Dresden

Frankfurt

Prague

Regensburg

Ingolstadt

Deggendorf

Straßbourg

Landshut

Augsburg

Silicon Vilstal

Vienna

München

Salzburg

60-90 min

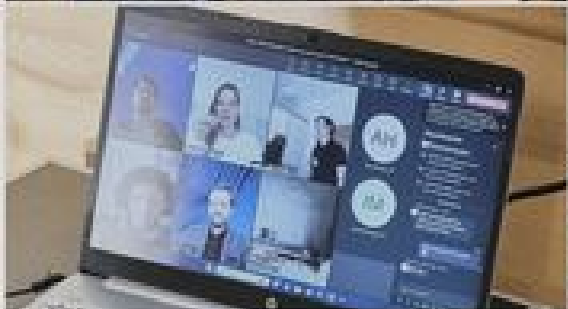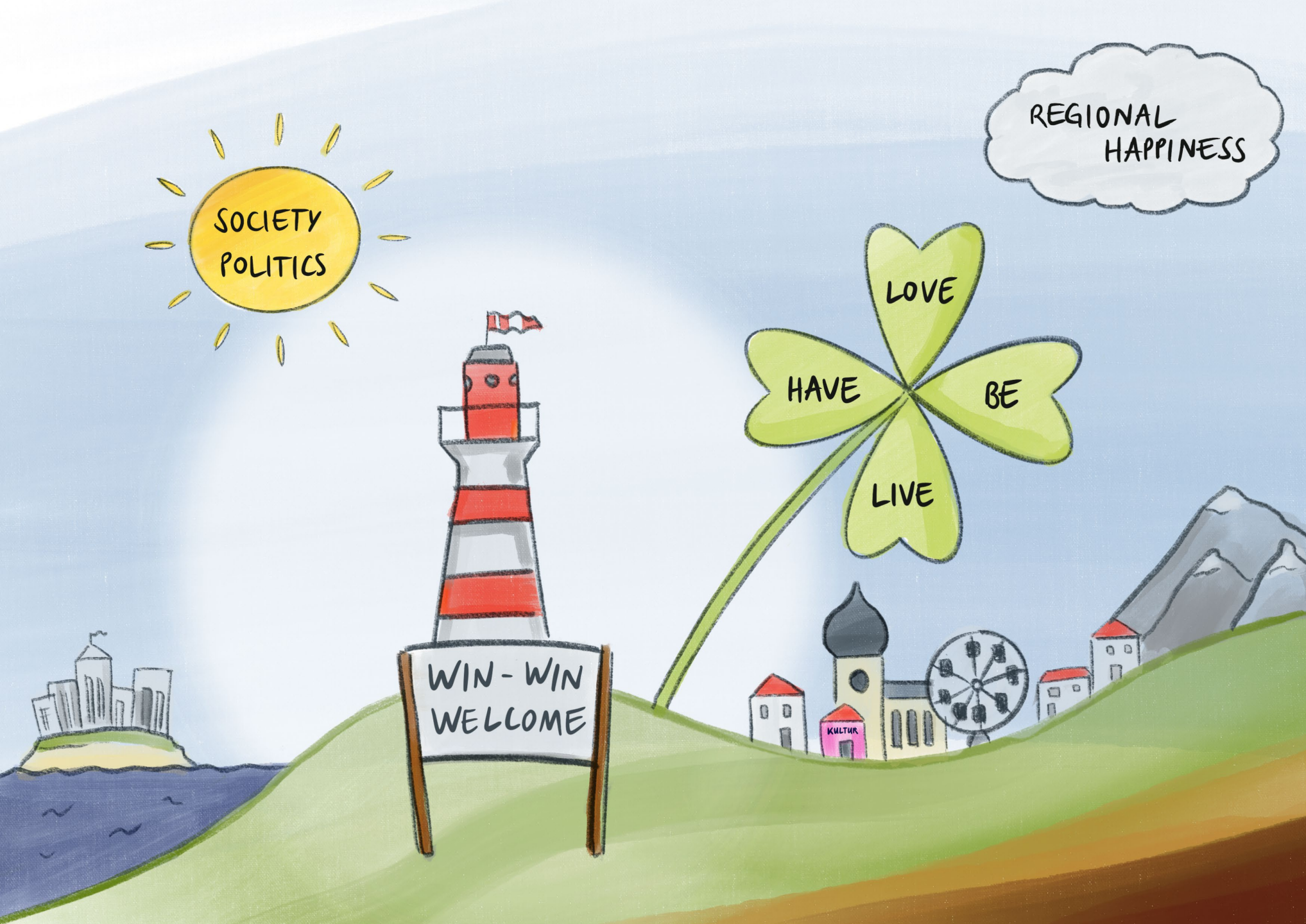Zurich

