you aims to improve the situations of both young people and the elderly and addresses the demographic challenges of aging population and social exclusion. The approach is designed to be implemented through partnerships between associations, however at the time of writing there were only a few examples in place. The Finnish Federation for Social Affairs and Health (SOSTE) is currently leading the dissemination and scaling-up of the approach.

Mutual benefit

As implementation and scaling-up of the approach is ongoing, there is not yet clear evidence of its effects. It is expected that it will lead to decreased social exclusion and improved wellbeing for both the group that is receiving help (elderly people) and those helping (young people).



May I help you, Kainuu region, FI



Skovgård Hotel

Skovgård Village, Jammerbugt Kommune, Denmark

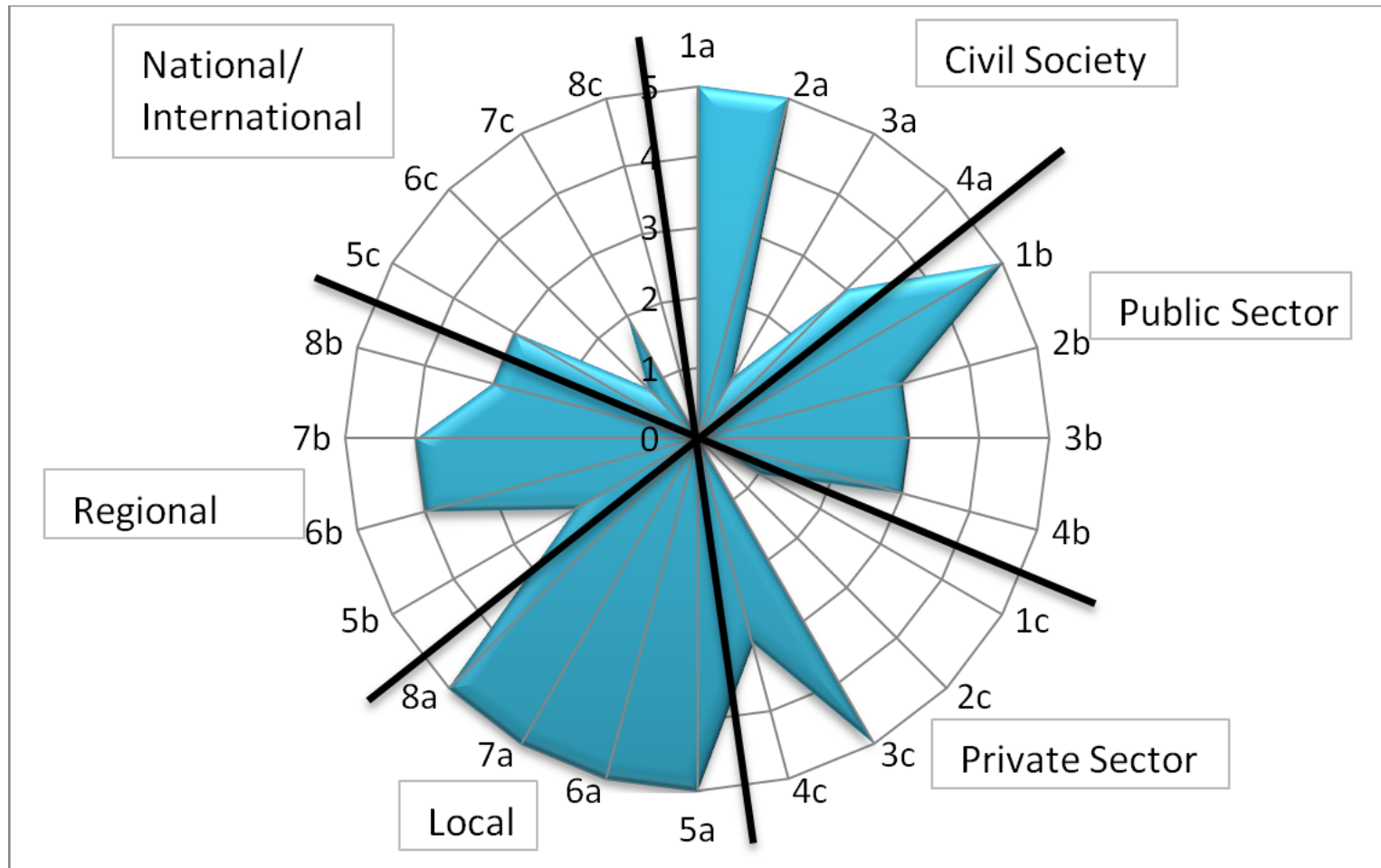
The Skovgård Model consists of three social enterprises; Købmandsgården, Skovgård Hotel and Råd&Dåd which are located in previous merchant houses in rural areas in Denmark. The purpose of the model is to provide opportunities for people with disabilities and other vulnerable groups and provide useful products and services for the communities in the area. The model demonstrates how the local community can collectively take over private institutions and establish enterprises where disabled people can contribute to local rural development.

