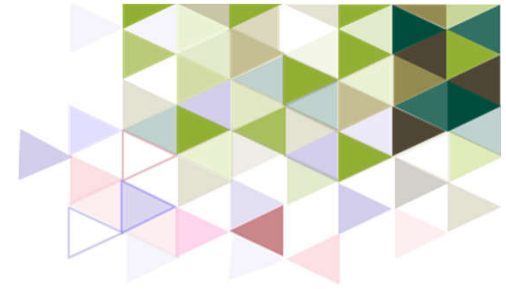




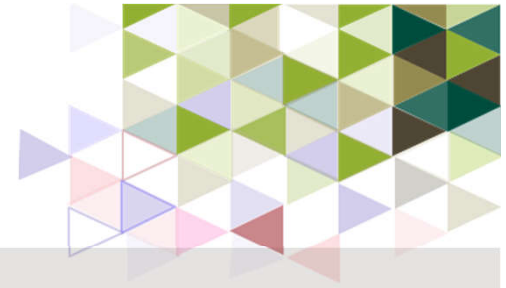
**Eberswalde University
for Sustainable
Development**



SIDT SOCIAL INNOVATION & DIGITAL TRANSFORMATION

Unit 7 – Social Digital Transformation

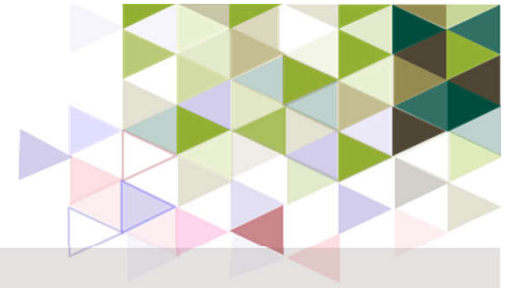
Prof. Dr. Britta M. Gossel



Schedule

- Introduction:
 - Status Quo in Germany: Social Organisations & Digitisation
 - Status Quo in Germany: Social digital platforms

- Digital Transformation
 - How to define digital Transformation?
 - Digital Transformation in the European Union
 - Digital Social Innovation in the European Union

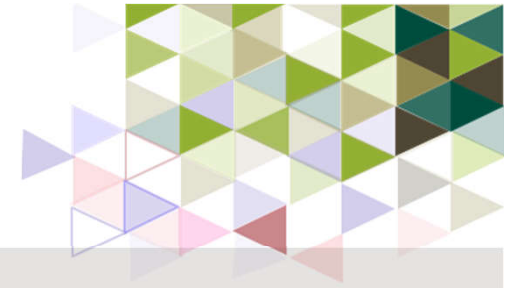


Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Method of the study

Typology built in an empirical study with n=62 social organizations, based on the following categories

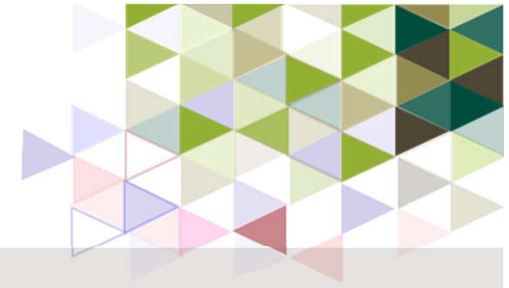
- Organisational or legal form of the social organisation
- Ratio of the number of full-time staff, members and volunteers in the organisation
- Degree of digitalisation in organisational development
- Reason for the social organisation's involvement with digitisation
- Challenges and hurdles of digitisation
- Attitude of the social organisation towards digitisation



Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Typology of social organizations in context of digitisation





Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Typology of social organizations in context of digitization

Active Masterminds

- Resources like money, time, knowledge required. These organizations have it!
- E.g. associations with a focus on digitalization



RECHTSFORM

Sozialunternehmen, Stiftungen und Vereine

PERSONAL

Vorrangig hauptamtlich, vereinzelt ehrenamtlich

DIGITALISIERUNG DER ORGANISATION

Organisationen sind digitalisiert

MOTIVATION

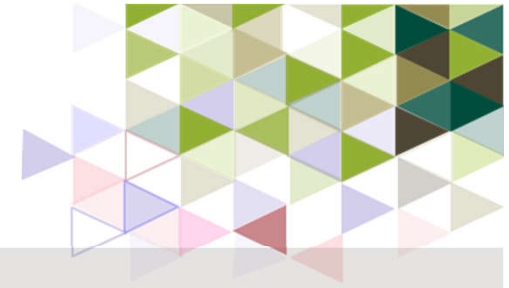
Entwicklung von Konzepten und politischen Forderungen

HERAUSFORDERUNGEN UND HÜRDEN

Politische Regulierungen, Datenschutz, finanzielle Ressourcen

EINSTELLUNG ZU DIGITALISIERUNG

Proaktiv



Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Typology of social organizations in context of digitization

Energetic Mediators

- Focus on digitization as educational task.
- The "energetic mediators" see more potential than obstacles in digitalisation, which they want to mediate in the common good. The organisations themselves work with digital tools that are adapted to the respective target group.



TATKRÄFTIG
VERMITTELN

RECHTSFORM

PERSONAL

DIGITALISIERUNG DER ORGANISATION

MOTIVATION

HERAUSFORDERUNGEN UND HÜRDEN

EINSTELLUNG ZU DIGITALISIERUNG

Sozialunternehmen, Stiftungen, Vereine und Verbände

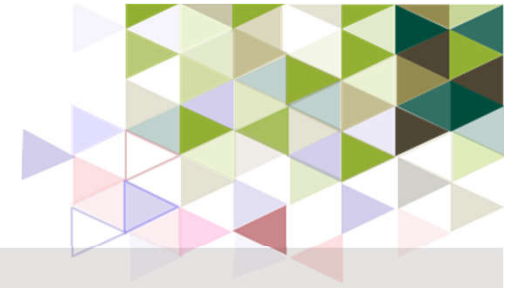
Häufig von Engagierten getragen, teilweise hauptamtliches Personal

Nutzung digitaler Tools für Bildung und Vermittlung

Multiplikatoren für Digitalisierung

Finanzierung, medienkompetentes Personal, geeignete Tools

Proaktiv



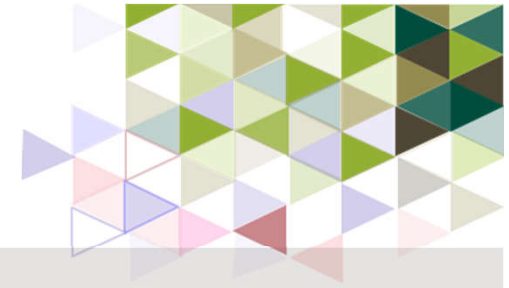
Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Typology of social organizations in context of digitization

Resourceful Designers

- Typically associations in existence for at least 40 years (e.g. THW). They have full-time staff and implement the requirements of digitalisation.
- Challenged by digitalization of an originally non-digital organization.






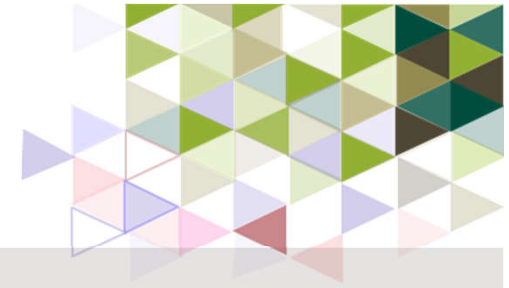
Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Typology of social organizations in context of digitization

Pragmatic User

- Broad middle class of social organisations that use digitalisation but have no claim to design beyond that.
- Digitalisation as a means to an end.

