

41st EBES Conference – Berlin – October 2022



41st EBES CONFERENCE - BERLIN
CONFERENCE PROGRAM

Entrepreneurial seniors. Inspiring initiatives in Spain, Finland, Slovakia and Portugal

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Plan Propio UMA)



UNIVERSIDAD
DE MÁLAGA



- **Reference: 2019-1-ES01-KA204-064101**
- **Duration: October 2019 – December 2021 (27 months)**
- **Budget: 161 870 EUR**
- **Countries involved: Spain (UMA, coord.), Portugal, Finland, Austria, Slovaquia, Slovenia, Greece.**



Cofinanciado por el programa Erasmus+ de la Unión Europea

SSE WEBSITE: <http://seniorsocial.eu/>

Partnership

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Évora, Portugal

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Outputs

-Senior Social Entrepreneurship Interactive e-Training Course to fill knowledge gaps on entrepreneurship skills for those who have spent their working life as employees.

-Senior Social Entrepreneurship e-Platform: online tools and online interactive tools.

- Integrated App for smartphones and mobile devices.



Source: pxfuel.com

Objectives

Awareness

To raise awareness of the importance of social enterprises and to motivate older people to take up this path.

Resources pack

To develop a resources pack on social entrepreneurship of older people.

Online training

Designing interactive online training courses for training.



SENIOR SOCIAL
ENTREPREURSHIP



Co-funded by
the Erasmus+
Programme of the
European Union



HOME OUTPUTS PARTNERSHIP CONTACT

LEAFLET



HOME

Older people in the European Union will make up a third of the total population in just over a decade. They are a group of people who aspire to continue contributing with their personal and professional experience to the construction of an inclusive society, actively ageing but who require the necessary skills to live fully in the information society.

Their conditions, experience and social links make them particularly suitable for initiating or maintaining social entrepreneurship projects that articulate communities, take advantage of the experience of the group and actively commit them to the future of societies.

Thus, the general objective of the SSE project is to raise awareness of the benefits of social entrepreneurship for older people, particularly for women, since the economic participation rate is almost half that of men in the EU.

The specific objectives are:

- To raise awareness of the importance of social enterprises and to motivate older people to take up this path
- to develop a resource pack on social entrepreneurship of older people
- Designing interactive online training courses for training

This project involves communities, adult education trainers, human resources organisations and the older people who are motivated to contribute their experience and act as mentors. The partner organisations have extensive experience in social research and as training providers and will implement this project in the period 2019-2021.



NEWSLETTER



MULTIPLIER EVENTS

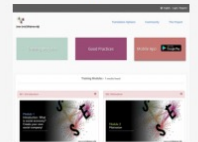


FACEBOOK

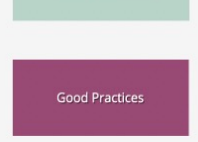


INTELLECTUAL OUTPUTS

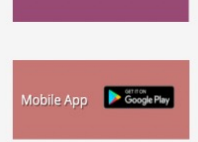
Online platform



Training Modules



Good Practices



Mobile App



Visitors Counter

12913

Today 28
Yesterday 28
This Week 79
This Month 629
All_Days 12913

CONTEXT

- **Ageing of population: 119 million people over 60 years by 2030**
- **Older people as a pool of experience and strength (active ageing)**
- **Need of prolonging their working life as social economy entrepreneurs**

NEEDS (ESPECIALLY AFTER COVID-19)

- **To create educational resources adapted to their specific characteristics (way of learning)**
- **To promote the use of ICT / digital resources**
- **To focus on contents close to them**

SSE GOOD PRACTICES: <https://seniorsocialentrepreneurs.eu>

Senior Social Entrepreneurship

Good practices

[Deutsch](#) | [English](#) | [Ελληνικά](#)
[Español](#) | [Português](#) |
[Slovenščina](#)
[Slovenský](#) | [Suomi](#)



Chelo Gámez

The professor who had an Iberian dream

Málaga,
Spain

Info ▼

Highlights ▼



**Vladimír
Ledecký**

The first social enterprise
in Slovakia as a motivation
for others

Spišský Hrhov, Levoča
region,
Slovak Republic

Info ▼



**Eila Kaijärvi
Pekkola**

A senior entrepreneur
promoting work
opportunities for retirees

Rautalampi,
Finland

Info ▼



Nuno Rosa Dias

A businessman who
created a business based
on art and tradition.

