

Common Research Ground in Social Innovation

DIY initiatives



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Case 'Wasteland'

A photograph of a 'wasteland' area. In the background, a large yellow brick building with multiple windows is visible. To the left of the building, a tall orange construction crane stands against a cloudy sky. The middle ground shows a fenced-in area with some debris and a few people. The foreground is filled with wildflowers, including many bright red poppies and some white daisies, growing in a grassy field.

**Why
Wasteland?**

Case: Wasteland

*Can we do it
ourselves.....?*

1. Civil initiative architects, entrepreneurs:
2. LinkedIn group: plea for interactive map to match Supply and Demand
3. Network: inofficial map
4. Municipality of A'dam: open source data:
5. Official interactive map of wasteland

**Yes ,
We Can!**

Enter a location

Tijdelijke invulling van braakliggende terreinen Metropoolregio Amsterdam

Legenda

Beschikbaarheid

- ☒ Per direct
- ☒ Op termijn
- ☒ Onder voorbehoud
- ☒ Inmiddels ingevuld
- ☒ Niet beschikbaar / Overig

Terreinomvang (filter)

- ☒ Minder dan 1.000 m²
- ☒ 1.000 tot 5.000 m²
- ☒ 5.000 tot 10.000 m²
- ☒ 10.000 tot 50.000 m²
- ☒ 50.000 m² of meer

Lees de toelichting >

Google



EN

(2:16)

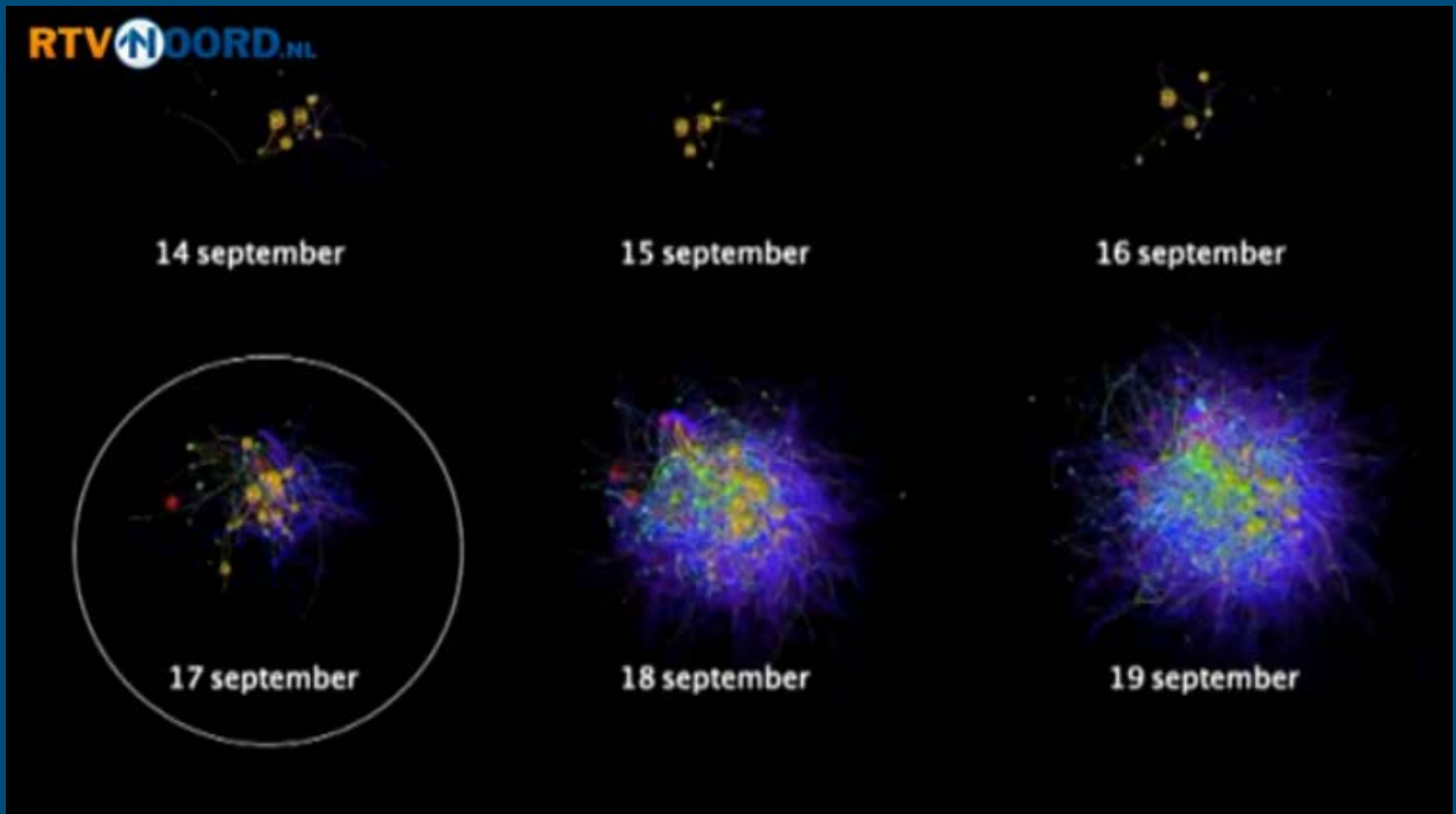
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Case 'Wasteland'

Temporary use !!



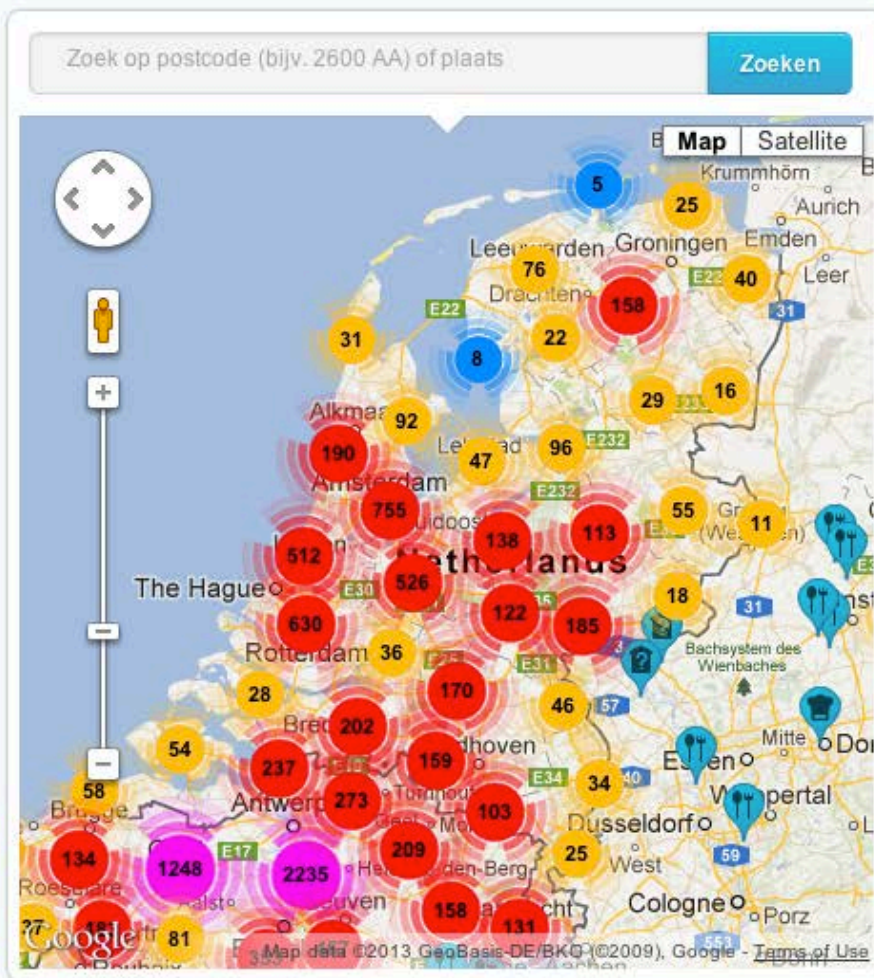
Case: Project X Haren



Case: Project X Haren – key turning points

1. Private party is made public, due to incorrect Facebook marking
2. Regular media enhance attention, “explosion” on social media
3. Municipality safety approach: visitors as soccer hooligans, police charges
4. E.g. party at Sylt (Germany), public search missing boys at Capelle a/d IJssel (Netherlands)

Case: Thuisafgehaald.nl (Share Your Meal)



Begin met zoeken

Zoek naar maaltijden en koks bij jou in de buurt.

