



**ALPINE**

*Social*



**Innovation**



**DAY**

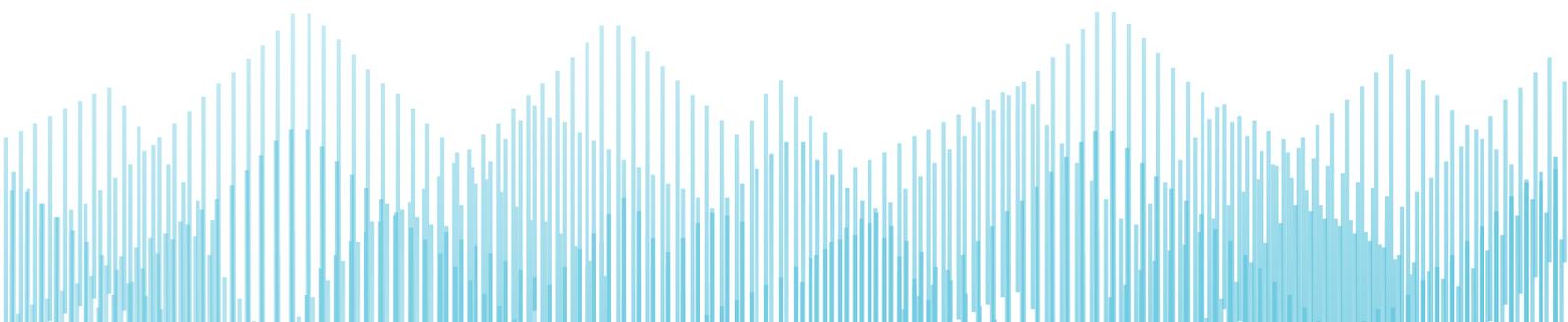


April 1st 2021

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**THE GUIDE**

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# INTERREG ALPINE SPACE

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The ASIS project is financed by INTERREG Alpine Space. The Alpine Space programme is a **European transnational cooperation program** for the Alpine region. It provides a framework to facilitate the cooperation between key players in seven Alpine countries: Austria, France, Italy, Germany, Lichtenstein, Slovenia and Switzerland.

The program is financed by the European Regional Development Fund (ERDF) as well as by national public and private co-funding of the partners' states.

During the period 2014-2020, INTERREG Alpine Space had four main priorities: Innovative Alpine Space, Low Carbon Alpine Space, Liveable Alpine Space and Well-Governed Alpine Space.

The ASIS project is part of the first priority: **Innovative Alpine Space** and the first Social Innovation project to be financed by that thematic field and is part of the specific objective: "Improve the framework conditions for innovation in the Alpine Space".

## THE PROJECT ASIS

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The ASIS (**Alpine Social Innovation Strategy**) project, from the INTERREG Alpine Space program, aimed to launch, develop and promote Social Innovation (SI) as a new vision of innovation in the Alpine space area. All this to increase the innovation capacity of Alpine space regions and to better answer to economic and societal challenges met by each Alpine region.

The project worked from 2018 to 2021 and had three specific objectives:

- To provide public authorities, business support organizations and sectoral agencies with **common concept of Social Innovation (SI)** among Alpine Social Space regions in order to create a common vision of SI and launch the first steps to develop a shared SI strategy for economic development.
- Propose new **tools, methodologies and guidelines** in order to help business support organizations and sectoral agencies to better support sustainable and SI projects and improve cooperation between them on that topic
- Give **recommendations to public authorities** on how to adapt public policies to social innovation challenges through a «white paper» and how to support funding bodies in a new approach of funding principles.

# The project's partners

ASIS gathers 10 partners, from 5 European countries located in the Alpine area, sharing one statement: the Alpine region faces common social and economic challenges that social innovation can contribute to tackle.

## AUSTRIA

### • The Carinthia University of Applied Sciences (CUAS)



CUAS is a high-ranking university and research center in the south of Austria, it offers +30 study programs to almost 2000 students. It has taken part in more than 140 local, regional, national and European research projects.

[www.fh-kaernten.at/en/startpage/](http://www.fh-kaernten.at/en/startpage/)

### • Amadeus Association (AA)



Amadeus is a registered non-profit association based in Vienna, Austria. It has more than 20 years of experience in EU funded educational and mobility projects for young people in the framework of Erasmus + and other EU or locally funded programs.

