



FOREST-BASED SOCIAL INNOVATION IN SLOVENIA: The Development of the Charcoal Land Initiative

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INTRODUCTION

- An essence of **social innovation (SI)** is in the reconfiguring of **social practices** aiming to enhance outcomes on **societal well-being** by **voluntary engagement of civil society actors**
- SI research dedicated less attention to public actors in SI initiatives, although they **do play** a significant **roles**
- To fulfill their roles, public actors need **governance capacities** for SI

3000 BC



1945

AIM

- To understand governance capacities of public actors, we look into the various roles public actors played/play in the reconfiguration of 3000 years old traditional **charcoal cooking practice**
- In-depth case study of **the Charcoal Land** (Slo. Ogljarska dežela) initiative in the village Dole pri Litiji (Slovenia)

METHODS

ROLES

- interviews
- observations
- document analysis

PRACTICE

- observations
- history
- interviews

CONTEXT

- content analysis
- interviews

1999



2003



RESULTS

- Practice is **reconfiguring** from economic to cultural through the **diversification** of initiatives' activities
- With the aim to register charcoal cooking practice as **UNESCO heritage**, the initiative organizes **educational, recreational and touristic activities**
- The **key role** in diversification plays **networking** of a local forester (Mr. Jože Prah), who **initiated** the initiative with local charcoal producers
- Other public actors play are **providing resources, advice, and political support**.
- The initiative cannot officially be recognized as SI, as national policy framework conditions explicitly address exclusively social enterprises

CONCLUSIONS

- **Scaling up** through networking and collaboration with public and civil actors
- Public actors use **task-related governance capacities** when providing advice, resources and political support to the initiative
- Through collaboration actors also build **habitus-related governance capacities**
- Habitus-related governance capacities enable public actors to **balance** the differences between their field of expertise and the one of SI

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