Vandaag af te halen in heel Nederland



Biologische speltsalade met verschillend gekleurde wortels, hazelnoot en kruiden + Geitenhangop!

Hoofdgerecht door Cousine10

Biologische salade van Spelt, verschillende soorten wortel, munt en peterselie, bloedsinaasappel, rozijntjes en hazelnoten EN een huisgemaakte geitenhangop! Erb...

Amsterdam | € 5,00 | 26 maart tussen 18:30 en 21:00



Babi Ketjap, Ajam Putih, witte rijst en komkommersalade

Hoofdgerecht door DeVrolijkeKokkin

Kipkarbonades in uien-kokossaus & spek in heerlijke ketjapsaus met witte rijst en lekkere frisse zoet-zure komkommersalade

Geleen | € 0,00 | 26 maart tussen 17:00 en 20:00



Koefta berenji (Iraanse gehaktbal, met magere rundergehakt, rijst, gele spliterwten, en heel veel lekkere kruiden in een rijke tomatensaus

Hoofdgerecht door Farnaz61

Deze koefta is even groot als be...
een geurige en kruidige maaltij...
ontdekt daar onder andere een



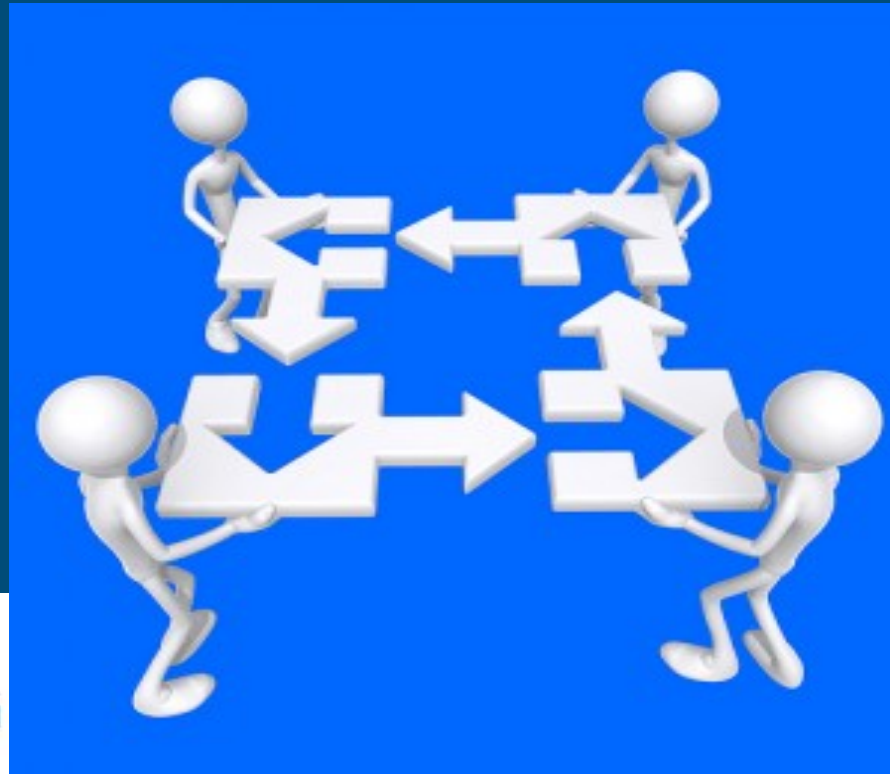
Case: Thuisafgehaald.nl (Share Your Meal)

1. Start as a dream: bringing people together
2. Share meals, homecooking, lowbudget
3. Site online March 2012, Dutch talkshow
4. In 1 year, 75.000 meals, 6.000 cooks, 34.000 visitors
5. Facebook pages, local ambassadors
6. Extensions – international, e.g. France
7. DIY and growth, identity of many
8. Reputation at stake, food safety, legal permits

Social innovation

What is social innovation?

People + societal challenge => innovative social processes
= enhance the quality of life & social cohesion



Social innovation perspectives

‘Policy’

‘Participatory strategy’

‘Inclusive society’



Governmental discourse

Social innovation perspectives

‘community activation’
‘creating social cohesion’
‘social enterprises’



Entrepreneurial discourse

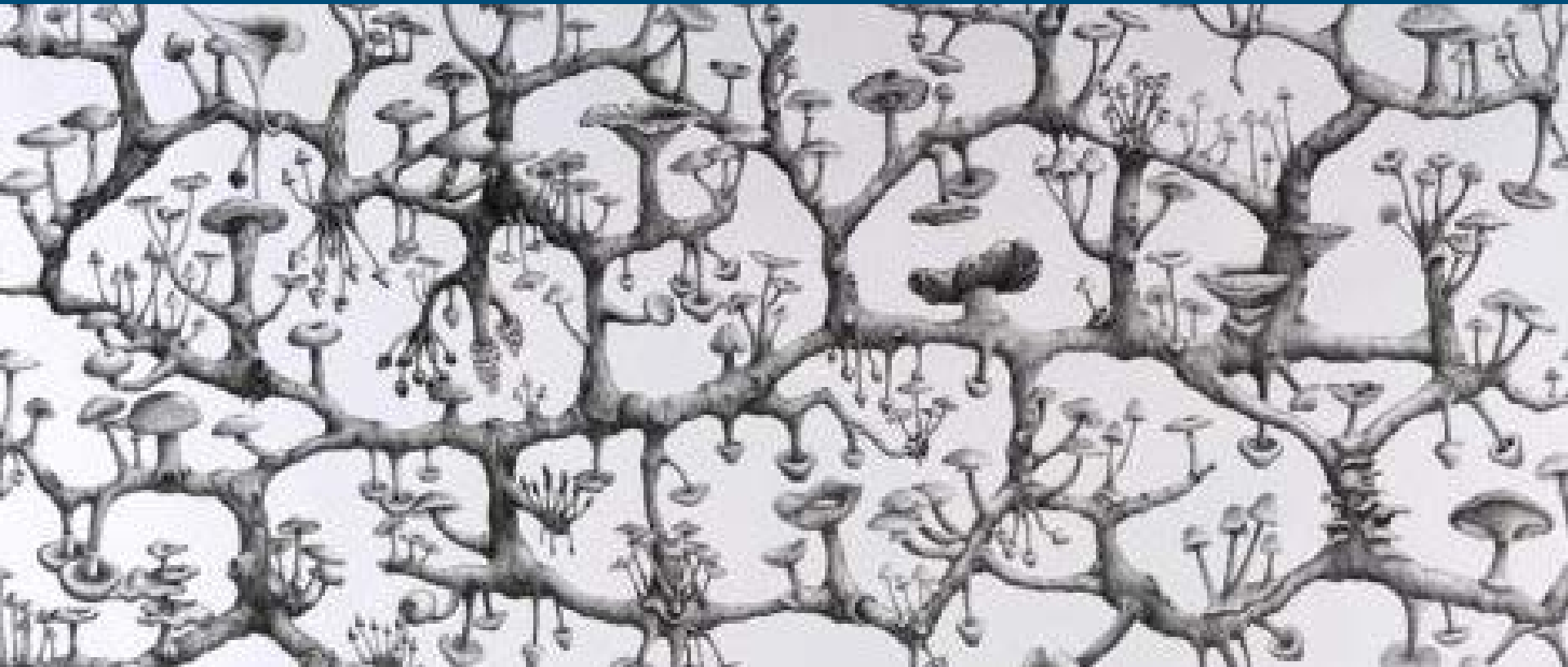
Social innovation perspectives

‘human interaction’
‘exchange of ideas’
‘Emergence phase’



Civil initiative discours

Network society 'Rhizome'