<http://amadeus.or.at/>

## FRANCE

### • University of Lyon II – Chair ESS



The chair «Entrepreneurship in Social and Solidarity Economy» regroups some of the most important actors of Social and Solidarity Economy in the Rhone Alpes region (France). It works actively to develop entrepreneurship in SSE, improve the visibility of the sector and to produce an original and alternative ideas for SSE.

<https://chaireess.univ-lyon2.fr/>

## • Département de l'Isère



The Department of Isere, is an administrative public authority in the French alps, home to more than 1,2 million people. Isere has always been a major local player of social innovation and aims to be to be an experimental place for new social innovation's experimentations.

<https://www.isere.fr/>

## • Oxalis Scop



Oxalis is one of the first cooperatives of entrepreneurs in France. For years, it has been a pioneer in new ways of cooperation and in the support and development of Social Economy in France.

[www.oxalis-scop.fr](http://www.oxalis-scop.fr)

## GERMANY

### • Steinbeis 2i GmbH (S2i)



S2i is an expert in innovation topics at regional and European level. S2i is active in the field of innovation management, tailored support in analyzing innovation ideas, market entry and internationalization.

[www.steinbeis-europa.de](http://www.steinbeis-europa.de)

## ITALY

### • Camera di commercio industria artigianato e agricoltura di Torino Chamber of Commerce of Torino (CCIAATO)



CCIAATO is an autonomous public institution whose mission is to foster the growth of local economy of Turin and enhance it. Its main support services focus on : innovation, entrepreneurship, legislation, internationalisation, access to EU R&D opportunities.

[www.to.camcom.it/english-version](http://www.to.camcom.it/english-version)

## • Città di Torino – The municipality of Turin



The municipality of Turin has established a set of integrated initiatives to promote innovation in the city. In 2016, it received the 2d prize of European Capital Innovation award for its open innovation models supporting social innovation start-ups.

[www.comune.torino.it](http://www.comune.torino.it)

## SLOVENIA

### • Development Agency Kozjansko



Development Agency Kozjansko is a leading institution for common Rural Development Programme for seven municipalities in Slovenia. Its work focuses on finding new approaches for development of innovative services and processes.

[www.ra-kozjansko.si](http://www.ra-kozjansko.si)

### • Center of Space Technologies - Center Noordung



Center Noordung started as a Cultural center of European space technologies, financed by ERDF 2007-2013. Later, it received governmental status and also specializes on European cohesion policy, innovation policy & social innovation.

[www.center-noordung.si](http://www.center-noordung.si)

# The project's results

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During its course, ASIS worked with experts, researchers, public and private actors and other stakeholders related to social innovation, also it hosted conferences, workshops, events and focus groups. All this helped create and develop ASIS reports, guides, and support documents, all available on:

<https://www.alpine-space.eu/projects/asis/en/project-results/>

## ASIS Social Innovation definition

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The project's first mission was to identify a shared vision and a common definition of Social Innovation. After working with researchers, experts and stakeholders. ASIS defines Social innovation as: a new answer to social needs or societal challenges met by the Alpine area, regardless of the nature of innovation, that implies a collaborative approach involving beneficiaries, users and affected stakeholders, such as a public authorities, business support organizations or enterprises, and that has a positive, sustainable and measurable impact.

### The definition was based on 4 main criteria:

- 1. Social Innovation is an innovation:** Innovation changes the order of conception, production and organization of economic and social activities. It consists in something new in terms of offer (product, service), process, and value proposition. In this conception, social innovation and technological innovation may be associated if both are oriented to a change of conception of activities.
- 2. Social innovation is focused on social issues:** SI has to address a social problem or a social need; its impacts are associated social and/or societal improvement.
- 3. Through a collaborative approach that includes beneficiaries:** the inclusion criteria of stakeholders and the collective governance of the processes of social innovation constitutes a crucial criteria to define SI
- 4. Finally social innovation is a process that creates positive impact on society and actors:** If social innovation is a process that addresses social issues, it may also concretely create positive and sustainable impact on actors and society.

