

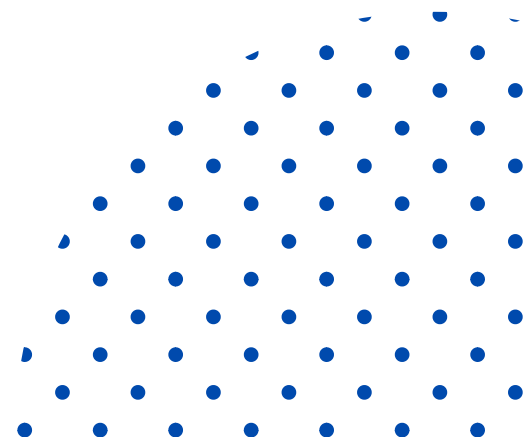
SOCIAL AND SOLIDARITY ECONOMY TOWARDS THE NEW EUROPEAN BAUHAUS: OBSERVATIONS AND GOOD PRACTICES

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SOCIAL AND SOLIDARITY ECONOMY TOWARDS THE NEW EUROPEAN

BAUHAUS: OBSERVATIONS AND GOOD PRACTICES

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Theme: Innovation and Technology

Subtopic: Importance of Social Solidarity Economy to build sustainable cities.

Abstract

The New European Bauhaus (NEB) is an interdisciplinary project, acting as a bridge between the world of science and technology and the world of art and culture, and re-thinking the opportunities green and digital challenges could bring to our lives. The NEB calls for a collective effort to imagine and build a sustainable, inclusive and quality of experience future for our minds and souls, to work together to develop an urban/rural, economic and social regeneration. Being built on values such as inclusiveness, solidarity and sustainability, social and solidarity economy and social economy enterprises seem to be in a central position to address the regeneration of communities. After a conceptual framework presenting the objectives and challenges of the NEB², the explorative research will be conducted with reference to existing literature and available information on the sectors covering various NEB disciplines (such as inclusion, green, local community, creative and cultural industries), including collecting good practices and analysis of a set of illustrative cases within Diesis Network, one of the widest European Networks supporting innovation for the social economy and social enterprises development. A special focus will be given to Diesis's members and countries from the Eastern Europe and Balkan region.

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² https://europa.eu/new-european-bauhaus/index_en

Keywords: Social economy, social regeneration, culture, inclusion, architecture, design, sustainable development, cultural and creative industries

CONCEPTUAL FRAMEWORK

The New European Bauhaus: objectives and challenges

If one lesson the COVID crisis has taught the European Union, is that key challenges are interlinked. Only an exchange of knowledge between people in an interdisciplinary approach can create fresh and innovative ideas³. To this end, the New European Bauhaus is an environmental, economic and cultural project, launched by the European Commission in October 2020, that aims to combine design, sustainability, accessibility, affordability and investment in order to help deliver the European Green Deal and connect it to our living spaces. It is also worth mentioning how the NEB fits into the European Pillar of Social Rights Action Plan⁴, signed at the Porto Social Summit in May 2021. It is particularly relevant for social dialogue, inclusion and diversity, workplaces innovation and economic, social and environmental sustainability. The NEB then proposes to be an interdisciplinary project, acting as a bridge between the world of science and technology and the world of art and culture, and re-thinking the opportunities green and digital challenges could bring to our lives. The NEB calls for a collective effort to imagine and build a sustainable (including circularity), inclusive (including affordability) and quality of experience (including aesthetics) future for our minds and souls, to work together to develop an urban/rural, economic and social regeneration. The latter aims at creating new opportunities, promote wellbeing and reduce inequalities where

³ European Commission, About the NEB, https://europa.eu/new-european-bauhaus/about/about-initiative_en [accessed 12 June 2021]

⁴ European Commission, The European Pillar of Social Rights Action Plan, <https://op.europa.eu/webpub/empl/european-pillar-of-social-rights/en/> [accessed 12 June 2021]

people live, now and in the future, to improve their lives and strengthen communities.⁵ The challenge of social regeneration can then be addressed through organisational solutions increasingly identified with social economy organisations.