The sociale web => doing & action

Democratization

Participation

Mobilization

Dialogue

**Self
organization**

**Social
interaction**

Activism

**Everybody can
participate**



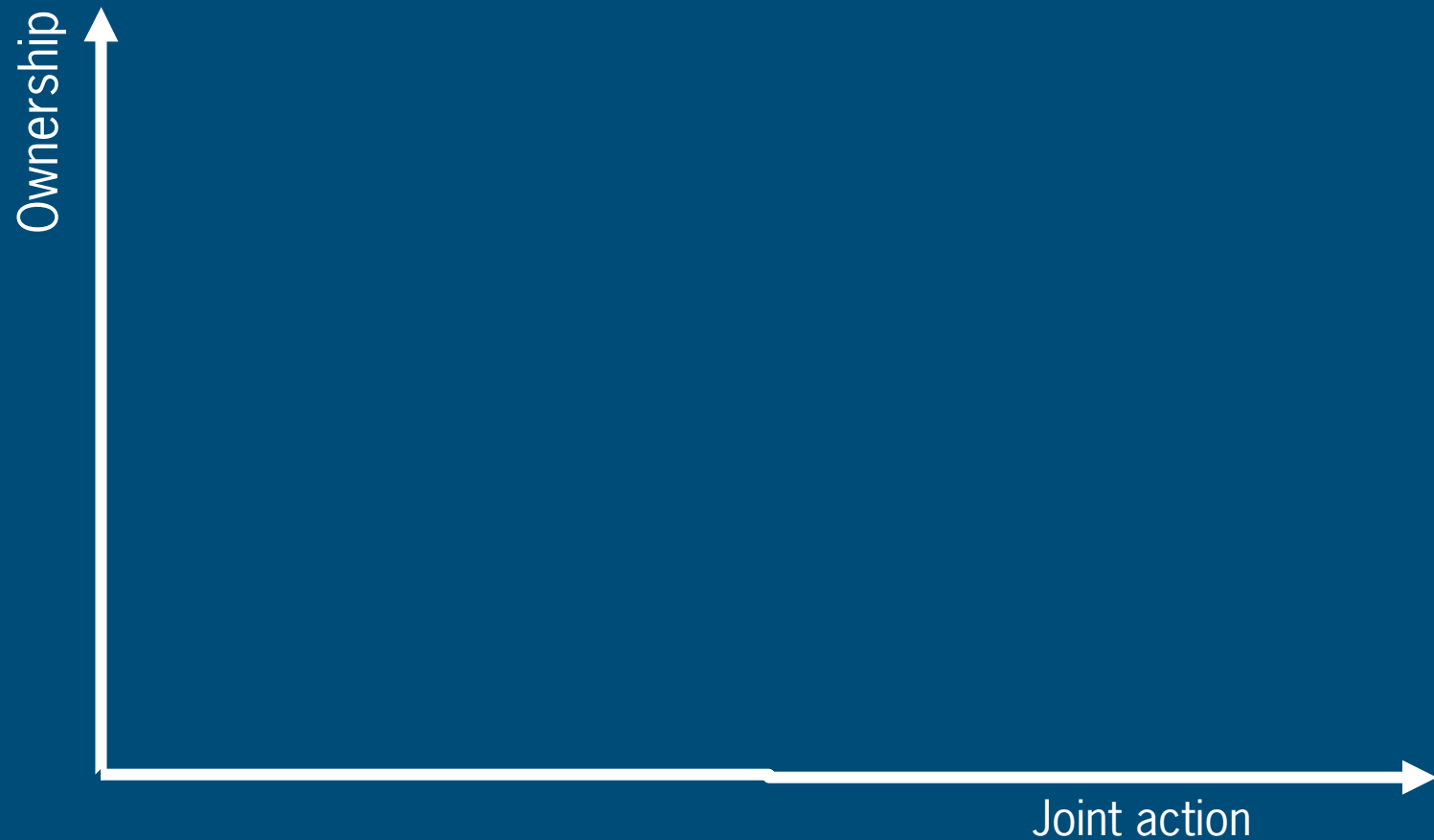


Societal organisation mechanisms

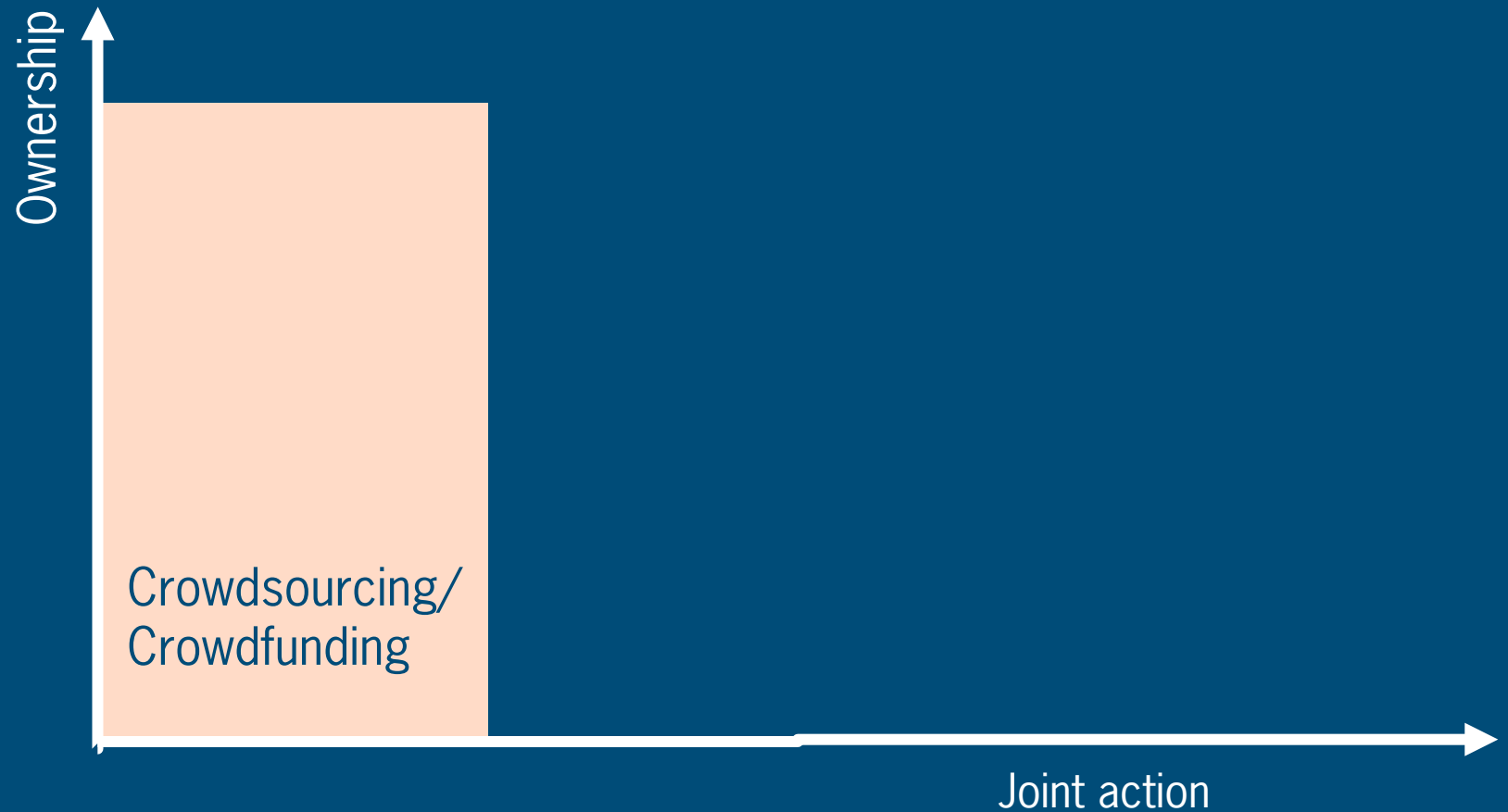
- Social media stimulates organisations forms based on collectivity:
 - crowdsourcing
 - Social movements/ platforms
 - Co-creation
 - Civil initiatives