Collective efforts save local hotel

In 1993 it became clear that the Skovgård Hotel, an important meeting place for cultural and social activities in the area, could not continue under regular market conditions. The local community got together and, through contributions from 75 people of 1000 DKK each, the hotel was saved.



Skovgård Hotel, Jammerbugten, DK



Cycling Without Age - The right to wind in your hair

68 municipalities in Denmark and 27 other countries

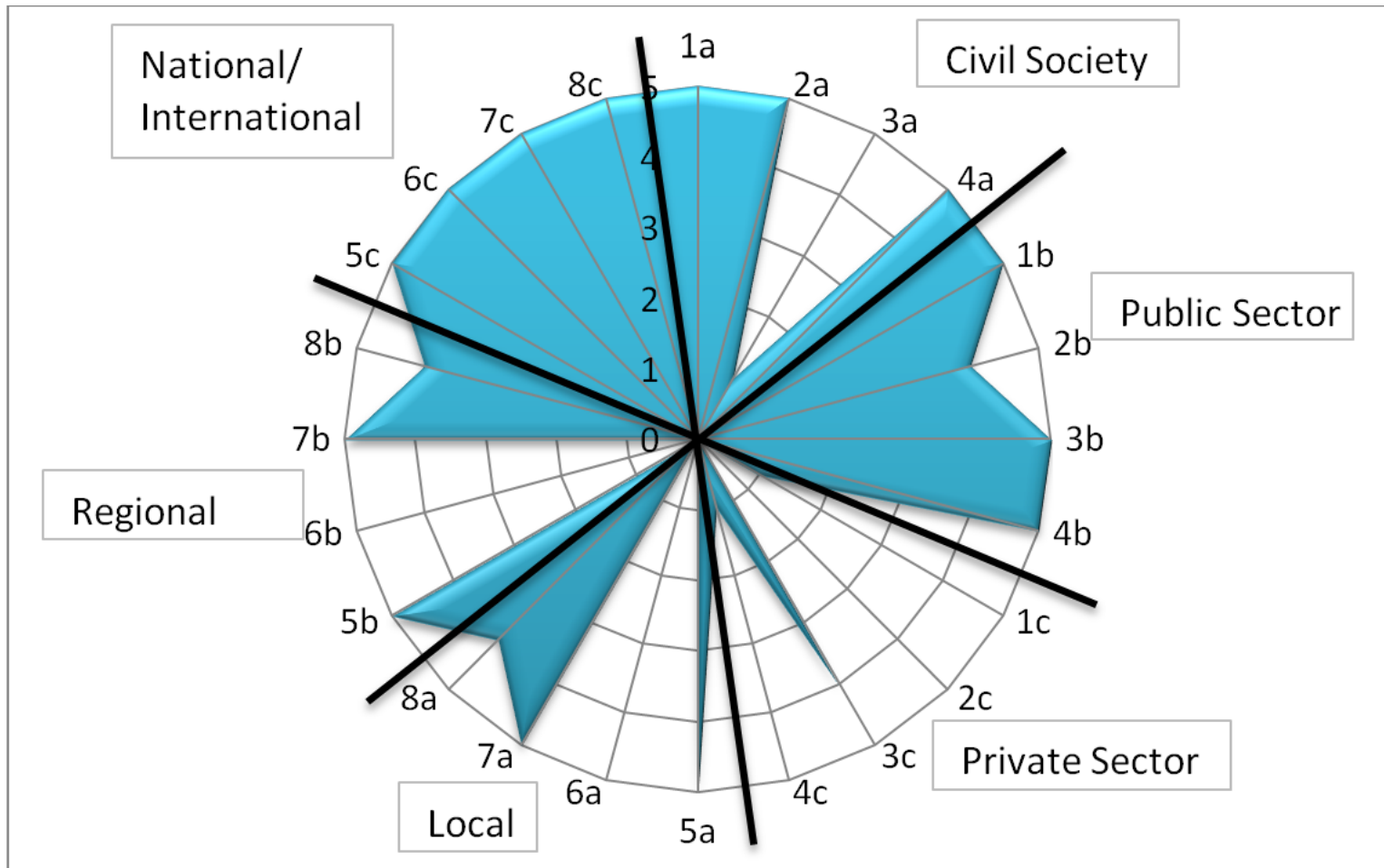
Cycling Without Age (CWA) connects people across generations through bicycle rides. The association encourages community involvement and active citizenship by providing a platform through which volunteers can offer a ride to older people who live in care centres. Both the volunteer cycle pilots and the older generation experience improved physical and mental well-being through involvement in the association. It is growing rapidly, with 450 bicycle rickshaws across 65 Danish municipalities currently promoting the older generation's right to wind in their hair.

