Interreg North-West Europe
European Regional Development Fund

Innovative & inclusive NWE
22 JUNE 2021

Breakout sessions

Social innovation NWE 2014-2020

Matthew Thompson

Joint secretariat - Interreg NWE

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Social innovation

Session agenda

- How social innovation is currently addressed (2014-2020)
- Project presentations
    1. IMAGINE
    2. Socialinterreg.eu
- How social innovation will be covered (2021-2027)
- Breakout session 2x25 min.

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Breakout sessions

Social innovation NWE 2014-2020

Irma Botic

Joint secretariat - Interreg NWE

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Global / EU context

SDGs: 9/17 social innovation

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Social innovation and Interreg NWE 2014-2020

PO1/SO1 Innovation

Delivering societal benefits through innovation: Actions aim at all territories of NWE and specifically target **excluded population or population at risk for exclusion and communities under pressure**. Actions aim at supporting development, testing and implementation of innovative solutions for social needs and problems.

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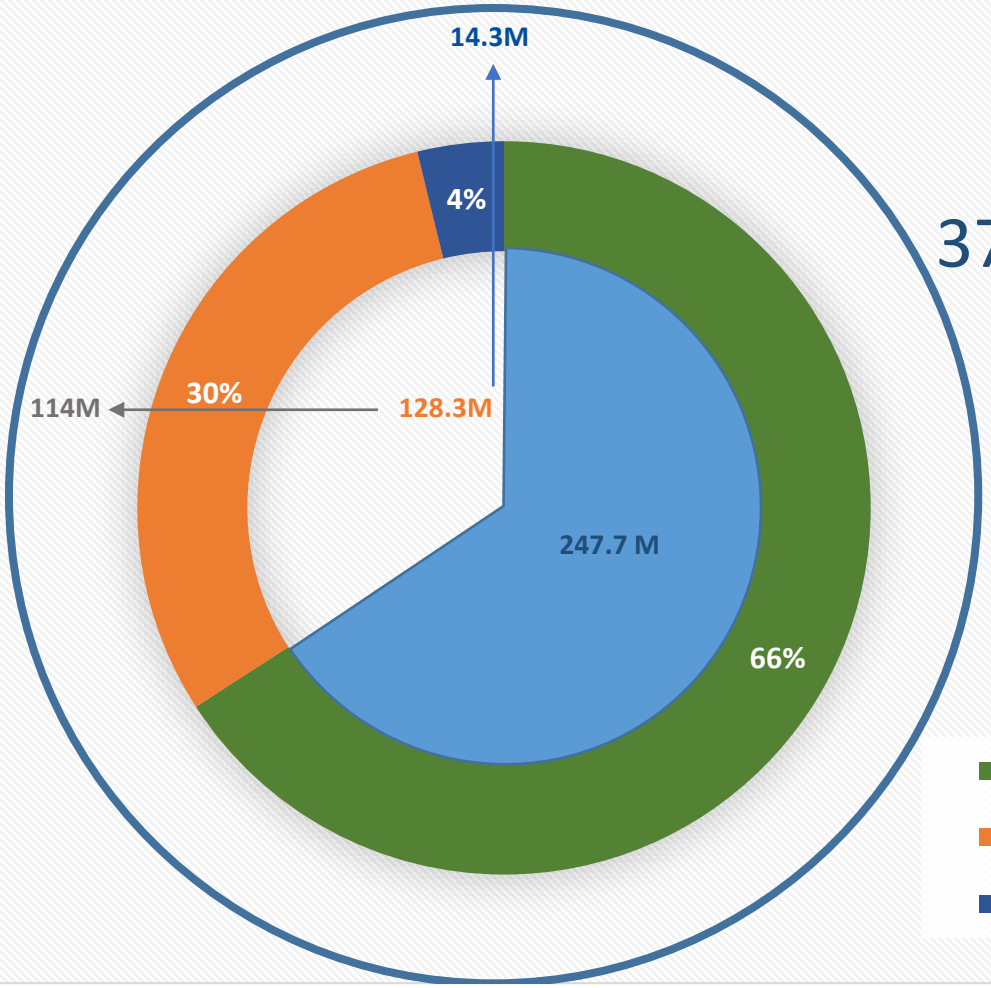
Interreg NWE 2014-2020 Budget



