

# **ACTION PLAN**

## **FOR SOCIAL ENTREPRENEURSHIP**

### **IN CASTILE AND LEÓN**

Developed by



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## 1. GENERAL INFORMATION: SOCENT SPAs AND ITS CONTEXT

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### Introduction

This Action Plan was created to inspire and support companies and social enterprises in Castile and León. This plan is the first phase of the [SOCENT SPAs project](#) (Social Entrepreneurship in Sparsely Populated Areas), an initiative supported by [INTERREG EUROPE](#) and co-financed by [FEDER](#). FEDER's objective is to improve the effectiveness of regional policies in sparsely populated areas. The organization does so by supporting the social economy and social entrepreneurship as tools that will boost regions' ability to compete economically and promote inclusive growth.

In particular, this document is the result of interregional cooperation between the partner organizations of this project, listed below:

- The General Directorate of Social Economy and the Self-Employed of Castile and León, the Castile and León Regional Government and Cives Mundi.
- Social Impact (Germany).
- The University of Applied Sciences of Lapland (Finland).
- The Ministry of Labor, Social Affairs and Family of the Republic of Slovakia and Epic (Slovakia).

### 1.1. Contextualizing Social Enterprise in Castile and León

SOCENT SPAs mainly works with: [i\)](#) companies and social entrepreneurs and [ii\)](#) depopulated and sparsely populated areas.

According to the European Commission (GECES Group<sup>1</sup>), social enterprises are enterprises with *"a social mission that motivates their business activity,*

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<sup>1</sup> Group of Experts in Social Entrepreneurship belonging to the European Commission

*often resulting in a high level of social innovation; profits that are primarily reinvested in the social enterprise to further the organization's social mission; and transparent, democratic business practices and leadership structures that reflect their mission "* (European Commission, COM 2011, 682)<sup>2</sup>.

In short, a social enterprise is an organization in the social economy that's main objective is to have a social impact instead of obtaining a profit for its owners or shareholders. Social enterprises have a number of other important characteristics, noted below:

- **Innovates** to successfully compete in the market and provide valued goods and services.
- **Financial decision-making** prioritizes the organization's social mission and people's contribution to the organization's mission over return on investment.
- **Prioritizes people** and the organization's social values over profit. This is reflected in transparent, democratic, and participatory business management.

Social entrepreneurs are agents who identify business opportunities because they want to develop a creative and innovative solution to a social problem. Their businesses foster inclusive employment and territorial development in addition to social innovation (Bergamini et. al., 2014).

When developing a plan, it is always important to begin by identifying and analyzing a problem. Thus, the first action for this plan was a critical review of the "[Study on Social Entrepreneurship in Castile and León](#)" created as part of the SOCENT SPAs project.

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<sup>2</sup> This definition of social enterprise responds to a concept that clearly departs from what is traditionally considered "social economy entities" (Law 5/2011).

Analyzing entrepreneurship and social enterprise demonstrated that there is no legal recognition of social enterprises in Castile and León, as in the rest of Spain. There are no specific tools to promote social entrepreneurship, except in the private sphere. However, in 2016, the [Strategy for Entrepreneurship, Innovation and Self-Employment in Castile and León](#) was approved and the strategy includes support for social entrepreneurship projects.

This marks an important first step towards developing an environment conducive to social enterprises in Castile and León. The main agents contributing to the strategy are: [i](#)) the public sector (both regionally and locally), [ii](#)) venture capital organizations, [iii](#)) knowledge agents, [iv](#)) support instruments and, most notably, [v](#)) social entities.

Most entrepreneurs in sparsely populated areas are people who come from urban areas because they want to develop business and contribute to achieving a social goal. They are middle-aged, Spanish citizens, and often lived in sparsely populated areas as children. They generally will only move to a sparsely populated area if there are adequate services provided at the local level, such as good housing, education, healthcare, access to the internet, etc.

Since Castile and León is quite depopulated, this proves to be a barrier. Castile and León is the largest Spanish region and covers an area of 94,227 square kilometers, amounting to approximately 19% of the total land in Spain. The total population is 2,447,519 people, or only about 5% of the overall population. As a result, the population density in Castile and León is much lower than the Spanish average (26 and 92 inhabitants per km<sup>2</sup>, respectively).

The Castilian and Leonese population has dropped recently, resulting in demographic depopulation, especially in rural areas. The greatest

population decline took place between 1960 and 1970 as traditional agriculture became less viable and farming was mechanized.

The population decline in rural areas has resulted in the growth of small municipalities (in province capitals and some adjacent areas). Rural areas have not been able to recover from depopulation and have experienced great population losses over time.

Depopulation occurred through the following methods:

- The increase in the death rate relative to the birth rate (especially since 1970).
- Emigration, especially until the mid-1980s.
- Demographic aging.

The most common causes of rural abandonment have traditionally been the i) lack of job opportunities as a result of the transition away from agriculture and ii) the lack of basic services and infrastructure (Rico González, 2007). The consequences of rural depopulation are as follows:

- Loss of productive potential of the depopulated areas, which has resulted in the lack of job opportunities for its inhabitants.
- Overpopulation or increased demands on urban environments.
- Loss of traditions and cultural identity of the depopulated areas.
- Degradation of historical-artistic heritage in rural areas.
- Decrease in the quality of life in rural areas due to the disappearance of services and the deterioration of the environment.

A set of sparsely populated areas<sup>3</sup> are defined as the territories in municipalities of Castile and León with a population density less than 15 inhabitants per square kilometer that have a radius of at least 45 kilometers.

It stands to reason that in these depopulated areas, there is not a supportive environment for social entrepreneurship, and social entrepreneurship in the region is characterized by:

1. There is a low visibility of social enterprises due, in large part, to the absence of an adequate legal framework. This lack of legal regulation leads to an unclear understanding of the social economy and a lack of specific policies for its promotion.
2. As social enterprise is not regulated, it is also not well-financed. Entrepreneurs often need their own funds to start their businesses. However, credit usually is not the main financing problem, as it is in urban areas<sup>4</sup>. Local action groups, city councils and other groups in Castile and León often contribute to cover the demand for credit from entrepreneurs.
3. There are not strong support structures for entrepreneurship in sparsely populated areas, as they often lack IT, telephone coverage, internet networks, roads, training in entrepreneurial skills, incubation centers and entrepreneurship laboratories, etc.
4. Rural areas lack of "critical mass" (density of population and economic activity) to generate sustainable ventures. Lack of infrastructure means that accessing markets in urban areas has a higher cost. However, the growing demand for local, environmentally products makes the proximity to local markets a positive factor.

