



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

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VRIJE  
UNIVERSITEIT  
BRUSSEL

VLIR-UOS

INSTITUTIONAL UNIVERSITY COOPERATION (BELGIUM – BOLIVIA)

Project 1

Project 2

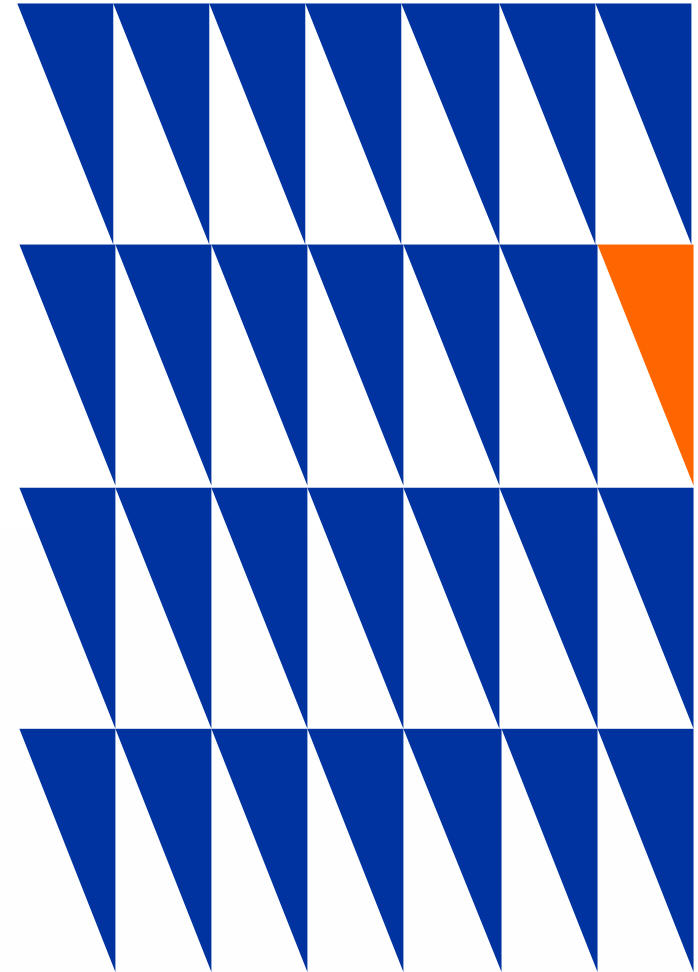
Project 3

Project 4

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

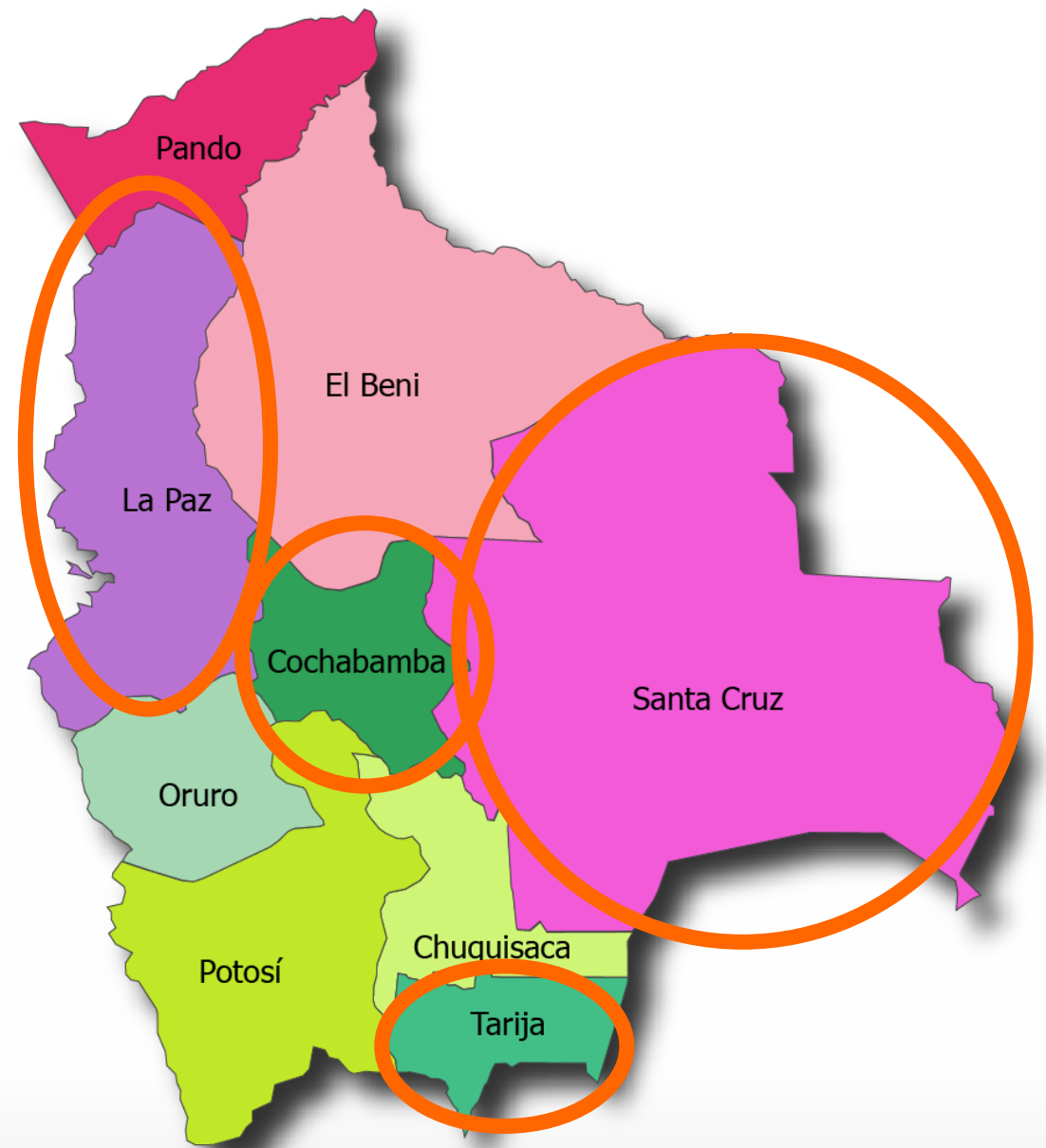
Project 6

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## BOLIVIA

- Universidad Catolica 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 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.

The word "Velay" is written in a large, red, cursive script font, slanted slightly to the right.

THANK YOU



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