# The Social innovation strategy platform

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The Social Innovation Strategy platform, aims to promote, encourage and support Social Innovation in the Alpine region. It provides an online tool to discuss about social innovation, to share information and ideas and to create a community.

The platform allows access to all ASIS tools (trainings, guidelines,...), the ASIS forum and other support material (video, presentation conferences, online newsletter etc).

<https://socialinnovationstrategy.eu>

## ASIS tools & methods

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The ASIS project developed a series of guidelines and trainings to disseminate the project's findings and were conceived **to transfer expertise about Social Innovation** and enable them to better support Social Innovation projects. These materials are accessible for free to the public on the [ASIS platform](#).

- [Guideline #1](#) - Social impact evaluation and indicators
- [Guideline #2](#) - How to implement cooperation for social innovation?
- [Guideline #3](#) - How public authorities face social impact measurement?
- [Guideline #4](#) - Testing new social innovation policies on local and regional levels
- [Guideline #5](#) - Guidelines for social innovation funding
  
- [Training #1](#) - A common vision of social innovation in the alpine space
- [Training #2](#) - Alpine space strategy on social innovation
- [Training #3](#) - How to identify promising social innovation projects
- [Training #4](#) - Social innovation and risk management
- [Training #5](#) - General methodology for the development of public policies to support social innovation based on the bottom up approach
- [Training #6](#) - Best practice examples of social innovation in alpine space
- [Training #7](#) - Innovation and societal challenges
- [Training #8](#) - Train the Trainer - How can you support social entrepreneurship?

# ASIS white paper

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On April 2021 ASIS will be publishing a white paper on Social Innovation public policies, funding principles and operational SI strategy. The objective of the document is to share new strategic actions that can be implemented by national, regional and local public authorities. This will enable them to support and encourage SI on their territories, to increase innovation capacities and visibility of SI.

## ALPINE SOCIAL INNOVATION DAY

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To celebrate its completion, ASIS will host the **Alpine Social Innovation Day** on April 1st 2021.

This international online event will include **conferences, workshops, networking activities**, to discuss how Social Innovation changes cooperation and public action.

The sessions, are an opportunity to hear some engaging testimonials, highlight some interesting European pilot experimentations and share the most relevant ASIS project outputs.

### The event's agenda

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#### **9:30 – Welcome online café**

Bring a coffee and meet the partners, speakers and participants in a virtual but friendly atmosphere.

#### **10:00 – Opening plenary session**

Welcome message from the Lead partner University Lyon 2: Mr. Jim Walker, Vice President of the University, in charge of international relations, and Ms. Emilie Lanciano, in charge of the Chair of Entrepreneurship in SSE and introduction of the project partners.

Short presentation of participants and what ASIS has changed in each partner's country.

And a word cloud about social innovation!

#### **11:00 - Morning parallel workshops**

**Workshop #1:** Our vision of innovation: “Social innovation strives to make people's life better” – how can we incorporate technological innovation into that goal?”

How our vision of innovation can influence the vision of the other forms of innovation, especially technological innovation? How technological and social innovation can work together?

**Speakers:** Ms. Lenka Puh from Jazon d.o.o., Ms. Mathilde Colin from Tubà and Mr. Rajko Antlej from Development Agency Kozjansko.

**Workshop #2:** Our public policies: “How can public actors and social innovators join forces to answer the growing challenges of our time?” Discuss about new ways of building public policies: What place for civil society? Citizen social innovation movements: what place for public actors?

**Workshop #3:** Our forms of cooperation: “Public-Private Collaborations for positive impact”

The success factors of cooperation between public and private actors to answer territorial needs = good practices, recommendations and testimonies showing the diversity of cooperation between public and private SI actors in the Alpine Space.

**Speakers:** Dr. Katrin Hochberg from Steinbeis 2i GmbH, Mr. Guido Locatelli from ENVIE Rhône and Mr. Fabrizio Barbiero from City of Turin

### **13:00 – Networking activities**

After the lunch break, enjoy the opportunity to meet virtually the other participants from the whole Alpine space. Create contacts, discuss on specific topics, exchange business cards, and share opportunities on a dedicated tool: Wonder.