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<sup>3</sup> European Parliament. Briefing Sparsely populated areas and regions with low population density. September 2016

<sup>4</sup> European Commission 2016



5. There is a lack of a culture of entrepreneurship in sparsely populated areas. Often, when rural entrepreneurs retire, the next generation does not continue the business. Young people prefer to leave rural areas to go to study and work in cities, rather than continue with the "family tradition". Few people move to rural areas to start new businesses. Therefore, social enterprises linked to businesses that haven't been in the community for a long time are rare.
6. It is difficult to generate knowledge that allows people to set standards to measure the social impact of social enterprises (not simply their economic results).
7. The local people and environment often are not receptive to social entrepreneurs.

## **1.2 Actions SOCENT SPAs project**

The actions contained in this plan were made possible by sharing knowledge and collaborating between the different organizations involved in creating the project.

Our timeline of collaboration was as follows:

1. Interregional site visits were held in 2017.
2. Informative events held between 2016 and 2018.
3. Interregional thematic workshops held in 2017 and 2018.
4. The comparative analysis of the diagnoses prepared for each of the territories that make up the SOCENT SPAs project (for more details on this point see Annex I).
5. Bilateral visits held in the first half of 2019.
6. A work session in Soria held to design, develop and improve the implementation of Pilot Action 1.

7. The Brandenburg workshop held in order to review, adjust and improve the action plans of each region in the first semester of 2019.

The development of these activities can be consulted in the Strategic Plan, the SOCENT SPAs website and in progress reports.

## **2. POLICY GOALS OF CASTILE AND LEÓN'S FEDER OPERATIONAL PROGRAM (2014-2020)**

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The regional strategy for Castile and León for 2014-2020, which builds upon the 2007-2013 Operational Program, is an important political tool of reference for the SOCENT SPAs project.

This strategy aligns well with other existing tools and policies that all share the goal to reach 2020 with sustainable, inclusive, smart economic growth, in compliance with the Europe 2020 Strategy. One of the key plans is the 2014-2020 Regional Strategy for Research and Innovation for Smart Specialization (RIS3).

RIS3 is a planning document that supports R&D and strengthening the information society. It is based on the concept of "smart specialization", an initiative implemented by the European Commission that works to reduce the technological gap between the United States and the EU.

Its main objective is to increase the economic competitiveness of Castile and León by improving regional R&D and technology. Although RIS3 is not derived from the same funds, it is a key instrument that develops ways to improve the competitiveness of SMEs, one of the goals outlined below.

The FEDER Operational Program of Castile and León 2014-2020 is a regional strategy that contributes to the economic, social and territorial cohesion of Castile and León and promotes sustainable economic growth. The ERDF 2014-2020 operational program for Castile and León has the following objectives:

1. Promote innovation and contribute to a change in the production model of Castile and León.
2. Promote the development of ICT in line with the Digital Agenda for Europe and the new knowledge economy as a basis for a sustainable economic recovery.
3. Promote the sustainability of companies, especially innovative companies, and promote the creation of new companies.
4. Increase the use of renewable energy resources, reduce energy consumption, and improve energy efficiency.
5. Contribute to environmental protection and promote water management, recovery, and the restore pride in cultural and heritage in the region.

In general, this Action Plan aims to strengthen the reference policy instrument by addressing three main issues:

- The promotion of business innovation and a more competitive economy (Objective 1).
- Technological collaboration between companies and open innovation (Objective 3).
- Finally, we will provide training in creativity and innovation and the development of entrepreneurial skills for students and teachers of all educational stages (Objective 1).

### 3. ACTION PLAN FOR THE PROMOTION OF SOCIAL ENTREPRENEURSHIP IN CASTILE AND LEÓN

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#### 3.1. Introduction

This document has been possible thanks to a process of interregional cooperation and the development of a previous strategic plan<sup>5</sup> that allowed us to create a global vision of the objectives to be achieved so that the ecosystem of social entrepreneurship and business social policy in the Castile and León region is effective.

Based on the conclusions of that Strategic Plan, we have created the actions for this Action Plan.

This Plan of Action for the Promotion of Social Entrepreneurship in Castile and León has been drawn from a basic diagnosis of social entrepreneurship in Castile and León. It was elaborated thanks the identification and incorporation of interregional cooperation in the field of social entrepreneurship and social innovation.

From analyzing the information we received through interregional cooperation, a set of specific objectives have been established, as well as priorities and actions, all of which contribute to promoting social entrepreneurship in Castile and León. Both the specific objectives and the priority lines of action of the plan have been formulated in coherence with the needs of the agents involved, as well as the resources available and the deadlines that are available to carry it out.

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<sup>5</sup> This Strategic Plan will also be delivered to Interreg Europe

### 3.2. Objectives of the Plan

The purpose of this Action Plan is to promote concrete action for the promotion of social entrepreneurship in sparsely populated areas<sup>6</sup> of Castile and León, and to turn the region into a national model for social entrepreneurship.

The actions included in this plan are:

- **Concrete:** these concrete actions can actually be carried out by the agents involved and were developed in a detailed manner.
- **Specific:** these actions derive from the needs identified in the process of exchange of experiences between the four partners of the SOCENT SPAs project and from the consultation of other plans related to the promotion of entrepreneurship and social enterprises.
- **Realistic:** these actions that can be effectively undertaken by the agents responsible for their implementation (Castile and León Regional Government with the collaboration of other agents of the territory).

### 3.3. Priority actions lines

#### 3.3.1. Legal Framework

An adequate legal framework is an essential element needed to develop and promote an adequate environment for social enterprises.

This framework recognizes companies and social entrepreneurs and allows the rest of the agents (consumers, the public sector, financial organizations, etc.) to become aware of their efforts and address the challenges they

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<sup>6</sup> It must be emphasized that the measures contained in this action plan refer in any case to sparsely populated areas that are those territories with a population density of less than 12.5 km<sup>2</sup>. Source: Position document. Network of sparsely populated areas. SSPA.

face. Without legal recognition, social enterprises cannot get the help and visibility they deserve.

Legal regulation for social enterprises in Castile and León is especially key. There is a lack of visibility and ignorance regarding what social enterprises are and what their social impact is. Thus, legal recognition is essential to enterprises being helped by economic agents.

The existence of a legal framework also facilitates the collection of information and data on social enterprises that already exist in Castile and León but are not recognized as such.

In addition, the development of a legal framework is a central point that has a fundamental impact on the other elements included in this plan. It is also essential to formulate a definition of social enterprise specifically adapted to social enterprises in sparsely populated areas.

### 3.3.2. Access to Capital

The difficulties in accessing adequate financing by companies and social entrepreneurs is a challenge that, traditionally, has been a significant competitive disadvantage. The scarce development of the financial ecosystem



supporting social enterprises in Europe<sup>7</sup>, and by the insufficient success of some instruments not specifically created for social entrepreneurs, such as the [European Initiative for the Development of Microcredit in support of growth and employment \(COM \(2007\) 708\)](#).

Some financial instruments, such as social bonds (debt securities issued by public and private organizations that generate returns to investors in the

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<sup>7</sup> Social Business Initiative. COM. 2011. 682

same way as any other type of bond, but provide financing for projects with social impact) are still underdeveloped.

