

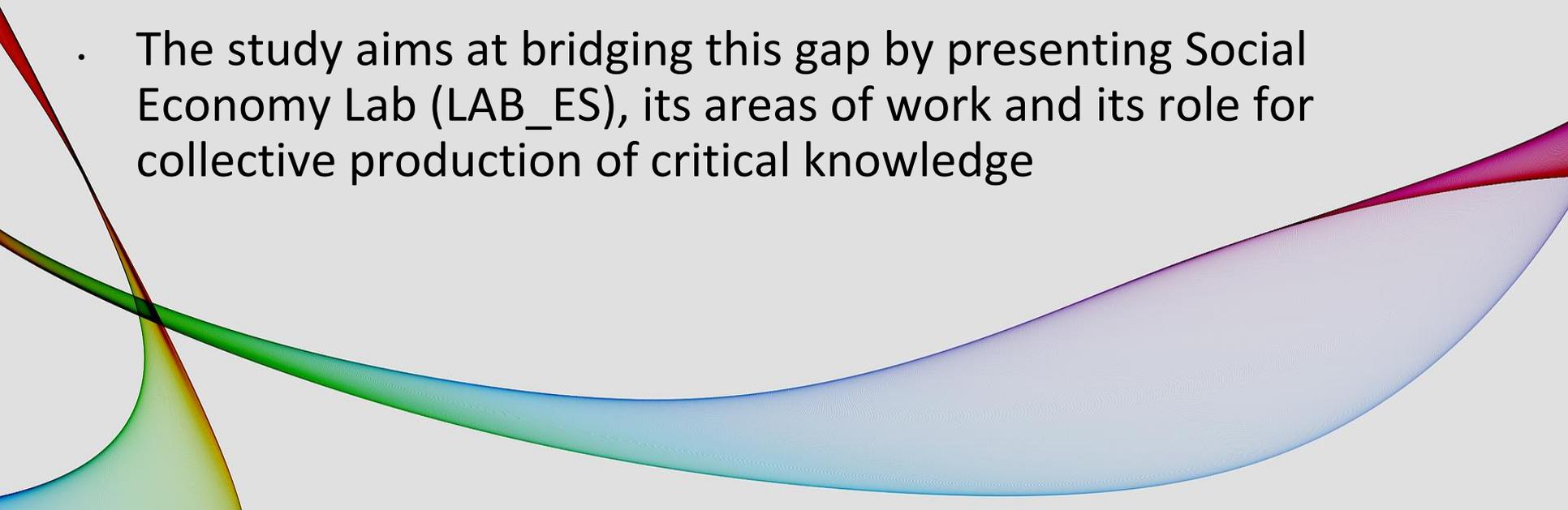
Social innovation in and around University: The case of the LAB_ES and dissemination of social entrepreneurship from the University of Zaragoza

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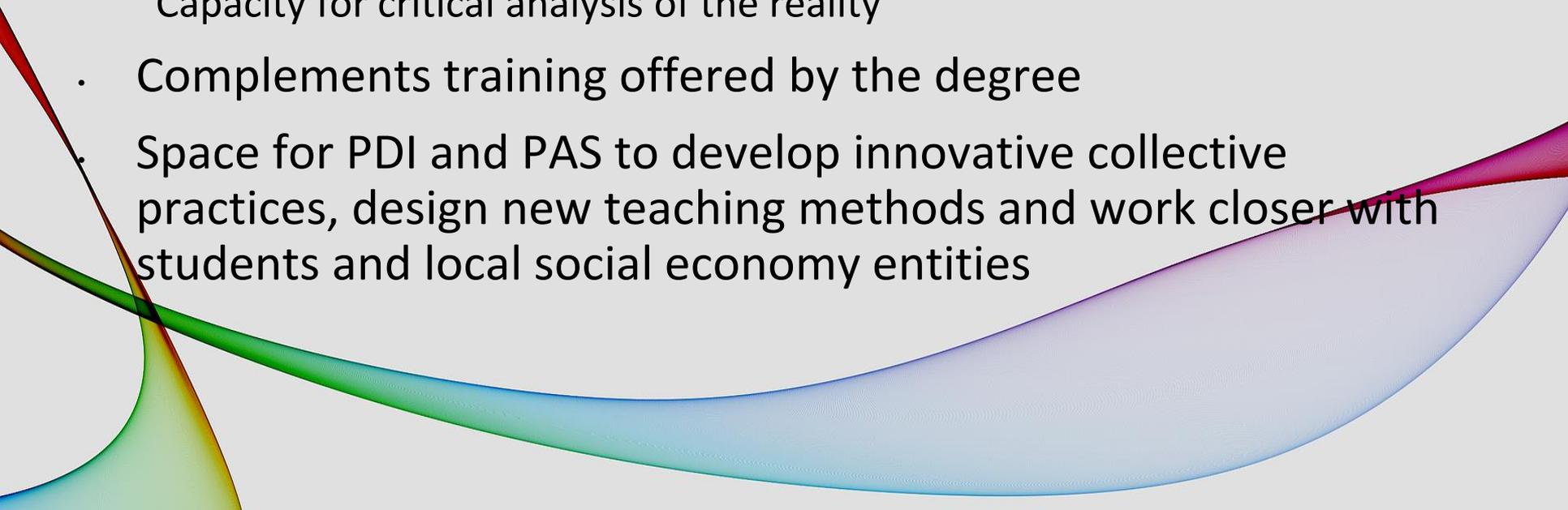
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Introduction

