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**Vic, 1 de juny de 2018**

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Mixed up in the landscape of social entrepreneurship.  
Academic approach and one transformative initiative targeted  
to persons with disabilities

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- INTRODUCTION AND DELIMITING CONCEPTS: “SOCIAL ENTREPRENEURSHIP (SE)” AND ENTREPRENEURS
- WHAT IS THIS HODGEPODGE INCLUDED IN “SOCIAL ENTREPRENEURS”?



- For some researchers social entrepreneurship refers to not-for-profit organizations in the search for new funding strategies through business activities (Boschee and McClurg, 2003; Lasprogata and Cotten, 2003).
- Others view social entrepreneurship as the creation of businesses to serve the poor (Seelos and Mair, 2005).
- Another group of researchers views social entrepreneurship as the use of social innovations to solve social problems and to bring about social change, irrespective of whether commercial activities are involved or not (Dees, 1998a; Martin and Osberg, 2007).

CONCLUSION: the research agenda for the field is till date not clearly defined



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- **THE LEADERSHIP IN THE SE**

Some people view the social entrepreneur simply as someone who initiates and operates a social purpose organization. Others, however, view the social entrepreneur as a visionary, innovative, and risk-taking change-maker.

Organizations whose successful leaders and managers implement practices of continuous change infuse the acceptance of change and learn more easily, making the behavior of the organization more agile and effective.

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- THE SOCIAL COMPONENT OF “SOCIAL ENTREPRENEURSHIP” (SE)

“Social entrepreneurship can be defined as the development of innovative, mission-supporting, earned income, job creating or licensing, ventures undertaken by individual social entrepreneurs, nonprofit organizations, or nonprofits in association with for profits.”

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- THE SOCIAL COMPONENT OF “SOCIAL ENTREPRENEURSHIP” (SE)



**Entrepreneurship**

Prof. Jorge Saguinsin

By: Jane Labarrete



Charity no. 1049077 England & Wales

- THE SUCCESS FACTORS IN THE SE ARENA

- (1) the degree to which the social venture achieve its declared goals;
- (2) the ability of the venture to ensure program/service continuity and sustainability by acquiring the resources necessary to maintain current operations; and
- (3) the measure of resources available for the venture's growth and development. The added value of a new social venture can be examined in relation to the following questions: does it lead to the creation of a new area of activity? Does it answer needs not addressed by the existing services?



