



Universitat Autònoma de Barcelona

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

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MINECO (CSO2012-32635)

Sunbelt XXXV. Brighton, UK June 23 – 28 , 2015



GRUP DE RECERCA
EN ANTROPOLOGIA
FONAMENTAL I
ORIENTADA

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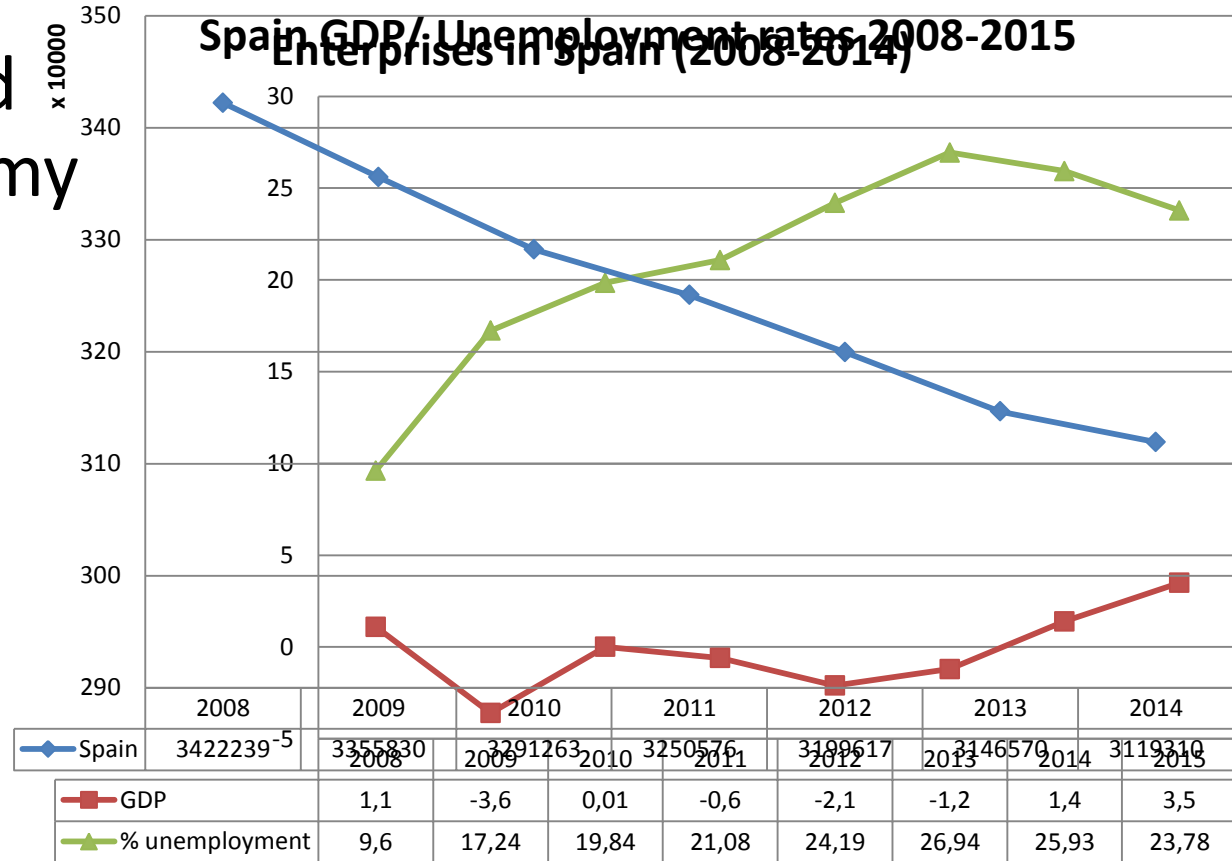


