

SE and the primacy of value over the gain

MODULE I

This module is designed to provide knowledge about the values and principles of the social economy and prepare you for a widerange of educational, employment and entrepreneurship opportunities as well as community-based activities and initiatives. Specifically, through this module, you will learn what differs social economy subjects from other entrepreneurs, SMEs and companies in the term of their objectives, management, principles, values, concept, impact, mission,

START

ABOUT THIS COURSE

This course is one of the results of the **Better Cooperate! project**.

The project Better Cooperate! Education through and to the values of the social economy as a way to reinforce the society is a project combining the fields of education and social entrepreneurship in the activities of. Its aim is to increase the capacity of the social economy sector to carry out educational activities in the field of social entrepreneurship and thus to formulate an effective response to the challenges of the modern world and to increase the initiative and entrepreneurship of young people and their effective inclusion in the social and professional life of their societies.

Project Number: 2023-1-PL01-KA220-YOU-000158100

unded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Better Cooperate Course

1

SE and the primacy of
the values over the gain

2

SE and the inequities

3

SE and the local
development

4

SE and digital
transformation

5

SE and the ageing
society

6

SE and the climate
change

INTRODUCTION

Module 1: SE and the primacy of value over the gain

Philosophy of social entrepreneurship prioritizes social and environmental values over profit maximization and considers business models that are both economically and socially sustainable, therefore adequate alternative to traditional business, focused on competition, profit accumulation and individual success.

At the end of this module you will be:

- equipped and prepared to understand the social economy values, environment, impact and further empower you to make informed decisions on furthering your social impact skills and knowledge
- motivated to consider social entrepreneurship as an alternative and viable option for self-employment and wealth creation

START



But first.... Let's check how much do you already know!

„Social economy put people before the profit“ – is this statement true

True

False

Send

→ Next



Watch this video to have a short overview on what is social economy!





„The term 'social economy' refers to all business activities that are not only driven by a strong social mission but also intended to be economically viable. This includes cooperatives, mutual societies, non-profit associations, foundations and social enterprises, covering a wide range of activities. The aims of social economy organizations are generally to provide goods and services (including employment opportunities) to their members or community, and pursue general interest goals such as environmental protection. In this way, social economy organizations aim to make a profit for people other than investors or owners.“



European Foundation for the Improvement of Living and Working Conditions



“The well-being of the human person as an individual and as a member of the community is the ultimate goal of the economy ”
- Pope John Paul II



Values and principles of the Social economy

Social economy represents and applies the following values:

the defence and implementation of principles of solidarity and responsibility,

The primacy of the individual and of social objectives over capital

conjunction of member's user's interests and the general interest

democratic control by members

voluntary and open membership

management autonomy and independence with regard to the authorities

surpluses are primarily intended for sustainable development projects, for member services interests and for the general interest.



Values and principles of the Social economy

Social economy contributes significantly to several important social principles:



Solidarity and Inclusion



Common good



Sustainability



Dignity



Address the causes of different social issues, not just the symptom



Subsidiarity and plurality





Facilitating the inclusion of older adults in social activities and ensuring their active participation in community life is crucial. This involves addressing social stereotypes and providing opportunities for lifelong learning and community engagement.



The role of technology is increasingly important in addressing the challenges of an ageing society. Innovations in telemedicine, remote monitoring, and digital tools can enhance the quality of life for older adults, enabling them to remain active and connected. There is also a need to tackle the "digital divide" to prevent further social exclusion.



Ageist perceptions may lead to a lack of intergenerational solidarity. Policies are needed to encourage "solidarity between the generations" and to plan for sustainable public finances to support pensions, healthcare, and long-term care. Ensuring that ageing is viewed through an equality and human rights lens is critical to maintaining a cohesive society.



Adequate housing is another challenge, as supportive environments for the elderly are crucial for their independence and well-being. Policy actions should include "providing for adequate and affordable housing" and adapting these to accommodate changing physical capabilities.



