

## HFU Business School

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Social Innovations in the extended Lake  
Constance area –  
an overview of the current activities

# **HFU Business School**

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## Abstract

In recent years the importance of social innovation for societies is rising. Therefore, the European Union realized, that political goals can be successfully achieved through social innovations.<sup>1</sup> The concept is offering solutions for social challenges broadly based and in a variety of different fields

Thus, the focus of this paper will be to identify social innovation activities in the Lake Constance area and the problems which are being solved through those activities. It will therefore provide a quantitative analysis of the identified projects including the main idea of the activity as well as information about the innovators. The key outcomes of this paper are, that social innovators are mainly focusing on current political challenges such as the refugee crisis. Problems which the society is already facing for a longer period of time, are less focused. It could further be identified, that the majority of social innovators are students or graduates. Also, most of the activities have their origin in bigger cities such as Stuttgart, Karlsruhe or Heidelberg.

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<sup>1</sup> Cf. Howaldt et al. (2018), p.3.

## 1 Introduction

"Innovation" is one of the big magic words nowadays. Everything should be new, different, better. The focus on this vision lies without question on technology.

However, the question is, if this vision is still realistic. Do we only need to think technically innovative in order to become better, smarter and richer? For sure, technological innovations improve our everyday life: An enormous increase in medical technology research reduces the mortality rate, the internet provides worldwide communication.

But, what about social challenges the society is currently facing? What about disadvantages for a specific group of people like immigrants and disabled people? What about the poor and lonely ones?

Does the overall achievement of a society not need to also face social challenges, in order to be successful? And are at the end social innovations not just as important as technical ones?

A growing agreement between innovators, researchers as well as policy makers is, that **social innovation** increases the capacity for a society to successfully act.<sup>2</sup>

The importance of innovations in a social context is therefore more and more noticed

### 1.1 Economic Context

This chapter discusses why social innovation occurs and what aspects contribute to it in an economic context. These aspects can be manifold, which is why they are considered in more detail below. However, it is predicated that it always comes down to why such innovations even arise and which factors are responsible for them. Basically, it is about the reason why social innovations seem to be needed and their emergence justified in the economic context.

First of all, social innovations do not refer to a specific sector of the economy, but explicitly refer to the creation of social benefits and society as a whole.<sup>3</sup> Long-term as well as short-term social challenges arise in many areas of today's life. The fulfillment of these social needs and their urgency can be best dealt with through social

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<sup>2</sup> Cf. Howaldt et al. 2018, p.3

<sup>3</sup> Cf. Caulier-Grice et al. 2012, p. 26

innovations as well as projects.<sup>4</sup> Within this requirement, it is both the economic and social aspects that ultimately lead to a social value for development.<sup>5</sup> Even though, the general idea of innovation is primarily geared to technology and economics, aspects such as services and the functional relationship between problem and solution are at the forefront of social innovation.<sup>6</sup> Furthermore, there are significant correspondences between economic and social innovation approaches.<sup>7</sup>

To highlight the relevance of social innovations, the social needs of today's society have to be emphasized. In varying degrees within the respective economic context, an attempt is made to counteract these different problems. Thereby, various innovation approaches have been identified and organized into problem-related clusters, in order to meet these challenges.

## 1.2 Literature Review

In recent years, the worldwide population has realised, that the challenges which the modern society of the 21<sup>st</sup> century is facing, cannot be solved only by technological innovations. Social innovations are rather needed, in order to counteract not only political, economic and environmental problems but also social ones.<sup>8</sup>

A literature review and status quo for the topic of social innovation leads to a huge variety of different definitions, opinions and concepts. Therefore, a universal meaning of the concept of social innovation does not exist. According to this background it is necessary to focus on one definition. As the definition of Jürgen Howaldt is used by the German government in order to decide if a social innovation will be funded, this paper will stick to Howaldt's definition, as following:<sup>9</sup>

*“A social innovation is an intentional, purposeful re-configuration **of social practices in certain fields of action or social concepts**, with the goal of better solving or satisfying problems or needs than is possible on the basis of established practices.”<sup>10</sup>*

Continuing, there will be a brief overview about the history of social innovation. In a

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<sup>4</sup> Cf. Schmitz et al. 2013, pp. 3-7

<sup>5</sup> Cf. Bosworth et al. 2016, p. 441f.

<sup>6</sup> Cf. Howaldt and Jacobsen 2010, p. 9

<sup>7</sup> Cf. Schmitz et al. 2013, p. 3

<sup>8</sup> Cf. Howaldt et al. 2018, p. 19

<sup>9</sup> Cf. Howaldt et al. 2014

<sup>10</sup> Howaldt and Schwarz 2010, p. 89

next step, the main idea of social innovation by Howaldt will be discussed. Afterwards the authors provide a short summary of other important people and opinions in the field of social innovation.

Back to the 19<sup>th</sup> century social innovation was especially referred to the social revolution. It was mentioned long before the idea of technological innovations has been determined. Social innovation became aligned with social reforms later in the field of education and work. A new sense of the concept emerged at the beginning of the 20<sup>th</sup> century: Social Innovation was seen as an adjustment of a new behaviour or activity which contained all areas of the society for example gender relations, management, everyday live topics and education.

Nowadays the term is used for a variety of social phenomenon's and changing practices.<sup>11</sup>

It comes to the following question: What does it need in order to make an innovation a social one? According to Howaldt, the main difference between a technological innovation and a social innovation is, that a social innovation is based on no-material social practices. Howaldt further claims, that a social innovation needs to work under a "non-profit" concept and is commonly accepted as new social practice.<sup>12</sup> The main goal of every social innovation is to solve existing problems as well as satisfying the needs of the society.<sup>13</sup> Howaldt is referring with his definition of social innovation to Schumpeters basic idea of innovation and therefore sees a social innovation as an interaction between people; "social innovation is seen as a new combination of social practices in certain areas of action or social contexts."<sup>14</sup>

According to Conger's definition in 2003, a social innovation needs to be more delimited and is only referred to as such when the activity is able to reach an important and significant degree of distribution and only "when introduced into a new setting"<sup>15</sup>

For many authors in this field of research one of the central characteristics is, the precondition of social innovation projects are therefore high social values. According to Zap social innovations are only those parts of a process of change, which are aligned

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<sup>11</sup> Cf. Howaldt et al. 2018, p. 19

<sup>12</sup> Cf. Howaldt & Jacobsen 2010, p. 89-90

<sup>13</sup> Cf. Howaldt & Jacobsen 2010, p.85

<sup>14</sup> Howaldt et al. 2018, p.23

<sup>15</sup> Conger 2003

with high value goals and will therefore be able to deal with social challenges.<sup>16</sup>

Muglan et al. defines a social innovation as the “[...] development and implementation of new ideas (products, services and models) to meet social needs.”<sup>17</sup>

In principal, many researches in this field have shown that social innovations are taking place when commercial and governmental organizations couldn't succeed and failed.<sup>18</sup>

Despite the enormous boom of social science discussions on innovation, the impact on research practices has been very low in recent years.<sup>19</sup>

The literature review has shown that there is no clear understanding of social innovations nowadays. This missing common understanding is based on many different definitions, as well as a missing differentiation to other concepts such as technological innovations.<sup>20</sup> In this context, it is obvious, that social innovation is less a specific defined technical term but is rather used as a descriptive image or metaphor, in order to express phenomena of social change.<sup>21</sup>

It is therefore even more important, to structure the research field of social Innovation. In the following, this paper will cluster different projects based on the respective problem they are counteracting. To identify a social innovation activity or project as such, the authors have separated them, according to the previously mentioned definition of Howaldt. Furthermore, a limitation on the listed innovations is applied, so that only a period of the last five years is included in order to achieve a better differentiation of present social innovations.

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<sup>16</sup> Cf. Howaldt & Jacobsen 2010, p.90-91

<sup>17</sup> Muglan et al. 2007, p.9

<sup>18</sup> Cf. Muglan et al. 2007, p.9

<sup>19</sup> Cf. Howaldt & Jacobsen 2010, p. 95

<sup>20</sup> Cf. Howaldt et al. 2018, p. 19

<sup>21</sup> Cf. Howaldt & Jacobsen 2010, p. 96-97

## 2 Research Design

In every research, the definition of the research question, as well as the identification of research methodology and the data to be studied displays a key success factor for the future outcome.<sup>22</sup> In the following chapter, this research procedure will be emphasized and explained.

