



# The Socially Oriented Innovation Society

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## 1. Presence

The lack of attractive goals *fatigues* the political enthusiasm of many citizens with respect to their active engagement for the future of the German society. Preferentially *distribution* oriented politics may generate widespread *discord* within the society, while an orientation towards *new horizons* has the potential to generate *fascination* and *enthusiasm*.

Political *lead ideas* like *social market economy* or *services society* optimise *the existing, christian principles* (CDU,CSU) are not imperative for everybody in a pluralistic society, *social democratic* (SPD) intentions aim at the fair redistribution of the *surplus* while being *less concerned* about its generation, *liberal ideas* (FDP) remained *ambiguous* over the years, *leftist concepts* (Die Linke) failed in practice, program development of the Alternative für Deutschland (AfD) and Freie Wähler (FW) is in progress, green (Grüne) visions may lead to *regression* instead of the necessary *progression* in global competition for a higher integral (*technical* and *social*) surplus of the society.

## 2. Goals

The foregoing does not define goals for the *advancement* of the *democratic society* during future challenges, despite the well known importance of *goals* already for the *individual*. The orientation along *future oriented* but ideologically comparatively *neutral goals* may become an important *motivator* for a society. The "*socially oriented innovation society*" gains its *surplus* for the *entire society* by environment compatible, sustainable and resource saving *innovations* in a socially equilibrated way by progressing from the *present* into the *future* in conscience of *past experiences*.

The direction of innovations in a *socially oriented innovation society* concern the *technical domain* as *driving force* (industry 4.0, fabrication by 3D-printing or more efficient organisation structures) in close association with the *social* and *interhuman domain*. Compatibility of professional life with care for children and elderly, collegiality in the immediate working environment, with competition amongst working groups and companies increase personal satisfaction and efficiency, thus augmenting the *productivity* of the entire society.

The setup of a powerful *European digital economy* increases the economic potential and avoids *externally imposed digital coordination* and *transnational synchronization*.

The term *socially directed innovation society* [2011](#) was initially uncommon, then considered in social sciences (2014, **(1)**), while remaining *unusual* ([2016](#)) in the Anglosphere. Its potential derives from the closely associated *technical* and *social innovation* in an self-reliant European development. The some time ago negotiated Transatlantic Trade and Investment Partnership (*TTIP*) and Trade in Services Agreements (*TISA*) may lead to a "*methuenisation*" of Europe ([Methuen treaty](#) UK/Portugal 1703 -> from [world power](#) to *decline*) under a "win/win" strategy **(2)** of the "roast and crumbs" type. European citizens should *not* be satisfied with crumbs, *modify* or *reject* such treaties and initiate themselves a *trend-setting social innovation society*.

## 3. Future

The German society liberates itself presently from the bonds of *nuclear* and *fossile* carburants. The

ensuing *society adaptations* have the potential for an exemplary *innovation phase*.

Goals comprising the entire society have to *inspire* especially *young people*, like the announcement of the moon landing within 10 years by president *Kennedy*. Thousands of young people became *engineers* at the time to participate in this *challenge*.

The production of affordable *liquid fuels* for example from *electrolytically* produced *Hydrogen* and *waste CO2* from industrial or burning processes ("*kill the climate killer*") can be advanced in the course of the *energy transition phase*. Combustion motors or *fuel cells* for electricity generation could be operated with these *CO2 neutral fuels*. Heavy and unhandy *lithium batteries* with substantial loading times would then become less important.

It seems of equal importance to liberate the society from the concept of *economic growth* by products with *intentionally shortened lifetime (obsolescence)*. Such overreaching consumption societies (*straw fire economy*) enrich big corporations while people may sink into poverty due ever increasing buying requirements despite citizen's interest in a *stable economy* permitting the acquisition of real estate property for housing, optimal education for children, stable employment and sufficient retirements funds and care for the elderly. Such economy avoids the *abuse* of human work and innovation forces for straw fire goals, protects the resources of the planet and generates social coherence for the departure into a *new european development phase*.

A society aiming at future success will *generate* first its funds *prior* to *spending* them. Systematic distribution of savings by the government under aspects of *egalitarianism* increases discord for the giving ("*too much*") *as well as* for the receiving part ("*not enough*"). The potential for private investment like into maintenance of houses ("*roof over the head*") diminishes like in the real existing socialism of the late GDR (German Democratic Republic). This lead to substantial *discontent* within the society. As a consequence people will work increasingly according to the *rules* of *foreign investors* instead of shaping their society preferentially with national funds funds. ***Earning prior to distribution*** has the potential to prevent such developments.

The *cultural diversity* is a characteristic feature of Europe. The long term goal *cannot* be to generate a *melting pot* with a potentially *uniform language*. The challenge is, on the contrary, to succeed with the development of a *stable union* formed by a *multitude of nations* while maintaining at the same time the *bundled cultural diversity*. European projects for border security (Frontex), civilian aviation (Airbus), defense (airplanes, drones, ships, tanks) or space projects (Ariane, Galileo) will increase european technological innovation capacities.

The *horrors* of *two world wars* favoured the creation of the European Union. As the *past* gradually vanishes from the focus of present Europeans, the *future potential* of the European Union consists in the *elaboration* and *realization* of new concepts emerging from the *intellectual diversity*, characteristic for the people of this region. The realisation of these goals at a national level can be promoted by forward directed political parties like *Deutsche Fortschrittspartei*, *Aufbruch für Deutschland* or *Europa* as well as by existing parties.

### References:

1. *Jutta Schwengsbier, Mirko Schwanitz* (2014). Der deutsche Wohlfahrtsstaat zwischen Lobbyismus und sozialer Innovationsgesellschaft. epubli Verlag, Berlin.
2. *François de Callières* (1716). De la Manière de négocier avec les Souverains. Amsterdam. S.160-172.

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