SUSTRAINY PROJECT

SOCIAL

TOPIC°3

PHILANTHROPY/SOLDARITY

Table of Content

Introduction to the topic

Philanthropy is the action of performing charitable giving to worthy causes, it is the effort of an individual or organization undertakes action based on altruism with the objective to improve human welfare.

Corporations add philanthropy to their actions through Corporate Social Responsibility, which makes companies be social accountable taking responsibility for social, environmental and economic impact.

At European level, the European Solidarity Corps is the new European Union initiatives which creates opportunities for young people to work or volunteer in projects to benefit the communities. The programme aims the promotion of solidarity as value, mainly through volunteering and enhance the engagement of young people and organizations in accessible and high-quality solidarity activities. The project is a mechanism in strengthening cohesion, solidarity, democracy and citizenship in Europe, while also responding to societal challenges and strengthening communities. These actions are managed partly at the national level by National Agencies and partly at the European level by the EACEA, and the European Union is responsible for European Solidarity Corps policies and oversees the overall programme implementation (EACEA, 2020).

Chapter 1
Solidarity and philanthropy practices

1.1 Solidarity and philanthropy practices – The concept

The solidarity is a personal value that means the capacity that the members pertaining to a community have to be able to act as a whole. It is based in the respect and empathy. It has a strong relationship with philantrophy, as this concept makes reference to the actions that have a positive impact in the humankind.

The solidarity term has its origins in the XVII century in France, ut its expansion through the whole Europe wasn't until the XIX century. However, both in the antiquity and the Middle Ages signs of solidarity can be clearly found, as the base of the members of all the communities. These communities needed the cooperation both in the same groups and from other ones to survive and achieve a common welfare. Proressively, the democratic governments included this concept in its legal frameworks, transforming them into core values guiding the societies.

The word philanthropy has a deep meaning; it comes from the union of two Greek words: <<Philos>> (love) and <<antrophos>> (man), meaning literally "love for the human or human gender".

It can already be appreciated signs of philanthropy in the Classic Greece, in the Platon Academy, whose ideas were very linked to democracy and liberty. However, the concept to which we are used to nowadays was not coined until the modern philantrophy era, in the Enlightenment (XVII) (ACNUR Spanish Committee, 2018).
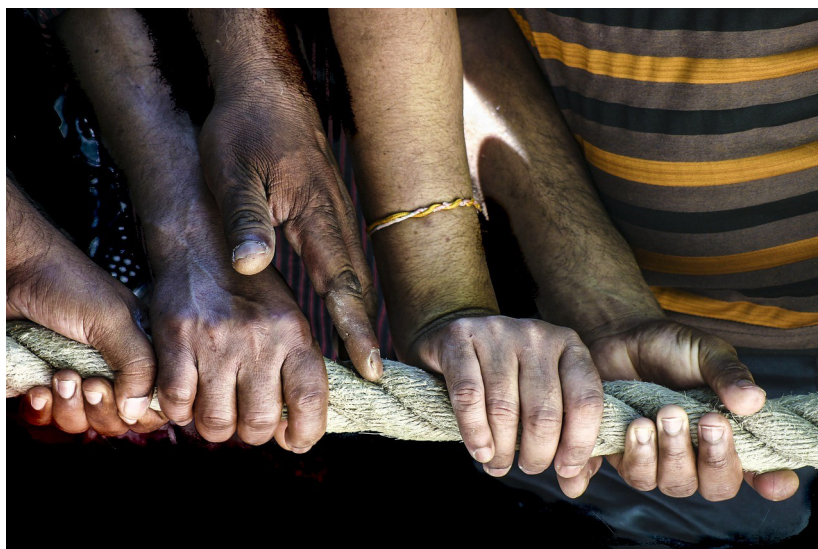
1.2 Brief introduction to solidarity

Regarding solidarity, it can be found it in almost any sphere of our society. The concept is present in almost all the frameworks of the countries. Through solidarity protection basis, it's possible to achieve more social justice, allowing the fight against social exclusion as well.

Moreover, in the society it can be found the solidarity reflected as well; in the care for the environment, the care for elderly people, the recycling of the plastics for a better environment, the altruistic care for animals, etc.

The solidarity can be practiced daily and can be translatedinto small actions. As an example of some activities related to solidarity we can find a list in ACNUR's webpage:

Help to a friend or close person if he or she is having problems (personal problems, with his or her couple, looking for a job, etc.).

- Support a newcomer in the country with the integration and language.
- Provide help your elder neighbours with the daily shopping.
- Donation of old clothes.
- Blood donation.
- Volunteering.

It is important too that the children grow surrounded by these values and feel them as own, as the next generations will be driving the future. It will be developed more the concept of Social and Solidarity Ecomony in the chapter 5.

1.3 Brief introduction to philantropy

The philanthropy can be taken as a. Not only the citizens of a country can practice the philantrophy. It is commonly practiced or shown by the companies, in the race for the best image against its competitors. Philantrophy has helped also to create new businesses that in other way couldn't have existed.

However, thephilantrophy should not be confused with charity, as they're different concepts that are commonly mixed. While charity looks for solve or have an impact of a problem affecting only a specific part of the society or group, the philantrophy looks for the roots of the problem, looking to find the solution to be able to solve it and prevent its re-appearance.

In the next sections we will analise the concepts of Social and Venture philantrophy to have an overview of two of the most common types of philantrophy (Giving Compass, 2019).

1.4 Examples and best practices

Different projects and actions that have an impact in respect to solidarity and philanthropy:

- Foundation Maimona in Badajoz, Spain. In this association the aim is to create acommunity interested in sharing and interchanging good pracices. They have free learning modules for companies adnd general public.

- ACNUR. The Agency for the ONU developes content for learning more about both solidarity and philantrophy and promotes different ativities that can be done as well. For example, the donations, volunteerings, sharing of knowledge, etc. They offer interesting options for under 25 people who want to serve as volunteer both in the national and international territories (UNHCR, 2019).