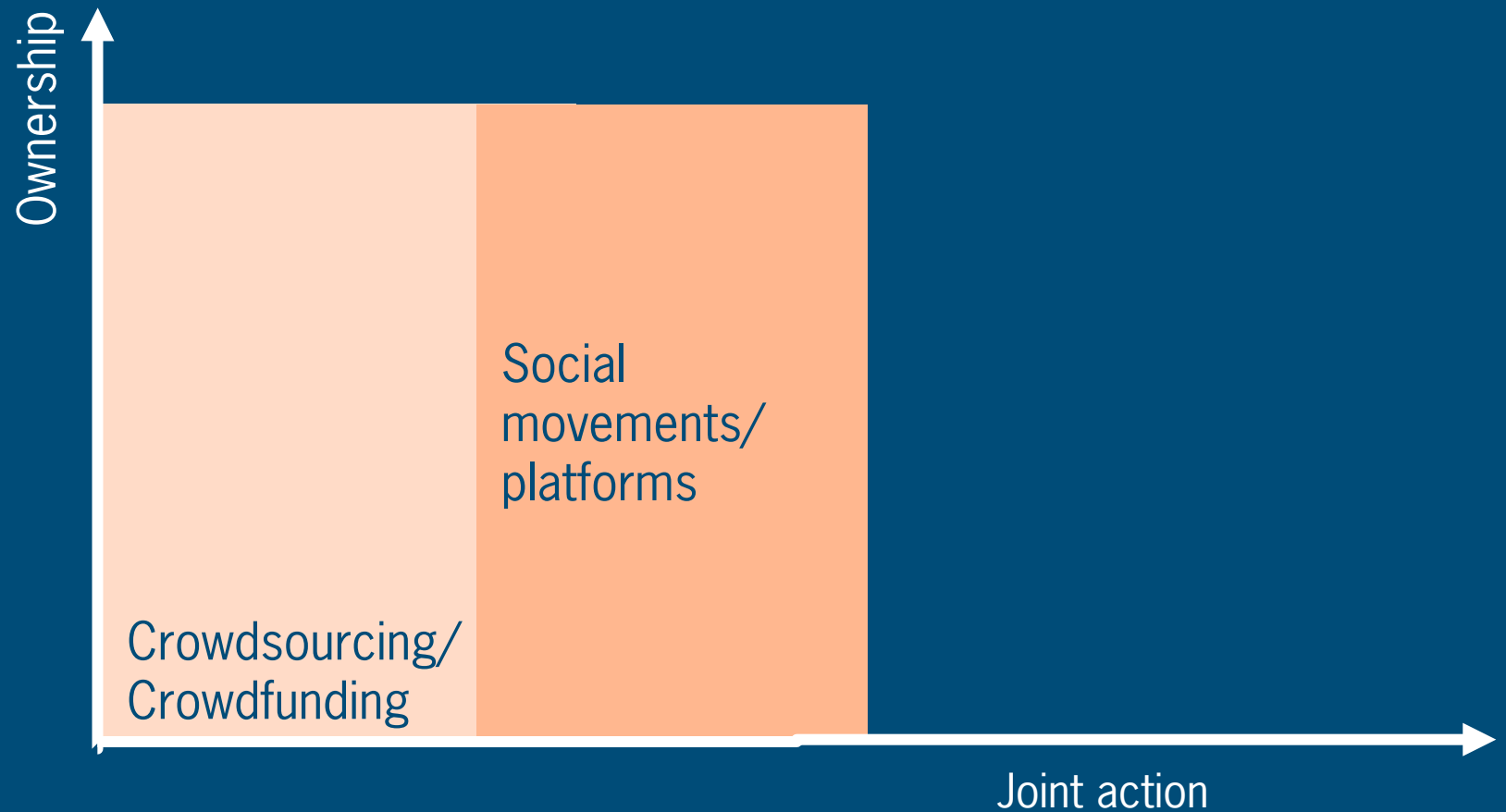
Societal organization mechanisms



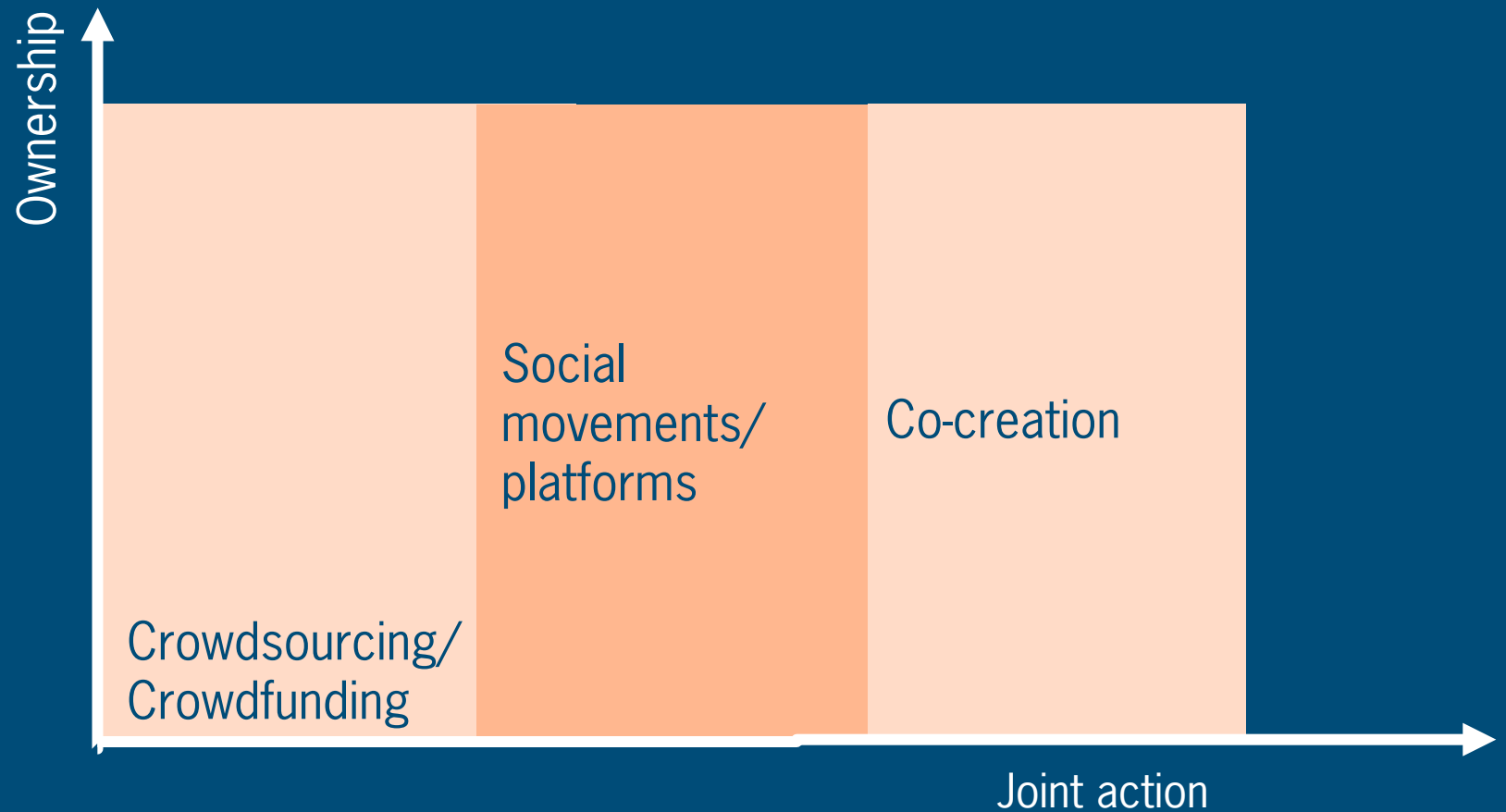
Societal organization mechanisms



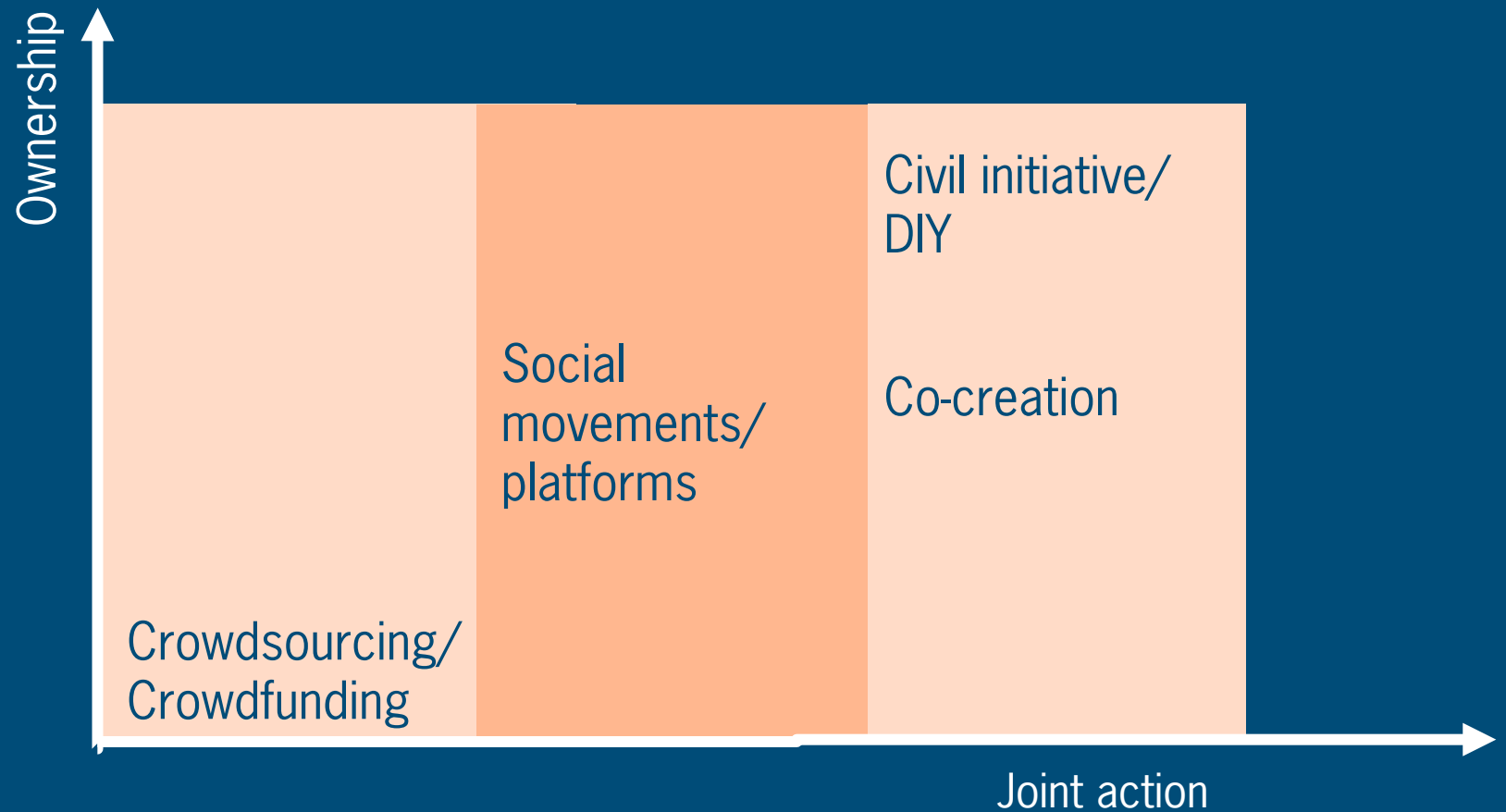
Societal organization mechanisms



