



SOCIAL SCIENCES UNIVERSITY  
OF ANKARA



# ASBU SOCIOCIETY

A TECHNOLOGY DEVELOPMENT PARK  
SPECIALIZED IN THE SOCIAL SCIENCES



**ASBU SiM**  
ANKARA SOSYAL BİLİMLER ÜNİVERSİTESİ  
SOSYAL İNOVASYON MERKEZİ



**Sosyokent**  
ASBU

Studies of ASBU-3

ANKARA 2018



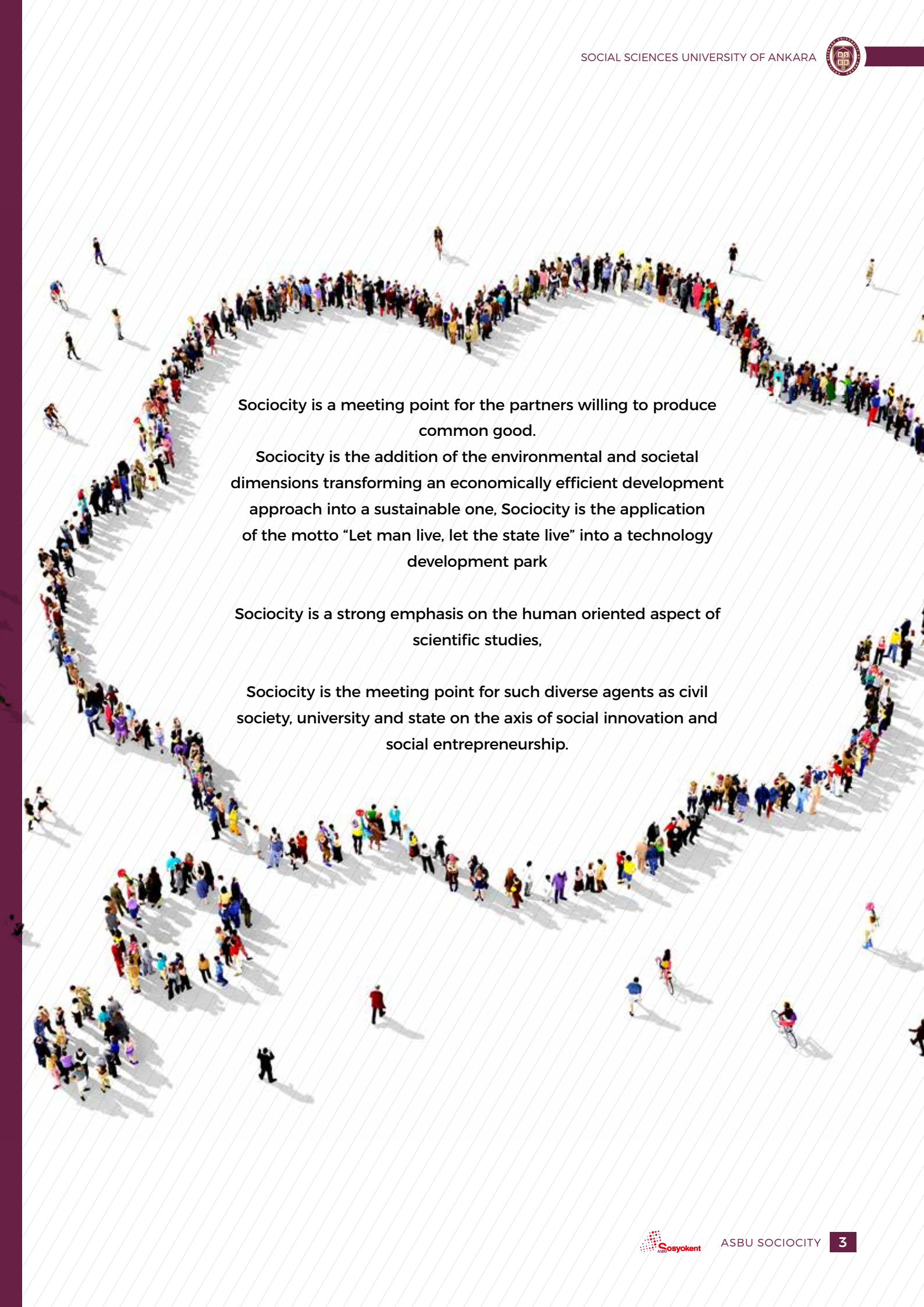
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**Sociocity is a meeting point for the partners willing to produce common good.**

**Sociocity is the addition of the environmental and societal dimensions transforming an economically efficient development approach into a sustainable one, Sociocity is the application of the motto “Let man live, let the state live” into a technology development park**

**Sociocity is a strong emphasis on the human oriented aspect of scientific studies,**

**Sociocity is the meeting point for such diverse agents as civil society, university and state on the axis of social innovation and social entrepreneurship.**

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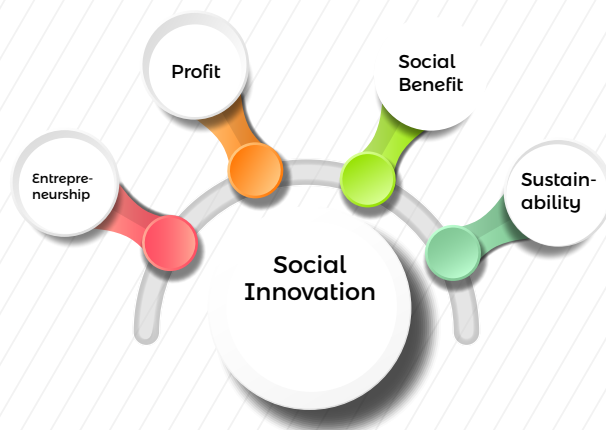
# Social Innovation

We are living in a postmodern world in which anything is possible and almost nothing is certain. Social, environmental and demographic changes are crippling the functioning of the modern welfare state and the progress of sustainable development. The issues encompassing unemployment, marginalization, poverty, increasing inequality, various forms of addiction, higher crime rates and low school attendance continue to remain the basic problems of societies all over the world. In addition to these fundamental problems, societies have been confronted with new challenges in recent years. Immigration and integration problems are disrupting social cohesion and putting increased pressure on public services. The existence of a rapidly ageing population has placed a heavy burden on the budget of health services. Climate change and scarcity of sources are causing states to experience serious challenges on a global scale.

New life styles and problems concerning chronic diseases such as obesity and diabetics have brought about an unusual expectation of change in government policies.

More than ever before new approaches are needed to overcome the aforementioned challenges. The concepts “social innovation” and “social entrepreneurship” have emerged under such circumstances and come under discussion in society. Social innovation can be defined as “the creation of innovative ideas proposing effective and sustainable solutions to both social and economic and environmental problems.” A multi-faceted concept, social innovation requires engaging with a number of issues simultaneously, including the social good, entrepreneurship, sustainability and, at times, taking a profit oriented approach. The social benefit of a social innovation approach is the ability to advocate innovative solutions prioritizing an eclectic and cooperative outlook, rather than approaches that solely give precedence to either the public sector, private sector or non-governmental organizations in issues such as an ageing population, immigration, unemployment, climate change, urbanization, income distribution, social exclusion, problems facing those with disabilities, and equality of opportunity in education.

Figure 1: Basic Components of Social Innovation



The Oslo Manuel defines innovation as “the implementation of a new and significantly improved product (goods or service) , or a process or a new marketing strategy or a new organizational method in intrabusiness practices, the organization of a workplace or external relations.”