376M ERDF

- Other PO
- Total Innovation 128.3M
- Social innovation 14.3M

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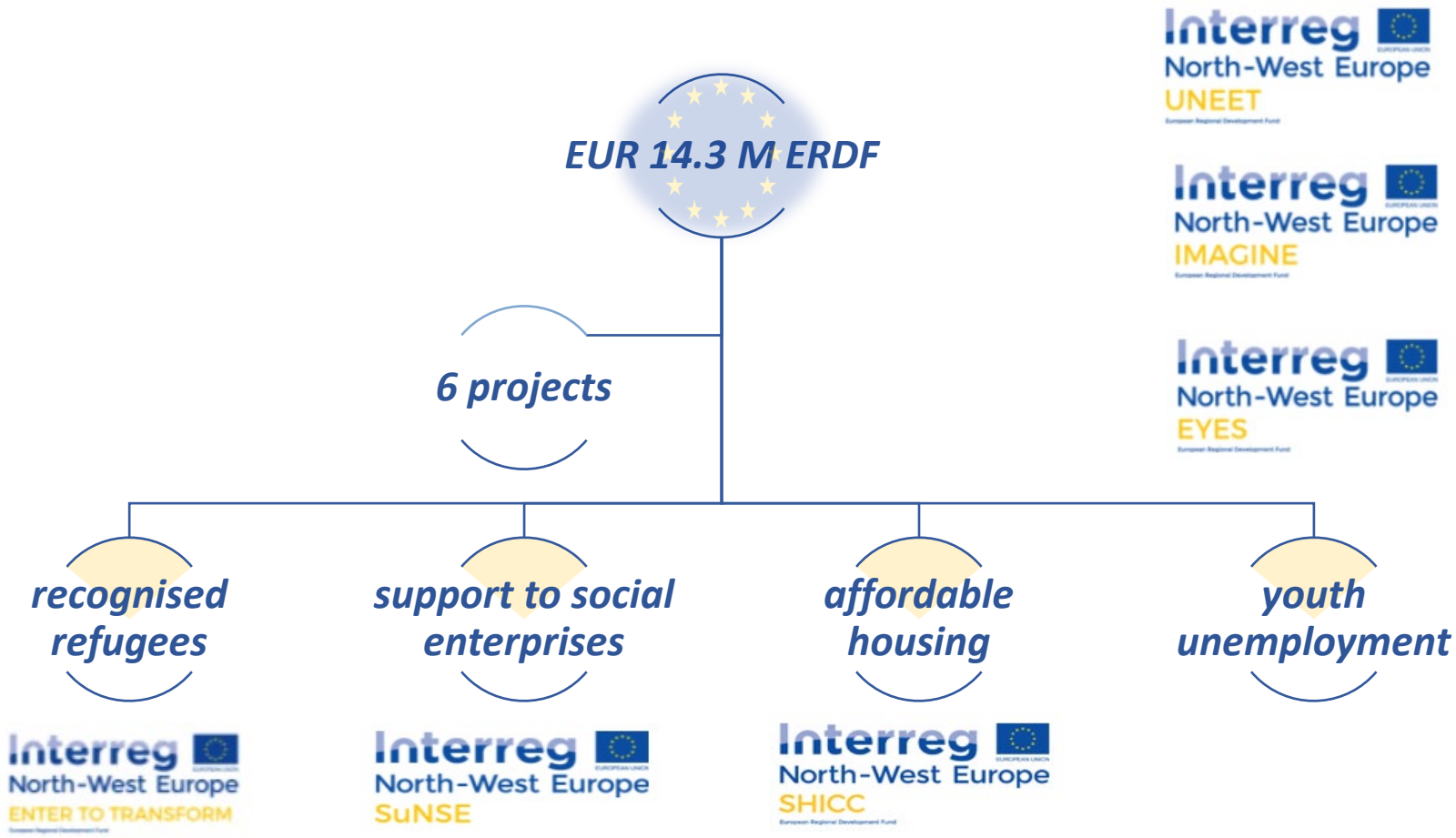
Overview of NWE projects in the field



