



საქართველოს განათლებისა
და მეცნიერების სამინისტრო



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Learning Labs for Equal Rights: Social entrepreneurship



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Significance of the **(Social) entrepreneurship** in creating meaningful and well- paid jobs for people facing social exclusion



Social entrepreneurship

- ▣ **INDEX**
- ▣ Context
- ▣ Life is about meaning
- ▣ What is social entrepreneurship?
- ▣ Who are social entrepreneurs?
- ▣ The entrepreneurship mindset: Goals, Facets, Skills and attitudes
- ▣ Examples of social entrepreneurship

Social entrepreneurship

▣ **CONTEXT**

- ▣ VUCA context
- ▣ Economy 4.0. or 4th Industrial Revolution
- ▣ Climate change
- ▣ Mental Health Crisis
- ▣ Unemployment, inequity, poverty
- ▣ ...

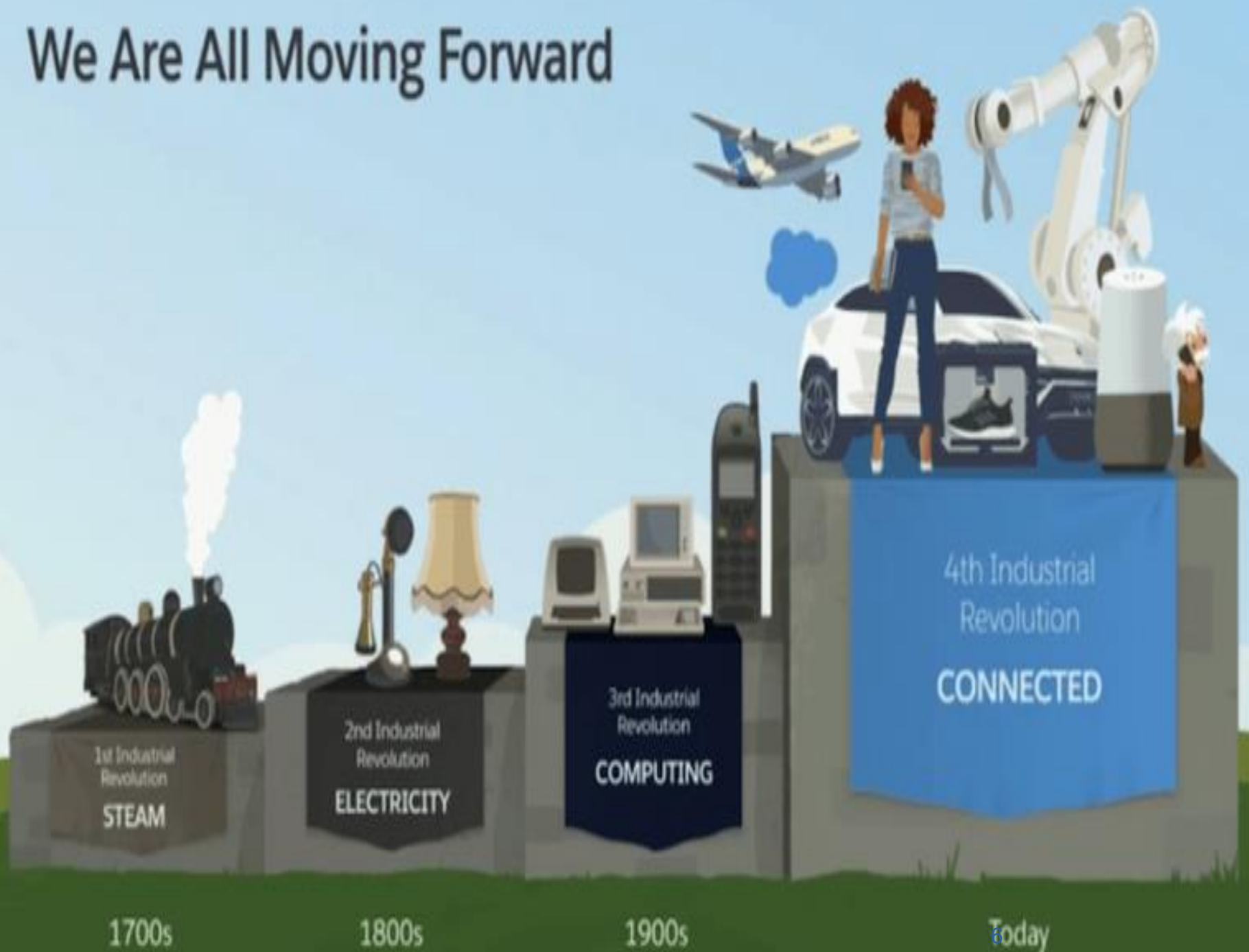
An aerial night photograph of a city, likely Los Angeles, showing a dense urban landscape with numerous skyscrapers and a prominent, multi-level highway interchange with glowing orange and yellow light trails from traffic. The sky is a deep blue, and the city lights create a vibrant, textured background.