A multifaceted concept, social innovation encompasses products and services, processes and organizational structures which contribute to the solution of social problems. Developing these aspects requires effective cooperation and coordination among different factors in society. This approach can be realized and maintained via the establishment of new relationships between public institutions, NGOs and the private sector, alongside the reinforcement of existing relationships and revision of those relationships that are considered to be functioning inefficiently. Through this approach the production of innovative solutions to social challenges that have assumed a multidimensional nature can be applied effectively.

Innovation, understood to be an effectual method in producing effective and sustainable solutions to both social and economic and environmental problems and thought to grow in importance every passing day, contains two dimensions, individual and institutional. While the individual aspect of social innovation focuses on the activities of entrepreneurs that devise innovative ideas to solve social problems from an individual dimension, the institutional aspect aims at bringing entrepreneurial activities together under the same roof where partners can assemble in platforms in order to share both theoretical and practical information in an effort to analyse and solve social problems. In both cases, the driving force behind social innovation is the social entrepreneur, possessing all the essential traits that define an entrepreneur as the name suggests. In this regard, social entrepreneurs can make financial profit both by developing new products and services and through new and improved business processes and organizational structures.

In addition to the aforementioned characteristics of an entrepreneur, social entrepreneurs possess the motivation to devise innovative solutions to social challenges. Social entrepreneurs develop contributions to large scale social transformation and the tremendous positive externalities created by such transformations, enabling activities of social innovation to be sustainable.



# Social Innovation

As is the case with all innovation activities, the basic driving force behind social innovation is the entrepreneur. A social entrepreneur may be defined as “a person who acts to create solutions to social problems, think up new ideas and transform new ideas into initiatives, thus producing new products and/or services.” Unlike persons engaged with social service activities, a social entrepreneur does not, in many cases, choose to work with additional aid; instead, he or she can engage in income-generating activities so as to sustain himself or herself. In other words, social entrepreneurship is not so concerned with being non-profit but rather prioritizing the common good. Social innovation and entrepreneurship may in this respect appear attractive for countries aiming at sustainable development.

Social entrepreneurship is closely related to the term social innovation from this aspect. The entrepreneur is the one who produces or develops new goods, services or processes, or devises new production methods and implements them, sets up new organizations and networks, accesses new markets, discovers where to obtain new raw materials or other sources and initiates business engineering. The social entrepreneur, however, is more than that. Obtaining profit in business activities is not the only motive. This is because the social entrepreneur places additional importance on his or her work contributing towards a common good, making the social entrepreneur the principal agent in the development of innovative goods and services, technologies and methods for solving social problems. In essence, social contributions as well as the creation of profit serve to motivate the social entrepreneur.

Social entrepreneurship does not omit the seeking of profit. The financial aspect of social innovation and entrepreneurship pertains to how these activities are organized. Social entrepreneurs may organize in a non-profit, mission-oriented structure or they may be directed towards activities aimed at making profit and solving social problems simultaneously. The objective is to make social entrepreneurship activities financially and socially sustainable.

**“Social innovation feeds on the social structure and culture from which it emerges. Sociocity provides the infrastructure required to motivate and promote social entrepreneurship.”**

Making such activities sustainable or financially independent requires seeking profit in many cases. That is to say, the social entrepreneur who applies only to public and public private for income boosting activities runs the risk of ending up with an unsustainable model.

Theoretical discussions aside, it appears that examples of social innovation are continually increasing and the ability to introduce social innovations is now emerging as one of the indicators of the development level of a society. Applications and practical aspect of social entrepreneurship precede theoretical discussions under these conditions. A literature review reveals that those who attempt to develop the work they are engaged in with the necessary financial supports and those who deal with occupations comparatively smaller in scale are more successful in social entrepreneurship. Apart from this, social entrepreneurship feeds on the social structure and culture from which it emerges. That is, the culture in which it exists affects and directs the entrepreneur. Which is why, the Sociocity aimed at bringing social entrepreneurs together under the same roof should offer an institutional culture to motivate social entrepreneurship and should have a form to encourage entrepreneurship.

Although social innovation and social entrepreneurship have the potential to offer social solutions in every field, it can be argued that nowadays they primarily provide innovative solutions for such sectors as health and education. Nevertheless, these two concepts are fast penetrating and spreading to other sectors. For an entrepreneurship and innovation



activity to be defined as “social”, it needs to involve the common good. This characteristic of social innovation differentiates from the kind of innovation that is only concerned with increasing a firm’s efficiency. The kind of entrepreneurship in which social and economic effects are shared in a balanced manner should be termed as social.

## WHY SOCIAL INNOVATION?

Immigration and challenges regarding urbanization, the increasing inequality in income distribution, unemployment, changes in business systems, dramatic change in the social structure, climbing depression rates and complex issues such as our modern way of

living and its impact on the natural environment affect all manner of institutions (whether it be the public or private sector, NGOs, family, etc.) Although conventional solution methods in the public or the market are necessary when solving such complex and diverse challenges, they are far from sufficient.

While many of the social policies framed by the state are effective, the cost is arguably excessive. Despite increasing problems, with the 2008 global economic crisis the budgets of many governments devoted to social policies failed to increase and, in fact, many governments decreased budgets set aside for social policies. In other words, it is impossible to cope with the diversifying social problems by means of standard methods and tools. Accordingly it is necessary for different partners and agents along with the state to come together and work

**“As with other large economies in the world, intensifying innovative attempts to solve social issues in our country is not a luxury but a necessity.”**



to find solutions for the social problems in today's world. Conventional policies and approaches fail to result in sustainable solutions. Even if social protection expenditures follow an upward trend in Turkey, such a rise in expenditures also increases the government debt stock, thus leading to problems of sustainability.

As with other large economies in the world, intensifying innovative attempts to solve social problems in our country is not a luxury but a necessity.

When preventive measures or protective actions are taken in the struggle against environmental pollution, higher crime rates and traffic accidents, a more functional problem solving technique comes into play. It is well known that preventing a disease is far less costly and effective than treating it! Still, at times the success rates of preventive measures remain insignificant and the technical innovations lacking a social dimension cannot lead to a change in behavior, indicating that new approaches are needed to include the social aspect for the solutions of problems.

Due to the dramatic progress in communication technology, the world has undergone both an economic and social transformation. This has served to lower the cost for the consumer when accessing information and giving people greater opportunities to work together and organize over social issues they consider to be important. With many people assembling on virtual platforms, the fact that it becomes easier to produce solutions to social challenges stimulates a new social interaction process. These innovations require addressing the demand of individual consumers from different spheres of society so that both public institutions and the private sector can maintain their traditional functionality. That is to say, it becomes mandatory for innovative products to go beyond merely being technological outputs; these products should provide solutions to human-oriented problems and demands, giving rise to new public administration forms and a new economy.

**Enabling innovative products to be human-oriented rather than focusing solely on technological output**

### **Institutionalization of Social Innovation and SSUA - SIC**

Stronger economies provide better opportunities for both civil society and state-funded institutional structures in social innovation. In Turkey only a limited number of organizations are operating in the field of social innovation. The Social Application and Research Center has been operating since Dec 4th, 2016 as a part of the Social Sciences University of Ankara, one of the few organizations operating in this sphere.



