EMPRENDIMIENTO SOCIAL: LAS GRANDES INICIATIVAS AMERICANAS

The United States is a country at the forefront of the world in everything related to social entrepreneurship. Many of the initiatives that have popularized business models for social purposes were born there.

Ashoka: This foundation promotes innovation and social entrepreneurship by identifying initiatives of great social impact and affiliating the entrepreneurs behind each initiative. Ashoka empowers its projects and sensitizes society to the enormous potential of each one to change the world. Bill Drayton, its founder, popularized the concept of social entrepreneur and is responsible for the phrase "a social entrepreneur is not content with giving a fish or teaching how to fish. A social entrepreneur does not rest until it has revolutionized the fishing industry. "

In Spain, Ashoka Spain is formed by more than 35 social entrepreneurs. In addition, they promote high impact educational models among schools in Spain, identifying best practices and promoting those models to be replicated. Some of these social entrepreneurs fellows of Ashoka in Spain are:

Pablo Santaeufemia, founder of Bridge for Billions

Victoria Tortosa, founder of La Exclusiva