



The Socially Oriented Innovation Society

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1. Presence

The lack of attractive goals *fatigues* the political enthusiasm of many citizens, while the emphasis on *breakup* oriented society goals contains the potential for *enthusiasm* and *fascination*.

Political *lead ideas* like *social market economy* or *service oriented 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 with inhibitory tendency may lead to *regression* instead of the necessary *progression* in global competition which is required for the achievement of a higher integral surplus (*technical* and *social*) of the society.

2. Goals

The foregoing does not define goals for the *advancement* of the *democratic society* when facing new challenges, despite the well known importance of *goals* at the level of each *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 term *socially directed innovation society* [2011](#) was initially uncommon, then considered in social sciences (2014), ([ref.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 ([ref.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 setup of a powerful *European digital economy* increases the economic potential and avoids *externally imposed digital coordination* and *transnational synchronization*.

The synthesis of affordable *liquid fuels* (**ref.3,4**) during the process of *energy transition* for example from *electrolytically* produced *Hydrogen* and *waste CO2* from industrial processes like cement fabrication, from natural sources or from air ("*kill the climate killer*") can be advanced during this phase. The production of synthetic fuel would advance the development of fuel cell driven electro cars or more efficient and CO2 neutral combustion motor cars. Synthetic diesel (*SynDiesel*) could replace palm oil containing *BioDiesel*. Rain forests would be protected in this way from oil palm plantations. Such cars would need *smaller batteries* than those in present electro cars where electricity shortage, environmental problems during battery manufacturing, high weight and significant loading times may become *limiting factors*.

Fuel synthesis would be the starting point for new technical developments, provide *work* and ensuring the *living conditions* in former *coal mining* or *steel factory* areas hit by the disappearance of traditional industries. Furthermore, *value creation* would largely remain in Europe, an *important consideration* for the energy providing sector and society in total.

It seems of significant 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 *systematic acquisition* of high technology enterprises, public and private housing, agricultural or forest land, hospitals, private medical cabinets by *non European investors*, as well as the *take over* of *national planning competences* by non European thinktanks may lead to essential know-how loss, higher living costs (rents), enlargement of the low level wage sector, altered agricultural structures, medicine as business instead of help for human beings, substantial financial losses by profit transfers abroad as well as increasing *heteronomy* like society steering *from outside* by artificial intelligence. A healthy *equilibrium* of conditions has to be maintained in the various sectors.

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.

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Internet: <https://www.classimed.de/sozinno1.html>

last update: Aug 07,2019

first display: May 25,2016