	RECHTSFORM	Vereine
PRAGMATISCH NUTZEN	PERSONAL	Fast ausschließlich Mitglieder und Engagierte, wenige Hauptamtliche
	DIGITALISIERUNG DER ORGANISATION	Nutzung digitaler Tools für Verwaltung und Öffentlichkeitsarbeit
	MOTIVATION	Optimierung der eigenen Organisation
	HERAUSFORDERUNGEN UND HÜRDEN	Finanzierung, Zeit, medienkompetentes Personal, geeignete Tools
	EINSTELLUNG ZU DIGITALISIERUNG	Pragmatisch



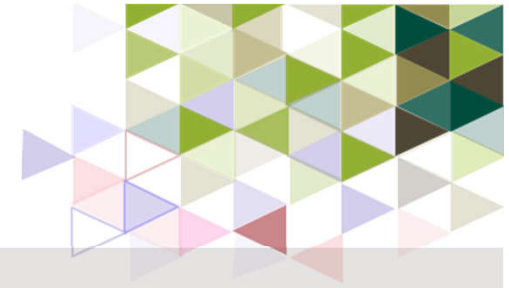
Status Quo: Social organizations & digitalisation (3rd Engagementreport, 2020)

Typology of social organizations in context of digitization

Reluctant Sceptics

- Digitisation meets established structures and processes
- Especially voluntary associations, regionally active
- Great scepticism about digitalisation (e.g. fear of losing personal contact)





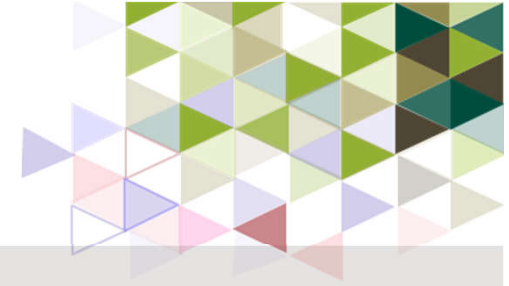
Status Quo: Social digital platforms (betterplace-lab, 2019)

Context

- Digital platforms put different stakeholders of an ecosystem in direct contact.
- In the field of engagement, too, various platforms are increasingly used by organisations such as associations, foundations or charities for central activities (e.g. in addressing new volunteers or in fundraising).
- In addition, platforms are emerging that locate themselves in the field of engagement and enable activities that could be defined as new forms of engagement.
- A broad spectrum of platforms is available, which presents users with the challenge of making decisions about appropriate platforms in their individual contexts.

Scope

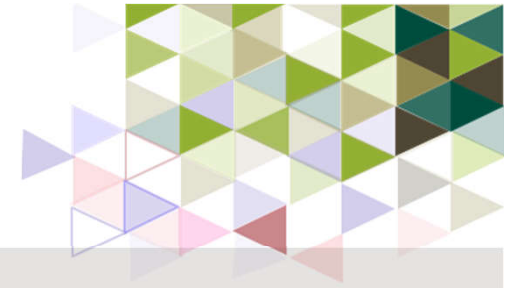
- To better understand the emerging platform ecosystem in the engagement sector and the operators and their goals.



Status Quo: Social digital platforms (betterplace-lab, 2019)

Which platforms and tools are required in the social sector?

Social organisations needs	Applied tools/ platforms
Knowledge transfer	Google suite, dropbox, sharepoint
Internal communication	Slack, rocketchat, intranet, sype, MS teams, Zoom, WhatsApp
External communication (social media)	Facebook, Twitter, Instagram
Human resources	Talents for Good, LinkedIn, Xing, Stepstone
Project management	Trello, Wrike, Asana
Member administration / CRM	E-Vewa, CiviCRM, Salesforde
Donation management / fundraising	Fundraising Box, betterplace.org



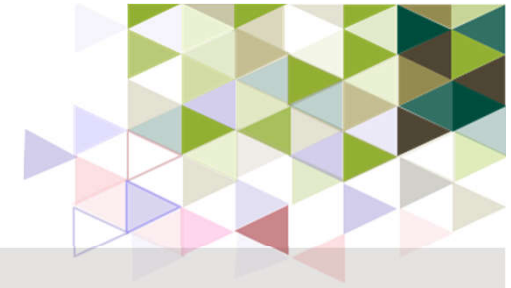
Digital Transformation & Social Innovation

How is digital transformation defined?

- „Digital business transformation is the process of exploiting digital technologies and supporting capabilities to create a robust new digital business model.“
(Gartner 2023)

The image shows a screenshot of a Gartner article. At the top left is the Gartner logo and navigation links: Insights, Expert Guidance, Tools, and Connect with Peers. At the top right is a blue button that says 'Become a Client' with an arrow, and below it, the text 'or call +498938035420'. The main content area features a dark background with colorful binary code (0s and 1s) and abstract light trails. The article title is 'Your 7 Biggest Questions About ChatGPT, Answered' in large, bold, white text. Below the title is the subtitle 'How is it valuable and is it safe to use?' and a blue 'Read Now' link with an arrow.

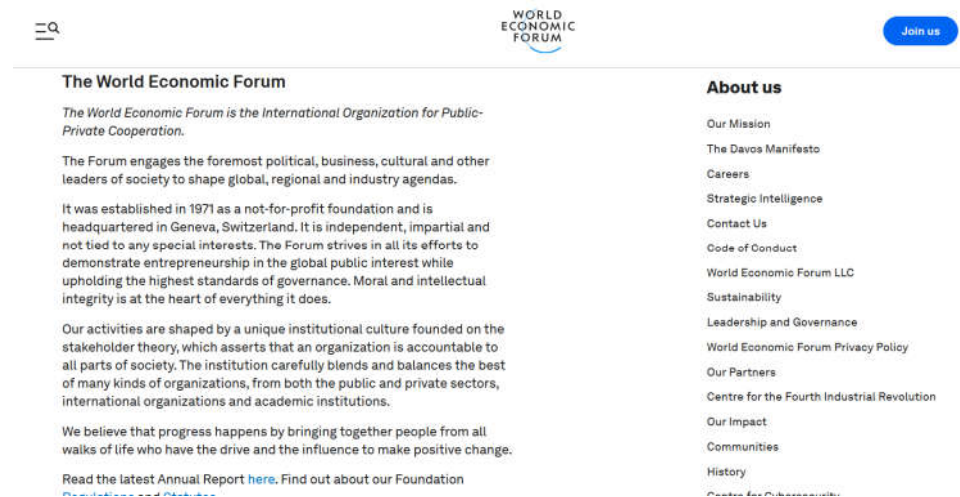
<https://www.gartner.com/en/information-technology/glossary/digital-business-transformation>



Digital Transformation & Social Innovation

How is digital transformation defined?

- „*digital transformation* refers to the adoption of **digital** technology to **transform** services or businesses. This is achieved by replacing manual (non-digital) processes with digital ones or replacing outdated digital technology with upgraded digital technology.“ (World Economic Forum 2022)



The screenshot shows the World Economic Forum website. The main content area is titled "The World Economic Forum" and contains several paragraphs of text. To the right, there is a sidebar titled "About us" with a list of links. A blue "Join us" button is visible in the top right corner of the page.

The World Economic Forum

The World Economic Forum is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas.

It was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests. The Forum strives in all its efforts to demonstrate entrepreneurship in the global public interest while upholding the highest standards of governance. Moral and intellectual integrity is at the heart of everything it does.

