

2.1 Ethics and principles for the development of social entrepreneurship

2.1.2 Ethics and principles for the development of social entrepreneurship and cooperativism

e-module 2 (Social) Entrepreneurship and cooperatives in theory
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This lecture addresses the following topics:

- Challenges in social entrepreneurship
- Ethics and principles to develop social enterprises
 - Permaculture
 - Systems Thinking
 - Dragon Dreaming

Challenges in social entrepreneurship



Despite the broad recognition of the critical need to harness business and market-based approaches to address the global challenges we are facing, the current economic system is not optimized to support organizations that seek to integrate the logics of business and social purpose into one entity.



Challenges in social entrepreneurship



It is challenging for cooperatives and social enterprises to truly meet the urgent need for building local community resilience, challenging the status quo and reversing the degradation of our ecosystems as they are often forced to compromise their impact in one way or another.

It is vital to recognize the set of beliefs and power structures that hinder their development and take responsibility to shift the paradigm from excess consumption and resource depletion to social and environmental regeneration.



“You must never doubt your ability to achieve anything, overcome anything, and inspire everything, because the truth is, there are no superheroes. There is just us, and too often we are the ones that we keep waiting for.” –Shiza Sahid, Co-Founder of the Malala Fund

Ethics and principles

In this lecture we outline sets of ethics and principles adopted by increasingly popular and compelling philosophies and methodologies such as Permaculture, Systems Thinking and Dragon Dreaming, which help understand the systems we are part of, design the most effective and sustainable ways to address their issues, and ultimately create a thriving environment for all involved.



Social enterprises and cooperatives are proving to be part of the solution

Permaculture

Permaculture offers a design framework to achieve a holistic integration of regenerative practices, social benefit and community cohesion while obtaining a yield.

Through the harmonious integration of landscapes and people providing for material and non material needs sustainably, permaculture contributes innovations in the fields of land and nature stewardship, land tenure and community governance, finance and economics, health and spiritual wellbeing, culture and education, tools and technology



Its foundations lie in traditional and Indigenous ways of perceiving landscapes and peoples as interconnected, interacting with the land in a manner that reflects a systemic understanding of nature.

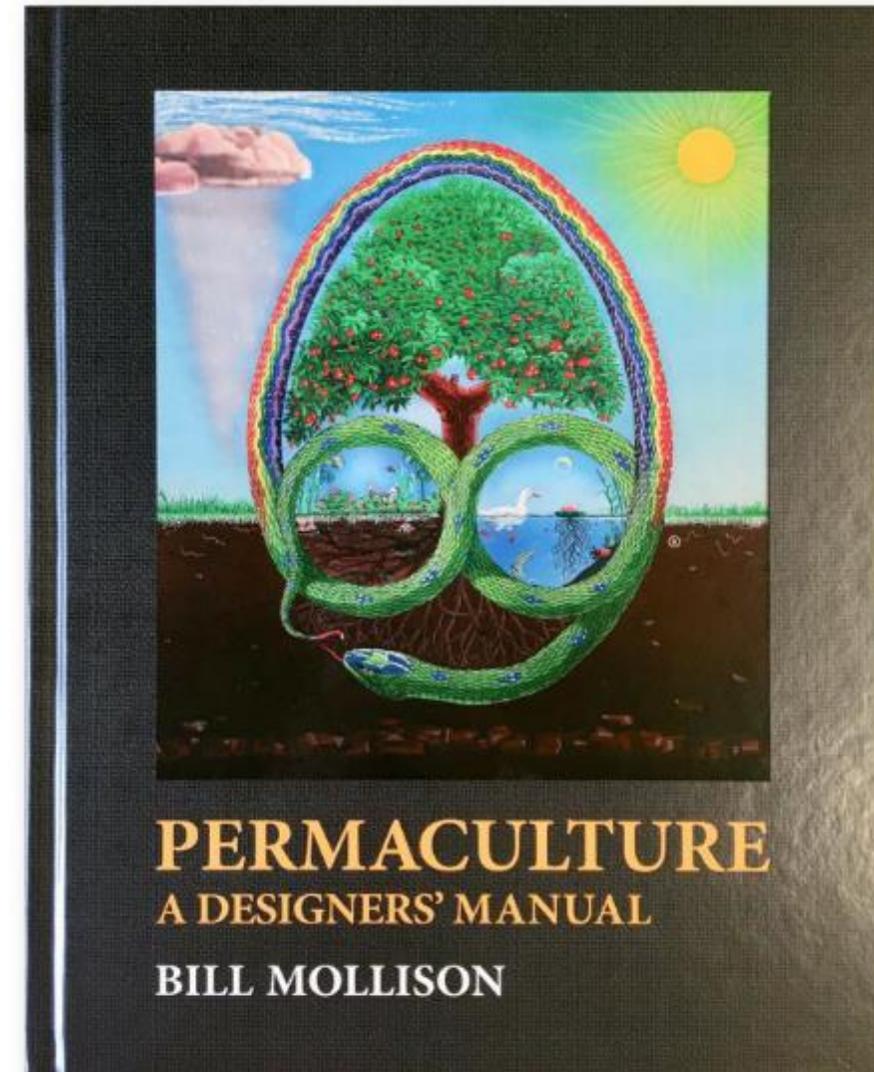
So, permaculture, or something very close to it, has been practised for thousands of years in various parts of the world, and still is, by people who have never heard of it.