Presentation structure

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

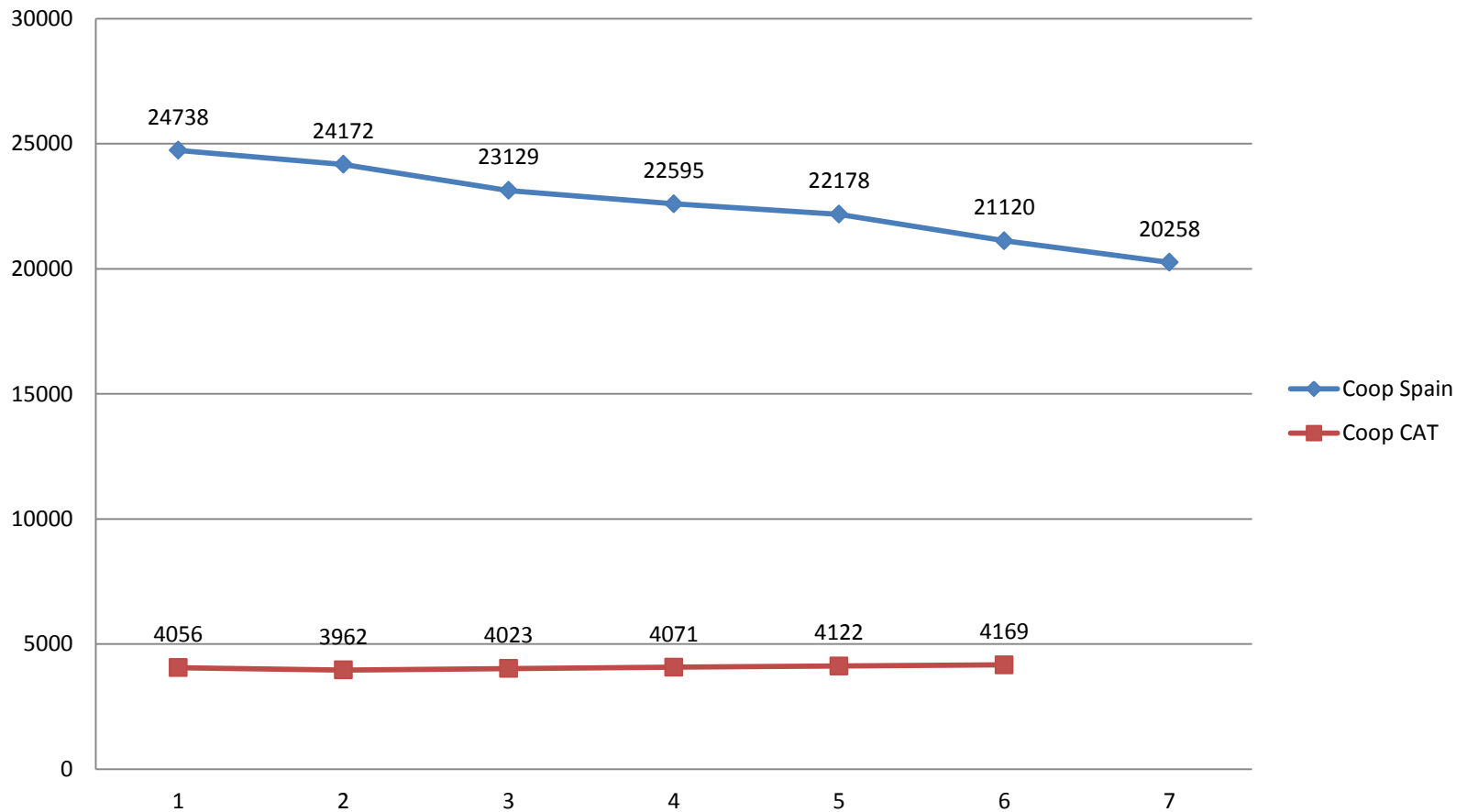
The political/economic crisis in Spain and Catalonia (2008-2015)

- 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”.