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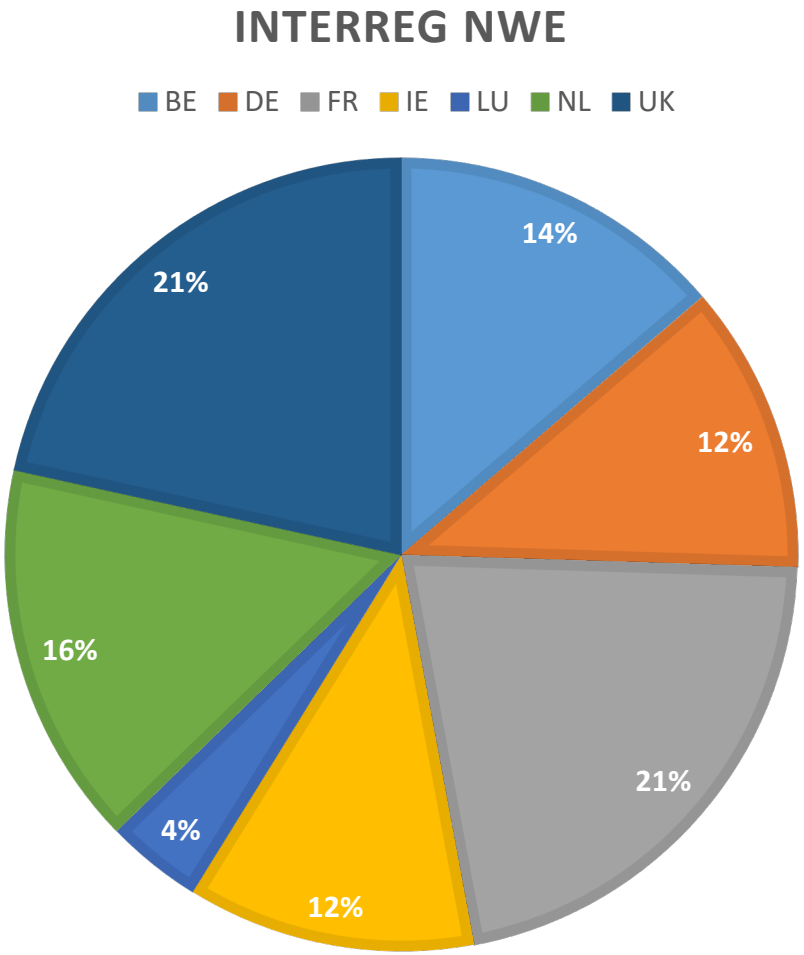
Partners

- Partners: 51

FR – 11
UK - 11
NL – 8
BE – 7
DE - 6
IE – 6
LU – 2



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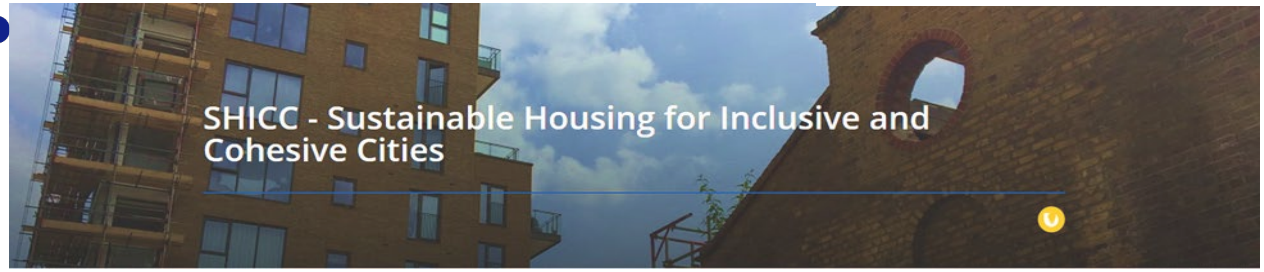

Example of a successful social innovation project :

Challenge

Lack of affordable housing across cities in the NWE, particularly for those on low and median incomes

CLTs are not equally developped on the NWE territory

Objective

To support the establishment of more and successful Community Land Trusts (CLTs) in cities across the NWE region

Result

66 urban CLTs (vs 33), managing 250 homes, housing 750 people of low- and moderate-income households

Winner of the annual **RegioStars awards (2020)** - awarding outstanding Cohesion Policy projects - for Category 4 : **Citizens engagement for cohesive European Cities**

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Project presentations

1. IMAGINE

Corine Roland & Sabrina Alfano, Bureau économique de la Province de Namur (Economic Office for the Province of Namur)

2. Socialinterreg.eu

Hauke Siemen, REM Consult

Breakout sessions

IMAGINE

Sabrina ALFANO

Corine ROLAND

https://imagine-future.eu/#go1

https://www.nweurope.eu/projects/project-search/imagine-inclusive-market-agriculture-incubator-in-north-west-europe/

***I**nclusive*
***M**arket*
***AG**riculture*
***I**ncubator in*
***N**orth-west*
***E**urope*

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Challenge

- Fight youth unemployment;
- Support sustainable professional integration of low-skilled NEETs;
- Provide sustainable job prospects in the horticulture sector.