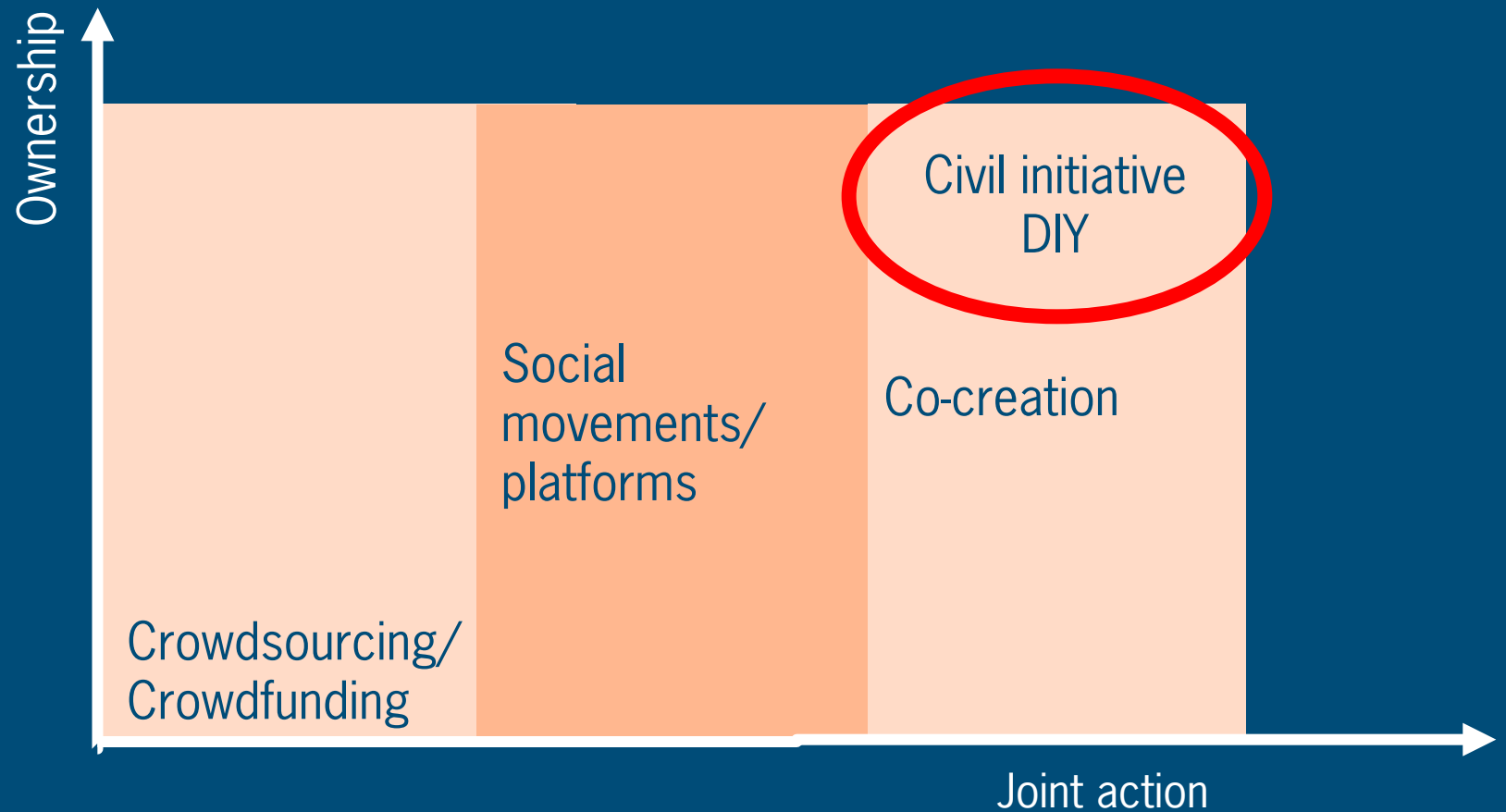
Societal organization mechanisms



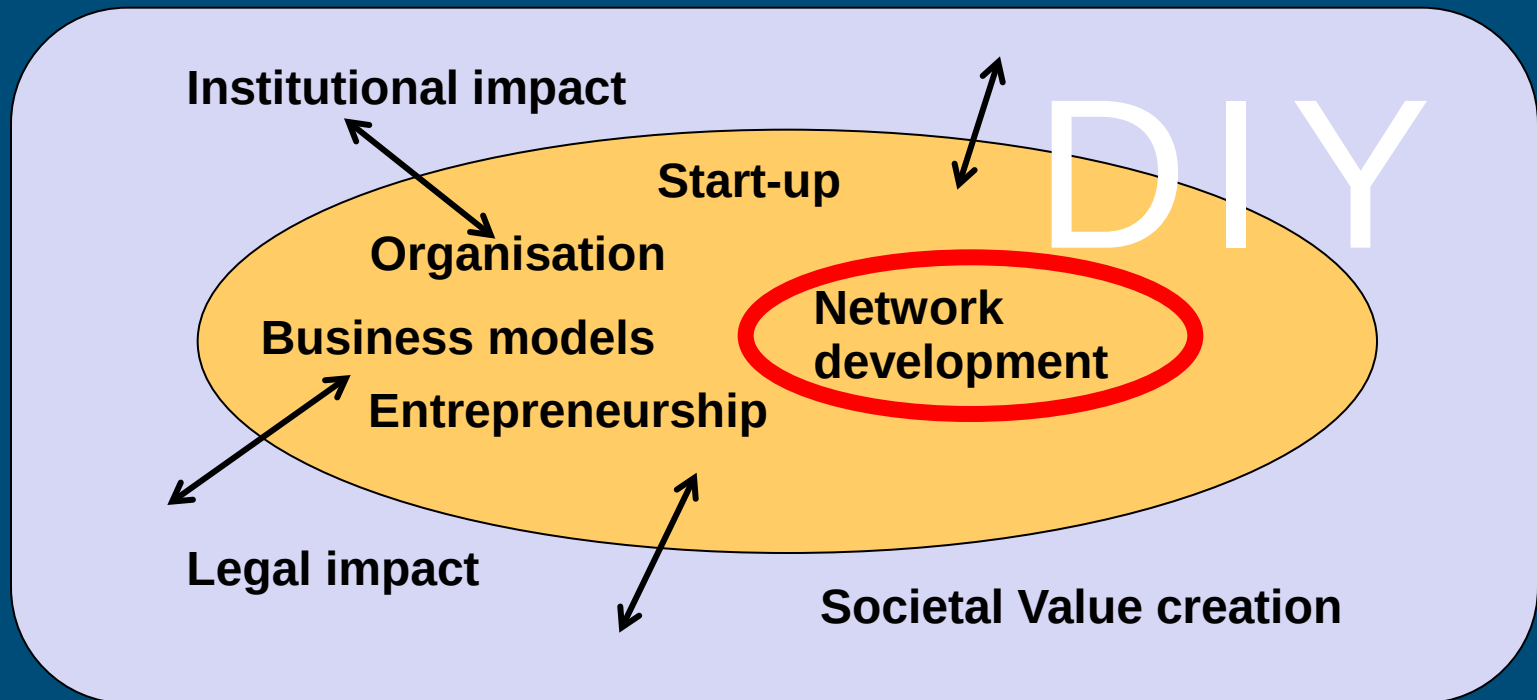
Societal organization mechanisms



Societal organization mechanisms



Joint Research perspective



