



**SOCIAL  
INNOVATION  
COMMUNITY**



## **Using social innovation policy approaches to help cities and regions realise the potential of the European Pillar of Social Rights**

**16 April 2018**

**Committee of the Regions, Rue Belliard 101 (room JDE52), B-1040 Brussels**

### **Background**

At the recent New Era of Social Innovation conference in Lisbon, President Juncker noted that social innovation is essential to the future of a more resilient, social Europe. Following the official proclamation of the European Pillar of Social Rights, the time is ripe to explore how the goals and aspirations it sets out can be translated into real impact on the ground.

Cities and regions are among the most fertile contexts for social innovation and experimentation. Many important themes such as collaborative citizenship and collaborative institutions, smart and participatory planning and budgeting have all converged at the city and regional level. Furthermore, cities and regions in Europe have been actively looking for new ways to engage and work with citizens, entrepreneurs, social economy and SI actors to tackle goals as diverse as widening social inclusion, improving employment opportunities for young people, and creating better supports for disadvantaged communities.

In this one-day interactive event, key city and regional public representatives - together with civil society, social economy organizations, universities and other players - will have the occasion to:

- **INSPIRE/LEARN:** Build on and learn from the experiences of cities/regions that have used experimental social innovation policy approaches to tackle a range of issues relevant to the Pillar such as fairer and more inclusive employment, access to services for different parts of the population, equal opportunities...
- **TRANSLATING THE PILLAR INTO PRIORITY ACTION AREAS:** Identify a range of topics where social innovation approaches could have the greatest impact in supporting the Pillar
- **CREATING AN ENABLING PLATFORM:** Identifying the kinds of partnerships, supports, resources and buy-in needed to effectively launch an SI Action Plan in a city or region

The conference will also be the occasion to launch the SIC Pool of practice on social innovation in public policies of cities and regions aimed at supporting Cities and Regions across the EU to pursue practical actions - building on social innovation principles and experimental approaches - that can help achieve the goals of the Pillar.

## Programme

### 9.30 Welcome and introductory remarks

Moderator: **Luigi Martignetti**, REVES aisbl

- **Marcelle Hendrickx**, Member of the Executive Council of the City of Tilburg (NL), Member of the Committee of the Regions and CoR rapporteur on “Social innovation as a new tool for addressing societal challenges”
- **Marie-Christine Vergiat**, MEP (*video intervention*)
- **Lambert van Nistelrooij**, MEP (*video intervention*)

### ***Innovation in/through design, experimentation and implementation of strategies, action plans and policies***

### 10.00 Employment/Fair working conditions

Moderator: **Gunta Anča**, European Economic and Social Committee

- ⇒ France, Lille Métropole: « Zero Long-Term Unemployed Zones » experimentation, *presented by **Marc Godefroy**, Councillor at Lille Metropolitan Area*
- ⇒ UK, London, Kings Cross/Somers Town: Employee-owned and -managed digital platforms as a means for employment creation in disadvantaged neighbourhoods, *presented by **Jim Segers**, City Mine(d)*
- ⇒ Spain, Navarra region: Social Innovation Unit/Strategy for social enterprise, *presented by **Julen Etxebeste**, Navarra Region*

Q&A

10.45 h Coffee break

### 11.00 Social Protection and Inclusion

Moderator: **Francesca Rizzo**, University of Bologna

- ⇒ Italy, City of Brescia: “Zero tender for Welfare” – An alternative to public procurement, *presented by **Felice Scalvini**, Deputy-Mayor, City of Brescia*
- ⇒ Poland, City of Gdynia: Development of Territorial Quality Standards for Social Services, *presented by **Katarzyna Stec/Jarosław Józefczyk**, City of Gdynia*

Q&A

### 11.45 Equal Opportunities

Moderator: **Olga Zrihen**, member of the Committee of the Regions

- ⇒ Belgium, Brussels-Capital Region: Community Land Trust, *presented by **Sophie Ghyselen**, CLT Brussels*
- ⇒ Croatia, City of Zagreb: Zagreb za mene (Zagreb for me), *presented by **Teo Budanko**, aBWD Corporate Architects*
- ⇒ Belgium, City of Mechelen: Policy plan for Diversity and the Integration of Newcomers, *presented by **Gert Eraerts**, City of Mechelen*

Q&A

**12.30 Lunch (Atrium 5, same level)**

**13.30 -15.15 World Café Discussions** (with the participation of the presenters of the morning session)

**Venue of the World Café: Atrium5/Atrium 6**

**15.15 Coffee break**

**15.45 Restitution of world café discussions and short pitches on SIC thematic networks**

**16.15 Panel discussion: Experimentation as a way to reconnect bottom-up solutions and top-down policy making**

Moderator: **Anders Bro**, Region Örebro County (SE)

- **Anna-Lena Zademach-Schwierz**, Member of Cabinet, Cabinet of Corina Crețu, European Commissioner for Regional Policy

- **Dominique Bé**, European Commission, DG Employment and Social Affairs

- **Patricia Scherer**, Social Platform/EASPD

**17.00 Conclusions by SIC partners, including launch of the SIC pool of practices on social innovation in public policies of cities and regions**

*Interpretation from/into English and French, with a possibility to speak Italian and Spanish*

*Hosted by*



**European Committee  
of the Regions**



*This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme.*