



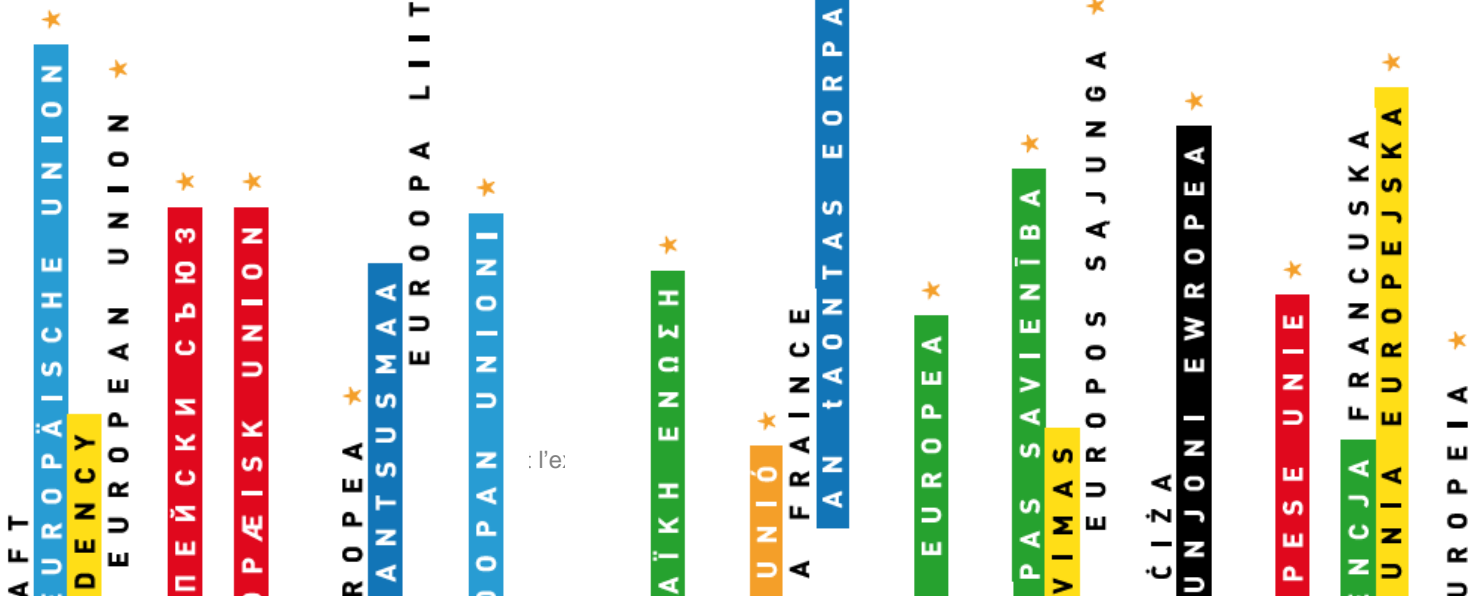
# RENCONTRES DE L'EXPERIMENTATION SOCIALE EN EUROPE

FORUM ON SOCIAL  
EXPERIMENTATION IN EUROPE

Grenoble

21-22 novembre 2008

November 21-22 2008





**Forum on social experimentation in Europe**

November 21-22  
Grenoble, France

## Foreword by the High Commissioner for active Inclusion against poverty

In several European countries, the renewal of social policy often has its roots in social innovations undertaken at local level. When these projects involve testing an initiative on a small scale in order to measure its effects, with a view to its possible generalisation, they are referred to as social experimentation.

This experimental tool for transforming public policy is attracting greater interest, both within member states and at European level. These successful experimentations provide results that can be exploited by decision makers in all the Member States..

This was one of the messages that emerged from the 7th European Round Table on poverty and social exclusion, and the first meeting of European ministers responsible for these issues, held on 15 and 16 October. Developing social experimentation was therefore encouraged, because it contributes to identifying good practice on the part of member states, helps determine appropriate levers for public action.

