

Title of the workshop

Humane Entrepreneurship in Puerto Rico

Purpose and Objectives

According to Bae, Soo, Kim, and Park (2018), humane entrepreneurship suggests the five disciplines in management studies as the theoretical foundations of social entrepreneurship: strategic entrepreneurship, stakeholder theory, transformational leadership, motivation theory, and humanistic management. The development of the concept of humanitarian entrepreneurship suggests a new resurgence of values and a vision that people are the center of the universe, is a new universal order. Business organizations are small fragments of this universe where social models can reproduce at scale.

Given the challenge of reskilling people in a social business opportunity, these workshop intentions are to serve as an interactive tool that encourages the development of humane entrepreneurship in Puerto Rico through the presentation of two companies. Also, it has the purpose of share and promote what two social enterprises do for the benefit of the communities they impact. Finally, the workshop will provide an entrepreneurial ecosystem strategy design to reskill people in four different assets: human, social, physical and financial. The participants of the workshop will obtain the following objectives:

- Explain the vision and mission of the two companies.
- Describe the business model of the two social enterprises.
- Illustrate with pictures and videos the progress of each one.
- Show progress results and metrics for the past two years.
- Present an entrepreneurial ecosystem strategy design
- Present a capacity building strategy in reskilling people

The Relevance of the Workshop with the Congress

On September 20, 2017, the lives of all Puerto Ricans changed after one of the most potent hurricanes registered worldwide disaster hit Puerto Rico, Hurricane María. The recovery of the island has been slow and painful, but although we are a small island, we have proven to be resilient. Raising the economy of the country is a matter for all Puerto Ricans, and the best way to achieve this goal is becoming an entrepreneurial island through vision and values where the people are the center.

Resilience is the human capacity to assume difficult situations with flexibility and overcome them. It is about finding the strength to face life processes with wisdom. It is imperative to learn to be a resilient person, and helps spend time with those who are rising from the difficult moments by knowing them, and identifying needs and motivations. When people increased self-awareness, the person becomes stronger, and they learn to value what they have.

Traumatic experiences such as natural disasters can be a trigger to begin a process of learning and reskill. According to Rivas (2018), the crisis caused by the hurricanes forces Puerto Ricans to redefine the management of disasters in the island. Aid to the most impoverished and most isolated communities and the ability to establish quick alliances placed nonprofit and profit organizations, at the forefront of the emergency with an adequate response.

A single person trying to do the difference is difficult, but when it is transmitted with passion the desire for positive changes, a more considerable amount of people join to complete the challenge. All ability to visualize problems and their solutions requires the aptitude to break with many current paradigms, to adopt new ways of seeing things, to break down emotional, cultural and social barriers, and to take new paths (Harry & Hytti, 2013). Two Puerto Rican companies created after 2017, have managed to impact their respective communities. Through

social entrepreneurship they have focused on people affected by different causes. The workshop will show how two companies aimed to focus in their people, environment, and society.

Motivated by the goal of the economic growth of the island through social and humane entrepreneurship, the workshop suggests that the social and solidarity economy can contribute effectively in the short and long term, because it would create new riches and a better distribution to PR population. Also, will show how they promote the community empowerment searching for solutions to social problems by creating companies in which rewarded all productive factors. Their models allow to share personal values, be part of the new ways of doing business committed to the common good, protect the environment and recognize the Puerto Rican as the center of the core. The social and solidarity economy contributes directly to create a climate of collaboration, dialogue, and agreement with all economic sectors resulting in investment opportunities and the creation of new business.

Content and Structure

- I. Puerto Rico 4.0
 - 1. What is Puerto Rico 4.0? - explain purposes and concept
 - 2. Present mission, vision and values
 - 3. Present photos and videos
 - 4. Present projections and metrics
- II. Fundación Mirta Enid - FME
 - 5. What is the main concept of FME?
 - 6. Present mission, vision, and values
 - 7. Present photos and videos
 - 8. Present results, metrics and projections

III. Echar Pa'lante - EPL

9. What is EPL?
10. Present the entrepreneurial ecosystem strategy
11. Present needs per stage
12. Present the capacity building strategy – reskilling human capital
13. Present the plan for entrepreneurial mindset for PK-12 education
14. Present metrics and results for the past two years

Schedule and Agenda

Starting from the premise that the duration of the workshop is 45 minutes, here is an agenda, however, it is subject to the term of time granted by the ICSB 2019 Congress organizers.

Table 1 Agenda

Num.	Duration	Activity	Documents
I	7 minutes	Puerto Rico 4.0	
II	7 minutes	Fundación Mirta Enid	
III	16 minutes	Echar Pa'lante	Promotion
IV	15 minutes	Question and answer section	

NOTE: The time proposed in the schedule is flexible and can adjust according to the space allocated to provide the workshop.

References

- Bae, Zong-Tae & Soo Kang, Myung & Kim, Ki-Chan & Park, Ji-Hoon. (2018). Humane entrepreneurship: Theoretical foundations and conceptual development. *The Journal of Small Business Innovation*. 20. 11-21
- Harry Matlay Professor, & Hytti Ulla. (2013). Heroic and humane entrepreneurs: identity work in entrepreneurship education. *Education + Training*, (8/9), 886. <https://doi-/10.1108/ET-06-2013-0086>
- Rivas, M. N. (2018). La respuesta al desastre de las organizaciones sin fines de lucro en Puerto Rico. *Revista de la Administración Pública*, 49, 39-65. Retrieved from <https://revistas.upr.edu/index.php/ap>