



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



EUROPEAN SUMMER SCHOOL ON SOCIAL ECONOMY (ESSE)

4th Edition

“Personalisation and Social Entrepreneurship”

July 6th – 11th, 2015

University Residential Centre, Bertinoro (FC), Italy

CALL FOR APPLICATIONS

Application Deadline:	April 15th, 2015 April 30th, 2015
Confirmation of Acceptance:	April 30th, 2015 May 15th, 2015
Registration and Payment Deadline:	May 15th, 2015 May 30th, 2015

The **Department of Economics of the University of Bologna** (Forlì Campus) in collaboration with **AICCON**, is pleased to announce the fourth edition of the European Summer School on Social Economy (ESSE), which will be held at the University Residential Centre of Bertinoro, Forlì Campus, University of Bologna. This fourth edition is organised in partnership with the Department of Architecture of the University of Bologna, EMES Network, EURICSE and SECS IRT (University of Bologna).

DESCRIPTION OF CONTENT

In the last decade western democracies witnessed a wide change in the attitude of the citizens as consumers towards the role and function of private for profit enterprises in society. This change in life styles, opinions and attitudes put pressure on firms influencing their corporate behaviour, pushing them to adopt a more social responsible orientation towards the environment and its stakeholders. **The corporations are asked nowadays to fulfil the requirements of a “triple bottom line”**: the monetary rewards of the shareholders (economic feasibility); the improvement in quality of life of several stakeholders: workers, clients/users, suppliers, people living in the local community where the enterprise is located (social sustainability); the preservation of the natural environment (responsibility towards the new generations). This trend goes in the direction of the necessity for the corporations to act in a more transparent way (publicness and social accountability) and be able to demonstrate their impacts (positive or negative) in the territories where they are located.

A similar trend characterizes the welfare systems in many post-industrialized countries. The key aspects of these new social policies (in the field of health welfare and education) regard:

- The extension of choice and control to all citizens with care or support needs;



EMES network



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SOCIAL ECONOMY AND CIVIL SOCIETY
INTEGRATED RESEARCH TEAM



- The importance of information and advice for citizens with care or support needs, regardless of whether they are state funded or using their own resources;
- The importance of services that promote independence and prevent people needing ongoing care or support where this can be avoided;
- The importance of “universal services” in the lives of all citizens, especially those with care and support needs;
- The importance of all stakeholders working together to shape communities, with the needs of citizens at the centre;
- The continued importance of ensuring the cost effective delivery of services.

These changes go in the direction of a new paradigm in the production, delivering and consumption of goods and services, called personalisation, which replace the previous one: consumerism. **In the new approach “Personalisation” the users are co-producers of the good in question.** They are active participants in the process – deciding to manage their lives in a different way – rather than dependent users. The key is to build up the knowledge and confidence of the users to take action themselves, to self-manage their wellbeing without turning to the professionals.

This emerging need of building a new generation of more user-centred, efficient and cost-effective services requires (and implies) the change of the organisations that deliver them. Therefore, the Summer School will also link the issue of organizational change in the public sector with the design perspective. The described trend of the welfare systems implies a more complex management and, consequently, the use of new type of tools; the adoption of participatory design knowledge and tools in the development of public services could be a solution to simplify these processes and to promote social innovation in public sector.

In this framework a key role is played by **civil society organizations**, both in the more traditional “non-profit associational” form and in the new “**social enterprise**” structure.

The ESSE aims at giving a multidisciplinary scientific knowledge about these new trends and analytical tools for social enterprise researchers and practitioners in order to cope with this changing welfare landscape.

GENERAL OBJECTIVES

ESSE intends to address the **following topics**: social innovation from the social economic perspective, social entrepreneurship and innovation, social innovation management, financial tools for social investments, and social innovation within the social enterprise framework.

A presentation of **case studies** will assist in demonstrating how theory is put into practice from a more practical perspective.

The school will be entirely held in **English**.

TEACHING STAFF

Alessandro DESERTI Polytechnic University of Milan (IT)

Silvia FERREIRA University of Coimbra (PT)





ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Cristoph KALEKTA	Technical University of Dortmund (D)
Tomas S. MARTINS	Potifícia Universidade Catolica do Paraná (BR)
Geoff MULGAN*	Nesta (UK)
Matteo ORLANDINI	University of Bologna (IT)
Riccardo PRANDINI	University of Bologna (IT)
Francesca RIZZO	University of Bologna (IT)
Martin ROUTLEDGE	In Control (UK)
Dennis R. YOUNG	Georgia State University, Atlanta, Georgia (USA)
Stefano ZAMAGNI	University of Bologna (IT)

*to be confirmed

ADMISSION AND SCHOLARSHIPS

The Summer School is aimed at students currently engaged in graduate studies as well as PhD students and researchers. Practitioners wishing to deepen their knowledge from a theoretical point of view are also welcome. **The target number of participants is 30.** A full Curriculum Vitae and an abstract of the candidate's research project will be requested for the application.

The admission fee is **€650**. The fee includes: programme participation, full board and accommodation in a double room, as well as a welcome cocktail. Scholarships will be available; students who wish to apply will be evaluated by the Scientific Board based on the academic merit and quality of their research project.

For further information please contact the **School Office**:

Email: ecofo.esse@unibo.it
Web: www.esse.unibo.it
Fax: +39 0543 374676
Post: European Summer School on Social Economy
c/o Università di Bologna, sede di Forlì, Scuola di Economia, Management e Statistica
P.le della Vittoria 15 – 47121 Forlì



EMES network



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SOCIAL ECONOMY AND CIVIL SOCIETY
INTEGRATED RESEARCH TEAM