Being built on values such as inclusiveness, solidarity and sustainability, social and solidarity economy and social economy enterprises seem to be in a central position to address the regeneration of communities. They are characterised by a social objective, cooperation, and inclusive democratic governance at the core of their operating and managing systems to create a positive social transformation. It appears clearly that social economy is already strongly rooted in the NEB's vision and can thus be a key actor to engage the European communities in this ambitious, creative, sustainable, inclusive transition through several fields of actions. Social economy can work in collaborative platforms, empower communities, connect rural and shrinking areas with urban renovation, and provide sustainable approaches. Another strong link with the values of social economy, comes from the focus the NEB puts on the places we inhabit with a practical approach to discover beautiful, sustainable, and inclusive ways of living where dialogue between diverse cultures, disciplines, genders and ages becomes an opportunity to imagine a better place for all. It also means a more inclusive economy, where wealth is distributed, and spaces are affordable. A direct link with the impact of Cultural and Creative Industries in the regeneration of communities and territories is also to be made. Social economy and enterprises are indeed demonstrated tools for inclusion and social participation, vehicles of innovation and strategic

⁵ Southwark Council, Social Regeneration Framework, <https://www.southwark.gov.uk/assets/attach/12182/Appendix-1-Draft-social-regeneration-policy-framework.pdf>, [accessed 12 June 2021]

factors in the development of territories.⁶ They seek systemic transformation in the long term that will benefit the lives of everyone involved, living in the area, or simply interested in the movement. In this paper, we will find how social and solidarity economy can contribute to the New EU Bauhaus and how they can foster spatial and sectorial clusters, such as one taking an ecological approach to cultural cooperation and territorial development.

METHODOLOGY

After the analysis of the existing literature and available information on the sector and a collection of 15 cases coming from Diesis Network members, four exploratory good practices (case studies) have been selected to realise a deeper analysis. The cases presented explore how social economy works towards the New European Bauhaus objectives, and how they are interlinked with various and deep connections. The cases selected are not statistically representative, but they have been selected due to their potential to add knowledge to the topic studied. They have been produced after conducting several conversational style interviews⁷ with representatives and workers from the selected good practices. A list of potential interviewees was identified mainly through the network of Diesis, one of the widest at the EU level, bringing together national networks and support structures of Social Economy Enterprises (SEEs). The interviewees and their organisations were identified and selected with three main criteria in mind: (i) their work and activities had to be focused in the study area (social economy, green, social inclusion, local community...), (ii) they meet the

⁶ Costantini, A. Social economy enterprises and cultural creative industries, Observations and best practices, 2018, http://www.diesis.coop/wp-content/uploads/2018/04/CCIs-SEEs_FINAL_2018.pdf

⁷ Lavrakas, P. J. (2008). Encyclopedia of survey research methods (Vols. 1-0). Thousand Oaks, CA: Sage Publications, Inc. doi: 10.4135/9781412963947

NEB initiative values, principles and objectives, and (iii) that they come from an Eastern or Balkan country, as social economy is growing strongly in this region.

Moreover, two main events and workshops were held with the participation of some of the cases. Firstly, during the Diesis Fest events that took place in March and April 2021⁸, and that were delivered with the support and participation of the EC officials, experts and peers from our network. Secondly, in the framework of the European Social Economy Summit (EUSES) 2021⁹, a jointly organised digital conference by the European Commission and the City of Mannheim. A workshop organized by Diesis Network offered a forum for numerous exchanges on the role of social economy in Europe as a vector for economic development, social inclusion, and inclusive sustainable economic models for the green transition within Europe. The results of these events, discussions and interviews have been integrated into this paper.

The two thematics: (i) inclusive, green and local community and (ii) creative and cultural industries have been chose due to their importance for the global social economy and because they represent activities, projects, and initiatives that are deeply connected to the New European Bauhaus.

GOOD PRACTICES

Inclusive, green and local community

From an empirical perspective, various links appear between inclusive, green, local development and the social economy. For example, due to their very nature, social economy

⁸ Diesis Network, Discover Diesis Fest, <https://www.diesis.coop/diesisfest2021/?fbclid=IwAR0QXmAnNSVFF6gNuRiJqvuzykB3mW54vFDHMHmnnAZdP2yhbPI1e1SaXgl> [accessed 12 June 2021]

