

INNOSEV—Social Platform on Innovative Social Services Newsletter 2, April 2013

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INNOSEV project uses innovative communication tools

In this issue, we proudly present 20 videos as visual sociology examples of innovative social services in health, education, welfare and across those sectors. These examples serve to foster the discussion about what is innovative in social services.

We want to overcome communication gaps between stakeholder groups.

For INNOSEV updates and project outputs visit www.inno-serv.eu.

FP7 Project INNOSEV invites you to contribute to a discussion on research in “social service innovation” by elements of Visual sociology. The method has been selected in order to overcome language barriers and to encourage communication between practitioners, researchers and service users all over Europe. You can contribute by watching and commenting on videos online, or participating in one of our events.

We are now in the second half of the INNOSEV project. Here is what we have accomplished so far. We have:

Diagnosed current trends and directions from literature research on social services in target sectors;

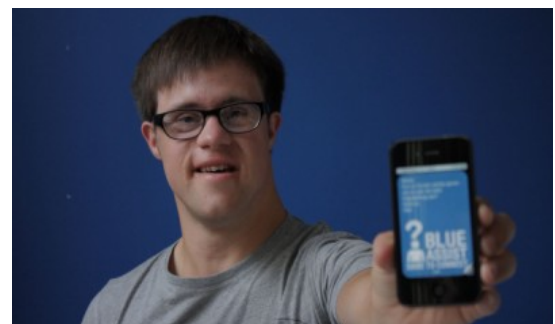
Identified 167 innovative social services that have been developed within and across the boundaries of these sectors;

Developed 20 case studies and videos on innovative practices;

Designed the INNOSEV web platform for information and exchanges on innovative social services;

Launched Linked in, Facebook and Twitter accounts to facilitate broad participation and enable global dissemination;

Started targeted dissemination involving academics, experts, researchers, service users, service providers, national and European policy makers.



Research practice on innovation in social services

Visualising social services and discussing innovation

Why visualisations?

The **INNOSERV** project seeks to identify potentials, characteristics, drivers, and agents of change for innovation in social services throughout Europe, and to discern new research questions to inform the future EU research agenda.

Out of a total of 167 innovative practice examples collected in 20 European countries, the **INNOSERV** Consortium partners selected 20 examples for visualisation, i.e. production of 5-6 minute videos on the drivers and actual content of innovation. These videos aim to stimulate broad public debate about innovation in social services among practitioners, researchers, service users, service providers and citizens across Europe.

These projects have been selected principally as examples of innovative ideas in social services, rather than as examples of best practice.

Visualisation enables for low cost sharing

and exchange of practice-based approaches. This method is also used to trigger discussions at the practice level (e.g. with users and practitioners), and to ensure their involvement in scientific research.

'Visualisations' enable people to get good information on a low threshold.

One should always bear in mind that, what is or is not innovative, always depends on the specific perspective (researcher, policy-maker, user, social service provider etc.) and (national) context. The videos portray certain aspects of innovation in order to discuss if others view this as innovative as well.



Prof. Dr. Andreas Langer

Filming process

In September 2012, the **INNOSERV** Consortium members together with key stakeholders and in cooperation with a media agency, started the visualisation of the selected social services. The Hungarian Partner Budapest Institute (BI) took over the producer role in this process. BI connected all relevant partners, instructed stakeholder and film teams, set quality standards and managed the film-process from mid 2012 to March 2013.

Hamburg University of applied sciences took over the management role, including identification and selection of a media team, organising contracts and schedules, connecting **INNOSERV** work packages and taking care of the overall quality control.

The national partners worked together with the respective stakeholders in innovative

social services to produce the visuals. They shared information, created story-boards and overall design. In addition, they created access to all important facts regarding target services. National partners organised a one to three-day shooting at each service location together with a media agency experienced in European policy. The media agency then spent many wo/men hours to illustrate these innovative ideas.

This was only possible as a result of an intense cooperation among all Consortium partners and stakeholders. These visualisations are rich illustrations of what is going on in 'social' services in the European Union. What is more, every visual example is a strong documentary. Viewers gain a clear idea of what is considered as innovation. Innovative practices and ideas can spread all over European welfare state systems.

