Social Business City Barcelona
• **Social Business City Barcelona**
• Objectives of Social Business City Barcelona
• What do we do?
• Results
An ecosystem to promote social business
An ecosystem to promote social business

**UNIVERSITIES NETWORK**

Teaching and research:
- Evaluation of the actions of SBC Barcelona
- Research and knowledge
- Case study
- Teaching at degree and master level

**ASSOCIATION**

Activities of promotion of social business:
- Social innovation and social challenges
- Creation of social business
- Raising awareness, campaigns
- Generating opinion

**INTERNACIONAL**

International movement of social business:
- We belong to a wide network of more than 20 universities and research centers
- There are 5 SBC in the world
Definition of social business

“Social business are the organisations that have as a main objective the attainment of a positive social impact and that, to achieve it, they use as a tool the sale of a product or a service.

In a social business, the investors / owners can slowly recover the money invested, but they can not earn any dividend beyond that point. The purpose of investment is only to achieve the social objectives through the operations of the business, without any personal profit for investors.”

www.muhammadyunus.org
7 principles of social business by Muhammad Yunus

• Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.

• Financial and economic sustainability

• Investors get back their investment amount only. No dividend is given beyond investment money

• When investment amount is paid back, company profit stays with the company for expansion and improvement

• Gender sensitive and environmentally conscious

• Workforce gets market wage with better working conditions

• ...do it with joy
Summary

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Objectives

Solve social challenges through sustainable initiatives of social transformation (social business)

Social innovation & creation of social business
- Laboratory of Co-creation of social business
- Zero Waste

Awareness
- Campains
- Awards

Knowledge
- Research
- Training
Summary

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Laboratory of Co-creation of Social Business

1st edition: October 2016 - October 2017
- 30 persons enrolled

2nd edition: October 2017 - October 2018
- 15 entrepreneurs actively participating

3rd edition: January 2019 - January 2020
## Laboratory of Co-creation of social business: projects

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zoom Comunitario</strong></td>
<td>Educational and community services through audiovisual processes</td>
</tr>
<tr>
<td><strong>Volungo</strong></td>
<td>Online community that connects volunteers with third sector organisations</td>
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<tr>
<td><strong>Athenea</strong></td>
<td>Promotion of entrepreneurship and employment through theatre and arts</td>
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<tr>
<td><strong>Supercuidadoras</strong></td>
<td>App for caregivers of people with Alzheimer’s disease</td>
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<tr>
<td><strong>Oasi Urbà</strong></td>
<td>Free assessment to deal with people suffering energy poverty, real estate mobbing, housing problems (Raval in Barcelona)</td>
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<tr>
<td><strong>L’esqueix</strong></td>
<td>Therapeutic gardening and therapy with animals for people with functional diversity</td>
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<tr>
<td><strong>ReCuadro</strong></td>
<td>Creation of healthy spaces with design objects made by hand with reused materials and purifying plants</td>
</tr>
<tr>
<td><strong>Future Club</strong></td>
<td>Place where unemployed people can find assessment to discover what they want to do and get a job</td>
</tr>
<tr>
<td><strong>El protón ets tu</strong></td>
<td>Vocational guidance for young people through creative and innovative methodologies</td>
</tr>
</tbody>
</table>
Busquem idees o projectes zero waste que donen una nova vida als residus.
Pots inscriure't fins al 14 de març a movimentzerowaste.org
Zero Waste projects

“Walab”
Pol de creació amb reutilització de materials que connecta artistes, artesans i educadors de l’hipercycling i economia circular.

#movimentzerowaste

“Iniciativa 6”
Espace multifuncional i social residu zero amb productes, servits i activitats per a conectar la xarxa de consumidors.

#movimentzerowaste

“Coverds Barcelona”
Fundes de coberts de fusta reutilitzables i bosses per a comprar a granel.

#movimentzerowaste

“Associació Cinerea”
Natura, educació i creativitat surtenen per a realitzar tallers de reutilització dissenyats a la teva mida.

#movimentzerowaste

“Bitsy Bags”
Boses reutilitzables per a comprar fruites i verdures especialment dissenyades per ser durables i resistentes.

#movimentzerowaste

“ReCuadro BCN”
Objectes decoratius creatius a mà reutilitzant materials com fusta de pallets, paper i contrà.

#movimentzerowaste

“Reusabol”
Un sistema de distribució, rentat i reciclant alternatives reutilitzables de menjar per alhora.

#movimentzerowaste

“PastaxPasta”
Elaboració de pastes artesanals ecològiques reutilitzant l’ús d’envases.

#movimentzerowaste
Training

https://www.futurelearn.com/courses/social-business

MOOC  Highschool

University  Teachers training
**Awards**

**2016**

**PREMIS SBC TRANSFORMA**

**PREMI A LA IDEA D’EMPRESA SOCIAL MÉS INNOVADORA**

Walk My Grandpas

- 3 tablets
- Viatge a Dhaka per a 3 persones per assistir al Social Business Day 2016

**PREMIS SBC TRANSFORMA**

**PREMI AL PROJECTE D’EMPRESA SOCIAL MÉS VIALBE**

Mirmiki

- 5.000 € d’aportació econòmica per a la implementació del projecte
- 1 any d’acompanyament de Tandem Social
- Viatge a Dhaka per a 3 persones per assistir al Social Business Day 2016

**2017 - 2018**

**PREMIS FP EMPRÈN**

A LA INICIATIVA EMPRENEDORA DE L’FP

DE BARCELONA I LA SEVA ÀREA METROPOLITANA

Convocatòria de premis als millors treballs de fi de grau o treball de fi de master sobre tercer sector, economia social o cooperatives. PRESENTA-T’HI!
Campaigns

https://youtu.be/C1g2ZdowJEs
Tria consum responsable!
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Results in 2017

- 24 entrepreneurs
- 15 social projects created
- 36 candidates to the Awards of Degree and Master Theses. 11 candidates to Vocational Training Awards
- New courses on Social Business created in 4 universities, with participation of 275 students
- Two editions of the MOOC with more than 2,000 students each
- 9 workshops in highschools, teachers training and development and test of didatic material
- International conference
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