



**SOCIAL ENTREPRENEURSHIP AS A  
SOLUTION FOR IMPROVING THE SITUATIONS  
OF VULNERABLE SOCIAL GROUPS  
BEST PRACTICES AND EXAMPLES**

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VRIJE  
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INSTITUTIONAL UNIVERSITY COOPERATION (BELGIUM – BOLIVIA)

Project 1

Project 2

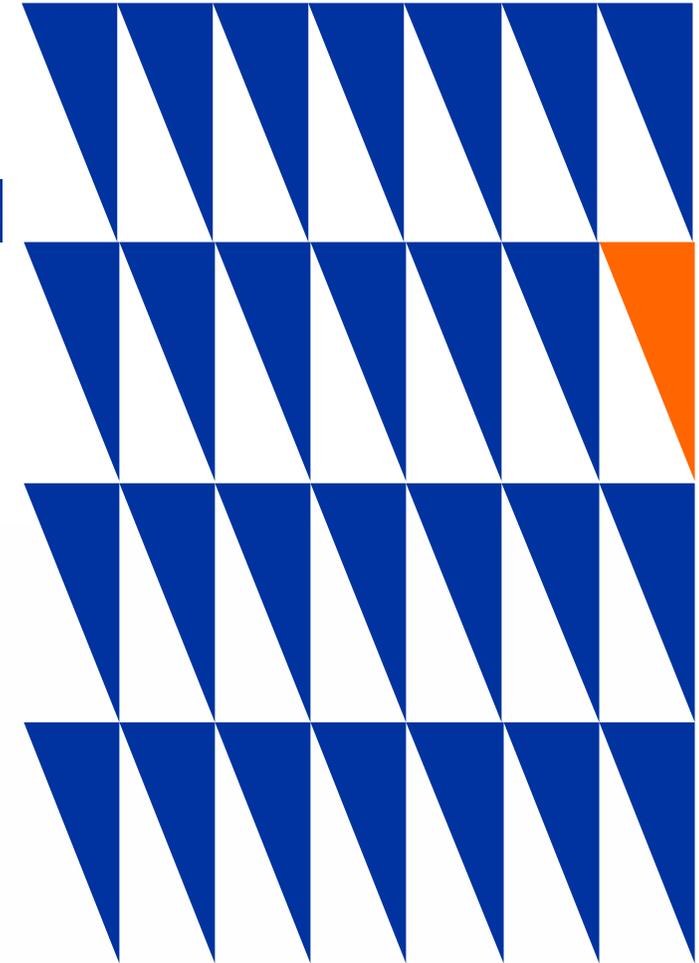
Project 3

Project 4

Project 5: Production development project  
for youth and women →  
ENTREPRENEURSHIP