### **14:00 – Afternoon parallel workshops**

**Workshop #4:** Our funding schemes: “Funding for Social Innovation, an interactive challenge-game”

What is necessary to keep in mind when applying for funding? Recommendations to support social innovation fundings? What are factors for social innovation funding for different actors (interactive game). Best practice example: ASHOKA

**Workshop #5:** Our ways to consider and measure social impact: “Social impact, methodologies, measurement and concrete applications” Methodologies and tools to measure social impact. How public authorities face with social impact measurement: the Torino Social impact case study. Social impact measurement: a concrete case Habitat & Humanism.

**Speakers:** Ms. Heloise Boyer from Oxalis Scop, Ms. Valentina Tosi from Tiresia, Ms. Gaia Giombelli from Torino Social Impact and Ms. Marie Saverieux from Habitat et Humanisme

**Workshop #6:** Our way to create social value and to build business models: “Business models of the future”

The business models of the future clearly rely on “doing well” and “doing good” at the same time. In this workshop, we will go through some of the most unique examples in social business modelling from

Central and Eastern Europe, that shape society and challenge the economic systems of today.

### **15:30 – Closing session**

Conclusion of the day. We will welcome Mr. Primož Skrt, Project Officer at Interreg Alpine Space. He will disclose the strategy for the coming years. Final word cloud activity.

### **16:00 – Networking activities**

Join the last networking session to continue the discussions you started after lunch break or begin new ones with your peers. Still with the networking tool Wonder.

## The speakers

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### AUSTRIA



#### **Dr. Rahel Shomaker**

<https://de.linkedin.com/in/rahel-m-schomaker-584b97a8>

**Carinthia University of Applied Sciences**

<https://www.fh-kaernten.at/>

Dr. Rahel M. Schomaker teaches both at the University of Applied Sciences Carinthia and at the German University of Administrative Sciences Speyer, and is also a Senior Fellow at the German Research Institute of Public Administration.



#### **Ms Sophie Zechmeister**

<https://www.linkedin.com/in/l-sophie-zechmeister/>

**Impact Hub Vienna**

<https://vienna.impacthub.net/>

Sophie Zechmeister is the Community and memberships lead and Program manager at Impact Hub Vienna. Her work consist in designing the coworking strategy, planning and overseeing memberships & coworking budget, leading and developing coworking community team.



## **Ms Mathilde Colin**

<https://www.linkedin.com/in/mathilde-colin-1a379340/>

### **Tubà**

<https://www.tuba-lyon.com/>

Mathilde Colin is a project coordinator at the Tubà, in Lyon, a place to innovate and experiment for tomorrow's city. She coordinates the cohabitation of the different resident organizations and works on several projects with Tubà's partners. Since 2019, she is also working on the Interreg programme "Data Economy Alpine Space".

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## **Ms Marie Savereux**

<https://www.linkedin.com/in/marie-savereux/>

### **Habitat et Humanisme**

<https://www.habitat-humanisme.org/>

Marie Savereux is the marketing and communication director of Habitat et Humanisme, a French movement that has been working for 35 years in favour of housing, inclusion and recreation of social bonds. She is also project manager for the social impact measurement process launched by Habitat et Humanisme.

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## **Ms Emilie Lanciano**

<https://www.linkedin.com/in/emilie-lanciano-76843547/?originalSubdomain=fr>

### **University of Lyon 2 - Chaire ESS**

<https://chaireess.univ-lyon2.fr/>

Emilie Lanciano is a Professor of Management Sciences at the University of Lyon 2 and a researcher at the Coactis laboratory. She works on agricultural, food, territorial and Social and Solidarity Economy issues. She is also co-director of the Chair in Social and Solidarity Economy.



## Ms Marion Scapin

<https://www.linkedin.com/in/marionscapin>

**dabba**

<https://www.dabba-consigne.fr/>

Marion is cofounder of @dabbaconsigne, a startup located in Grenoble, France launched in 2020. Driven by the will to have a positive impact on her territory, she imagined with her friend Caroline, a solution to reduce waste from single used food containers. Today already 30 restaurants already involved, spin-offs in process in 2 others french cities and 4 different prizes rewarding their efforts!