Among its establishment objectives are carrying out interdisciplinary research in the field of social innovation, building a common platform for application and policy development studies, offering innovative solutions to social challenges, innovation, producing academic research-oriented projects with tangible social outcomes for change and transformation, acting as a sustainable interface in social innovation by setting up an effective cooperation and partner network and contributing to the development of Ankara and Turkey's rich social accumulation and cultural existence.



Preventing a disease is far less costly and more effective than treating it!

This Center is accelerating its activities with the aim of forming a network of partners that wish to contribute in finding viable and effective solutions to existing social and economic issues, as well as raising and maintaining awareness in social innovation. In addition to educational activities, the center also develops new projects for existing social problems and offers an advisory service to NGOs and public organizations that are looking to create and produce projects.

The Center is also working on studies aimed at developing infrastructure in the field of social innovation. Furthermore a detailed feasibility report investigating the possibility of establishing a specialized technology development area in social innovation has been prepared in connection with the Ankara Development Agency Direct Activity Support.





# An Enterprising & Innovative University

Nowadays a paradigm shift in universities necessitates a social expectation-oriented repositioning. An enterprising university comes to the fore under the definition of 'third generation university'. A university's direct contribution to society in generating information and educational activities is regarded as its 'entrepreneurship'. A university's active social contribution to society enables it to play a significant role in determining the society's future perspective.

When judging the influence and academic excellence of a university what is normally analyzed is not just the quality of teaching and learning taking place, but also university as a place in which new ideas are encouraged and developed. The establishment of information and technology transfer offices in universities makes it possible to design and develop the process of planning and commercializing generated knowledge and ideas that may benefit society. Social innovation infrastructure units and incubation centers established in universities or with their support bring users and entrepreneurs together and strengthen communication in the aim of developing such relations. In this sense it is common to position social innovation centers as a hub. Accordingly, social innovation centers turn into umbrella organizations through which complex social problems are both identified and solved through platforms assembling the public and private sector and NGOs. That these activities are carried out under an umbrella connected to a university is due to the advisory activities that take place. In particular, the advisory needs of the firms operating in the private sector with regard to the social and economic dimensions of innovation are met more effectively via these centers.

In this context, universities offer advisory service to firms involved in social innovation and entrepreneurship in various areas such as economics, psychology, anthropology and sociology. Such practices indicate that building up new domestic and international networks and relations may help both to reach financial sources and innovative ideas and what kind of roles the different partners working together could assume.

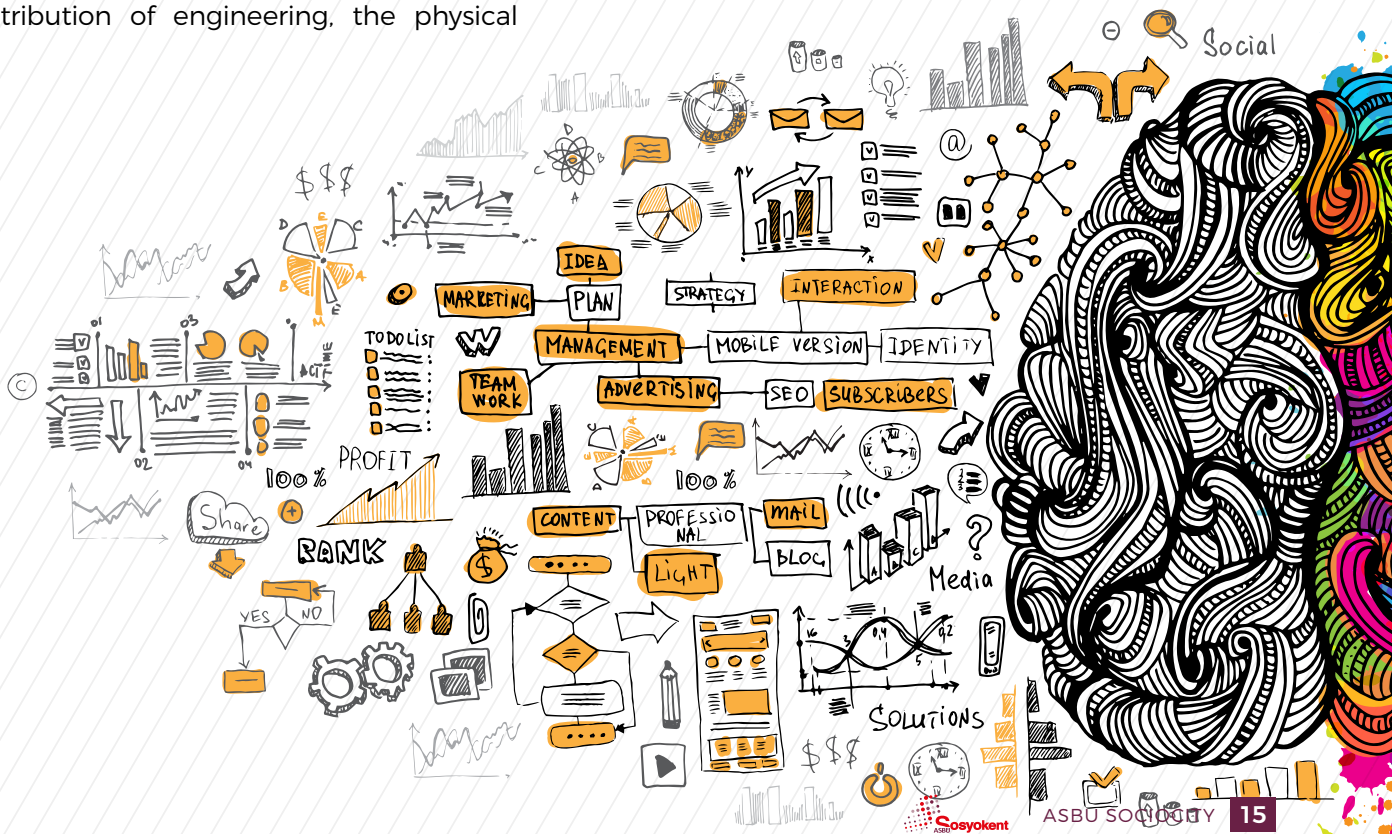


# Interdisciplinary Approach: Paradigm Shift

For a sustainable development vision, development in industry, physical sciences and health sciences are not enough. Therefore, there is the additional need for development in social and human sciences as well as environmental sciences. The way to ensure this is to strengthen the research and development capacity of the social sciences and to further increase activities in these fields. "New social sciences research infrastructure" began to be implemented in various countries in order to develop new R&D oriented products, processes, methods and models and to test findings. R&D activities that are growing rapidly, and whose significance is being increasingly recognized, particularly in developed countries, is the extension of an approach that balances both the positive social effect and financial profits.

As a result of such a paradigm shift, the contribution of engineering, the physical

sciences and the health sciences will be secured with an interdisciplinary approach, and it will be possible for scientists and entrepreneurs in these fields to contribute to the development of products, processes and methods in finding solutions to social problems. In this sense, studies carried out in the physical sciences and other fields and the social sciences are not competitive but complementary. It has been observed in the light of studies conducted in the field that inventions that do not emerge out of the needs of the society but are rather based on technical innovations are considerably limited in both marketing processes and their ability to solve problems. This is why innovative enterprises analyzing social problems and social needs effectively and receiving support during the production, marketing and



proliferation of products are of a higher economic and social value. The physical sciences, particularly technical fields such as engineering and medicine appear to hold a monopoly of the term 'innovation'. The neglected social aspect of innovation is represented by an organizational and administrative approach lacking in trust and informal relations. One of the principal obstacles to social development and societal progress is the fact that social scientists have not played an active role in the process of inventing. From the second half of the 20th century onwards, concepts such as social technology, social invention and social engineering have started to be used by sociologists in particular and concepts like social innovation by management scientists. As a result of such processes, which represent a radical transformation, a strong conviction has emerged that the social sciences should assume a role in the process of inventing rather than merely playing a critical and passive role. The social sciences are in the process of change in which there is hope that they will assume a more active and participatory role in innovation with a more a creative approach towards social transformation.