Permaculture ethics

Permacultura is rooted in 3 ethics:

- **Earth Care:** to protect the intrinsic value of life and meet our needs without damaging the planet
- **People Care:** to ensure the wellbeing of individuals and communities, access to resources necessary to our existence, and sense of community
- **Fair Share:** to accept that Earth's resources are limited so their equitable distribution across time and space is necessary, in addition to access to family planning, support towards basic needs, essential healthcare, education and equal rights. In the West this means minimising consumption.



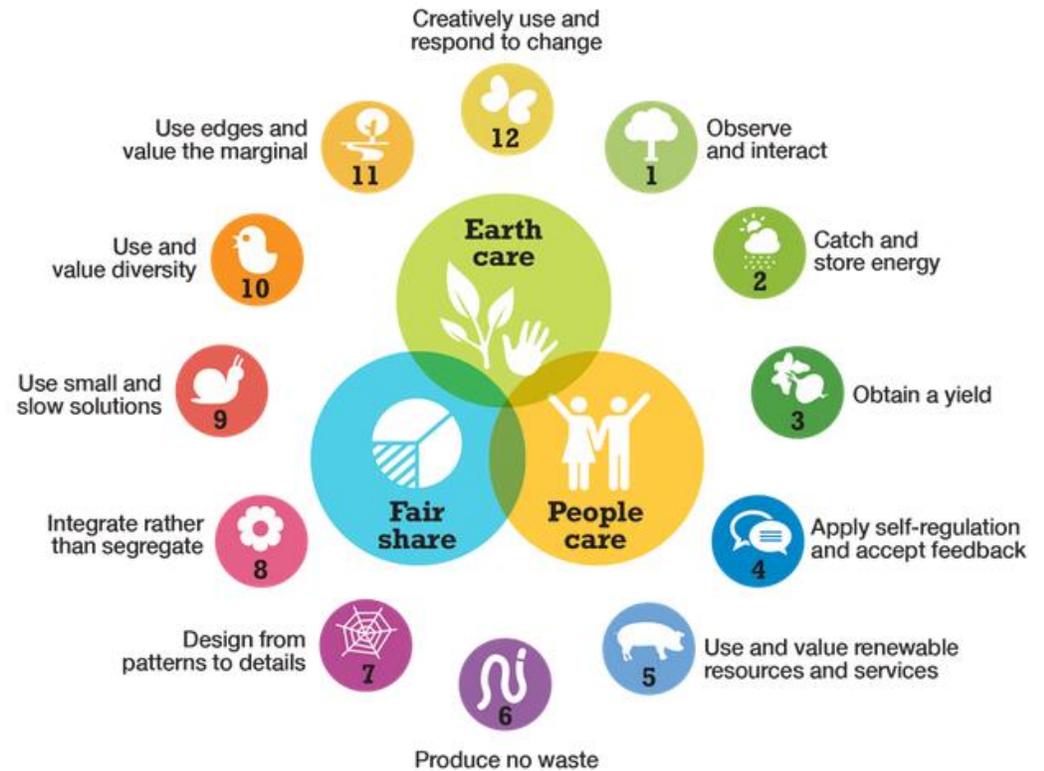
Permaculture Principles



And several principles which are evolving through time and contexts but mainly focused on:

1. working with nature rather than against it
2. making the least change for the greatest possible effect
3. the problem is the solution
4. obtain a yield
5. everything has an effect on its environment
6. each important function is supported by many elements
7. each element provides many functions
8. use edges, optimise the marginal
9. efficient energy planning and energy cycling
10. produce no waste
11. use and value biological resources and diversity
12. relative location
13. use small and slow solutions

PERMACULTURE PRINCIPLES



Systems Thinking