Strengthening community spirit through bicycle rides with elderly

Interaction between elderly people living in nursing homes and other members of the community is often limited. By offering elderly people rides in bicycle rickshaws, CWA is addressing this – creating new bonds within the community and having many positive side effects for young and old. This new approach



Cycling without age, Denmark



Workplaces for refugees in Tranøy Municipality

Tranøy municipality, Norway

In Tranøy municipality, cooperation between a local entrepreneur and the Norwegian State Housing Bank has resulted in the establishment of two companies that provide jobs for refugees who live in the community. This work has had positive spin-off effects in the local community, supporting local population growth and economic development.

Fostering population growth to sustain local development

Tranøy municipality is home to approximately 1510 inhabitants of which 121 are refugees (2014). To maintain a positive local development, attracting and retaining new residents in Tranøy municipality has been an important objective. This requires construction of new housing and creation of new jobs.

Public-private cooperation results in jobs for refugees and spin-off positive effects in the local community

A partnership between a local entrepreneur and the municipality resulted in the establishment of a building company in Tranøy which built 36 dwellings for disadvantaged people and refugees and the establishment of a cleaning company that provides employment for six refugees. The employees of the cleaning company are offered the chance to get a driver's license – a crucial asset for one performing cleaning services in sparsely populated areas. Spin-off effects have included strengthening community spirit and increasing integration of new migrants through common events and social activities.