- The European Commission also promotes the so-called "Solidarity projects", in which they foster the young people wanting to form groups to run solidaity projects in **the European Solidarity Corps.** By joining this initiative, the youth people can benefit their own country and the rest of the world too, with solidary proposals that will make everyone's life better (European Commission, 2019).

Chapter 2 Empowerment of a society

2.1 Empowerment of a society – The concept

Social empowering, or the empowerment of a society, is a process by which people are provided with a set of **skills, capacities and abilities** that enable them to participate in social change. To empower is, in the end, nothing but giving all kinds of tools to make people become masters of their environment, or to design their own environment and their relations with it... to be empowered is to become free!

In this way, empowerment looks for people to **self-manage their own needs.** Thus, we can agree that the concept of empowerment is related to the appropriation or re-appropriation of individual power, which corresponds to the analysis of the current situation (adaptation, dependency and/or submission) and to free oneself from it. It is about acknowledging the possibility of influencing one's own existence in order to change it (Cambridge University Press, 2011).

The origin of the philosophy of empowerment is found in the approach to popular education developed in the 1960s from the work of Paulo Freire. The participatory approach emerged in the development field of the 1970s; it consists of *"a process of reducing the vulnerability and increasing the own capacities of the poor and marginalized sectors, which leads to promote among them a human and sustainable development" (Díaz, 2018).*

In recent years the term "empowerment" has expanded its scope. From the first meaning of the term applied only to gender analyses, it has come to designate also the set of vulnerable groups. The scope of its use in studies includes development, community and social work, and development cooperation. In the same way, the field of application of the term, which originally belonged to the women's and development movements, has progressively transcended to other fields among which international organizations such as the United Nations (UN), the World Bank, and even specializations such as business management and personal development, stand out.


Source: Society (Iwata, 2019)

2.2 Women empowerment

The term empowerment, as previously discussed, implies a whole process, a **process towards emancipation.** This term was first coined at the Fourth World Conference in Beijing (September, 1995) to refer to the increased participation of women in decision-making processes and access to power. However, this expression now has another dimension: the awareness of the power that women hold individually and collectively and which has to do with the recovery of women's own dignity as persons (Díaz, 2018).

Therefore, this concept refers to the training for emancipation that women acquire before their lives, together with the collective power that provides them with strategies to produce socio-cultural changes.
It is a process by which women increase their ability to **shape their own lives and their environment**, an evolution in women's self-awareness, status and effectiveness in social interactions.

In addition, international organizations such as UN Women (UN Entity for Gender Equality and the Empowerment of Women) are committed to the empowerment of women as a strategy to achieve a more equal and beneficial society for all.
As Michele Bachelet pointed out at the opening ceremony of the New Economy Forum
„Empowering women is empowering the whole community" (Tricoire, 2019).
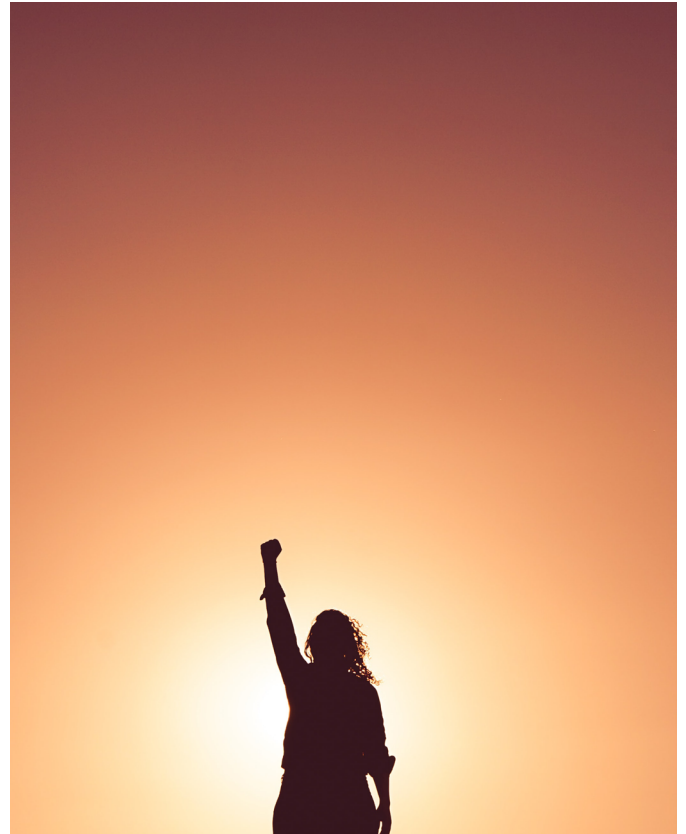
Source: Empowerment (Bruna, 2019)

2.3 Gender and environment

The progressive environmental deterioration of our planet is a consequence of the **devastating development models** that have prevailed in recent decades, based on the absence of ethical foundations and respect for natural cycles.

This global crisis is supported by a model of development and a way of life that increases the gap between poor and rich, whilst **amplifiying the inequalities between women and men,** creating focuses of poverty, especially in rural zones of Southern countries. In this way, development is equivalent to „bad development", thus the deterioration of the planet and the pressure on natural mechanisms of assimilation trigger a depletion of resources, significantly affecting the economy, culture, politics and social relations (IUCN, 2020).
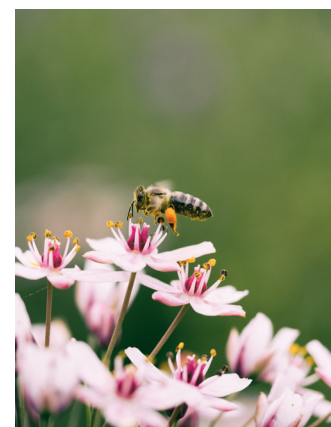
Source: Nature (Burden, 2019)

Just as nature works through energy flows and a complex web of networks that maintain ecosystems, female networks have made possible to maintain family and social life in a dynamic way, empowering their members. Informal networks that have survived in hostile environments and have given many women education, voice, vote and participation. In this way, the links and interdependencies used by women throughout history have conformed a model of networked participation for a more just and sustainable social and environmental transformation. The connection between environmental degradation, exploitation and gender-based violence requires comprehensive responses that recognize rights, especially those of **women, children and nature** (AIM2Flourish, 2019).