So long as the choice and method regarding the researcher's design are presented in a

transparent and verifiable way, they affect the results in some way without harming the scientific aspect of research.

What topic is chosen and the angle of the approach with regards to the topics chosen (that is, what is looked at, when and according to what criteria) affects of the possible conclusions that can be obtained. This means accepting that institutions and countries that conduct large scale and routine measurements in the various fields of the social sciences have a voice in producing the reality that is understood. Accordingly, it is no coincidence that North America and Europe, home to new ideas and innovations in the social sciences, possess the loudest voices in international politics. In this respect, it cannot be denied that other countries outside of Western Europe and North America need to create their own infrastructure in order to produce and develop scientific knowledge without deviating from the knowledge produced but with an ability to create and assemble their own research design. The strategic importance of such a research infrastructure overlaps not only with the strategic priorities of SSUA but also with those of Turkey.

Studies conducted in the physical sciences and social sciences are not competitive but complementary .



# Social Issues & Societal Contribution

The innovative and problem solving capacity of certain universities and factors towards their society can be as a relatively new role. The traditional focus of universities on education and basic research have begun to evolve with a new focus towards the 'entrepreneur university' in light of the cooperation of the university-industry-public troika or national and regional innovation systems. This paradigm shift has given rise to a common value between the university and the wider society, a cognitive closeness and by extension to the formation of shared physical grounds.

As in the case of industrial grounds facilitating physical closeness between economic agents, through science parks, that began to be established in the 1950s, it has become possible to build up a common physical infrastructure for universities and social agents, expanding the capacity of academic entrepreneurship and enabling scientific knowledge to be commercialized. As a result of these large scale science parks, which have considerably grown in number since the 1980s, the innovative capacity of the modern world has greatly expanded, leading to a new economic order that will change the structure of regional and global competition. This new economic order defined as knowledge economy has brought about a competitive approach dominated not by global trademarks based on manufacture but by high technology-based enterprises and trademarks. Defined park scale examples include Silicon Valley, established by Stanford University in 1950, MIT Tech Square, established in 1960, and Cambridge Science Park, in 1970, and science city projects developed in France and Japan. These examples, as well as more focused and small scale accelerators and science units structured as incubation centers, technology transfer centers and laboratories can be seen as the mechanisms of research infrastructure supporting the enterprise capacity of universities.





# Innovation in the Public Sector

The approach of confining innovation to solely the private sector is beginning to be abandoned due to the realization that this method is insufficient. It is argued that a broader approach to innovation that is technological and research oriented is viable, not only in manufacturing industries and service sectors, but also in the public sector particularly when it comes to ecological and social innovations. With serious and diverse challenges in our modern world such as population growth, continuing technological developments, the differentiation of needs and diversification of social challenges; the ability to solve these and other current issues via orthodox public policies does not seem plausible. Therefore, innovation gains importance in public sector and there is more need than ever all around the world for new approaches to solve social problems. Accordingly, government policies give priority to innovation in public services.

There are many dimensions of innovation in the public sector. The provision of public services through technology based systems as opposed to orthodox methods entails governments'

legitimacy, sustainability, the protection of democratic values, supporting participation and transparency and the direct contribution of innovation solutions towards solving problems of population

developing new technologies in order to augment the effectiveness of the services they provide or adapt components to the public or take decisions considering political and social conditions. The kind of suitability mentioned here includes factors such as legitimacy, sustainability, the protection of democratic values, supporting participation and transparency and the direct contribution of innovation solutions towards solving problems of population.

# Social Impact Analysis

Methods, new policies, practices and services developed for the solution of social problems may not always give rise to expected results. Before enforcing new projects, processes and policies in society, it is important to objectively assess the possible effects of these projects and policies. In order for projects and policies to be more effective necessary changes should be made based on the expectations, needs and priorities of the target group within society, or society as a whole.

Launching a pilot scheme of the new practices before it is implemented in society, and thereby evaluating

In the analysis of an integrative social effect, an evaluation of risks are made while economic, demographic, environmental and cultural effects are being analysed and the program of the project and policies are appraised.

the positive and negatives aspects objectively, is an important step towards the realization of a positive social transformation. The fact that this measurement is performed by an independent organization with a strong scientific background is crucial to the credibility of the results. In an integrated social analysis, a risk evaluation is made while economic, demographic, environmental and cultural affects are analysed, and the program of the project and policies are appraised. Moreover, whether fragile groups (minorities, immigrants, etc.) will be affected in a positive or negative way can be assessed.

# Competitive Societies

An important point emphasized in the 10th Development Plan of Turkey, which achieved stable economic growth and now ranks among the top 20 economies in the world, is the support given for structural reforms. The principal objective promoted through structural reforms is the reinforcement of regional competitiveness and the competitive edge of the private sector. This process anticipates an adaptation to the mechanisms that will adjust to perpetually changing global conditions by taking domestic needs and expectations into account. Aiming to be one of the 10 largest economies in 2023 and currently the 17th largest economy in the world, Turkey ranks 51st out of 140 countries in competitiveness according to the Global Competitiveness Report 2015-2016 conducted by the World Economic Forum. It reflects the need for Turkey to further improve its ability to compete globally. Maintaining sustainable growth can be only achieved by increasing business competitiveness. Hence, there is need for social structures to develop by bringing together academic knowledge and insight and social demands at company level in order to work together to find solutions to social and economic problems. The Sociocity model to be constructed will provide the opportunity for prospective innovations to be commercialized and enable sectoral competition to accelerate on a global scale.

Maintaining stable growth can only be achieved by encouraging competition



# BIG DATA VISUALISATION

## Social Sciences Research Infrastructure

Social innovation oriented R&D activities, which are increasing, and whose significance is recognized, particularly in developed countries, are the extension of a managerialism that balances both the social effects and financial yield.

By a conceptual research infrastructure which involves bringing partners together under an institutional structure, we are referring to a common human resources pool, common social areas, research centers and an integrated structure where partners (public sector,

private sector and NGOs) can develop new ideas together. Such a structure encourages innovation and the protection of intellectual property rights on the one hand and reduces costs due to the utilization of common infrastructures on the other.

In this social innovation oriented complex structure which will bring numerous partners together, innovative solutions can be devised to find positive solutions to existing and potential social challenges. These methods will be tested, models will be built up for the

future and a scientific advisory service will be provided for policy makers during the policy making processes. The principal factors which necessitate a social sciences infrastructure are as follows:

- The fact that large scale survey studies conducted in the social sciences at regular intervals with credible methods attain importance,
- The digitalization of texts, historical documents and illustrations in the humanities,
- The increasing significance of studies requiring a laboratory environment and equipment in various fields of the social sciences, from Classical Philology to Ancient History and from Linguistics to Behavioral Sciences,
- The need for interfaces to provide the right environment for cross-over cooperation and interdisciplinary studies.

Such a structure encourages innovation and the protection of intellectual property rights as well as reducing costs due to common infrastructures.