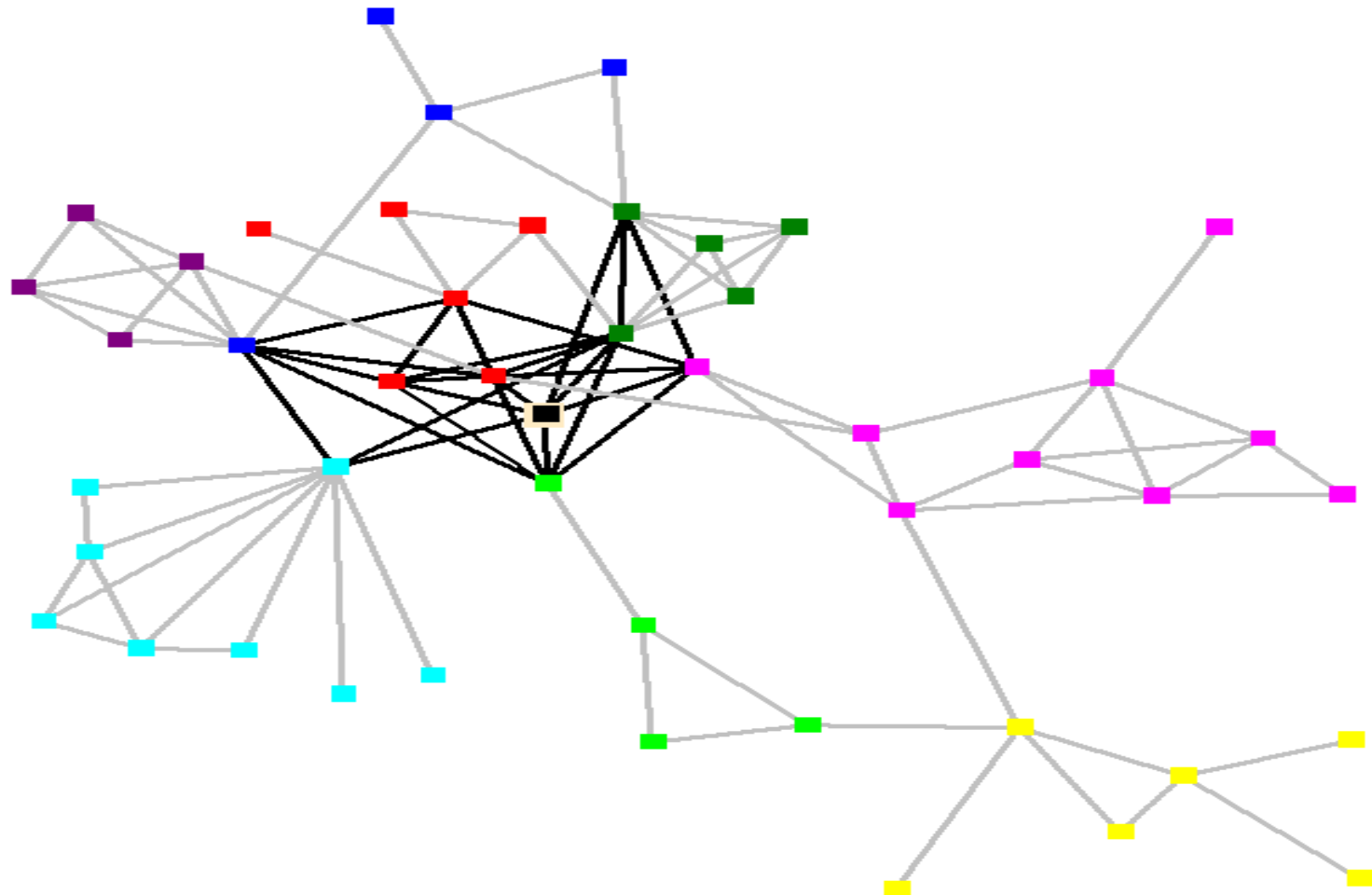


Network development casus Wasteland

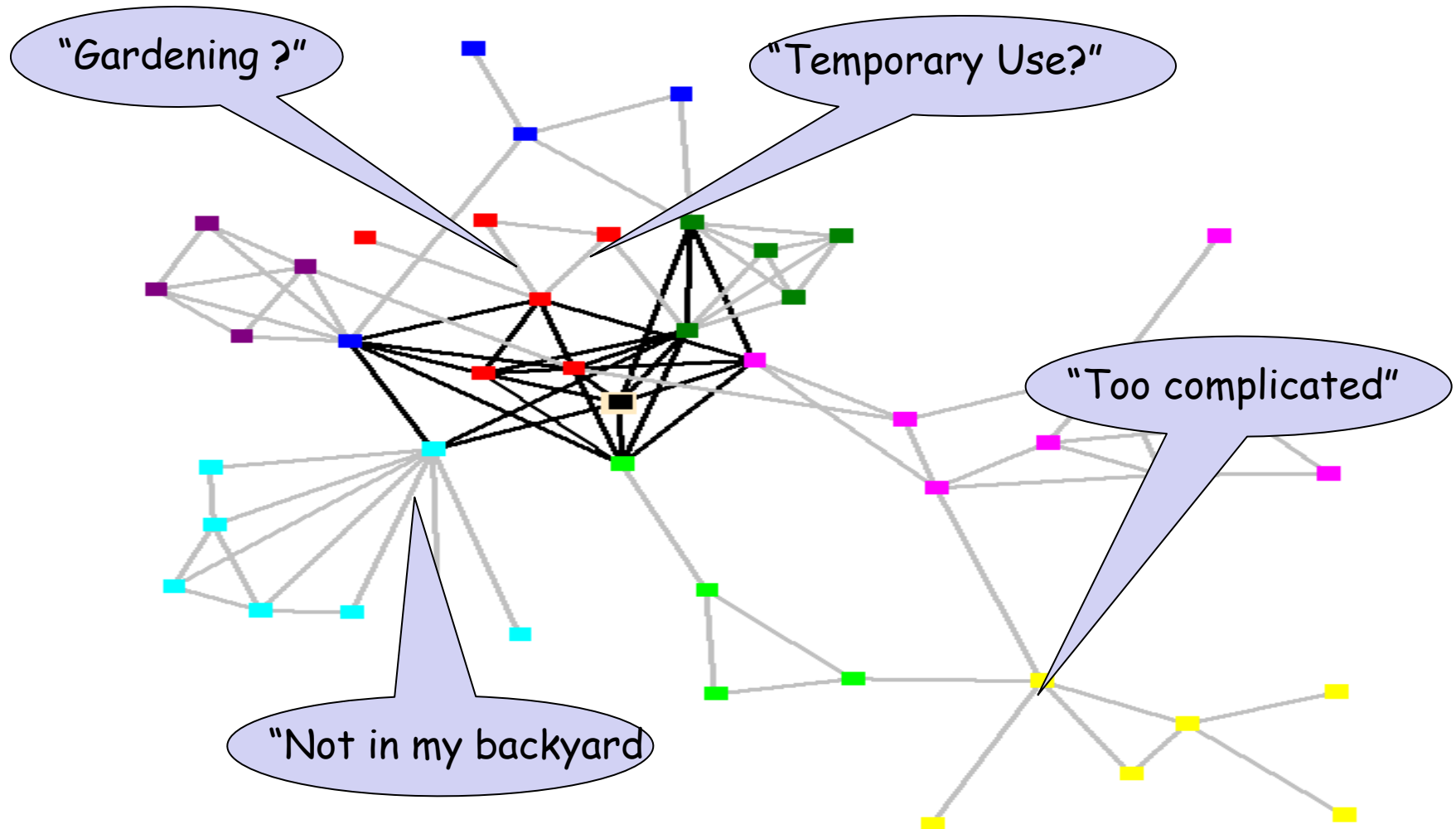
- How do social interactions arise and develop on and offline?
- Which forms of social networks arise on and offline?



