



Universitat Autònoma de Barcelona

# Social entrepreneurs in Catalonia: a critical approach using Social Network Analysis.

Hugo Valenzuela García  
José Luis Molina  
Marta Lobato

CREOLE Intensive Program 2014 -  
*Anthropology in Public*

NUI Maynooth. Ireland 1<sup>st</sup> July 2014

# Egolab-GRAFO

## Main research topics of Egolab:

- ❑ Social Network Analysis
- ❑ Economic Anthropology
- ❑ **New socioeconomic phenomena as a Response to the Economic Crisis in Southern Europe.**
  - ❑ Austerity policies, Welfare State debilitation, new forms of poverty.
  - ❑ New strategies of provisioning – consumption, distribution and production.
    - ❑ Social currencies, time banks, collaborative consumption...
- ❑ The emergence of **Social Economy** and **Social Enterprises** from 2008
  - ❑ **An ongoing project:** “Social entrepreneurship”: local embeddedness, social networking sites and theoretical development - *ENCLAVE* (2013-2015).

# A Social Enterprise

A **social enterprise** is an organization that applies commercial strategies to maximize **improvements in human and environmental well-being**, rather than maximizing profits for external shareholders.

**Social entrepreneurship** is the process of pursuing **innovative solutions to social problems**. More specifically, social entrepreneurs adopt a mission to create and sustain social value.

# Some social enterprises



femme fleur.net



Mixed-methods approach

# Respondent Driven Sampling websurvey

- ❑ RDS Websurvey will allow to estimate the number of “social entrepreneurs” in Catalonia.
- ❑ Snowball method: Selection of “seeds” → they send 3 invitations to **participate** → .. until having about 850 responses.

# Social Capital Companion

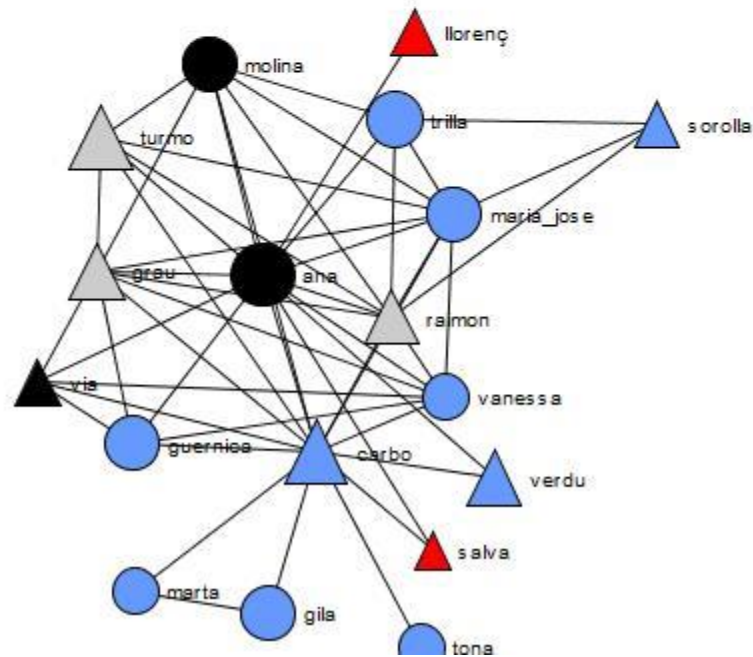
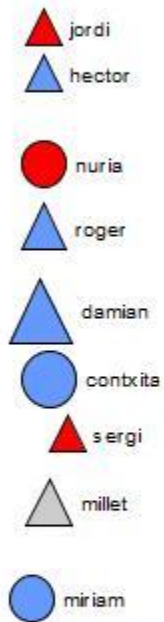
- Android app ...
  - Personal network survey (smart-phone).
  - Self-management of communication activities.
  - Basic feedback is provided (compared with a “successful” social entrepreneur.)
  - Anonymous information
- <http://www.inf.uni-konstanz.de/algo/software/scc/>

# Networks and qualitative data

- ❑ Personal Network Analysis (>15 alters).
  - ❑ Egonet (open-access software).
  - ❑ 50 cases in Catalonia.
- ❑ Qualitative interviews + fieldwork