2.4 Best practices and cases

Case 1: Maasai women and Aloe

The harsh conditions in Kenya do not prevent Maasai women from subsisting on their own, cultivating aloe and discarding negative traditions. In Twala, Laikipia, Rosemary Nenini coordinates a women's group and is the main driver of change in that community. She has personally taken charge of preserving many aspects of Maasai culture, such as the manual arts, the use of medicinal plants and the community's lifestyle, while trying to eliminate the negative parts of their culture: female genital mutilation (suffered by children between 10 and 18 years old), child marriage and illiteracy among girls.

She began attaching the problem of mutilation by persuadding older generations of Maasai women into postponing it after their daughters completed secondary school. This gave this children the chance to study before that event, which then led to those children to oppose the mutilation. On the other hand, in the dry and arid lands of Kenya, aloe applied for the most suitable plant to cultivate. This plan is consi-

Source: Maasai woman (Sneha, 2019)

derably attached to the Maasai culture, and is really appreciated in traditional medicine. Earning money with this activity prevented families from selling their children to fight poverty, and also enchanced the relationship between men and women in the Maasai community (Mellett, 2019).

Case 2: Action for climate empowerment (ACE)

The Action for Climate Empowerment (ACE) is the agreed name for Article 6 of the United Nations Framework Convention on Climate Change, reflected in this Article 12 of the Paris Agreement, and which includes six interdependent and interrelated dimensions: education, training, public awareness, public participation, public access to information and international cooperation.

The ACE calls on governments to develop and implement educational and public awareness programmes, train scientific, technical and managerial personnel, encourage access to information and promote public participation in addressing climate change and its effects. It also urges countries to cooperate in this process by sharing good practices and lessons learned and strengthening national institutions. This wide range of activities is guided by specific objectives that, taken together, are considered crucial to the effective implementation of climate adaptation and mitigation measures and to achieving the ultimate objective of the United Nations Framework Convention on Climate Change.

Source: Geneva (Reding, 2019)

Chapter 3 Corporate Phylanthropy

3.1 Corporate Phylanthropy – The concept

The word **philanthropy** was developed by the Roman Emperor Flavius Claudius Julianus as something similar to religious charity, but the term has evolved so that it is now used in the field of business to refer to aid actions through donations, volunteering or other forms, to humanitarian organizations or communities. Philanthropy can go further when knowledge and experience are shared and real, close relationships are created with the people who are part of society.

In the context in which we find ourselves, the term philanthropy is used in a broad sense to refer to the totality of activities that are carried out **without the intention of profit,** including private donations of resources, but also civic activism, volunteer activities in non-profit entities and even paid work in such entities. It is therefore, regardless of the forms it may take, a type of non-profit action, a form of gift that is carried out to improve the state of the community in which one lives (Amestoy, 2019).

The activities that today are described as philanthropic address a **wide field of action**, and can take shape in different ways: economic contributions, volunteer programs, social inclusion projects, etc. Philanthropic activities are usually carried out in areas such as education, arts and culture, health, research, etc. Thus, under the connotation of philanthropy we find the financing of a museum, the construction of housing for the homeless, subsidies for medical research, charity canteens, etc.

Source: Corporate Philanthropy (Henderson, 2019)

An action of this type has two characteristic notes that distinguish it from activities such as investment or the financing of certain causes. First of all, philanthropy is an activity of a **non-reciprocal nature**, since what is given or done through it is made free of any expectation of correspondence. In strictly philanthropic action there is no expectation of recovering in any way the value of what is donated or given: the philanthropic gift is a gift in its purest sense, it is a free gift that does not expect to receive anything in return (Vizion 360, 2018).

A second characteristic note of philanthropy is its universal vocation, since it seeks to improve humanity as a whole, without any particular purpose. This is not to say that philanthropic activities cannot be directed towards a particular sector of society. On the contrary, it means that philanthropic activity makes no distinction between people, but considers all people equal in dignity and therefore worthy of assistance. This aid may, of course, focus on one sector that is more disadvantaged than another, but behind this apparent specialisation lies the belief that this group has the same dignity as any other human being. There is, therefore, no social group that could not be the object of philanthropic activity.

3.2 Corporate Phylanthropy vs. Corporate Social Responsibility

The confusion between these two concepts seems to persist in the business world. Corporate Social Responsibility, CSR, is a particular way in which companies conduct business, characterized by taking into account the impact that all their activities generate on their customers, employees, shareholders, local communities, the environment and society in general. This implies mandatory compliance with national and international legislation in the social, labour, environmental and human rights fields, as well as any other voluntary action that the company may wish to take to improve the quality of life of its employees, the communities in which it operates and society as a whole (Expok, 2017).
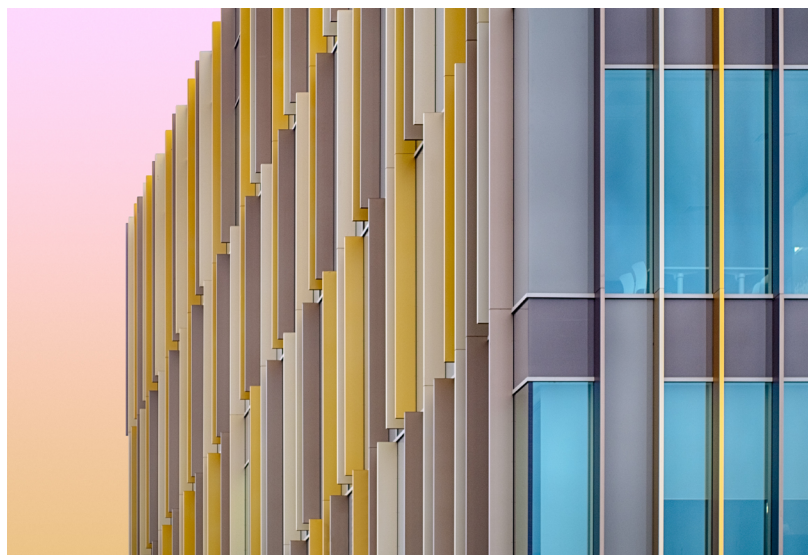
Source: Philanthropy (Forgacs, 2019)