Accordingly, the Official Credit Institute (ICO) has launched two initiatives that aim to create or maintain employment in the Spanish regions that are the most economically disadvantaged<sup>8</sup>.

In Castile and León, although the capital needs of companies and social entrepreneurs in rural areas are smaller compared to those in urban areas, they continue to represent a significant obstacle to progress. The insufficient availability of funds for social enterprises is one of the consequences of their lack of legal recognition and their limited visibility.

The increase in recognition in recent years has not been enough. *Social companies still do not have an adequate source of financing to develop their businesses.* In addition, the difficulties faced by entrepreneurs and social enterprises to access existing non-specific instruments at both the regional and national levels, from public or private sources are significant.

Finally, it is essential to raise awareness of social entrepreneurship among those sources of funding and funds that have not traditionally focused on investing in businesses with social impact.

### 3.3.3. Publicizing Social Enterprises

The culture of entrepreneurship and, specifically, of social entrepreneurship, is considerable when people realize that starting an entrepreneurial activity is a desirable option and that it will not only generate economic benefits but also create a positive social impact.

One of the factors that explains the still limited development of social entrepreneurship is the lack of awareness of entrepreneurs about the role

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<sup>8</sup> According to the ICO, it was possible to raise funds to finance more than 11,900 business projects and create or maintain 63,400 jobs

that social entrepreneurship can play in addressing pressing social challenges.

This lack of awareness is especially significant in rural areas, where young people leave their places looking for jobs and where the entrepreneurial spirit (in general) is scarce.

### 3.4. Outline of the Action Plan

Based on our primary goals, we created a set of specific actions that will support them. There are two main types of actions:

- Direct actions
- Pilot programs

The direct actions are the actions that will be financed by the leading entity of the project, the Regional Government of Castile and León. The actions will be subject to the following:

- **Sources of Project Inspiration:** the need for the proposed measures will be justified.
- **Action:** what the measures consist of will be specified.
- **Relevance:** describes how the action affects the improvement of the FEDER Operational Plan of Castile and León and also the RIS3 instrument of Castile and León.
- **Agents Involved in the Implementation:** the entities involved in the development of the measures will be specified.
- **Sources of Financing:** the funding source will be noted.
- **Time Frame:** the start and end time for the project will be enumerated.
- **Cost (VAT included):** the costs that will be incurred will be estimated.



The following stakeholders will be considered:



Pilot programs are projects that will test out new ideas. Most of them will involve transferring existing practices to new regions, but some of them will be new initiatives that all regions will implement together. These pilot programs are being designed during phase 1 and will be executed during phase 2.

## ACTION PLAN

### Objective

What is the ultimate goal of the Action Plan?

**Promote social entrepreneurship in Castile and León**

### Primary Goals

What are the priorities of the Plan?

**1. Legal Framework**

**2. Access to Capital**

**3. Publicizing Social Enterprises**

### Actions

What actions will be implemented to promote social entrepreneurship?

**1.1 Preparation of a bill proposal for the national government to try to pass a law on social entrepreneurship.**

**2.1 Creation of collaborative networks between financial and investment entities, and future social entrepreneurs**

**3.1 Make available information on social entrepreneurship models from the Graduate Office of the public universities of Castile and León**

**3.2. Creation of collaborative networks between entrepreneurs and social entrepreneurs linked to services for the elderly in rural areas**

**Action 1:** Urge the Government of Spain through a non-law proposal (NLP) to process a bill on social entrepreneurship to regulate social enterprises.

*Inspiration for the Project*

The interregional exchange process carried out during the SOCENT SPAs project has highlighted the need to generate a specific legal framework that regulates social enterprises in Castile and León. This need has been analyzed in the interregional workshop of Valdeavellano held in Soria, Castile and León.

According to the participants of the different regions in the workshop, only with regulation will promoting and increasing the visibility of social enterprise be possible. It is important to develop specific policies for promotion. An example of this type legal framework was recently approved in Slovakia, which implemented regulation of social enterprises on May 1, 2018.<sup>9</sup> The main objective is to create a favorable business environment for social entrepreneurship through the introduction of this regulation.

In addition, it seeks to create a support system for the social economy while eliminating obstacles to its development. Once the law was approved, people from Castile and León visited Bratislava to learn about and analyze the law, delving into key aspects such as the definition of what a social enterprise is, its main characteristics, and what organizations that can fit within the definition of a social enterprise.

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<sup>9</sup> Act nr. 5/2004 on employment services. <http://socialinnovators.eu/social-entrepreneurship-ecosystem-in-slovakia/>

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Participants stressed that there is no homogeneous definition of what a social enterprise is, which can be an obstacle when defining the areas of action of the social entrepreneurship sector. They mentioned that only in Germany is there a concrete definition for the concept of a social entrepreneur.

According to the [National Commitment Strategy of Germany](#), entrepreneurs with social models are defined "as those people who launch organizations aimed at addressing social challenges with innovative and entrepreneurial strategies"<sup>10</sup>. Slovak law defines a "social enterprise" as "an actor of the social economy that performs an economic activity independently whose objective is to generate a social impact that can be measured and whose goods produced also contribute to achieve this positive social impact."<sup>11</sup>

The Finnish have the best model for improving the visibility of social enterprises. In addition to defining social enterprises as those "companies that provide employment opportunities to people with disabilities and long-term unemployed"<sup>12</sup>, the regulations incorporate stamps or marks to increase their visibility.

The Finnish Labor Association defines social enterprises by their social mission and gives them a seal (the Finnish Social Enterprise Mark), while the Finnish Ministry of Economic Affairs and Employment gives businesses that generate employment for disadvantaged people a "[butterfly label](#)".

A key issue that also emerged from the various discussions held in the workshops and interregional visits was the lack of legal mechanisms to stimulate investment in social enterprises. We concluded that an effective

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<sup>10</sup> National Commitment Strategy (2010)

<sup>11</sup> 112 ACT of 13 March 2018, on Social Economy and Social Enterprises and on Alterations and Amendments to Certain Laws. Collections of Laws of the Slovak Republic. 2018

<sup>12</sup> Act on Social Enterprises (1351/2003). Parliament of Finland

way to encourage the channeling of funds towards social enterprises is through the existence of fiscal incentives. The social entrepreneurship law in Slovakia includes, for example, reductions in income tax or direct financial aid without the need to reimburse it.

### Action

Urge the Government of Spain through a non-law proposal (NLP) to process a bill on social entrepreneurship to regulate social enterprises.

To carry out this action, it is important to develop a series of steps to achieve it effectively:

- 1- Presentation of the NLP by group or parliamentary groups of the Castile and León Parliament.
- 2- Approval of NLP by the Castile and León Parliament.
- 3- Referral to the Government of the Nation.
- 4- The Government of the Nation draws up the Bill.
- 5- Referral of the Project to the National Parliament.
- 6- Discussion of the bill by the National Parliament.
- 7- Approval of the Law by the National Parliament.