We live in a

WUCCA

world

We Are All Moving Forward





The Fourth Industrial Revolution







Geostat: Unemployment Rate Hit 20.4% in the Fourth Quarter of 2020

by **GEORGIA TODAY** — February 19, 2021 in **Business & Economy, Social & Society**

Reading Time: 1 min read



Record Unemployment Fuels Depression & Loss of Identity

News

By [Chad Brooks](#) published April 14, 2011





#ConectaConLaVida

CIFRAS PARA LA PREVENCIÓN DEL SUICIDIO

CIFRAS Y DATOS EN ESPAÑA

3 de cada 4

de las personas que lo consuman son hombres



■ MUJERES (25.65%) ■ HOMBRES (74.35%)

10 PERSONAS AL DÍA

ES LA PRINCIPAL CAUSA EXTERNA DE MORTALIDAD EN ESPAÑA

En 2020 fallecieron 3.941 personas (2.931 hombres y 1.011 mujeres)



cada suicidio afecta, íntima y profundamente, al menos a 6 personas

Las cifras reflejan que, respecto al año anterior, los suicidios

han aumentado un 7,4%



casi triplican las muertes por accidentes de tráfico

En la depresión el riesgo se multiplica por 21, en esquizofrenia por 9, en los trastornos de la alimentación por 33 y en las toxicomanías por 86.