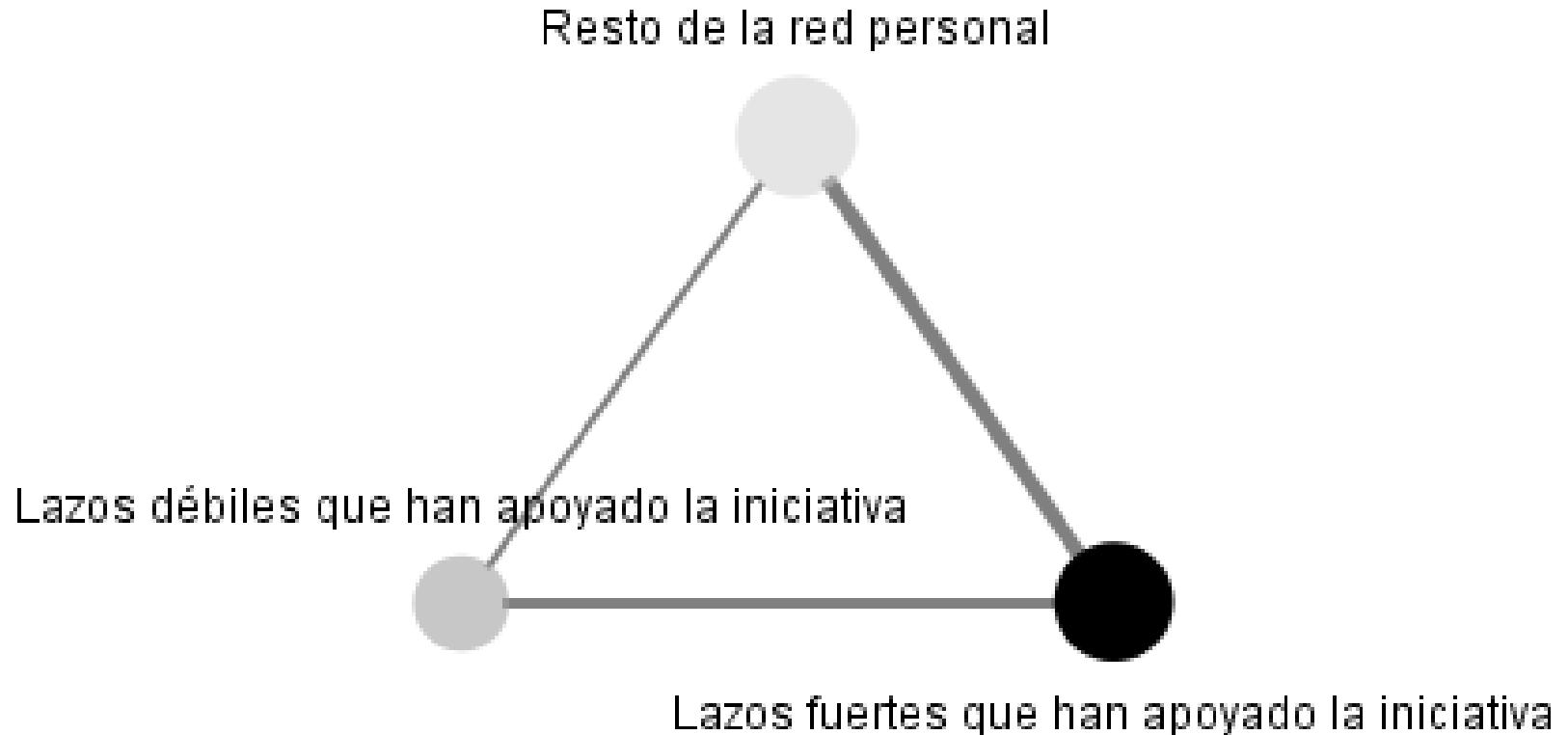
# Examples of personal networks



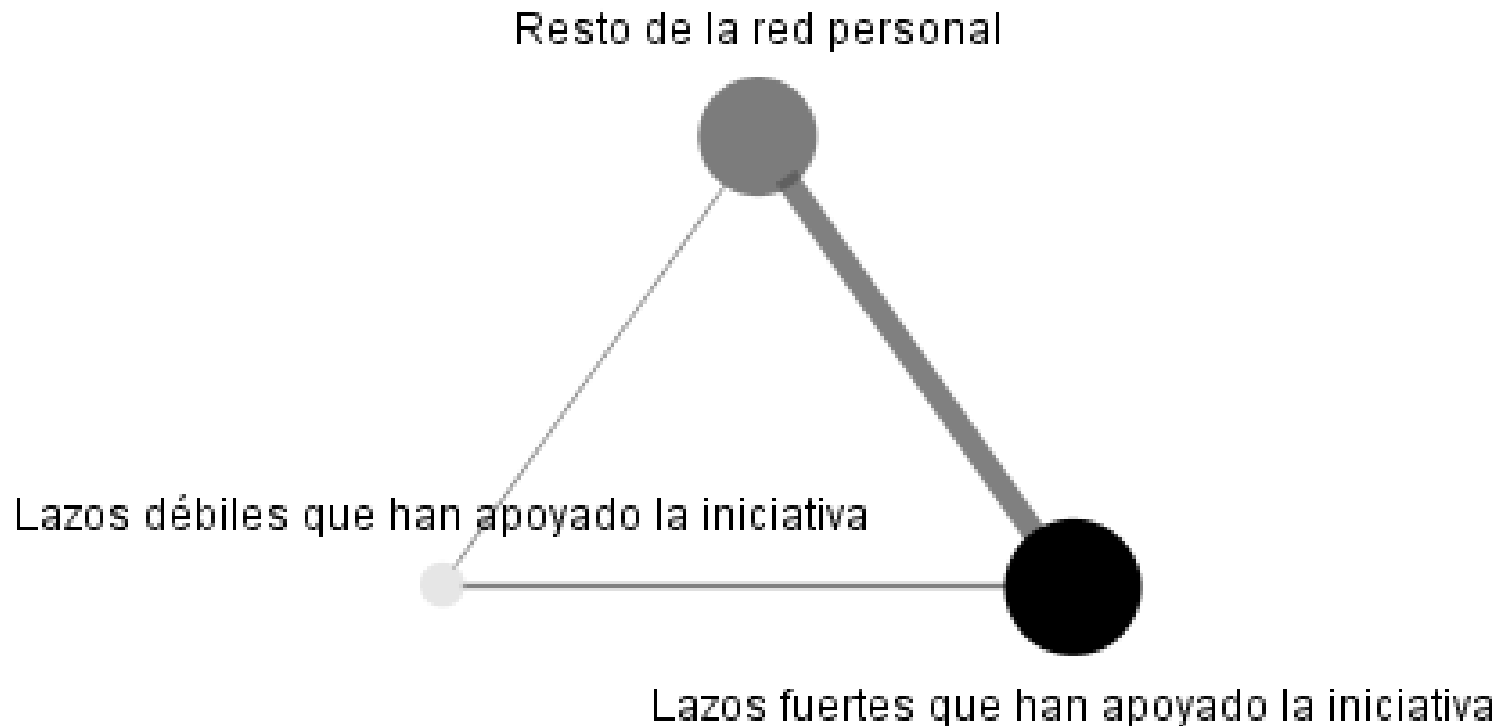
# A mix of actors ...

- **Clustered graphs** is a methodology for summarizing and comparing personal networks (Brandes et al. 2008, Lerner et al. 2007, 2008)