⁹ EUSES 2021, <https://www.euses2020.eu/> [accessed 12 June 2021]

organisations can adapt flexibly to local development needs, including sustainability. Not committed to maximising financial profit, social economy organisations can take into consideration the values and expectations of actors in the field of green and local development, and the long-term effects of decisions, as well as define actual development strategies. Local development can also put new life into local assets and traditions, give direction and coherence to disparate activities, and develop a local community identity. As we will see in the following good practices, the most effective strategy to turn a deprived area around can be to bring the best of the private, public and third sectors together and to recognise that most people will play some role in all three.¹⁰

The Living Factory (Poland)¹¹

The Living Factory is a development project for the city of Dąbrowa Górnicza in Poland. Since 2016, the project has been under comprehensive implementation, integrating spatial, construction, infrastructural and social processes. The goal is to get degraded areas out of crisis and give them new functions connected to the city and the local community's needs. The Living Factory is located in the area of the former machine tool factory "Defum" located in the city centre of Dąbrowa Górnicza, in the vicinity of the traffic hub. Local authorities aim at changing the profile of Dąbrowa Górnicza – from an industrial city to a place of high life quality, a centre for workplaces in innovative sectors, introducing environmentally friendly solutions, cultural development, and support for local identity. Numerous public consultations were undertaken, research of expert groups related to urban planning and architecture,

¹⁰ Noya A. and Clarence E. in OECD, Community capacity building: fostering economic and social resilience, 2009.

¹¹ <https://fabrykapelnazycia.eu/> [accessed 12 June 2021]

entrepreneurship and sustainable development, were based on the resources of the local community and involved locally active NGOs and social entrepreneurship actors. In the area covered by the Living Factory project, it is planned to develop the concept of an active city, engaging residents in public initiatives. Based on economic analysis and a detailed urban and architectural concept, the implementation of the investment will bring about 2 000 new workplaces, including social enterprises and NGOs that are planned to operate in the space. It will be the place for running local service businesses for residents. Public spaces were designed adequately to human scale and needs by: banning road traffic in the area of the Living Factory and introducing a calm traffic zone in its neighbourhood, the dominant role of urban greenery, small architecture, an extensive range of restaurants as well as wide cultural, entertainment and business development offer.

This space combines industrial traditions of the region with modern expectations, with respect for historical heritage, preserving valuable architectural and structural elements. Details which had to be removed due to their poor condition, are going to be renovated, and restored to their original place. Structures of former factory halls, made of brick and steel, are going to become the framework for picturesque streets. Thanks to its numerous workplaces, various environment, and the many buildings it includes, the Living Factory will offer different opportunities to meet and share. As mentioned above, the participation of local communities and NGOs is essential to the implementation, integration and construction of this multifaceted space. Ecology and sustainability are also key principles of the project, the space will thus include a green market square, green passageway, municipal city bikes rental, electric vehicles charging station... This sustainable approach is co-created with the local community and targeted for their needs. The place being at the proximity of Central Europe's key cities,

including Prague, Vienna, Budapest, Bratislava, as well as Polish cities, including 28 universities, it aims to be an attractive place to live in and do business.

Murter Kornati (Croatia)¹²

Murter Kornati is a small, tourism-oriented municipality with more than 160 islands in the Adriatic, including those with high and extremely low population density, temporarily inhabited and uninhabited. There is also one bridged island with high density of population, close to the mainland and offshore islands. Most of the islands belong to the nature protected areas (including some of them governed by the National Park Kornati). The main island remains very accessible, with two international airports within 1 hour-drive, close to the highway and accessible to boats. However, the island economy, as in many other Adriatic communities, became a high season tourism monoculture. With a lack of social quality of life and low-quality seasonal jobs, young people are leaving the islands. To respond proactively to the developmental challenges, a local government with a group of private, civic, and public partners, initiated an agile integrated development program. One of the goals was to recognize and activate all available local resources including unused or underused public spaces. Efforts were initiated to involve local people of all backgrounds, including artists, civic activists, educators, environmentalists, farmers, tourism professionals, designers, regenerative architecture, landscape architects and development experts. They decided to repurpose almost all available but unused public spaces into a network of living labs, education, co-working and co-creative hubs, eco-social innovation and entrepreneurship centres, local community meeting and social action places and spaces. Some of the first spaces