Our activities are shaped by a unique institutional culture founded on the stakeholder theory, which asserts that an organization is accountable to all parts of society. The institution carefully blends and balances the best of many kinds of organizations, from both the public and private sectors, international organizations and academic institutions.

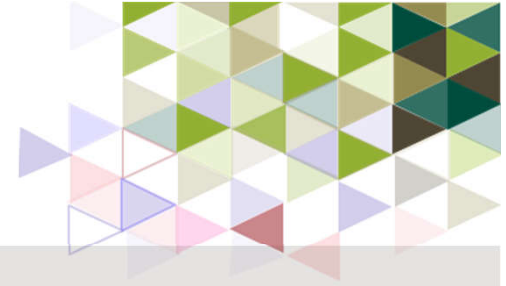
We believe that progress happens by bringing together people from all walks of life who have the drive and the influence to make positive change.

Read the latest Annual Report [here](#). Find out about our Foundation [here](#).

About us

- Our Mission
- The Davos Manifesto
- Careers
- Strategic Intelligence
- Contact Us
- Code of Conduct
- World Economic Forum LLC
- Sustainability
- Leadership and Governance
- World Economic Forum Privacy Policy
- Our Partners
- Centre for the Fourth Industrial Revolution
- Our Impact
- Communities
- History
- Centre for Subsea

<https://www.weforum.org/agenda/2022/05/digital-economy-transforming-business>



Digital Transformation & Social Innovation

How is digital transformation defined?

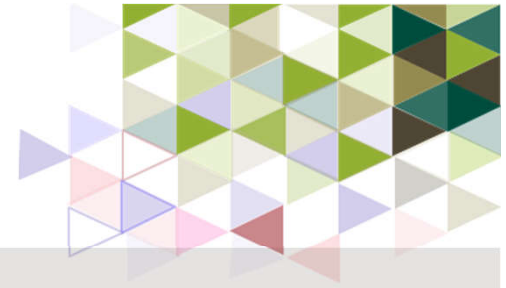
- „Digital transformation is a process of integration of digital (ICT) technologies by European enterprises and citizens and the ongoing impact of such technologies on the economy and society.“ (European Parliamentary Research Service2022)



Digital
transformation

Cost of Non-
Europe

[https://www.europarl.europa.eu/RegData/etudes/STUD/2022/699475/EPRS_STU\(2022\)699475_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2022/699475/EPRS_STU(2022)699475_EN.pdf)

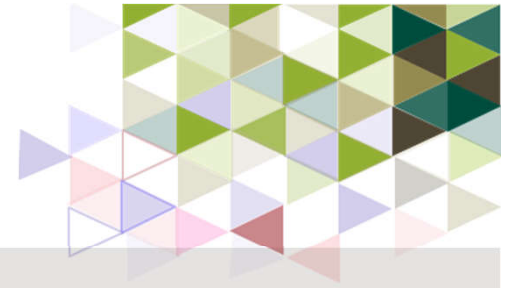


Digital Transformation & Social Innovation

How to develop a scientific definition?

Study Gong & Ribiere (2021)

- **Digital transformation** (DT) has become a necessity for most companies in our world of emerging and continuous change.
- The term DT is currently used so widely that it is **very confusing**.
- Consequently, there is an urgent need to give DT some conceptual **rigour**.
- Study Gong & Ribiere (2021) has the purpose of developing a unified definition of the term 'digital transformation' based on a highly rigorous/scientific review and analysis of 134 well-identified published definitions of DT, which clearly stands out from other related terms in the literature.

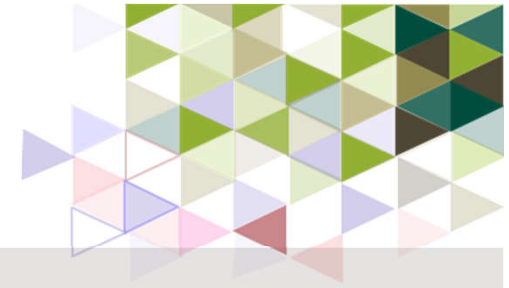


Digital Transformation & Social Innovation

How to develop a scientific definition?

Rules for defining terms in academia (Wacker, 2004)

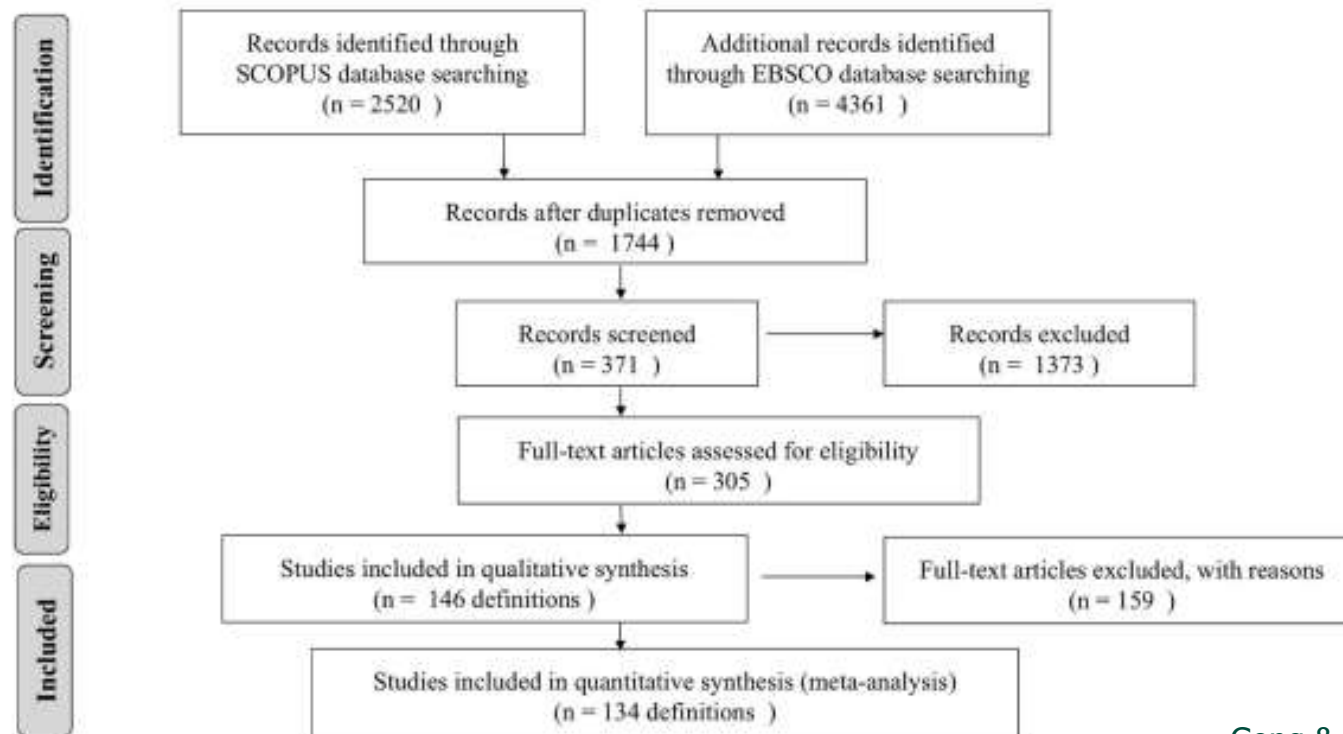
- Use primitive and derivative terms.
- Each concept should be unambiguous.
- Definitions should contain only unambiguous and clear terms.
- Definitions should contain as few terms as possible.
- Definitions should be consistent within the field.
- Definitions should not broaden any concept.
- Definitions should not introduce new hypotheses.
- Statistical tests for content validity must be conducted after terms are formally defined.



