We are social entrepreneurs, too!
Different network strategies in the field of “social oriented economy “ in Catalonia

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Presentation structure

2. The research: goals and methods.
3. The field of the “social oriented economy”
   1. Classification of cases.
   2. Clustered graphs.
   4. Position generator.
   5. NTIC role in the venture.
4. Conclusion and discussion.
The political/economic crisis in Spain and Catalonia (2008-2015)

- The “financial crisis” affected Spain’s economy dramatically because its former dependence from the construction sector (debt).
Resilience of the Social Economy

Coops in Spain and Catalonia (2008-2014)
Emergence of a new arena: the social oriented economy ....

- The emergence of a new arena after 2010 cuts on social expenditure made by the former Socialist party, expanding de facto the social economy sector.
- Former areas of activity (directly or indirectly supported by public spending), the traditional social economy sector, and new actors mix in the new arena:
  - Third sector: NGOs, local development, health services for aging people / minorities, services related with migration...
  - Coops (commercial, “green” and/or “socially” oriented),
  - new entrepreneurs presenting themselves as “social entrepreneurs”, and
  - social activists claiming for global social transformation through cooperative/collectivist initiatives.
Emergence of a new arena: the social oriented economy ....

• The whole sector of “Cajas de Ahorros” (savings banks) disappeared after the financial crisis. Their social programs disappeared as well (popular libraries, support to old/disabled people, grants, international development ...).

• Big Banks (BBVA, La Caixa ...) took the baton from the state in collaboration with Business Schools (ESADE in Catalonia) with a key role in developing the field of “social entrepreneurship”.

Solidarity/alternative initiatives

• At the same time new initiatives enlarged the field of social activism from politics to economy.

• Alternative/ solidarity economies using social currencies, intensive communication technologies, playing on the formal/informal limits, presenting themselves as exemple of a new society.
The research: goals and methods

  www.egolab.cat > Projects

• Mixed methods:
  – Ethnographic observation.
  – Survey (mixed RDS).
  – 40/50 cases. Personal network interviews (multiple name generator + position generator) with EgoNet (35 so far).
Clustered graphs (individual and group level)

Brandes, Ulrik, Jürgen Lerner, Miranda J. Lubbers, Chris McCarty & José Luis Molina, "Visual Statistics for Collections of Clustered Graphs", proceedings of the 2008 IEEE Pacific Visualization Symposium. March 5-7, Kyoto, Japan
Examples of personal networks
Examples of personal networks
Classifying cases in the “social oriented economy” field

- We classified each case (N=35) along an axis from -1 (Market oriented) to +1 (Exchange oriented) using three criteria (taken from the EU reports):
  - Local embeddedness.
  - Democratic/horizontal management.
  - Pricing (market oriented vs actual needs).

- Three groups (market oriented <0 and 11 cases, neutral 0, and 8 cases, and exchange oriented >0, and 16 cases).
Different networking strategies ...

N=8
Test: Kruskal-W
Statistic: 8.469
DF: 2
p-value: 0.014***

N=11
N=16

Test: Visone utility for clustering graphs: EgoNet2GraphML
Market oriented
Exchange oriented
Economic system

This article is also available in: Catalan, Spanish, Italian

Another economic system

Economy as an indispensable tool to create networks of self-sufficiency

network

Social Currencies

Fem Feina- Inh Fair
Different levels of local embeddedness

Market-oriented

Welsh Log_dist 6.000893 < 0.001***

Exchange oriented
Different levels of social capital ...

![Box plot showing comparison between two groups.]

<table>
<thead>
<tr>
<th>t-test</th>
<th>mean left</th>
<th>mean right</th>
<th>Difference</th>
</tr>
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<tbody>
<tr>
<td>Average prestige</td>
<td>47.9</td>
<td>43.2</td>
<td>4.71</td>
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<tr>
<th>t</th>
<th>df</th>
<th>p-value</th>
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<tbody>
<tr>
<td>2.66</td>
<td>23.05</td>
<td>0.013**</td>
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Market-oriented  Exchange oriented
Different role of ICT in the venture...

<table>
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<th>difference</th>
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<tr>
<td>ICT role</td>
<td>5.859813</td>
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<td></td>
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<td>699.67</td>
<td>0.007***</td>
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Market-oriented                  Exchange oriented
We are social entrepeneurs too!

- High visibility.
- Funding available by public and private actors.
- EU/national policies (…)

Market-oriented  Exchange oriented

Weak ties + support business  Strong ties + support business

Other
Conclusion and discussion

• One of the consequences of the economic crisis is the enlargement of the former “Social Economy” sector in two directions, towards the market (social entrepreneurship), and towards the exchange (solidarity economy et al.), allegedly using its main attributes: adapted pricing, democratic management, and local embeddedness.

• This new arena shares the same legitimation discourse (sustainability, social goals...), supported by both public and private agents, but encompasses a fragmented civil society, with goals and networking strategies of different nature.
Conclusion and discussion

• Is the emergence of the social oriented economy sector a space where (educated) people who have been affected by the crisis converge in an effort to resist its dramatic effects, and by using all their available resources?
Thanks!!!!

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