### 2.1 Research Question

A good research question needs to explain the substance of the research and identify the exact field of study. Further, it should already provide evidence to the reader, what the outcome of the study targets. The challenge is to define the research question not too trivial or too complex. Finally, the research question can provide first evidence about the possible methodological attempt.

As identified in the literature review, there is no clear definition of a social innovation. Resulting, an overview of activities which can be classified as social innovation has not been accomplished yet. Due to the short time of research, another limitation has been made and only the activities of the economical strong area around the Lake Constance will be regarded. Based on these findings the research question is defined as following:

**“Which social innovation activities can be observed in the extended Lake Constance area; in Baden-Württemberg and parts of Bavaria?”**

Since the result of the first question can vary in many different factors, a more precise solution, on which areas are covered by social innovation is necessary. Additionally, a more specific outline of the research’s content, where and by whom social innovation is practiced, should be determined. Therefore, additional research questions, to support the first and provide the red thread for the conduction are defined as the following:

“Which problem related areas (cluster) are social innovation activities in the extended Lake Constance area focusing on?”

“Where and by whom are social innovations in the defined area practiced?”

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<sup>22</sup> Cf. Yin 2014 p.12

## 2.2 Research Methodology

After defining the question of interest, the way a researcher will study the problem should be identified. The research methodology defines the framework of collecting necessary evidence and selecting relevant data to answer the research question.<sup>23</sup> A second important part of a research is the data base. To achieve a proper result, data used in any research needs to be reliable, replicable and valid.<sup>24</sup> In the following chapter, the methodology used as well as the data collection will be elaborated and explained.

In social science, especially in the economic field of study the most common research methods are: Experiment, Survey, Archival Analysis, History and Case Study.<sup>25</sup> The names of the describes research methods can differ in different literature. Important is that all of the described methods are based on empirical data, follow their very own logical process and generate results in varying ways, which than is the same despite the wording.<sup>26</sup> The right methodology for a research depends on the research question and the specific event being studied. Figure one<sup>27</sup> illustrates the different relations between the research question and the event being studied. This observed relation points towards a specific methodology.

Method	Form of research question	Requires Control of Behavioral Events?	Focuses on Contemporary Events?
<b>Experiment</b>	how, why?	yes	yes
<b>Survey</b>	who, what, where, how many, how much?	no	yes
<b>Archival Analysis</b>	who, what, where, how many, how much?	no	yes/no
<b>History</b>	how, why?	no	no
<b>Case Study</b>	how, why?	no	yes

*Table 1: Research strategies in social science*

Since this research project is trying to find out about the kind of innovation activities in the extended Lake Constance area and the problems causing the need of social innovations, the first two research questions defined earlier can be classified as “what”-

<sup>23</sup> Cf. Bryman 2016, p. 39

<sup>24</sup> Cf. Bryman 2016, p.40

<sup>25</sup> Cf. Teiu and Juravle 2012, p.1

<sup>26</sup> Cf. Yin 2014, p.9

<sup>27</sup> Cf. Yin 2014, p. 10

questions. The third one is observing the people practicing social innovations and finding out the exact location, which classifies them as “Who” and “Where” questions. Therefore, only surveys and archival analysis have to be taken into account while searching for a suitable research methodology. Further, social innovations in the research are defined as projects established in the past three to five years. Therefore, the objects studied are partly contemporary events, developed in the past and progressing into the present. Surveys are focusing on the observation of currently occurring situations, whereas archival analysis investigate the combination of past and present activities. Therefore, the most appropriate research methodology for this research is the archival analysis.

### 2.3 Data and evidence collection

Even though carrying out a research starts with defining the research question and methodology, most people associate doing research with collecting data and analyzing it. Yet this step needs as much preparation as the previous one. First, the type of data used as evidence in the research should be determined. Several different tools to generate data are introduced by research literature. The pool a researcher can choose from is on the one hand depending on the research methodology they use and on the other hand relying on the accessibility of the data.

In general, data can be classified as qualitative data, describing the evidence, and quantitative data, measuring the evidence.<sup>28</sup> In social science, the following three types of qualitative data collection are most likely to be used: Observation, interviews/surveys and documents.<sup>29</sup> For quantitative data, archival records are playing an important role.<sup>30</sup> In table two, the different types of evidence collection are explained, and their strength and weaknesses are displayed. No type of collecting evidence should be seen as more beneficial than another one.<sup>31</sup> It is more essential, that different types of data collections are used complementary, because a good research should rely on as many sources as possible.<sup>32</sup>

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<sup>28</sup> Cf. Bryman 2016, p. 147 ff.

<sup>29</sup> Cf. Gaudet and Robert 2018, p.78

<sup>30</sup> Cf. Yin 2014, p.106

<sup>31</sup> Cf. Yin 2014, p.104

<sup>32</sup> Cf. Yin 2014, p.105

<u>Types</u>	<u>Description</u>	<u>Strength</u>	<u>Weakness</u>
Observation	Interactive activity of the researcher with the object of research, while the experience is documented by any party.	<ul style="list-style-type: none"> <li>• Regards actions and context</li> <li>• Observes personal behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Timely</li> <li>• Costly</li> <li>• Biased</li> <li>• Reflexivity</li> </ul>
Interviews	Question based communication between the researcher and the object of research	<ul style="list-style-type: none"> <li>• Creation for research purpose</li> <li>• Observes behavior and explanation</li> </ul>	<ul style="list-style-type: none"> <li>• Biased</li> <li>• Depending on response rate</li> <li>• Reflexivity</li> </ul>
Documents	All written types of material, electronically or hardcopies, produced by the object of research	<ul style="list-style-type: none"> <li>• Reviewable</li> <li>• Explicit</li> <li>• Creation not for research purposes</li> <li>• Broad</li> </ul>	<ul style="list-style-type: none"> <li>• Biased</li> <li>• Accessibility</li> <li>• Retrievability</li> </ul>
Archival records	Any file containing service or organization records as well as surveys conducted by a third party	<ul style="list-style-type: none"> <li>• Quantitative</li> <li>• Reviewable</li> <li>• Explicit</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility</li> <li>• Retrievability</li> </ul>

*Table 2: Types of evidence collection in social research (Own illustration)*

The research of social innovation activities in the extended Lake Constance area will rely on two different types of qualitative data collection. In a first step, documents about the people practicing social innovation will be researched. In this case, the documents are either information the innovators publish about themselves or articles from third parties (newspapers or announcements of innovation competitions). Most of these documents have to be researched through the internet and are therefore electronically available. While all strength shown in table one can be taken into account, the main weakness of this evidence collection will be the retrievability. So far, a social innovation activity database is not existing. The information about social innovators are collected over current innovation competition, regional social innovation hubs (e.g. Stuttgart) or through the presentation on their own websites. If the necessary information cannot be found through these three channels, the innovators will be contacted and interviewed

about the demanded content. Since the first contact occurs directly through a phone call or a personal email, a high response rate can be anticipated. Further, the level of bias will be low since the requested data is static, such as the date of foundation.

Concluding, the following research will observe the social innovation activities in the Lake Constance area and will classify these activities into cluster. The research will be carried out through an archival analysis and the evidence collection will be based on documents and interviews.

### 3 Findings

The following chapter will present the outcome of the research. A first finding can be given by the problem areas, the social innovations are trying to counteract. In the Lake Constance area, nine different problem related fields of social innovation activities can be identified as the following: demographic change, isolation, disease, disabilities, housing, rural depopulation, immigration, environmental pollution and poverty/wastage. Figure one shows the locations of the different social innovation activities in Baden-Württemberg. A more detailed overview of the single innovation activities is given in the next paragraphs, which are separated by the problem related areas.