INNOSERV opted for 'visualisations' because they allow us to:

- a) transfer information
- b) overcome language barriers
- c) encourage communication between practitioners, researchers and service users

Theoretically informed case studies

In addition to visual demonstrations of innovative social services in health, education, welfare and across those sectors, INNOSERV Consortium partners and innovative service providers produced theoretically informed case studies for each of the selected practices. These documents will be available on the INNOSERV web site in April. Case studies are informed by the theoretical research work completed in the literature review.

Each case study is 5 to 8 pages long and it includes a short explanation of the specific operating framework, the innovativeness, the replication potential and the added value.

Background: Innovation in social services

Social innovation and social services innovation are two central concepts in future political- and research strategy in the EU (Horizon 2020). A key element in this (scientific) research approach is the ability to support comparative discussion, peer reviews, experimentation and research design across nation states.

One aim of the 'new' EU research strategy is to acquire knowledge, capture trends and shed light on challenges that are being discussed on social policy micro-level. In other words, to understand what service users, practitioners, relatives and families of service users think about social services in their local and national context.

Social services are a crucial instrument of every European welfare regime. Continuous innovation is an important feature of social services that correspond to real needs. A key question for future European social policy strategy is how social service can be

better adjusted to user needs. Another one is how these needs can be met more efficiently and more effectively.

The background of research and discussion on social service on general interest (SSGI) influenced EU-policies (like the single market act) and ended in solid findings and consensus on the meaning and further development of social services in Europe. But beside the discourse on SSGI, there is a need in EU policies to ground these findings in some research on the micro level of service provision, like the viewpoint of users, practitioners and local contexts.

This approach that integrates micro level of service in a discourse on innovation and quality of SSGI, opens new challenges and issues in research methodology. It is to address these challenges that INNOSERV has visualised examples on innovation in social services, and it is now disseminating them to different audiences.

Your feedback is needed in April, May and June

Each INNOSERV Consortium partner will organise events, online and face to face discussions, workshops and webinars with groups of professionals, practitioners, experts and users to launch discussion on innovation in social services. These events will take place in April and May 2013.

We will present selected visual examples of innovative social services along with back-

ground information (theoretically informed case studies) in the national language.

The central concept of comparison of innovative practices, dissemination, feedback and stakeholder groups' involvement will be drawn up from discussions with specific audiences in local, national and cross-national fields of work for different types of social service innovation.

We created 20 beautiful films that we encourage you to see. When you do, please give us your feedback on our web site

www.inno-serv.eu

New or modified stakeholder roles, active participation of users in every phase of service design, delivery and monitoring, additional and/or new resources mobilised, and services that stretch across boundaries of different sectors to meet unmet needs are often found in innovative social services.

At the same time, these discussions based on individual 'cases' and comparisons across cases (and contexts) will help us to move further from a national to a European level. The feedback received will be integrated into the emerging research agenda.

Your feedback will further serve to identify main impressions, emerging questions, suggestions and challenges. These qualitative reports will be part of a final comparative feedback report. As all other completed project

deliverables, the summary report will be available to the public in late July 2013.



Dr. Flavia Pesce

The main topics that we would like to discuss with you include:

1. Core innovative aspects, changes and potential impacts of the innovative service/practice;
2. Ways to improve and develop the innovative examples, alternative ways to meet the same needs and identify problematic aspects;
3. Transferability (and barriers to the implementation), adaptation and replication of the practice;
4. Key conditions for innovation in social services, future challenges in social service innovation.



Combining art and science for a unique perspective on social services and innovation

The INNOSERV Consortium sought assistance from a group of filmmakers to produce visual examples of innovative social services in health, education, welfare and across these sectors. In the period between June 2012 and March 2013, the filming crew spent some 40 days in the field, talking to service users, service providers, experts, officials and other relevant stakeholders. We bring to you their unique afterthoughts and reflections.

Please describe your INNOSERV experience in a few illustrative words

It was a huge, colourful, somewhat stressful adventure. And a wonderful excuse to meet a lot of very inspiring and kind people, to whom a 2 day visit and a 5 minute video don't do justice. There are several projects we would love to return to!

