

# Good Practice Examples of Social Innovation

Webinar "Creating Impact: Social Innovation in the European Bioeconomy – What policymakers can do"

John Vos, BTG, Tuesday 9 September 2025



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# What is Social Innovation?

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Mulgal *et al* 2007

*“New ideas that work in meeting social goals”*



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*“Social innovations are **new ideas** (products, services and models) that simultaneously meet **social needs** (more effectively than alternatives), create new **social relationships** or collaborations and foster **sustainable consumption patterns**”*

3-CO  
definition

# Famous Examples of Social Innovation



# The 3-CO Brochure: Good Practice Examples of Social Innovation

# Brochure: Key Objectives



## Inspiration

A stand-alone reference for various types of stakeholders with inspirational good practice examples related to **bioeconomy and circular economy**



## Input for Policy

Feed into policy recommendations



# Our Approach

*Longlist of  
>100 social  
innovations*

*17 good  
practice  
examples*



## 1. Exploration

- 3-CO team brainstorm
- Expand outreach
- Open online survey

## 2. Selection

- Assessment on 15 criteria
  - Social Engagement/ Collaboration
  - Generating social benefits
  - Environmental benefits

## 3. Brochure

- Interviews with SI good practices
- Collect, complement and validate factsheets

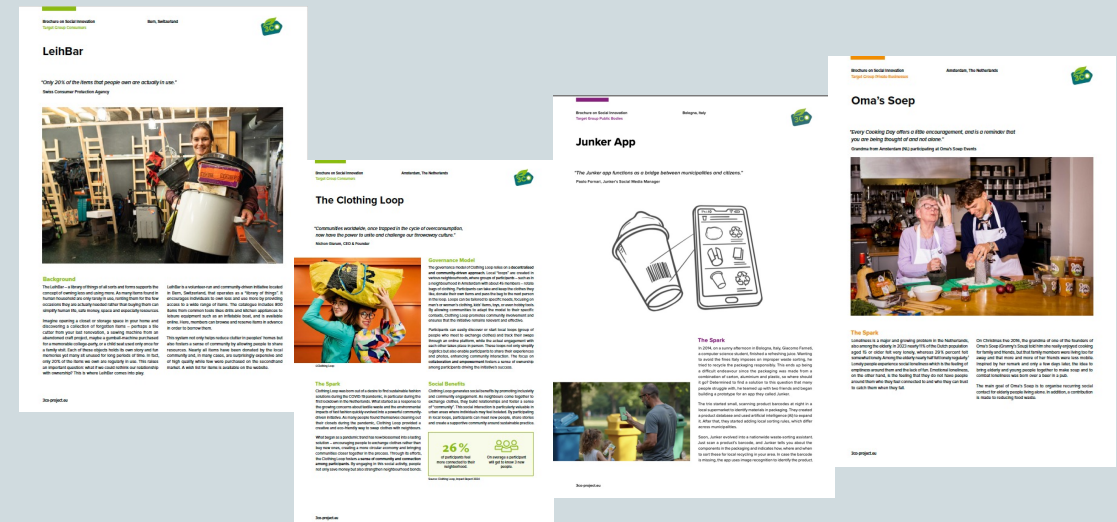
# Brochure development

## Factsheets address various SH groups

- Citizens & Communities: 6 factsheets
- Private Businesses: 8 factsheets
- Public Sector: 3 factsheets