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Challenge

- Ratio of NEETs varies from 9% (NL-LU) to 14% (UK), 16 % (BE) and 18 % (FR);
- Large job opportunities for low-skilled people;
- Growing trend for horticulture and short food supply chains;
- < 2012: number of entrepreneurs increased by 500 %;
- Ratio of jobs per surface units is 10 to 20 times higher than in traditional agriculture;
- Job entry rate after a training in this sector: 20 %;
- Very high pressure on arable land, price multiplied by 3 or 4.

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Objective

- One transnational network around social innovation and incubation issues in horticulture for local authorities across NEW;
- 6 tests of the innovative co-production and incubation models to implement the sustainable (re-)entry of NEETs on the horticulture job market;
- 150 jobs created in all economic sectors;
- 300 end-users benefiting from social innovation.

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Projet européen "IMAGINE": se former aux métiers du maraichage et de la fruiticulture – YouTube

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Results

- A co-production manual;
- 6 pilots tests;
- 1 intranet;
- Regional workshops;
- A roadmap on the minimal social competences and technical skills required in horticulture in NWE;
- Technical requirements regarding the minimal equipments needed to train NEETs directly on ground instead of in traditional training centers;
- Communication material (rollup, brochure, videos);
- Webinars (Etats généraux de l'innovation" in Paris, « Union Wallonne des Entreprises" (UWE) in Belgium, in the framework of the EU Regions Week 2020, and during a Palme Colloquium in Québec;
- In Belgium, 23 young people have started the training, 12 have stopped it and 3 have completed it.

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Results

- 6 pilots have tested incubation facilities for social purpose;
- 300 NEETs with a sustainably reinforced employability;
- 150 get a job;
- Raised interest of NEW local authorities for social innovation and developed support;
- Transnational network created;
- 30 local authorities are members of this network.

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Results

- New links between agriculture and social innovation

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Pushing results one step further

- Integrate Imagine transnational network;
- Adopt Imagine step by step in their existing mechanisms;
- Implement a co-production model;
- Increase the global knowledge about the model.

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Pushing results one step further

- Helping NEETs to be more resilient and agile;
- Integrate all the foreseen activities during covid-time within the next few months;
- Maximize dissemination.

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Partnership

- 8 partners (BEP, SCC, Palme, Moussy, Régie de Quartier, SDK, Forem, LTA);
- Varied strengths and weaknesses;
- UK = co-production, NL = aquaponics, BE = very good collaboration between local authorities (Forem, CPAS, RW) and the cooperative Paysans-Artisans for example,…;
- Mutual help regarding the way some of us achieve their goals, find solutions to difficulties, recruit new NEETs;
- Varied approaches concerning types of NEETs (autists, with prison sentences, with a disability…);
- Joint methodology that goes beyond what we could have done alone.

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Anecdote/ picture

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Diakonie Schleswig-Holstein

REM Consult
Recherchieren · Entwickeln · Managen

Kindly supported by:

Bundesministerium des Innern, für Bau und Heimat

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About the #socialinterreg initiative

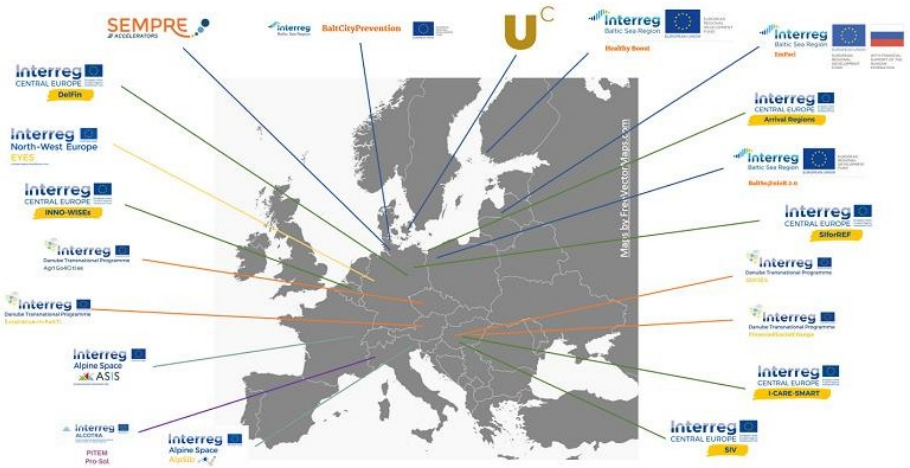
- Origin: The Interreg Project „SEMPRE - Social Empowerment in Rural Areas“ (Baltic Sea Region Programme, 2016-2019) and its extension stage „SEMPRE Accelerators“ (2019-2021)

