**IDEA 9**

**HelpUP**

One of the horizons of social entrepreneurship is to awaken and cultivate in the community in general a mentality and attitude that are more committed and supportive. And in companies, as social agents, in a particular way. It is not a simple mission, since it is about modifying and even breaking with an instrumentalist business tradition that has understood the obtaining of economic benefits as an end in itself. The Madrid HelpUP is a social network oriented to volunteering in which any person or organization can share and seek solidarity projects, interact with other people or groups with the same interests or pursuing the same goals and actively collaborate. In this sense, it has things of collective financing (like Goteo) and things of seeker (like HacesFalta). Participating in this space of exchange requires transparency, so all social organizations that want to intervene must demonstrate their effective existence and the constancy that their accounts are clear. Although with a very recent presence (the project jumped to the network in January 2014), HelpUP already has more than 4 thousand people registered in the service and some 200 NGOs from twenty countries.

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