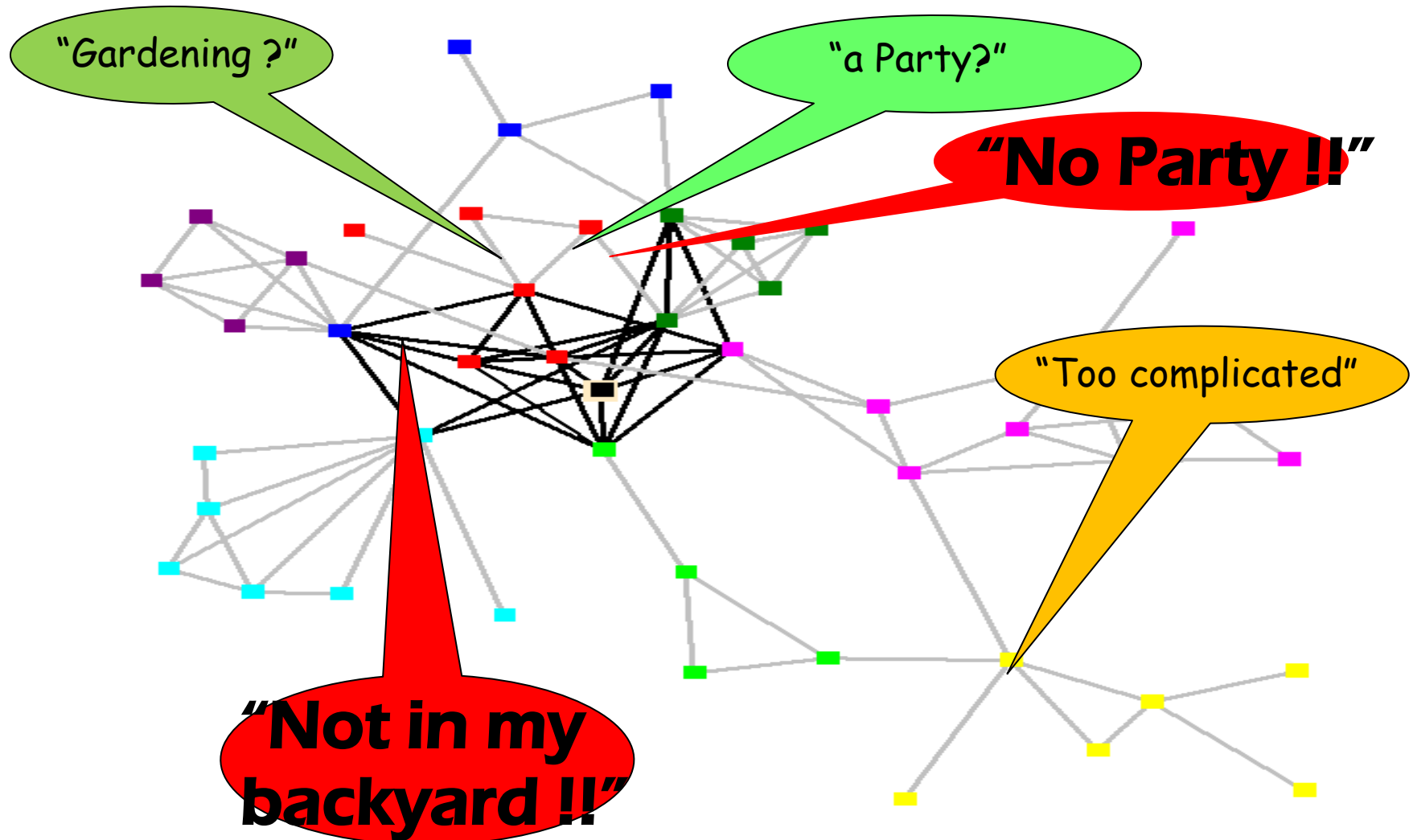
Social network analysis



Semantic webanalysis



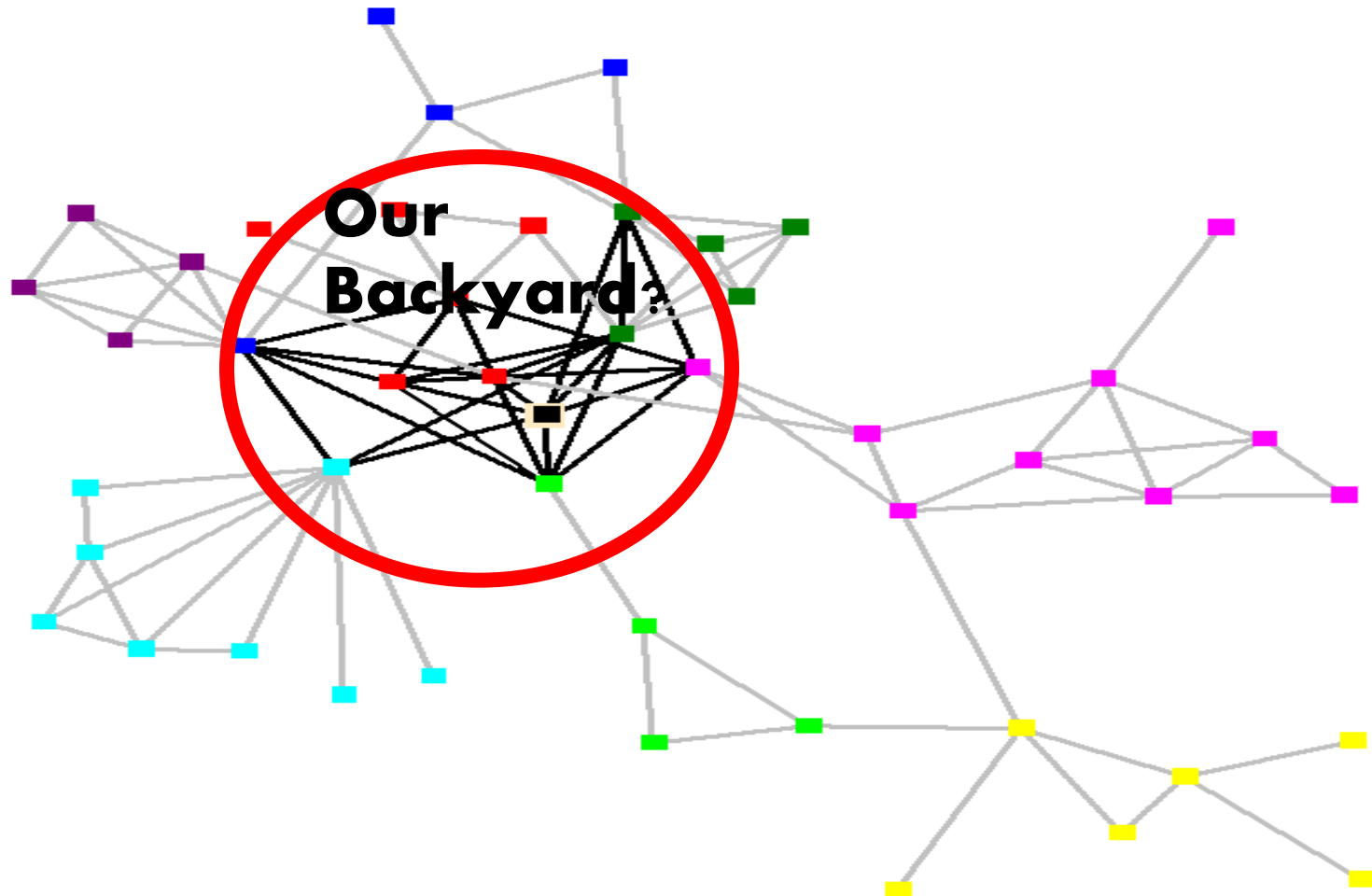
Semantic webanalysis: Sentiments analysis