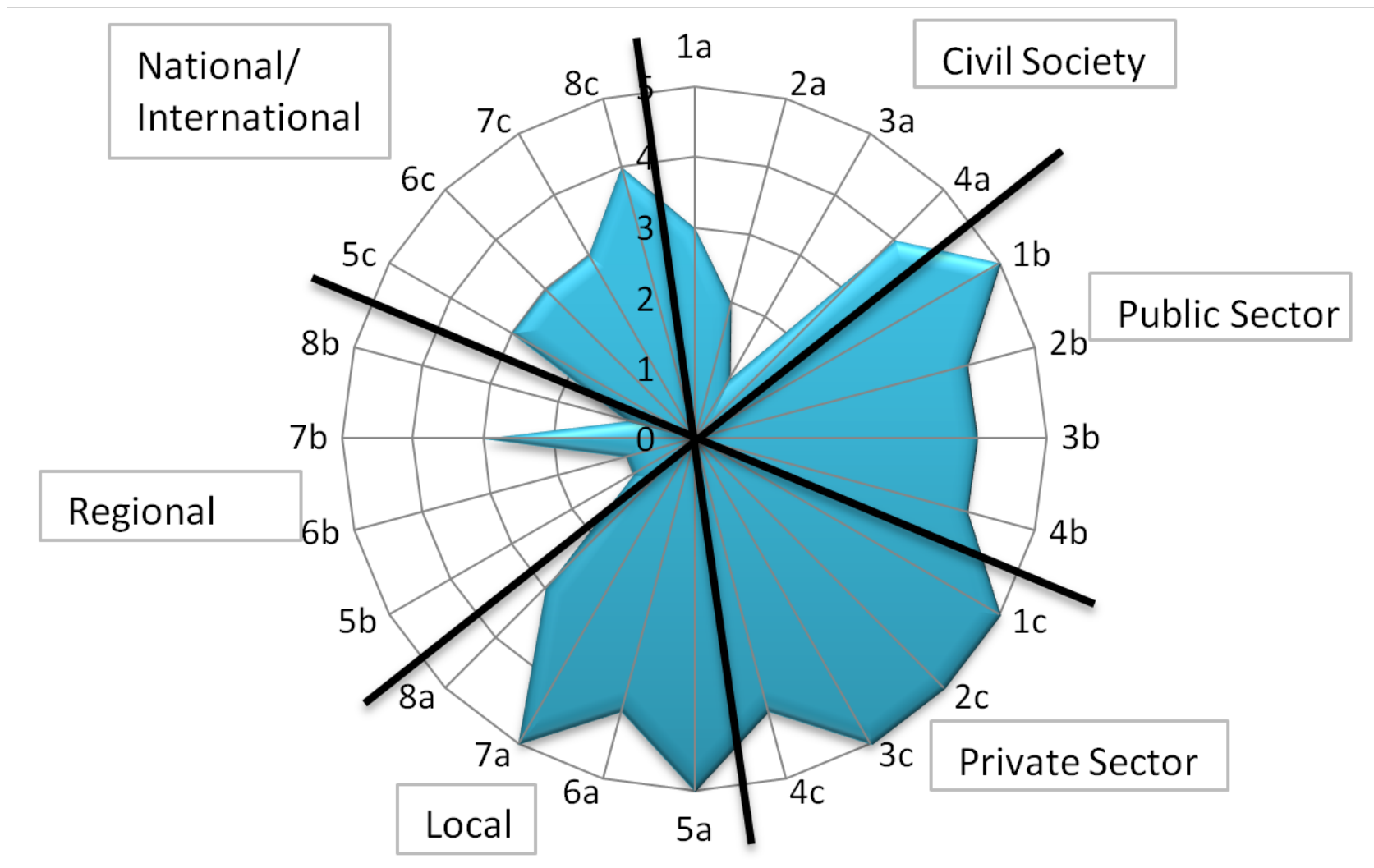
New arrivals strengthen community

The following outcomes are evident as a result of these initiatives:

- Creation of new living spaces for disadvantaged social groups and refugees.
- Growth of population is expected to result in a positive socio-economic development in the municipality in the long-term.
- Creation of jobs for refugees has decreased state expenditure on social



Workplaces for refugees in Tranøy Kommune, Troms, NO



Emmaus Association's pool of workers

Åland, Finland

Emmaus Association acts as a middle-man between unemployed immigrants and local people who require assistance with small tasks. Most of the clients are elderly people in rural parts of Åland and the tasks are often too small to be of interest to entrepreneurs. The association acts as the formal employer of the workers involved and takes care of the administrative and legal requirements relating to their employment on a not-for-profit basis.