Why we started #socialinterreg:

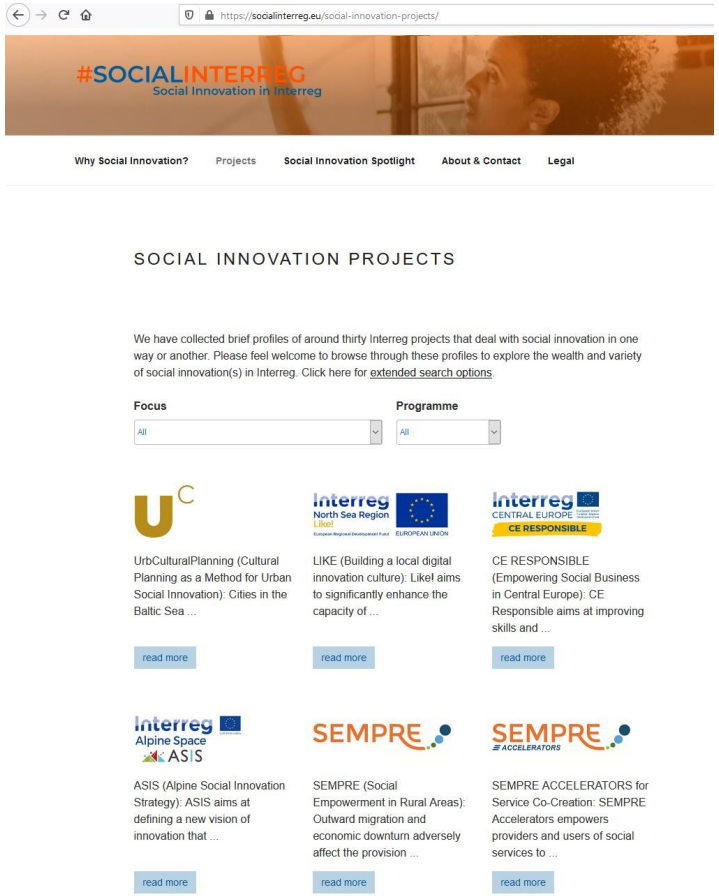
- Social innovation seemed to be secondary to technological innovation in the Interreg Baltic Sea Region
- No networking, platform project or clustering initiative for projects on social / non-technological innovation
- German Federal Programme for Transnational Cooperation supports cross-programme networking of Interreg projects

Activities of the #socialinterreg initiative

- Two inter-project workshops and one online conference with participants from
  - Baltic Sea Region
  - North West Europe
  - Central Europe
  - Alpine Space
  - Danube Region
  - Interreg Europe



- Survey among Interreg projects
- Interviews with programme actors
- Virtual showcase of social innovation projects: https://www.socialinterreg.eu



To what aspects of social innovation did projects contribute?	No of projects
Development of products/services for specific user groups (e.g. senior citizens, migrants)	33
Innovation in health or care sector	10
Support for social entrepreneurship	14
Labour market involvement of underpriviledged groups	17
Co-creation and involvement of underpriviledged groups in innovation/entrepreneurship processes	12
Empowerment/participation of underpriviledged groups, fighting social exclusion	18
Digital transformation in the social sector	17
Public sector innovation	22
Social innovation policy and impact assessment	21
Financing of social innovation	6

#SOCIALINTERREG
Social Innovation in Interreg

Social innovation definition/concept

- SOCIAL –addresses social or societal needs
- INNOVATION – novel approaches or solutions
- SOCIAL INNOVATION – based on a collaborative approach that includes beneficiaries

Social innovations are “innovations that are social both in their ends and in their means.”
(The Young Foundation, Open Book of Social Innovation)