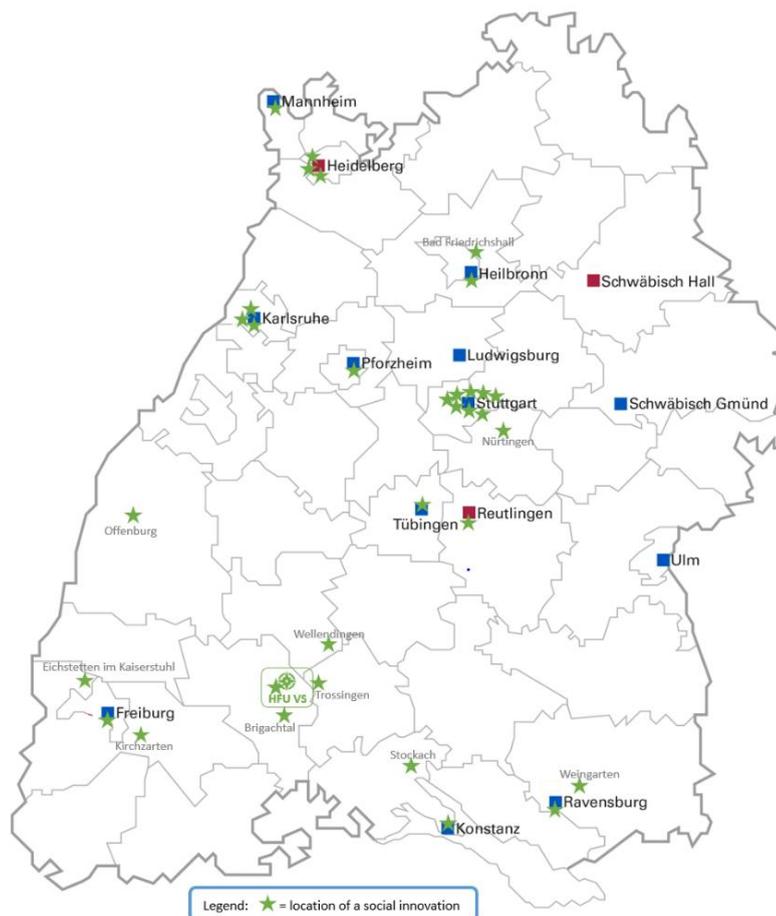


Figure 1: Social innovation locations in Baden-Württemberg (own illustration)

### 3.1 Demographic Change

Over the past decades, the structure of the German society has changed from pyramid shaped population pyramid towards an urn shaped one.<sup>34</sup> People are living longer and get less children, which results into a high ratio of old people in today's society. Politics are still not sure, which influence the demographic change will have financially on the countries social system.<sup>35</sup> Nevertheless, there will be more people, who need support in their daily life tasks and the connection between the different generations should be kept close. In the following cluster, social innovations, which try to shorten the effects of the demographic change and get the different generations together to learn from each other are presented.

<b><u>Name</u></b>	Mehrgenerationensporttag <sup>33</sup>
<b><u>What</u></b>	The vision of a sports club in south Bavaria is to organize sports events, where seniors, people with disability and everyone else who wants to participate enjoy doing sports together. During the activity, fun is the prior target and the performance should move into the background. The aim of this project is to bring the community together, collectively work on disease prevention and convey fun in sports.
<b><u>When</u></b>	Since 2015
<b><u>Where</u></b>	Rosenheim
<b><u>Who</u></b>	Christliches Sozialwerk e.V.

Table 3: Mehrgenerationensporttag

<b><u>Name</u></b>	Mitfahrerbank Wellendingen <sup>36</sup>
<b><u>What</u></b>	Small communities in rural areas try to enhance their public transportation with the concept of the "Mitfahrerbank". Therefore, several park benches with a direction sign next to them were installed in specific location of the area around the village Wellendingen. In general, whomever needs to get to another village can sit on the bench, adjust the sign with the specific direction they want to go to and anyone passing by the bench can offer a free ride to the inquirers. The major of

<sup>33</sup> Cf. Mehrgenerationensporttag 2018

<sup>34</sup> Cf. Statistisches Bundesamt 2015

<sup>35</sup> Cf. Heckel 2017

<sup>36</sup> Cf. Braungart 2017

	Wellendingen introduced the concept with the target of offering the elderly population in the community the possibility to stay mobile.
<b><u>When</u></b>	Since 2017
<b><u>Where</u></b>	Wellendingen
<b><u>Who</u></b>	Mayor Wellendingen Karl Fröhlich in cooperation with the city and a local carpenter

*Table 4: Mitfahrer Bank*

<b><u>Name</u></b>	Seniorenlebenshilfe <sup>37</sup>
<b><u>What</u></b>	The Seniorenlebenshilfe offers an individual support for old people to manage their individual challenges in the daily life. The system provides a so-called buddy program, to ensure an extensive care. Any senior can sign up for the program and then will be assigned to their own life supporter. Together the senior and the life support decide which challenges have to be overcome together. These challenges can be grocery shopping, online banking or a doctorial visit, depending fully on the individual. The target of the project is to encourage the elderly to overcome their daily life challenges to sustain a satisfied life.
<b><u>When</u></b>	Since 2013
<b><u>Where</u></b>	Western Baden-Württemberg (Karlsruhe, Pforzheim, Offenburg, Freiburg)
<b><u>Who</u></b>	A former nurse that is now self-employed at Seniorenlebenshilfe

*Table 5: Seniorenlebenshilfe*

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<sup>37</sup> Cf. Seniorenlebenshilfe 2018

### 3.2 Isolation

Isolation and loneliness is not only a problem of the oldest part of the population, a study amongst a representative population of the German society has shown, that young adults as well as elderly people are most likely to feel lonely.<sup>38</sup> Feeling lonely, which must be clearly separated from being alone, often originates in a dissatisfying financial situation, relationships status or the liability on others and can have major influences on the psychology of a human being.<sup>39</sup> The number of people with the psychological disease of isolation or loneliness has reached a point, where the public already classifies it as a national disease. The following paragraph presents social innovations, which counter act to this disease and try to bring people together and interact with each other.

<b><u>Name</u></b>	40% Job to prevent loneliness <sup>40</sup>
<b><u>What</u></b>	The “Bürgergemeinschaft Eichstetten” has implemented a 40% worker that is focusing on loneliness in their village. The position is mainly a contact person for lonely inhabitants. Furthermore, projects around the topic of loneliness and isolation are established, such as generation walks and sightseeing tours around their village led by retirees.
<b><u>When</u></b>	Since 2017
<b><u>Where</u></b>	Eichstetten im Kaiserstuhl
<b><u>Who</u></b>	City of Eichstetten

*Table 6: 40% job against loneliness*

<sup>38</sup> Cf. Luhmann and Hawkley 2016

<sup>39</sup> Cf. Luhmann and Hawkley 2016

<sup>40</sup> Cf. Bürgergemeinschaft Eichstetten e.V. 2018

<b><u>Name</u></b>	Yolawo <sup>41</sup>
<b><u>What</u></b>	This website provides an online platform for people to post their sportive activities including a specific location and a planned time. Any other user can then join the organizer in the sports activity. The person offering the activity can decide if other users can join for free or must pay an event fee. The target of the project is connecting people in the same region by being active together.
<b><u>When</u></b>	Since 2017
<b><u>Where</u></b>	Kirchzarten
<b><u>Who</u></b>	Two Students from the University Tübingen, one was majoring in business and the other one in computer science

*Table 7: Yolawo*

<b><u>Name</u></b>	Wollwerk <sup>42</sup>
<b><u>What</u></b>	Students from Karlsruhe are organizing a regular meeting with the target of learning and teaching the art of sewing and knitting. Anyone can participate in this public event on a voluntary basis. The only restriction for the teachers is the knowledge of sewing and knitting. The materials are made available to the participants for free and every participant can at the end decide to donate their final works to Wollwerk, which then is sold and the earned money is used to buy new material.
<b><u>When</u></b>	Since 2012/2013 <sup>43</sup>
<b><u>Where</u></b>	Karlsruhe
<b><u>Who</u></b>	Students from the Karlsruhe Institute of Technology in cooperation with retirees from the Karlsruhe region

*Table 8: Wollwerk*

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<sup>41</sup> Cf. Eckmann and Strelczuk 2017

<sup>42</sup> Cf. Stoll 2018

<sup>43</sup> Cf. Enactus Karlsruher Institute of Technology 2018

### 3.3 Disease

In a time of demographic change and an aging population, monitoring the health of a nation plays an important role. Even though the number of smokers has decreased and a trend of living a healthy lifestyle has emerged, many chronic diseases are occurring. The ones being most present in Germany are cardiovascular disease, cancer, musculoskeletal disorders, diabetes and psychological illnesses.<sup>44</sup> Further, families with a low socioeconomic status are more likely to suffer from health problems, have disabilities and die earlier.<sup>45</sup> Not only the affected ones and their families, also the countries' health and social system is strained by a high number of sick people.<sup>46</sup> The German social system cannot assist everyone and help in all regions to prevent chronic diseases. Therefore, a number of social innovation activities have tried to fill this gap in Baden-Württemberg.