240 min

Trentino

Social innovation and digitale oportunities for rural regions

We organize projects and events in the fields of
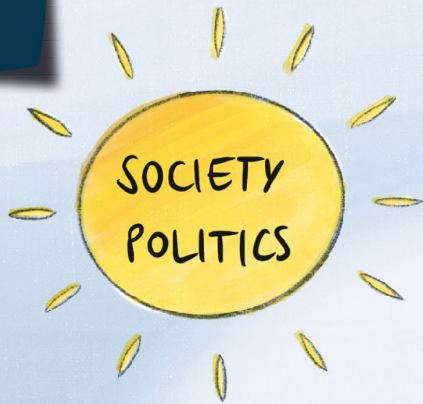STEM-education,
social entrepreneurship and
culture.

Blueprint:
SOCIAL INNOVATION REGION
Lower Bavaria

Soziale Innovationsregion Niederbayern
Gestaltungsworkshop 16.2.2024

Rural regions have it all.

Functions leverage the capabilities.

A ORCHESTRATE NETWORK

SOCIETY POLITICS

D CREATE VISIBILITY

REGIONAL HAPPINESS

LOVE
HAVE — BE
LIVE

C EMPOWER INNOVATORS

E ORGANISE SOCIAL LIVING LABS

H CREATE KNOWLEDGE

B TRAIN PEOPLE INTERESTED IN LEARNING

WIN-WIN WELCOME

F ACT AS SOCIAL RESPONSIBLE ENTERPRISES

KULTUR

G OPERATE SOCIAL MEETING PLACES
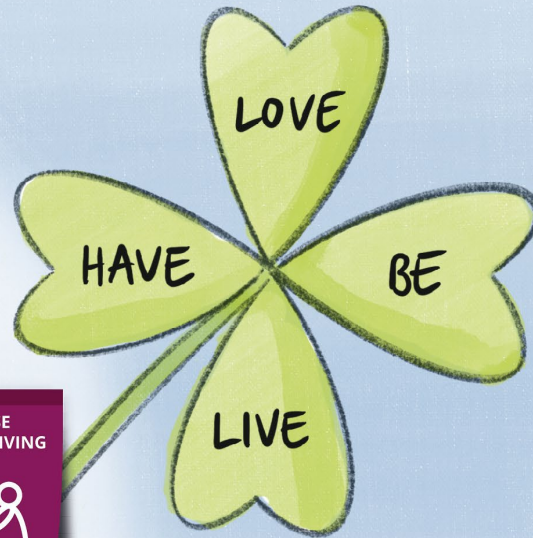
Happiness cloverleaf inspired by the happiness factors according to Prof. Dr. Jan Delwey and Bhutan's concept of Gross National Happiness.

SOCIAL INNOVATION REGION LOWER BAVARIA

The development of a „Social Innovation Region Lower Bavaria" is supported by an ecosystem of actors from society, public administration, universities, businesses, social services and start-up support. This map provides an orientation framework for the development process („Ecosystem Map") and shows the activation of the region (geographical map).