Social innovation in Interreg B - 2014-2020

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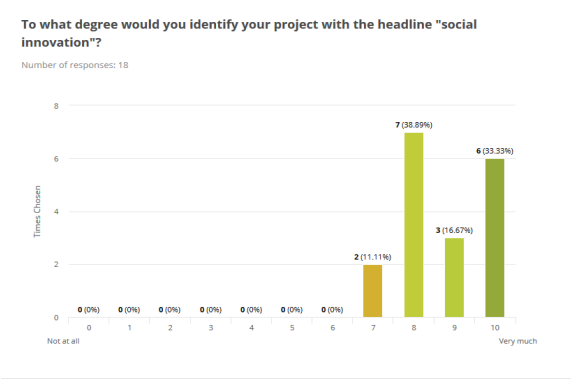
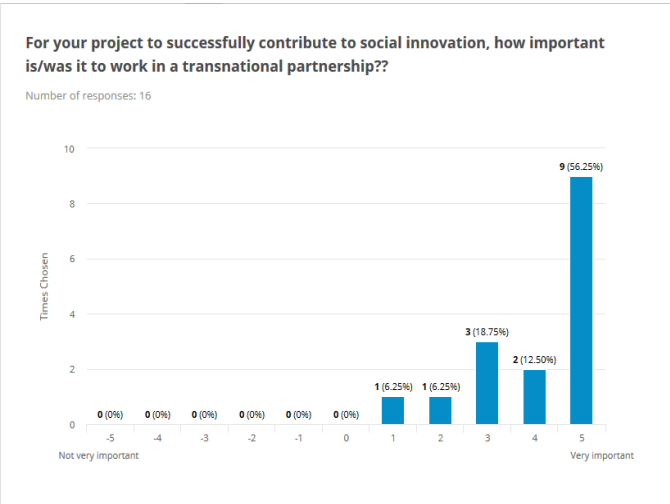
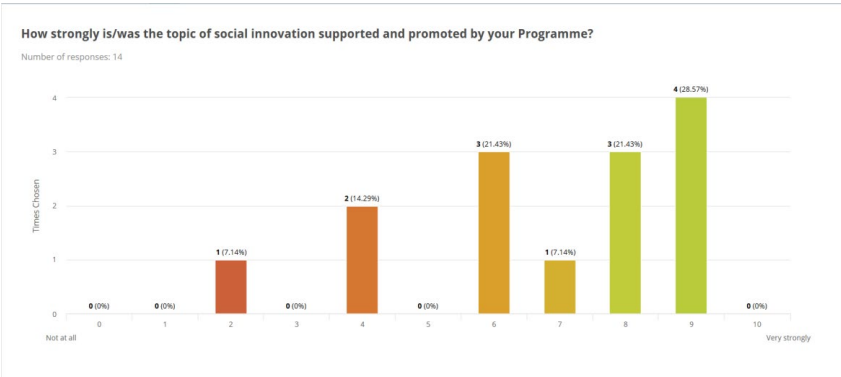
Social Innovation in Interreg

Findings – project survey







Findings – why does Interreg need social innovation?

Social innovation projects can

- inspire change in the public sector and provide better and/or cost-saving solutions for delivery of public/social service
- help in making territorial and social imbalances visible and overcoming them
- stimulate inclusive economic development, by creating (self-)employment as well as business opportunities in social entrepreneurship
- make regions more attractive places to live and work in, e.g. by improving accessibility or improving participation in public decision-making
- broaden the range of actors and lower thresholds for participation in transnational cooperation

Findings – why does social innovation need Interreg?

Transnational cooperation can

- help public authorities develop, evaluate and benchmark social innovation strategies and funding schemes and improve the social innovation ecosystem
- make it possible for public authorities and the social sector to test new and unproven approaches while learning from each other
- help create a critcal mass in (rural and lagging) regions where the knowledge base is weak
- help find new solutions to societal changes that are the same, but under socio-economic conditions that are different in the regions
- provide a stimulus for organisational learning and rethinking of working structures and methods

Social innovation in 2021-2027 – Observations

- Social innovation projects have proven their value in 2014-2020
- Programming processes are almost finalised:
  - Social innovation seems to be a topic just as much as previously
  - More focus on social innovation being a means than an end:
    social innovation in connection with Green Deal objectives:
    climate change mitigation, circular economy, mobility, farm2fork etc.
  - Territorial cohesion and just transformation remain important topics (Territorial Agenda)
    - neither rural areas nor vulnerable groups should be left behind
  - COVID-19 effects seem to have affected programming (focus on resilience, importance of digitisation and equal access to it)

Social innovation in 2021-2027– Recommendations for Programmes

- Lower the thresholds for participation (e.g. of smaller NGOs)!
  - Pre- and co-financing is difficult
  - Allow smaller projects and micro projects
- Allow and accept open processes with uncertain results!
  - Be flexible, accept results that deviate from the original plan
  - Qualitative evaluation and indicators, visit projects to see the change they make
  - More focus on long-term effects
- More exchange between projects and programme areas (socialinterreg.eu can continue to be a platform)!