Adequate housing is another challenge, as supportive environments for the elderly are crucial for their independence and well-being. Policy actions should include "providing for adequate and affordable housing" and adapting these to accommodate changing physical capabilities.



An ageing population significantly impacts healthcare and social care systems. Older people are more susceptible to illnesses, as highlighted during the COVID-19 pandemic. There is a pressing need for “high-quality and affordable health care services” and long-term care services.



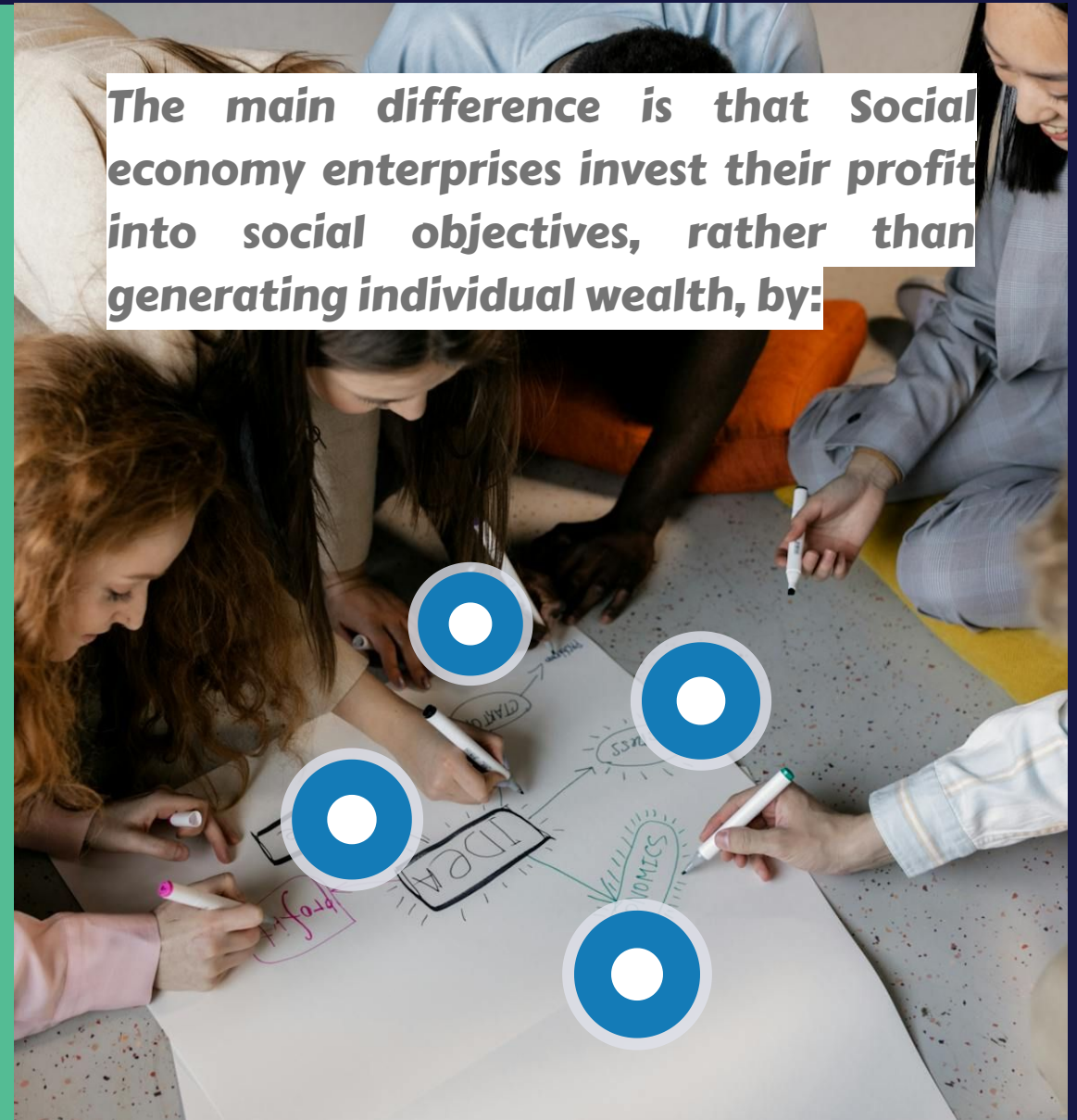
Why is Social economy important and needed?