*Non-Law Proposals (NLPs) are parliamentary initiatives through which the Parliament expresses its position on a specific issue or urges the government to follow a certain policy or to perform some action. Proposals not of law constitute a typical figure of the Congress of Deputies and are included in the Regulations of the Parliaments of the Autonomous Communities.*

*According to the Regulations of the Courts of Castile and Leon "Parliamentary Groups or an Attorney with the signature of their Spokesperson for the purpose of knowledge may submit propositions not by law through which they formulate proposals for resolution to the courts. In*

*any case, propositions not of law that are intended to be substantiated in the Plenary must be submitted by the Parliamentary Groups with the signature of their Spokesman ".*

#### *A Legal Framework for Social Enterprises*

The NLP will urge the Government of Spain to regulate social entrepreneurship and social enterprise. The NLP will use the definitions given by the European Commission and CEGES, at least initially.

*The definition states that a social enterprise is "an organization in the social economy whose main objective is to have a social impact, rather than to generate benefits for its owners or partners. It provides goods and services in an innovative way and uses its surpluses mainly for social purposes. It is subject to responsible and transparent management that encourages the active participation of and association of its employees, customers and other interested parties<sup>13</sup> "*

According to the European Commission, the social enterprise must be managed in an innovative way and must reinvest its profits to further its social mission. It also must generate a positive social impact.

In addition, the legal framework will determine the scope of the standard, its guiding principles and the measures for the promotion of social enterprises in the region.

It will also be urged that the law may include in its articles the establishment of a public registry of social enterprises and the development of a seal that characterizes companies that meet the requirements to be a social enterprise.

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<sup>13</sup> European Commission. COM 2011. 682

Finally, the NLP will encourage the establishment of tax deductions to stimulate the creation of employment by companies and social entrepreneurs in rural areas of Castile and León.

### Relevance

The convenience and importance of this action is based on the difficulty in Spain of creating specific instruments for companies that are not legally regulated.

The political context of Spain is different and this issue also affects how the activities of the various social and economic agents are regulated. Therefore, for there to be instruments of support and impulse for social enterprises, it is essential that they first have to be within a legal framework in the form of a law. If there is no legal regulation of an economic agent it is very complicated to create instruments later.

For all the above, it is essential to urge the approval of this law since without its approval there will be no clear framework for the creation and promotion of social enterprises and entrepreneurs.

The approval of this Proposal No of Law can improve the competitiveness of companies in Castile and León because the law will specify all the aid and financing to which different initiatives can access and thanks to this, companies can increase their capital, attract investments, improve its technology and processes and grow economically reaching other markets and clients previously banned for financial reasons.

Having a social entrepreneurship law will also help to increase the motivation and participation of different social entrepreneurs who previously saw it as risky to start their business because they lack a legal framework. The increase in business initiatives will accelerate the innovation ecosystem, so that companies will have more ideas and examples to improve their processes and thus, try to be more competitive.

The relevance of the activities described above are reflected in the improvements that will occur in the Regional Operational Program itself. Specifically, the expected changes are the following:

1. Update and complete improving the territorial economic diagnosis of the business ecosystem by having a Law that recognizes social enterprises that were not previously categorized by their specific characteristics. Naming what exists helps improve the distribution of resources and financing to companies.
2. Giving legal recognition and legal stability to present and future social enterprises through a specific Law, facilitates and favors the creation and sustainability of social enterprises by having a clear regulatory framework in which companies can grow. Having clear rules and that the State recognizes you is an incentive to embark on a business.
3. Urging the approval of a Social Entrepreneurship Law in the national parliament will help clarify and improve the investments described in the Operational Program itself. In turn, it will also improve investment in specific aids and programs. Since having a definition of what is concept and clarifying which companies can be of social entrepreneurship and which not, helps to improve the efficiency of spending. And it helps to develop priority I.1.2 that wants to encourage investment in social innovation.
4. A Law on Social Entrepreneurship contributes to putting into the public debate another type of economy and business that in Spain is quite unknown and represents an important step to sensitize the media, universities, institutes, public and private institutions and organizations of the third sector. Encourage entrepreneurship among society and



especially among the youngest with a defined framework that helps them understand what social entrepreneurship is.

5. The approval of the law may in turn have an impact on the governance and management of the Operational Program because the actions presented in this action plan have emerged from the dialogue between the different agents that are part of the entrepreneurship ecosystem social and from a logic of "bottom to top". This implies that different approaches and other forms of methodology will be used to assess whether an action or measure has existed. This law would provide another approach and another logic to those already existing in the Operational Program.

#### Agents Involved



##### **Government of Spain**

Preparation of the draft Law on Social Entrepreneurship and referral to the National Parliament for approval.



##### **Castile and León Regional Parliament**

Debate in the regional Parliament and approval of the NLP. If approved, it is sent to the Government of Spain.



##### **Cives Mundi**

Support to the Junta de Castile and León in the design and execution of the action.

##### **Castile and León Parliament**

Drafting of the non-law proposal based on the learning developed within the SOCENT SPAs project, as well as the agents in charge of presenting the NLP to the Courts of Castile and León for further discussion and

#### Costs (VAT included)

0 €

#### Founding sources

### Time Frame

It is important to note that the calendar is conditioned by the political situation, both in the Courts of Castile and Leon and in the General Courts. The processing of NLP in parliamentary way can last until a complete legislature (4 years).

A series of first steps is proposed for the development of this action:

1- Presentation of the NLP by group or parliamentary groups of the Courts of Castile and Leon. (June 2020).

2- Approval of the NLP by the Courts of Castile and León. (July (2020)).

For the following steps, a precise calendar cannot be established due to what has been previously commented on the political characteristics of the time limits for parliamentary debate and approval:

3- Referral to the Government of the Nation.

4- The Government of the Nation prepares the Bill.

5- Referral of the Project to the General Courts.

6- Discussion of the bill by the General Courts.

7- Approval of the Law by the General Courts.

## ACTION 1 SUMMARY

### STEPS

1. Presentation of the PNL by group or parliamentary groups of the Castile and León Parliament.
2. Approval of the PNL by the Castile and León Parliament.
3. Referral to the Government of the Nation.
4. The Government of the Nation draws up the Bill.
5. Referral of the Project to the National Parliament.
6. Discussion of the Law by the National Parliament.
7. Approval of the Law by the National Parliament.

