

Preparatory series of webinars



MEXICO CITY 2021
GLOBAL SOCIAL
ECONOMY FORUM

Report Session 2

June 02, 2020

09: 00-10: 30 hrs. CDMX time

Social Economy: Inclusion and good living

Name of the moderator:

Juan Manuel Martínez Louvier

Name of the main speaker:

Juan Carlos Urgilés y Hernán Rodas

Name of panelists/commentators:

- **Diana Álvarez**, Undersecretary of Government
- **Ernesto Palacios**, Federal Deputy for the LXIV Legislature
- **Luis Proaño**, Cuba Project Director and Head of Social Economy in the region, Sparkassenstiftung für Internationale Kooperation

Number of participants:

204 participants in Zoom, 4,300 views on Facebook, 15,480 people reached

Relevant ideas and key points:

Luis Proaño:

- Social balance.

María de los Ángeles:

- **“The market is a good I don't know what but a bad master”**

Hernán Rodas:

- Jardín Azuayo's starting point during a crisis: a hill ended up with everything

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leaving it deserted. From that point on, the community itself decided to stop being "the victims" and start rebuilding the region: to rethink the roots.

- At this time there are many people without work, without income, without housing ... remember that we must have a physical distance but not social, we must rebuild ourselves collectively.
- The SSE is a new way of organizing life: a social, political, economic, cultural, pedagogical and ethical option.
- Culture and civilization is in the midst of a crisis.

Juan Carlos Urgilés:

- Commitment to society first.
- 15% of Ecuador's GDP corresponds to the SSE and 30% to the financial system (more than 7.5 million people).
- Powerful tool to bring public policy to the majority. When the State wants to act on society it must be very careful, because it is used to a vertical power, it must be territorialized.
- Jardín Azuayo has 141 million dollars. Assets: \$9996.65; 60 offices; 522,953 partners and 1017 collaborators.
- Alternative system through the recognition of the fabric of territorialities: understanding the territory as a social, ecological space that is key to understanding any process of improving living and working conditions.
- The ought to be: it is the good living.
- Business institutions: associative, community and cooperative
- Key to the strategic centrality: life, nature and the construction of fabric between people.
- System of government: must be an economic democracy.
- Work as the basis of people's being and as the ultimate fundamental objective.
- The State as a strong agent that promotes a political, social and economic ecosystem that builds and reconstructs the social fabric.
- This alternative business paradigm requires 3 main pillars: intervention in all basic markets (land, labor, capital and knowledge); a different organizational architecture (democratic, transparent, less asymmetric, inclusive social and economic policy); and a different pedagogy (with other contents, other processes, renewed spaces, from object teachers to subject teachers. From object teachers to a market to subject students for life, with another didactics where the

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cooperative game is the objective not the individual success.

- Key actions that show a new direction:

1. Definition of a regulatory framework consistent with the principles of the SSE.
2. Construction of a business ecosystem with a matrix of cooperative and complementary meanings.
3. Development of specific education and training instances.
4. Second floor financing structure for SSE financial organizations.
5. Articulation of productive chains and promotion of fair spaces.

- Jardín Azuayo opens its doors so that Mexico can rebuild itself the way it wants.

Ernesto Palacios:

- When the State exercises its vertical action without considering the needs of the people, it goes wrong, today there is real democratic legitimacy and the needs and interests of the people are heard.

- Jardín Azuayo is motivating in this context: leaving behind and replacing, rebuilding.

- Moving from the pedagogy of indignation to construction: in the case of Mexico we are precisely placing these foundations that rescue our being and our national identity: first the poor.

- The case of the health and economic contingency has put in context that inequality is evident and that it affects our country much more.

- Appropriate regulation and promotion of the SSE, sustainable, humanistic to ensure lasting well-being.

Diana Álvarez:

- Highlighting thinking from the territory and local but without leaving behind the collective.

- The government must strengthen this system: from the bottom to the top and that it not only governs the people but is building its social fabric with them.

- Productive evolution from them to improve them and their community: it generates resilience and development.

- Democratic governance seen as a government of trust, this paradigm changes a model that allows co-creation.

- Appropriation of knowledge for the community, we are not only talking about employment but about culture.

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- **“Solidarity cosmvision that shares and not that competes”.**

- From the federal government to carry out these priority actions to empower them and give them the dignity they deserve.

Luis Proaño:

- Reinforce the Jardín Azuayo Cooperative: which was born from the bottom up and today is the second most important in the country. Based on principles of solidarity.

- We have to take the similarities of this with what we live today: for the economic recovery.

- What would have happened to all these families if these decisions had not been made? Most likely, those with the most resources would have gotten through, but those who didn't, would not. That's what's going to happen now, with the competitive model we have: those who have resources, will survive the virus and get ahead financially, but those who don't, will not be able to access health services, let alone get ahead financially. The option must be the construction of the SSE.

- The legislative work is very important in this construction.

- Article 283: the economic system is social and supportive: it recognizes the human being as subject and end, it tends to a dynamic and balanced relationship between society, State and market, in harmony with nature; and it aims to ensure the production and reproduction of material and immaterial conditions that enable good living.

Public questions:

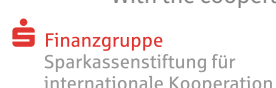
Bertha Espinoza, Congresswoman: How do you apply good living in countries like Mexico with conglomerates so large that they take over the market?

Gerardo Yamamoto, Deputy: What is the willingness of the deputies to grow in the cooperative sector?

Álvaro Rodríguez: Consider making the social contract effective, rethinking it is necessary, how to do it and what context do we need for the change of social contract?

Nancy Gutiérrez: Is it possible to work from the Time Banks as a strategy as a

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background for the development of the SSE?

María Esther Rivero: How many cooperatives exist nationally?

Relevant observations or conclusions keynote speaker / panelists / moderator:

Hernán: What should the world we should build look like? Collective.

Juan Carlos: Recovery of social fabrics with support for democratic solidarity: from the bottom up. Where society assumes the need to share. Legislation in Mexico must be modified: leave aside the individualistic system.

Ernesto: Today's legislators are interested in making the necessary modifications to strengthen the SSE: one of the pillars of the 4th transformation.

Diana: Rethinking implies.

María de los Ángeles: Promoting the great project of the SSE is of vital importance.

Juan Manuel: Acknowledgments. Invitation to the 1st webinar session, towards GSEF2021

ENCUENTROS ESTRATÉGICOS
Co-crear un nuevo modelo económico y social
2 de junio, 09:00 a 10:30 am (Hora de Ciudad de México)

Palabras de bienvenida
Juan Manuel Martínez Louvier, Director General del INAES
María de los Ángeles Huerta, Diputada Federal por la LXIV Legislatura


Sesión 2: Economía social: inclusión y buen vivir

Hernán Rodas
Fundador de la Cooperativa Jardín Azuayo de Ecuador
Juan Carlos Urgilés
Gerente General de la Cooperativa Jardín Azuayo de Ecuador

Panel comentaristas:
Ernesto Palacios Cordero, Diputado Federal por la LXIV Legislatura
Diana Álvarez, Subsecretaría de Desarrollo Democrático, Participación Social y Asuntos Religiosos de la Secretaría de Gobernación, México
Luis Eduardo Proaño Guillén, Director Proyecto Cuba y Responsable de Economía Social en la Región en la Sparkassenstiftung für Internationale Kooperation

Síguela a través de las redes sociales del INAES y del Canal del Congreso

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