<b><u>Name</u></b>	<b><u>Dopda</u></b> <sup>47</sup>
<b><u>What</u></b>	Dopda pursues a holistic approach with the philosophy that you can only be healthy when body, mind and soul are aligned. Furthermore, they think that everyone in a society has the right to get support when they are facing challenges. In their project, Dopda focusses on supporting young women from disadvantaged families and tries to prepare them for their upcoming challenges. To bring body, mind and soul together, they are teaching the girls a mixture of methods, knowledge and abilities from the field of health, social studies and psychology. The target is to convey a positive attitude towards life even though it can be tough sometimes.
<b><u>When</u></b>	Since 2016
<b><u>Where</u></b>	Heidelberg
<b><u>Who</u></b>	The founder was a former doctoral psychologist and his partner is a biologist with a PhD, still working full time in a pharmaceutical company.

*Table 9: Dopda*

<sup>44</sup> Cf. Gesundheitsberichterstattung des Bundes/Robert Koch Institut 2015

<sup>45</sup> Cf. Gesundheitsberichterstattung des Bundes/Robert Koch Institut 2015

<sup>46</sup> Cf. Gesundheitsberichterstattung des Bundes/Robert Koch Institut 2015

<sup>47</sup> Cf. Pr Prado 2018

<b><u>Name</u></b>	<b><u>Gerinetz BW</u></b> <sup>48</sup>
<b><u>What</u></b>	GeriNetz is a project of the state Baden-Württemberg to increase the communication and knowledge exchange between all parties involved into a patient's treatment. The target is to establish a common IT-Infrastructure for therapists, specialized doctors, rehabilitation centers, and all other medical services to ensure a holistic treatment of every patient. Over this infrastructure, patient specific data can be exchanged and every party in charge has all information necessary to find the right and individual solution. Another aim of this project is the simplification of the interface communication in the medical service sector.
<b><u>When</u></b>	Since 2015
<b><u>Where</u></b>	Mannheim/Bad Friedrichshall
<b><u>Who</u></b>	State founded project from the state Baden-Württemberg

Table 10: GeriNetz BW

<b><u>Name</u></b>	Youth-Life-Line <sup>49, 50</sup>
<b><u>What</u></b>	Anonymous guidance and advice for suicidal adolescents. An online anonymous advice from adolescents and professional educators for adolescents is provided. A detailed answer is given to every incoming e-mail, as well as a personal companion at the same age range and information for other helping services. This is a Peer to Peer concept from adolescents for adolescents. Peers are volunteer working adolescents from 15 to 25 (school or university). Supported by the university of Tübingen and the child- and adolescence-physiatry from the Tübingen University medical center.
<b><u>When</u></b>	Award winning project for social Innovation price of B Braun in 2016
<b><u>Where</u></b>	Reutlingen/Tuttlingen

<sup>48</sup> Cf. FZI Forschungszentrum Informatik 2018

<sup>49</sup> Cf. Youth-life-line 2016

<sup>50</sup> Cf. B Braun 2016

<b><u>Who</u></b>	Volunteer adolescents and students
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*Table 11 Youth-Life-Line*

<b><u>Name</u></b>	VRehality <sup>51</sup>
<b><u>What</u></b>	The modern virtual reality software should help patients to get back into their normal life as fast as possible after their treatments are over. In the beginning of the rehabilitation phase, the patient together with a therapist will train their body based on the devices software. As soon as the concept is known, the patient will be released from the clinic and receive virtual reality glasses to continue the rehabilitation at home by him-/herself. As soon as the rehabilitation is completed, the virtual reality glasses are returned and other patient will use the devices. The founders have established the training software with the target of helping patients to get back into their individual life faster.
<b><u>When</u></b>	Since 2018 <sup>52</sup>
<b><u>Where</u></b>	Tübingen
<b><u>Who</u></b>	One master student majoring in computer science and neurobiology, three full time employees in information technology and game design

*Table 12: Rehality*

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<sup>51</sup> Cf. Rehago 2018

<sup>52</sup> Cf. Rehality 2018

### 3.4 Disabilities

9,3% of the German population were heavily disabled in 2015 (refer to figure two second column). When comparing the amount of disabled people in Germany from 1995 till 2015 no huge changes can be noticed. With roundabout 9%, the percentage of heavily disabled people nearly stayed the same.<sup>53</sup>

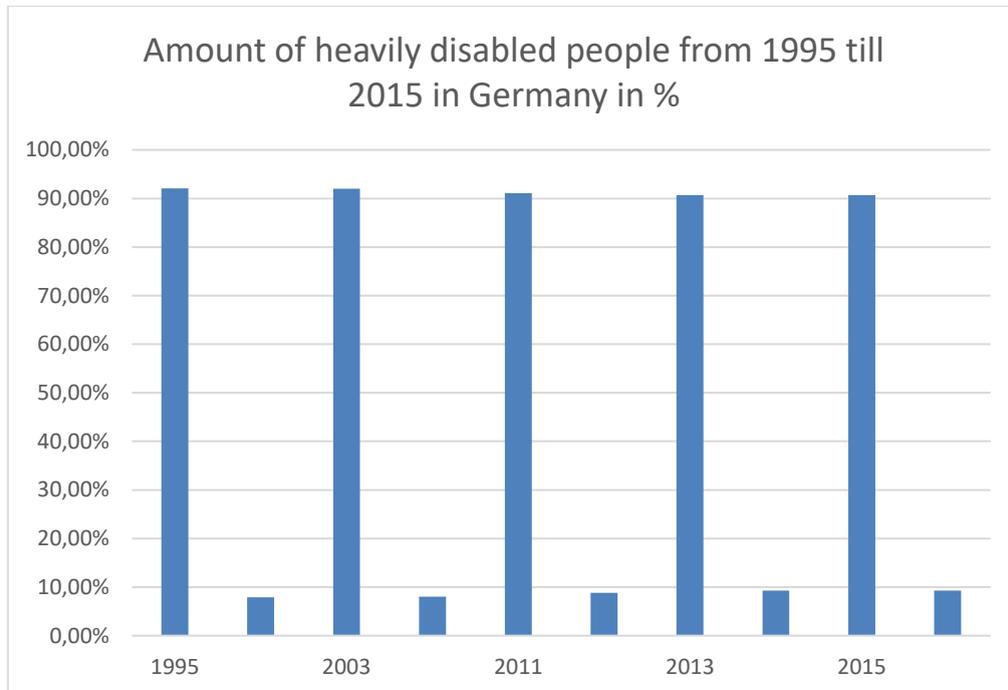


Figure 2: Amount of heavily disabled people from 1995 till 2015 in Germany (Own illustration)<sup>54</sup>

Nevertheless, with the background information of a growing population, the number of people who were either born with disabilities or gained this disability during their life, has increased. Disabled people have huge disadvantages, as it is a big challenge for them to actively take part in everyday life, up to a point where it is nearly impossible. Depending on the degree of the respective handicap, external support from others is needed.

Even though handicapped people represent only around 9% of the German society and their life standard has increased, due to advanced medical possibilities and higher investments for large researches over the last years, this is still a problem which has to be addressed.<sup>55</sup> It is necessary to integrate disabled people.