Within the social sciences there is a

“This structure encourages innovation and the protection of intellectual property rights on the one hand and reduces costs due to the utilization of common infrastructures on the other.

need for study fields in which demographic measurements are performed in rural and urban development areas through intermediaries and detectors, functional images are produced and archeometric predictions are made above the classical laboratory approach and for disciplinary fields requiring laboratories such as economic simulations, neurolinguistics and psycholinguistics. Through this structural form, the contribution of Engineering and Health Sciences will be obtained by means of an interdisciplinary approach, and scientists and

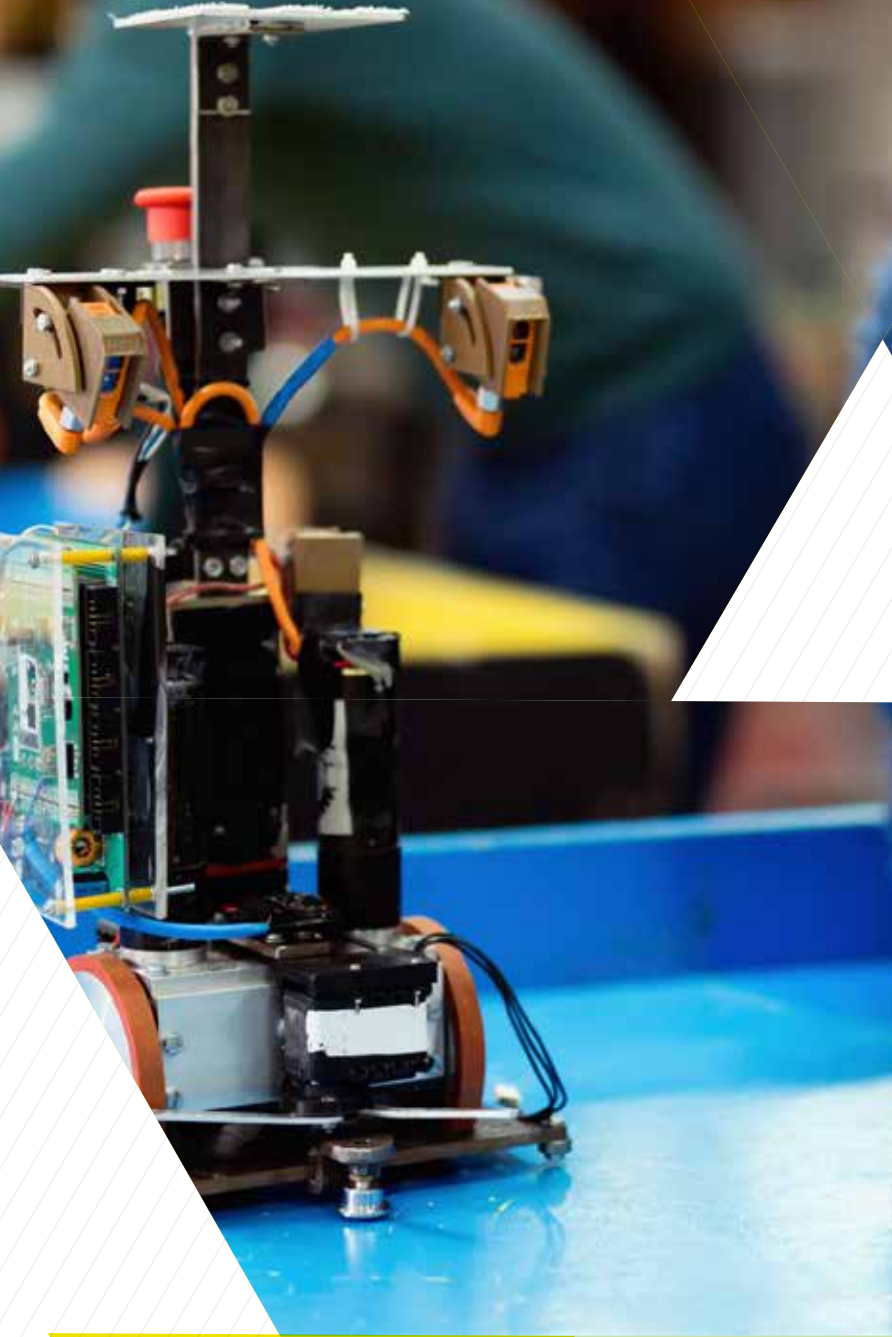
not only knowledge with high added value but also a knowledge production adding value to the society...

entrepreneurs from these fields will be encouraged to contribute to developing products, processes or methods aimed at finding solutions to social problems. In this sense, studies carried out in the physical sciences and the social sciences do not compete with each other but rather complement one another. There is little doubt that countries need some form of infrastructure for generating and developing science with the ability to create their own research design without deviating from the scientific method. Scientific independence along with economic independence occupy an important position in the consolidation of political independence. The strategic significance of such a research infrastructure overlaps with Turkey's 2023 target and SSUA's strategic priorities. With SSUA's mission aiming to shed light on Turkey's future and contribute to global academic research within the social sciences; the university aims to offer its production in research and education that positively contribute to the wider world. SSUA intends to gain an effective position, in accordance with the diversification strategy, in applied social sciences on a global scale and to provide infrastructure components necessary for contributing to Turkey's tradition in the social

sciences via the research and development laboratories in the Sociocity.

The Social Sciences University of Ankara was founded as a research university. Within so-called 'research universities':

- Undergraduate and post graduate education are given equal value
- High quality scientific research is conducted
- High quality articles and research is published
- Theoretical and applicable innovations are produced and put to use to the benefit of the society.





# Technology Development Areas in Turkey and Around the World

The institutionalization of social innovation involves both official and unofficial dimensions. In countries where interaction between institutions are frequent and thus uncertainty is low, commitment to contracts is high. Under such conditions, agents are willing to specialize, make investments, assume more complex tasks and share knowledge. The intensity of interaction between economic, political and social institutions is in direct proportion to the decrease in uncertainty. In other words, both transaction and production costs are low in countries where there is a commitment to contracts, trust, investment in knowledge and therefore a greater economic incentive to conduct business in such countries.

In accordance with its vision of becoming a global power, Turkey is giving greater importance to institutional sustainability and structural reforms with its vision of becoming one of the ten largest economies of the world with a national income of 2 trillion dollars and an export level of 500 billion dollars, as is framed in 2023 targets. Within this context, social innovation infrastructures around the should provide a source of inspiration for Turkey build up its own peculiar model according to its own domestic needs and expectations rather than directly imitated. Increasing the social innovation capacity in a region or city involves every unit procuring, sharing and assimilating knowledge and adding it to business processes as an innovation rather than the isolated and independent innovation of companies, institutions or NGOs.

Accordingly, social innovation points to a collective and social process for each country. For a social innovation to be systemized in a country or city ( and form a formal conceptual sphere), it is necessary that social innovation activities

Increasing the social innovation capacity in a region or city involves every unit procuring, sharing and assimilating knowledge and adding it to business processes as an innovation rather than the isolated and independent innovation of companies, institutions or NGOs.

be brought together under an institutional umbrella and in this way social entrepreneurship be supported. Various different models in the world, in which social innovation has been brought under an institutional roof and social entrepreneurship is accordingly supported, serve as examples as to how institutional spaces may be built.

It is possible to examine the institutionalization of social innovation on two axes; one being the method of organization and operation, the other the axis of activity or performance.