The European Commission also underlined the usefulness of this tool in the renewed social agenda adopted on 2 July. In a recent opinion, the European Economic and Social Committee took up a clear position in favour of its development.

The issue now is to follow up these positions in operational terms. This is the goal of our Forum. It should enable us to reach concrete results in order to reinforce the social Europe.

Promoting social experimentation in Europe means deepening the implications of this intervention method by learning from former experiences and discussing on the programmes that should be conducted in order to take benefit from a transnational perspective. This should involve specifying the benefits provided by this instrument and discussing the conditions under which it should be developed, implemented and evaluated, together with all the actors concerned. It should also involve determining the conditions for generalising the experimentations that yield good results on a national scale. Finally, it should enable us to better define the possibilities for sharing and transferring between member states the lessons learned from successful experimentations in order to reinforce European and national strategies for poverty reduction.

The Forum on Social Experimentation in Europe will contribute to better identifying the conditions for success and the possibilities for working together – through transnational programmes on social experimentation, in particular - to develop this tool effectively.

Such an approach to this concrete and innovative tool will strengthen our capacity to respond appropriately and decisively to the obstacles facing people living in poverty. By establishing a permanent working process, this Forum will contribute to this aim in a decisive way.

**Martin Hirsch**  
High Commissioner for Active  
Inclusion Against Poverty

## PROGRAMME

**Friday 21 November 2008**

*8 am-9 am : Arrival of participants*

**9.30-11.00 am : OPENING SESSION:**

**CREATING THE CONDITIONS FOR CHANGE: WHY EXPERIMENT?**

**EXPERIMENTATION TO REINFORCE SOCIAL INNOVATION**

*Welcome word :*

- **Michel Destot**, Mayor of Grenoble

*Opening:*

- **Martin Hirsch**, High Commissioner for Active Inclusion against Poverty

*Innovation in Europe: what results, what limits and how to continue to advance?*

- **François Bourguignon**, Director of the Paris School of Economics
- **Marjorie Jouen**, Advisor, Think tank Notre Europe
- **Andy Westwood**, President of OECD/LEED Forum on Social Innovations and special adviser to UK Government
- **Peter Stub Jorgensen**, Director, DG Employment, Social affairs and Equal opportunities, European Commission

**11.15 am-1 pm : WORKSHOPS :**

**INNOVATING AND EXPERIMENTING: A NECESSITY IN THE SOCIAL FIELD**

Workshop 1: What are the fields of innovation and experimentation to be developed to face the new social realities?

Workshop 2: Pilot projects, peer reviews, programmes to support innovation in Europe: how to strengthen existing Community actions for more effective actions?

Workshop 3: How can experimentations be a tool to transform public actors?

*1 pm-2.30 pm : Lunch*

**2.30 pm-4.45 pm : WORKSHOPS : HOW TO EXPERIMENT?**

- Workshop 4: Conditions for successful experimentation: from the participation of persons involved to the conditions of generalisation
- Workshop 5: Implementing experimentations : what are the needs ?

- Workshop 6: How to evaluate social experimentations ?

4.45 pm-5.15pm : Break

**5.15-6.30 pm : PLENARY SESSION :**

**WHAT COMMON INITIATIVES IN ORDER TO DEVELOP SOCIAL EXPERIMENTATION IN EUROPE ?**

- **Vladimir Špidla**, European Commissioner on Employment, Social affairs and Equal opportunities
- **Martin Hirsch**, High Commissioner for Active Inclusion against Poverty, France
- **Marian Hosek**, Deputy Minister for Social policy, Czech Republic
- **Bettina Kashefi**, State Secretary to the Minister for Social Security, Sweden
- **Jean-Michel Bloch-Lainé**, Rapporteur of an opinion on social experimentation in Europe, European Economic and Social Committee (EESC)
- **Marie Panayotopoulos-Cassiotou**, Member of European Parliament