In Germany, the government and the population are already taking care of disabled

<sup>53</sup> Cf. Statista 2017

<sup>54</sup> Own representation in conformity with Statista 2017

<sup>55</sup> Cf. Statistisches Bundesamt 2017

people with different programs or services. Anyways, there are still many options to improve their situation. Research regarding social innovations for disabled people in south Germany was surprisingly successful. Several projects could be found including award winning social innovations as the following examples show:

<b><u>Name</u></b>	Ambos 3D <sup>56, 57</sup>
<b><u>What</u></b>	This social innovation is an assistance system, which provides workshops to improve the firm's production process to create better opportunities for people with disabilities. The AMBOS-3D project received the Thomas Ducreé Prize for Social Innovation. The project is funded by the Federal Ministry of Education and Research. The Fraunhofer Institute of Information Technology and Automation (IPA) developed this workshop of the Caritas Association Stuttgart e.V. The system supports employees with disabilities in the production process. The Pick-by-Light assistance system shows the next step in the production line. An operator self-inspection system shows red and green light signs to identify correctly accomplished production processes.
<b><u>When</u></b>	Since 2016
<b><u>Where</u></b>	Stuttgart
<b><u>Who</u></b>	Self-employed/ funded by Federal Ministry of Education and Research

*Table 13: Ambos 3D*

<sup>56</sup> Cf. Fraunhofer-Institut für Produktionstechnik und Automatisierung IPA 2018

<sup>57</sup> Cf. Ambos-3D 2018

<b><u>Name</u></b>	Musiklusion <sup>58</sup>
<b><u>What</u></b>	The music designer Andreas Brand from Trossingen tries to give disabled people the opportunity to play with music through digital media. This project gained the first place of the B Braun award for social Innovation in April 2016. The target of this project is to give disabled people who are not able to play a music instrument, the opportunity to generate their own music. A software recognizes simple hand movements on a special board and transfers them into different sounds.
<b><u>When</u></b>	Since 2015
<b><u>Where</u></b>	Trossingen
<b><u>Who</u></b>	Self-employed music designer

*Table 14: Musiklusion*

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<sup>58</sup> Cf. Brand 2015

### 3.5 Housing

The housing situation in Germany is getting more and more tense. Rapidly rising rental costs especially in metropolitan areas lead to problems in the society in particular for people with lower income.<sup>59</sup> As displayed in figure three, renting or buying residential property gets more and more expensive in cities like Munich, Berlin, or Stuttgart.

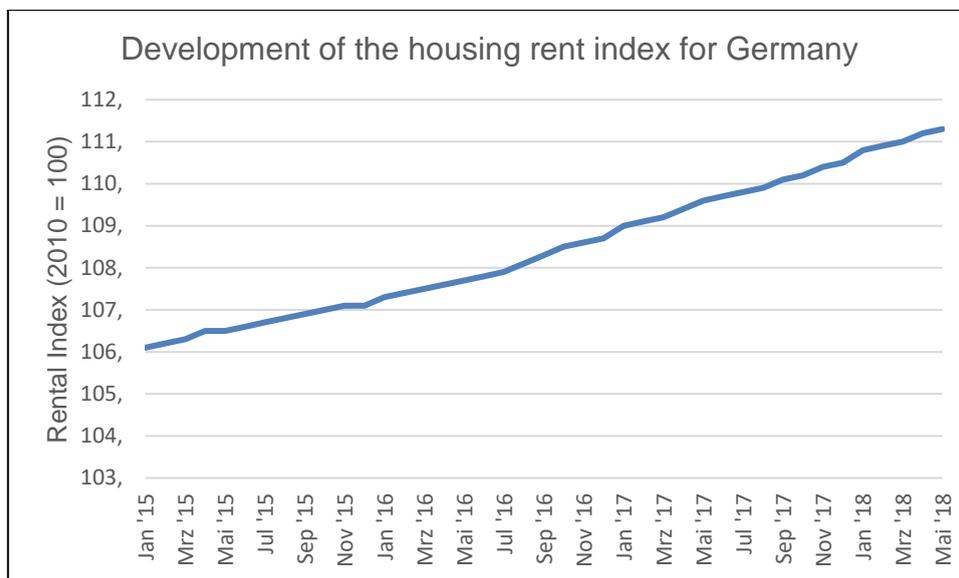


Figure 3: Development of the housing rent index in Germany from 2015 till 2018 (own illustration)<sup>60</sup>

The increasing number of students, as well as the rural depopulation, are only two of many reasons for this development. Typical university cities in Germany such as Freiburg, Münster or Heidelberg together with the “Big Seven” economic regions, Berlin, Hamburg, Munich, Köln, Frankfurt, Stuttgart and Düsseldorf, are particular facing housing shortages.<sup>61</sup>

To make the situation more agreeable for the German society, the government is currently investing in affordable living possibilities in metropolitan areas. The authorities are planning on investing about 1,5 million Euro into new apartments starting 2018, over a period of 4 years. Even though this is a step into the right direction, experts predict increasing housing shortage.<sup>62</sup> Besides the governmental expenses, there are social innovation projects dealing with this current topic:

<sup>59</sup>Cf. Müller & Waltersbacher 2014, p. 2.

<sup>60</sup> Cf. Statistisches Bundesamt 2018a

<sup>61</sup> Cf. Müller & Waltersbacher 2014, p. 2.

<sup>62</sup> Cf. Öchsner 2018

<b><u>Name</u></b>	“Kirchliche Wohnraumoffensive Herein“ from Caritas Bodensee-Oberschwaben <sup>63</sup>
<b><u>What</u></b>	This social innovation follows a simple concept: In Ravensburg and Weingarten living space is rare and very expensive. However, in the middle of Schussental, a village at the Bodensee, at least 800 apartments are empty. This new project should change the situation for everyone. Caritas wants to act as an intermediary between landlords and tenants. In case of a disagreement Caritas will support both parties and will provide assistance to solve any kind of problems which occurred due to the renting. In addition, landlords should get financial security and permanent payment as a professional support.
<b><u>When</u></b>	Since 2017
<b><u>Where</u></b>	Ravensburg/Weingarten
<b><u>Who</u></b>	Cities Ravensburg and Weingarten

*Table 15 Kirchliche Wohnraumoffensive Herein*

<b><u>Name</u></b>	Wohnraum Allianz <sup>64</sup>
<b><u>What</u></b>	According to the Tenants' Association, 16 out of the 30 most expensive cities in Germany are located in Baden-Württemberg. A study carried out by the housing alliance estimated the missing residential space by 2020 amount to 65.000 apartments. The tenants' association wants to provide financial incentives to the local communes, if they offer new area for living space construction.
<b><u>When</u></b>	Since 2013
<b><u>Where</u></b>	Baden-Württemberg
<b><u>Who</u></b>	Communes in Baden-Württemberg

*Table 16 Wohnraum Allianz*

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<sup>63</sup> Cf. Adler 2017

<sup>64</sup> Cf. Landesschau Baden-Württemberg 2017

<b><u>Name</u></b>	Studis suchen Zimmer <sup>65, 66, 67</sup>
<b><u>What</u></b>	In order to mobilize private landlords, the representative of the city Heidelberg in the state parliament Theresia Bauer runs the campaign "Studis suchen Zimmer", which aims to draw attention to the problem with posters, flyers and bakery bags.
<b><u>When</u></b>	Since 2016
<b><u>Where</u></b>	Heidelberg/Heilbronn
<b><u>Who</u></b>	Minister Theresia Bauer

*Table 17 Studis suchen Zimmer*

<b><u>Name</u></b>	Seniorenzentrum Brigachtal <sup>68</sup>
<b><u>What</u></b>	This activity tries to establish new forms of housing and care for seniors with the goal of closing the gap between outpatient care at the place of residence and inpatient care in the nursing homes. The innovative model of the ambulatory care is the flat sharing of homes for seniors. Besides this center of the concept, the apartments are located close together, have grocery stores and pharmacies in walking distance and the inhabitants as well as the nurses are taking care of the well-being of everyone.
<b><u>Where</u></b>	Brigachtal
<b><u>When</u></b>	Since 2018
<b><u>Who</u></b>	Caritas Altenhilfe St. Lioba GmbH

*Table 18: Seniorenzentrum Brigachtal*

<sup>65</sup> Cf. Simme.de 2016

<sup>66</sup> Cf. Ministerium für Arbeit und Sozialordnung, Familie, Frauen und Senioren 2015

<sup>67</sup> Cf. Ruf 2017

<sup>68</sup> Cf. Brigachtal 2018

### 3.6 Rural Depopulation

As already mentioned before, rural depopulation is another increasing problem of the German society.<sup>69</sup> According to the “Bertelsmann-Stiftung”, the trend of people moving from rural areas into the cities will continue. The main problem with the rural depopulation is on the one hand the growing urban regions and on the other hand missing employees in the provincial regions. To prevent so called “ghost towns” it is significantly important to undertake several actions, such as offering flexible mobility services, fast internet and an adequate health care even in areas with low population density.<sup>70</sup> Besides the governmental measures, some social innovations could be found concerning this problem:

<b><u>Name</u></b>	Digitales Dorf <sup>71</sup>
<b><u>What</u></b>	The goal is to use the digitalization to test possibilities to make life more comfortable in rural areas. There are three different project models, which are used in different locations. “Digitales Dorf” is funded by the Bavarian State Government and is coordinated by the Bavarian State Ministry of Economic Affairs and Medio, Energy and Technology as well as the Fraunhofer institute for Integrated Circuits IIS, the Fraunhofer Institute for Experimental Software Engineering IESE and the University.
<b><u>When</u></b>	Since 2017
<b><u>Where</u></b>	Bavaria
<b><u>Who</u></b>	Government of Bavaria

*Table 19 Digitales Dorf*

<b><u>Name</u></b>	Smart Rural Areas <sup>72</sup>
<b><u>What</u></b>	In the project, the Fraunhofer Institute for Experimental Software Engineering (IESE) in Kaiserslautern wants to demonstrate how

<sup>69</sup> Cf. Handelsblatt 2017

<sup>70</sup> Cf. Bertelsmann Stiftung 2015

<sup>71</sup> Cf. Bayrische Staatsregierung 2018

<sup>72</sup> Cf. Liggesmeyer 2015

	digitization can be used purposefully to make life in a village more attractive. Using intelligent software to develop networked systems to control supply issues with your smartphone. This includes a variety of different test concepts. One approach is the installation of sensors in elderly's houses, which are connected to a phone, in order to ensure help in emergency cases.
<b><u>When</u></b>	Since 2015
<b><u>Where</u></b>	Bavaria
<b><u>Who</u></b>	Fraunhofer Institute IESE

*Table 20 Smart Rural Areas*

<b><u>Name</u></b>	Verein für Integrierte Ländliche Entwicklung (ILE) <sup>73</sup>
<b><u>What</u></b>	The basis of the association's work is the Integrated Rural Development Concept. The district of Constance was jointly selected as a model region Baden-Württemberg with the aim of strengthening the awareness of more organic food by focusing on organic farming in and around Constance as well as promoting organic food.
<b><u>When</u></b>	Since 2017
<b><u>Where</u></b>	Konstanz
<b><u>Who</u></b>	Club

*Table 21 Verein für Integrierte Ländliche Entwicklung (ILE)*

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<sup>73</sup> Cf. Veeseer 2018

### 3.7 Immigration

In recent years, Germany has been one of the most attractive destinations and host countries in terms of asylum seekers in Europe. Between 2014 and June 2017 around 1,5 million asylum seekers were applying for a residential permit.<sup>74</sup> In 2017, around 112.200 foreigners were integrated into the German society. This is the highest level since 2013 according to the Federal Statistical Office.<sup>75</sup> Due to these increasing numbers of refugees entering the German border in a relatively short amount of time, the Federal Office for Migration and Refugees in Germany is reporting a huge demand in several directions. New accommodations are necessary, as well as a high amount of integration and language classes, mentioning only two of many essential requirements for a successful integration process. This caused a big challenge for the German government in recent years.<sup>76</sup> However, with this information in mind, it is no surprise, that also private people and social organisations are currently trying to improve this situation with various ideas:

<b><u>Name</u></b>	Akademie International – refugees help refugees <sup>77</sup>
<b><u>What</u></b>	<p>The academy based on a peer-to-peer concept, from refugees for refugees. The goal is to motivate refugees to pass their skills and experiences over to other refugees. There are several different projects, which support this process:</p> <p><u>Example 1</u>: “Über den Tellerand” - Refugees cook 400 meals once every month for other refugees after recipes from their own culture.</p> <p><u>Example 2</u>: Refugees show other refugees that just arrived around (ex. town hall)</p> <p>This role change should help to strengthen the integration process by given refugees self-confidence.</p>
<b><u>When</u></b>	Idea in 2014 in Berlin -> project started in 2016 in Nürtingen
<b><u>Where</u></b>	Nürtingen
<b><u>Who</u></b>	Volunteers

<sup>74</sup> Cf. Grote 2018, p. 5.

<sup>75</sup> Cf. Statistisches Bundesamt 2018b

<sup>76</sup> Cf. Grote 2018, p. 5.

<sup>77</sup> Cf. Flüchtlingshilfe Baden-Württemberg 2018a

Table 22 Akademie International – refugees help refugees

<b><u>Name</u></b>	Start with a friend <sup>78</sup>
<b><u>What</u></b>	Start with a friend is a social innovation located in 23 different cities all over Germany. The project is based on a buddy system for refugees. The program is arranging tandem partnerships between refugees and locals of the respective cities. The target is to bring native citizens and refugees together to achieve a two-way transfer of cultural knowledge and experiences.
<b><u>When</u></b>	First occurrence in 2013 in Berlin, several times award winning in different competitions
<b><u>Where</u></b>	Available in 23 cities all over Germany, 5 locations in Baden-Württemberg
<b><u>Who</u></b>	Volunteers

Table 23 Start with a friend

<b><u>Name</u></b>	Aus Fremd wird Freund <sup>79</sup>
<b><u>What</u></b>	Students from the University Hohenheim and volunteers from the “Freundeskreis Flüchtlinge” try to integrate refugees into the academic system. The project is organizing different kind of activities with locals and students around the campus in Hohenheim. The target is to bring students, locals and refugees together to build a supportive community.
<b><u>When</u></b>	Requested but no information available - First internet entry 2017
<b><u>Where</u></b>	Plieningen and Birkach
<b><u>Who</u></b>	Foundation of citizens

Table 24 Aus Fremd wird Freund

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<sup>78</sup> Cf. Flüchtlingshilfe Baden-Württemberg 2018b

<sup>79</sup> Cf. Bürgerstiftung Stuttgart 2018

<b><u>Name</u></b>	Welcome2Work <sup>80, 81</sup>
<b><u>What</u></b>	<p>Welcome2Work is a platform with the goal to help refugees finding a job. Students from Karlsruhe Institute of Technology want to improve the current situation for refugees in Germany for the long run.</p> <p>Refugees can register for free on the website to create an applicant profile or apply directly to open vacancies. The applicant profiles are protected and only visible by registered companies, which in turn can directly contact suitable applicants.</p>
<b><u>When</u></b>	Since 2015 – new formation since 21.11.2017 <sup>82</sup>
<b><u>Where</u></b>	Karlsruhe
<b><u>Who</u></b>	Students

*Table 25 Welcome2Work*

<b><u>Name</u></b>	Refugee Law Clinic Munich e.V. <sup>83, 84</sup>
<b><u>What</u></b>	The Refugee Law Clinic Munich e.V is a student initiative that offers refugees and foreigners free legal advice for immigration law in different languages. The refugee law clinic was honored in 2016 for their social commitment by “start social”.
<b><u>When</u></b>	No data online available - 2014 first award winning
<b><u>Where</u></b>	Bavaria, Munich
<b><u>Who</u></b>	Students

*Table 26 Refugee Law Klinik Munich e.V*

<sup>80</sup> Cf. Flüchtlingshilfe Baden-Württemberg 2018c

<sup>81</sup> Cf. Welcome2Work 2018

<sup>82</sup> Cf. Appendix 1

<sup>83</sup> Cf. F.A.Z. Institute 2016

<sup>84</sup> Cf. Refugee Law Clinic Munich e.V 2018

### 3.8 Environmental Pollution

Pollution can have many different characteristics. The focus from the environmental point of view is usually air pollution, noise and garbage which have major influences on the environmental quality.<sup>85</sup> In particular, air pollution is considered a problem, because it has a direct impact on the climate and human health.<sup>86</sup> Basically, this cluster deals with the fundamental problematic of environmental pollution and thus the pollution of our natural habitat. The cases of social innovation found and listed try to defuse or alleviate this kind of problems.

<b>Name</b>	Dein Stück Erde UG (haftungsbeschränkt) <sup>87</sup>
<b>What</b>	This project is using regional ingredients such as compost, digestate and locally produced biochar to develop and distribute various Terra Preta products to make soil fertile again. Terra Preta products close biogeochemical cycles and actively contribute to the preservation of humus soil. On the one hand, the target is to close a regional carbon cycle from renewable raw materials. On the other hand, with this Terra Preta, the soil can be made more fertile and healthy plant growth can be achieved with the sparing use of fertilizer.
<b>Where</b>	Stuttgart
<b>When</b>	Since 2016
<b>Who</b>	The founding couple consists of a doctorate in physics and a mechanical engineer/chemist.