**SPONSORS:** Parliamentary Group / Regional Parliament / National Government / National Parliament

**TARGET GROUPS:** Current and future social entrepreneurs

**STAKEHOLDERS:** Parliamentary Group / Regional Parliament / National Parliament / National Government

### OUTCOMES

- Non Law Proposal (NLP)
- Visibility of social entrepreneurship in the public agenda

### IMPACTS

- NLP approved in the regional parliament
- Social entrepreneurship law passed in the national parliament

### FINANCIAL SUPPORT

**COST (VAT INCLUDED):** 0 €

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## **Action 2:** Creation of collaborative networks between financial and investment entities, and future social entrepreneurs

### *Inspiration for the Project*

The interregional learning process has highlighted the need to provide and make known to companies and social entrepreneurs the existing stimulus instruments to improve their access to financing. This is necessary given the difficulties in the four regions to channel financial resources to companies and social entrepreneurs.

In particular, all partners that attended the first workshop noted the lack of interest of traditional banking sector in funding social enterprises and the correspondent challenges social entrepreneurs face in trying to obtain adequate funding for their projects.

Very few state or regional governments provide resources to social enterprises. Only Germany and Finland have programs designed to improve access to capital for social enterprises. Germany's programs, the "[Mikromezzanin-Fonds Deutschland](#)" (2013) and "[Mikrokredits-Fonds Deutschland](#)" (2015), finance new entrepreneurs and small social enterprises respectively. Investors in both programs provide capital to support the social enterprises. The capital does not come with requirements, as investors do not evaluate or have direct influence over the entrepreneurs' projects.

The first program, Mikromezzanin-Fonds Deutschland, was established by the Federal Minister of Economy and Energy in 2013. The funding source is essentially an alternative to requesting a loan, but has less interest.

To be eligible, companies must have a social purpose and aspire to have economic viability. Businesses cannot use the capital for restructuring or

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paying off debt. The maximum amount of capital that can be awarded is € 50,000 over 10 years, with a loan payment made in the seventh year.

The second program is a national system for granting microcredits in order to meet the financial needs of small social enterprises, which otherwise do not have access to loan financing. It was created by the European Social Fund (ESF) during the period 2007-2013 with funds from the Federal Ministry of Labor and Social Affairs (BMAS).

The target groups for the project are small businesses, young people, startups, immigrants, or people who are self-employed. To access the fund, applicants must convey a compelling idea and have a viable business plan. The loan amounts vary from €1,000 to €20,000, and there is a repayment term of up to four years.

On the other hand, the existence of an entity that provides financial resources to Finnish social enterprises (SITRA) (<https://www.sitra.fi/en/>) is also a significant reference to facilitate access to capital for these initiatives. SITRA is an entity that facilitates access to capital for Finnish social enterprises. Its objective is to promote equity and sustainable development, social innovation, economic growth, and internationally competitive business models in Finland.

### Action

Creation of collaborative networks between financial and investment entities, and future social entrepreneurs

The logic of this action is centered on the connection, participation and interlocution between different economic and social agents in order to build relationships and collaborative structures to launch social entrepreneurship projects. A network that serves as an open exchange space for the economic and social diversity of Castile and León. For the

development of this action the following sub-programs have been programmed:

**A.1.** Develop a day focused on the dissemination of financial and investment tools currently available to entrepreneurs and social entrepreneurs and social innovation projects.

The realization of this day-meeting aims to connect the different financial agents with social entrepreneurs and that entrepreneurs have a knowledge of all those financial tools that can help them start their business or strengthen it.

The lack of financial mechanisms accessible to the different entrepreneurial agents directly influences the development of a solid and broad ecosystem of social entrepreneurship.

The day will be aimed at potential funders and future companies with social models. Its objective is twofold, on the one hand that future entrepreneurs expose the needs they face to put their business project into operation, and on the other hand, public administrations and the financial sector manifest the possible investment and financing tools.

The implementation of this action implies the development of the following steps for a correct achievement of it:

- Identification of the main financial instruments.
- Convene the main and possible actors interested in social entrepreneurship.
- Involve the media in the dissemination of this call.
- Realization and execution of the day.

**A.2.** Collaborative network monitoring

The creation of the collaborative network also implies that there has to be a monitoring of its development, process and management. For this, the

type of collaborations that are taking place between the different agents and the processes that are occurring will be evaluated. The purpose of monitoring is to strengthen and improve the collaboration space between financial agents and social entrepreneurs.

### Relevance

The development of this action puts in value the importance and the importance that it has for the Action Plan itself to have logics of participation, collaboration and meeting spaces. A way of doing and thinking that should also permeate the entire Plan and not just stay in this action.

This action has a direct influence on the competitiveness of companies with models of social entrepreneurship and on the improvement of their regional and national positioning. Knowing the main financial tools that exist helps entrepreneurs to start their businesses and also to strengthen their activity those who already had a company.

The possibilities of access to financial aid will allow to invest in innovations necessary for the social enterprise, to be able to ally with other economic agents or to reach population and territories that previously could not be due to a lack of financing and economic capacity. In short, this action would help increase the competitiveness of social entrepreneurs in Castile and León.

In turn, the dissemination and awareness among different social and economic agents can help more social entrepreneurs make the decision to start their project by seeing that there is financial support that they did not have before. This affects the growth of this entrepreneurship model and strengthen the social entrepreneurship ecosystem of Castile and León in number.

On the other hand, this collaboration network between different agents improves the Operational Plan as it contributes to the achievement of the investment priority 3.1. "Promotion of entrepreneurship, in particular by facilitating the economic use of new ideas and promoting the creation of new companies, also through business incubators" and also at the investment priority 3.4. "Support for the ability of SMEs to grow in regional, national and international markets and in innovation processes".

In relation to the specific objectives of priority axis 3 of the Operational Plan, this action helps to fulfill the specific objective 3.1.2. Creation of new companies and business incubators, in particular improving access to financing and advanced support services.

The growth of social enterprises due to collaboration and support between different social and economic agents will also help to expand innovative projects and strengthen the diversity of creative initiatives anchored in the territory. In this way, social companies can be configured as actors participating in the innovation process of Castile and León and as value contributors, through their knowledge and innovative practices to the innovation system of Castile and León.

This development of innovative companies from a logic of social entrepreneurship, also help to improve, in addition to the Operating Plan itself, the RIS3 instrument and its different specific objectives.

For example, it would contribute to improving and achieving the specific objective 1.1 on "[supporting the innovative efforts of companies](#)", it would also strengthen specific objective 1.2 on "[promoting the creation of innovative companies based on innovative patents, ideas and projects and in activity sectors linked to the territory](#)" and 2.3. "[Support talent and human capital.](#)"



### Agents involved



#### **Regional Government of Castile and León**

Convene the main and possible actors interested in social entrepreneurship.  
-Involve the media in the dissemination of this call.  
-Realization and execution of the day.



#### **Financial and investment entities**

Make the presentation and conference on financial and investment tools



#### **Cives Mundi**

Support to the Junta de Castile and León in the design and execution of the action.

