

SOCIALNO PODJETNIŠTVO - MED TEORIJO IN PRAKSO

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Povzetek: Teorija mrežne družbe »Network society« Manuela Castellsa predstavlja družbo, v kateri so vse ključne družbene strukture in dejavnosti organizirane okoli elektronsko obdelanih informacijskih mrež. Gre za družbena omrežja, ki za predelavo in upravljanje informacij in podatkov uporabljajo mikro-elektronske tehnologije.

Osnovna razlika v konceptualni zasnovi dela znotraj mrežne družbe poteka po ločnici samostojno-programirano ustvarjanje »self-programmable work« in generično delo »generic labour«.

Ustvarjalci vrednosti se morajo znati sami programirati in samostojno predelati informacije v specifično znanje. Generični delavci pa se morajo biti sposobni prilagoditi zahtevam podjetij in biti pripravljeni, da jih bodo nadomestili stroji ali nadomestna delovna sila.

Zdi se, da bi lahko družbena oz. socialna ekonomija ponudila nekatere pomembne odgovore pri oblikovanju močne, trajnostne in vključujoče družbe.

V Sloveniji se razvoj socialnega podjetništva trenutno organizira okoli dveh osrediščenj. Prva izhajajo iz potreb po prehranski samooskrbi in reciklaži oz. ponovni uporabi surovin in izdelkov – eksistencialni in ekološki kulturni arhetip. Te iniciative so v večini primerov lokalno integrirane in zaposlujejo težje zaposljive skupine. Drugi segment so kreativne industrije nastajajočih novih ekonomij deljenja »sharing economy«. Skupnostni modeli dela »coworking«, financiranja »crowdfunding« in mreženja »crowdsourcing«, so globalno usmerjeni z močnim oblikovalskim in informacijsko- tehnološkim potencialom. Oba segmenta trenutno potrebujeta za razvoj podporo iz državnih in evropskih sredstev, pri temeljnih raziskavah in pilotnih razvojnih projektih.

Ključne besede: Teorija mrežne družbe, socialna ekonomija, socialno podjetništvo, skupnostno delo, kreativne industrije

SOCIAL ENTREPRENEURSHIP - BETWEEN THEORY AND PRACTICE

Abstract: "Network Society" by Manuel Castells is a society in which all key social structures and activities are organized around electronically processed information networks. It is a social network which uses micro-electronic technology for processing and information and data management.

The basic difference in the conceptualization of work/labour within the network society runs along the line of "self-programmable work" and "generic labor".

The creators of programmable value should be able to independently process information into a specific knowledge. On the other hand generic workers must be able to adapt to the requirements of businesses and be prepared to be replaced at any time by machines or spare labor.

It seems that social economy may offer some important answers in the creation of a strong, sustainable and inclusive society.

In Slovenia, the development of social entrepreneurship is currently organized around two concentrations. The first one is arising from the needs for food self-sufficiency and recycling, re-use of materials and products - existential and ecological cultural archetype. These initiatives are in most cases locally integrated and employ disadvantaged groups. Second segment includes the emerging creative industries and economies of the "sharing economy". Co-working, crowdfunding and crowdsourcing are globally oriented with a strong design and informational technological potential. Both segments currently need support from national and European funds for basic research and pilot projects development.

Keywords: Network society, social economy, social entrepreneurship, co-working, creative industries

Technological revolution, in the last quarter of 20th century and dawning of the Network society (Castells), centred around transformation and production of information, produced extraordinary gap between technological over-development and social under-development. It has transformed the way we think, we produce, we consume. There are no longer separate, economic, political or social problems, which can be judged even remotely on their own and be dealt with individually, at leisure, one after another. All problems intermesh and interact and tend to put out roots and ramifications across national or geographical boundaries. A dynamic, global economy has been constituted around the planet, linking up valuable people and activities from all over the world, while switching off from networks of power and wealth, people and territories dubbed as irrelevant from the perspective of dominant interests.

"Network Society" by Manuel Castells is a society in which all key social structures and activities are organized around electronically processed information networks. It is a social network which for processing and information management of data uses micro-electronic technology.

The basic difference in the conceptualization of work/labour within the network society runs along the line of "self-programmable work" and "generic labour".

The creators of programmable value should be able to independently process information into a specific knowledge. **Self-programmable work** has the autonomous capacity to focus on the goal assigned to it in the process of production, find the relevant information, recombine it into knowledge, using the available knowledge stock, and apply it in the form of tasks oriented toward the goals of the process.

On the other hand **generic labourers** must be able to adapt to the requirements of businesses and be prepared to be replaced at any time by machines or spare labour. Within less than a century, "mass" work in the market sector is likely to be phased out in virtually all of the industrialized nations of the world. A new generation of sophisticated information and communication technologies are replacing human beings in countless tasks, forcing millions of blue and white collar workers into unemployment lines, before the face of "precarious" employment and poverty.

One must be able to exercise our right to exist as a people and citizens through our own collective action.

- Autonomy and self-programmable capacity of societies and labour is developing „local /globalisation“. People are creating local self-sustainable „multitudes“ and integrating them into global „network“ economy.
- New economic models and sustainable processes produce „Social Technologies“...defined as *methods and designs for organising people in pursuit of goals*.

It seems: social economy, which studies and deals with the relationships between the economy of social behaviour on the basis of social morality, ethics and other humanitarian philosophies and develops itself through the need for new solutions to social, economic and environmental issues, could address social problems that were overlooked (or inadequately met) by the public or private sector and may offer some important answers in the creation of a strong, sustainable and inclusive society.

"Social enterprising is thus innovative business model to meet both economic and social objectives and significantly contribute to labour market integration, social inclusion and economic development. Social Enterprises are in the core of social innovation!" (Noya, 2009)

Social entrepreneurship/social economy in the EU includes: cooperatives, associations, foundations, mutuals and other new forms of social enterprises as limited liability companies, not profit oriented.

In Slovenia, the development of social entrepreneurship is currently developing around two bottom-up concentrations.

The first one is arising from the needs for food self-sufficiency and re-use of materials and products - existential and ecological cultural archetype. These initiatives are in most cases locally integrated and employ disadvantaged groups. To some extent they try to mitigate the consequences of “generic labour” replacement. On the other hand these initiatives are front-runners in the search of new integral and sustainable economic models.

Some Examples:

- Cooperative Dobrote
- ORZ
- Coperative Slovenjske Konjice
- Cooperative Dobrina
- Moja Štacuna
- E-Tri

The second segment includes the emerging creative industries and economies of the "sharing economy". “Co-working”, “crowdfunding” and “crowdsourcing” are locally leaning and globally oriented with a strong design and informational technological potential.

They make a network potential and opportunities of self-programmable work.

- Poligon
- CAAP
- Knof

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Both segments currently need support from national and European funds for the basic research in the field of systemic nationally specific historical, cultural and entrepreneurial background and pilot projects development where theory and practice join for the systemic knowledge.

There is a need for action plan from the governmental bodies and ministries too combine the selected new financial perspective funds through European social fund (ESF) and Regional development fund (ERDF) to prepare the calls and tenders, which will link start-up initiatives with investment and employment possibilities. And to be additionally supported by Cohesion policy funds to secure guarantees or loans to projects.

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