

# eccoope

YOUTH COOPERATIVE  
eNTREPRENEURSHIP

## The challenge of co-operatives at secondary school

---

**Co-operative entrepreneurship: a tool for a sustainable, viable future**

Santander International Event // 21 & 22 June // 2018

Co-funded by  
the European Union



## **The challenge of co-operatives at secondary school**

---

2017: Research on Entrepreneurship model  
used at classes in secondary school in Spain

**Reason:** new entrepreneurial  
subjects from 1st to 4th grade

## ●●● The challenge of co-operatives at secondary school



More entrepreneurship?

## ●●● The challenge of co-operatives at secondary school

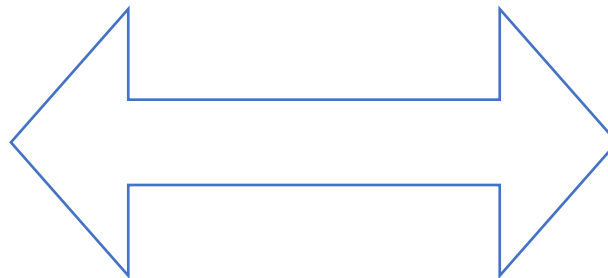
---

**Curricula?**

**Textbooks?**

**Teachers?**

Traditional  
Individualistic  
Capitalist



Alternative  
Social  
Co-operative  
Realistic

## ●●● The challenge of co-operatives at secondary school

---

Spanish curricula  Neutrality

Legal forms

Limited company

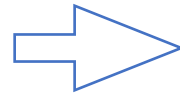


Co-operative

## ●●● The challenge of co-operatives at secondary school

---

Regional curricula



Few differences

**Good practice:** add co-operatives as an alternative model at the curricula

(Valencia)

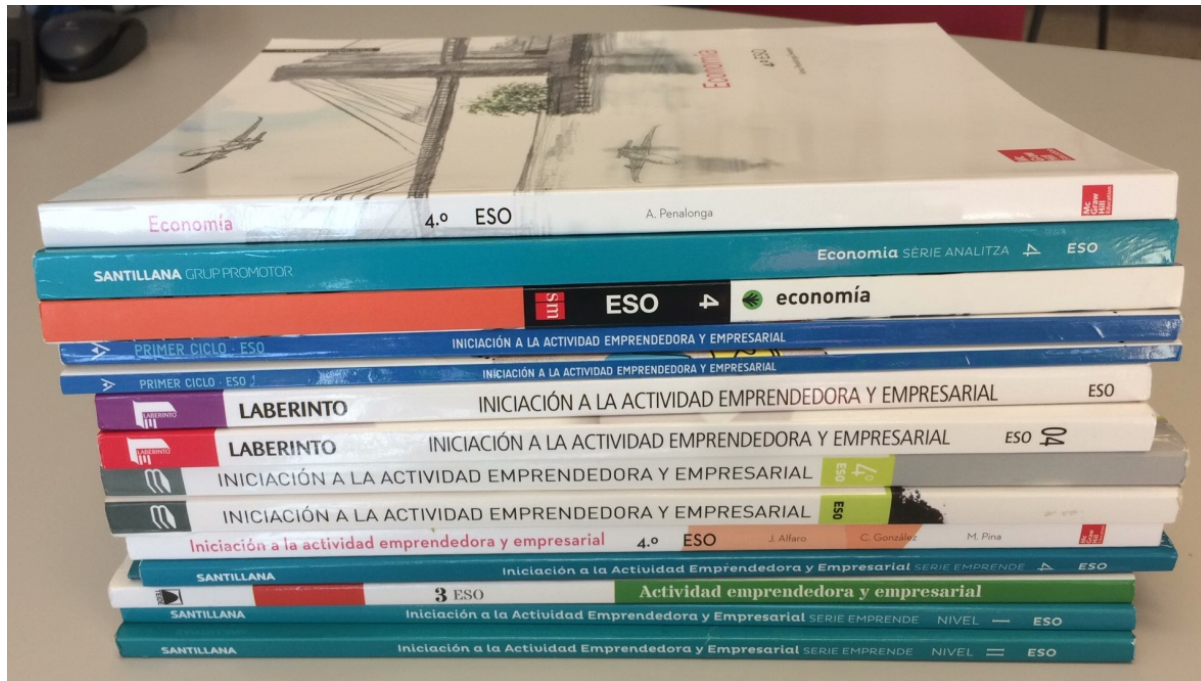


## ●●● The challenge of co-operatives at secondary school

# Textbooks

14 textbooks

7 publishing companies



## ●●● The challenge of co-operatives at secondary school

---

Which successful entrepreneurs model are they offering?

