

ISIRC2016



Glasgow



Programme Outline

Monday 5th September

8:30 - 9.30

Registration

9:30 - 9:45

Welcome

Professor Pamela Gillies CBE, BSc PGCE MEd MMedSci PhD FRSA
FFPH FAcSS Hon FRCPS (Glasg) FRSE
Principal and Vice-Chancellor of Glasgow Caledonian University

9:45-10:30

Plenary 1

Alex Nicholls, Professor of Social Entrepreneurship within the
Skoll Centre for Social Entrepreneurship at Saïd Business School,
University of Oxford

The Myths and Realities of Social Impact Bonds

There has been a good deal of hype concerning the impact of social impact bonds (SIBs). However, despite a proliferation of SIBs around the world, there has been relatively little hard analysis of their effects, impacts, pros and cons. This paper draws upon a larger study of social innovation policy across Europe to examine the reality of SIBs in practice.

10:30-10:45

Angela Constance MSP, Cabinet Secretary for Communities,
Social Security and Equalities, Scottish Government

10:45 - 11:00

Refreshment Break

11:00 - 12:30

Parallel Session 1

12:30 - 13:30

Lunch

13:30 - 15:30

Parallel Session 2

15:30 - 16:00

Refreshment Break

16:00 - 17:00

Plenary 2

Rafael Ziegler, McGill University, ECLA and FU Berlin, Deputy Professor for Environmental Ethics in Greifswald, Head of Research of GETIDOS.

'If you want to the source, you have to swim against the current' - Social innovation, participation and niche restoration

According to one strand of EU social innovation (SI) discourse, SI requires social ends and social means, not just a welfarist-utilitarian focus on improved outputs and outcomes.

As a result, social process and citizens' participation become important, and yet participation remains an elusive category in SI-research.

This lecture discusses SI as citizens' innovation (CI). Drawing on the extended social grid analysis of the CrESSI-project and one of its embedded case studies, it discusses CI as participatory niche restoration in a capitalist, 'post-democratic' context. CI contributes to a demand-oriented approach to innovation, to a plurality of practices and to transformative, social goals. However, as the case study will show, in the current context the participatory impetus is marginalized, sometimes even criminalized. Accordingly, it is particularly interesting to understand the 'weapons' of the marginalized to restore niches and to stick to emancipatory and transformative goals.

19:00 - 20:30

Civic Reception at City Chambers

Tuesday 6th September

9:00 - 9:30

Refreshments

9:30 - 10:30

Plenary 3**Taco Brandsen**, Professor of Public Administration at Radboud University Nijmegen, The Netherlands***Social Innovation as a Fashion Show***

Taco Brandsen's lecture takes a critical look at how social innovation is presented, based on recent research in European cities. Where there is a singular focus on best practices and the potential for scaling, certain types of social innovations tend to be privileged and other paths towards broadening social innovation are downplayed. There is also a tendency to obscure the dark sides of the phenomenon, such as failure, conflict and oppression. To save social innovation as an academic concept, we need a greater appreciation of its ugly sides.

10:30 - 11:00

Refreshment Break

11:00 - 12:30

Parallel Session 3

12:30 - 13:30

Lunch

13:30 - 15:30

Parallel Session 4

15:30 - 16:00

Refreshment Break

16:00 - 17:00

Plenary 4

Ana Maria Peredo, Professor of Political Ecology at the School of Environmental Studies, Faculty of Social Sciences at the University of Victoria, Canada.

Innovating With Common Property: Resisting Neoliberalism?
Mounting critique of neoliberalism, with its apparent promotion of inequality and other ills, has brought with it a critical appraisal of its connection with social enterprise. Is social enterprise the apolitical bringer of benefits that we have applauded in recent decades? Or is it in fact a tool of the neoliberal program? Whatever one thinks about social enterprise in general, it is arguable that at least one strand in social enterprise should in fact be seen as a counter to the neoliberal agenda. There is a family of social enterprises that embodies an implicit denial of a central tenet of neoliberalism by employing common property as its central resource. Karl Polanyi's ideas of 'embeddedness' and 'counter-movement' allow us to see social enterprises like these as part of a countermovement to neoliberalism. They also invite us to notice, and to invent, other forms of social enterprise that challenge neoliberal assumptions.

19:00 - Late

Conference Dinner at The Piping Centre (SOLD OUT)

Best Paper Award presented by Yvonne Strachan, Head of Equalities, Human Rights and Third Sector, Scottish Government, Edinburgh

Wednesday 7th September

9:00 - 9:30

Refreshments

9:30 - 10:30

Plenary 5

Ute Stephan, Professor at Aston Business School and the Director of the Aston Centre for Research into International Entrepreneurship and Business (ACRIEB)

Social Entrepreneurship and Positive Social Change

The promise of social entrepreneurship is ultimately to bring about positive social change - for instance, greater social inclusion, environmental well-being, improved health and education.

Although academic interest on how social enterprises may stimulate such positive social change is on the rise, the literature is fragmented and often inward-looking. It focusses on organizational tensions and activities within social enterprises and rarely explores how organizational activities may have external effects stimulating societal well-being beyond the boundaries of these organizations.

Yet research in disciplines ranging from sociology and political sciences to development studies, public health, and psychology has unpacked mechanisms and levers of transformation towards societal well-being. This keynote discusses the findings of an integrative review of the existing evidence on how social enterprises and market-based organizations more generally may drive social change, and introduces a novel positive social change framework. It will also offer insights for practitioners on the strategies social enterprises can use to deliver social impact.

10:30 - 11:00

Refreshment Break

11:00 - 12:30

Parallel Session 5

12:30 - 13:30

Lunch

13:30 - 15:30

Parallel Session 6

15:30 - 16:00

Refreshment Break

16:00 - 16:50

Plenary 6

Pascal Dey, Senior Research Fellow at the Institute for Business Ethics, University of St. Gallen, Switzerland

Creating - rather than solving - problems: Entrepreneurship, social change, and disruptive truth telling

Research on entrepreneurship as a social change activity (ESC) has shifted the focus from profit creation to solving pressing social and ecological problems. This article argues that the ESC tradition, despite its undeniable merit, suffers from a reified understanding of 'problems' and from consigning social change to problem solving. Moving against the canon of ESC, this article advances the idea of disruptive truth telling as a distinct entrepreneurial activity that instigates social change not by solving but by creating problems. To substantiate this point, we draw on Michel Foucault's work on parrhesia, or courageous speech, to reimagine entrepreneurship as a way of problematizing dominant horizons of intelligibility to increase possibilities for a different future. The Yes Men, an activist duo which became famous for using false news reports to create public awareness about particular societal issues, are summoned to exemplify how entrepreneurial endeavors act parrhesiastically by unsettling prevailing imageries of reality through parodic 'games of truth'. Particular emphasis gets placed on Yes Men's copycat edition of the New York Times entitled 'All the news we hope to print' which used spoof news about powerful actors, such as ExxonMobile or George W. Bush, to uproot the general sense of there being no alternative to the status quo, thus creating new opportunities for prefiguring what might become possible if imagination is set free. The contribution we make is, first, to alert us to how research on ESC is flawed since limiting and depoliticizing our comprehension of social change; and second, to conceptually align entrepreneurship with disruptive truth-telling to heed the truly utopian dimension of social change.

16:50 - 17:00

Closing Remarks & Conference Close