In the mid-1990s, international organizations and different states accompanied society in an appeal to the private sector to assume a new model of coexistence and management that would make it possible to **provide solutions and responses** to a new, globalized and changing reality. Under this framework, the requirements were established and have been maintained to date in the form of 5 concrete principles (ANDBANK Private Bankers, 2013):

- CSR includes **compliance** with current national legislation and, in particular, with international standards.

- CSR is **global i**n nature: it affects all the business areas of the company and its subsidiaries, as well as all the geographical areas where they carry out their activities.

- CSR involves **objective ethical commitments** that thus become an obligation for those who make them.

- CSR is manifested in the **impacts** generated by business activity in the social, environmental and economic spheres.

- CSR is aimed at satisfying and informing the **expectations and needs** of stakeholders.

Thus, **Corporate Social Responsibility** is always related with the objectives and sector of activity of the given business, being part of its market strategy, while **Corporate Phylantrophy** is completely not aligned with the company's objectives. Notwithstanding, both succeed in improving corporative image and attracting and retaining talent to the organization, as potential employees will become interested in the company if its social commitment is significant.

3.3 The benefits and disadvantages of Corporate Phylantrophy

There are two clear **advantages** of corporate philanthropy, especially on a large scale, but also different **disadvantages.**

One of the main advantages companies gain from their philanthropic practices is the **support of the surrounding communities** and markets. Essentially, by using the profits derived from the community to benefit the same (customer-filled) community, businesses can significantly increase their prospects for future revenue streams. Supporting a community can lead to greater local economic success, creating income that can then be used in the business. For impoverished areas or those without experience with particular products, philanthropy can be used to create a market.

This market development can also occur through **improved business reputation.** The goodwill that a company can generate through corporate philanthropy can increase customer interest and favorable opinions of the company. This can lead to increased sales, especially when philanthropy is combined with effective advertising and branding, when companies advertise mutual participation in a cause.

On the negative side, philanthropy, due to being direct or created through pure monetary donations, can make it difficult for a company to really change what it wants to change. A donation to a nonprofit agency can put control of funds beyond the reach of the business. There is **no guarantee** that the agency will help the community or offer any of the benefits the company can gain from philanthropy.

Source: Philanthropy (Team, 2019)

On the other hand, if a company decides to take a longer route and invest money in the community itself, then there are other disadvantages. The business must form a team and decide how much money to give and where to give it in order to have the greatest impact. The decisions affect not only the duration of the project, but also any accompanying marketing. In the end, the company must be prepared to spend **time, money and decision-making** power on a project that has no direct benefits (StockCrowd, 2019).

3.4 Best practices and cases

	With offices in 70 cities and over 40 countries, no one could say that Google is not a global company, and its philanthropy is no exception to the rule. New York, the United Kingdom, Germany and other places in the world can witness this. The enthusiasm of its employees has made it possible for the company to boast a great social commitment, since last year alone more than 6,500 of them provided nearly 80,000 hours of service in non-profit organizations for different causes and the company has already doubled 21 million in donations to more than 9,000 organizations worldwide.
	When Tim Cook took the reins of Apple in 2011, he almost immediately established a donation program among his collaborators; since then the company has given more than $25 million in donations, which it has doubled to reach different causes around the world. By October 2014, Apple expanded this program to include all countries in which it is present. Other Silicon Valley companies have been criticized for the lack of corporate philanthropy, although many seem to differ only in the way they support different causes. While Tim Cook likes to encourage his collaborators to get involved with his commitment, Facebook CEO Mark Zuckerberg prefers to keep the business separate from his philanthropic activity.

Microsoft	The first donation program in which the company's employees participated was launched in 1983 and managed to raise $17,000 for non-profit organizations through the efforts of 200 company employees. Since then, Microsoft has donated more than a billion dollars to different causes and has managed to involve all its employees in this commitment. Since Microsoft began its volunteer program in 2005, nonprofit organizations receive up to $25 per hour when company employees volunteer for at least 4 hours. In 2014, more than 86,000 organizations in 125 countries received technology grants from the company.
pepsi	As PepsiCo appears to be an inexhaustible source of food and drink, its philanthropy prioritizes related causes including affordable nutrition, access to clean water and sustainable agriculture, as well as women's empowerment. When a company employee volunteers to work more than 50 hours with a single organization, the company makes a 2:1 financial contribution in relation to this time, while in periods shorter than this, the pay is 1:1.
Shell	When talking about the responsibility of this oil company, comments seem to focus on its terrible environmental impact. However, despite its controversial practices in this area, Shell maintains a firm social commitment that has led it to donate almost 25 billion dollars to the University of Texas at Austin. In 2012, it signed a five-year contract with UT for an additional 7.5 million dollars to address the challenges facing the industry, which will be used for research and the promotion of new talent by supporting university students.