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Síguenos en



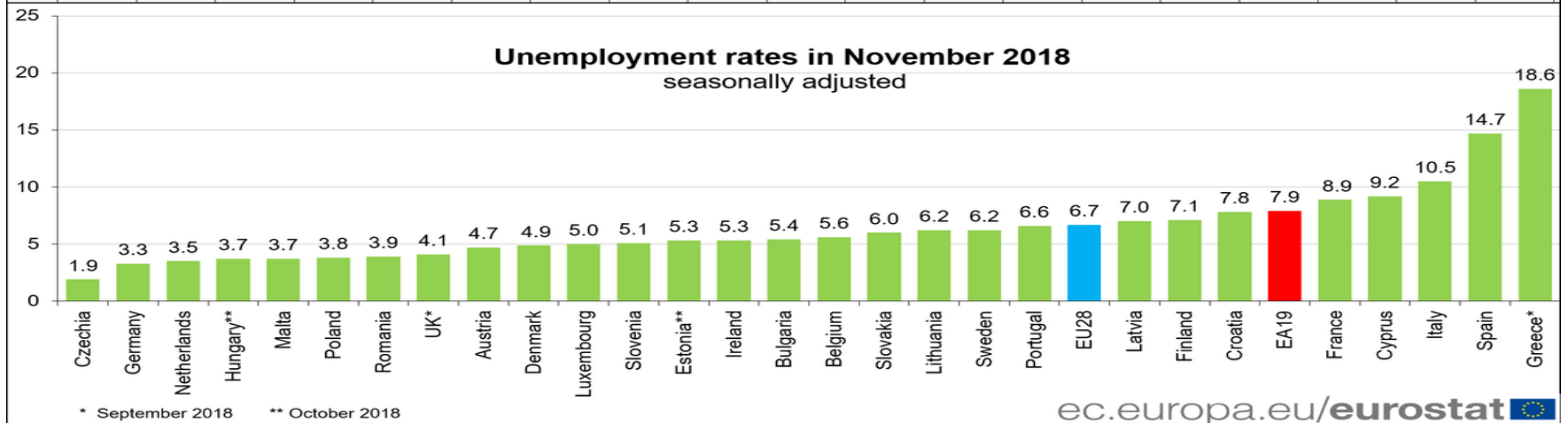
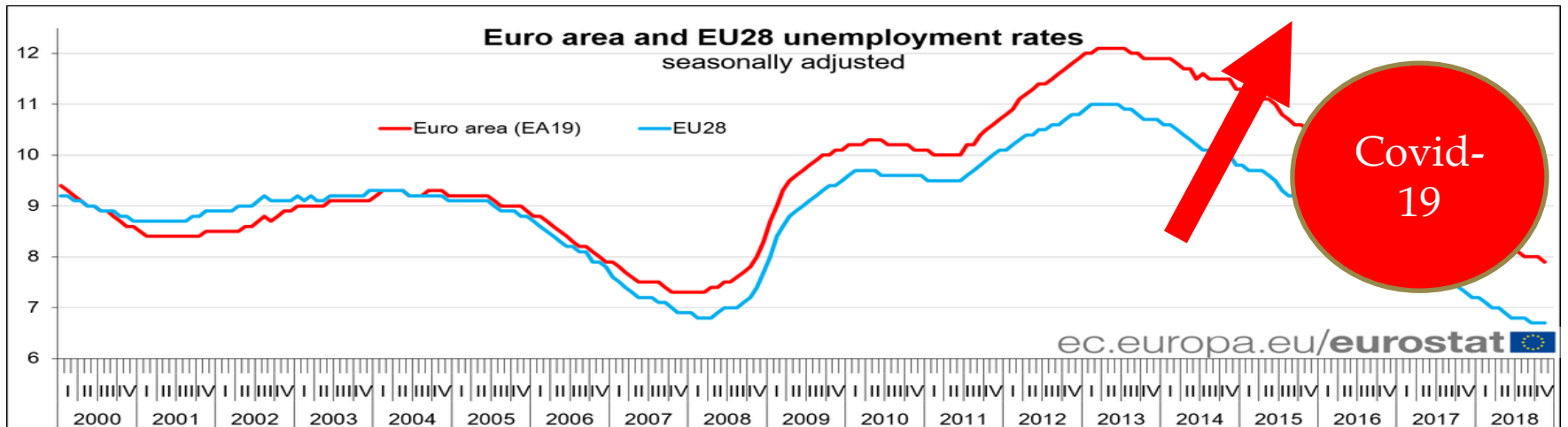
Social entrepreneurship

Why? Meaning

- We have 2 problems: **unemployment** and **job precarity**.
- **SE** can be a powerful tool to create meaningful and fair paid jobs for excluded populations.
- **Unemployment** is connected to **poverty, exclusion, health problems and social stigma**.
- Unemployed people have the role of the “**assisted**” and can be blamed for “consuming the social services” and for not contributing to society.