Jeff Bezos (Amazon)  
Amancio Ortega (Zara)

Muhammad Yunus  
(Grameen Bank)  
Greenpeace

Individual-Social  
Unrealistic-Close



## ●●● The challenge of co-operatives at secondary school

Mc Hill	Graw	IAEE 2º ciclo ESO (Alfaro et al. 2017)	IKEA, Grupo Viajes Outlet, Amazon (Jeff Bezos). Pequeños negocios de barrio. Nueva ocupación tipo freelance.	Lánzanos (crowdfunding).
		Economía (Penalona, 2016)	Pequeños negocios de barrio. No hay apenas ejemplos en el libro.	No se han encontrado
Santillana		IAEE 1r ciclo ESO (Nivel I) (Martínez e Ibáñez, 2015)	Benetton, Zara, Pixar, Mercadona, IKEA, Roca, Nintendo, Hoteles Meliá. Familia Munaky, Paper-kit (innovación), Kleenex, Coca-cola, Nike, McDonalds, Sony, Félix Tena (Imaginarium), Disney, entre otras.	No se han encontrado
		IAEE 1r ciclo ESO (Nivel II) (Martínez e Ibáñez, 2015a)	Apple, Gillette, Chupa Chups, Farggi, Nivea, Michelín, Leroy Merlin, Mc Donald's, Donald Trump, Circo del Sol, Coca-cola, Camper, Xbox 360, Kukuxumusu, Google, Burger King, Grupo Pascual, Vodafone, entre otras.	No se han encontrado

Individualistic

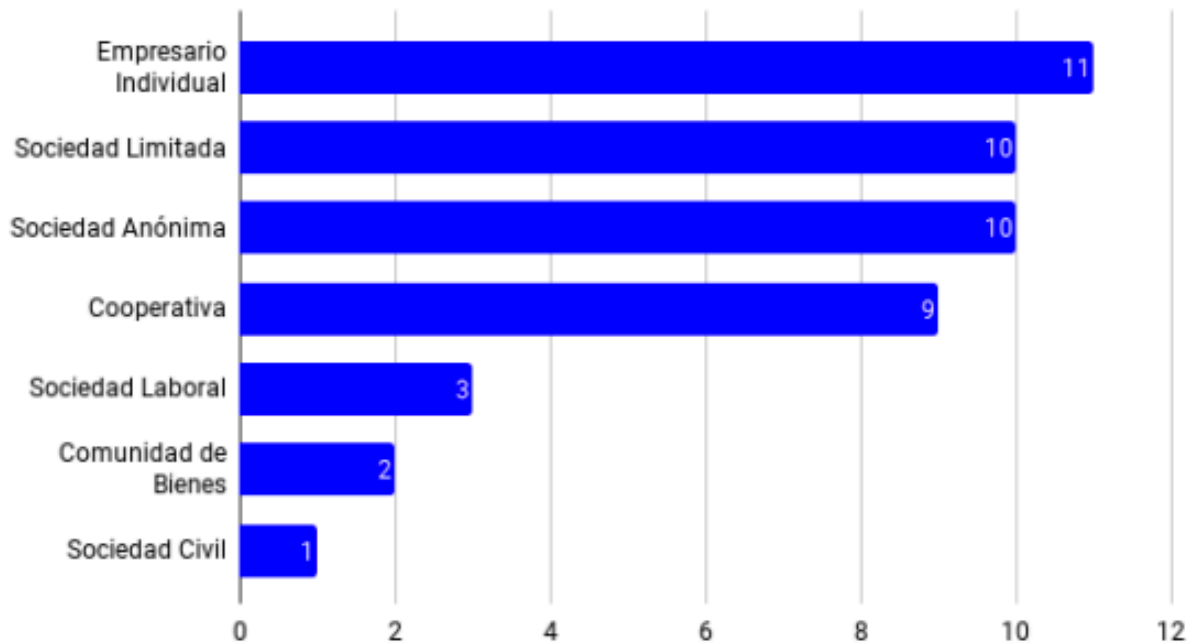
Social

## ●●● The challenge of co-operatives at secondary school

---

### Legal form

Formas Jurídicas en los libros de texto.



