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### **A Critical Reading of the European Union's Social Innovation Policy**

*Fougère, Martin, Segercrantz Beata and Seeck Hannele 2015*

#### **ABSTRACT**

In this paper we conduct a critical reading of the European Union's social innovation (EUSI) policy discourse. We argue that social innovation has become a prominent element of European policy discourses and can be seen as a key component in an emerging hegemonic project. We therefore engage in a problematization of EUSI policy. Inspired by a governmentality perspective and Howarth's framework for critical policy studies (2010) we examine the social, political, ideological, ethical and economic logics in three EUSI policy documents. Our contribution lies in (1) our problematization and critical study of social innovation policy discourse in the EU context; and (2) our expansion of Howarth's framework with two additional logics that are at play in policy discourse: ethical logics and economic logics. The distinction between ideological and ethical logics helps us to expose how EUSI discourse is meant to grip subjects through both the fantasmatic promise of a win-win-win and the ethical injunction of responsabilization. The addition of economic logics helps us to reflect on the further incorporation of the social into the economy, as the economic valuation of social and environmental impacts becomes a key part of the vision for the future of the EU.

**Key words:** Social innovation discourse, European Union, Critical policy studies, governmentality, logics of critical explanation.

### **Institutional Work in Translation of Human Relations and Scientific Management in Finland 1917–1979**

*Hannele Seeck & Anna Kuokkanen 2015*

#### **ABSTRACT**

This paper examines institutional work on national level translation of management ideas. We studied institutional work in translation of Human Relations and Scientific Management in Finland 1917–1979. We examined Finnish government platforms (n=61), management magazines from the years 1917–1979 (n=177) and the histories of labour unions. Our study indicates the importance of political institutional work and shows that strong political work on one management model prevents the institutionalization of other models, and hence illustrates the importance of political work in both creation and maintenance phases of the institutionalization of a management model. It also seems that in the Finnish case the 'theorisation' of Human Relations was not clear or internationally grounded, unlike in the case of Scientific Management, and this in part resulted in the weak institutionalization of Human Relations. We believe that a joint examination of the concepts of translation and institutional work enable us to further understand why a certain idea is adopted in a particular way in a particular context. The study also contributes to the understanding of mimicry, which uses existing patterns of action – in this case, rationalization – in order to articulate and legitimize new model of management; and relabeling, as the ideas of Human Relations were often introduced in the language of Scientific Management.

**Key words:** institutional work; translation, Scandinavian Institutionalism, Human Relations, Scientific Management, Finland.