

## **Session 5D - Urban regeneration and social innovation: Social and Business Opportunities**

16:30 - 18:00 Friday, 17th June, 2022

Scientific Day - Theme 5. Changing Economy for Equitable Cities

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Contemporary societies are facing new economic problems and societal challenges, which are namely crystallized in urban contexts characterized by social exclusion. This demands to rethink and restructure the neoliberalism development paradigm and readapt the capitalist discourse to embody the increasing awareness of the need for change, including for an inclusive urban regeneration. Market-oriented innovation no longer can be perceived as a long-term solution and therefore other approaches to innovation, such as social innovation, emerge. Social innovation is a complex process that seeks to solve social problems, generating new ideas, products or processes that meet social needs. Despite the current relevance of the social innovation concept, resulting from the fact that contemporary societies face unprecedented problems that endanger their economy and social model, there is a question that remains - how can decision/policymakers can use the social innovation paradigm and concept for an inclusive urban regeneration in order to be able to solve social and societal challenges and at the same time depopulate the economy and business opportunities?

Taking this premise into account, the URBiNAT project is imbued on social innovation, as it has at its core to meet social needs in a socially including way, which also directly involves, and is even more determined by the people who have those needs in cooperation with other relevant stakeholders. That being said, and considering the need to identify the problem-solving mechanisms for the social problems and the social innovation as a tool to overcome the challenges and the possibility of creating business opportunities, proposals are expected to discuss the opportunities that emerge from social innovation in order to solve social and societal problems, namely in the context of urban regeneration. In short, this session welcomes contributions examining and casting light on ways for decision/policymakers to help breed social innovation in support of inclusive urban regeneration, as a means to address outstanding social and societal challenges.

Analysis identifying hurdles and impediments to social innovation, while also examining how they can be overcome, are of high interest. Both theoretical and empirical studies will be included.