Immigrants get short-term employment through Emmaus Association

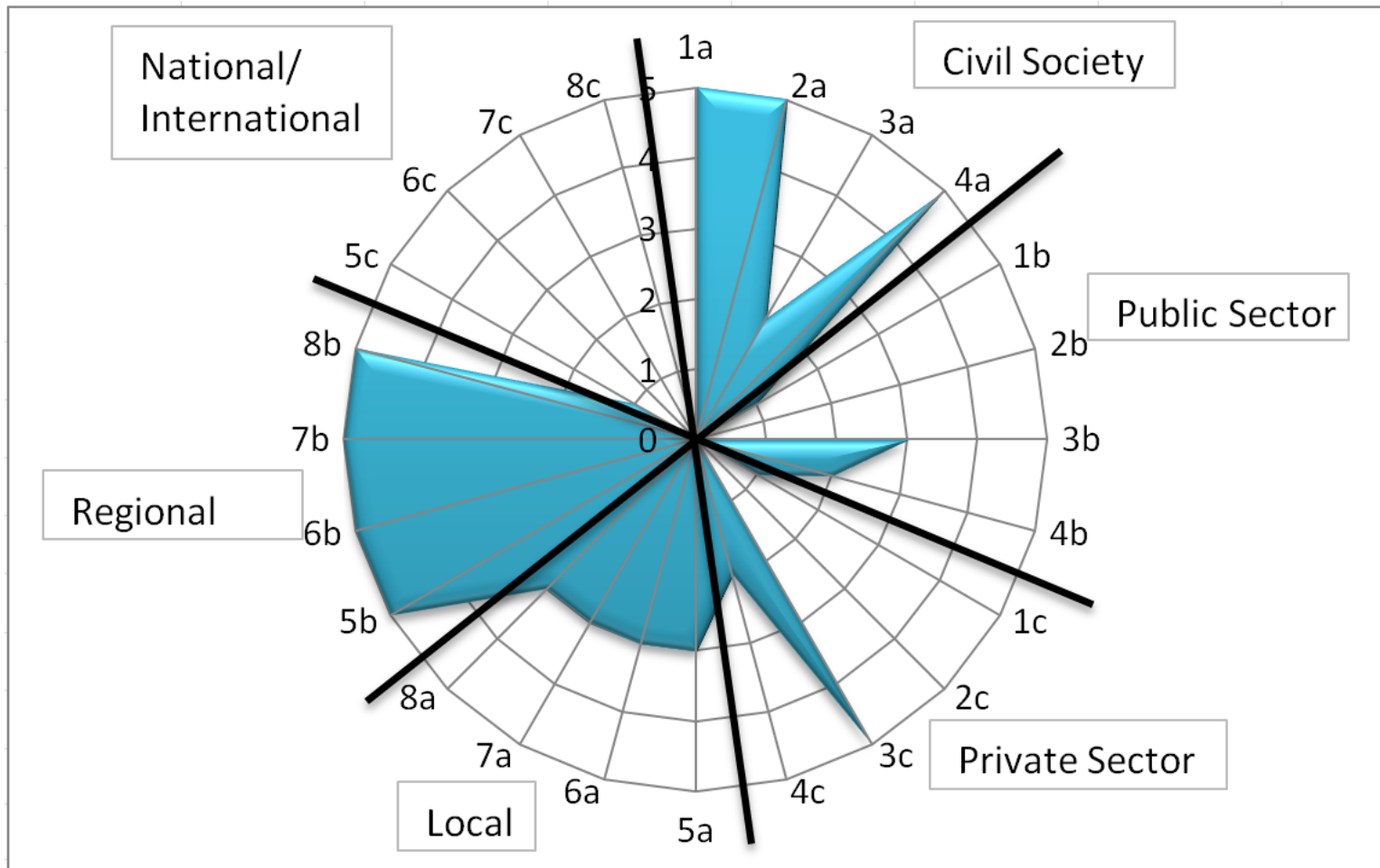
This social innovation was born when a Romanian beggar in Mariehamn told a local resident that he wanted to work and the local offered him small tasks in his home. They soon found out however that taking care of all the employer responsibilities is difficult for an individual person, and contacted Emmaus. Now Emmaus functions as the official employer of workers undertaking a range of tasks and their clients pay by hour to Emmaus (a non-profit association). Emmaus piloted the initiative in fall 2015 and has been working on it on a larger scale since January 2016.



