

Socially creative thinking

how experimental thinking creates other
worlds

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- 1. Openness to new ways of thinking**
- 2. Thinking practices for social innovation**
- 3. Academic subjects and practices to support social innovation**



How we live together

EU agenda.....cohesion, inclusion, exclusion

How we live

Global agenda.....climate change, obesity,
questioning of economic growth model,
interdependence

Openness to new ways of thinking....

behaviour change, social learning, new subjectivities

What kind of thinking enables social innovation?

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attending to affect

releasing the positive affect of possibility

adopting an experimental orientation

increasing the viability of experiments

generating alternative discourse

performative effects

Insights from action research about:

imagining different futures and

allowing for the new to emerge

SWOT

Strengths Weaknesses Opportunities Threats

ABCD

Assets Based Community Development

Helpful

Harmful

Internal

Strengths

Weaknesses

External

Opportunities

Threats

Businesses and physical infrastructure

Local associations and institutions

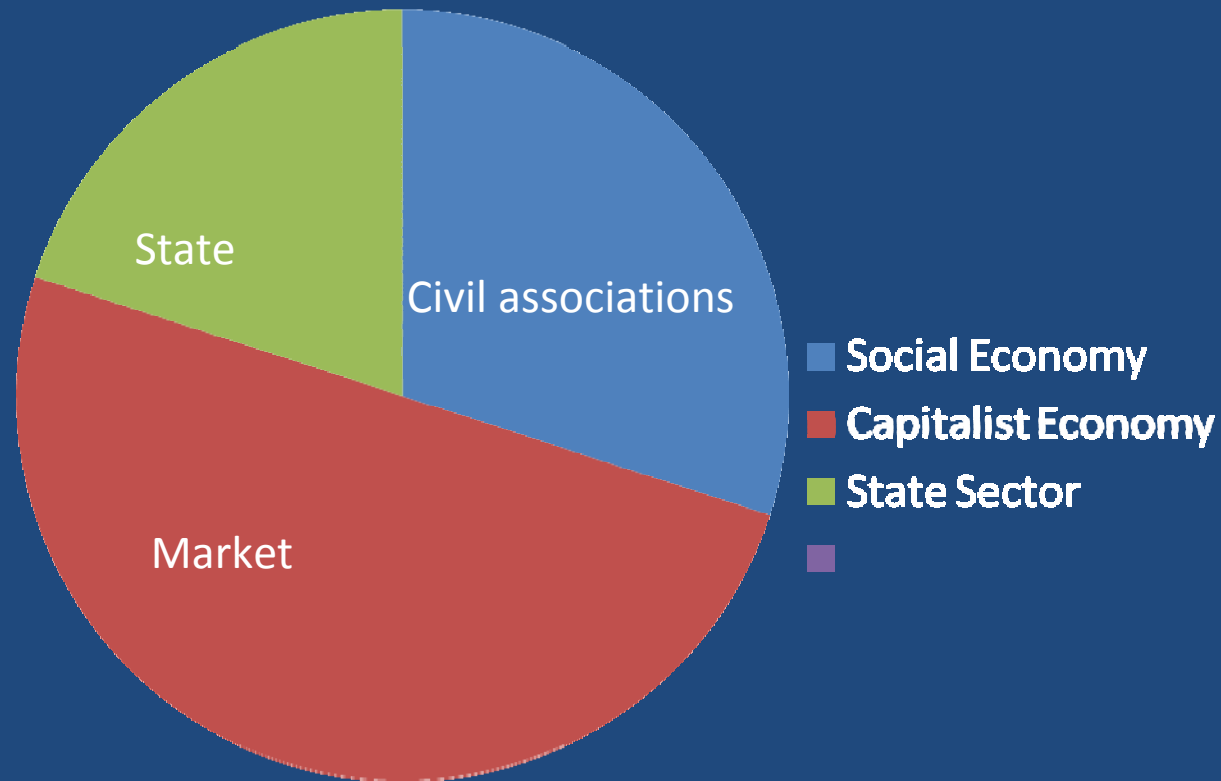
People and practices

Template for needs and assets mapping (ABCD)