WORKSTATUS 15.06.24

A ORCHESTRATE NETWORK
BEZIRK NIEDERBAYERN — Government of Lower Bavaria
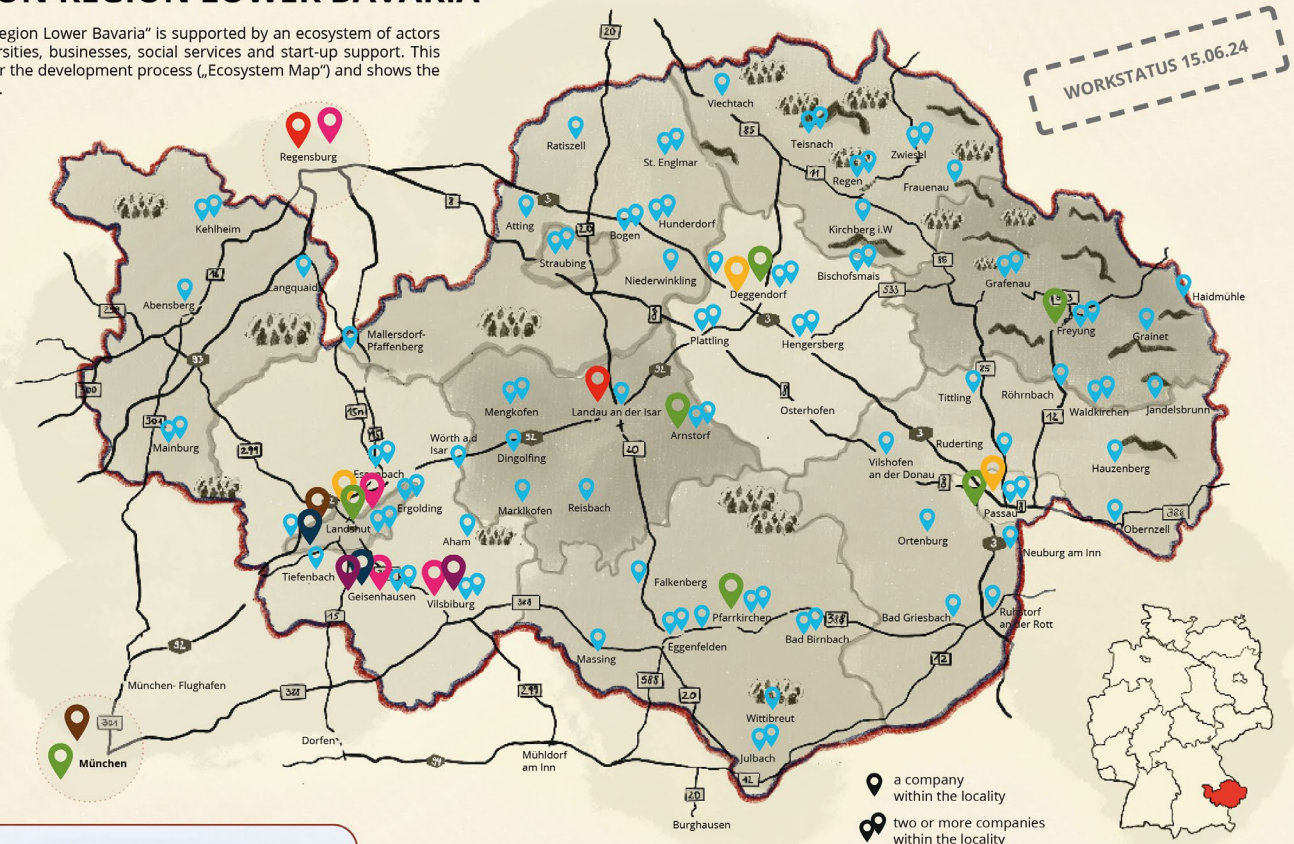SiliconVilstal
SEND e.V

B TRAIN PEOPLE INTERESTED IN LEARNING
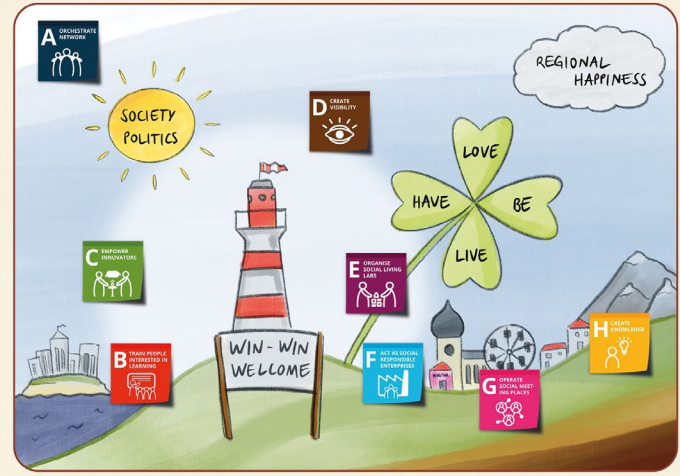DER PARITÄTISCHE NIEDERBAYERN | OBERPFALZ
Berufsbildende Schule Landau
BBSLD
N.N

ECOSYSTEM MAP SOCIAL INNOVATION REGION

REGIONAL HAPPINESS
SOCIETY POLITICS
LOVE / HAVE / BE / LIVE
WIN-WIN WELLCOME

CREATE KNOWLEDGE
HOCHSCHULE LANDSHUT
Technische Hochschule Deggendorf
Universität Passau