## Result

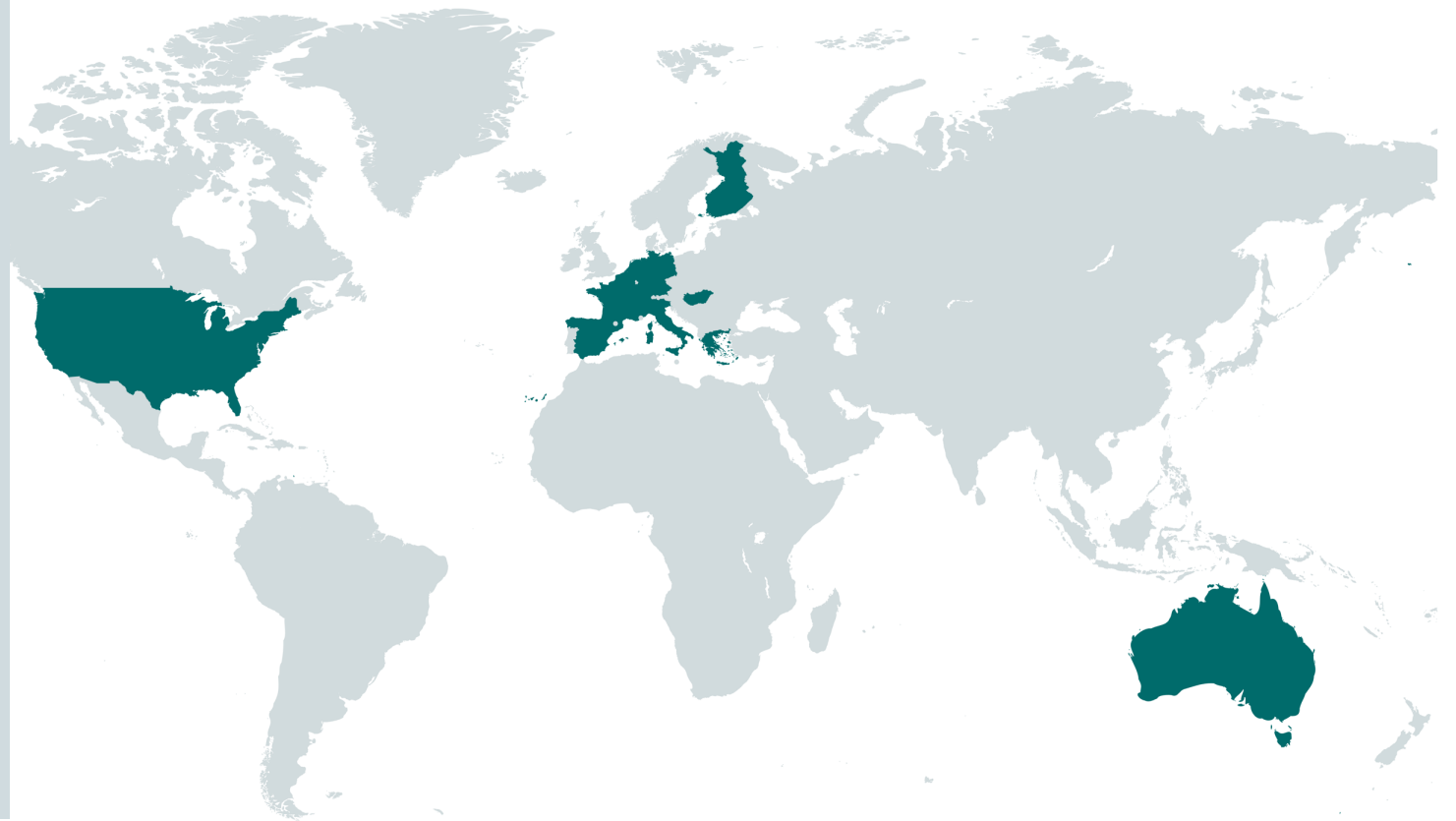
- One brochure with 17 factsheets



Accessible via: <https://3co-project.eu/social-innovation-factsheets/>

# Where are these good practices located?

- **Europe** (3-CO partner countries): Belgium, Finland, Germany, the Netherlands, Spain
- **Europe**: France, Greece, Hungary, Italy, Switzerland
- **Australia**: Western Australia
- **USA**: California





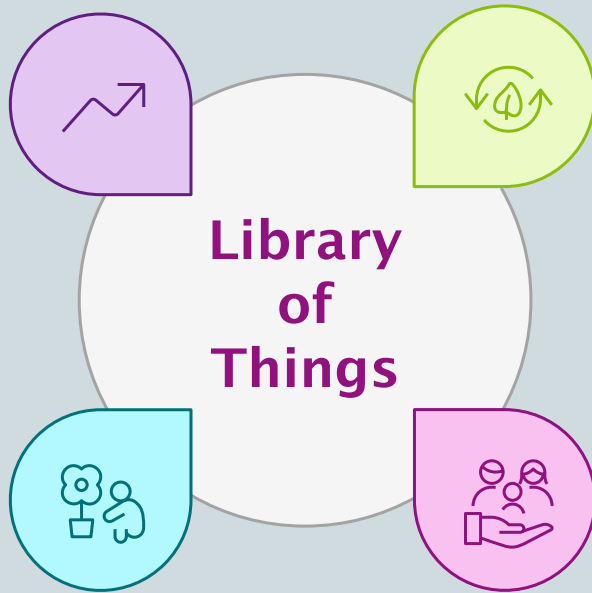
# Example 1: LeihBar (Switzerland)

## Replication of the model

The LeihBar model has been adapted to different cities and regions (23x in CH)

## Community-driven Initiative

Initiated by Swiss consumer protection organisation, funded through crowdfunding



## Sustainable Consumption

Encouraging less ownership and more usage

## Social Connections

Building relationships among residents



All pictures: © LeihBar

# Example 2: Oma's Soep (Netherlands)

## Replication

Expansion of the model to 12 other cities across NL

## Funding

Financial support from profits of sister company and grants

## Inspiration

Initiative of two friends, inspired by one of their grandmothers

## Cooking Days

Events connecting elderly and young volunteers

## Combat social loneliness

Reduce isolation among the elderly

## Vegetable saving

Initiative to use leftover vegetables



All pictures: © Oma's Soep

# Example 3: RRR'biocosmetics (Spain)

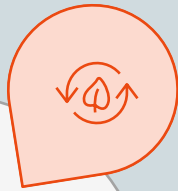
## Replication

Expanding market reach through distribution agreements in France, Germany and Netherlands



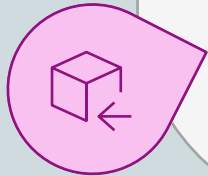
## Sustainable Biocosmetics

Commitment to eco-friendly and organic cosmetic products



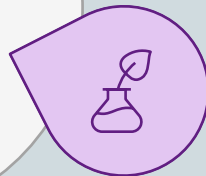
## Pack Return Programme

Recycling initiative for aluminium packaging



## Waste reduction

Efforts to minimize waste and promote sustainability



## Job Creation

Providing employment opportunities for disadvantaged individuals



All pictures: © RRR'biocosmetics

# Summary

## Social Innovation



Social Innovation can take place in every sector of society



Often foster community bonds (gardening, clean-ups)



Innovations may benefit disadvantaged people, such as the elderly and the underemployed

# Conclusion



As illustrated with three examples, the factsheets in the brochure illustrate a diversity of environmental and social benefits



Information collected and insights gained during factsheets and brochure development has been fed into a report on policy recommendations how to promote and support social innovation initiatives.

*Combination of social innovation and responsible production and consumption*



# Thank you

John Vos, BTG, 9 September 2025