¹² <https://jedro.eu/> [accessed 12 June 2021]

have been renovated and are fully operational, some others are in renovation and few largest are in process of co-design and fund-raising. One of the spaces that has been renewed by the community is the old water reservoir that has been turned into an eco-social enterprise functioning as a living lab for cooperation, agricultural produce value creation, gastronomy Research & Development & Innovation, and an island gourmets center. Through the regeneration of spaces also comes the regeneration of tourism, that is vital for island environments. In that regard the local community develops and promotes sustainable/regenerative all year-round tourism products and services (e.g. R&D&I, adventure, eco, educational, team-building, sport, health, creative, cultural, gourmet, social, volunteering, entrepreneurial, digital nomad...) adapted to islands and their specific resources, needs, potentials and opportunities.¹³

Slowly, the community has been empowered and activated in participative processes in co-creation of better opportunities to meet and share and new ways to interact and sustainably use the natural environment. The example of Murter Kornati shows that bringing together, and showing a community to cooperate, co-create and regenerate can create a resilient, sustainable and prosperous community and economy. The characteristics of Murter Kornati's situation and location makes it an ideal case study aligned with the NEB principles and goals on green and local communities, thanks to its innovative, holistic and integrated participative development approach. In line with the main entry points for culture in the 2030 Agenda, and in particular Goal 11, which dedicates Target 11.4 to "Strengthen[ing] efforts to protect and safeguard the world's cultural and natural heritage"¹⁴, urban cultural heritage, for instance,

¹³ Milic, R. Presentation of Murter Kornati and Croatian Islands as EU and Global Regenerative Development Living Labs, May 2021 https://drive.google.com/file/d/1_ruIO-gsFBv9uzLE1T4ZbngYp3iiAXin/view [accessed 12 June 2021]

¹⁴ UNESCO, Sustainable Development Goal 11.4, <http://uis.unesco.org/en/topic/sustainable-development-goal-11->

can play a fundamental role in enhancing cities' identities and in providing a platform for sustainable social and economic development.

Creative Cities, Cultural Clusters and Social Economy for a beautiful, sustainable, and inclusive transition

The cultural and creative sector has a strong territorial dimension, makes its surrounding communities more attractive places to live and helps to diversify local economies, fuelling investments in broadband infrastructures and services. As stressed in the European Creative Industries Summit (2015), "the creative economy tends to concentrate today in great world cities that are already central places of financial capital, investment and power or have significant historical legacies of social and cultural mixing. [...] Yet, development of a creative economy can form an integral part of any attempt to redress inequality, provided that the process also brings about broader structural changes to ensure that creative workers are themselves not disadvantaged in relation to other workers."¹⁵

Free Riga (Latvia)¹⁶

Free Riga has been repurposing vacant buildings placed in its care since 2014. The key function of Free Riga is to mediate between the owners of real estate and its temporary users, identifying the commonalities in their interests. The owners are attracted by the 90% tax

[4#:~:text=With%20Sustainable%20Development%20Goal%2011,world's%20cultural%20and%20natural%20heritage%E2%80%9D](#) [accessed 12 June 2021]

¹⁵ European Creative Industries Summit, Brussels, 2015, <http://ecbnetwork.eu/wp-content/uploads/2015/09/ECIS-2015-Brussels.pdf>.

¹⁶ <https://freeriga.lv/>

credit provided by the public benefit status of Free Riga, while residents pay minimal rent. Other residents of Riga can also take part in the cultural activities hosted during a building's temporary use. Free Riga mediates between all stakeholders, providing a bridge between economic interests and creativity, between formal and informal cultures. Agreements are made for short periods of time and then extended, agreeing on additional conditions that become necessary during the temporary use of space. Residents, on the other hand, agree to invest their time and energy into the revitalisation and repair of the building.

As Riga was full of empty and unused spaces, the movement Free Riga started to make these empty spaces visible and appealing for citizens. These spaces have been conceived to be transformed to host creativity based on cooperation. They are taking the "social energy" of the Riga citizens to make more liveable and better spaces. It appears that, through a strong co-creation process among stakeholders, aiming at social impact, a concrete solution can come up. Here, empty spaces can for example be turned into housing solutions. A variety of space are also available for artists, workers, and for events (concerts, performances, exhibitions, various educational activities), trainings, meetings, conferences... Following this approach, Free Riga focuses on the buildings' aspect of inhabited spaces, through material and building processes. Cultural aspect being strongly present within Free Riga through arts exhibition, artists residencies, concerts, and others, it shows that creativity and culture also have a significant non-monetary value that contributes to inclusive social development, to dialogue and to understanding between peoples. Culture is both a driver and an enabler of human and sustainable development. It empowers people to take ownership of their own development, and stimulates their innovation and creativity, which can drive inclusive and

sustainable growth¹⁷. Free Riga illustrates the strong values and principles it promotes through, participatory urbanism, solidarity, art, and co-creation with the people involved. The community involvement and cooperation play a strong role in all the development process, to make sure they reach the societal changes they are aiming for, such as positive gentrification, greener, sustainable, and liveable city.