Social Entrepreneurship



Unemployment rate for people with MH problems in Spain is around **85%**

Do you guess the unemployment rate at la Garotxa



Social entrepreneurship

La Fageda

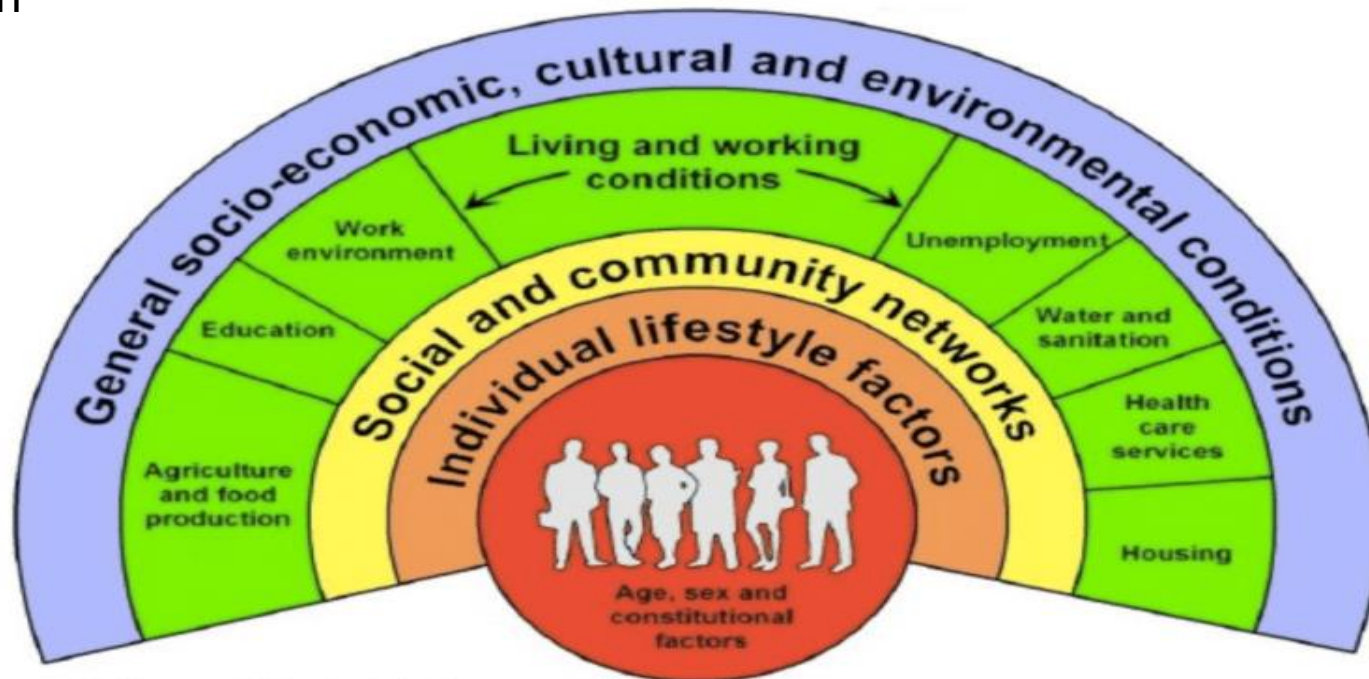


- ▣ Wellbeing (physical, emotional, social, existential)
- ▣ Independent life project
- ▣ Not „social-service consumers“
- ▣ Active citizenships
- ▣ Play an adult role
- ▣ Personal development

© La Fageda.

Social entrepreneurship

Social determinants
of health



Source: Dahlgren and Whitehead, 1991

Social entrepreneurship

Social determinants of mental disorders and the Sustainable Development Goals



Social entrepreneurship

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- ▣ **Social entrepreneurship (SE)** is the process of **recognizing and resourcefully pursuing opportunities** to create **social value**.
- ▣ It is not just about creating enterprises.
- ▣ **Social entrepreneurs** are people with **innovative solutions** to the most important social, health and ecological issues, as **poverty**.
- ▣ Social entrepreneurs are **innovative, resourceful, and results oriented**. They draw upon the best thinking in both the business and nonprofit worlds to develop strategies that **maximize their social impact**.

[Center for the Advancement of Social Entrepreneurship](#) at Duke University.



Social entrepreneurship

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Goals

- Moving towards a **new economic paradigm**
- Social transformation and **innovation**
- Maximize social, health and ecological benefits
- Economic and ecological **sustainability**
- **Empowerment** (person/community centred)



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Social entrepreneurs are people with innovative solutions to the most important social, health and ecological issues, **as poverty.**

Poverty as the **scarcity of capabilities** (Amartya Sen).



