

## Call for Chapters

### Community Casebook on Scaling Social Innovation

In recent decades, there has been a remarkable rise in social entrepreneurial activities and the proliferation of social innovations. **Social innovations** are understood to be innovations in **products, processes or forms of organisation** that are developed in collaboration with social stakeholders to **solve social challenges** such as climate change or new forms of mobility and work. Nevertheless, despite the establishment of numerous social ventures, achieving significant growth in their social impact remains a major.

With the project “TrICo – Transformation through Innovation and Cooperation in Communities”, Leuphana University is also advancing social innovations in and around Lüneburg in collaboration with many partners. In particular, the **Social Innovation Community** is committed to generating and disseminating social innovations. This generates extensive knowledge in academia and practice, which we aim to disseminate as a **casebook**. The goal is not only to gain a deeper understanding of the complexities involved in scaling social innovations but also to provide concrete, practical relevance.

Therefore, we invite **case studies (approx. 6,000 words)** that analyze and present an organization or initiative and their respective approach to **scaling a social innovation**. The following structure is suggested as a framework:

1. **Problem Statement** (What social problem needs to be solved?)
2. **History of Organization/Initiative** (What is the idea? What is their business model/impact? What is the short history of the organization?)
3. **Scaling Strategies** (How do they scale their social innovation/impact? What are the challenges/limitations, requirements, resources?)
4. **Learnings/Conclusion/Open Questions/Challenges** (What can be learned from this approach?)

The organizations and initiatives should preferably come from **Lüneburg, the surrounding area, or the Hamburg metropolitan region**.

The case study may be written in a **narrative style** but should maintain a **scientific foundation** to ensure the credibility of the insights and cases. References to statements or theoretical concepts are explicitly encouraged.

Language: We are planning to provide both an **English** and a **German** version of the casebook. Thus, your case study can either be written in English or German.

Submission Deadline: **01.12.2025**

Submit to: [robert.hoyer@leuphana.de](mailto:robert.hoyer@leuphana.de)

<b>Contact:</b> Robert Hoyer Research Assistant <a href="mailto:robert.hoyer@leuphana.de">robert.hoyer@leuphana.de</a>	<b>Project:</b> TrICo – Transformation durch Innovation und Kooperation in Communities  <a href="https://www.leuphana.de/kooperationen/innovation-communities/innovative-hochschule-trico.html">https://www.leuphana.de/kooperationen/innovation-communities/innovative-hochschule-trico.html</a>
---	--