

Ashoka and EADA Business School present the study:

How does social entrepreneurship transform cities? 4 success stories and recommendations for local councils

- **The report aims to be a useful tool for the new local authorities, regardless of their political party or ideology.**
- **The success stories come from four social entrepreneurs from the Ashoka network: Nani Moré, Marta Pérez, Isabel Guirao and Ana Bella Estévez**

Barcelona, 13th July 2023. As a result of the collaboration between EADA Business School and Ashoka Spain, the study “How does social entrepreneurship transform cities? 4 success stories and recommendations for local government” has been carried out. The study details how social entrepreneurship is designed so that other organisations can replicate their impact on a large scale and aims to provide clear answers and recommendations on key issues such as how local governments can launch new projects.

The study was set up to demonstrate to new local governments, formed as a result of the recent municipal elections in Spain, that there are changemakers who are already working towards change from their well-established organisations. It showcases four success stories from the Ashoka network: four projects from social entrepreneurs who address issues such as urban regeneration, food systems and inclusion of persons with disabilities.

By analysing these cases, the study aims to highlight the advantages that social entrepreneurship can bring to public policies and city development plans. Some of these include involving entities that are not traditionally associated with social entrepreneurship, increasing revenue for the city, more efficient solutions and the generation of open knowledge, among many others.

New local governments and budgets

The Joint Congress-Senate Committee for the European Union, which was held in March 2023, allocated 21.6 billion euros of funding to autonomous communities for education, healthcare, sustainable mobility and housing. According to the authors of the study (1),

“Questions need to be asked as to how this new funding will be invested in these areas. And social entrepreneurship can offer many of the answers”, adding that, “this is a unique window of opportunity to put the promotion of social entrepreneurship on the agenda, as an issue that transcends political parties to ultimately ensure the creation of safe, resilient and sustainable cities”.

In addition, the recent municipal elections, which led to the appointment of new mayors or mayoresses and their teams, offer the possibility to develop towns and cities by designing a route map towards the SDGs that include innovative solutions in different areas of local competence. The study therefore aims to be a useful guide for new local governments regardless of their political party or ideology.

Four success stories

The four cases detailed in the report show how social entrepreneurship can inspire transformative change and convert local authorities into the driving force of a more prosperous and inclusive society. These cases relate to four Ashoka social entrepreneurs and their organisations: Nani Moré from *Menjadors Ecològics*, Marta Pérez from *Fundación Segunda Parte*, Isabel Guirao from *A Toda Vela* and Ana Bella Estévez from *Fundación Ana Bella*.

Menjadors Ecològics, advises local governments on how to design tenders that meet the criteria of sustainability, health and accessibility for collective catering services, from a unique perspective that covers the entire agri-food chain.

Fundación Segunda Parte offers advice to local governments to ensure that municipal sports centres and facilities can support the long-term recovery and inclusion of persons with acquired brain injuries.

A Toda Vela supports municipal authorities on the path towards a new understanding of disability and inclusion. They recommend specific measures to ensure that persons with intellectual disabilities can fully exercise their rights.

Fundación Ana Bella creates networks of women who have overcome gender-based violence so that they can support other women in abusive relationships to become empowered and visible to social services in their local area.

(1) Federica Massa Saluzzo and Sofia Stewart are professors at EADA Business School, while Rosa Ricucci manages the community of social entrepreneurs and measures the social impact of Ashoka Spain. Victoria de la Mora provides support to social entrepreneurs of the Ashoka network in Spain and Portugal.

Ashoka España

Ashoka is a not-for-profit organisation that identifies, connects and supports the leaders of social innovation. Its purpose is to raise awareness of every individual's power to change the world and to use it. Ashoka promotes leaders for change – social entrepreneurs, young social innovators and educational leaders – to build a society capable of generating a positive change on a large scale. The Ashoka network already has 3,700 social entrepreneurs worldwide with 52 based in Spain and Portugal. Ashoka's founder, Bill Drayton, was awarded the *Príncipe de Asturias* prize for International Cooperation in 2011.

EADA Business School

EADA Business School was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and economically independent institution. In addition to appearing in the international rankings of the Financial Times and The Economist as one of the top 100 business schools worldwide, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA, which recognises the quality of MBA programmes.

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