The general inclination may be examined under 4 categories in terms of organization and operation management:

1) A Sociocity model running like a technocity, with a highly complex structure containing various laboratories simulation centers, cooperation networks, etc.

(2) A model of hubs less complicated but open to cooperation, introducing new projects and products whilst educating and developing cooperation.

(3) A research and application model operating under the umbrella of a university and assuming the function of education, counseling and running tangible projects at times.

(4) Agencies supported by the state.

universities are more advantageous in converting scientific data into tangible output. While nowadays such centers are more numerous in the United States and Western Europe, there are some Sociocity structures in Asia, too.

Sociocity and university centers are shown to be more functional and the models housing





# Sosyokent

ASBU

# ASBU Sociocity Model

ASBU Sociocity is a technology development area specializing in social innovation and entrepreneurship that aims to contribute to finding solutions to social problems in Turkey and the wider region. Sociocity brings together entrepreneurs providing innovative solutions to social challenges and other elements of society seeking solutions to these problems together under the same roof. With this aim, the partners of Sociocity include the organizations undertaking activities for the solution of social problems (public institutions, municipalities, NGOs, etc.), the entrepreneurs and companies with the capacity to produce and propose innovative ideas, and y funders ( public sector, crowdfunding, international funds, venture capital, angel investors, etc.)

Sociocity provides service with centers, laboratories and support offices in order to run social innovation activities in a systematic way, thus enabling partners to interact with one another in a more effective manner. These services enable entrepreneurs to make use of the university's social sciences infrastructure (Social Impact Analysis Laboratory, Sustainable Public Service Laboratory), while also making contributions to the development of products and services ( Project Capacity Development Center) and their commercialization ( Knowledge Transfer Office).

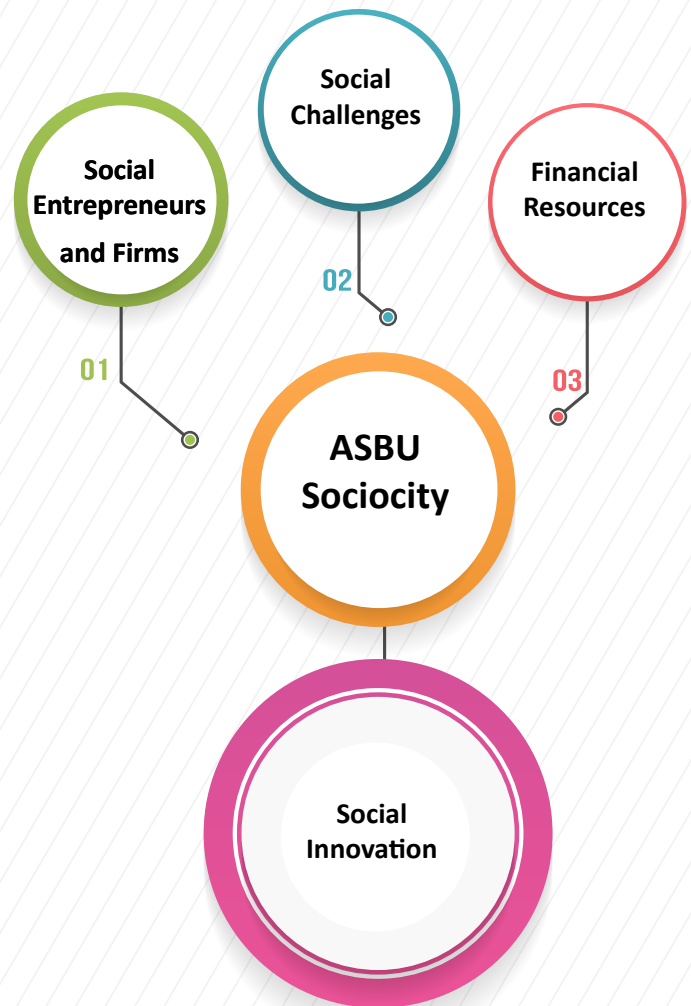


Figure 2. ASBU Sociocity and Partners

# Cooperation Model and Management

The Sociocity model is the development of an effective cooperation between principal agents and the formation of such relations through basic elements that determine their management and coordination. The design of the model is based on two major components:

- Institutional infrastructure
- Local needs

## **Institutional Infrastructure**

**Research and application centers to be established as a subsidiary of Sociocity will be coordinated with theoretical and application laboratories and various offices. The activities in Sociocity's basic skills and specialization departments will appear in the design of the Sociocity model through certain structures and interfaces. The services and structures to be incorporated into the research infrastructure of Sociocity are as follows:**

Social Innovation Center (SSUA-SIC)  
Social Area Development Services  
Mechanisms of Support Centers  
Theoretical and Application Laboratories

## **Services**

- Incubation and International Hub Services
- Knowledge Transfer Office (KTO) and Services

## **Cooperation Management**

All businesses aim to have a competitive edge through cooperation in global markets. In Turkey, there is a need to develop the ability and capacity to cooperate. The services and centers designed (laboratories and offices) in Sociocity will serve to develop this cooperation.

Sociocity will focus on the continuous development and management of various mechanisms of cooperation internally and externally. The coordination and cooperation needed are intended to be implemented in four areas:

“Although Sociocity contributes to the economic and technological benefit produced by TDAs, it will essentially provide a solution oriented technology development process centered on social problems.”



## 1. Cooperation Between Businesses in Sociocity

Sociocity will build up a new infrastructure system looking to solve problems based around business cooperation. The cooperation issues between firms emerging in TDAs aim to be solved through social area development services provided by Sociocity. These activities involve developing both social and physical infrastructure, providing the companies in Sociocity with not only visible economic advantages but also advantages concerned with coordination in knowledge sharing and the production of ideas and products, and those linked to sustainable development.

## 2. University-Industry Cooperation in Sociocity

Another issue concerning cooperation and emphasized in workshops and interviews in the development process of Sociocity was that TDAs fail to sufficiently develop university-industry relations. Therefore, Sociocity will help to improve relations in project oriented activities between universities and businesses. At the same time, joint tenancy opportunities will be provided in which personnel employed for firms would not be functional by any one party in such areas as common human resources pool, design, social effect measurement and legal counseling.

The university's human resources will be effectively employed in educational and laboratory services, allowing the social science disciplines within the university to focus on developing new ideas for social innovation and entrepreneurship.

## 3. Cooperation with Local / National Agents in Sociocity

Cooperation, which aims to be established on a national scale, will be based around how relations between the public sector, private sector and NGOs will operate and what institutional mechanisms will be developed. It is evident that social impact laboratories play a significant role in the establishment of nation scale cooperation in social innovation and entrepreneurship around the world. In this context, social impact laboratories which bring municipalities, NGOs and the private sector under the same roof and where new ideas may be developed to find solutions for social problems will be effectively used in Sociocity.

Sociocity will serve as an interface in which the relationship with the public sector is developed through both educational activities and advisory activities and where this knowledge is transferred to public sector enterprises in Sociocity.

## 4. Cooperation with International Agents in Sociocity

Sociocity's wish is to be at the forefront in the development of international cooperation via relations to be established with international agents, joint projects to be carried out and academic activities that will be organized. Therefore, the aim is to turn Sociocity into an international hub. By means of advisory services, project-based exchange programs, educational programs, and outputs of theoretical and application laboratories that will be offered at international standards, Sociocity aims to develop relations with social innovation centers around the world to offer new cooperation opportunities to companies running social entrepreneurship activities.