G OPERATE SOCIAL MEETING PLACES
DER PARITÄTISCHE NIEDERBAYERN | OBERPFALZ
Denk Mal Laden
SiliconVilstal
Café international
Dudlhofer
N.N

F ACT AS SOCIAL RESPONSIBLE ENTERPRISES
NIEDERBAYERN SCHAFFT ZUKUNFT
TOP Companies of Lower Bavaria

C EMPOWER INNOVATORS
Social Entrepreneurship Akademie
Hans Lindner Stiftung — Hans Lindner Regionalförderung
GRÜNDERZENTRUM DIGITALISIERUNG NIEDERBAYERN

D CREATE VISIBILITY
NIEDERBAYERN SCHAFFT ZUKUNFT
SOCIAL IMPACT — GRÜNDERZENTRUM DIGITALISIERUNG NIEDERBAYERN
Bayerischer Landkreistag   *SEND e.V*

E ORGANISE SOCIAL LIVING LABS
SiliconVilstal
DER PARITÄTISCHE NIEDERBAYERN | OBERPFALZ
Geisenhausen
Stadt Vilsbiburg

Grafics: Alexander Franz
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- a company within the locality
- two or more companies within the locality

Map localities: Regensburg, Viechtach, Ratiszell, St. Englmar, Teisnach, Zwiesel, Regen, Frauenau, Kehlheim, Atting, Hunderdorf, Kirchberg i.W, Bogen, Straubing, Niederwinkling, Deggendorf, Bischofsmais, Grafenau, Haidmühle, Abensberg, Langquaid, Mallersdorf-Pfaffenberg, Plattling, Hengersberg, Freyung, Grainet, Mengkofen, Landau an der Isar, Osterhofen, Tittling, Röhrnbach, Waldkirchen, Jandelsbrunn, Mainburg, Wörth a.d Isar, Arnstorf, Ruderting, Hauzenberg, Dingolfing, Vilshofen an der Donau, Eschenbach, Ergolding, Marklkofen, Reisbach, Passau, Obernzell, Landshut, Aham, Ortenburg, Neuburg am Inn, Tiefenbach, Geisenhausen, Vilsbiburg, Falkenberg, Pfarrkirchen, Bad Griesbach, Ruhstorf an der Rott, München-Flughafen, Massing, Eggenfelden, Bad Birnbach, Dorfen, Mühldorf am Inn, Wittibreut, Julbach, München, Burghausen

An ecosystem after 3-4 months

Text in italics: Signature of LOI announced

PREAMBLE

A blueprint for social innovation regions

This concept paper of the European Social Economy Cluster Silicon Vilstal is intended to inspire the creation of social innovation regions. Specifically, it serves as a blueprint for the development of the Lower Bavaria Social Innovation Region.

The document contains the following three parts: a description of the content of the blueprint, the development process of the Lower Bavaria Social Innovation Region and the people involved in the conceptualisation.

BLUEPRINT FOR SOCIAL INNOVATION REGIONS

Social innovations are societal changes

The term „social innovation" is best understood as „societal changes". According to Silicon Vilstal, it is a multi-stakeholder societal change process, as defined by Standford University: „Social innovation is the process of developing and deploying effective solutions ... to promote social progress... Solutions often require the active collaboration of ...politics, business and ... non-profit organisations."

Social innovation regions are living labs with an impact on happiness

Rural regions are well suited to piloting social innovations because rural society are comparatively unbiased, willing to test-try things and at the same time pragmatically solution-orientated.

Rural regions usually already offer a good starting point: Regional society and regional politics promote social warmth, there are communication channels (**lighthouse**), a pragmatic innovation-friendly basic attitude (**„win-win-welcome"**), a wide variety of societal actors (**the village**) and a **„lucky cloverleaf"** of happiness-promoting regional factors:

- **LIVE:** the physical living environment with nature and comparatively more living space.

- **HAVE:** a certain minimum level of prosperity, based on a balanced mix of agriculture, small businesses and the middle class.

- **LOVE:** the social relationships in the family and in village communities.

- **BE:** identity based on regional cultural traditions and the opportunity to express oneself in the associations scene and to contribute to society.