Systems Thinking, contrary to the strategy adopted in our culture to focus on the complexity of the details, sets out to view systems in a holistic manner and encourages us to explore interrelationships (context and connections), perspectives (each actor has their own unique perception of the situation) and limits (agree on scope, scale and what could constitute an improvement)



Systems Thinking

This helps us see the big picture, identify leverage points that can be addressed to support constructive change, and see the connectivity between elements of the situation, to support joint action.

Everything can be understood as a system: a start-up, a product, a service. Even a soccer team is more than a group of athletes and a guy with headphones. All the elements of this system are dynamic and interact with each other.



Systems Thinking Principles

The six foundational principles that drive systems thinking methods are:

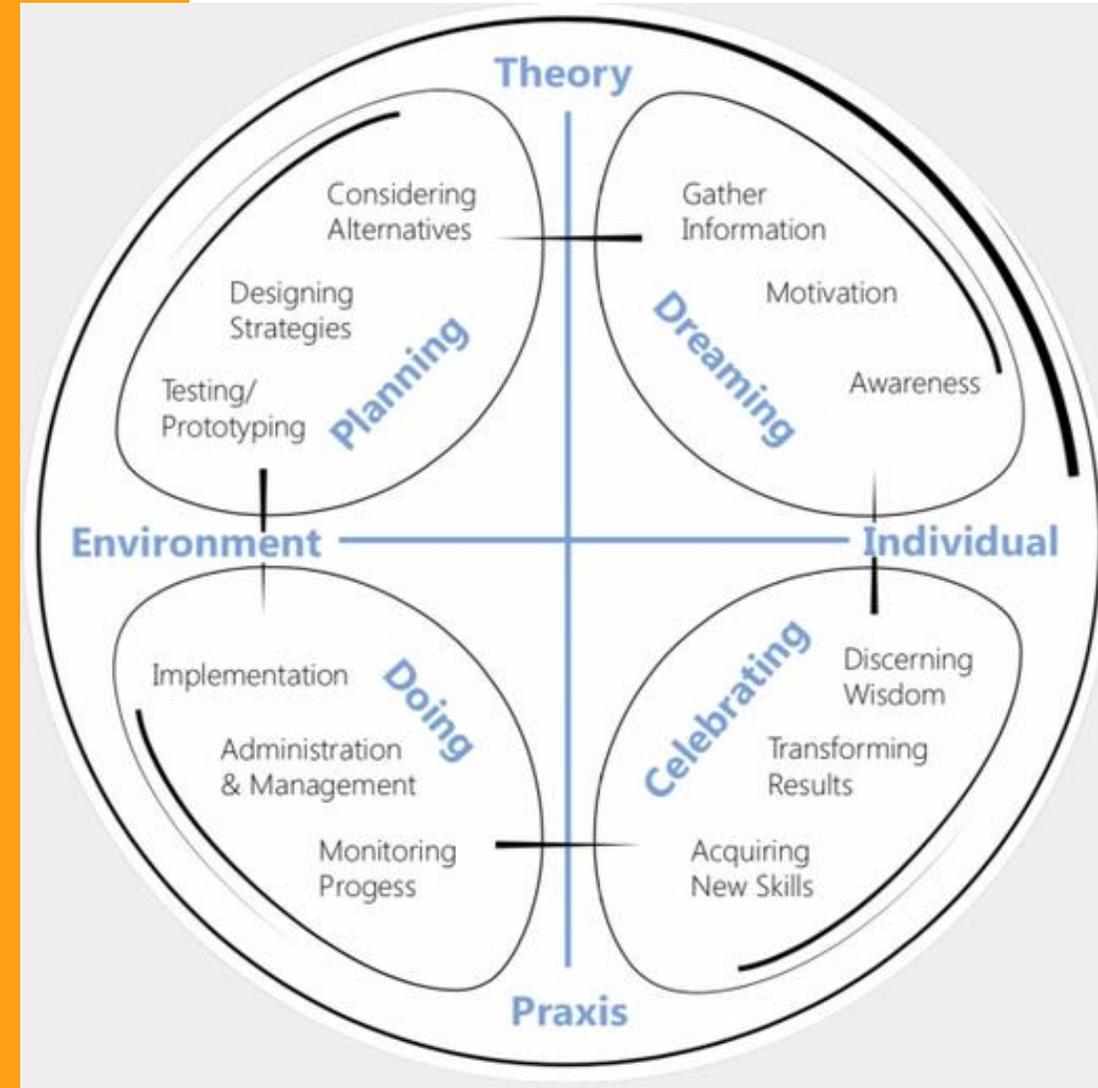
1. Wholeness and Interaction: the whole is greater than the sum of its parts
2. Openness: living systems can only be understood in the context of their environment
3. Patterns: to identify uniformity or similarity that exists in multiple entities or at multiple times
4. Purposefulness: what you know about how they do and what they do leads to understanding why they do what they do
5. Multidimensionality: to see complementary relations in opposing tendencies and to create feasible wholes with infeasible parts
6. Counterintuitive: actions intended to produce a desired outcome may generate opposite results