*Table 27: Dein Stück Erde UG*

<b>Name</b>	ReCircle Stuttgart <sup>88</sup>
<b>What</b>	ReCIRCLE Stuttgart is a reusable food packaging system for participating restaurants with on-the-go meals. It is the German pilot project, as the origin idea was established in Bern. It pursues the concept of sustainability, since the production and disposal of dishes for single use

<sup>85</sup> Cf. Li et al. 2018, p. 959 and cf. Rehdanz and Maddison 2008, p. 788

<sup>86</sup> Cf. Kutzner et al. 2018, p. 41

<sup>87</sup> Cf. Dein Stück Erde UG 2018

<sup>88</sup> Cf. ReCircle Stuttgart 2018

	is eliminated. The target of this packaging is reducing the garbage by the reusable innovative packaging.
<b>Where</b>	Stuttgart
<b>When</b>	Since 2017
<b>Who</b>	A small group of Greenpeace and cradle2cradle members. <sup>89</sup>

*Table 28: ReCircle Stuttgart*

<b>Name</b>	Bürgerwerke – Energie in Gemeinschaft <sup>90</sup>
<b>What</b>	Bürgerwerke – Energie in Gemeinschaft is an association of energy cooperatives that have set themselves the goal of supplying their members from all over Germany with 100% green electricity from the region. By pooling the necessary skills and capacities, costs are saved, and risks are spread.
<b>Where</b>	Heidelberg
<b>When</b>	Since 2013
<b>Who</b>	Association of energy cooperatives.

*Table 29: Bürgerwerke – Energie in Gemeinschaft*

<b>Name</b>	Relumity (TTI- Technologie-Transfer-Initiative GmbH) <sup>91</sup>
<b>What</b>	Relumity produces LEDs with reusable materials in modular design and responsible value creation. Production or value-added stands for social responsibility and the LEDs are durable and repairable. Thus, ecologically sustainable, as resources are used responsibly and waste is avoided.
<b>Where</b>	Stuttgart
<b>When</b>	Since 2015
<b>Who</b>	Engineers and business developers.

*Table 30: Relumity (TTI- Technologie-Transfer-Initiative GmbH)*

<sup>89</sup> Cf. Rutschmann 2017

<sup>90</sup> Cf. Bürgerwerke 2018

<sup>91</sup> Cf. Relumity 2018

<b>Name</b>	Visioverdis GmbH <sup>92</sup> - Vertical Garden
<b>What</b>	In the course of increasing urbanization, it is possible to counteract the space competition with horizontally growing plants. The key points here are the improvement of air quality and the soundproofing of traffic noise. This is achieved by the horizontally growing plants. The system consists of a water supply and a set of sensors that monitor and independently optimize the status of the plant.
<b>Where</b>	Hohenheim
<b>When</b>	Since 2017
<b>Who</b>	The founder is a biologist with a doctoral degree. <sup>93</sup>

Table 31: Visioverdis GmbH

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<sup>92</sup> Cf. Visioverdis 2018

<sup>93</sup> Cf. University of Hohenheim 2017

### 3.9 Poverty/Wastage

This cluster focuses on two issues that are in some ways complement to each other. On the one hand the problem of living at the minimum and thus in poverty is considered. On the other hand, the problem of waste and in particular food wastage is regarded. The term "poverty" has a wide variety of definitions in the literature,<sup>94</sup> this elaboration refers in the following to the definition of the European Council from the year 1984. It says in effect, that persons, families or groups of people who are considered to be "poor", have such small resources that they are excluded from the way of life that is at least acceptable.<sup>95</sup> A basic need is certainly food. According to a study, the food behavior is determined by several factors. This includes environmental influences such as the constant availability or selection as well as the personal perception of taste in connection with the assessment of the need for food.<sup>96</sup> The reasons for food waste in Germany have to be differentiated, for example an expiration date, the purchase of oversized packs or high hygiene standards.<sup>97</sup> In summary, this cluster is about describing new concepts that counteract poverty and concomitant wastage.

<b>Name</b>	Foodsharing VS-Schwenningen <sup>98</sup>
<b>What</b>	In Schwenningen, the food sharing initiative is purely private. Organized by a facebook group, the food is stored in the "Fair-Teiler" on the parking area at the train station and is accessible to everyone. If anyone has something to give away, he or she can post a picture and description of the item in the Facebook group "Fair-Teiler". A person interested can then collect the item and comment on the post, that the item has been picked up.
<b>Where</b>	VS-Schwenningen
<b>When</b>	Since 2017
<b>Who</b>	Initiative by students.

Table 32: Foodsharing VS-Schwenningen

<sup>94</sup> Cf. Röhl and Schröder 2017, p. 28

<sup>95</sup> Cf. Rat der Europäischen Gemeinschaften 1984, p. 24f.

<sup>96</sup> Cf. Lorenz and Langen 2017, p. 53

<sup>97</sup> Cf. Richter 2018, p. 641

<sup>98</sup> Cf. Spitz 2017

<b>Name</b>	Raupe Immersatt e.V. <sup>99</sup>
<b>What</b>	With Raupe Immersatt e.V. a "Fairteiler" for foodsharing will be integrated in a café in Stuttgart. This "Fairteiler" allows people to share and enjoy food for free. Furthermore, all other products used in the cafe are sustainable in production and largely regional. Operating costs are covered by voluntary customer fees and profits flow into the event offer.
<b>Where</b>	Stuttgart (regional group of foodsharing.de)
<b>When</b>	Since 2016
<b>Who</b>	A group of students.

*Table 33: Raupe Immersatt e.V.*

<b><u>Name</u></b>	MeinFahrradSpendet <sup>100</sup>
<b><u>What</u></b>	The target of the project is to sensualize local companies regarding social concerns in the region. Therefore, MeinFahrradSpendet asks the population to offer the front wheel of their bicycles to local companies, which can then advertise on them. Since, the public offers the advertisement on the front wheel voluntarily, the companies receive the space for free. The main idea of the project is, instead of paying for their advertisement, the local companies are donating the money to a locale social institution. To encourage this fundraising project, MeinFahrradSpendet organizes their first donation cycling initiative in August 2018.
<b><u>When</u></b>	Since 2018
<b><u>Where</u></b>	Karlsruhe
<b><u>Who</u></b>	Students from Mannheim University

*Table 34: Mein Fahrrad spendet*

<sup>99</sup> Cf. Raupe Immersatt 2018

<sup>100</sup> Cf. Holat 2018

### 3.10 Others

This cluster lists all the cases that are not uniquely assignable in the other cluster domains. This can have many reasons and was considered and decided on a case-by-case basis. Therefore, there is no clear problem in this cluster. Rather, there are different problems that are not related to each other.

<b>Name</b>	Sponsort e.V. <sup>101</sup>
<b>What</b>	The cofunding platform connects people with good ideas and the power of local businesses and communities to make cities and regions more liveable. Sponsort e.V. supports project initiators in implementing their idea and finding suitable donors locally.
<b>Where</b>	Heidelberg
<b>When</b>	Since 2015
<b>Who</b>	The founders are a media scholar and a public relations consultant.

Table 35: Sponsort e.V

<b>Name</b>	BEEsharing GmbH <sup>102</sup> and Bee-Rent GmbH <sup>103</sup>
<b>What</b>	This initiative has been started from two startups with the same core idea. The main idea is the networking and support of local beekeepers by a rental system of bee colonies to interested companies, garden clubs and private persons in order to sustainably promote domestic vegetation.
<b>Where</b>	Stockach and on Lake Constance <sup>104</sup>
<b>When</b>	Since 2016
<b>Who</b>	Students, Hobby beekeeper and entrepreneurs.