- Growing interest toward new organizational models and their link with current social movements
 - Academic movement Critical Management Education Studies (CMES)
 - Critical pedagogy of management in educational spaces is less covered by CMES research lines
 - The study aims at bridging this gap by presenting Social Economy Lab (LAB_ES), its areas of work and its role for collective production of critical knowledge
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Context: The Social Economy LAB (LAB_ES)

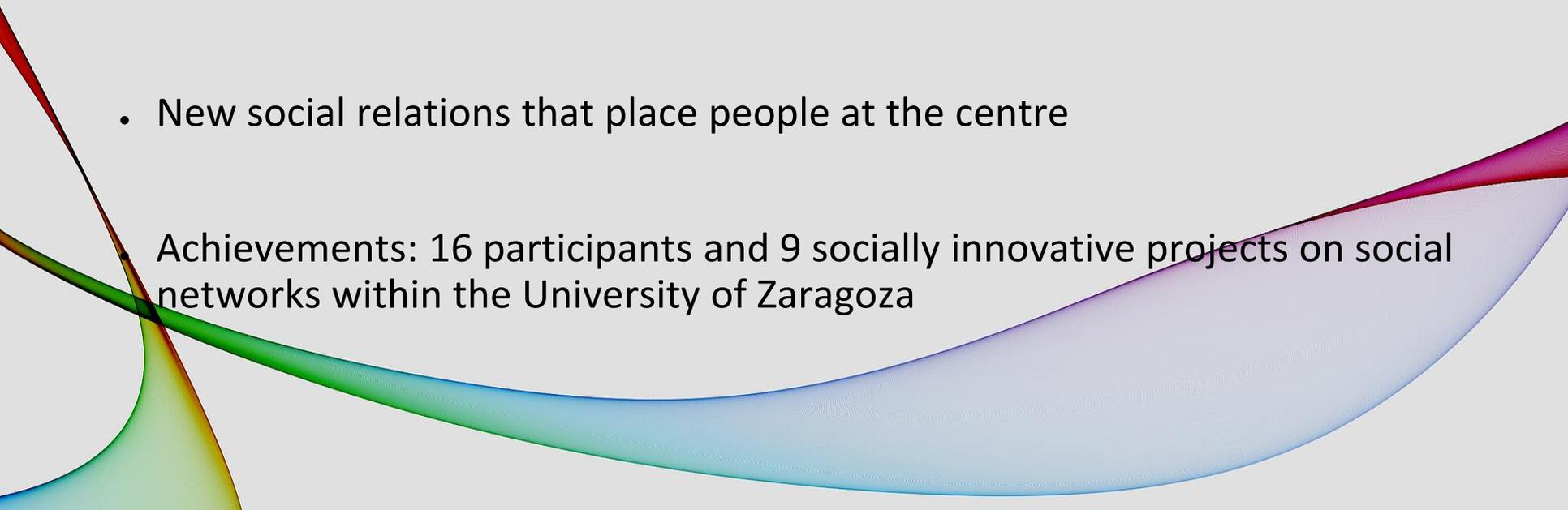
- Created in 2017 thanks to the collaborative efforts of the Department of Business Management and Organisation administration, service personnel and students
 - Space of *knowledge dissemination* on Social Economy and skills supply to the students:
 - Capacity for teamwork
 - Capacity for critical analysis of the reality
 - Complements training offered by the degree
 - Space for PDI and PAS to develop innovative collective practices, design new teaching methods and work closer with students and local social economy entities
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Results: Space of Collective Work