Source: Companies + Corporate Philanthropy (3BL Media & TriplePundit, 2015)
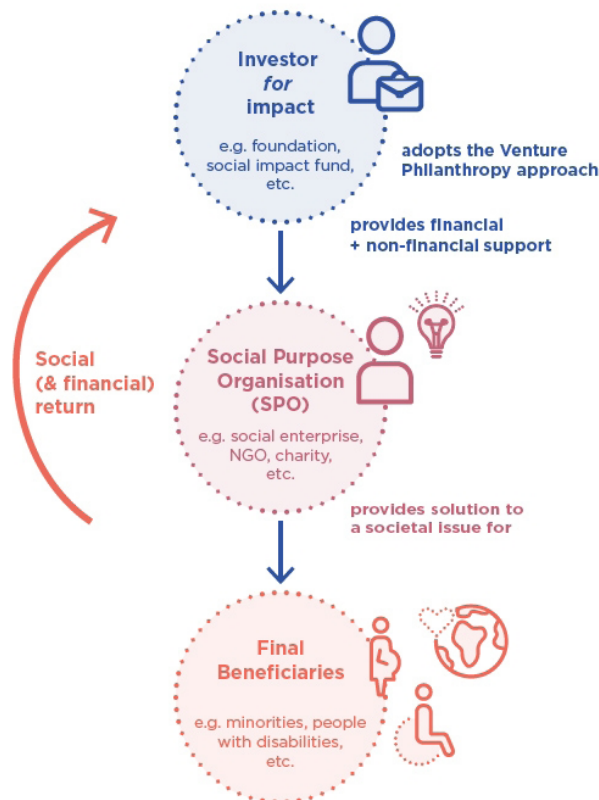
Chapter 4 Venture Philanthropy

4.1 Venture philanthropy – The concept

Venture philanthropy is a long-term approach by which an investor supports an organisation with a social purpose and helps like this to contribute to increase its social impact (EVPA, 2019).

THE VENTURE PHILANTHROPY MODEL

Investor *for* impact
e.g. foundation, social impact fund, etc.

adopts the Venture Philanthropy approach

provides financial + non-financial support

Social (& financial) return

Social Purpose Organisation (SPO)
e.g. social enterprise, NGO, charity, etc.

provides solution to a societal issue for

Final Beneficiaries
e.g. minorities, people with disabilities, etc.

© EVPA

Source: The Venture Philanthropy Model (EVPA, 2019)

Historical development

Venture philanthropy (VP) started to develop in the US in 1990. In 2002, it started to become popular in the UK from 2002 and in 2006 it started to develop into continental Europe. However, the term was coined in 1969 by an American philanthropist called John D Rockefeller III.

This man had in mind starting with an approach to fund social causes and not an association with businesses. In 1984, the term appeared again because more and more young philanthropists who were interested in funding social causes appeared. However, the term really gained popularity in USA from 1990 and a debate started to discuss about new approaches and grant creation based on foundations. In 1997, it was suggested that foundations could use tools from the venture capital to make strong investments in the organisation and not just in particular programmes. The idea was that foundations could learn from venture capitalists and have a greater impact when addressing social causes, using methods such as risk management, measuring performance and revenue, investment duration and exit strategy. This was called venture philanthropy.

In 1999, experts discussed about the possibility of turning foundations into organisations with a great value and social impact, and not just an intermediary that gives money to those that need it. As this debate was taking place, rich entrepreneurs became "philanthropists", however they were really interested in the growing interest of venture philanthropy and were not really well seen in the philanthropy sector (Mrkajic, Murtinu, & G. Scalera, 2017).

Venture philanthropy nowadays

Venture philanthropy nowadays is a methodology used at different levels of the organisational process of a foundation and its development. The main objective of VP is making sure that the organisation is effective, and it continues to grow. In general, the aim is to reach more people and in a more effective way. There are different elements that conform VP, that can be organised in different categories, however, we will explain this in the next chapter.

The future of venture philanthropy

The development of VP throughout history has been huge. This contributes to make systemic change possible through non-profit organisations. If we talk about the future challenges of venture philanthropy we must think about the future generation of 2055, who will be inheriting today's wealth. Due to estimations about the profile of this future generation, it is possible that they find VP a great alternative to other forms of contributing to social change. However, we must also consider future challenges that future generations will have to tackle to make VP popular and useful. The main challenge to reduce the barriers to the future adoption of VO Is sharing knowledge and information about this approach. It is true that the concept is quite complex and there are core aspects that may seem similar but are actually different such as the management of non-profit organisation, the mission, the organisational culture and achieving financial sustainability.

4.2 How does venture philanthropy work?

In VP there are several actors involved in the process, each of it with a specific role. There are investors, social-purpose organisations and the final beneficiaries. Investors are social investors willing to make risks that other investors may not be prepared to make, and they do it to increase the social impact of a particular organisation, and they are engaged in the long run.

Then we can find the Social Purpose Organisations. These are NGOs, charities, enterprises focused on social issues. They can be non-profit organisation or make revenue but usually they need external resources such as donations. Finally, there are the final beneficiaries. The belong to part of the society and face challenges such as poverty, disability, migration and of course, environmental issues (EVPA, 2019).