## ●●● The challenge of co-operatives at secondary school

---

**Good practice:** Offer alternative textbooks or online resources based on the co-operative model

Asturias (Valnalón)

## ●●● The challenge of co-operatives at secondary school

### Teacher's testimonies

16. En IAAE o en economía, ordena según el tiempo dedicado a la forma jurídica Cooperativa

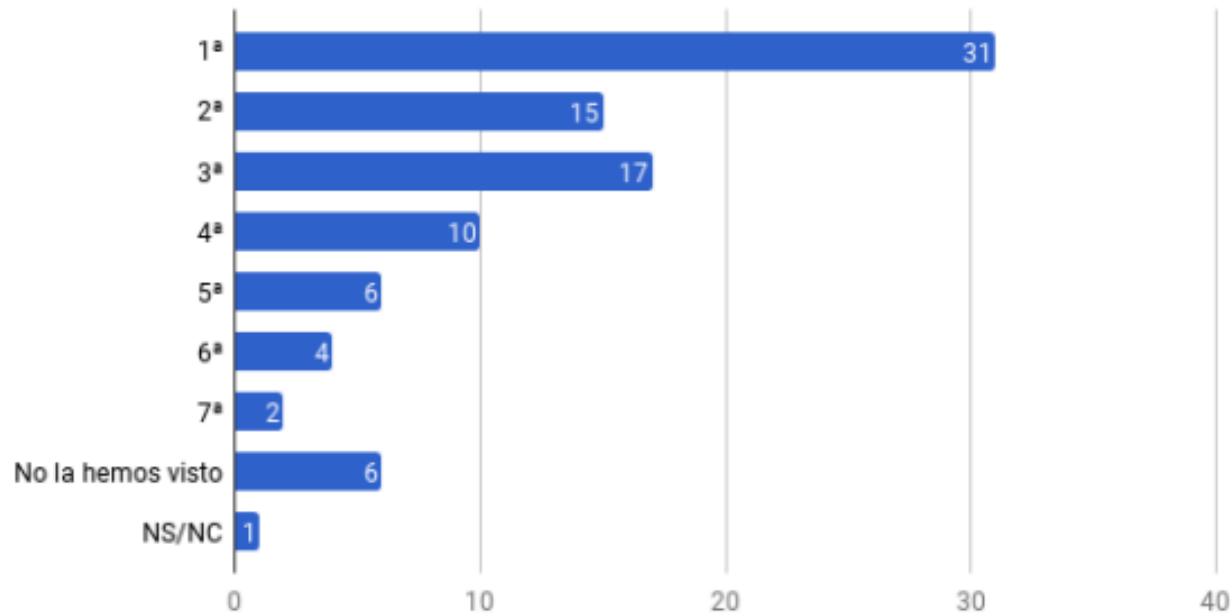


Gráfico 5.37. Orden según el tiempo dedicado a la forma jurídica Cooperativa. Fuente: elaboración propia.

## ●●● The challenge of co-operatives at secondary school

Recuento de Economía 4º ESO

Edelvives

3,1%

Anaya

4,6%

SM

7,7%

Santillana

7,7%

Sin libro

33,8%

Mc Graw Hill

38,5%

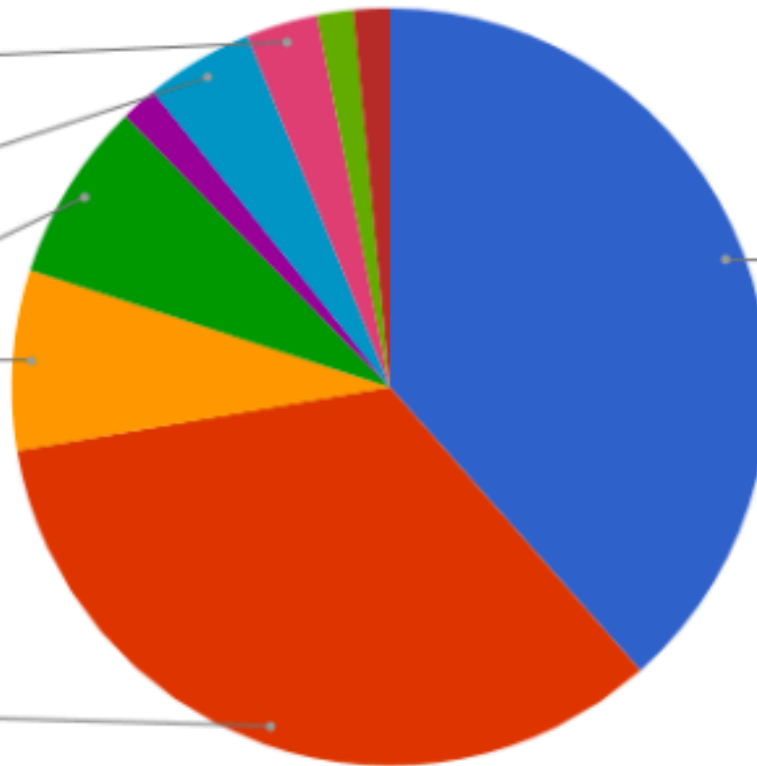


Gráfico 5.30. Libros de texto usados en Economía (4º ESO). Fuente: elaboración propia.