Social business is also about...



Social entrepreneurship



- ▣ Different schools of social entrepreneurship

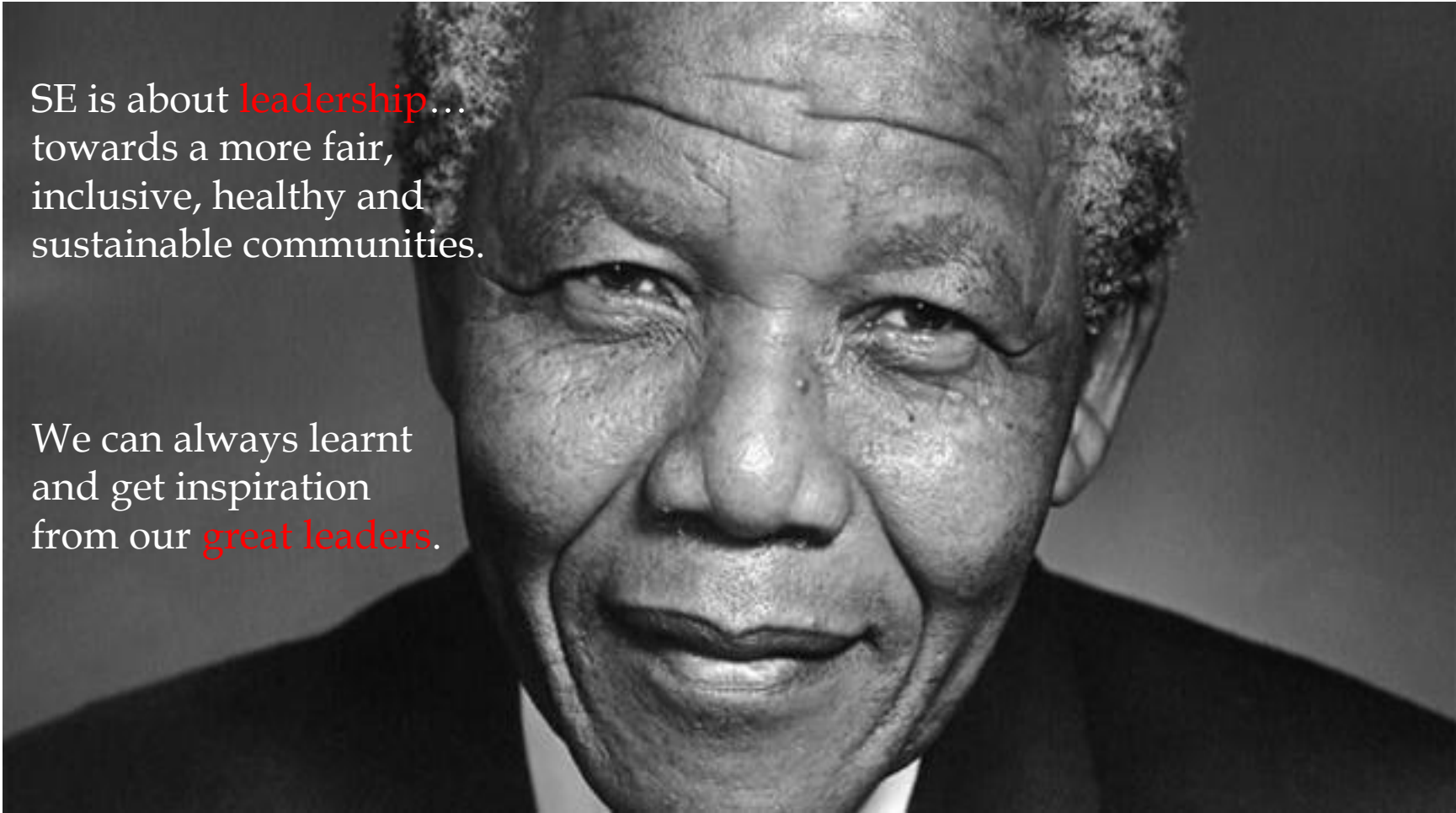
Leadership

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SE is about **leadership**...
towards a more fair,
inclusive, healthy and
sustainable communities.