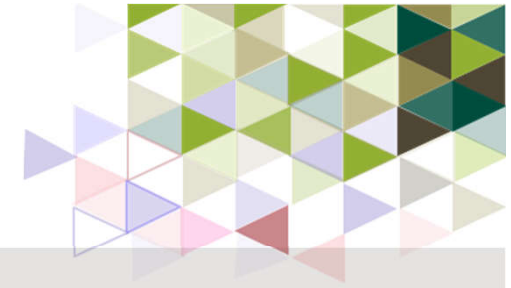
Digital Transformation & Social Innovation

How to develop a scientific definition?

Systematic Literature Review



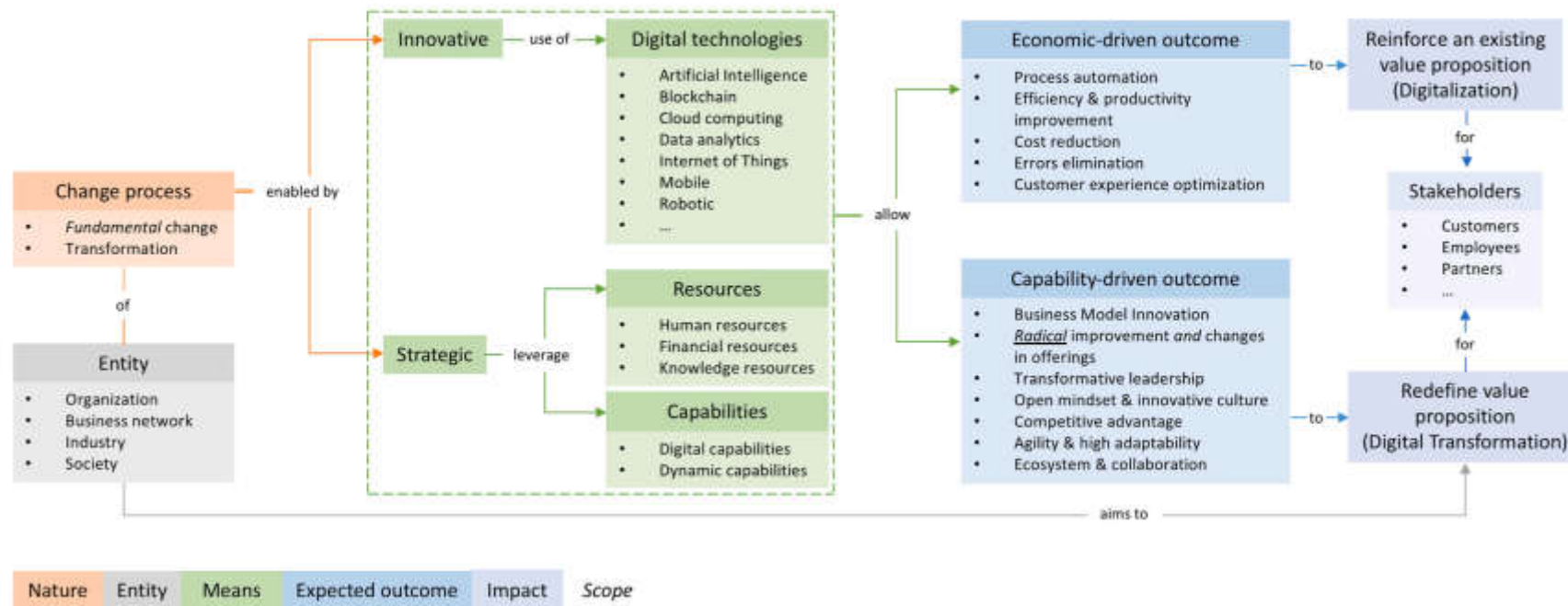
Gong & Ribiere (2021)



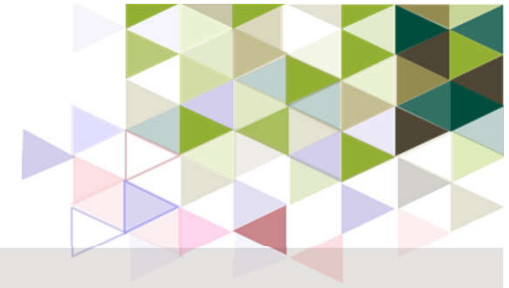
Digital Transformation & Social Innovation

How to develop a scientific definition?

Konzeptionelles Diagramm zur Definition von „Digitaler Transformation“



Gong & Ribiere (2021)



Digital Transformation & Social Innovation

Digital transformation in EU

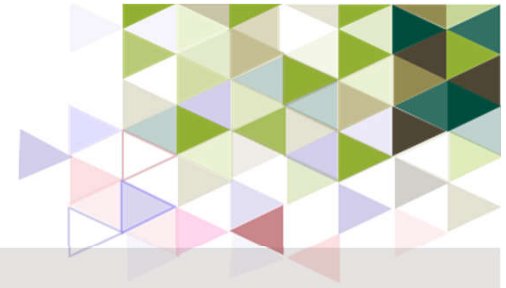
- „Digital transformation is a process of integration of digital (ICT) technologies by European enterprises and citizens and the ongoing impact of such technologies on the economy and society.“ (European Parliamentary Research Service2022)



Digital transformation

Cost of Non-
Europe

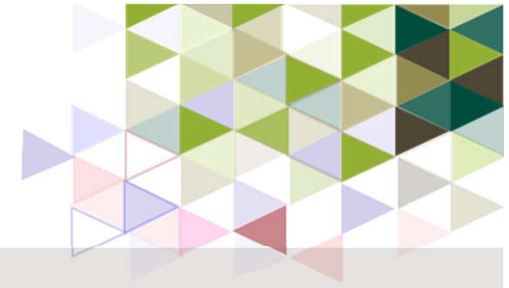
[https://www.europarl.europa.eu/RegData/etudes/STUD/2022/699475/EPRS_STU\(2022\)699475_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2022/699475/EPRS_STU(2022)699475_EN.pdf)