Social innovation in 2021-2027– Recommendations for Projects

- Be more and less ambitious at the same time!
  - don‘t make projects too complex, focus on key issues
  - in these key issues, strive to achieve great results
  - avoid outputs for which there is no need
- Work cross-sectorally!
  - Bring together the established welfare sector, the public sector and the social entrepreneurship scene!
  - Combine social themes with green themes
- Bring about organisational change!
  - Start with your own organisations, don‘t forget them as a target group

And finally

Thanks to the German Federal Ministry of the Interior and its Federal Programme Transnational Cooperation.

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Thematic sessions

Social innovation

Main features of the new 2021-2027 Programme regarding **Social innovation**

Thomas Ghislain

Contact Point for Wallonia, Belgium

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Social innovation

Session agenda

- How the topic is currently addressed (2014-2020)
- Project presentations
- **How the topic will be covered (2021-2027)**

Programme area 21-27

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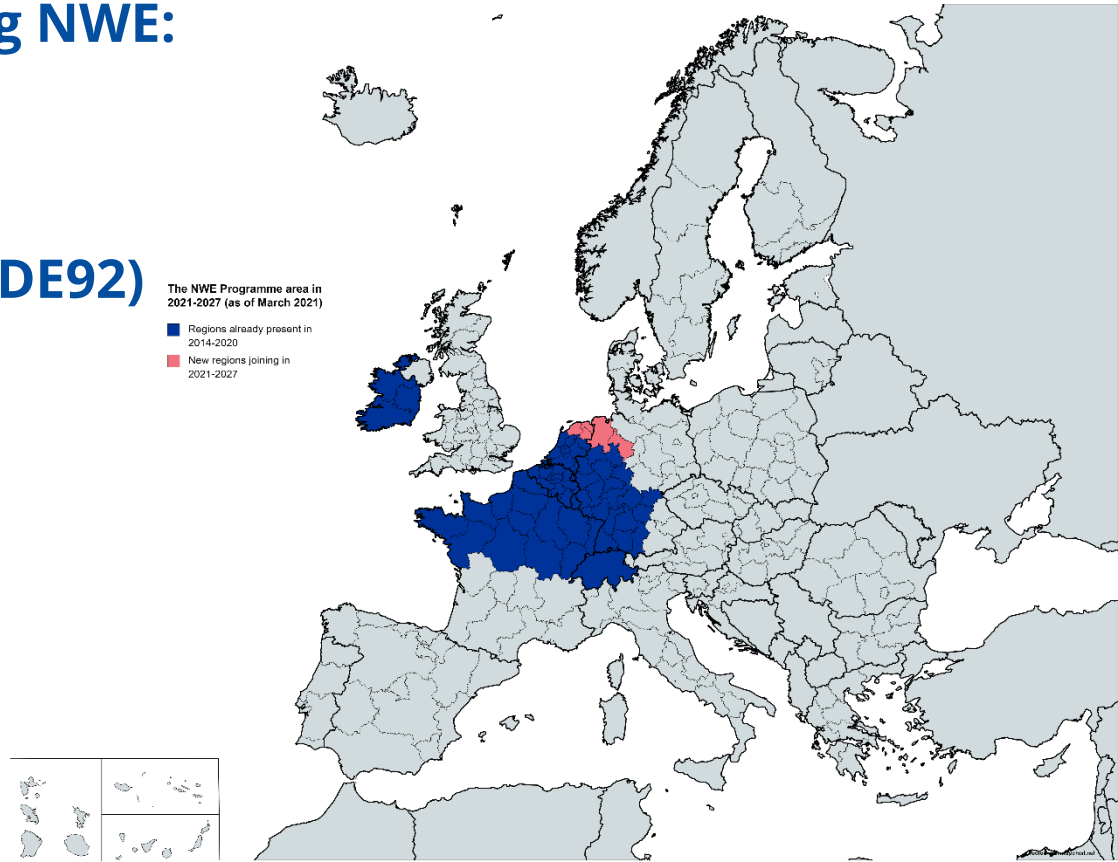
New regions joining Interreg NWE:

Germany:
- Bremen (DE50)
- Leine-Weser (Hannover) (DE92)
- Weser-Ems (DE94)