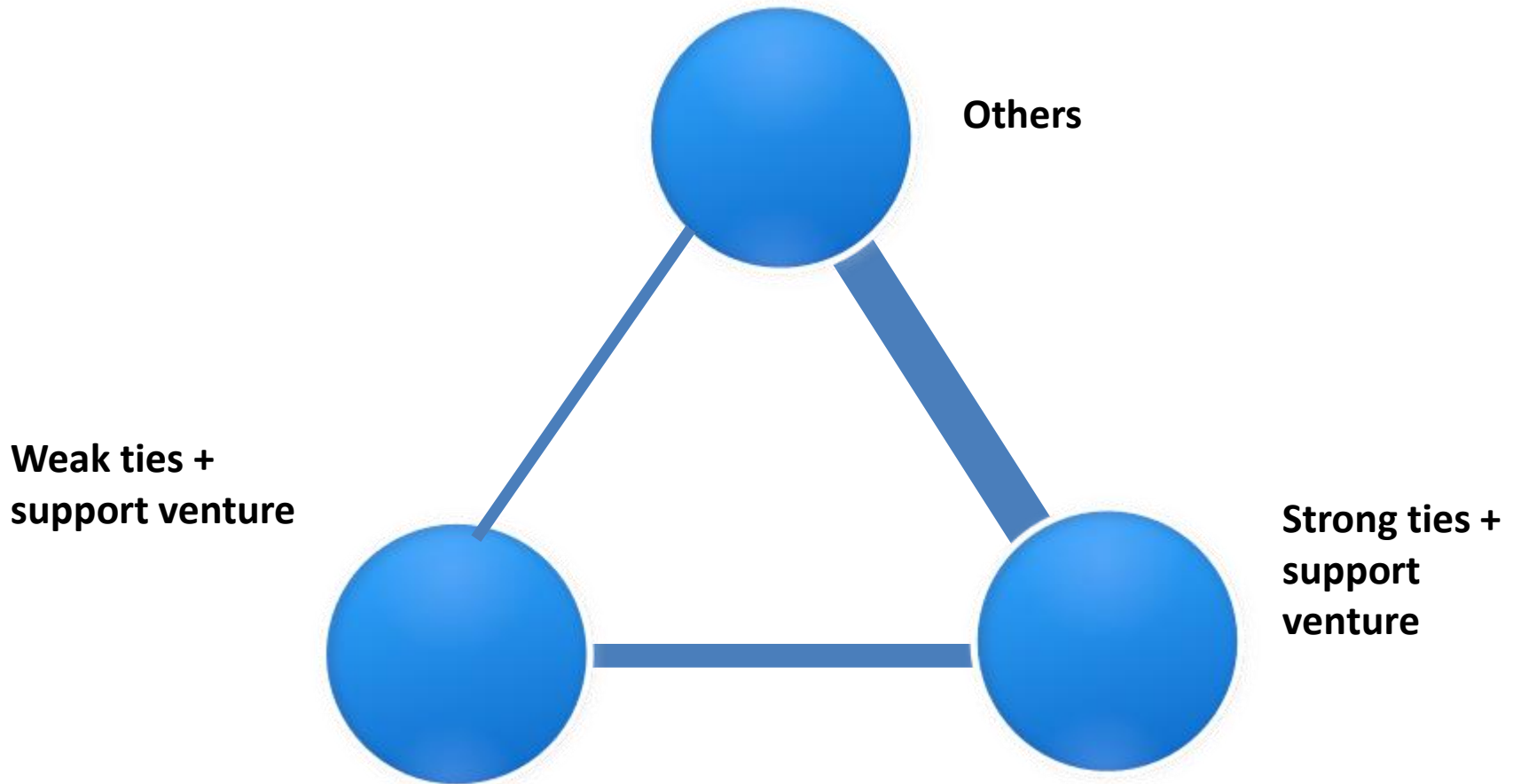
Solidarity/alternative initiatives

- At the same time new initiatives enlarged the field of social activism from politics to economy.
- Alternative/ solidarity economies use social currencies, intensive communication technologies, playing on the formal/informal limits, presenting themselves as example of a new society.