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## Mr Guido Locatelli

<https://www.linkedin.com/in/guido-locatelli-786514151/>

**ENVIE Rhône - ILOE**

[rhone.envie.org](http://rhone.envie.org)

[iloe.org](http://iloe.org)

Guido Locatelli is president and CEO of ENVIE Rhône. The organization contributes to the creation of a public/private cooperation, ILOE, a collective hub for circular economy operating in the management of heterogeneous wastes.

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## Mr Jim Walker

<https://www.linkedin.com/in/jim-walker-b1260215/>

**University of Lyon II**

<https://www.univ-lyon2.fr/>

Mr. Jim Walker is Vice President of the University of Lyon II, in charge of international relations and a senior lecturer in English linguistics.



## **Ms Agnès Bachelot-Journet**

<https://www.linkedin.com/in/agn%C3%A8s-bachelot-journet-80407744/>

**Département de l'Isère**

<https://www.isere.fr/>

Director of the «Performance and Modernisation of Public Service», in the Department of Isère, a French infra-regional public authority. She coordinates 5 units that are all resources-teams for the whole institution.

She is convinced that transversality, collective and “out of the box” approaches are the keys for a more adapted public service.

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## **Héloïse Boyer**

<https://www.linkedin.com/in/heloise-boyer-0b00177b/>

**Oxalis Scop**

<https://www.oxalis-scop.fr/>

Facilitator and business coach, she works with social entrepreneurs, public innovators and larger companies involved in transition projects. She contributed to different parts of the ASIS project: Social innovation academy in France, recommendation for public actors and writing of Guidelines on social impact evaluation.

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## **Christine André**

<https://www.linkedin.com/in/christine-andre-71291712/>

**Oxalis Scop**

<https://www.oxalis-scop.fr/>

Christine André is specialized in European cooperations and responsible of the research and development department of Oxalis. She works with social and/or innovative enterprises, laboratories and public authorities to help them to develop their projects.

Coordination of ASIS INTERREG project, Erasmus for Young Entrepreneurs programme and Medcoop regional action (ERDF).

**Ms Gaia Giombelli**

<https://www.linkedin.com/in/gaia-giombelli-9a8208190/>

**Torino Social Impact**

<https://www.torinosocialimpact.it/en/>

Master's Degree in International Relations, former researcher in a social research institute, I currently work on social impact evaluation within Torino Social Impact, the ecosystem for social entrepreneurship and impact investors, supporting projects and startups working on innovation and technology for welfare.

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**Ms Valentina Tosi****Tiresia**

<http://www.tiresia.polimi.it/>

Valentina Tosi is a research fellow in Tiresia, the Politecnico di Milano School of Management's Research Centre on Social and Impact Innovation. She graduated in Management Engineering in 2018 at Politecnico di Milano. Here, her research and projects are related to Impact Measurement and Management for Social Business.

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**Mr Emiliano Iannone**

<https://www.linkedin.com/in/emiliano-iannone/>

**Chamber of Commerce of Turin**

<https://www.to.camcom.it/the-torino-chamber-of-commerce>

Project Manager for Torino Chamber of commerce. His main expertise focuses on the management of EU-funded projects in the field of entrepreneurship creation, social impact and regional development.



## Mr Federico Guiati

**POA srls**

<https://www.poa3.it>

Architect PhD is a social researcher and stakeholder manager in local development projects. Contract professor at Politecnico di Torino.

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## Mr Fabrizio Barbiero

<https://it.linkedin.com/in/fabrizio-barbiero-56a3b4a>

**City of Turin**

<http://www.comune.torino.it/>

Manager in City of Turin - EU Funds, Innovation Department of City of Turin. Fabrizio works on cohesion policy; social/open innovation, local development programme, SMEs policy, entrepreneurship, urban regeneration, territorial marketing, organisational innovation.

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## Mr. Federico Disegni

<https://it.linkedin.com/in/federicodisegni>

**Homes4all**

<https://www.homes4all.it/?lang=en>

Federico has expertise in the development and growth of new businesses and start-ups. He is skilled in drafting of business, development and re-structuring plans. In addition, he is General Manager of Homes4All innovative startup and Benefit Corporation and CEO of Brainscapital Benefit Corporation, founding partner of Homes4All.