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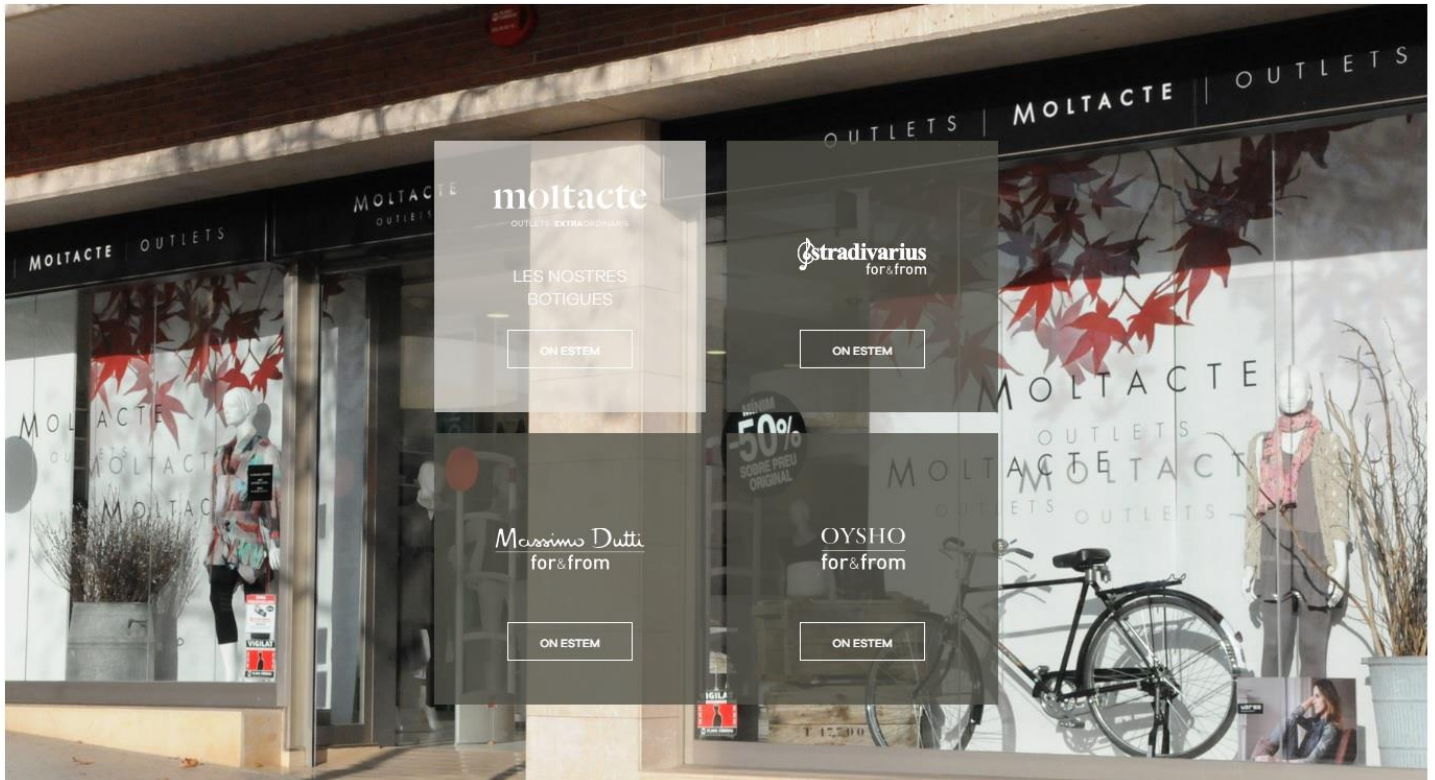
- WHO IS MOLTACTE? <https://vimeo.com/250865621>

CAT - ESP

moltacte  
OUTLETS EXTRAORDINARIS

Menú

Extra-ordinaris?  
De debò?



The screenshot shows the Moltacte website interface overlaid on a photograph of a retail storefront. The storefront has large glass windows with red maple leaf decorations and mannequins. The website overlay includes the Moltacte logo, navigation links for 'LES NOSTRES BOTIGUES' and 'ON ESTEM', and brand logos for Stradivarius, Massimo Dutti, and Oysho, each with an 'ON ESTEM' button. A '50% SOBRE PREU ORIGINAL' sign is visible in the window display.

***	2014	2015	2016	2017
Number of individuals	38	35	53	64
with SMIs employed by Moltacte ("amb discapacitat reconeguda")	20	17	26	35
Hours of psychological follow-up	1700	1700	1700	1700
Number of stores	4	4	4	5
Total surface of stores (m <sup>2</sup> )	475.87	475.87	614.26	735.71
Sales	1,740,531 €	2,311,208 €	3,438,150 €	4,446,412 €
Profit	16,623.30	76,133.38	61,611.58	120,000

- CONTRAST FACTORS FOR THE ENTITY “MOLTACTE”

- *Key Learnings from Design Thinking*

- *Spotlight On: Human Resources*

<https://www.youtube.com/watch?v=a9VO-2TK6Xw>

- Optimista y luchadora, Ana Artazcoz cambió el mundo de la cooperación internacional con Intermón Oxfam en el que trabajó durante 12 años con enorme vocación, por el reto de crear y gestionar un proyecto social para personas con un alto grado de exclusión social, el colectivo de personas con Trastorno Mental Severo (TMS). MOLTACTE se ha convertido en la cadena de Outlets de prestigio en la que se confía y se apuesta por las capacidades de las personas con TMS para realizar una excelente atención al público. Con MOLTACTE se pretende demostrar que una empresa puede ser social y al mismo tiempo ser viable económicamente

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## CONCLUSIONS

***First question: What meaning do you personally give to work as a social entrepreneur?***

***Second question: In your organization, do you consider your activity as social innovators?***

***Third question. How do you experience the figure of the leader in your organization?***