7 pm-8.00 pm : Transfer to the dinner

8.00 pm-10.30 pm : Cocktail dinner

**Saturday 22 November 2008**

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8 am-9 am : Arrival of participants

**9.00-10.15am : SYNTHESIS OF THE WORKSHOPS**

10.15-10.45 am : Break

**10.45-12.00 : PANEL :**

**SOCIAL EXPERIMENTATION, A CHALLENGE FOR EUROPEAN CITIES**

*Moderator :*

**Simon Guentner**, Senior Policy Officer on Social Affairs, Eurocities

- **Henk Kool**, Vice-Mayor of The Hague, Member of the Committee of the Regions
- **Jan Nielssen**, Mayor of Östersund, former President of REVES
- **Olivier Noblecourt**, Deputy-Mayor in charge of social action, Grenoble

**12.00-12.30 : CLOSING SESSION :**

**DEVELOPING A CULTURE OF SOCIAL EXPERIMENTATION IN EUROPE**

- **Martin Hirsch**, High Commissioner for Active Inclusion against Poverty

## INTRODUCTION

The renewal of social policy in the field of fighting poverty often has its roots in social innovations undertaken on the ground at local level. Such projects have developed in particular since the mid-1970s, in a social context marked by the emergence of significant structural unemployment, an ageing population, the transformation of family structures. Responding to new social challenges with more appropriate provisions became an urgent priority, while at the same time civic demand for public action closer to the local level became more pressing. As a result, innovations responding to social necessity developed in a number of European Union member states. Many of them gradually attracted support from the European Union, particularly through the instruments it has been developing since the 1990s.

Illustrating the desire to renew public action to achieve greater effectiveness, better efficiency and a better response to new social needs, social experimentation depends on this European tradition of social innovation. An "experiment carried out in order to observe the result(s)" according to the *Littré* dictionary, social experimentation is a social innovation put into practice locally, with its viability and effects tested and evaluated so that it can be generalised at a higher level of government if the results are encouraging.

Social experimentation can be defined as an innovation in social policy initiated first of all on a small scale, given the uncertainty about its effects, and implemented under conditions that enable its results to be evaluated with a view to more widespread adoption if these effects prove convincing.

The approach has become the main vehicle for the major social reforms introduced in the USA since the 1970s, and more recently in the UK, indicating a profound change in the construction of social policy. It has spread little by little to Germany, the countries of Northern Europe and France. It is now gradually extending to Africa, Asia and the Middle East, particularly through the action of international institutions such as the World Bank, the OECD and the United Nations.

This tool is still too little known within the member states of the Union, in terms both of how it should be prepared, implemented and evaluated and of the relevant fields in which it can be applied. The very basis of the approach is even still debated, as are the contributions of social experimentation in comparison with existing instruments.

In a context of budgetary constraints and the need to modernise social policy and rationalise public decision making, experimentation appears to be a useful instrument, offering public decision makers the possibility of basing later decisions on concrete, scientifically proven data at a reasonable cost.

Actually, social experimentation is part of the extension of a long practice of support and promotion of local innovation, in particular in the context of ESF interventions, as a study by Notre Europe<sup>3</sup> underlines. Especially, the EQUAL programme (2000-2006), a community initiative, along with other instruments for exchanging good practices on the local and regional levels and cooperation between national administrations (social OMC, peer reviews), provides a solid basis for launching experimentation. The PROGRESS programme notably has the explicit objective of supporting experimentation. Moreover, in a recent exploratory opinion<sup>4</sup>, the European Economic and Social Committee took up a clear position in favour of its development. The European Commission also underlined the usefulness of this tool in the renewed social agenda adopted on 2 July.