## GERMANY



### **Ms Miriam Mohr**

<https://www.linkedin.com/in/miriam-mohr-08b5271a3/>

#### **Steinbeis 2i GmbH**

<https://www.steinbeis-europa.de/en/>

Miriam Mohr is a project manager at Steinbeis 2i GmbH in Karlsruhe, Germany. Her expertise focuses mainly on the management of EU-funded projects in the field of regional development, social innovation as well as SME and innovation support.

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### **Dr. Katrin Hochberg**

<https://www.linkedin.com/in/katrin-hochberg-a540b813b/>

#### **Steinbeis 2i GmbH**

<https://www.steinbeis-europa.de/en/>

Dr. Katrin Hochberg is a project manager at the Steinbeis 2i GmbH. She is working for the Interreg DTP project Finance4SocialChange, which aims to increase the investment readiness of Social Enterprises and improve the ecosystem for social economy in the whole Danube region.

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### **Ms Beatrice Schlee**

<https://www.linkedin.com/in/beatrice-schlee-1a29318/>

#### **Chamber of Commerce of Turin**

<https://www.to.camcom.it/the-torino-chamber-of-commerce>

Wherever we come from, we share our anatomy. bodymemory unites people regardless of diverse social, cultural and political backgrounds by exploring our anatomy with touch & movement - fostering resilience, health and agency and a more peaceful community. To be more in contact with ourselves facilitates more empathy and appreciation towards others.

## Primož Skrt

**INTERREG Alpine Space**

[www.alpine-space.eu](http://www.alpine-space.eu)

Project officer at the Joint Secretariat of the INTERREG Alpine Space programme. Responsible for ecosystems and natural/cultural heritage in the Alps and Financial manager of the Programme.

## SLOVENIA



### Ms Lenka Puh

<https://www.linkedin.com/in/lenka-puh-9b3ab430/>

**Jazon d.o.o.**

<http://www.jazon.si/>

Lenka Puh is a socially responsible entrepreneur and innovator whose main priority is humanisation of work. She is also an honorary member of the Association of Slovenian Innovators.



### Mr Jure Raztočnik

**Development Agency Kozjansko**

<https://www.ra-kozjansko.si/en/>

Jure Raztočnik is director of Development Agency Kozjansko. His main expertise is regional development, providing support to SMEs and management of EU funded projects.



### Mr David Razboršek

<https://www.linkedin.com/in/davidrazborsek/>

**Zavod Vozim**

<https://www.vozim.si/en/>

David is a marketing and social change expert. He runs an NGO Zavod Vozim, which creates initiatives for improving traffic safety, sustainable mobility, healthy lifestyle, prevention of discrimination... His projects have received several national and international awards, including the one for the best initiative in the field of road safety in the EU by the European Commission.



### **Mr Matija Kodra**

<https://www.linkedin.com/in/matija-kodra-80973b67/>

**Ministry of public affairs, Republic of Slovenia**

<https://www.gov.si/zbirke/projekti-in-programi/inovativnost-v-javni-upravi-inovativen-si/>

In past twelve years he has gained work experience, skills and knowledge in the field of Slovenian Public Administration Reform Programme and on the basis of cooperation at the international level. At Inovativen.si, their wish is that innovative approaches become our every day, they want to strengthen the innovation culture in the environment of public administration.



### **Ms Tanja Tamse**

<https://www.linkedin.com/in/tanja-tamse-02a9b64/>

**Center Noordung**

<https://www.center-noordung.si/en/home-page/>

Project coordinator at Center Noordung, building the SI ecosystem in Slovenia. Coordinating local and international projects that will create a more sustainable world with the help of innovative practices and collaborations.

## **NORTH MACEDONIA**



### **Ms Bistra Kumbaroska**

<https://www.linkedin.com/in/bistrakumbar/>

**Heartbeats Innovation**

<https://www.weareheartbeats.com/>

A community innovator, entrepreneur, and a poet, Bistra spends her time witnessing and supporting courageous steps made by humans, combining innovative tools for business and impact. She has been involved in the creation and scaling of more than 5 networks and entities across different industries in CEE and has organized, facilitated and shared her experience at more than 117 international events and conferences so far.