



IETM Spring Plenary Meeting
Motpellier, France, 16-19 April

Cultural Practice and Social Innovation Transformations 2

Moderators:

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Regional Representative of the Mouvement of the Social Entrepreneurs – www.mouves.org

Sarah Spanton: Artist and Director of Waymarking – www.waymarking.org.uk

Performing Arts: Source of Economic and Social Innovation

1. Examples / diagrams explaining social innovation from Sebastien Paule and Sarah Spanton

- [Business Social Innovation Mind Map](#)
- [What is Social Innovation](#)
- [Innovation Sociale Schema](#)
- [Sociale Innovation Movement 2013](#)
- [Waymarking Manifesto](#)

2. Examples from the participants of the social innovation models they are involved in?

- Project in Athens – where taking a ‘poor’ neighbourhood as a starting point, and working with several institutions (a bank, a university, a hotel and an arts centre) – promenade based cultural events, which lead into the neighbourhood, bringing the outside world into this area. Project is called the Rudi Island Hotel, and is about building social capital through ‘fun’.
- Amap – cultural project, where books are given away in a bag.
- A project in Cluj – working in a community on urban gardening/cultural events. These began after talking to people: it is not about imposing, but finding out what they want.
- A project in Italy – “PopEconomix”, a popular economics, theatre and journalism show about the economic crisis., about why it happened. The work has been made with an ethical bank with a volunteer network. They’ve done 150 performances. They have a strong relationship with the citizens. <http://gallery.mailchimp.com/f2ec05eca477285d6bfd63af9/files/9c1841d2-23d9-4905-8948-5945cc8eace3.pdf>
- Leeds Creative Timebank – a project, which facilitates and strengthens the informal economy between creative professionals. It is about exchanging skills and knowledge by using time as a currency. One hour of a skill equates to one hour of skill of another members. www.leedscreativetimebank.org.uk

Working in 5 smaller groups to discuss questions asked – and feeding back with 3 key points from each group:

1. What are the positive and negative issues of embracing models of social innovation in cultural activity?

- Culture of opportunity hunting – it can lead to artistic failure. But the project may have succeeded socially
- Social innovation can be a way of sharing and involving artists in social problems
- Example of Rimoney Protocol – the mode of production is socially innovative. The audience itself becomes the subject of discussion.

Do you have experience of working with other sectors? If so, what did you learn?

What can people from cultural backgrounds and from other sectors learn from each other?

- In the process of becoming partners – how long does it take to get to know each other? To build mutual respect? A common language?
- There is a difference between a project set up as a political initiative and one set up by those involved directly (the protagonists)
- How to switch (shift) from the initiative coming from cultural operators and to an initiative coming from another sector? What happens when social operators come to us, how open are we to them approaching us?

Is the theatre/dance creative research process similar to the social innovation process? Have we been doing social innovation for a long time without knowing it?

- Reactivity vs Sustainability
- Being local and global at the same time
- Being adaptable and malleable

Sharing examples of practice from arts, education and community settings

- Bringing performances to different locations – ie prisons, schools
- Compromise, making time for this, and continuity
- Collaboration in the community between performance and education
- Performance, workshops, discussion – work best in combination
- Longer term projects are better

What sort of things socially, culturally we'd like to change in our society – from our perspective & What does social innovation imply in terms of what type of structures we need – long or short term?

- Governance – how do we organise?
- Participation
- Sharing of decision-making process – how do we organise this?
- Gives poetry and imagination – people can see the city differently
- Collaboration with different kinds of structures/organizations -
- Public money – how can social innovation really change things?