Win-win-welcome is understood both within the region and beyond the region and means, among other things, pragmatic hospitality. This is often overlooked and rural societies are wrongly described as harsh. In fact, if one does not come across as instructing and arrogant, one usually encounters an uncomplicated willingness to help and a pragmatic willingness to test-try things, which can be activated for social innovation.

The objective of a social innovation region is to increase „regional happiness", i.e. the happiness of the people in the region. This first release of the blueprint does not yet contain a more precise definition of regional happiness. This will be added in future releases.

A region can be activated for social innovation

The skills that are already present in a region „only" need to be activated for social innovation. This is done via functions or roles that are assumed by existing actors, see the **ecosystem map.**
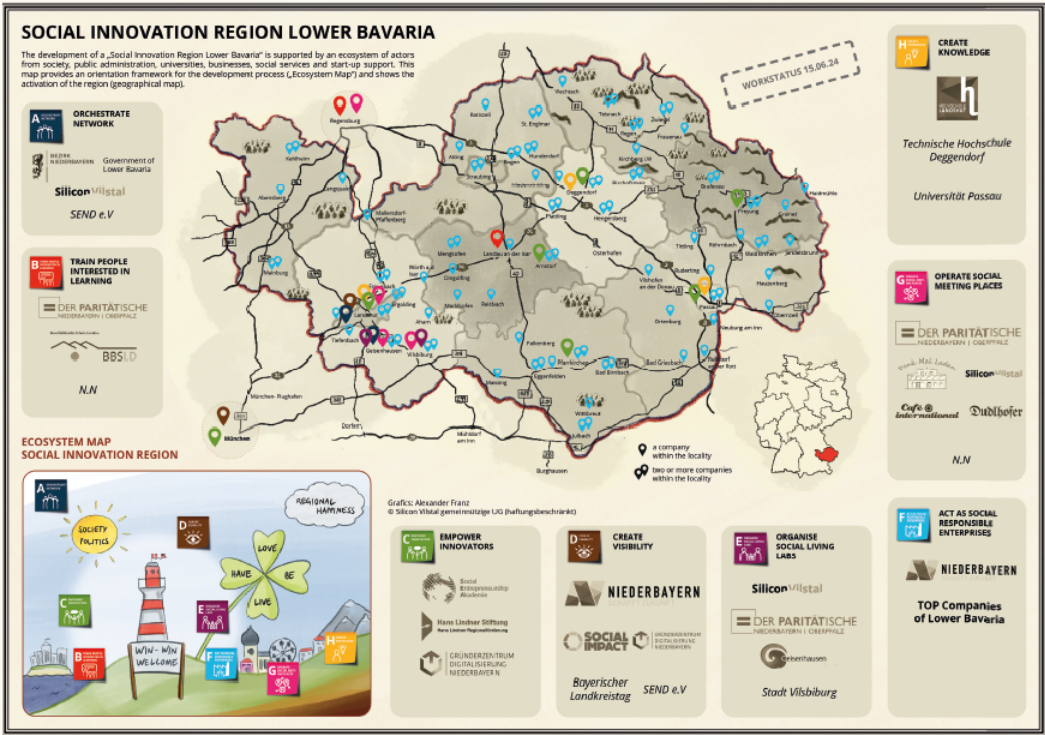
Together, these functions form a social innovation network or „**social innovation ecosystem**". The blueprint described here is innovation based on three sources:

Silicon Vilstal's many years of social innovation practice,an interdisciplinary kick-off workshop and dialogue with a wide range of national and international sparring partners during the conception phase. Eight functions of a social innovation region were derived:

A Orchestrate network: Initiating the development process for the Social Innovation Region, curating and convincing stakeholders for the functions and coordinating the network in terms of content and scheduling.

B Train people interested in learning: Training opportunities and support packages for social professions.

C Empower Innovators: Counselling for innovative social founders and coaching for social start-ups.

D Create visibility: The social innovation region is actively promoted both internally and externally.

E Organise social living labs: These are not physical places, but a curated interaction of several actors to pilot social innovations in social reality.

F Act as a social responsible enterprises: Leading social enterprises are companies from all sectors that are socially committed, e.g. through financial support (often foundations), social institutions or social services as well as corporate volunteering.

G Operate social meeting places: Establishing and operating coworking spaces, social cafés and other physical places that are open to different social groups and encourage them to meet and network.

H Create knowledge: Deriving and structuring methodological knowledge from the practice of the Social Innovation Region and sharing knowledge with other Social Innovation Ecosystems in urban and rural areas.