- Development of the project ApS Social Business Consultancy
 - Objective: to offer training spaces to students in order to develop social projects at the service of people and groups in disadvantageous situation
 - Model: Business social Consultancy developed by the University of Comillas
 - Premises for the projects:
 - principles and values of social economy
 - real projects
 - knowledge transfer
 - social innovation
 - positive social impact for society

Results: Space of Collective Work

University Social Innovation Award

- Objective: to promote new ways of satisfying social needs which are not adequately covered by the market or public sector
 - New social relations that place people at the centre
 - Achievements: 16 participants and 9 socially innovative projects on social networks within the University of Zaragoza
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Results: Space of participation for the university community

- Events at the Faculty of Economics and Business of the University of Zaragoza
 - Objective: to carry out activities based on the transfer of knowledge to society
 - Event at the beginning of 2017/2018 AY:
 - publicity for LAB_ES
 - dissemination of the work of Aragonese Social Economy entities
 - 3 spaces: Conference Spaces, Exhibition Space and Gastro Space
 - 15 collaborating entities and 578 potential participants
 - 2 months of weekly dissemination activities of the Fair Trade principles in different locations

Results: Space of participation for the university community

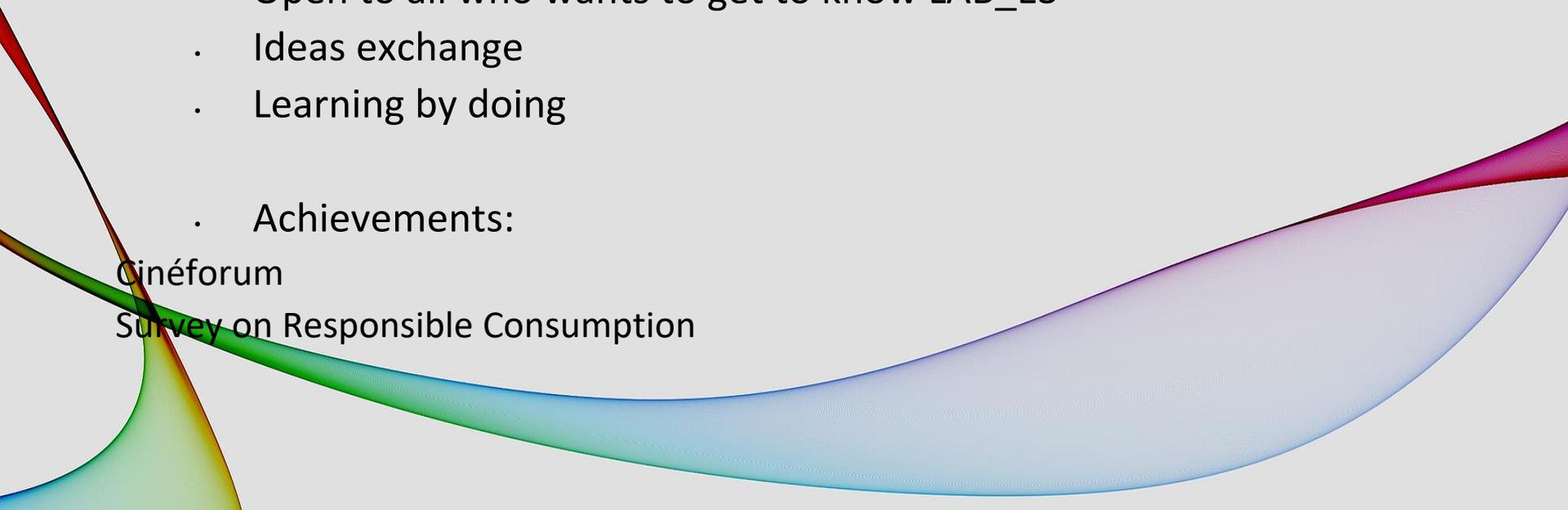
Seedbed of Ideas

- Weekly meetings
- Open to all who wants to get to know LAB_ES
- Ideas exchange
- Learning by doing

