

Senior Social Entrepreneurship

NEWSLETTER

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El objetivo general de Senior Social Entrepreneurship (SSE) es concienciar a la ciudadanía sobre los beneficios del empresariado social para las personas mayores. Siete países conforman el consorcio internacional del proyecto SSE: España (Universidad de Málaga), Austria (WIN), Eslovaquia (Qualed), Finlandia (TUAS), Grecia (Gunet), Portugal (USE) y Eslovenia (GEA)

A conference on adult social entrepreneurship brings the SSE project to a close

Within the framework of the Senior Social Entrepreneurship project, the conference “Social Entrepreneurship in Older Adults” was held on Thursday 15 December. This event served for the official presentation of the main educational materials created to promote entrepreneurship and social economy in older people.

The conference, held in the Assembly Hall of the Rectorate of the University of Malaga (UMA), was attended by more than 50 participants. The participants came from different public administrations, public and private educational institutions, social enterprises, associations and NGOs.

This meeting also aimed to promote networking among the various institutional, educational and social actors involved in the project’s theme. In this case, the involvement is not only limited to new approaches to active ageing, but also to sustainable economic development. This type of social entrepreneurship proposal aims to revalue endogenous territorial resources and the promotion of interculturality.

The highlight of the event was the participation of the senior entrepreneur Chelo Gámez. The entrepreneur gave a keynote speech in which she explained the creation process of La Dehesa de los Monteros. This social entrepreneurship initiative focuses its activity on the exploitation of local resources, the quality of its 100% Iberian products and the international success of a project based in the rural paradise of the Genal Valley. As in Spain, the other partners that are part of the Senior Social Entrepreneurship project have held dissemination events in their countries of origin.



Chelo Gámez and Jesús Delgado during the entrepreneurship day.

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SSE project present at online congress in India



Intercontinental dissemination of the SSE

The Senior Social Entrepreneurship project was presented on 17 December at the International Conference “Inclusive Education: Needs and Challenges”. Jesús Delgado Peña, SSE coordinator, was the keynote speaker of this academic event organised by the Kalinga Institute of Social Sciences, based in Bhubaneswar (India), in the framework of the AURORA project. More than 200 people from the European Union, India and Nepal had the opportunity to learn about the objectives and main results of the

SSE. At the conference, the project’s main website and educational materials were presented. Among these materials were the interactive training modules to develop competences linked to social entrepreneurship. Also playing a prominent role in the presentation were the podcasts enriched and magazines produced to promote the visibility of the seniors who have been selected as good practices: Spain, Finland, Portugal and Slovakia. This dissemination initiative promotes the intercontinental projection of the SSE. Exchanges of experiences and synergies are established to enrich education and social entrepreneurship.



Nuno working on a design for his brand's signature cushions

Nuno Rosa Dias
A business idea based on art and tradition

Évora (Portugal)



Nuno Rosa Dias was born in Cascais but lived most of his life in Évora. Until March 2020 he was working in Lisbon, but due to the pandemic he became unemployed and chose to stay in Arraiolos, where he had the idea to start the project “O senhor almofada”. Initially Nuno Rosa Dias started making cushions with Arraiolos stitch embroidery for decoration and to offer to friends as a hobby. In August 2020 he sold the first cushion, after which he realised that he could make a business out of his hobby. This is confirmed by Nuno himself: “Since I had a lot of free time, I did a workshop on Arraiolos embroidery, a topic that had already been challenged for years by a friend who has a carpet shop. Nuno, first of all, embroidered a 20x20 frame, but as he liked cushions instead of carpets he started to embroider but with patterns created by himself and the colours he liked the most. Nuno slowly started to consider if he should take this project more seriously and in September 2020 talking to an American friend who lives in Lisbon and worked in art in Los Angeles, he told him that he loved his cushions, that the patterns and colours were very nice and that he could sell them. That same day he decided to create a profile just for the project and in 5 minutes he invented “Mr. Cushion”. Nuno wanted to use an English name but he also wanted to keep his own language out of respect for tradition and because he doesn’t want to use foreign words for everything. What started as a joke, turned into something more serious with time and nowadays Nuno has the brand created and registered in Portugal.