Figure 4 : ASBU Sociocity Cooperation Model and Main Agents



The analyses performed in the light of supply and demand indicators suggest that Ankara's (positive) supply indicators are strong and that the solution to many social problems countrywide (negative) demand indicators depend on the effective utilization of public instruments and resources. Ankara intends to be a center where solutions to social, economic and environmental problems are produced. What is needed for the utilization of the existing intellectual capital in the region is an appropriate social innovation and entrepreneurship policy in addition to present infrastructures and institutions under an integrated institutional umbrella like Sociocity. Sociocity would help to provide innovative solution offers and products throughout Turkey due to the city's position as policy maker as well as its geopolitical location, thus developing the potential to produce solutions in a number of areas in which the private and public sector don't suffice due to the complexity of the task

Sociocity will enhance the region's capacity to produce quality products and help convert the R&D potential into an innovation activity that is sensitive to social problems, in which the social benefit is measured and whose marketability in both domestic and global markets is high and whose intellectual property rights (copyright, patent, trade secrets, etc.)

**Added Value to be Created by Sociocity Model**  
**\*Its economic, technological, social and cultural contribution to the development of the country and region**

have been put under protection. Thus, while it contributes to the economic and technological benefit provided by technology development areas at present, it will actually offer a solution oriented development process that will center on social problems.

Students, academicians and youngsters at ASBU and other universities will be guided as entrepreneurial resources , the region's entrepreneurial potential will be developed and its social entrepreneurship capacity will be raised. Moreover, bringing such a structure to TR51, one of the most ambitious regions in Turkey in terms of education, research and universities, will both reinforce the competitive edge of the region in social innovation and entrepreneurship as well as contributing to solving problems related to the social fabric of the region.



Sociocity's eclectic and multifold structure will make it possible to measure the social impact of products via a multidisciplinary approach, and will enable firms intending to produce technology in such areas as design, legal counseling and the protection of intellectual property rights with a common human rights pool to access common infrastructure with greater ease.

**\*Likely contributions of institutions and organizations to be cooperated with:**

In services to be provided by ASBU and theoretical and application laboratories, entrepreneurs will make an active contribution to social impact evaluation activities. Moreover, entrepreneurs will be able to carry out joint projects with notable think tanks in Ankara, thus increasing their competitive edge. Public institutions and particularly ministries are key partners of Sociocity. Cooperation may be sought with ministries in education, and it is possible to obtain their support in various projects. It is also possible to cooperate with public institutions with the aim of identifying social problems and obtaining data.

Moreover, cooperation with public institutions can be furthered and joint studies can be conducted on projects in social innovation and entrepreneurship designed by the public sector with both ex-ante and ex-post simulations, and impact analysis studies.

**Conducting projects sensitive to natural, cultural and historical values:**

The district of Ulus, where Sociocity is planned to be established, is one of Ankara's historical and touristic attractions. Although attention has been paid to protect this area since the Jansen Plan launched in the 1970's, its historical fabric has been damaged due to illegal housing and the district has been put under special protection in recent years and is now in the process of being restored to its former glory.

ASBU's establishment in the Ulus district greatly contributes to the area's historical fabric. Similarly, establishing Sociocity in the area will serve to aid Ulus in reacquiring its former position of prominence in Ankara. At the same time, there are a number of disadvantaged social groups such as illegal workers, immigrants, unemployed and homeless people in the area. A study conducted by ASBU-SIC has revealed that the area is in urgent need of social projects. With the establishment of Sociocity, a strong infrastructure and network will be set up to develop innovative methods to find solutions to these social problems in Ulus.

**\* R&D Supply and Demand Analysis**

Although the district has a strong R&D and innovation capacity, it has been revealed by a Sociocity Feasibility Report that the social innovation and entrepreneurial capacity is not at the required level. It is clear that there is an urgent need for social innovation and entrepreneurship and, by extension, for R&D. As Sociocity is the first organization operating in this area as an institutionalized establishment, the rate of demand generated by the private sector and NGOs will be high. What differentiates social innovation and entrepreneurship activities from conventional entrepreneurship activities is that social innovation and entrepreneurship activities have more externalities. Such activities will produce greater economic benefits for enterprising firms, Turkey, and the wider region as a result of externalities. The activities of Sociocity will serve to benefit not only its subsidiary firms but also public institutions and NGOs.

\* The scrutiny of new and high technology's reproducibility and improvability

In occupying the top three technology development positions in Turkey, there is the indication that Ankara is the number one city in the country for technological innovation investment. Ankara also has great potential as it is the center where scientific, technological and research and development activities of such organizations as TUBITAK, TÜBA, Ministry of Science, Industry and Technology and YÖK (Council of Higher Education) are coordinated. Sociocity proposes a model supporting some aspects of existing technology development areas, which are thought to be weak or need improvement. One such problem is that

**“Sociocity is important for Ulu to reacquire its former glory!”**

purchasers cannot always be found for advanced and/ or innovative technologies produced in the present technology development areas.

The model produced by Sociocity aims to identify and solve existing social problems, which requires studies to be done, developments to be promoted and the necessary technology to be produced to be outcome-oriented, functional and commerciable. That R&D will touch social issues with an economical benefit provides an additional advantage in terms of its social implications.

Sociocity's eclectic and multifold structure will make it possible to measure the social impact of products via a multidisciplinary approach and will enable firms intending to produce high technology in such areas as design, legal counseling and the protection of intellectual property rights with a common human rights pool to access the common with greater ease.





# BASIC SKILLS & SPECIALIZATION

Specialization in social innovation and entrepreneurship and the acquisition of basic skills are essential needs for Turkey. What kind of economic, social and environmental problems exist in Turkey, and the country's wider region, and, as a consequence, the basic skills that Sociocity will develop and the fields in which it will specialize have been well documented both in the analysis of the area and in the interviews and workshops conducted.

Accordingly, Sociocity's basic skills and specialization areas:

- 1) Immigration and Population
- 2) Health and Nursery Services
- 3) Education
- 4) Poverty and the Unequal Distribution of Wealth
- 5) Urbanization and the Environment
- 6) Economic Problems

# Health

“Technical innovation is necessary for raising public awareness about issues concerning health but it is not enough by itself.”

Thousands of people both in Turkey and around the world have difficulty in reaching quality and inexpensive health services. The problems in being admitted to health institutions may stem from social processes such as economic obstacles, prejudices and negligence. Investment opportunities in raising public awareness in health related matters are can be productive. However, the public's attention to these precautions is frequently very low. The current smoking ban and projects like smokeless zones have led to a decrease in the number of smokers, to some extent. Similarly, an innovative approach with regards to giving up smoking can be seen on the website “birakabilirsin (you can give up).org”. Of course such applications are open to greater innovation.

Technical innovation is necessary for raising public awareness about issues concerning health, but is not enough on its own. Treatments developed for diabetes mellitus or şeker hastalığı, as it is known in colloquial Turkish, are known to be effective in eliminating the long-term damages of this disease.

Nevertheless, it has been revealed in several studies that diabetics are often either using related medication or do not take any medication at all.

Therefore, the fact that diabetics are prescribed medication does not necessarily mean that they will take it, revealing that there is need for innovative approaches in the health sector.

It seems that we need to learn and follow how businessmen convey their products to the remotest villages of Africa in order to apply them to the distribution of medicine successfully.

In essence, by making use of the technological capacity at our disposal and making full use of the social innovation potential at our disposal we need to eliminate the barriers that prevent people acquiring or utilizing the medicine or health services provided, as well as finding ways to improve the existing health service.