Qualitative networkanalysis (offline)

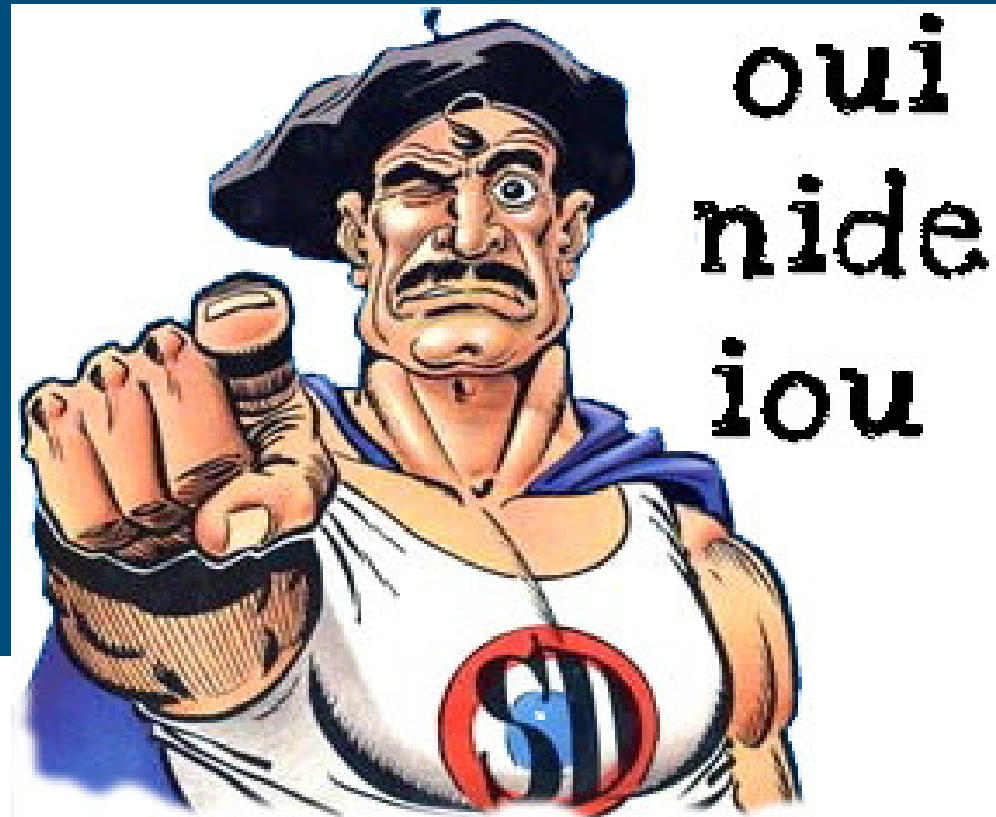


Spatial network analysis



Workshop Bridging & Linking

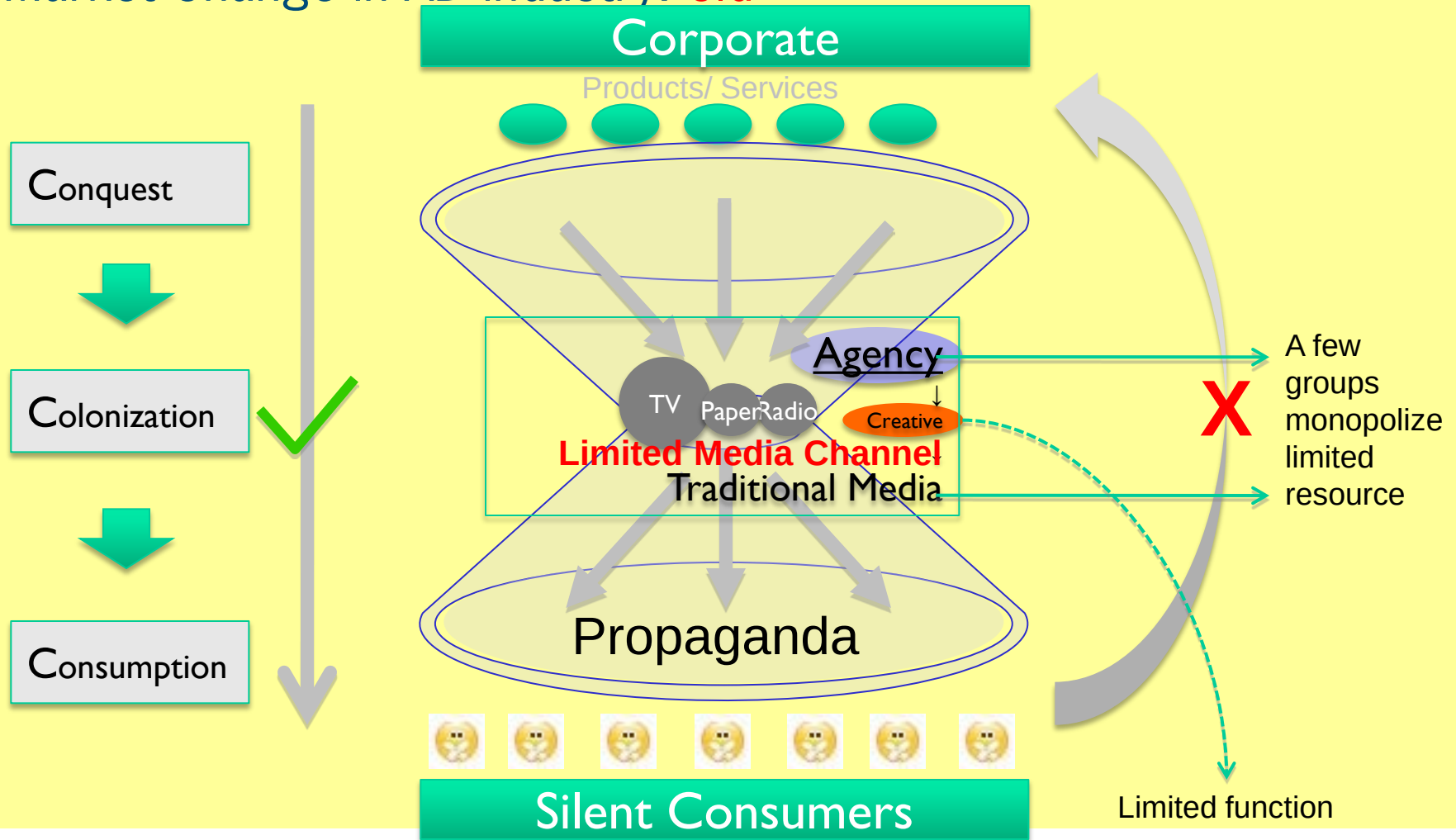
- Who are you?
- Willing to brainstorm on DIY research?
- What can you contribute?
 - Knowledge
 - methodology
 - network





1. Temporary use: What is the trigger? Desperate needs or waste lands?
2. Collective -> Private -> Shared
3. Grass root initiatives ->
 - crowd sourcing in order to reach a critical mass
 - crowd sourcing in order to promote distributed thinking\
 - crowd sourcing in order to allow evolution instead of competition
4. People + societal challenge => innovative social processes (Is social cohesion the source or the object mainly?)
5. Joint Research: At what moment do we want to formalize current societal innovations? Will it help us to promote it even further?
6. Does network analysis additional evidence?

Market Change in AD industry: old



Market Change in AD industry: new