Share:



Emaus associations pool of workers



The role of the public sector

- Two schools of thought regarding the role of the public sector in SI
 - SI as a direct response to the failure of public policies
 - SI as hybrid phenomena, drawing different resources from public, private and third sectors

What can municipalities do to foster social innovation

- Based on the literature and examples there are three approaches through which the preconditions for social innovation can be nurtured:
 - Creating opportunities and processes through which local social networks can develop viable alternative solutions to the issues they face.
 - Transfer of good practice between rural areas which face similar issues but which are geographically remote from each other.
 - A general emphasis upon “reconnection” of remote rural communities with external sources of ideas, support, and funding.

Supporting social innovation in local development

This section of the website provides ideas to support social innovation in local development. It includes a summary of the lessons learned from the case study examples presented as a series of 'tips' aimed at different groups of people who work with, or would like to work with, social innovation. Here you can also find a listing of support organisations and funding opportunities for each of the Nordic countries.



[» Back to homepage](#)

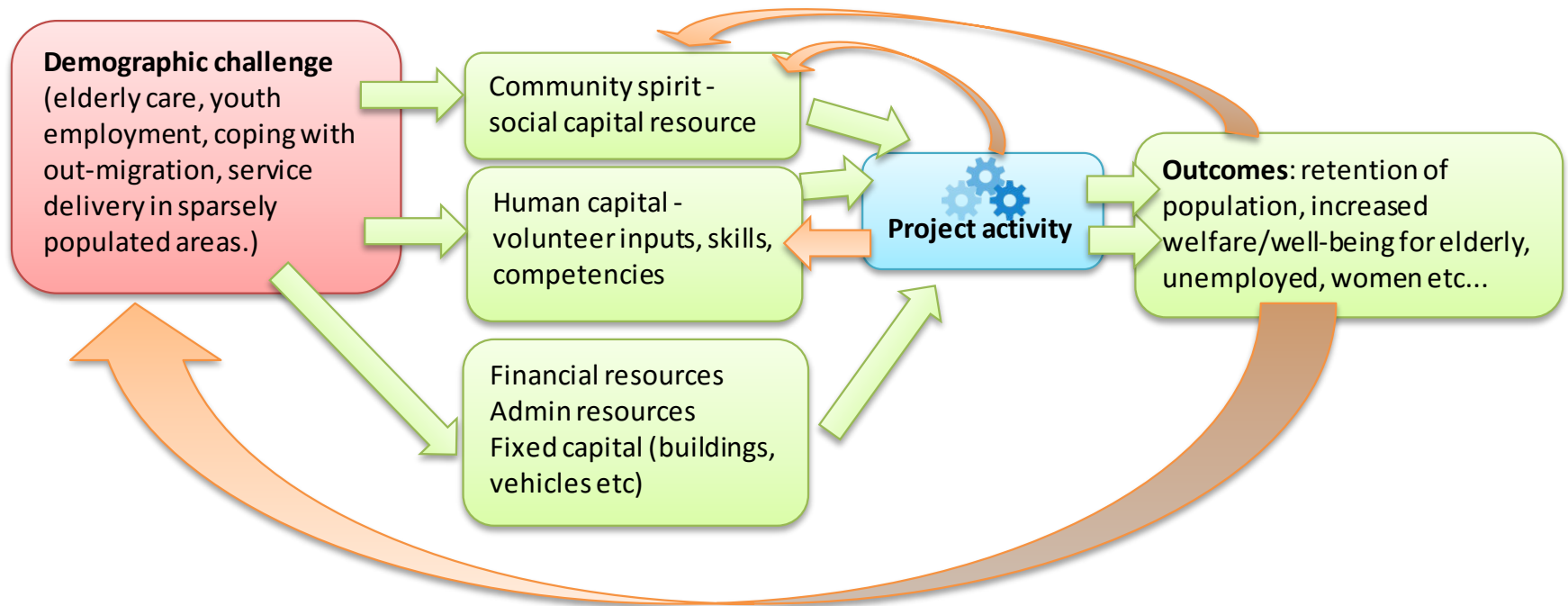


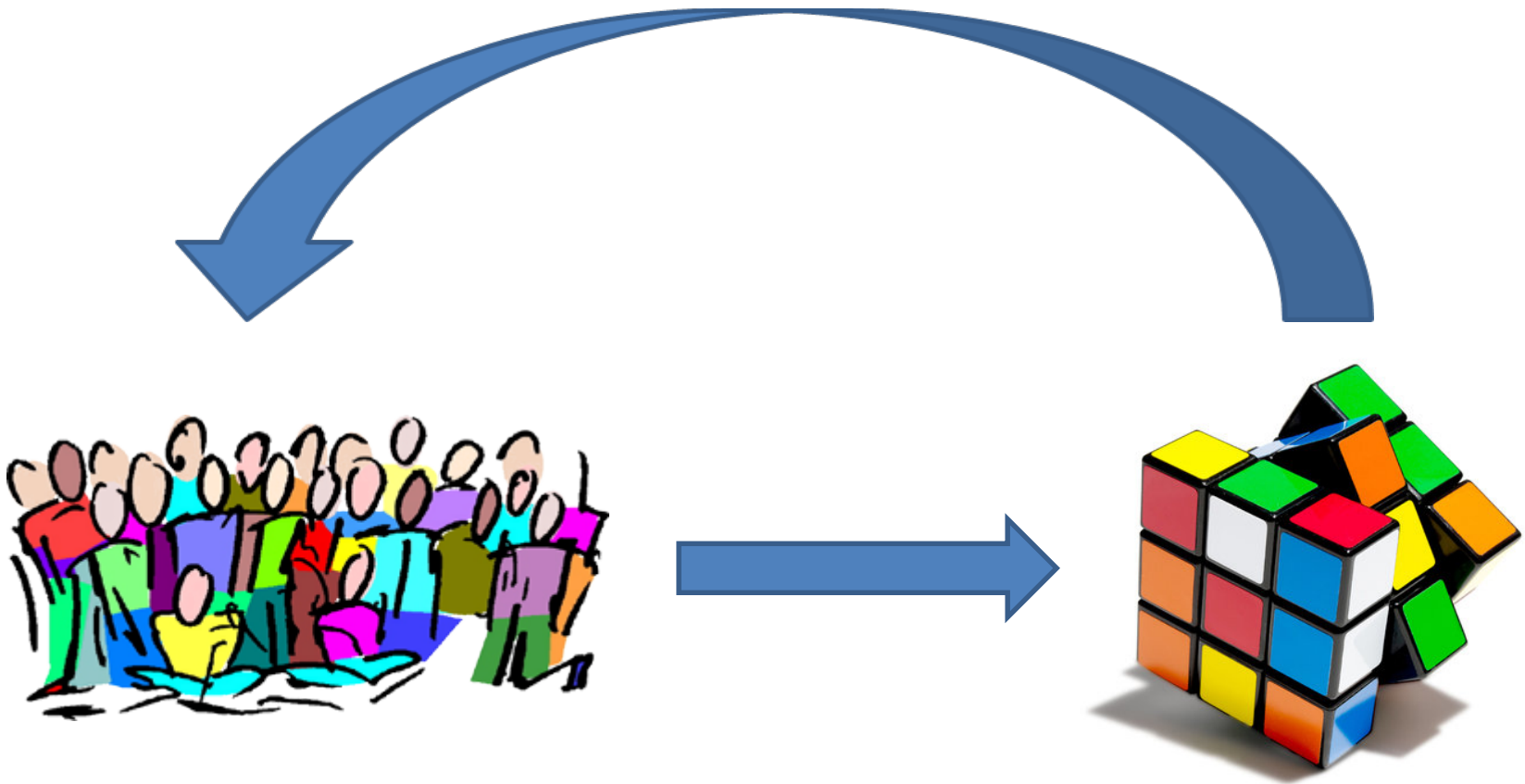
[» Learn more about SI in local development with our case study examples](#)

 **social innovation
economic foundation
empowering people**

[» This project was supported by the SIMPACT project](#)

Simple theory of change for SI in the rural Nordic context





www.nordregio.se/socialinnovation



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