Digital Transformation & Social Innovation

Digital transformation in EU

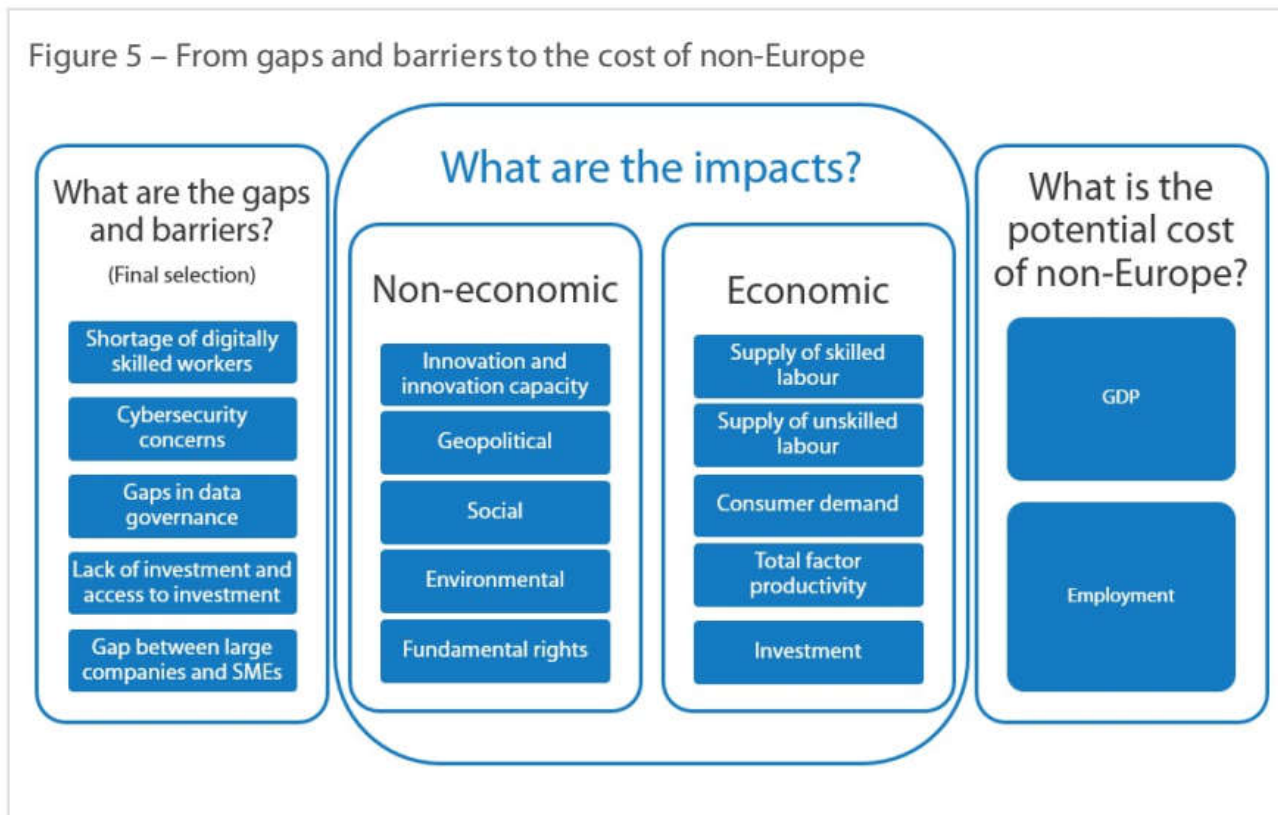
- What is the status quo of digital transformation in Europe?
- How does the EU compare internationally when it comes to research into key technologies such as artificial intelligence and blockchain?
- What is the specific situation regarding the digital transformation of the economy?
- What opportunities and challenges are there for the EU's future digital sovereignty?
- What gaps and barriers exist in the digital transformation and what social and economic impact do these have?
- What consequences does the digital transformation have for sustainability in the EU?



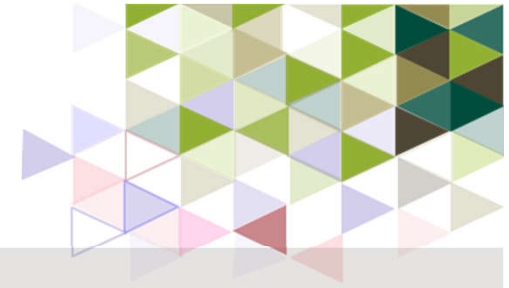
Digital Transformation & Social Innovation

Digital transformation in EU

Figure 5 – From gaps and barriers to the cost of non-Europe



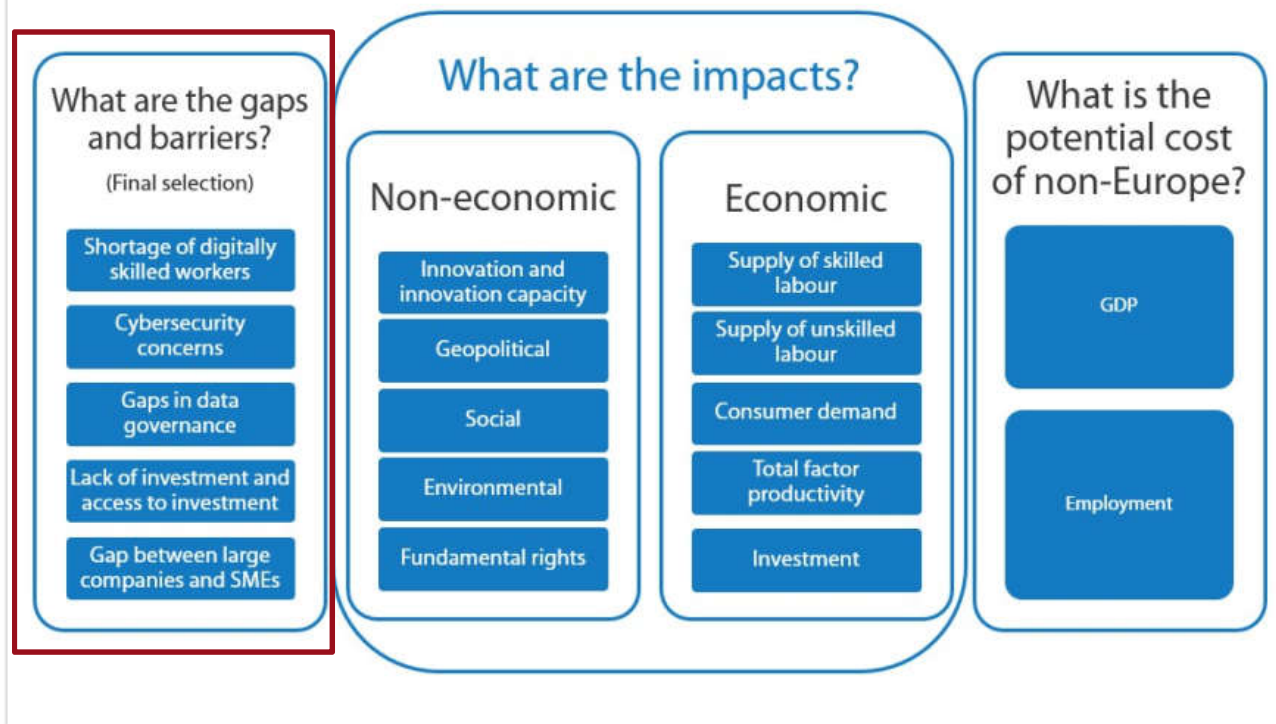
Lomba et al., 2022



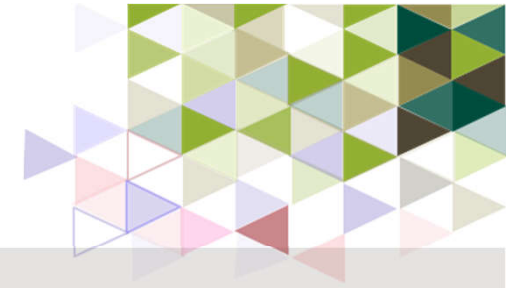
Digital Transformation & Social Innovation

Digital transformation in EU

Figure 5 – From gaps and barriers to the cost of non-Europe



Lomba et al., 2022



Digital Transformation & Social Innovation

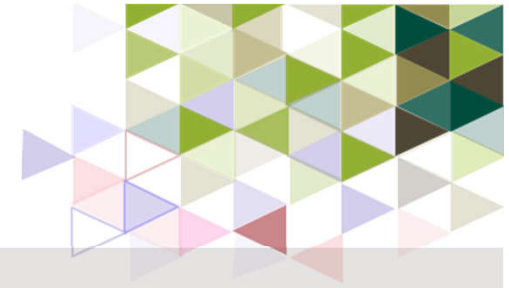
Digital transformation in EU

Table 4 – Identification of key gaps and barriers

#	Gap/barrier	Occurrence	Availability of data	Presence across Member States	Potential to intervene with legal means
1	Lack of infrastructure	High	Medium	Lagging behind, peripheral	Medium
2	Shortage of digitally skilled workers	High	High	All	Medium
3	Maturity of technologies	Medium	Medium	All	Low
4	Cybersecurity concerns	Medium	High	All	High
5	Interoperability	High	Low	All	Medium
6	Gaps in data governance	High	Medium	All	High
7	Lack of investment and access to investment	High	High	All	Medium
8	Traditional mind-set and company culture	Low	Low	Lagging behind	Low
9	Gap between large companies and SMEs	High	High	All	Medium

Source: Annex to this study – Ecorys.