Poligon Creative Center (Slovenia)¹⁸

Created in 2014, Poligon Creative Center is a creative hub, located in an old tobacco factory in the center of Ljubljana used initially as a shared working space, with also offices for more established teams, events space, specialised labs for development, prototyping and management of production, gallery space, used also as a residential space for artists and exhibitions, crowdfunding lab... This project started as a response to the 2008 crisis, during which many of the people who initiated the project were working in the Creative and Cultural Industries sector. The main goal was to address the issue of lack of affordable workspaces for artists and creators in Slovenia. To achieve this, these people came together to build a community of young professionals, freelancers working in the Creative and Cultural field and in the Social Entrepreneurship, that could collaborate, share knowledge, develop projects together... After two years of meeting in various places, they finally decided to rent this massive space, without any government's support. In other words, it was the need of the community that started the business idea. In the first five years, a multidisciplinary community of over 900 members from 36 countries joined Poligon Creative Center. Workshops,

¹⁷ For more information, please visit <http://www.sdgfund.org/>

¹⁸ <http://www.poligon.si/>

educational and Advocacy programs are now being developed based on the needs of the community, on topics such as empowerment of self-employed. The facilities are also available for NGOs and government stakeholders to meet creatives. Research work is also being conducted, for instance on the impact of the Covid pandemic on the workers in Creative and Cultural Industries sector in Slovenia.

Poligon Creative Center shows that Cultural and Creative Industries, which flourish at the local and regional level, are in a strategic position to link creativity and innovation to promote economic growth. They can help to boost local economies, stimulate new activities, create new and sustainable jobs, they have important spillover effects on other industries, and they enhance the attractiveness of regions and cities. Creative industries are therefore catalysts for structural change in many industrial zones and rural areas, and have the potential to rejuvenate their economies and contribute to changing the public image of regions.¹⁹

CONCLUSION

Social Economy Enterprises are based on a participatory governance with a priority given to social and environmental goals before financial returns. For this reason, and based on our good practices, SEEs seem to be appropriate for regenerating abandoned spaces, with an inclusive, green and local community development approach. Moreover, SEEs provide services or goods to people or communities whose needs were met neither by private nor

¹⁹ European Commission, Regional Policy contributing to smart growth in Europe 2020, 2010.
https://ec.europa.eu/regional_policy/en/information/publications/communications/2010/regional-policy-contributing-to-smart-growth-in-europe-2020

public providers.²⁰ It is the civil society that gathered in local communities, imagined and implemented its vision, based on its needs of inclusion, green and local development. On the Cultural and Creative Industries, we have seen that their activities often generate positive impacts in the areas where they are located, because their openness and interaction with other activities give rise to agglomeration and cluster effects and they tend to generate a high proportion of total value added locally.²¹

This paper has various limitations. The empirical findings are based on a relatively small sample, limited to the Eastern Europe and Balkan Region. This is due to the deliberate choices made for the selection of the good practices and explained in the methodology. Moreover, this topic is new in the research field, as the NEB proposes an original initiative that is work in progress. Therefore, the resources used for this paper and the reflection that came out are mostly based on the good practices. The paper highlights a need to understand better and pursue the research and initiatives of SEEs potential as central organisations. They have the mechanisms, principles and tools for the development of green, local communities, and creative industries that are essential for the social regeneration of abandoned spaces.

²⁰ Defourny, J., & Nyssens, M..Social innovation, social economy and social enterprise: What can the European debate tell us. In F. Moulaert, D. MacCallum, A. Mehmood, & A. Hamdouch (Eds.), *The international handbook on social innovation* (pp. 40–52). Cheltenham: Edward Elgar, 2013.

²¹ Costantini, A. Social economy enterprises and cultural creative industries, Observations and best practices, 2018, <http://www.diesis.coop/wp-content/uploads/2018/04/CCIs-SEEs -FINAL 2018.pdf>

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