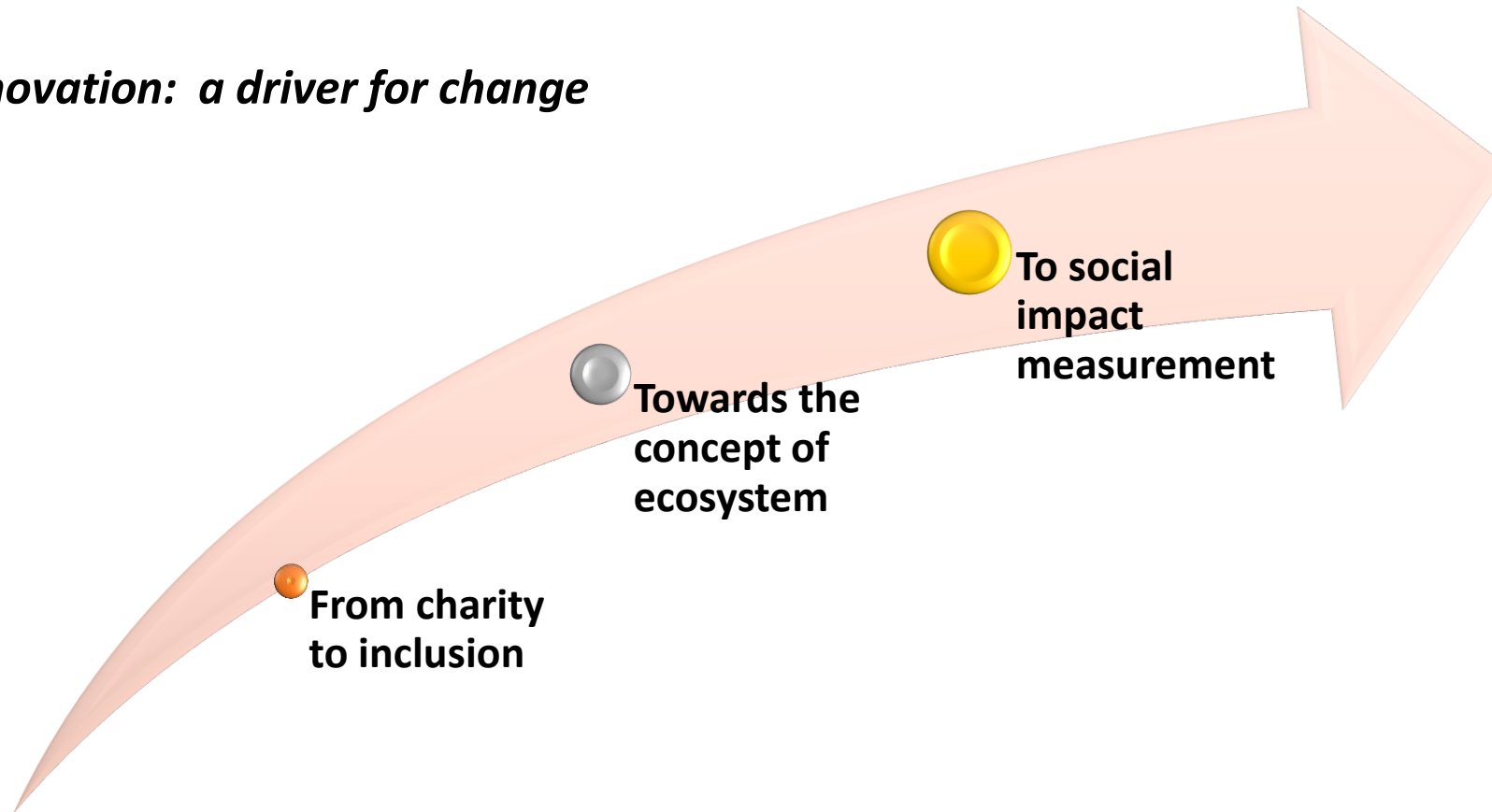# Social Innovation
ADRION Priority Axis 1

ADRION Annual Forum

Budva, 6 May 2019

Evolution of the EU Social Innovation concept

Social Innovation: a driver for change

To social impact measurement

Towards the concept of ecosystem

From charity to inclusion

Challenges and potentials of the social innovation in Europe

- Increase of the political will, commitment and ownership of the public authorities;

- Reduce the existing fragmentation of social policies at national, regional and transnational level;

- Improve the framework conditions for the development of the social innovation and development of private-public partnership;

- Foster the link between social innovation and private sector;

- Make corporate social responsibility a systemic element of analysis and operation of all the businesses;

- Continue to move forward on research on social innovation, testing new models, practices or policies fostering bottom-up approaches.

ADRION Programme area SWOT analysis

Strengths / Opportunities	Weaknesses / Threats
- High level mobility of students; - High number of self-employed people; - Culture of labour mobility; - Emerging paradigm of social innovation and social society activation; - Traditional intergenerational solidarity; - Increasing importance of emerging non-formal social networks; - Opportunities for endogenous development; - Progressive decrease in the rate of early school leavers; - Increasing recognition of the importance of skills assessment systems; - Rich traditional knowledge and skills - Higher education culturally praised; - Good choice of professional training.	- Strong increase of unemployment rates due to economic crisis; - Low employment levels (esp. women & young people); - High territorial disparities for unemployment levels; - A large percentage of population at risk poverty and social exclusion; - Reduction of the state intervention on social policies, either to crisis or paradigm shift (non EU member States); - Brain drain notably young people towards other EU countries; - Disintegration of the social capital, due to the economic crisis; - Weakening of social and family ties; - Increasing obstacles and barriers to participate in the exploitation of the opportunities, that can increase disparities in the society; - Poor tendency of SMEs to invest in vocational and dual training; - Mismatching between education supply and SMEs demand.

ADRION Programme

ADRION programme has formulated its strategy in direct response to the **EU2020 strategy of smart, sustainable and inclusive growth**

- o Promoting social innovation in connection with key socioeconomic sectors;

- o Promoting the definition and implementation of sustainable development policies, which take into account the socioeconomic aspects and needs of the end users;

- o Contributing in the reduction of the consequences of the demographic change on economy, employment and quality of life;

- o Promoting the inclusion of the young and disadvantage people in the socioeconomic development;

- o Reinforcing the participation of citizens in the exploitation of the opportunities offered by the area.

Priority Axis 1: Social Innovation

Objectives

✓ Development and implementation of innovative social policies/ tools for the integration of marginalized communities, migrants and disadvantaged groups into the society and labour market;

✓ Fostering social entrepreneurship through development of skills and entrepreneurship competences;

✓ Enhancing cooperation among different actors dealing with social services of general interest.

WPT1- Methodological Framework & networking

- Assessment of societal changes in Partner States;

- Identification of the main challenges and needs to be faced to address societal changes;

- Set up a transnational community for social innovation of the area.

WPT2 – Best practices transfer & Pilot actions

(at least two of the following)

- Scouting of social innovation practices, services and tools in use;

- Sharing of methodologies, approaches, experiences and tools at trans. level;

- Testing of social innovation practices, schemes and services (e.g. mentoring, orientation, training on business development etc.) for the integration of the marginalized groups in the labour market.

WPT3 – Development of Innovative social policies/strategies

(at least three of the following)

- Definition of common standards for the development of strategies and action plans related to social entrepreneurship;
- Introduction of incentives;
- Development of strategies and action plans to overcome the obstacles of the current policy implementation;
- Testing new ways of coordination between different actors;
- Enhancing the capacities of public administrations