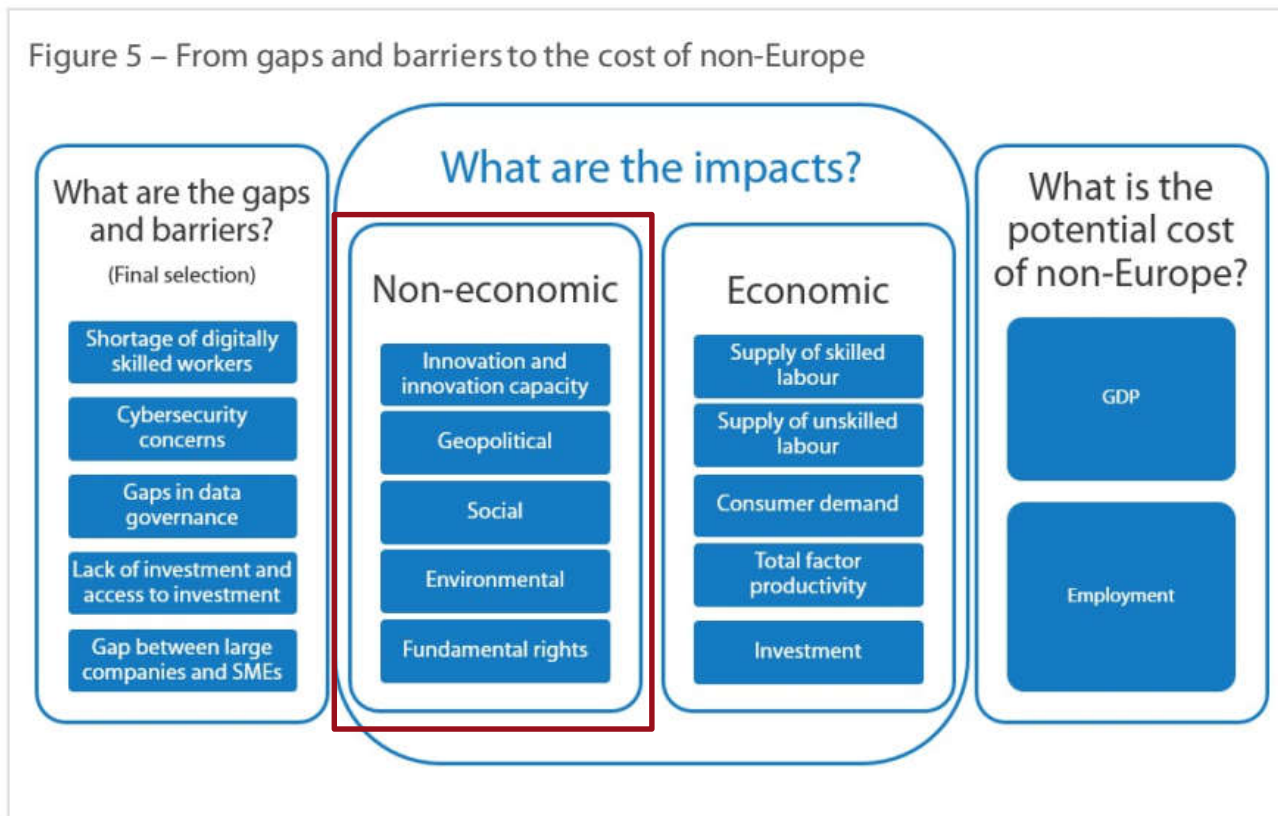
Lomba et al., 2022



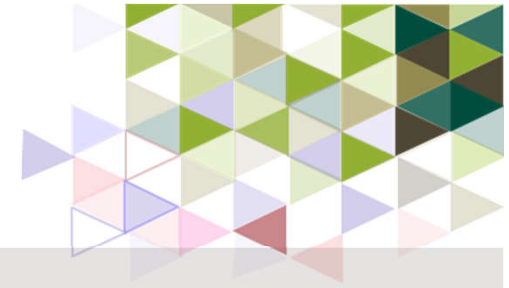
Digital Transformation & Social Innovation

Digital transformation in EU

Figure 5 – From gaps and barriers to the cost of non-Europe



Lomba et al., 2022

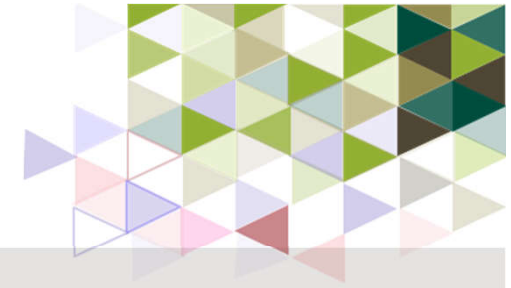


Digital Transformation & Social Innovation

Digital transformation in EU

Table 5 – Overview of non-economic impacts

Impact area	Non-economic impacts
Innovation and innovation capacity	<ul style="list-style-type: none">• Loss of innovation leadership by the EU;• Less innovation;• Slower innovation diffusion within the EU;• Hampering the commercialisation of innovation;• Lower quality of innovation;• Lower ability to shape international and industry standards.
Geopolitical impacts	<ul style="list-style-type: none">• Loss of digital leadership (digital sovereignty) by the EU;• Growing dependency on foreign technologies, applications, devices;



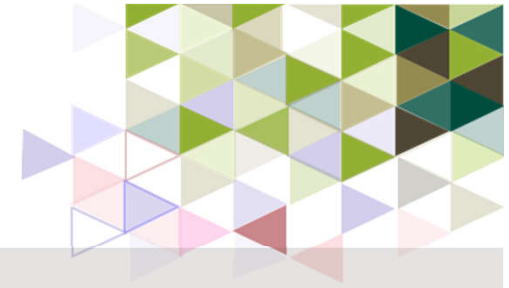
Digital Transformation & Social Innovation

Digital transformation in EU

Impact area	Non-economic impacts
	<ul style="list-style-type: none"> • Lower ability to defend the EU; • Lower ability to promote European interests internationally; • Lower credibility as a foreign policy actor.
Social impacts	<ul style="list-style-type: none"> • Shortage of skilled workers in the EU; • Exacerbating existing inequalities (i.e. income inequalities, inequalities in access to education, health and other goods, inequalities between highly skilled and less-skilled workers); • Increasing pressure on social security and social protection systems (e.g. due to potentially higher number of unemployed lower skilled workers); • Threatening territorial cohesion in the EU (i.e. deepening digital divide between urban and rural areas, southern and northern EU Member States); • Public health implications (e.g. lower preparedness for disease outbreaks).
Environmental impacts	<ul style="list-style-type: none"> • Endangering effective green transition (i.e. may weaken EU climate action); • Environmental impacts as such are ambiguous: digitalisation could affect it both positively and negatively.
Impacts on fundamental rights	<ul style="list-style-type: none"> • Threatening gender equality (i.e. may reinforce current inequalities); • Lack of access to digital technologies and inclusion for people with disabilities; • Endangering social inclusion (e.g. for people on lower incomes, rural residents, older people and other vulnerable groups); • Endangering the right to education due to unequal access to digital tools; • Negatively impacting the right to effective remedy and to a fair trial due to differing level of digitalisation of judicial systems.

