**IDEA 5**

**Arbusta**

In the task carried out by Arbusta, a social enterprise that emerged in early 2013 in the Argentine city of Rosario, concepts such as inclusion and empowerment have a fundamental relevance, since it offers digital solutions to the corporate world (it works as an outsourcing company or outsourcing) while providing employment opportunities for women and young people in situations of social vulnerability, who discover and thus access jobs that previously did not appear within their framework of possibilities (social reality in which the phenomenon of the digital gap). Arbusta, whose activities include social media and data management, connects and subsequently guarantees that the commitment acquired between the company and the community is effectively fulfilled. Among the companies that have requested their services are the popular auction site MercadoLibre and the Ministry of Education of the Argentine government.