## ●●● The challenge of co-operatives at secondary school

### 19. Alternativas Empredimiento Social Explicadas

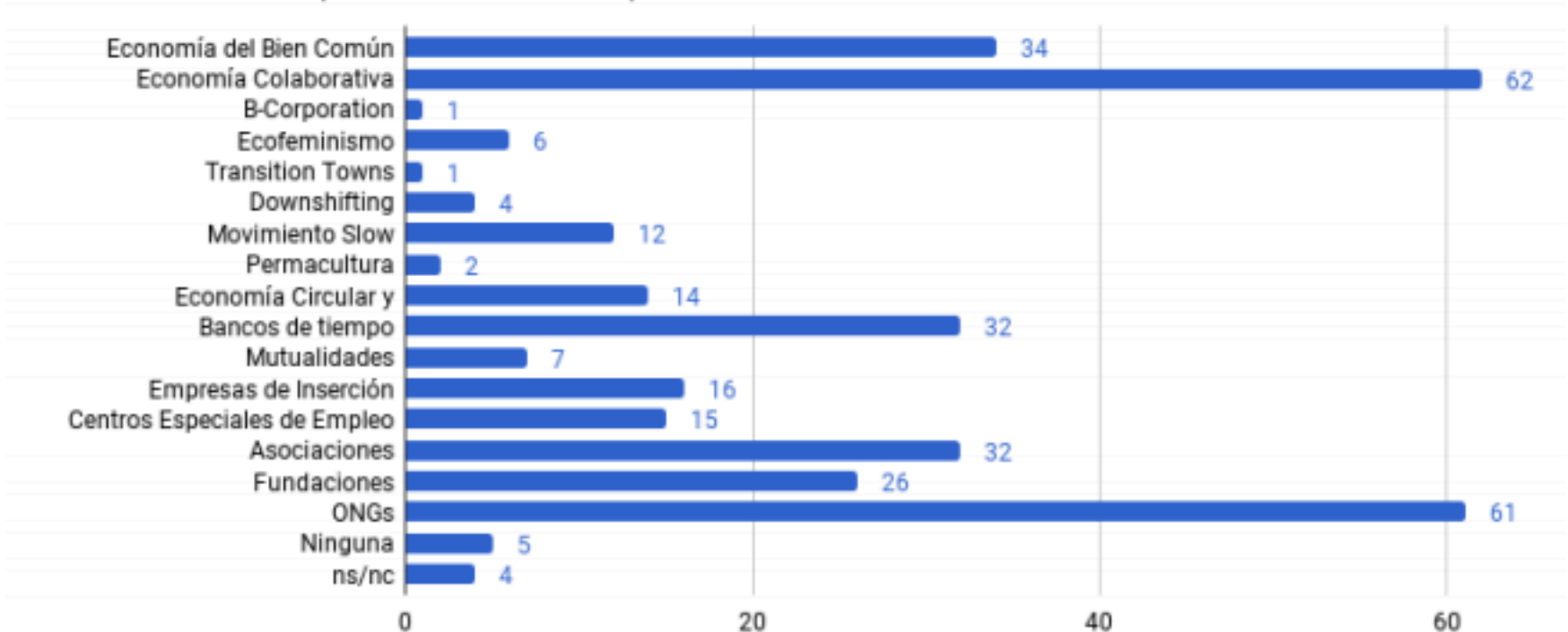


Gráfico 5.47. Alternativas de Emprendimiento Social explicadas en clase. Fuente: elaboración propia.



## ●●● The challenge of co-operatives at secondary school

---

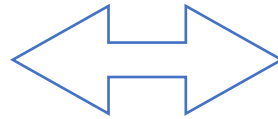
**Good practice:** Offer them institutional support: co-operative fairs, web pages, Federations of school co-operatives...

Andalucía (public register)

Catalunya (<http://www.cooperativesalumnes.cat/>)

## ●●● The challenge of co-operatives at secondary school

---





THANKS! // ¡GRACIAS!