The research: goals and methods

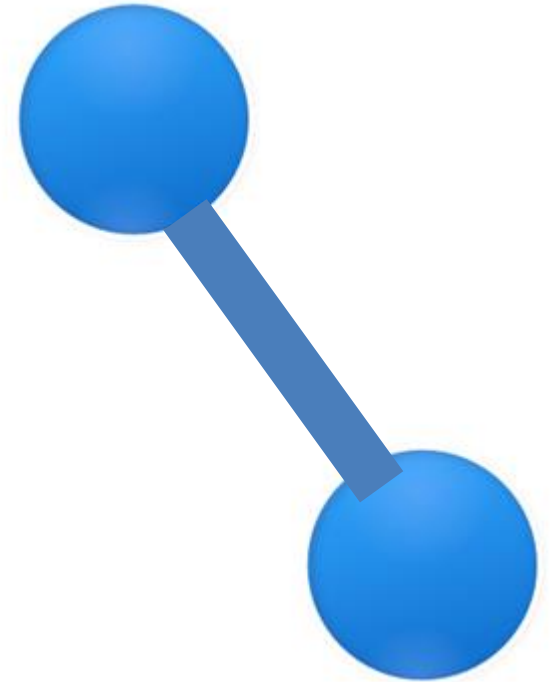
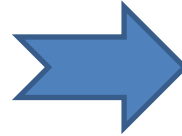
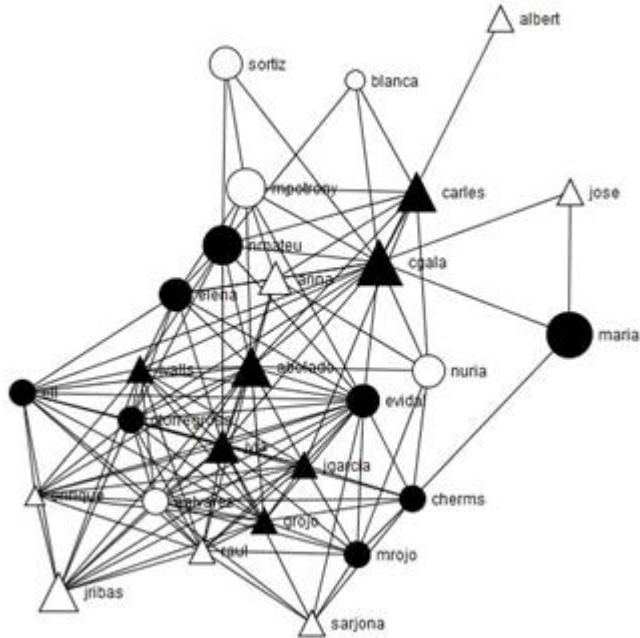
- “Social entrepreneurship”: local embeddedness, social networking sites and theoretical development - ENCLAVE (2013-2015).
www.egolab.cat > Projects
- Mixed methods:
 - Ethnographic observation.
 - Survey (mixed RDS).
 - **40/50 cases. Personal network interviews (multiple name generator + position generator) with EgoNet (35 so far).**

Clustered graphs (individual and group level)



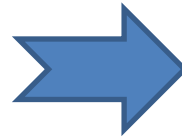
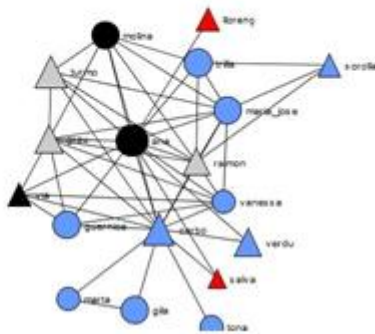
Brandes, Ulrik, Jürgen Lerner, Miranda J. Lubbers, Chris McCarty & José Luis Molina, "Visual Statistics for Collections of Clustered Graphs", proceedings of the *2008 IEEE Pacific Visualization Symposium*. March 5-7, Kyoto, Japan