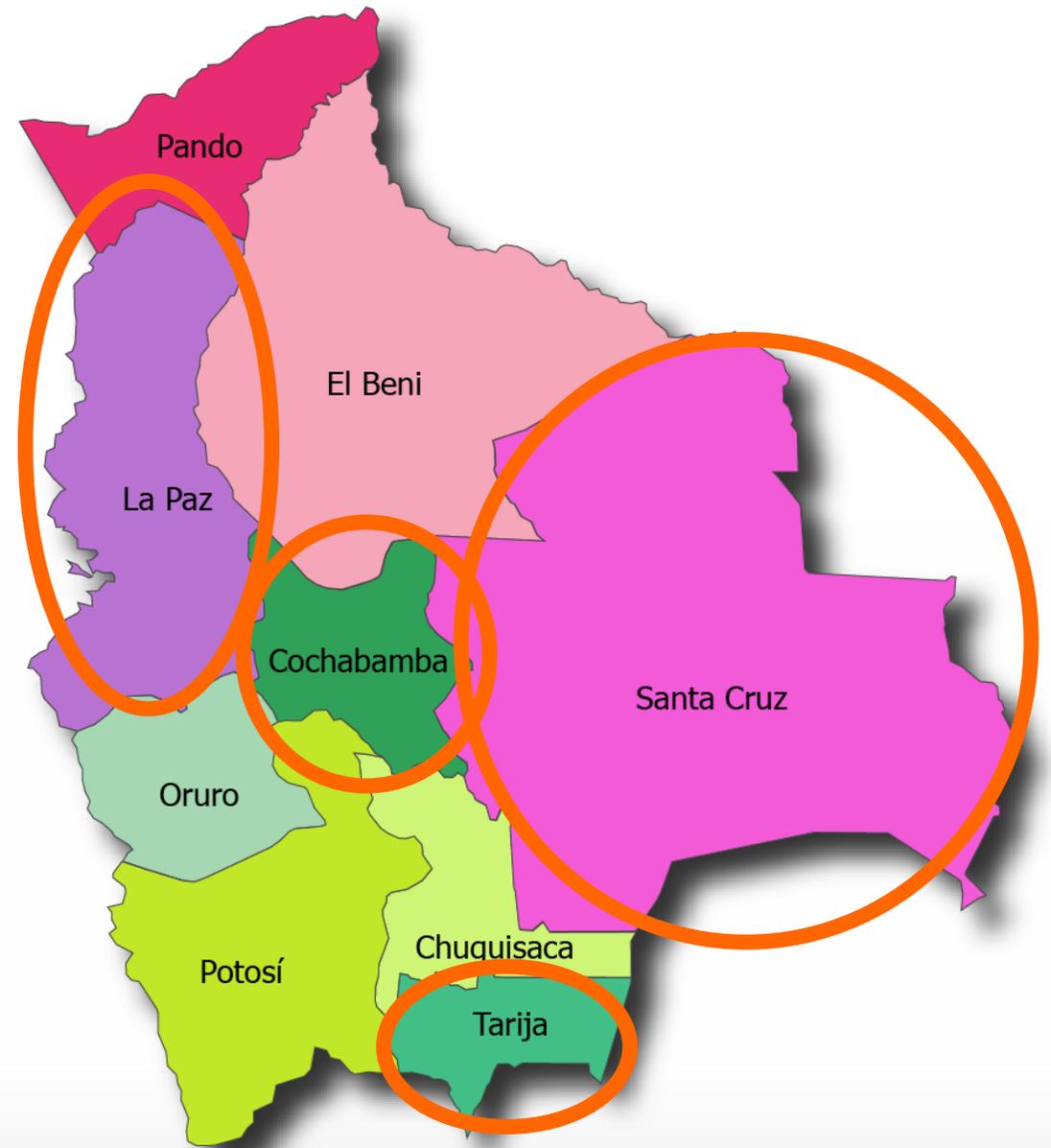
Project 6

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## BOLIVIA

- Universidad Católica Boliviana
- Four cities of Bolivia
- Spanish speaking country



## POLITICAL SYSTEM

- Plurinational State of Bolivia  
Many cultures/languages/religions
- Constant political problems: Liberal vs. Socialism
- History of colonization and later intensive presence of NGO's with paternalist style

**PHASE 1: 2016 – 2022**

**PHASE 2: 2022 - 2026**

## PHASE 1

- Entrepreneurial Ecosystem
  - Train the trainers
- Understanding needs and challenges
  - Building trust and legitimacy
- Increase the dynamics with events
  - PhD's and Research

## PHASE 2

- Incubation centers in the Universities (adapted to local characteristics)
- Mentoring training to Professors
  - PhD's and Research

## LESSONS LEARNED

- Joint PhD's need to be embedded with the activities of the project
- Leverage on other projects
- Level of politics
- Low level of motivation



## WALISUMA

- High-end handcraft
- Clients are mostly tourists
- Walisuma gets the products of 3000 vulnerable entrepreneurs of Bolivia
- Walisuma teach the entrepreneurs about the market, marketing, administration, finances and leadership



## VELAY

- Velay Empreende is a social, digital and non-profit project that seeks to empower local entrepreneurs, developing activities of visibility, information, business growth, networking and events, using social networks as the main medium.

*Velay*

THANK YOU



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