The Impact Ecosystem Spectrum
(Source: EVPA)
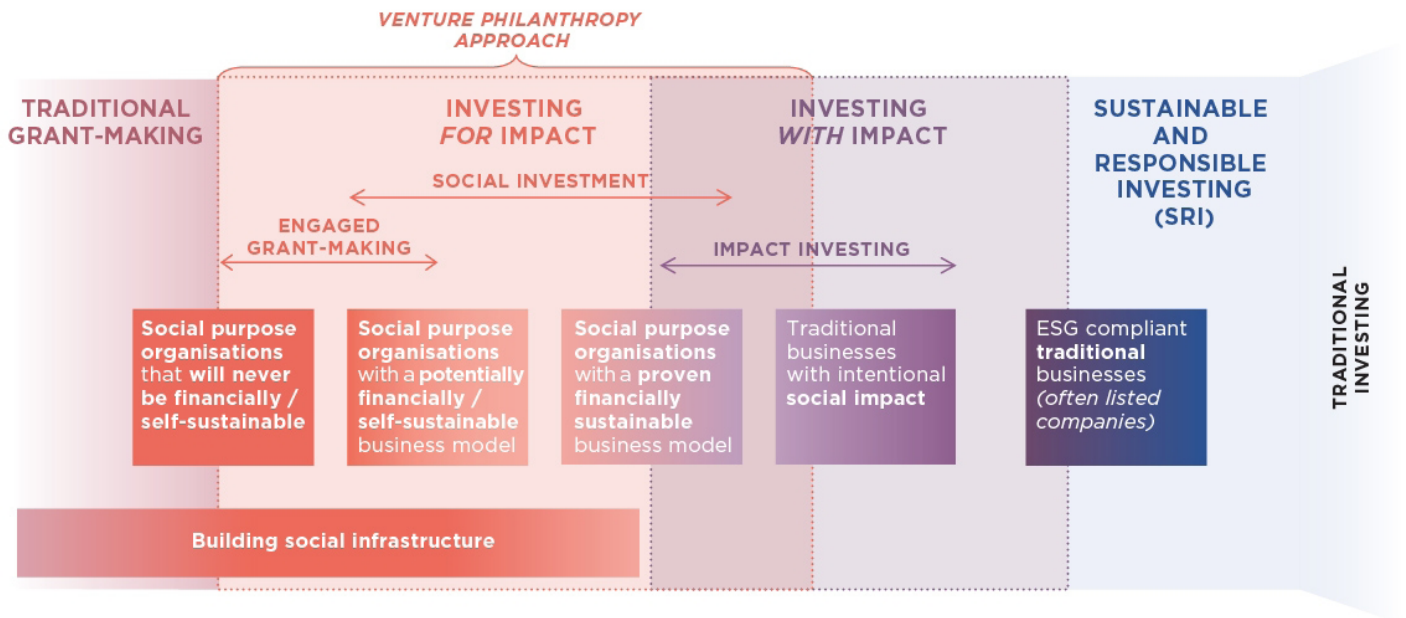
Source: The Sector – The Impact Ecosystem (EVPA, 2019)

Investors apply different practices to support the Social Purpose Organisations. These practices are:

- Tailored Financing

Tailored financing consists of selecting the best financial tools to support a Social Purpose Organisation. These tools can be, for example, a grant, a loan, an equity etc. There are several factors that can influence this choice, such as interests, risks and possible revenue.

- Non-financial support

This has to do with improving and increasing the social impact of an organisation. Although financing is important for VP, it is equally important to plan the impact objectives of the organisation, what is exactly the social change that it wants to achieve, what are the needs of the specific social or environmental issue and what are the non-financial resources available and the support available.

- Measuring and monitoring management

The next practice has to do with the measurement and the monitoring of the management of the organisation. It is essential to measure the results and revise if the expected outcomes have been reached. It is advisable to count with counselling and coaching services and establish the best team with a great leader to execute the agreed plan.

4.3 Different approaches of venture philanthropy

Source: Philanthropy (Rosebud Ventures, 2019)

The concept of philanthropy can be divided in three different approaches. First of all, charity. **Charity** has an immediate objective and tries to fill in the gaps of existing problems immediately rather than addressing issues in the long run. There is another approach entitled the **catalytic approach**. In this case, there is a theory and a plan with the objective to solve complex problems. The solution is usually based on a multifaceted approach in a complex ecosystem. Finally, **the organization building,** is centred in investing in the final beneficiaries and in its own leadership, follows a theory of change, the actual ability to carry out the mission of the organization and the possible impact that it can have.

In the case of VP, the approach that follows is the organization building approach. Traditional foundations usually follow the catalytic approach because they take the responsibility for designing the next steps to solve a problem and then the non-profit organisation is the one that actually delivers the programme to the final beneficiaries. These programmes tend to be specific and planed for short periods of time but, as we have seen, this is not the case with VP. The type of activities done through VP are complex and planned for a long period of time, it has a plan and requires complex and specialized skills and it requires to analyse the management options, the opportunities, viability of business models and the financial sustainability of the organization.

VP is a good option when it comes to actions aimed at protecting the environment. There are many smart green venture philanthropies in Europe and in the US. These ventures have the objective to invest to protect the environment, for example, in causes related to sustainable energy, sustainable mobility and cities, environmental finances, climate change and green innovations. There is another term called environmental investment, coined to refer to investments that contribute to environmental preservation. Due to the wide spectrum of the definition of the term "environmental investment", we could say that venture philanthropy for environmental causes is a form of environmental investment.

The truth is that green ventures are gaining popularity. Green ventures can promote new ways of making business by protecting the environment. Usually they are high-tech ventures that take advantage of innovations and technologies to deliver green products or processes that are eco-friendly compared to the traditional ways of producing. For example, they use renewable energies, they apply innovative waste processes, they recycle, they apply new industrial processes that do not pollute etc. It is true that these ventures are gaining popularity, however they are still at their very first phase of development when we refer to commercialization and the acceptance of the market. This is why, it is very important to count with venture philanthropists and investors willing to take risks (Grossman, Appleby, & Reimers, 2013).

4.4 Best practices and cases

Climate change is a reality nowadays. Temperatures and sea levels are increasing, plastics swim in our oceans, and all of this affects not just the environment but our direct well-being. Governments are partially addressing the issue, but they tend to stay in short term solutions and the essential thing about this problem is that we need to address the issue in the long run. In this sense, philanthropy is an ideal way to tackle this problem and offer great solutions.