<sup>3</sup> Study by the Notre Europe think tank, coordinated by Marjorie Jouen and carried out in view of the Forum on Social Experimentation in Europe

<sup>4</sup> Opinion Committee CES 1676-2008 AC EN

As part of the panorama of European instruments for supporting innovation and modernisation in social policy, it can be a useful element of trans-national cooperation, enabling lessons to be learned to mutually strengthen national strategies.

Through experimentation coordinated by several countries simultaneously, trans-national cooperation can actually contribute to enhancing the analysis of current social challenges and better anticipating future phenomena. While remaining aware of the diversity of social protection systems in the 27 Member States, it can also monitor national social policy modernisation, favouring mutual learning between actors (for example, on improvements to the mechanisms tested, and on conditions for the implementation, evaluation and widespread application of the projects under experimentation). It would seem of particular relevance in supporting the implementation of the active inclusion strategy.

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In order to discuss the issues and conditions of social experimentation, the French Presidency of the European Union has taken the initiative of organising the Forum on Social Experimentation in Europe on 21 and 22 November 2008. The Forum will bring together for two days the various bodies involved in experimentation - politicians, experts and researchers, social partners, associations and the people they work for, professionals working for local authorities, national governments and European and international institutions.

By illustrating the use made of experimentation in several member states, the Forum aims to stimulate a debate that will lead to better understanding of the tool's potential and promote its development as a powerful and efficient instrument of social policy and especially the fight against poverty.

In order to favour such mutual learning, the Forum will also be an opportunity to debate the conditions for sharing the lessons learned from successful experimentations between the involved actors., the

In this way, the Forum aims at being the starting point for a permanent working process on social experimentation in Europe, in order to strengthen our capacity to respond appropriately, efficiently and decisively to the encountered social challenges.

**GENERAL INFORMATION**  
**on the FORUM on SOCIAL EXPERIMENTATION in EUROPE**

**CONTACTS**

- **Catherine Palpant**  
Advisor for European issues  
Cabinet of the High Commissioner for Active Inclusion against poverty  
Catherine.palpant@pm.gouv.fr
- **For any practical issue on site** (Thursday 20th, Friday 21st, Saturday 22nd  
November 2008)  
**Ms Magali Bousquet / Ms Céline Pacreau**  
Tel: + 33 (0)6 64 87 12 27 / +33 (0)6 50 71 22 44

**PRACTICAL INFORMATION**

**VENUE**

**Maison de la Culture et de la communication (MC2)**

4, rue Paul Claudel

38034 Grenoble

Tel: +33 (0)4 76 00 79 79

[www.mc2grenoble.fr](http://www.mc2grenoble.fr)

**ARRIVAL AND TRANSFER**

The Presidency will not arrange transfers from airport or train station to the hotel and from hotel to the Maison de la Culture et de la communication.

Different means of transportation are available:

**From the airport**

The airport is 35 minutes far from Grenoble town center.

For further information : [www.grenoble-airport.com](http://www.grenoble-airport.com)

**Grenoble Down Town Regular Shuttle Service**

This service is provided by Transisère: Line 7310

Basically this service matches all scheduled flights.

Tickets are sold on the bus at Grenoble Airport.

**Taxis**

**Taxis Aéroport**

Enquiries and booking at Information desk in the Terminal.

Tel. +33 (0)4 76 65 48 48

**Taxis Grenoblois**

Tel. +33 (0)4 76 54 42 54.

**From train station and journeys within Grenoble**



***Tram***

The Tram runs till 1:00 am.

Access to the Maison de la Culture et de la communication: Line A, station MC2

Access to the Townhall, official dinner : Line A, station Chavant or

Line C, station Grenoble – Hôtel de Ville

For further information: [www.semitag.com](http://www.semitag.com)

**PRESIDENCY INFORMATION POINTS**

Presidency information points are located in the arrivals terminal of the airport and in Grenoble train station on the afternoon of 20 November and the morning of 21 November.

The information point personnel will be at your disposal for any information concerning the events. They will assist delegation members with directions, the different means of transport and any other requests.