# Poverty and the Unequal Distribution of Wealth

Poverty remains a critical social issue in Turkey and around the world. For this reason the first development objective of the United Nations is to fight poverty.

Since the poor cannot afford to set up a business as they do not possess sufficient capital and are unable to obtain a bank loan since they do not have anything to supply as collateral, conventional market strategies are insufficient in solving the problem of poverty.

Monetary aid provided by the government to the poor fails to alleviate the problem as it does not provide enough funds to enable those receiving governmental aid to be financially independent and it can encourage them to rely on governmental aid.

Although it is difficult to solve the problem of poverty and the unequal distribution of wealth, it is not impossible to do so. The innovative approaches of such people as Mohammad Yunis helped women in Bangladesh villages with the microcredit method to get escape poverty, improving their life greatly in a number of ways in addition to increasing their economic strength.

“Poverty accompanied by the unequal distribution of wealth is not a problem that only affects the poor.”

# Education

TAll innovation centers pay special attention to the role of education as it is one of the most critical factors in the development of individuals and society as a whole. As the various issues such as the disadvantaged and the old, and regional or gender-based obstacles to equality of opportunity in education create a serious social challenge in our country, it is important that social awareness be increased and innovative methods be introduced in the realms of education. Some priorities to these obstacles include lightening the burden assumed by the government on education, one of the highest financial burdens on the budget, creating equality of opportunity in education, and extending educational opportunities based on the motto "life-long learning". The practice of voluntary and mutual teaching lessons applied in some countries, increasing the schooling rate within Turkey, the collective-work projects initiated by some teachers to enhance the conditions of schools, civil initiatives that collect pencils, erasers and pencil-sharpener after OSYM exams and subsequently send them to village schools, enterprises reflecting the motto "başka bir okul mümkün (another school is possible)"

and attempting to develop alternative curricula and various student exchange programs may be proposed as illustrative examples of a number of social innovations introduced in this field.

The theme of education in social innovation and entrepreneurship is multi-dimensional, encompassing activities for the solution of basic educational challenges. However, along with such activities, "social innovation and social entrepreneurship" appears as an education and awareness-raising topic in itself. It is possible to raise awareness of the personnel of public and private sector companies through educational programs at various levels ranging from postgraduate programs to specially designed social innovation courses. As a result of post graduate and certificate education programs, social innovation and social entrepreneurship experiences are covered in an academic framework. The main objective of educational programs is to offer a general framework to design and develop successful commercial enterprises aiming to create social benefit.

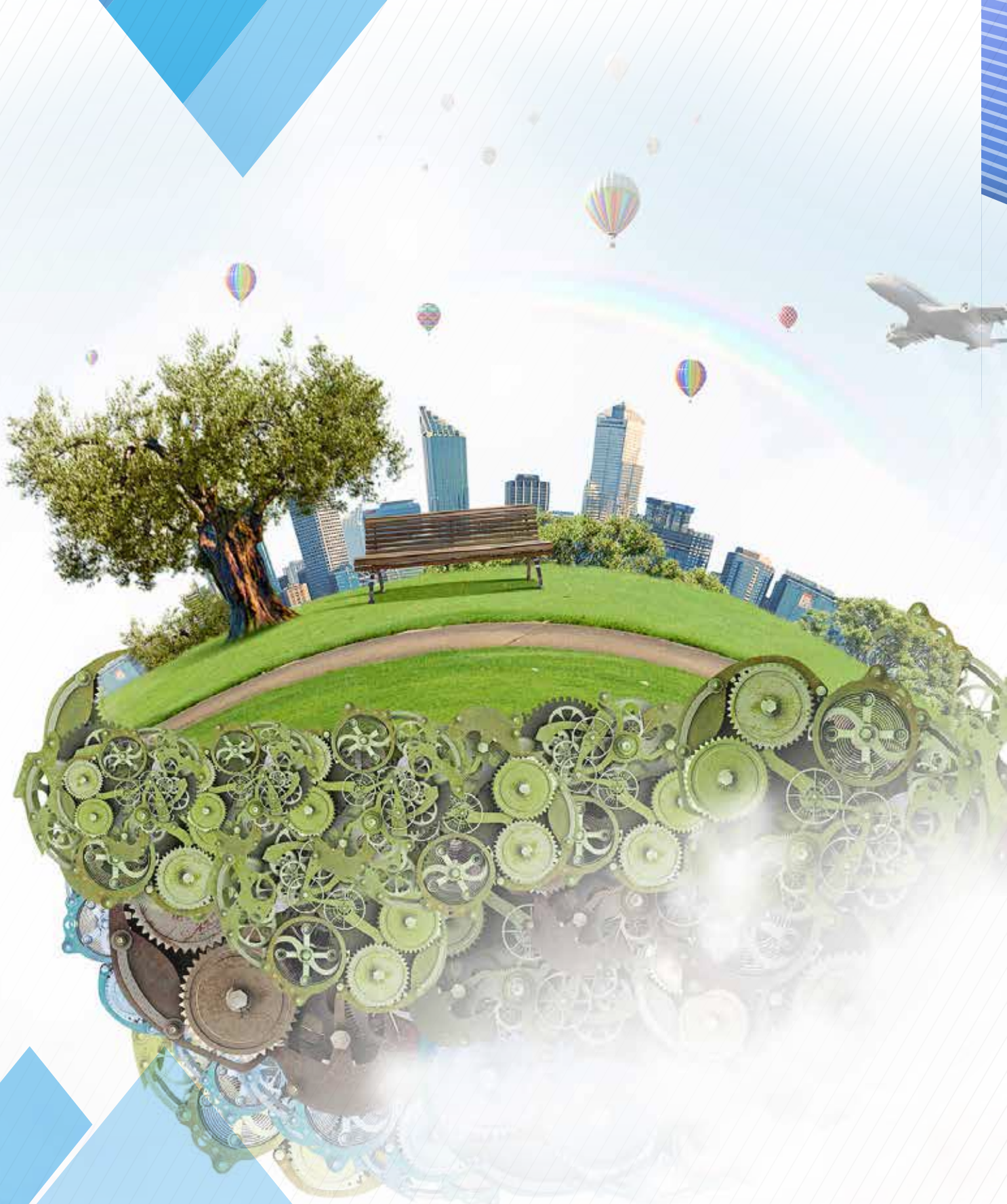


# Urbanization and the Environment

Social innovation not only aims to seek solutions to social and societal problems but also seeks to alleviate the damage caused by environmental or human-induced factors such as climate change, damage by permanent organic pollutants, disruption of biodiversity, environmental pollution, depleting water resources and urbanization problems. In this regard, social innovation studies gain importance in such areas as climate change, slum clearance, and urbanization and municipality services. To illustrate, these studies include extending awareness activities about domestic and industrial waste sorting, increasing the use of solar energy sources, rewarding the waste sorting behavior of citizens with a reduction in environment tax by city councils, reflecting water consumption costs on bills geometrically,

taking precautions for social and cultural adaptation in the areas having undergone slum clearance and enabling municipality service to be provided, at the right time and right place, by means of an ex-ante, a social impact analysis of municipality activities. In the same way, transferring historical and cultural heritage to the posterity safely and thus making it possible to protect cities, helping cities to assume an aesthetic appearance through slum clearance and healthy urban development and taking precautions and measures before and after disasters can be considered to be among social innovation activities tackling issues centered on urbanization and the environment.







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