

# Participation of Rural Communities in Social Enterprises: Involvement and Empowerment of Local Stakeholders and the Emergence of Social Innovations



## Research Objectives

- ▶ Explore the domain of local stakeholder participation in social enterprises in structurally weak rural areas in the emergence of social innovations
- ▶ Contribute to better understanding of how social enterprises engage and empower members of rural communities.

## Research Questions

- ▶ How social entrepreneurial actors seek to involve rural communities into participation in social enterprises?
- ▶ How do social enterprises generate incentives and motivation for local stakeholders participation and for creating novel solutions to existing problems?
- ▶ What are the specific strategies to gain community's trust and create SE legitimacy?
- ▶ On what individuals and social groups do SE rely as an entry point for engaging a wider community? Do social enterprises rely on existing social networks or create new ones by organising meetings, trainings and so on?
- ▶ How do social entrepreneurial actors mitigate risks related to possible community's resentment of the social enterprise establishment due to, e.g. fear that it could harm local businesses, perception that public sector is imposing service delivery on community residents themselves?

## Core Concepts & Theoretical Foundations

*Civil society and social enterprises* (Nyssens, 2007; Laville, 2015)  
*Co-production of public services* ( Pestoff and Brandsen, 2006)  
*Participatory governance in SE* ( Pestoff and Hulgård, 2012)  
*Human economy* (Hart, 2015)  
*Social and solidarity economy* (Laville, 2010)  
 Pestoff, V. (2014). *The role of participatory governance in the EMES approach to social enterprise*.  
 Laville, J. L., Young, D. R., & Eynaud, P. (Eds.). (2015). *Civil society, the third sector and social enterprise: Governance and democracy*. Routledge.  
 Cattani, A. D., Hart, K., & Laville, J. L. (Eds.). (2010). *The Human Economy: A Citizen's Guide*. Polity.  
 Laville, J. L. (2014). *The social and solidarity economy: A theoretical and plural framework*. In *Social Enterprise and the Third Sector* (pp. 118-129). Routledge.

## Methodological Framework

- ▶ collection of primary data through semi-structured interviews with social entrepreneurial actors, including social enterprise leaders and community members
- ▶ participatory observation of different aspects of social enterprises' implementation

## First Achievements

- ▶ Project description developed
- ▶ Literature review in process



### Early Stage Researcher

- ▶ Anya Umantseva
- Migration, ethnic relations and conflict resolution (M.A.)
- Linguistics (B.A.)

### Promotion at

- ▶ Roskilde University (RUC), Denmark

### Supervisory team

- ▶ Prof. Lars Hulgård (RUC), Denmark
- ▶ Prof. Gabriela Christmann (IRS, TU), Germany

### Secondments

- ▶ Social Impact, Germany
- ▶ OtelO eGen, Austria
- ▶ Stevia Hellas, Greece