Source: Annex to this study – Ecorys.

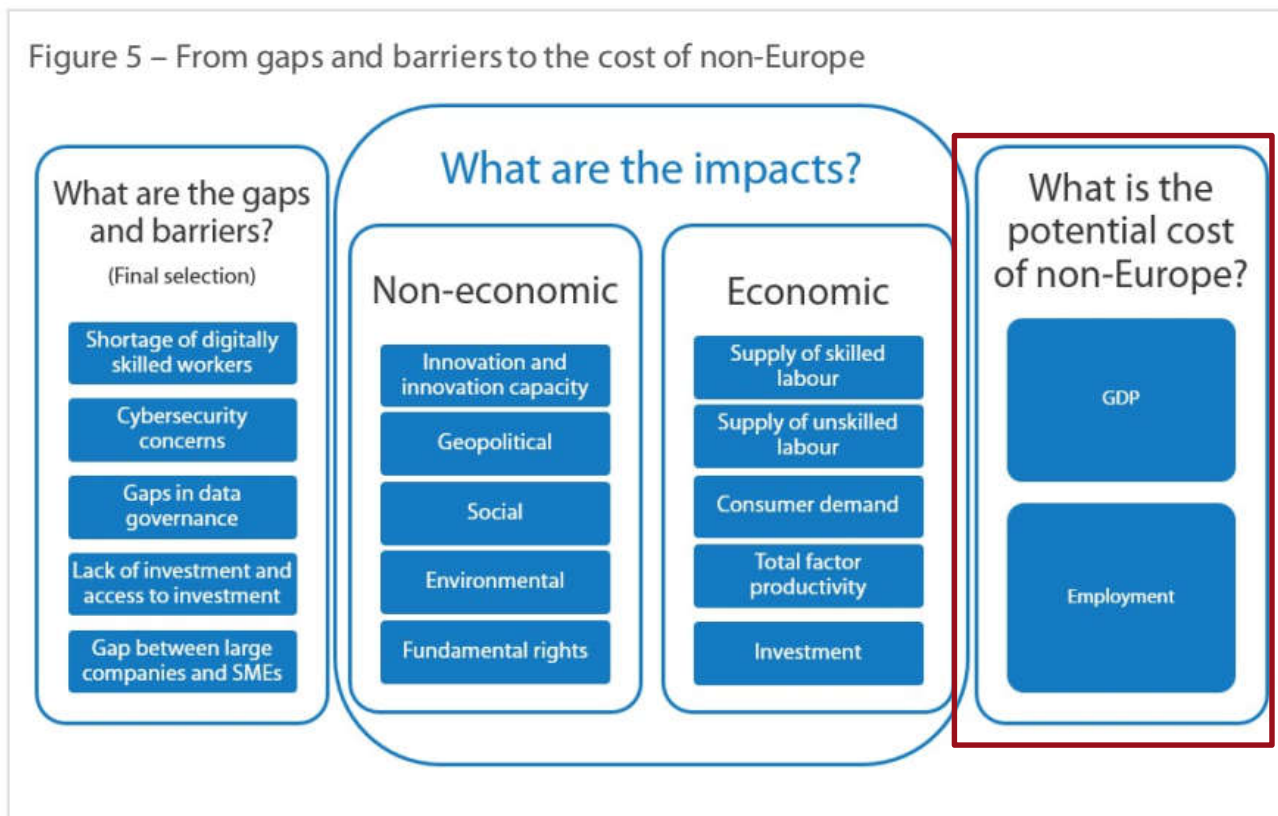
Lomba et al., 2022



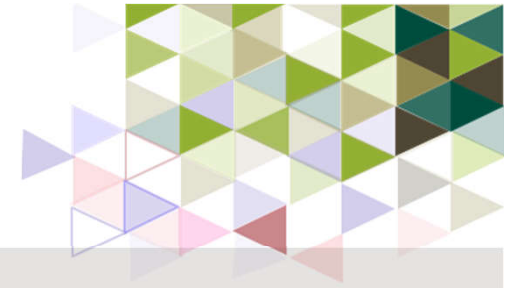
Digital Transformation & Social Innovation

Digital transformation in EU

Figure 5 – From gaps and barriers to the cost of non-Europe



Lomba et al., 2022

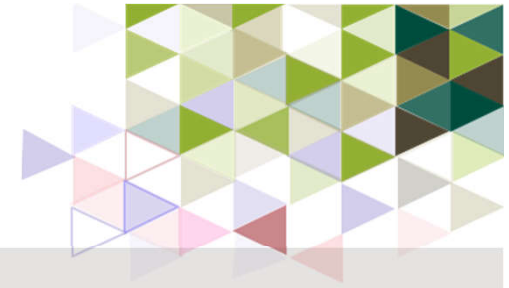


Digital Transformation & Social Innovation

Digital transformation in EU

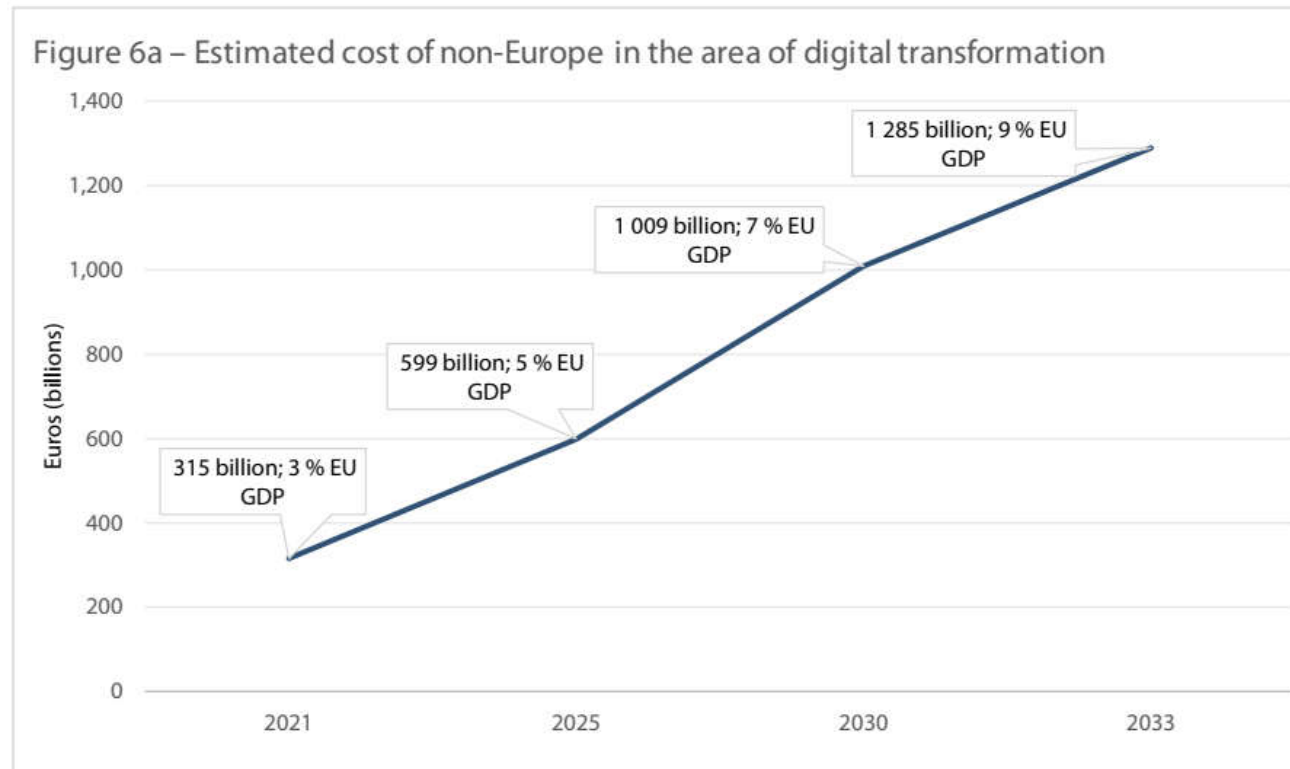
- **„Baseline‘ scenario:** This scenario reflects the expected evolution of the EU economy in the absence of any EU policy changes beyond those that were already approved by mid-2020. The modelling of the scenario draws on data from a Delphi method survey conducted in 2020.
 - **„Ideal state‘ scenario:** This scenario reflects a hypothetical evolution of the EU, where all the identified gaps and barriers to digital transformation at EU-level are addressed.
- The cost of non-Europe is understood then as the difference between the ‚baseline‘ and the ‚ideal state‘ scenarios.
- The "cost of non-Europe" is a term used to describe the economic, social, and environmental costs of not having an ambitious enough policy agenda at the European Union (EU) level.