Social economy enterprises put people before profits - they invest in people, in their capacities and creativity, and empower them by creating quality jobs and by providing education.

AT THE SAME TIME

Social economy enterprises are meant to generate profit. They operate according to the logic of the market, providing goods and services and aim at customers' satisfaction.

The main difference is that Social economy enterprises invest their profit into social objectives, rather than generating individual wealth, by:





Because tech is a huge part of everyday life. It affects jobs, education, healthcare, and even how we participate in our communities. The internet and digital tools help people find opportunities, stay informed, and make life easier. But if some people are left out, they miss out on all these benefits.



Creating a digitally inclusive world takes teamwork. Schools, libraries, businesses, and governments all play a role in making sure people have the tech, skills, and support they need. There's no one-size-fits-all solution—different communities need different strategies based on their unique challenges and resources.



Why is Social economy important and needed?

As a young person you can.

professional work and earn a living in the social enterprise sector

make a career that allows you to make a living while doing something meaningful and rewarding



Social economy beyond the care perspective, activates reciprocity practices, and at the same time produces both social and economic value as:



Individuals are empowered



Communities become more inclusive and cohesive



Innovative ideas for the benefit of whole society





Traditional Economy

VS.

Social Economy

The traditional economy places a strong emphasis on financial success and shareholder value, often at the expense of social and environmental considerations.

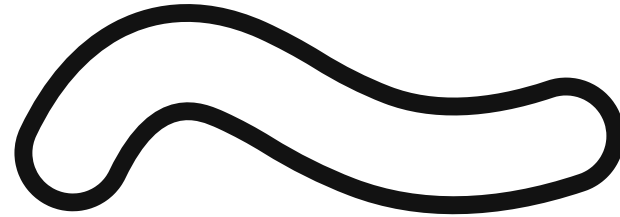
The social economy prioritizes social impact, ethical practices, stakeholder engagement and long-term sustainability, aiming to create value beyond just financial returns.





Quiz

***And now let's test
the new learnings!***





Quiz

Question 1/5

Which of the following is a key principle of the social economy?

Minimizing social impact

Prioritizing profit above all else

Emphasizing cooperation and collaboration

Ignoring ethical considerations

Sent



Quiz

Question 2/5

Which of the following are not the Social economy objectives?

Promoting environmental sustainability and responsible resource management

Aligning business practices with ethical values and principles

Fostering cooperation and collaboration to address societal challenges.

Maximizing stakeholder wealth and profitability.osta

Sent



Quiz

Question 3/5

Promoting empathy and tolerance is characteristic for

Social economy

Traditional economy

Sent

Drag and drop the sentences in the correct box based on if they are liked to traditional or social economy

traditional economy

social economy

Profit maximization - the primary goal is to maximize profits for shareholders.

Competition - businesses often compete aggressively with each other for market share and profit.

Social impact - create positive social and environmental impact alongside financial sustainability.

Cooperation and collaboration

Efficiency and productivity - maximizing efficiency and productivity to increase profits.

Long-term thinking - consider the consequences of actions on society, the environment and future generations.

Shareholder primacy - the interests of shareholders are prioritized over other stakeholders.

Stakeholder value - considers the needs and interests of all stakeholders, including employees, customers, communities and the environment.

Ethical practices - values ethical considerations such as fair labour practices, environmental sustainability and transparency.

Correct Answers

traditional economy

Efficiency and productivity - maximizing efficiency and productivity to increase profits.

Stakeholder value - considers the needs and interests of all stakeholders, including employees, customers, communities and the environment.