Examples of personal networks



Examples of personal networks

- ▲ prii
- ▲ hector
- nuria
- ▲ roger
- ▲ damian
- corbala
- ▲ kenzi
- ▲ milki
- melam



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

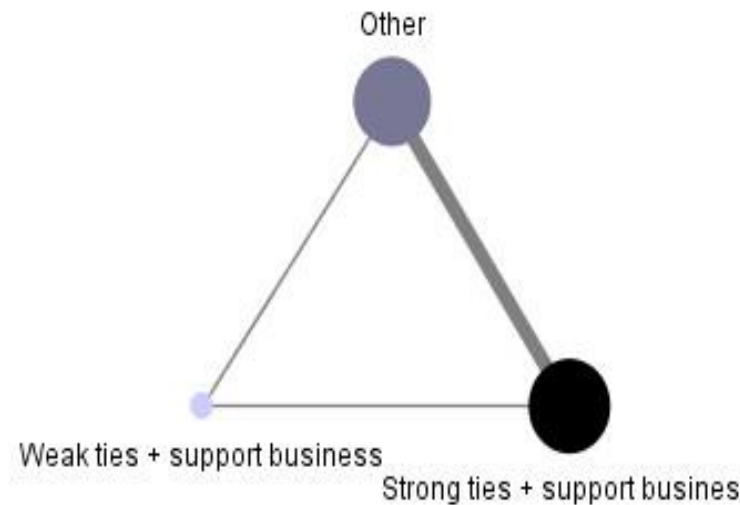
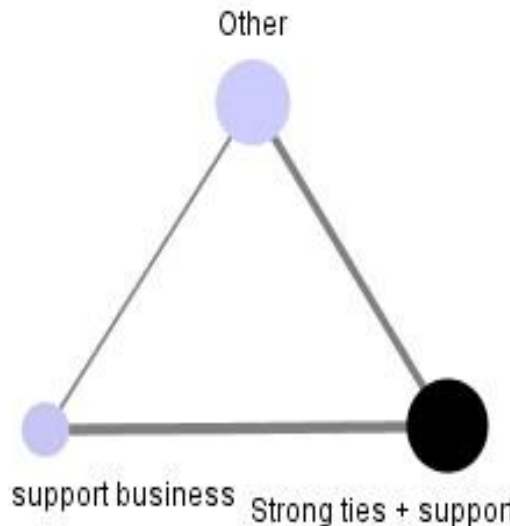
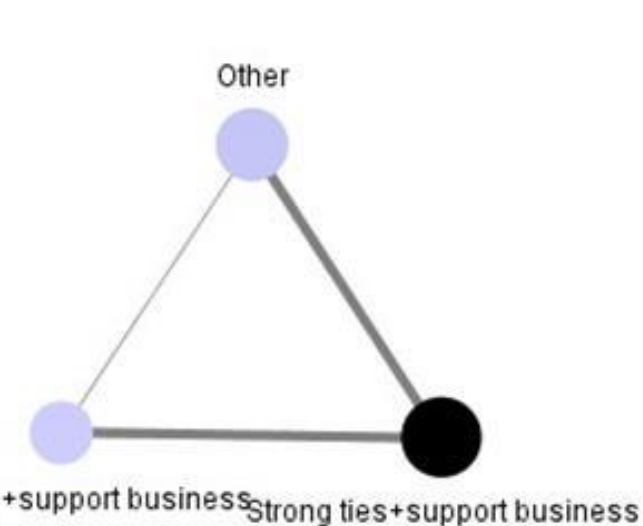
2

N=11

p-value

0.014***

N=16



Market-oriented

Exchange oriented



visone utility for clustering graphs: EgoNet2GraphML

BECOME AN ACTIVE CHANGEMAKER



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ingenio



BENEGRE.CAT



Nicomolays

alwa

empower your social

the A factor

recreas

IMPACTUVE SOCIAL SPONSOR

COTARRO

TEDx BarcelonaWomen

Workvland

tuisy

DOSATRES

Market oriented



Exchange oriented

busca...