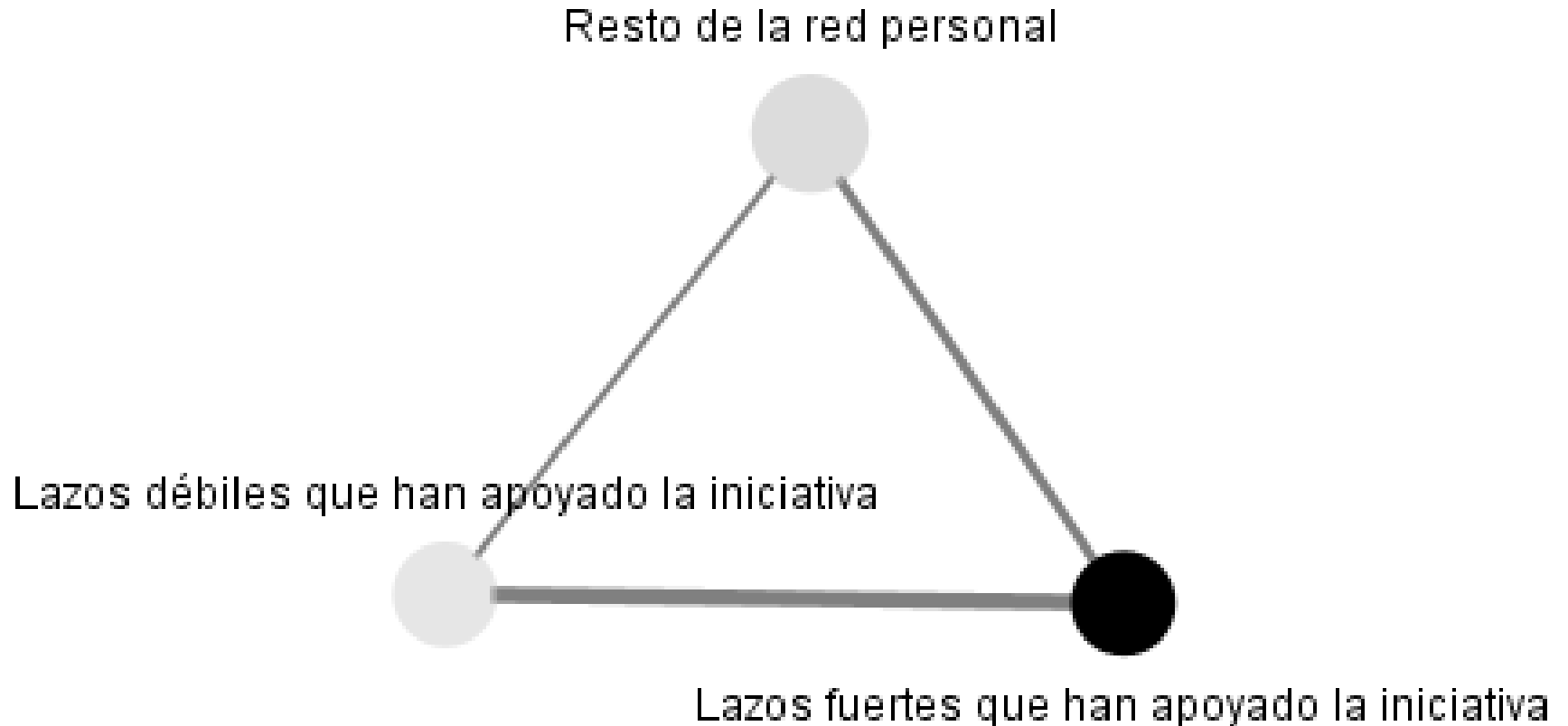
# “Displaced” (5 cases)



# “Re-invented” (5 cases)



# “Awarded” (5 cases)



# PRELIMINARY CONCLUSIONS

Social Enterprises:  
New Values or neoliberal  
marketing?

# 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

- **More precarious middle class:** 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 from banks and charity
- Poor before and after the crisis

❑ New actors and old ones meet in the new scenario: “displaced”, “re-invented”, and “awarded”.

❑ **NGOs, cooperatives...**

❑ **Social workers** (health services, aging people, minorities, migrants...)

❑ **New so-called social entrepreneurs** (consulters, etc.)





- ❑ Pervasive top-down policies fostering social entrepreneurship.
- ❑ Huge rates of unemployment.
- ❑ Big banks such as “La Caixa” and “BBVA”, in collaboration with Business Schools (ESADE in Catalonia) are taking over.



- ❑ Present definitions of social entrepreneurship are tautological (“a social entrepreneurship is about entrepreneurs socially oriented”).
  - ❑ We need a positive, not prescriptive, definition: what a S.E. really is, and not what *it should be*.
  - ❑ No clear idea of what a social value isNo clear idea of how to measure the social impacts created by social enterprises.

Thank you!