Our INNOSERV-mission gave us access to all sorts of situations and worlds that we would

never have discovered otherwise. So many fascinating insights into modes of working within organisations, into people's homes, into village life...

What particular aspects of social service innovation were you made aware of during the filming process that you were not aware of before?

A lot of the projects we encountered were about giving service users more autonomy and freedom. This always happened in a supportive, enabling way - in a way that really did appear to benefit all parties. When new technologies were involved they were about facilitating a more important paradigm shift.

With the examples that were selected for INNOSERV any fears that we might have had at the beginning - that the innovations might (in the current economic and political

context) be overly focused on shifting responsibility onto users (“here’s an innovation, now go and get on with it on your own”) and on saving resources, were dispelled.

What probably struck us most, though, was the strength of the relationships between the people we met: teams that worked really well together, where there was a lot of friendship and energy and respect, and service users who enjoyed really positive relationships with the organisations that were supporting them. It was a reminder for us that social innovation in particular is about relationships between people.

You’ve visited 10 countries. Do you think that innovation in social services travels as well as you do?

Innovation seems to travel pretty well, and better than we do actually (one of us is scared of flying, another gets car sick.). A lot of the teams we talked to made explicit reference to ideas or inspiration found abroad.

We learned about projects that are innovative precisely because of the difficult context in which they happen; groups who managed to develop initiatives against the odds. We also learned that innovation travels in all directions (the Danish Mobile Health Team talked about taking up ideas from a practice in Spain for instance), and that when ideas are adopted in a new context they are enriched. (In Katymar, Hungary, where the municipality has set up a Sure Start Centre - an initiative that started in the UK - they have adapted the project to a rural setting, combined it with a Social Land Programme and supported agricultural work and training to become quite a comprehensive support.)

Have you faced any cultural difficulties in attempts to communicate social services innovation to broader audiences?

We will probably find out more about this when the reports go on-line and the consortium start gathering feedback! So far, the biggest challenge for us has been linguistic. Filming and editing footage in languages we didn’t always understand was, in spite of all the help we received from national partners, by far the big-

gest difficulty we encountered.

Please share with us your takeaways regarding visual sociology.

For us, the **INNOSERV** videos were about visualising ideas that had been established by the researchers and practitioners. Because of the time constraints (we spent an average of two days discovering each project, and the final videos are about 5 minutes long) we were not always able to let the images speak for themselves, and had to rely on interviews to capture ideas we could not film. But the videos do provide a window into the projects through which you can see the real people, and that’s something a text can’t provide. More generally, though, we are a little bit wary of visual sociology in the sense that video can have a sort of air of neutrality or objectivity that is really deceptive!

Anything else you would want to add regarding the **INNOSERV future?**

We hope that the films will prompt questions and discussions. We are interested to see if

When ideas are adopted in a new context they are enriched



and how they will draw a wider group into the debate. On a couple of occasions we experimented with asking service users to film themselves. For various reasons we didn’t get very far with this. Perhaps if there’s a follow-up project, you can by-pass people like us and give the camera to the service users themselves. We’re sure the results would be very rich.

INNOSERV project - next steps

Collection of stakeholder feedback

Throughout Europe, Consortium Partners will solicit feedback on 20 videos and case studies from existing networks, local and national stakeholders. **INNOSERV** will use facilitated group discussions, workshops, online discussions, focus groups and social media to gather and document feedback.

Pushing research further: international expert meetings on innovation in social services

High level expert meetings will be held in Budapest (8 May) and in Brussels (17 May) to assess the status quo and identify future challenges, trends and research gaps related to innovation in the social service sector. Experts and academic researchers will gather to link up empirical evidences with the theoretical discourse and identify future scenarios and new research problems related to social service planning, provision and evaluation. Participation in these workshops is by invitation only

Draft Research Agenda

Taking suggestions from researchers, service users, providers, policy-makers and other

stakeholders, the Consortium will draft a future research agenda and make decisions about the knowledge that will be needed in the near future.

Presenting and finalizing the research agenda

Researchers, stakeholders and umbrella organizations will take part in assessing validity and feasibility of the proposed research agenda. Based on their input, **INNOSERV** will compose final research agenda as suggestion to EC. Versions adopted to different audiences will be produced.

