

eccooppe

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



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

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

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More entrepreneurship?

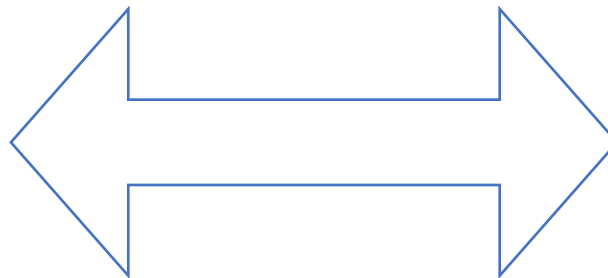
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Curricula?

Textbooks?

Teachers?

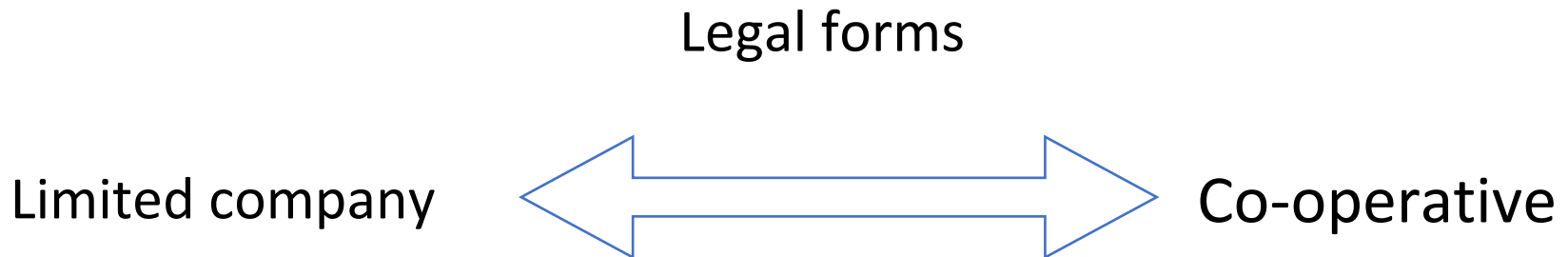
Traditional
Individualistic
Capitalist



Alternative
Social
Co-operative
Realistic

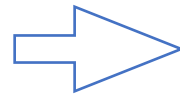
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Spanish curricula  Neutrality



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Regional curricula



Few differences

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

(Valencia)

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Textbooks

14 textbooks

7 publishing companies



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Which successful entrepreneurs model are they offering?

Jeff Bezos (Amazon)
Amancio Ortega (Zara)

Muhammad Yunus
(Grameen Bank)
Greenpeace

Individual-Social
Unrealistic-Close

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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 (Penaloga, 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, Michelin, Leroy Merlin, Mc Donald's, Donald Trump, Circo del Sol, Coca-cola, Camper, Xbox 360, Kukuxumus, Google, Burger King, Grupo Pascual, Vodafone, entre otras.	No se han encontrado