However, apparently, there is a lack of philanthropists interested in this issue. The amount of money spent in this causes is ridiculous if we compare it to what is invested in other social causes. However, we can still name some ventures, foundations and initiatives that use philanthropy to address environmental issues. Here you have some examples (Hess, 2019):

William and Flora Hewlett Foundation

Source: (Hewlett Foundation, 2020)

This foundation is a private charitable foundation from the US with a special programme dedicated to environmental causes. They create grants to protect people and places from the consequences of climate change and biodiversity conservation. For example, they have a programme to fight climate change and clean energy with the objective to reduce greenhouse emissions. Another programme focuses on preserving landscapes and in the West of the United States (Hewlett Foundation, 2020).

DOEN Foundation

Source: DOEN Foundation (Stichting DOEN, 2020)

This foundation from the Netherlands contributes to make society greener and more inclusive. Their main priorities are the environment, inclusiveness, creativity, art, and culture. With respect to the environment, they support programmes centred in the green economy, they support entrepreneurs that have the objective to contribute to a better world and the health of the planet, sustainable energy, circular entrepreneurship, etc. (Stichting DOEN, 2020).

WHEB ventures

Source: WHEB ventures (WHEB, 2020)

This impact investor from the UK started thank you to the donations of Ben Goldsmith. This venture capital company invests in clean energy, recycling, the transition to low carbon energies and a sustainable and global economy (WHEB, 2020).

Chapter 5
Social and Solidarity Economy (SSE)

5.1 Social and Solidarity Economy (SSE) – The concept

The Social and Solidarity Economy (SEE) has to do with a diversity of practical experiences that aim to give an answer to problems and inequality that our current system generates. Thank you to the SEE, new initiatives have appeared to give a different approach to the current economic system. SEE puts people and their well being at the centre of the economy (ILO International Labour Organization, 2020).

Source: Social and Solidarity Economy (Bachousi, 2018)

Historical development

The term appeared by the middle of last century as a way of resolving inequality by applying universal values such as equity, justice, economic fraternity, social solidarity, compromise with the environment and direct democracy. It is true that practices of social economy have existed since the beginning of history, for example, with communities of support and barter economy, the roots of the concept of SEE as we know it today has its origins in the great ideological currents of the 19th century, related to the Christian and socialist tradition. These types of organisations appeared with the objective of answering to the necessities of a part of the population. These groups in risk of exclusions where not helped neither by the State of the market. That is how the SEE appeared, however, it had strong links to socio-cultural features and the belonging to a group with a collective identity.

After WWI in 1945, however, the priority was the reconstruction of the economy and some factors had priority such as economic competence and efficiency. In the 70s, the concept of SEE starts to gain true popularity and appears as an economy model with a global vision to transform society, fight against poverty, inequality, and the absence of respect for the environment. Nowadays, this concept joins different approaches such as the protection of the environment, a feminist economy, and the economy to protect communities. Sometimes, the concept is confused with an exclusive economy, able to help just small groups of disadvantaged people, however, the truth is that the SEE has the possibility to benefit everyone.

Challenges and opportunities for the future

As we are going to see in this chapters, there are infinite ways to apply the SEE. There are new options to live, consume, interchange, participate and establish relationships using ethic and alternative criteria to the current system. It is recommended to foster and encourage the advantages that the SEE offers. The challenge for the future is to actively foster and promote its advantages and be able to disseminate new practices applied to the economy, and accomplish an economic system totally fair, equitable, based on solidarity and sustainability (United Nations, 2020).

5.2 Different tools and practices

There are different tools and practices to apply the SEE in every field of the economic cycle. Some initiatives are part of the formalised juridical aspect but other are part of the informal economy. All of them are important and share the same values and principles described in the first part of this chapter.

Source: Social (The Peace Institute, 2015)

If we talk about the institutionalised and formal SEE, we can talk about social enterprises, cooperatives and mutual societies. However, there are also other forms of initiatives considered less formal. In both type, their social impact is important and can make a change and contribute to the development of SEE. These less formal initiatives are for example:

- **Consumer groups:** These are organised groups of consumers that decide to buy directly from local produces to help them grow.
- **Social currency:** This consists on inventing a new currency, that imitates the euro, but it works as a form of interchanging assets and services.
- **Ethical banks:** Ethical banks are like any other bank, however, they prioritize individuals rather than money. They promote environmental initiatives and give funds to project that have a compromise with society.
- **Self-financed communities:** In these organisations, the individuals of a community are at the same time, money loaners, owners of the capital and borrowers all at the same time. The interest rate are flat and beneficial for those living int hat community.
- **Crowdfunding platforms:** This popular way of funding consists on acquiring a capital to make future investments or launch a personal project based on small donations of a lot of different individuals.

These tools and practices offer a lot of advantages for society such as the creation of employment, social cohesion and positive flexibility towards market conditions.

5.3 Support from the governments

Source: Social Economy (European Union, 2018)

Some governments have decided to support and institutionalise the application of the SEE. This has been the case of Latin America, which has a great tradition of SEE. They recognise SEE in the constitution and in legislative texts and regulations, and bodies from the government are designed to apply it and promote it. This is the case of Bolivia, Ecuador, Venezuela and Brazil. These initiatives appeared as a response to the marginalization from the markets and as different expressions of social movements.

In Europe there are also some States that promote the SEE in their legislative texts. It depends on the State, but we can mention France and Spain as examples of countries applying the SEE. Some may argue that an exclusive legislation to promote SEE may reduce innovation in this sector, but the truth is that the proper political and institutional space is positive and great to improve the development of this alternative economy. Governments see this as an opportunity to address challenges related to employment and services aimed at improving the society. In Europe, this became important after the crisis lived in 2008.

The institutionalisation of social enterprises has been the key to promote the importance of SEE. Governments in Europe have recognised that social enterprises contribute to the well-being of society.