A living web based platform and new media

Our web site will continue to serve as a relevant place for information and discussion on innovation in social services. We will seek out to you through new media.

INNOSERV visual discussion material



New housing solutions and inter-generational support

Inter- and intra-generational cohabitation as an integrated solution to tackle social problems - Auser Abitare Solidale, Italy



Mobile health services for hard to reach people

Mobile health offer for foreign women in prostitution, The Danish Centre against Human Trafficking, Denmark



Care for older people in a community setting





A nursing home and a meeting place for people across generations, cultures and persons with an untraditional combination of culture, local community and voluntary work – Ammerudhjemmet, Norway



User involvement for independent living and personal assistance

Accreditation of personal assistance provider training- CIL Serbia



<p>Empowering parents Coaching parents to prepare them for educating and caring for their children - Eltern AG, Germany</p>	 <p>They meet regularly for barbecues for instance.</p>	<p>User driven service evaluation Users evaluate the outcome quality of social services – Nueva, Austria</p>	 <p>It is good because, as people with disabilities, we can work in real jobs.</p>
<p>Patient led home based stroke rehabilitation - Early Supported Discharge after Stroke Early stroke specialist multidisciplinary rehabilitation and support is provided in the community (patient's home) - USH, United Kingdom.</p>	 <p>So he's always done a lot of the household chores and...</p>	<p>Social enterprises for integration and development Sewing room employing marginalized immigrant women - Place de bleu, Denmark</p>	 <p>The women learn work-related vocabulary, especially sewing.</p>
 <p>I start at 5:30 in the morning and make breakfast for the guests.</p>	<p>Living Independently: Bringing people with disabilities into work Framework for use of personal skills in dependent life - GPE Society Mainz, Germany</p>	<p>Community building through art-education Art-education of underprivileged/Roma children + online web shop, Realpearl, Hungary</p>	 <p>so that air can circulate and it dries faster.</p>
 <p>It's really about personal contact between people.</p>	<p>Empowering people to manage their finances Financial Home Administration Programme - Humanitas, Netherlands</p>	<p>Integrated housing, social and health services for mental health rehabilitation Housing solutions for people with mental health problems - Light Residential, Italy</p>	 <p>Therapeutic care provided within care institutions</p>
 <p>And then my thought was to include the relatives, too.</p>	<p>Changing perceptions of people with mental illnesses The triologue citizen's initiative consisting of persons with psychic/mental diseases, family members, relatives and professionals from the health system - Irre Menschlich, Germany</p>	<p>Community solutions to prevent public health problems Community well-being initiative through acting - Sante Communaires Seclin, France</p>	 <p>It has helped me in my relationships to others.</p>
 <p>tips about how to deal with their children.</p>	<p>Breaking the Poverty Cycle: Early Child Development and Parents' Employment Social support of disadvantage/Roma, supported employment – Katymar, Hungary</p>	 <p>I would feel very awkward about complaining about pain.</p>	<p>On-line patient self-management tool Patient led digital health for long term health conditions - Somerset Pain management Service and Know Your Own Health, United Kingdom</p>
 <p>so all families and residents in the neighbourhood are invited</p>	<p>Flexible child care for single parent families Network for after school childcare for disadvantaged families - Mom'artre, France</p>	 <p>Going there together you can bring a fresh perspective.</p>	<p>Managing care services to support independence – changing focus for old age Training of street level employees to take assignments to citizens - Vitality, Denmark</p>
<p>On line coaching empowers disabled people An icon combined with a message to ask strangers for help, Blue Assist, Belgium</p>	 <p>Now, all professionals have become coaches</p>	<p>Unified approach to care: a certificate for entry level staff The European Care Certificate (ECC) is an entry level award now available in 16 EU countries, EASPD, Europe</p>	

Watch INNOSERV trailer. Join the debate.



INNOSERV is a 7th Framework Programme project funded by the European Union dealing with innovation in the field of social services.

INNOSERV aims to establish a platform bringing together researchers, practitioners and policy-makers working on the planning and conduct of social services. Eleven research institutions from nine European countries are involved in the two-year project. Its funding amounts to just under EUR 1.5 million.

We're on the web!

www.inno-serv.eu/

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