Profit maximization - the primary goal is to maximize profits for shareholders.

Competition - businesses often compete aggressively with each other for market share and profit.

social economy

Social impact - create positive social and environmental impact alongside financial sustainability.

Cooperation and collaboration

Stakeholder value - considers the needs and interests of all stakeholders, including employees, customers, communities and the environment.

Ethical practices - values ethical considerations such as fair labour practices, environmental sustainability and transparency.

Long-term thinking - consider the consequences of actions on society, the environment and future generations.

Drag and drop the sentences in the correct box based on if they are liked to traditional or social economy

traditional economy

social economy

Maximizing shareholder wealth and profitability.

Growing market share and competitive advantage.

Aligning business practices with ethical values and principles.

Creating positive social impact, such as job creation, community development and social inclusion.

Increasing efficiency and productivity to drive profits.

Promoting environmental sustainability and responsible resource management.

Meeting short-term financial goals and targets.

Correct Answers

traditional economy

Maximizing shareholder wealth and profitability.

Growing market share and competitive advantage.

Increasing efficiency and productivity to drive profits.

social economy

Aligning business practices with ethical values and principles.

Creating positive social impact, such as job creation, community development and social inclusion.

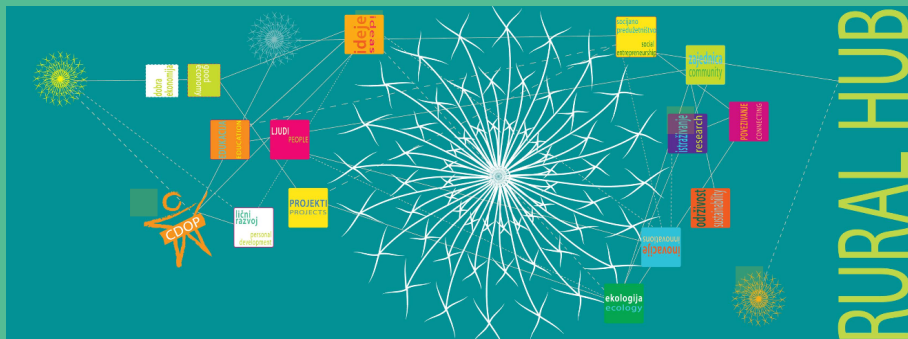
Meeting short-term financial goals and targets.

Promoting environmental sustainability and responsible resource management.



Discover some projects that implemented new strategies and created innovation in the field

CDOP is a safe house for "crazy" ideas that change the world for the better!



MISSION

OBJECTIVES



Congratulations! You have completed the Module!



You have now gained a deeper understanding of social economy can help in prioritizing values over gain. By recognizing these possibilities, you are better equipped to think implement social impactfull projects.

Key Takeaways:

- Knowledge of the key terms related to social economy and the primacy of values over gain in organizational contexts.
- Promotion of the social economy mind set and value-driven approach in the workplace and in the society/community, including setting measurable goals centred around social impact and ethical practices.
- Recognize the pivotal role of leadership in championing the primacy of values and social impact and understand how to cultivate a culture that prioritizes these principles from the top down.
- Definition of the differences between traditional and social economy in the sense of values, principles and objectives.
- Be able to build awareness of the impact of embracing social economy values on fostering a diverse and inclusive workforce, as well as shaping company culture to be more socially responsible and sustainable.
- Empower target group to understand key aspects of social impact and recognize social issues in the society and local community.
- Definition of skills and features that are learned/gained through the engagement in social economy.



Now that you learned about **social economy and the primacy of value over the gain** discover its role and challenges in the field of **inequities** in the next Module of the course:

GO TO MODULE 2

Discover more about **Better Cooperate!** project on our website





would you like to explore this topic further?

READ/EXPLORE

+ READ MORE

Social Economy

+ READ MORE

New learning modules
on the Social and
Solidarity Economy

+ LISTEN

Podcast on Social
Economy