The **geographical map** shows the actors who have taken on a function in the Social Innovation Region of Lower Bavaria at the start date of June 2024 and locates them. This shows that Lower Bavaria is already full of players who are able and willing to promote social innovation.

PROCESS FOR THE SOCIAL INNOVATION REGION OF LOWER BAVARIA

Development steps and timeline

The previous and planned development steps and processes for the creation of a Social Innovation Region of Lower Bavaria are:

Step 0: Preparation (Dec 2023-Jan 2024): Preparation of the relevant experiences at Silicon Vilstal with its own narrower impact ecosystem in the Silicon Vilstal region, recruitment of the District President of Lower Bavaria, Dr. Olaf Heinrich, as patron, curation of an interdisciplinary group of participants for a kick-off workshop, methodological and logistical planning of the kick-off workshop.

Step 1: Content kick-off workshop (physical, Feb 2024): The workshop took place in a „magical place", the historic four-sided courtyard of the Bavarian Traditional Costume Culture Centre in Holzhausen. The interdisciplinary group of participants included stakeholders from politics, science, society, the social economy and the cultural and creative industries.

Step 2: Institutionalisation workshop (virtual, June 2024): The development of a „Social Region of Lower Bavaria" is supported by an ecosystem of actors from society, public administration, universities, businesses, the social sector and startup promotion. There is no legal form for the social innovation region. The cooperation is based on individual letters of intent by each contributor.

Thus, institutionalisation was achieved relatively quickly. The construction plan/ecosystem map gave an orientation framework to the development process, in terms of content, while the geographical map shows the activation of the region achieved in each function.

Step 3: Presentation of the construction plan and the map (June 2024): The blueprint and the geographical map of the Lower Bavaria Social Innovation Region were presented at the European Commission's ESER Conference 2024 in Brussels and subsequently published via the communication channels of the partners involved.

Step 4: Social Innovation events in autumn 2024: The Silicon Vilstal Experience Festival 20-22 September 2024 in Vilsbiburg/ Lower Bavaria will also serve as an ideal setting for the first public appearance of the Lower Bavaria Social Innovation Region. Social innovations in care will be discussed at a care conference in November.

Step 5: Social Innovation Summer 2025 (planned): A colourful series of events on social innovation in Lower Bavaria is planned for summer 2025.

Visual design of the construction plan and map

The blueprint of a social innovation region is kept in pastel colours to make it approachable and inviting for the regional population. It consists of two layers: an archetypal rural region and post-its for ecosystem functions attached to it. These post-its, visually reminiscent of the UN SDGs, convey that any region can become a Social Innovation Region simply by adding the functions.

The geographical map serves as kind of a „proof" of the feasibility of the blueprint and gives contributors a visible place in the Lower Bavaria Social Innovation Region, also to motivate other stakeholders.

PROJECT TEAM AND SUPPORTERS FOR THE DEVELOPMENT OF THIS CONCEPT

This concept paper was compiled and edited by a project team of the European Social Economy Cluster Silicon Vilstal. It is the working basis for the development of the Lower Bavaria Social Innovation Region. The concept was neither created on behalf of a public mandate nor is it formally binding. The document is a suggestion for similar actions to other regions and may be distributed unchanged.

Social innovation in the sense of „societal change" has been instrumental for the activities of the social innovation pioneer and current social economy cluster Silicon Vilstal since 2016. Silicon Vilstal already has created a social innovation ecosystem in the local Vilstal region. Silicon Vilstal is now contributing its experience to the development of a larger social innovation region in Lower Bavaria, which is also intended to become a European role model.

An interdisciplinary group of Lower Bavarian and national stakeholders and international experts took part in the kick-off workshop. The workshop was chaired by Dr Olaf Heinrich, President of the District Council of Lower Bavaria.

The following people kindly provided input on the topic of social innovation regions and regional happiness in a broader sense and/or this concept in particular: Daniel Nowack, Karel Vanderporten, Katarina Peranic, Raffaella Scalisi, Prof.Dr Johanna Mair, Dasho Karma Ura, Laura Kromminga, Dr Natasha Grand Norman, Nina Hildebrandt, Renke Deckarm, Sabrina Konzok. Many thanks go to infographics expert Oliver Biwer, who acted as a sparring partner during the development of the ecosystem map and the map, providing valuable design advice.

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Silicon Vilstal Experience Festival: Sep 19 - 21,2025 (1h from Munich)