Assets mapping

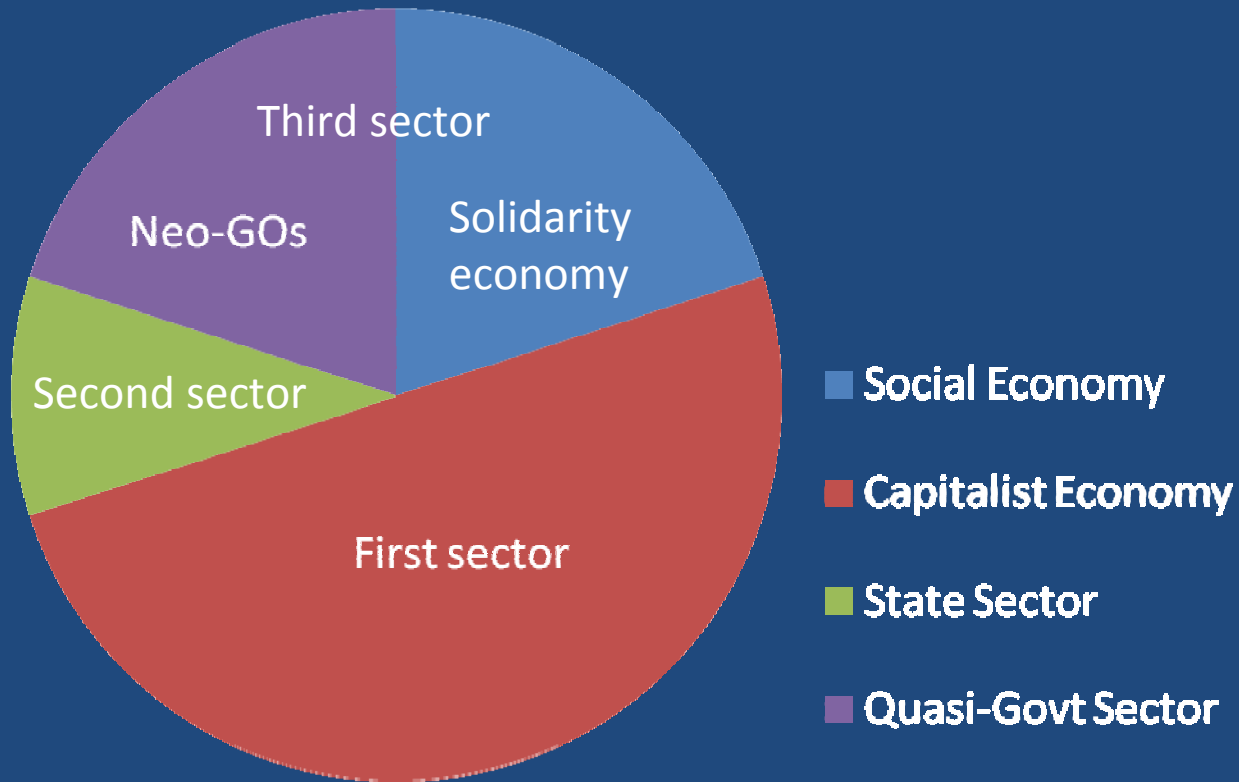
Jagna, Central Philippines

Representing the social economy



Social economy...a site of social innovation or cooption?

From what is it?



.....To what might it become?

Thinking creates new worlds

Michel Callon, Timothy Mitchell, Bruno Latour

Performativity of discourse

Judith Butler, Eve Sedgwick

What are the
conditions under
which we create new
discourse?

Stance

open
trusting
free
connected

Affect

hope

Practice

exploration
description
refuse to judge
de-exoticize power



The iceberg
 representation

Diverse economic
 activities

Drawn by Ken Byrne

From critique.....

....to experimental support

“Every process produces information on
the basis of which it can be improved”

Donald Berwick

Social enterprise assessment

Patronage

Grant dependent

Wage workers

Out-workers

Vulnerable markets

Too small

Patronage

Grant dependent

Wage workers

Out-workers

Vulnerable markets

Too small

Social entrepreneur

Mobilize migrant savings

Cooperativization

Articulate with domestic economy

Fair-trade niche markets

Social economy connections

Documenting the sector

attending to affect

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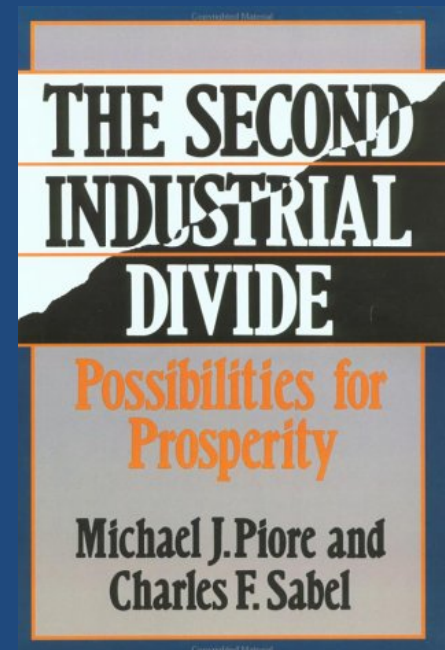
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The world



Third Italy

Flexible specialization as
new industrial model



Academia : a transportation infrastructure

Academics are not outside the object of research

Working alongside and collaborating with non-academics

Cultivating an ethos and practice of experimentation not
just critique

Cultivating ourselves as conditions of possibility for the new to
arise

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