

Case 3: ECOPERIA



Who?



Ecoperia is a non-profit organization. We are young, with a constructive spirit and trained in different fields. We believe that, among all, we can create something that is truly worthwhile.

Our idea is to undertake projects that have a **social purpose** and that at the same time, can be sustainable and generate employment.

We are based on the same idea developed by Mohammed Yunus and Bill Drayton, who argue that social enterprise can be an alternative to the current economic system.

What?

We want to convey that **economic and social development** is possible, where equality of opportunity, global justice and respect for the logic of the limits of nature prevail.

Our specific objectives and the means we have are:

- To foster a spirit of social entrepreneurship, carrying out awareness campaigns and developing initiatives that provide solutions to current problems.

- Sustain the opportunity of labor insertion to groups in social exclusion through our projects.
- Teach, train, transmit and exchange knowledge through the organization of workshops, courses and seminars.
- Promote the production and consumption of organic and ecological products through different campaigns linked to our projects.
- Promote responsible consumer values that respect the environment, through the blogging of our partners and collaborators.
- Encourage international cooperation actions that generate development opportunities for less-favored regions and always aimed at promoting global justice.

Why?

- Have the ability to be able to take my ideas to practice and lead a shared project where I can choose my fellow travelers.
- Join my philosophy of life with my academic background and professional experience.
- Create employment opportunities for people who had't had the opportunity.

Where?

ECOPERIA ASSOCIATION

Address

Avenida José María Fernández, 49 – 7

LEÓN

<http://www.ecoperia.org/>

How?

The values and objectives of ecoperia are fully linked to the principles that define a Social Enterprise, according to Nobel Prize winner Muhammad Yunus.

- We seek practical **solutions** to social and environmental problems combining creativity in action, raising funds through Corporate Social Responsibility and relevant opportunity for action.
- Our goal is not to make money, but we need resources to have freedom of action

and make our initiatives and social enterprises sustainable over time.

- Like any other organization, we use our own capital and contributions from collaborators, as well as subsidies and support from the Administration, but always with the commitment that the funding be used to create **self-managed**, financially independent and sustainable initiatives over time.
- There are no dividends or distribution of the profits generated by the initiatives or social enterprises undertaken, but the same income is used to finance new shares and social enterprises.
- The initiatives created are environmentally sustainable and do not affect the quality of life of future generations.
- One of our **motivations** is the creation of our own employment in decent working conditions within our organization, as well as that of all the people who are able to insert labor through the creation of these initiatives.
- We consider ourselves persevering people, with great enthusiasm, ready to redefine and readapt our ideas, to test them and to spread them until it becomes a new pattern for whole society, sharing it with everyone who shares our philosophy and illusion.

WORK AREAS:

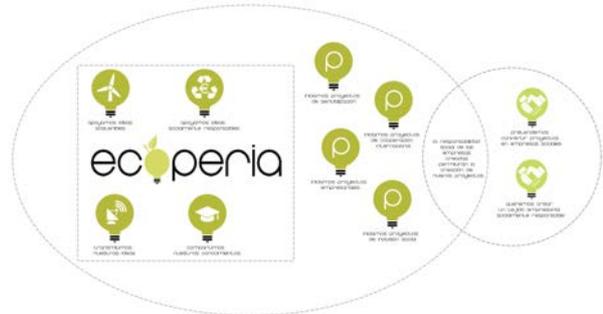
- Agricultural and Rural Sustainability.
- Training.
- Forestal.
- Social and Corporate Social Responsibility.

Great challenges

Social Entrepreneurship is based on looking for business models that propose solutions to the social and environmental problems currently facing society.

Our challenge is to make our activity and projects, based on self-management and financial self-sufficiency, to ensure sustenance and realization who works here. It is a way of generating employment by being socially responsible with the benefits obtained.

With these benefits, we propose to launch new social enterprises. Also, raise awareness about the benefits of this model and encourage responsible consumption that allows social companies to compete in the market.



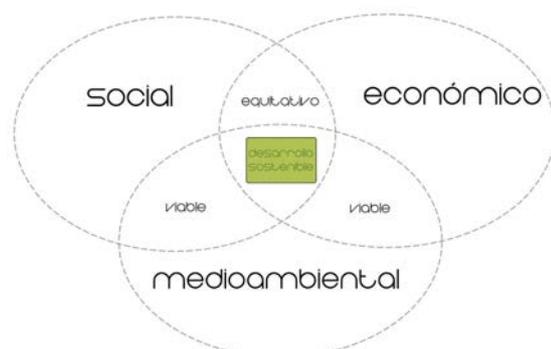
We support social entrepreneurs through the creation of financially sustainable companies where they don't seek to maximize their economic benefit but the social impact generated.

Our focus is on innovation: new solutions are needed to existing social problems and prevention actions in response to needs that may arise in the near future.

Spread the potential of the social entrepreneurship model, as Muhammad Yunus states "A social enterprise is like germinating a seed". Once it is sprouted, anyone can plant it where it is needed. Since each unit stands alone, funding doesn't become a constraint."

SUSTAINABLE DEVELOPMENT

Achieving sustainable projects in time begins with respect for the logic and limits of nature. However, we defend the need for social sustainability, which upholds the principles of global justice, human rights, the right to children, the right to a social and family life.



We defend the idea of demanding political solutions and effective measures, at the national and international level, to achieve fair markets, which guarantee healthy competition and be governed primarily by the fair rights and duties of entrepreneurs, workers and consumers. On the other hand, all entrepreneurship and all the projects developed in Ecoperia, must have economic sustainability. They must be viable projects that are self-managed over a period of time and, because of their social responsibility, must be able to finance new projects. Grants (public or private) are conceived as a social investment that must meet the objectives of sustainability in a determined time. Implementing sustainable projects in the current environment is not easy and therefore, the support of a whole society is essential to the success of these objectives..

ACTIVE YOUTH

We want to make participants in Ecoperia to any person who, regardless of your age, share our ideas and goals. However, young people play a key role. Achieving long-term progress depends entirely on them, so we strive especially to foster their creativity, putting in place their own business compatible ideas with the values promoted by Ecoperia. To do this we doing the next:

- Promote the active citizenship of young people through initiatives that raise awareness and mobilize youth around global challenges, solidarity and tolerance. We do this through the [European Youth in Action program](#).
- Encourage participation in our active young people who are looking for a job, to defend the right to fulfill their dreams, to be valued as the basis of the future and to demand job opportunities that enable them to realize their full potential.
- Combining the creativity and initiative of young people, with the experience of the most veterans and the knowledge acquired by Ecoperia in the course of its activity.