



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 various groups of the society, while an orientation towards *new horizons*, in contrast, 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 still 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 for the *individual* to define *personal goals*. The orientation along *future oriented* but ideologically comparatively *neutral goals* seems important for the evolution of democracy. 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*.

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 term *socially directed innovation society* [2011](#) was initially unusual, then considered in social sciences (2014, **(1)**), while remaining *uncommon* ([2016](#)) in the Anglosphere. Its potential derives from the closely associated *technical* and *social innovation* in an self-reliant european development. The presently 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, *reject* the proposed 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 development of *electrical drives* using electricity from environment friendly *fuel cells* could be one of the goals during the *energy transition phase*. Fuel cells could be operated with *liquid fuel* synthesized from CO₂ and H₂ or biogas. Heavy and unhandy *batteries* with substantial loading times would then become unnecessary.

It seems of equal importance to liberate the society from the concept of *economic growth* by products with *intentionally shortened lifetime (obsolescence)*. This will prohibit the *abuse* of human work and innovation forces, save the resources of the planet and promote increased satisfaction within the society.

A society aiming at future success will *generate* its funds *prior* to *spending* them. Systematic distribution of savings by aspects of *egalitarianism* diminishes for example private funds for building maintenance ("*roof over the head*") 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 increasingly work according to the *rules* of *foreign investors* instead of shaping their society preferentially with national funds. ***Breakup 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 will be, 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*.

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.

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2. *François de Callières* (1716). De la Manière de négocier avec les Souverains. Amsterdam. S.160-172.

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