### Cost (VAT included)

12,000 €

### Funding Sources

Castile and León Regional Government

### Time Frame

*Begins:* Second half of 2020

*Ends:* Second half of 2020

## ACTION 2 SUMMARY

### STEPS

1. Develop a day focused on the dissemination of financial and investment tools.
2. Monitoring of the collaborative network.

**SPONSORS:** Regional Government of Castile and León

**TARGET GROUP:** Financing agents / Potential investment agents  
/ Public administrations / Social entrepreneurs

**STAKEHOLDERS:** Financing agents / Regional government /  
Social entrepreneurs / Agents of the third sector / Regional and  
local administration

### OUTCOMES

#### *Tangible Outcomes*

-Final document from the conference

#### *Intangible Outcomes*

- Stakeholders' greater awareness of availability of funds
- Increased visibility of social enterprises
- Promotion of social entrepreneurship as part of the public agenda
- Sinergies created between the participants.

### IMPACT

- At least 20 participants will learn about the financial resources that are available
- We will have developed a successful workshop
- At least 5 media outlets will attend the conference

**FINANCIAL SUPPORT:** Castile and León regional Government

**COST (VAT included):** 12,000 €

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**Action 3:** Information on models of social entrepreneurship from the Office of the Entrepreneurial Graduate in public universities in Castilla and León.

*Inspiration for the Project*

We have learned from other regions that the limited development of social entrepreneurship in our four target regions is the result of the lack of awareness of the public of the role social entrepreneurs can play in society and the business world.

To improve the public's knowledge about social entrepreneurship, we plan to incorporate social entrepreneurship in the education system. Educating young people about social entrepreneurship has been cited as a key tool to improve the public's knowledge about social entrepreneurship in each of the four participating regions. Specifically, the topic has been mentioned during each of our meetings and workshops, especially in the meeting held in Valdeavellano (Soria, Castilla and León) and in the meetings run by the government of Castile and León.

We have found that in each of the four regions that are participating in the SOCENT SPAs project, existing organizations that support social entrepreneurs do not have adequate knowledge, training, or information. When we visited Brandenburg in June 2017, this became especially evident.

We have only been able to confirm that there are robust programs providing advice to entrepreneurs in Germany. The programs that exist in Germany are "the Forderung von Unternehmerischem Know-How" and "EXIST-Grunderstipendium," both of which are managed by the same organization, and "Brandenburg Microcredit" led by Brandenburg's regional government.

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"Förderung von Unternehmerischem Know-How" is a program of the Federal Office of Economy and Control of Exports (BAFA), which has offered advice to small and medium companies (SMEs) since early 2016. It provides consultants to young companies. The companies can request advice from qualified consultants in economic, financial, personnel and organizational matters.

"EXIST-Gründerstipendium" supports students, recent graduates and academics from universities and research institutions who want to start a business and develop a successful business plan based off of their entrepreneurial ideas.

Projects must be technology-oriented or based on creating innovative knowledge. The business also must have good sales prospects and an economically viable model. A scholarship is granted for a maximum period of one year. In addition, another 5,000 euros can be awarded for coaching, training and advice.

"Microcredit Brandenburg" gives financial support to small and medium-sized companies in the state of Brandenburg for up to 10 years. This financial support, which comes in the form of microcredit, is intended to finance the purchase of materials and infrastructure necessary to start up the company, such as software, technological equipment, machinery, office furniture, etc. It can also be used to reduce operations costs such as renting, personnel, marketing or registry costs, and administrative costs.

This microcredit program was developed by the Bank for the Promotion of Enterprises of the Federal State of Brandenburg on behalf of the Ministry of Economic Affairs and Energy of the State of Brandenburg. The majority of businesses in Brandenburg are small and medium enterprises, increasing the importance of the microcredit program to the economy.

### Action

Information on models of social entrepreneurship from the Office of the Entrepreneurial Graduate in public universities in Castile and León.

On May 31, 2017, the Government of Castilla and León's Ministry of Employment, the four public universities of Castile and León, and SECOT<sup>14</sup> all signed a protocol that expresses their desire to promote and facilitate collaboration to support entrepreneurs with advice, training, and self-employment. This collaboration is called Office of the Entrepreneurial Graduate. They have also compiled a list of best practices. Four public universities in Castilla and León have created the infrastructure necessary to implement the project. SECOT has provided the needed personnel.

The objectives of the collaboration are as follows:

- Empower seniors and recent graduates to discover their strengths and managerial skills, develop their business ideas, and learn about how to get ahead in the business world.
- Improve the employability of the graduates of our Region.
- Moving forward, we will provide support to all seniors and recent graduates in the universities of Burgos, León, Salamanca and Valladolid who have a business idea or want to become self-employed.
- Increase the popularity of entrepreneurship among young graduates.

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<sup>14</sup> Association of Spanish Seniors for Technical Cooperation. It is an association of professional volunteers, managers and entrepreneurs who, having completed their work or who are actively seeking to offer their experience and knowledge in business or academic management to those who need it.

These objectives will reinforce the actions public universities are taking to facilitate their students' transition to the labor market by providing a new form of training, developed in collaboration with other stakeholders.

These objectives also support the goals of the Strategy for Entrepreneurship, Innovation and Self-Employment (2016-2020) designed by the government of Castilla and León. The main objectives of the strategic plan are 1) increased economic growth in Castilla and León and 2) greater competitiveness of Castile and León's companies and entrepreneurs.

The plan also provides concrete ways to measure progress in increasing entrepreneurship, self-employment, innovation, use of technology, and specialization in Castilla and León.

In particular, through Action 3, we want to promote the incorporation of social entrepreneurship as a viable option emphasized by the Office of the Entrepreneurial Graduate. The office will promote social entrepreneurial spirit, accompany students in their labor insertion process, and motivate and support the design and implementation of entrepreneurial and socially innovative projects, especially in sparsely populated areas of the region. We hope that each of these steps will help to place social entrepreneurship among the professional preferences of young graduates.

The professionals in the Offices of the Entrepreneurial Graduate will provide confidential advice, propose steps to develop social innovation and entrepreneurship projects, provide answers to the questions, and help guide students about how to best develop a realistic project.

To achieve these goals, we will:

**1. Carry out an agreement with the SECOT organization:** a collaboration agreement will be made with SECOT with the intention of executing the university student advisory program.

**2. Collect good practices on social entrepreneurship:** Investigate and review all those successful practices in the different territories included in the guide of good practices developed within the framework of the SOCENT SPAs project, visited and also in Spain with the intention of giving clear examples and understandable to people interested in entrepreneurship. In this way communication between professionals and participants is improved.

**3. Involve the media:** contact and collaborate with the media so that they are aware of the initiatives that are implemented in the Office of the Graduate. For this, the main media, both regional and local and university, will be contacted so that they have communication of the Office's activity. In addition, they will also be given a press kit with the main activities carried out during the year.

#### Relevance

The action to be developed makes visible a fundamental logic that is the interaction between the university and social entrepreneurship contributing to the strengthening and improvement of the Operational Program of Castile and León.