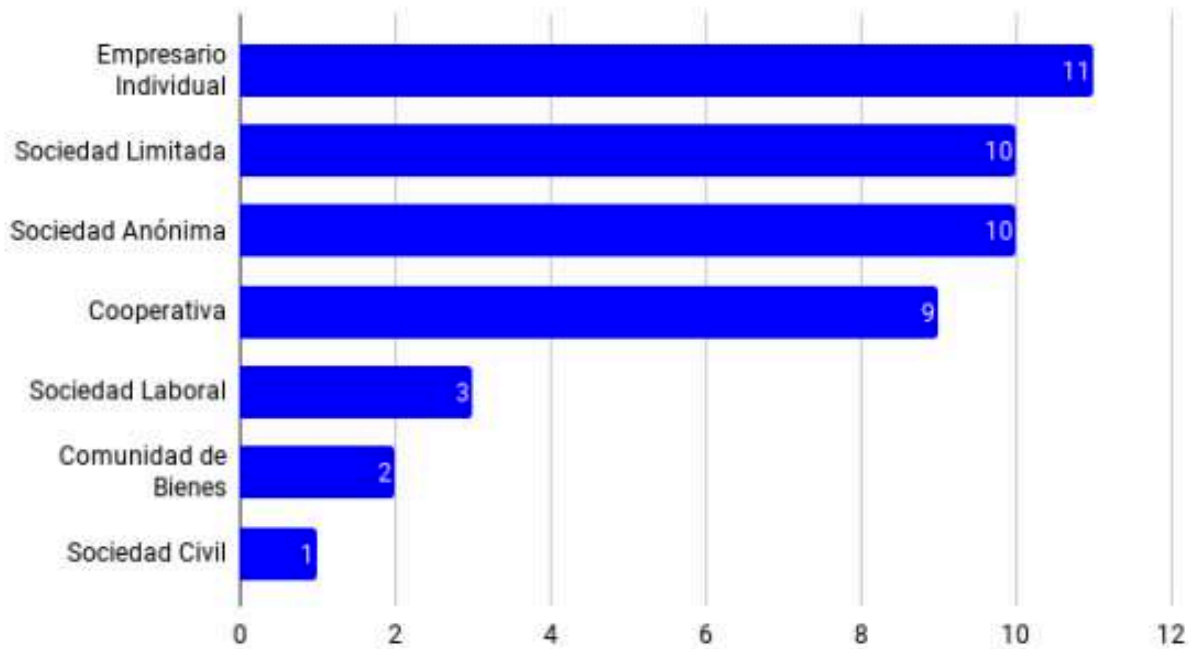
Individualistic

Social

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Legal form

Formas Jurídicas en los libros de texto.



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

Asturias (Valnalón)

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Teacher's testimonies

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

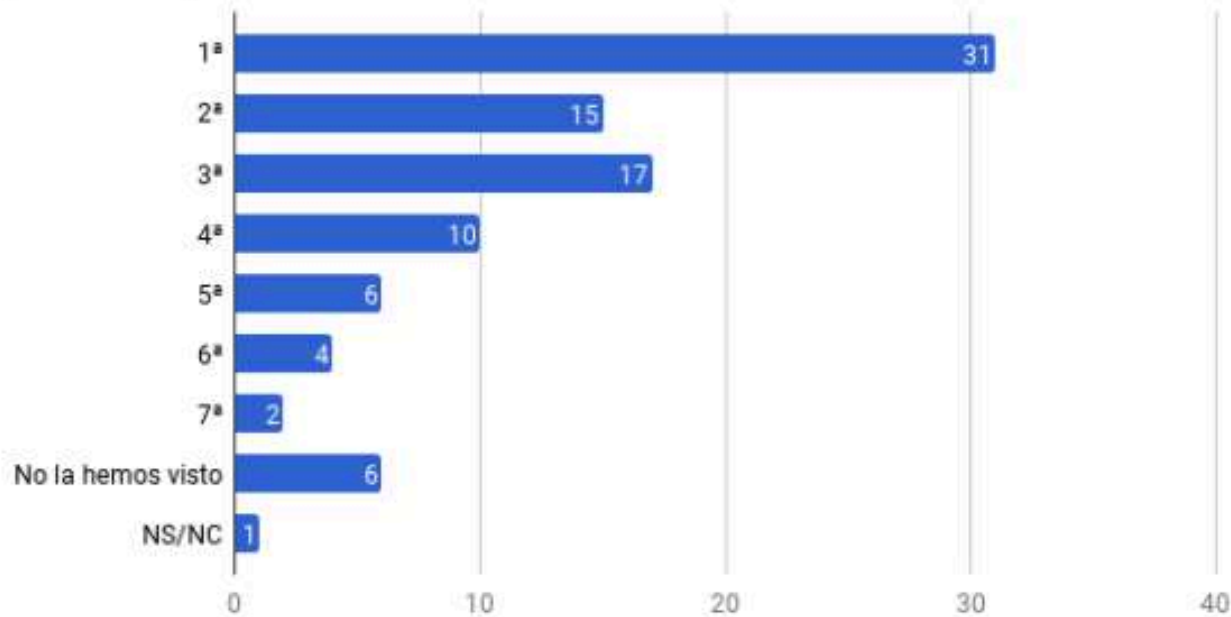


Gráfico 5.37. Orden según el tiempo dedicado a la forma jurídica Cooperativa. Fuente: elaboración propia.

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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%