Netherlands:
- Groningen (NL11)
- Friesland (NL12)
- Drenthe (NL13)



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NWE in the making

- **Provisional planning for the future Interreg NWE (2021-2027)**
  - Autumn 2021 : draft Interreg programme submitted to the Commission (tbc)
  - End of 2021 – early 2022 : Submission of final draft to the Commission (tbc)
  - Spring 2022 : first call for projects (tbc)

Disclaimer: all the elements presented here come from preliminary discussions and have not yet been the subject of an agreement between Member states to insert them in the Interreg NWE 2021-2027 Programme. Therefore please consider it cautiously .

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Thematic orientations

Priority 1
Smart climate and environmental resilience for NWE territories

- 2.7
- 2.4

Priority 2
Smart and just energy transition

- 2.1
- 2.2

Priority 3
Transition towards a place-based circular economy

- 2.6

Priority 4
Fostering innovative capacity in NWE regions

- 1.1

Priority 5
Just and inclusive NWE

- 4.1
- 4.4
- 4.5

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Thematic orientations

Priority 1
Smart climate and environmental resilience for NWE territories

2.7

2.4

Priority 2
Smart and just energy transition

2.1

2.2

Priority 3
Transition towards a place-based circular economy

2.6

Priority 4
Fostering innovative capacity in NWE regions

1.1

Priority 5
Just and inclusive NWE

4.1

4.4

4.5

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Priority 5

Just and inclusive NWE

Policy objective 4 “a more social and inclusive Europe implementing the European Pillar of Social Rights”

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Priority 5

Just and inclusive NWE

SO 4.1: Enhancing the effectiveness and inclusiveness of labour markets and access to quality employment through developing social infrastructure and promoting social economy.

SO 4.4: Ensuring equal access to healthcare through developing infrastructure, including primary care, and promoting the transition from institutional to family and community-based care.

SO 4.5: Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation.

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Territorial challenge

- *Imbalances between and within countries*
- *Impact of the pandemic*

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Stakeholder consultation

- *Exchange of good practices, knowledge and ideas*
- *Tackle common societal challenges*
- *Develop and test common tools and solutions in vulnerable and/or different contexts*

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Future cooperation projects

- *Elaboration and implementation of joint strategies and action plans*
- *Pilot actions for testing tools and/or solutions taken up or upscaled*
- *Capacity building and awareness raising activities in the related fields*

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Thank you for taking part in our event!

Browse through our latest publication to find out more about the impact of our projects.

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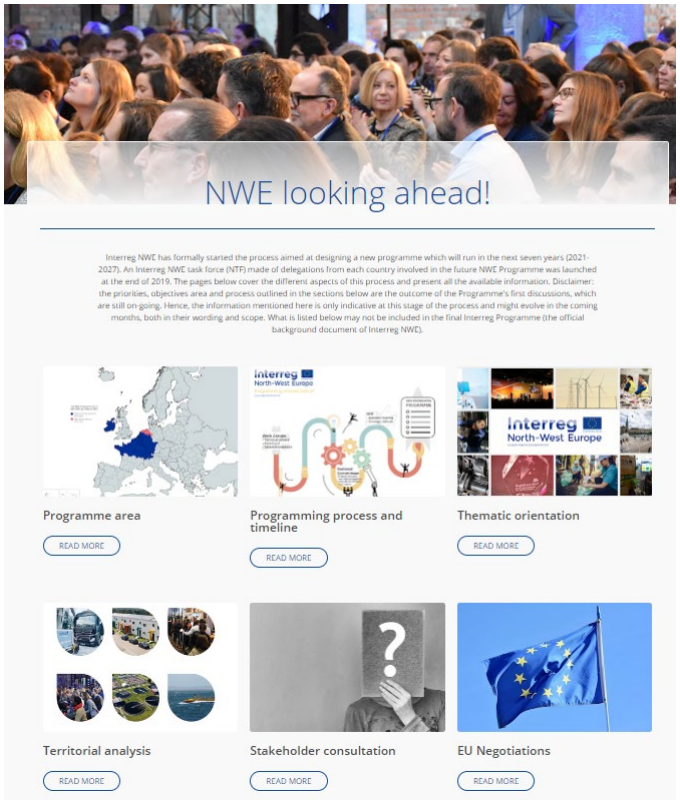
Visit our Future Programme section for up-to-date content on Interreg NWE 2021-2027



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