The inclusion of a space for collaboration, awareness, participation, listening and conversation about social entrepreneurship in the universities of the region directly affects the effort that the Operational Program itself wants to make in terms of collaboration between public and private.

It contemplates the University as a key agent with which to expand entrepreneurship and social entrepreneurship and in turn, the Office of the Graduate as an open space by which to promote the transfer of knowledge between companies, interested persons and centers University students

This action, extends the range of action and the scope of the Operational Program itself by opening in university spaces on social entrepreneurship and improving the Plan's own incidence by diversifying the actors and agents involved.

The participation of these offices also implies a new approach to how certain operational priorities are managed and governed by the Operational Program, such as the development of synergies between companies and universities and cooperation between them.

Finally, the inclusion of social entrepreneurship as an economic logic in the actions carried out by the personnel belonging to the Offices of the Entrepreneur Graduate is configured as an element of strengthening the innovative ecosystem in Castile and León.

It is also configured as a vertex for improvement and reinforcement in the context of the efforts of Priority Axis 3 of the Operational Program of the FEDER Funds of Castile and León, to the extent that it fosters entrepreneurial culture among young people in the university environment, services are provided advanced to young entrepreneurs in order to facilitate, with all this, the emergence of innovative ideas that lead to generate new business models (investment priority 3.1 and 3.2).

This matter will also be the subject of the conferences aimed at the dissemination of social entrepreneurship models linked to services for the elderly in rural areas.

#### *Economic and Political Context*

The General Directorate of Social Economy and Autonomous of the Junta de Castile and León is committed to carrying out the actions contained in this Action Plan. However, this action is subject to two events that occurred this year:



- On the one hand, on May 26, 2019, regional elections were held in Castile and León, which implies the constitution of a new regional government and new teams that may or may not assume the policies that are currently being developed.
- On the other hand, this year the general budgets of Castile and León for 2019 have been extended, that is, no new budgets have been approved as of today, so we are currently working with the same amounts of 2018. It is therefore necessary to include a budget line for the development of this action in the general budgets of Castile and León in 2020.

#### Agents



##### **Regional Government of Castile and León**

-Agent who will process the agreement with SECOT.  
-Collection of good practices and establishment of guidelines regarding the information that SECOT must provide to users.



##### **Cives Mundi**

Support to the Junta de Castilla and León in the design and execution of the

#### involved



##### **Offices of the Entrepreneurial Graduate (SECOT)**

Delivery of information and orientation to participants

#### Cost (VAT included)

45.000 € subsidy to SECOT

The costs are broken down by the different activities to be carried out:

1. Make an agreement with the SECOT organization. Cost: € 45,000
2. Collect good practices on social entrepreneurship. Cost: The cost is 0, since we will build on a work we have already done in the SOCENT SPAs

project and it has been reflected in the creation of a “Good Practice Guide”

3. Developed a workshop on social entrepreneurship. Cost: Included in the € 45,000 of the agreement.

4. Involvement of the media. Cost: Included in the € 45,000 of the agreement.

### Funding Sources

Regional Government of Castile and León

### Time Frame

The main steps for the development of the action with approximate dates of execution are indicated below:

- Make an agreement with the SECOT organization (January-February 2020).
- Collect good practices on social entrepreneurship. (November-December 2019).
- Involve the media (January 2020-June 2020).

*Information on social entrepreneurship in the Offices of the Entrepreneurial Graduate in the Public Universities in Castile and León (November 2019-2020).*

## ACTION 3 SUMMARY

### STEPS

1. Make an agreement with the SECOT organization.
2. Collect good practices on social entrepreneurship.
3. Involve the media.
4. Putting information on social entrepreneurship at the Offices of the Entrepreneurial Graduate at the Public Universities in Castilla and León.

**SPONSORS:** Regional Government of Castilla and León / SECOT

**TARGET GROUPS:** Students and graduates

**STAKEHOLDERS:** Students and graduates / Social entrepreneurs / Regional government

### OUTCOMES

*Tangible Outcomes*

Students are informed about social entrepreneurship  
The informative material is designed and organized

### IMPACT

At least 20 students will become informed about social entrepreneurship  
Students will interact with the office to learn more

**FINANCIAL SUPPORT:** Government of Castilla and León

**COST (VAT included):** 45,000 €

## **Action 4:** Creation of collaborative networks between entrepreneurs and social entrepreneurs linked to services for the elderly in rural areas

### Inspiration for the Project

The demographic aging that characterizes sparsely populated areas can become an economic opportunity for the implementation of projects and ventures related to care for the elderly.

It is in this context that companies and entrepreneurs with social models can be configured as key agents in the detection and satisfaction of the needs of the rural elderly population.

An example of this type of initiatives is constituted by the phenomenon of co-housing. It is a residential alternative for the elderly composed of housing communities adapted to this group in which common services are provided in terms of leisure, cleaning, leisure activities, dining rooms, social, etc.

In particular, the proposed action is based primarily on the bilateral visit to the Cohousing Genossenschaft Uferwerk eG project in Brandenburg in 2019. This is a project in which different generations live in community creating the possibilities for intergenerational and sustainable neighborhood models.

In addition to this shared housing project, another Brandenburg project called Zusammen-in-neuendorf also inspired. The visit focused on knowing how people committed to this project work and develop their economic and social activities. It is a farm in the town of Sande where about 30 people from different generations live with that of living together in community.

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In turn, the visit to Lapland in May 2017 has also been a source of inspiration and, in particular, in the knowledge that there was of the home help services provided by a social enterprise in Finland (<https://lapinkuntoutus.fi/>) in the town of Rovaniemi.

The situation of older people residing in remote and unpopulated areas in Finland should be taken into account, as well as the growing shortage of doctors due, among other factors, to the high cost of providing their services (Kokko and Nyfors, 2009). To alleviate this situation, information technologies have been used in order to connect service providers with patients.

Digital projection and information transmission through photographs, webcams and short videos have been used as a query. In addition, nurses have helped to address these problems, including professional telephone counseling on their part as well as the prescription of certain medications through the use of algorithms.

Specifically, the social enterprise Lapin Kuntoutus works in the rehabilitation of elderly people who suffer from a medical condition, illness or dependence, which includes the elderly, war veterans, etc.

It provides occupational therapy and speech therapy as well as training courses to accelerate the recovery of elderly patients and to improve the training of their caregivers. Patients have different options to receive treatment. They can reside in their own homes and receive help with daily activities, attend the company's facilities and through video chat.

A final inspiration for the realization of this action has been the example of the Finnish cooperative Sompion Tähti. This cooperative provides basic health care services to remote towns and villages of the municipality of Sodankylä using the neighbors of these villages themselves.