Évora,
Portugal

Info ▼

Highlights ▼

METHODOLOGY

This research is based on a qualitative methodological approach: Case studies & semi-structured in-depth interviews, where , based on the search for reputable, unique and comparable examples, as well as the selection of people who were willing to narrate their experience:

- 1. Definition of the company**
- 2. How would you describe the process of setting up your company?**
- 3. What is the competitive advantage that motivated your business idea?**
- 4. What challenge or threat did you encounter in the development of your project, especially in the initial or early stages? And how did you manage to overcome them?**
- 5. What support have you received from public administrations for the creation of the company, both financially and in terms of mentoring?**
- 6. How has the Covid-19 pandemic affected the functioning of the company? And what decisions have you taken to deal with this situation?**

CHELO GÁMEZ (MÁLAGA, SPAIN)



Chelo Gámez

The professor who had an
Iberian dream

Málaga,
Spain

Info

Name

Consuelo Gámez Amián

Company

Dehesa de los Monteros

Breeder of purebred
Iberian pigs. Producers of
top-of-the-range Iberian
ham and sausages.

www.dehesalosmonteros.com

Highlights

Implementing an
environmentally friendly
business model.

Generate employment and
economic resources in the
area.

Knowing how to make the
most of the aid provided
by the public
administration.

Adapt quickly to the crisis
and take advantage of
changes to become a
better company.

Assess the importance of
defining roles and tasks in
a family business.

VLADIMÍR LEDECKÝ (SPIŠSKÝ HRHOV, SLOVAK REPUBLIC)



**Vladimír
Ledecký**

The first social enterprise
in Slovakia as a motivation
for others

**Spišský Hrhov, Levoča
region,
Slovak Republic**

Info

Name

Vladimír Ledecký

Company

Hrhovské služby, s.r.o.

Construction work,
earthworks, mowing, wood
chipping, road repair,
wood production,
production and sale of
pallets, stone work, straw
baling, building insulation,
production and sale of
pallets.

www.spisskyhrhov.sk/obec-2/organizacie-v-obci/hrhovske-sluzby-sro-rsp/

Highlights

Establishment of social
enterprises in Slovakia.

The first example of social
entrepreneurship in
Slovakia.

Support of social
entrepreneurship in
Slovakia by the state.

Motivation for social
entrepreneurship.

EILA KAIJÄRVI PEKKOLA (RAUTALAMPI, FINLAND)



Eila Kaijärvi Pekkola

A senior entrepreneur
promoting work
opportunities for retirees

Rautalampi,
Finland

Info

Name

Eila Kaijärvi-Pekkola

Company

Senioriosaajat Ky

Home help, renovation and expert services to seniors, households and companies. Services include for example cleaning, assistance in daily activities and different tasks related to home and yard maintenance and renovation. All the services are provided by seniors.

www.senioriosaajat.fi

Highlights

Implementing a business model that employs other retirees.

Generates opportunities for retirees to work and diversifies local services for the elderly.

Emphasizes the importance of networking and having strong faith in the business idea.

Lack of government support can make it more difficult to start an enterprise.

Prior work experience, perseverance and a desire to learn can still make the founding process successful.

NUNO ROSA DIAS (ÉVORA, PORTUGAL)



Nuno Rosa Dias

A businessman who created a business based on art and tradition.

Évora,
Portugal

Info ^

Name

Nuno Rosa Dias

Company

O Senhor Almofada

Design of cushions in stitch of Arraiolos, in a traditional and handmade way, since this is a tradition of the village of Arraiolos and its origin.

www.osenhoralmofada.pt

Highlights ^

Implementation of a business model based on local tradition.

Believe that even in difficult times, it is possible to create something new and cost-effectively and profitable.

State aid is not always needed to create a business, continuing learning and applying prior experience are essential to create a business based on a hobby.

Source: <https://seniorsocialentrepreneurs.eu>

CONCLUSIONS

We have confirmed through these cases, specific advantages of senior entrepreneurship (BBVA, 2019; Lapiedra & Cardona, 2021), compared to that of younger people:

- Work and industrial experience;
- More developed social networks;
- Increased technical and management capacity;
- Transmission of knowledge;
- Stronger financial position;
- Social innovation.



Eila

Source: <https://seniorsocialentrepreneurs.eu>

THANK YOU VERY MUCH!