We can always learnt
and get inspiration
from our **great leaders**.



Leadership

Reflections
on leadership:

How great
leaders inspire
action



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I am a potter



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Enterprising mindset is the **process of identifying, developing and bringing a vision to life**, being it an innovative idea or simply a better way of doing something, in all fields of human ventures.

TRAITS

- × Attitude of taking **initiatives**
- × Exploring or **seeking opportunities**
- × Attitude of taking **responsibilities**
- × Attitude of **taking risks** beyond security
- × Ability of **being persistent** with an idea

Moon R. & Curtis V. (2016) *Business & Enterprise*, London: Palgrave

Social entrepreneurship

Dona Kolors



© Dona Kolors.



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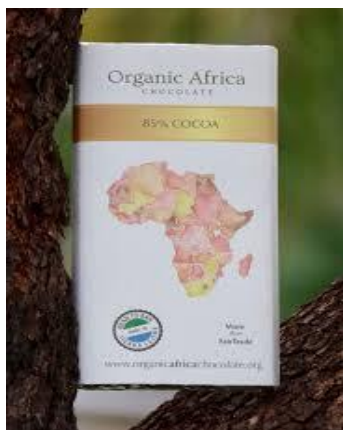
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BioArtCafé

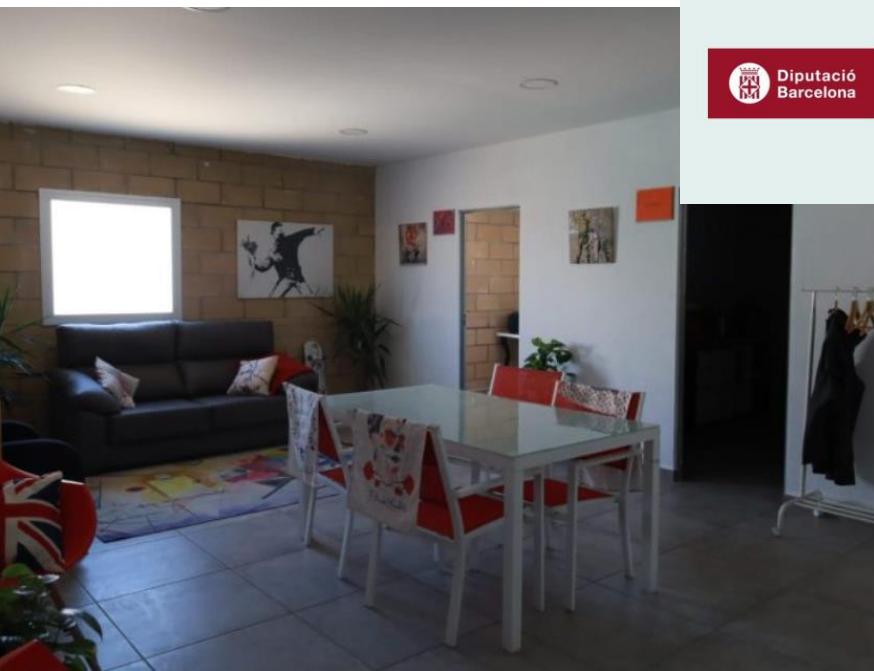
[Video 1](#), [v2](#) and [v3](#)



E-Green Social Design

A man wearing a white VR headset and a red hoodie is shown in a semi-transparent overlay. He is looking forward, and the VR headset is clearly visible. In the background, a computer monitor is partially visible, showing some text and a circular icon. The overall scene is set against a light-colored wall.

**Un proyecto de
emprendimiento social.**





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