Lomba et al., 2022

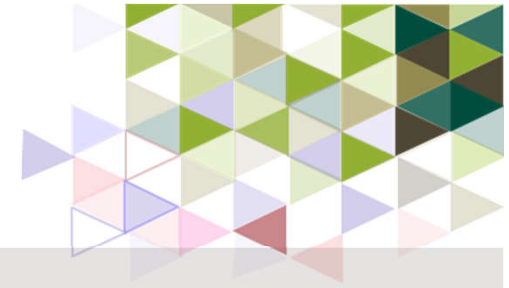


Digital Transformation & Social Innovation

Digital transformation in EU



Lomba et al., 2022



Digital Transformation & Social Innovation

- What about the digital Transformation of Social Innovations?

**A study prepared for the European Commission DG
Communications Networks, Content & Technology by:**



**DIGITAL —
— SOCIAL
INNOVATION**

Digital technologies and the Internet have transformed many areas of business – from Google and Amazon to Airbnb and Kickstarter. Huge sums of public money have supported digital innovation in business, as well as in fields ranging from the military to espionage. But there has been much less systematic support for innovations that use digital technology to address social challenges.

Digital technologies are particularly well suited to helping civic action: mobilising large communities, sharing resources and spreading power. A growing movement of tech entrepreneurs and innovators in civil society are now developing inspiring digital solutions to social challenges. These range from social networks for those living with chronic health conditions, to online platforms for citizen participation in policymaking, to using open data to create more transparency around public spending. We call this Digital Social Innovation (DSI).

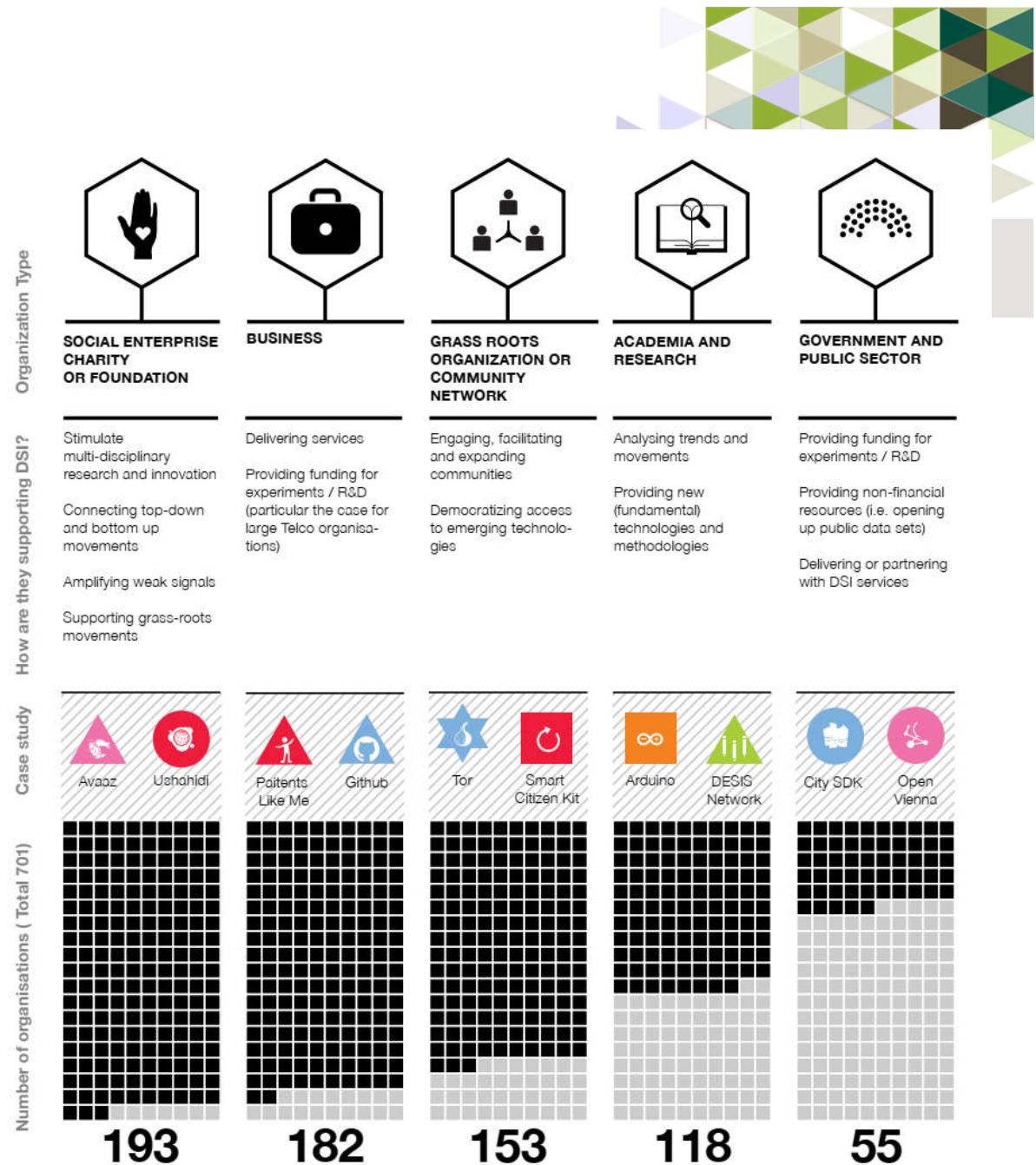
Over the last 18 months Nesta, funded by the European Commission, has led a large research project into DSI. The project seeks to define and understand the potential of DSI, to map the digital social innovators, their projects and networks, and to develop recommendations for how policymakers, from the EU to city level, can make the most of DSI.

DSI Report 2015



Digital Transformation

- Organisations in the EU supporting DSI





Digital Transformation

- Main technological trends in DSI

The main technological trends in DSI