- Achievements:

Cinéforum

Survey on Responsible Consumption



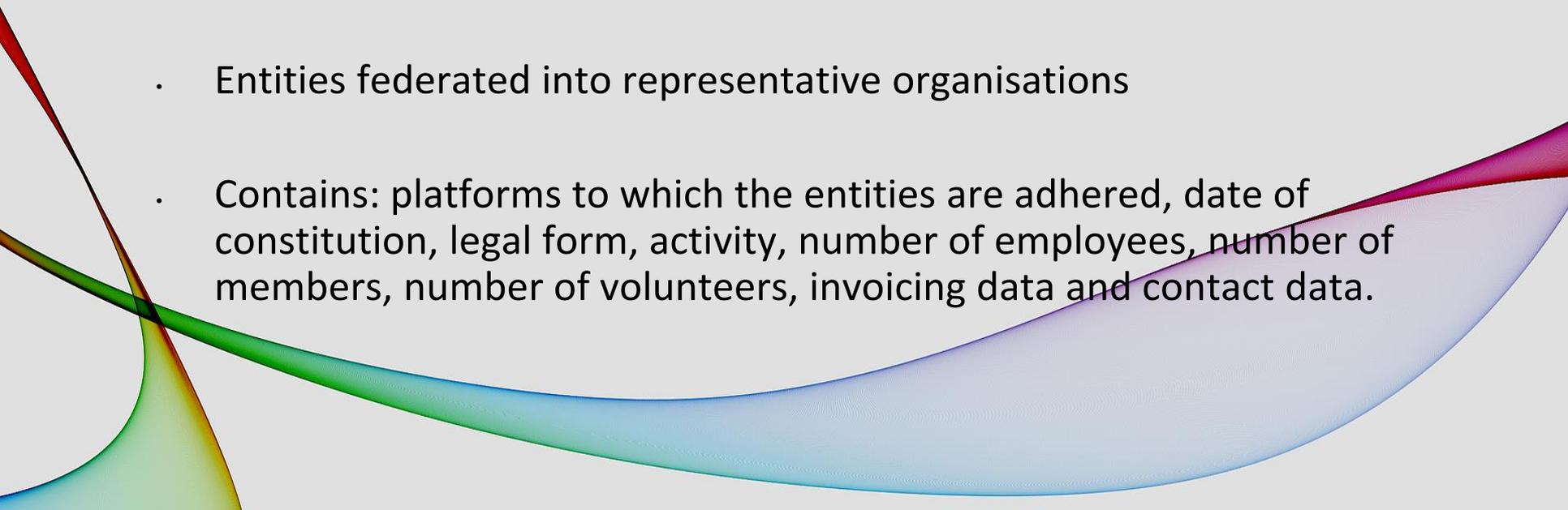
Results: Space of participation for the university community

I University-Social Economy Sector Meeting (December 2017)

- How to attract or involve the university community in the Social and Solidarity Economy?
- How to create spaces and methods that favour collaboration between the University, businesses and associations?
- Result:
 - 40 participants
 - Universities and entities linked to Social Economy
- 6 Spanish regions represented: Madrid, Catalonia, Andalusia, Valencia, Galicia and Aragon.

Results: Space of collective research

Directory of Social Economy Entities

- Update of the directory drawn by CEPES Aragon in 2012
 - Entities federated into representative organisations
 - Contains: platforms to which the entities are adhered, date of constitution, legal form, activity, number of employees, number of members, number of volunteers, invoicing data and contact data.
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Results: Space of collective research

Cooperative Entrepreneur in Zaragoza

- Analysis of the Associated Work Cooperatives created between 2011 and 2017: number and main characteristics
- Not federated
- Database and virtual map for the city and province of Zaragoza

Conclusions

The study of LAB ES shows:

- How the study of alternative organizations helps to promote paradoxical and critical thinking
 - Examples of collective involvement of different actors such as teaching staff, students, practitioners and policy makers
 - How we can rethink social responsibility and caring in the economy and businesses by looking at social entrepreneurship and alternative organizations
 - Advanced understanding of 'committed scholarship' within CMES
 - Ways to provide students with skills to carry out alternative organizations based on dignity, social justice, welfare and environmental sustainability
- Solutions for reducing the gap between theory and practice
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