Dragon Dreaming

Inspired by social and environmental activism, the new physics, Gaia and Earth sciences and the wisdom of Aboriginal culture, the oldest civilisation on Earth, Dragon Dreaming uses holistic tools for visionary initiation processes, planning, implementation, evaluation and celebration.

As shown in the image, these phases not only influence each other in a reciprocal process, but also depend on the individual and his or her environment as well as practice and theory.



Dragon Dreaming principles

Dragon Dreaming is a living systems approach, created around 1990 by Australian John Croft and his wife Vivienne Elanta, to build successful organisations and projects for the paradigm shift we are experiencing. It is based upon principles of:

- personal growth: commitment to the healing and empowerment of all participants,
- community building: strengthening and resilience of the communities of which we are part,
- service to the Earth: working for the regeneration, wellbeing and flourishing of life itself.



Source: <https://dragondreaming.org/dreaming/>

Dragon Dreaming Principles

In our conventional world of win-lose competitive enterprises, of every 1000 dreams, only 100 become plans, only 10 plans actually work and only 1 survives longer than three years. As people know this, they easily give up on their dreams. But, for Aboriginal Australians, loss of one's dreaming is a form of "soul loss" resulting in apathy, powerlessness, blaming, aggressiveness and depression.



Dragon Dreaming Principles

Every project starts with the dream of a single person. But no one can realise a dream on their own. Dragon Dreaming is meant to create Win-Win-Win collaborative relationships that liberate collective intelligence, creativity and the sleeping power within ourselves and inherent in our communities in the attempt to replace the current anthropocentric worldview with one in which human beings are part of an interconnected living system of planet Earth





TRAIN-CE-FOOD project

<https://trancefood.si/en/home-english>

Author: Arantxa Aguirre (Permacultura Cantabria)

permaculturacantabria@gmail.com

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