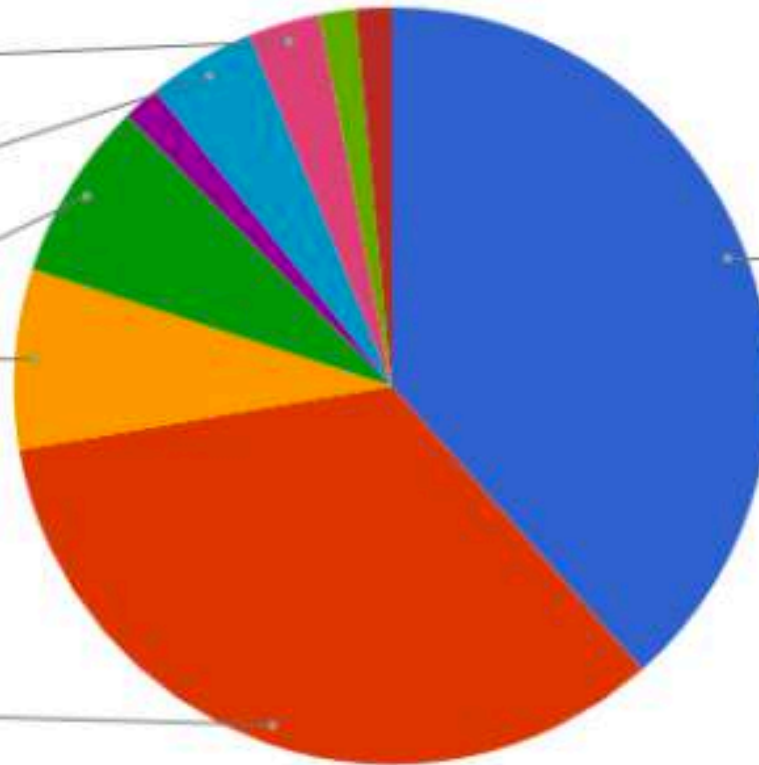


Gráfico 5.30. Libros de texto usados en Economía (4º ESO). Fuente: elaboración propia.

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19. Alternativas Empredimiento Social Explicadas

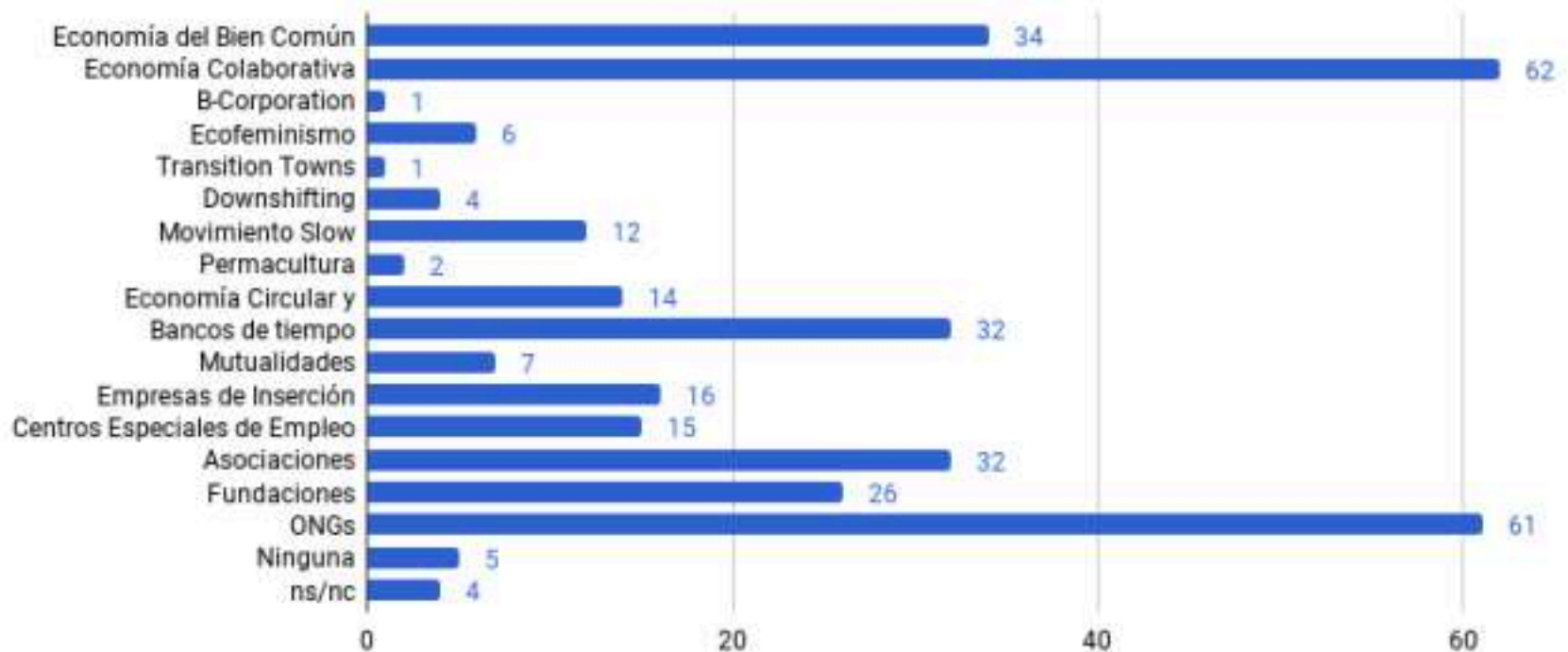


Gráfico 5.47. Alternativas de Emprendimiento Social explicadas en clase. Fuente: elaboración propia.

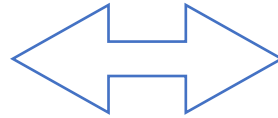
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Good practice: Offer them institutional support: co-operative fairs, web pages, Federations of school co-operatives...

Andalucía (public register)

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

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THANKS! // ¡GRACIAS!