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TRANSITIONAL INITIATIVE FOR SOCIAL TRANSFORMATION FROM BELOW, THROUGH SELF-MANAGEMENT,
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Economic system

English



SOCIAL CURRENCY
ACCEPTED HERE



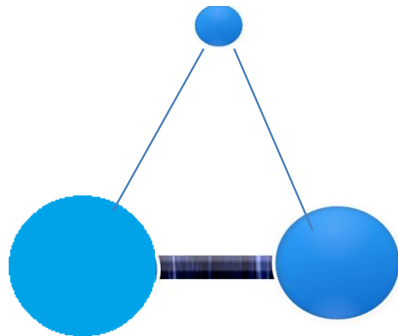
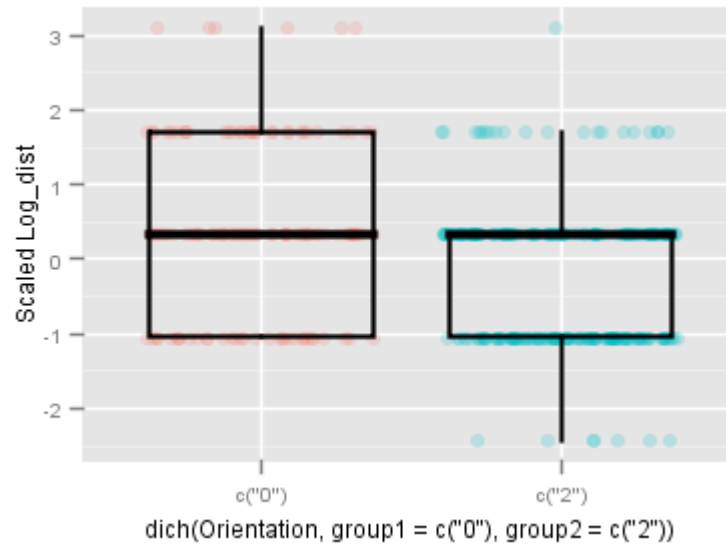
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Different levels of local embeddedness

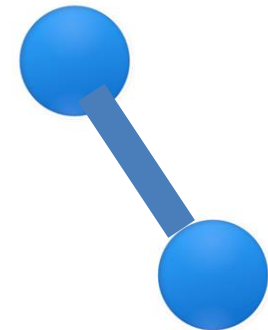


Market-oriented

Welsh
Log_dist

t-statistic
6.000893

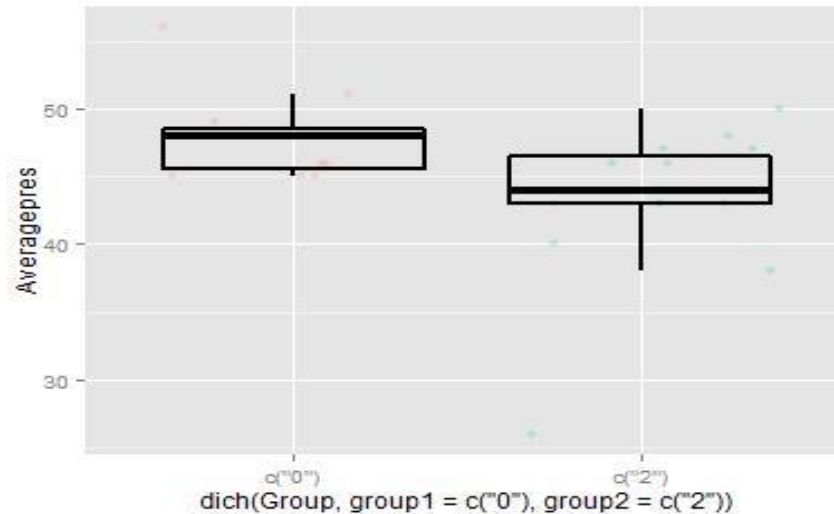
p-value
< 0.001***



Exchange oriented



Different levels of social capital ...