If we refer to the supranational level of the social economy, the European Union as an entity has recognised the importance of SEE and has declared that it is a priority and part of the EU goals, and contributes to social justice. The first step was the recognition of social economy actors such as cooperative societies, associations, social enterprises and foundations, among others (Novillo, 2019).

5.4 Best practices and cases

When it comes to promoting the environment, the SEE is also of great importance and can have great influence. Due to the importance that SEE gives to the well-being of the society, it is the best way to address environmental issues. The SEE is part of the group of transforming economies that want a progressive change from the consumerist and capitalist society to new initiatives based on solidarity.

There are different examples of SEE that centre their efforts in climate change and sustainable economy:

SOMEnergia

Source: SOMEnergia (SOMenergia, 2020)

This is a Spanish cooperative that makes efforts to fight climate change. This initiative started as a university project and is currently related to social movements. Nowadays it has 60.000 members. This initiative empowers people to consume renewable energies or to make their own energy using collective infrastructures.

Worcester Solidarity and Green Economy Alliance

This alliance in Massachusetts has a clear purpose, which is to put people and the environment first, instead of profit. It promotes a movement to fix what the current economy system has caused to the environment, and they propose a green economy that will also contribute to fight against inequalities, poverty, racism and sexism. In 2012, they received a Grow grant to improve their management and follow-up processes (Grass Roots Fund, 2012).

Chapter 6 JOIN THE MOVE

1.Existing networks and supporting programmes

United Nations <u>Inter-Agency</u> Task Force on the Social and Solidarity Economy (UNTFSSE)

Agency born with the aim of reinig the visibility of social ans solidarity economy. By the activities that are developed under the scope of the Agency, we can fing the enhance and support of organisations and companies regarding sustainable developmet, as well as the promotion of knowledge of solidrity and international coordination.

Source: Social and Solidarity Economy (Glenn, 2019)

2. Tools of reference to develop actions

The International Labour Organisation promotes different projects in several countries to widen the knowledge about solidarity economy. Some of these programs are the following:

International Labour Organisation (ILO)'s Cooperatives Unit

- **PROMESS: Promotion of Organizations and Mechanisms of Social and Solidarity Economy in Tunisia**
- **JEUN'ESS: Promotion of Social and Solidarity Economy and Creation of Decent Jobs for Tunisian Youth**
- **Support to Tunisian Youth through Social and Solidarity Entrepreneurship**
- **Land and Rights – Paths to Social and Solidarity Economy, in the Occupied Palestinian Territory (oPt)**
- **ILO's technical and financial assistance on Youth-Employment Support Programme (PAJE) in Algeria**
- **Development of a Social Economy Policy in South Africa**

The Phlilantrophy Programme

Other interesting tool could be The Philantrophy Programme "Exploring the Business of Philantrophy". This programme consists in a series of educational events that will be useful for the participants to know more about how to develop the philatrophy in the business and social areas (The Philanthropy Impact, 2020).

Source: Phlilantrophy (Yukawa, 2019)

3. Tips to taking action / recommendations / quotes

Five common habits of effective philantrophists, following the Forbes article that can be found in the following **link:**

1. A great understanding of the community in which te company is interested at is necessary to practice the philantrophy in an effective way.
2. Innovation is a key factor too, as creating new forms of practicing philantrophi will lead to the success. This is a whole process of learning and translating the kowledge in new forms of creating alternative and updated frosm of doing the same things but in a more efficient way.
3. Listening the needs of a community will assure that the philantrophy efforts are directed towards what they should be focused at. Sometimes, in act of good faith, individuals invest in communities taking for granted what they need, instead listening them and asking for opinion beforehand.
4. Long-term thinking will be better than short term. Trying to solve a problem in the shot term willnot assure that it won't appear after some time. The long term strategies will improve the procedures and although sometimes seem not no be as effective as expected, the results will be long-lasting.
5. The form in which the monetary donations are performed also makes a great difference for a community. It should be taken into account that sometimes, a great amount of money can make a great difference for a group of people, but in other situations, maybe a restricted fund works better. The specific situation will hold thekey to be able to decide which is the form that fits better the relaity of the community.

Chapter 7 TO GO FUTHER

UNHCR – **Get Involved**

Corporate Philanthropy

Springer Link – **'Corporate philanthropy and employee engagement'**

University of New Hampshire – **'Corporate Philanthropy: What Is the Strategy?'**

Corporate Philanthropy **Examples:** 15 Companies Doing It Right

Inc. – 7 Ways Companies Can Include **Philanthropy** in Their Culture

Video TEDx Talks **'Philanthropy: A Whole Lot of Shift Needs to Happen | Jim Hodge | TEDxFargo'**

Video TEDx Talks **'The Era of Corporate Social Responsibility is Ending | Rachel Hutchisson | TEDxWilmington'**

Video PittsburghFoundation **'The Power of Corporate Philanthropy'**

SamsungCSR **'Samsung Corporate Social Responsibility: Bringing Light to Ethiopia Improves Life for Youth'**

Chapter 8 PRACTICAL ACTIVITIES

8.1. Philanthropy check

How to know if the organization/personal idea is involved in Philanthropist activities – check at the following table (Forbes Business Development Council, 2017):

	1. Donate Goods Or Services Instead Of Cash	
	2. Give Your Time	
	3. Empower Employees To Make A Difference	
	4. Partner With A Local Charity	
	5. Find Something Meaningful That People Want To Be A Part Of	

8.2. Philanthropy Action Plan

Complete the following table establishing your goals for taking action in Solidarity and Philanthropy actions.

GOAL: (Which is your objective?)		
PURPOSE (What for?): (explain the aim and for what yo want to take the action)		
Action (What?)	Date (When?)	What may you need? (Who?; What?)
What may hinder progress?	What may boost progress?	
How am I going to measure my results?		

Conclusion: This is a beginning - My action

We've given you some advice; now it is time to turn this info into action… your action!
Write here your own remarks:

Conclusion: This is a beginning - My action