Chapter 6
An Innovative Approach in Social Work Organizations:
Social Innovation

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ABSTRACT

The aim of this chapter is to discuss social innovation and the importance of social innovation in the dimension of innovative approach in social work organizations. When a rapid change is experienced in social, economic, cultural, technological, and many other areas, while it is very important to be in conformity with these changes, renewals, or developments, it is also very important to create rapid and effective solutions to requirements that differ and change. Creating new and different solutions in line with innovative approaches in the face of complex social problems is summarized as "social innovation." In this study, the concepts of social work and social innovation, the importance of social innovation in social work organizations, and social innovation practices in the dimension of innovative approach in social work organizations are examined and discussed with a conceptual dimension.

INTRODUCTION

Since the existence of man till now, it has always taken place in the elimination of social aid and assistance requirements regarding human relations in the community and the modern world within the historical process it has gone through various stages as a result of social, economical, political changes and transformations of communities and it have added various particulars relating with social justice and ethics to its body and it has gained a more scientific dimension by eliminating its traditional structure. As social welfare institutions came to the forefront with the social justice approach and with the impact of globalization and new management and social approaches that formed, the social state approach and concepts of social work and aid had a different structure in the world. From past till our time, various communal problems such as inequality, discrimination, unfairness, and poorness have come out at different dimensions and it has become a necessity to meet requirements and to provide support to the elderly,

mentally and physically impaired, children, women or poor people and segment in need of various aids both concerning human aspect and with regards to liabilities of countries.

At this point, social works come out as an area including services and programs organized to eliminate poorness and inequalities arising structural and environmental conditions of people, groups, and communities or that are beyond their control, to solve problems arising from changing conditions of the community and to improve human resources and to ensure the welfare of people, families and the community (Bayraktaroğlu & Adıgüzel, 2015, p.2).

Social innovation needs to be supported and understood to solve new problems that arise with industrialization, to create new models, and to create a welfare country by meeting the needs of individuals accordingly. For the innovation that emerges as a requirement of the information society, first of all, it is necessary to generate new ideas, to make pilot applications in line with these ideas, to implement them, and to evaluate the results. Social innovation which is a process including new ideas, new strategies, and applications aims to create a difference in the lives of both individuals and groups and to create communal change in the wider frame and to determine the direction of this change, by solving social problems and meeting requirements of each individual in the community and by applying new and innovative ideas (Özmete & Gök, 2015, pp.132-135).

With the transformation of societies into an information society as a result of the developments in computer and communication technologies, social work has been included in this transformation as a part of the information society. The change and transformation we have in our time, require digitalization in the area of social works as it is the case in each area in trying to find effective and fast solutions to communal problems. Digital social innovation is of great importance in terms of reaching more people, providing faster and more effective service, and solving social problems with innovative methods. In this study, the concepts of social work and social innovation, the importance of social innovation in social work enterprises, and social innovation applications in the dimension of innovative approach in social work enterprises are evaluated and examined with a conceptual dimension.

CONCEPTUAL FRAMEWORK

It is seen that in recent years, with the effect of globalization, important problems have been experienced in terms of social rights. In the new global liberalism, it is stated that the customer, not the equal and entitled citizen of the nation-state; individual responsibility, not a public liability; the private and civil sector, not the state bureaucracy; prioritizing voluntary benevolence, not social rights are considered at the forefront. Instead of national programs aiming to provide centralized, standardized, and easy access to the disadvantaged, fragmented, local, private, and third-sector programs are preferred. It is stated that these developments can be perceived as signs of transition to a market and work-oriented, individual responsibility, volunteering, and philanthropic-oriented and economic benefit-based welfare model. Therefore, it is stated that the poor people, constituting one of the basic social groups at the center of social and economic rights, are affected by this process (Çetin, 2014, p.19).

With the state ceasing to be the main actor in providing solutions to many social problems including poverty, it is seen that non-governmental organizations take a more place in this field with the increase of responsibilities of individual, family, and society to solve social problems. Regarding the provision of social assistance and social works for the poor and other segments of the society in need of protection, which is one of the basic functions of the welfare state, within the framework of the understanding called

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