t-test	mean left	mean right	Difference
Average prestige	47.9	43.2	4.71
	t	df	p-value
Average prestige	2.66	23.05	0.013**

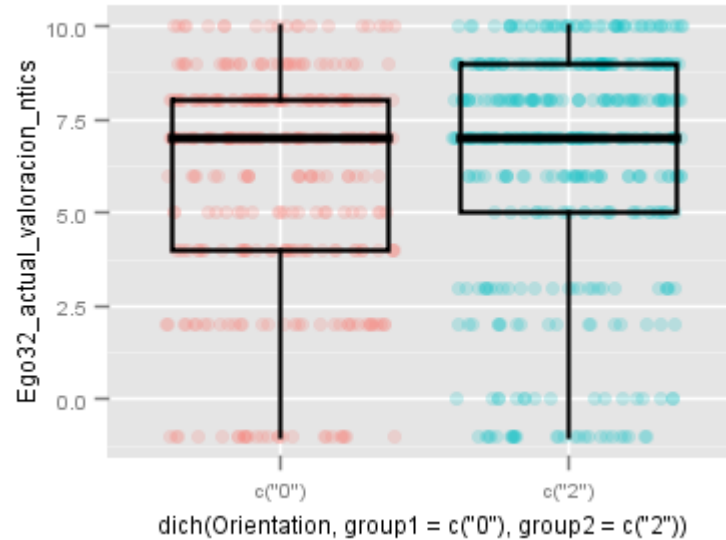
Market-oriented

Exchange oriented



Different role of ICT in the venture

...?????



t-test

	mean left	mean right	difference
ICT role	5.859813	6.457666	-0.59
	t	df	p-value
	-2.66	699.67	0.007***

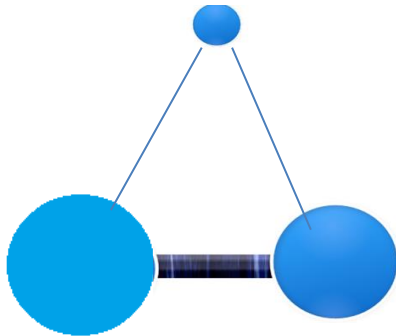
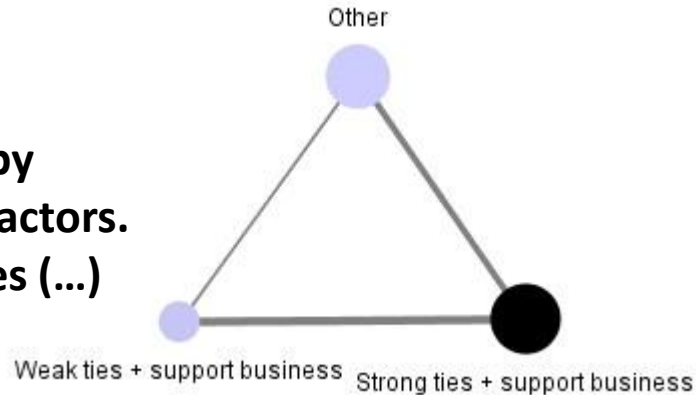
Market-oriented

Exchange oriented

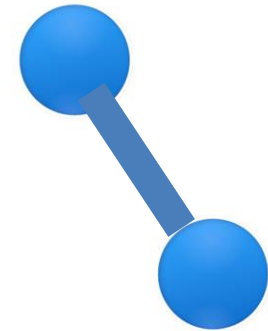


We are social entrepreneurs too!

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



Market-oriented



Exchange oriented



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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