This form of services has two advantages for the municipalities themselves: first, the elderly can live in their own homes by receiving direct services thus avoiding going to the residences. Second, employing local staff saves time and money for social and health care staff in the municipality. This is because some of the villages are located 80 km away from the center of Sodankylä, which requires a long trip by staff located in Sodankylä: time and money that could be used more efficiently in other services.

### Action

Creation of collaborative networks between entrepreneurs and social entrepreneurs linked to services for the elderly in rural areas.

This action will be developed through diverse subactions:

**A.1.** Creation of a day dedicated to the dissemination of entrepreneurship models linked to services for the elderly in rural areas.

The realization of this day-meeting aims to sensitize and expand knowledge about exemplary social enterprises related to services of older people to different social agents and social entrepreneurs existing in Castile and León.

The aging of the population in Castile and León makes it necessary to propose innovative solutions to offer services to this type of population. Therefore, social enterprises aimed at services for the elderly are an example of innovative business practices that must be disseminated and communicated to the entire economic and social ecosystem of Castilla y León.

The dissemination and reflection on social entrepreneurship models will be promoted to provide services that contribute to improving the well-being of the elderly in sparsely populated areas through the celebration of conferences.

In particular, the topics on which the conference will turn will include:

- Home help and telecare services.
- Day and residential centers.
- Health services.
- Accompaniment, care and attention to dependence.
- Housing: apartments for the elderly and co-housing.

Culture, leisure and entertainment.

The execution of this action includes a series of measures and steps for its implementation:

- Identification of good practices related to services to the elderly population in depopulated areas.
- Convene participants.
- Involve the media.
- Development of the conference.

#### **A.2. Collaborative network monitoring.**

The creation of the collaborative network also implies that there has to be a monitoring of its development, process and management. For this, the type of collaborations that are taking place between the different agents and the processes that are occurring will be evaluated. The purpose of monitoring is to strengthen and improve the collaboration space between financial agents and social entrepreneurs.

#### Relevance

The creation of collaborative networks in matters of services to the elderly has several direct implications of improvement in the Operational Plan of Castile and León, especially in the improvement of innovation logics and practices in order to solve the aging problems existing in Castilla y Lion.

The collaboration network between different agents makes it possible on the one hand to know good practices in the services of the elderly and

knowledge transfer, and on the other, to have a collaborative space to carry out common projects.

Innovation, collaboration and the detection of new employment sites have an impact on improving the competitiveness of companies in Castile and León, help in the creation of new companies and strengthen the existing business fabric in the region itself. In addition, they influence the consolidation of certain objectives and programs included in the Operational Plan:

**Priority axis 1.** *Promote research, technological development and innovation.* Innovative thinking and technological development are strengthened by promoting companies necessarily focusing on new technologies and proposing different and alternative solutions to the real problems of older people.

**Priority axis 3.** *Improve the competitiveness of SMEs.* The implementation of this action encourages the competitive nature of the companies that want to undertake in the services sector for the elderly because it is a sector with many opportunities in sparsely populated rural areas and that can give a differentiated added value to those organizations that want to focus on this sector.

On the other hand, the realization of a meeting on social entrepreneurship services for the elderly will help develop new business ideas that are not as well known in Castile and León and that can help social entrepreneurs to start their business in this sector.

Finally, the creation and development of collaborative environments and networks on enterprises focused on the elderly improve the RIS3 instrument and its different specific objectives. It must be taken into account that the creation of synergies between businessmen, social entrepreneurs and economic agents favors the emergence of a previously non-existent



community that allows them to support each other and improve the innovative and sustainable ecosystem in the region.

Among the improvements to the RIS3 instrument are the following:

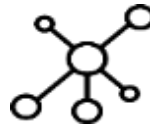
- It would contribute to improve and achieve the specific objective 1.1 on "supporting the innovative efforts of companies",
- It would strengthen specific objective 1.2 on "promoting the creation of innovative companies based on patents, ideas and innovative projects and in sectors related to the territory and would improve 2.3. "Support talent and human capital."

### Agents involved



#### **Regional Government of Castilla and León**

-Identification of good practices related to services to the elderly population in unpopulated areas.  
-Convene participants.  
-Involve the media.  
-Development of the conference.



#### **Entrepreneurs with social models**

They will participate in conferences presenting various models of service provision to the elderly in sparsely populated areas



#### **Cives Mundi**

Support to the Junta de Castile and León in the design and execution of the action.

### Cost (VAT included)

12.000 €

### Funding Sources

Regional Government of Castile and León

### Time Frame

*Start:* Second half of 2020

*End:* First semester of 2020

## ACTION 4 SUMMARY

### STEPS

1. Creation of collaborative networks between entrepreneurs and social entrepreneurs linked to services for the elderly in rural areas.
2. Monitoring of the collaborative network.

**SPONSORS:** Government of Castile and León

**TARGET GROUPS:** Regional Administration / Local Action Groups / Third Sector Agents / Social Entrepreneurs / Consultants / Secondary Institutes / Academic Agents

**STAKEHOLDERS:** Local and regional administration / third sector agents / Local Action Groups / Universities

### OUTCOMES

#### *Tangible Outcomes*

-Presentation of the panel

-Final document of the workshop

#### *Intangible Outcomes*

-Visibilization of social entrepreneurship.

-Participants know the good practices of the senior services sector in SPAs

- Sinergies created between participants.

### IMPACT

-20 participants minimum know good practices on services of elders.

-5 media give coverage to the development of the event.

-Development of the event.

**FINANCIAL SUPPORT:** Government of Castile and León

**COST (VAT included):** 12.000 €

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January 30, 2020

## Letter of Support

### Action Plan for social entrepreneurship in Castile and León

M.<sup>a</sup> Jesús Caballero Yéboles, General Director of Social Economy and Self – Employed Persons – Regional Government of Castile and León, hereby express his support for the Action Plan of the SOCENT SPAs project, with code PGI02359.

The purpose of this Action Plan is to promote concrete actions for the promotion of social entrepreneurship in sparsely populated areas of Castile and León, and to turn the region into a national model for social entrepreneurship.

The engagement of the General Directorate for Social Economy and Self – Employed Persons, will be the execution of the actions contained in the Action Plan, provided that the appropriate political and economic conditions are met in the Autonomous Community of Castile and León.



Signed by: M.<sup>a</sup> Jesús Caballero Yéboles

General Director of Social Economy and Self-Employed Persons

Regional Government of Castile and León



January, 30, 2020

## LETTER OF ENDORSEMENT

### Action Plan for Social Entrepreneurship in Castile and León

The NGO Cives Mundi, in cooperation with the General Directorate of Social Economy and the Self-Employed of Castile and León (DGES) has actively worked in the elaboration of this Action Plan and actively supports the activities included in the Action Plan for Social Entrepreneurship in Castile and León in the context of the Interreg Europe project SOCENT SPAs, Social Entrepreneurship in Sparsely Populated Areas, with code PG102359.



Signed by Antonio López Calvín

President of the NGO Cives Mundi