



*EXPLORING NEW SOCIO-  
CULTURAL PHENOMENA AS A  
RESPONSE TO THE ECONOMIC  
CRISIS IN SOUTHERN EUROPE*

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# THE RISE OF THE SOCIAL/SOLIDARITY ECONOMY IN SPAIN

- “Democratizing the economy”
- Social Entrepreneurship (ENCLAVE-CSO2012-32635)
- Time banks, Social Currencies, Shared Economy, Collaborative consumption



# SOCIAL ECONOMY; NEW VALUES AND/OR NEW MARKETING?

- Social Entrepreneurship in Catalonia
  - Local saving banks (“Caja de Ahorros”) investment on social issues ends; big banks such as “La Caixa” and “BBVA” (Momentum project) take over
  - The personal networks of the social entrepreneurs: “Displaced”, “re-invented”, “chosen”
  - What are “social values”? Problem determining and assessing social impact





momentum project

Un ecosistema de apoyo al emprendimiento social



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# THEORETICAL APPROXIMATIONS TO THE SOCIAL ECONOMY

- Are the so called “social economies” a prescriptive field (How the world should be), rather than a positive one (what it really is)?
- Is the process of conceptualization “politicized”? How is it affecting research?
- Need to rethink the use of Mauss’ “Reciprocity” and Polanyi’s “embeddedness”



# RE-DIRECTING THEORETICAL FOCUS; TOWARD THE MIDDLE CLASS

- Picketty, Streek
- Sassen (Globalization, politics of exclusion)



# RESEARCH OBJECTIVES

- To understand and explain new economic practises and discourses, socio-economic values and socio-cultural structures arising from the devastating effects of the economic and financial crisis
- To explore its impact in two countries within Southern Europe



# RESEARCH QUESTIONS

- Survival Strategies: What modes of provisioning are being put forward?
- Are new values emerging as a result of the economic crisis?
- What support networks do these collectives count with?





# DOWNWARD MOBILITY

## New markets

- Middle Class with resources: Social Entrepreneurs, relocated through new market opportunities. Personal savings, social capital, family or association resources

## Social Exclusion Risk

- Middle Class more precarious: Depending on State pensions, social services, family support. Informal Economy in some cases

## Social Exclusion and Poverty

- Long-term unemployed, immigrants within the informal sector, large families, dispossessed. Relying on informal economy and no family support. Food banks, Church charity
- Poor before and after the crisis



# RESEARCH DIFFICULTIES

- Lack of appropriate analytical, conceptual and theoretical framework
- Are "visible" social economic practises a "prescriptive" (how the world should be) field, rather than "positive" (how the world really is) one?
- Difficulty getting personal data regarding "provisioning" from collectives at risk of exclusion