Table 36: BEEsharing GmbH and Bee-Rent GmbH

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<sup>101</sup> Cf. Sponsort 2018

<sup>102</sup> Cf. BEEsharing 2018

<sup>103</sup> Cf. Bee-Rent 2018

<sup>104</sup> Cf. Güttel 2018

<b><u>Name</u></b>	VoluntHero <sup>105</sup>
<b><u>What</u></b>	Volunthero is an online platform with target of finding the right volunteer work that fits perfectly to the lifestyle of a volunteer. The website as well as the app should simply the interface between the possible job and the worker. By sighting up, a profile about the volunteer is created. Now, either the volunteer can look for a job by himself or the future employer can offer work. With this network, volunteer work should no longer be seen as a task hard to integrate into daily life but more likely as a contemporary, spontaneous way of offering one's own ability.
<b><u>When</u></b>	Since 2017 <sup>106</sup>
<b><u>Where</u></b>	Stuttgart
<b><u>Who</u></b>	Students with majors in business and minors in media or information technologies

*Table 37: VoluntHero*

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<sup>105</sup> Cf. Volunthero 2018

<sup>106</sup> Cf. Appendix 2

## 4 Conclusion

### 4.1 Summary

The presented research provides an overview of social innovation activities in the Lake Constance area and the problems they try to counteract. In line with the requirements of an environment that is shaped by political, environmental and social problems, the innovations examined are taking a step away from technical innovation. According to Howaldt's definition of social innovation, this paper has looked at social practices and concepts that better address and satisfy needs and problems than before.<sup>107</sup> The research has identified more than 35 enterprises which are practicing social innovation. With a qualitative analysis of the respective projects, the main area of action, details about the innovators as well as a specific regional focus can be observed.

Firstly, the research identified that the innovators are focusing either on current political problems such as the refugee crisis and the housing shortage in student cities or on trend topic such as reducing the ecological impact, the sharing economy and psychological diseases. Thematic areas, which have been identified as problems over a longer period of time (in example diseases or demographic change) are discussed more seldom. In addition, it should also be noted that economic relevance does not necessarily have to exist in the cases investigated.

In theory, all professions could start a business that practices social innovation. Practically, most of the activities were initiated by university graduates or graduates soon to be. Namely, 31% of the observed projects in this paper are run by a current student and another 26% of the collection are led by university graduates. A minority are the innovators with apprenticeship or projects organized by public foundations.

Another phenomenon, which can be observed among the social innovation activities is the regional focus. Most of the activities have their origin in bigger cities such as Stuttgart, Karlsruhe or Heidelberg. Particularly noteworthy is Stuttgart, which presents itself as a social innovation hub. The local culture and associations around the promotion of social innovations create a well-founded network for founders and entrepreneurs.

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<sup>107</sup> Cf. Howaldt and Schwarz 2010, p. 89

Even the projects focusing on rural depopulation are organized from the closest major regional center. Only a small number of innovators are practicing in rural areas. Furthermore, it was noted that there are also social innovations from different clusters in Bavaria, which were considered.

Conclusive, there is quite a lot of activity in the social innovation scene around the Lake Constance area. Most of the projects are established by university graduates in bigger cities and try to counteract political problems or trend topics. Long-term problems such as diseases or demographic change are discussed less frequently. Therefore, social innovations focus mainly on ongoing topics which the society is currently facing.

## 4.2 Outlook

This research project has shown that social innovation in the extended Lake Constance area is a hot topic. Several businesses are relying on their ideas to improve the social environment and are willing to take a high risk for that. In an additional step, interviews with the target of obtaining opinions on the current situation of social innovation have been carried out. During these interviews with five of the above mentioned innovators, many have vocalized their concerns about the future of their projects. Mostly, the financial security is regarded as challenging. In future research, the financial situation of social innovation activities as well as the investor structure should be observed.

Another field of interest could be the motivation behind the projects and the success. When it comes to success, the most important question is, how the innovators are measuring the success of their enterprises. To find out more about the motivation and the success of the innovations, an empirical research observing this topic should be carried out.

In this context, it is also interesting to see how the economic relevance affects the design of new approaches and solutions to existing as well as future social innovations. This could be a starting point for targeted promotion and support by the state of Baden-Württemberg. Funding programs and initiatives could benefit from identified success factors as well as action recommendations.

### 4.3 Limitations

The presented research is only based on qualitative data, namely documents and interviews. To have a more reliable set of data, in future research also quantitative data should be included. Because of the method used, it is not guaranteed that all social innovation activities in the specified area are displayed in the cluster. There is a possibility, that the research has missed some of the smaller projects, with less internet attention and representation.

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## IV. Appendix

### Appendix 1: E-mail contact with Welcome2Work about starting date of project:

● [julian.treichel@welcome2wor...](mailto:julian.treichel@welcome2work.de)

AW: Welcome2Work - Projekt So

An: Katharina Kramp, [info@welcome2work.de](mailto:info@welcome2work.de)

Hallo Frau Kramp,

vielen Dank für Ihre Nachricht.

Das offizielle Gründungsdatum des Projekts Welcome2Work innerhalb des Vereins Enactus KIT e.V. ist der 1.7.2015.

In der jetzigen Form des Patenprogramms besteht es seit Januar 2017.

Ausgegründet in einen eigenen Verein Welcome2Work e.V. haben wir uns am 21.11.2017.

Viele Grüße,  
Julian Treichel

Projektleiter Welcome2Work

Welcome2Work  
[info@welcome2work.de](mailto:info@welcome2work.de)  
<http://www.welcome2work.de>

Enactus KIT e.V.  
[info@kit.enactus.de](mailto:info@kit.enactus.de)  
<http://kit.enactus.de>  
Adenauerring 7 | Karlsruhe | D-76131

E-Mail:  
[julian.treichel@welcome2work.de](mailto:julian.treichel@welcome2work.de)  
[julian.treichel@kit.enactus.de](mailto:julian.treichel@kit.enactus.de)

Mobil: +49 17691379656

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**Von:** Katharina Kramp ([katharina.kramp@hs-furtwangen.de](mailto:katharina.kramp@hs-furtwangen.de)) [<mailto:katharina.kramp@hs-furtwangen.de>]

**Gesendet:** Mittwoch, 2. Mai 2018 14:01

**An:** [info@welcome2work.de](mailto:info@welcome2work.de)

**Betreff:** Welcome2Work - Projekt So

Sehr geehrter Herr Schürger,

ich bin Masterstudentin an der Hochschule Furtwangen und beschäftige mich derzeit im Rahmen eines Projektes mit sozialen Innovationen in BW. Während unserer Recherchen sind wir auf die Projekte der Hochschule Karlsruhe gestoßen, welche sehr interessant für unsere Ausarbeitung sind. Leider habe ich keine Informationen darüber gefunden, seit wann das Projekte "Welcome2Work" bereits existieren.

## Appendix 2: Email communication with VoluntHero

**Re: Hochschulprojekt zum Thema soziale Innovationen in Baden-Württemberg**

Von : "Lena Glässer" <lena@volunthero.de>

An : "Johanna Louisa Ewald (johanna.ewald@hs-furtwangen.de)" <johanna.ewald@hs-furtwangen.de>

Erhalten : 20.06.2018 18:42



Hallo liebe Johanna,

Wir freuen uns zu hören, dass VoluntHero Teil deiner Projektarbeit sein wird. Hattest du uns schon vorab versucht zu kontaktieren oder ist das die erste E-Mail?

Was ist denn Bestand der Untersuchung bzw. wie können wir uns den Aufbau deiner Arbeit vorstellen? Haben wir die Möglichkeit die Ausarbeitung zu erhalten? Was studierst du denn? Welche anderen „sozialen Innovationen“ werden noch behandelt? Wir würden uns sehr freuen, mehr Informationen zu deinem Projekt zu erhalten.

VoluntHero ist noch ein ganz junges Startup, also braucht deine Professorin keine Bedenken haben. Wir haben erst dieses Jahr gegründet. Hast du noch weitere Fragen an uns? Du kannst mich auch gerne telefonisch kontaktieren.

Viele Grüße

Lena

[www.volunthero.de](http://www.volunthero.de)

0176 / 312 581 50

> Am 20.06.2018 um 12:43 schrieb Johanna Louisa Ewald (johanna.ewald@hs-furtwangen.de) <johanna.ewald@hs-furtwangen.de>:

>

> Hallo liebe Teilzeithelden,

>

> ich bin Johanna Ewald eine Masterstudentin an der Hochschule Furtwangen. Im Zuge einer Projektarbeit untersuchen wir sozial Innovationen im Land Baden-Württemberg. Euer Projekt soll im Zuge der Projektarbeit vorgestellt werden und da es unserer Professorin besonders wichtig ist, dass die Projekt nicht älter als 5 Jahre sind, wollte ich wissen, wann ihr euch gegründet habt?

>

> Für eine Info wäre ich sehr dankbar.

>

> Mit freundlichen Grüßen

> Johanna Ewald