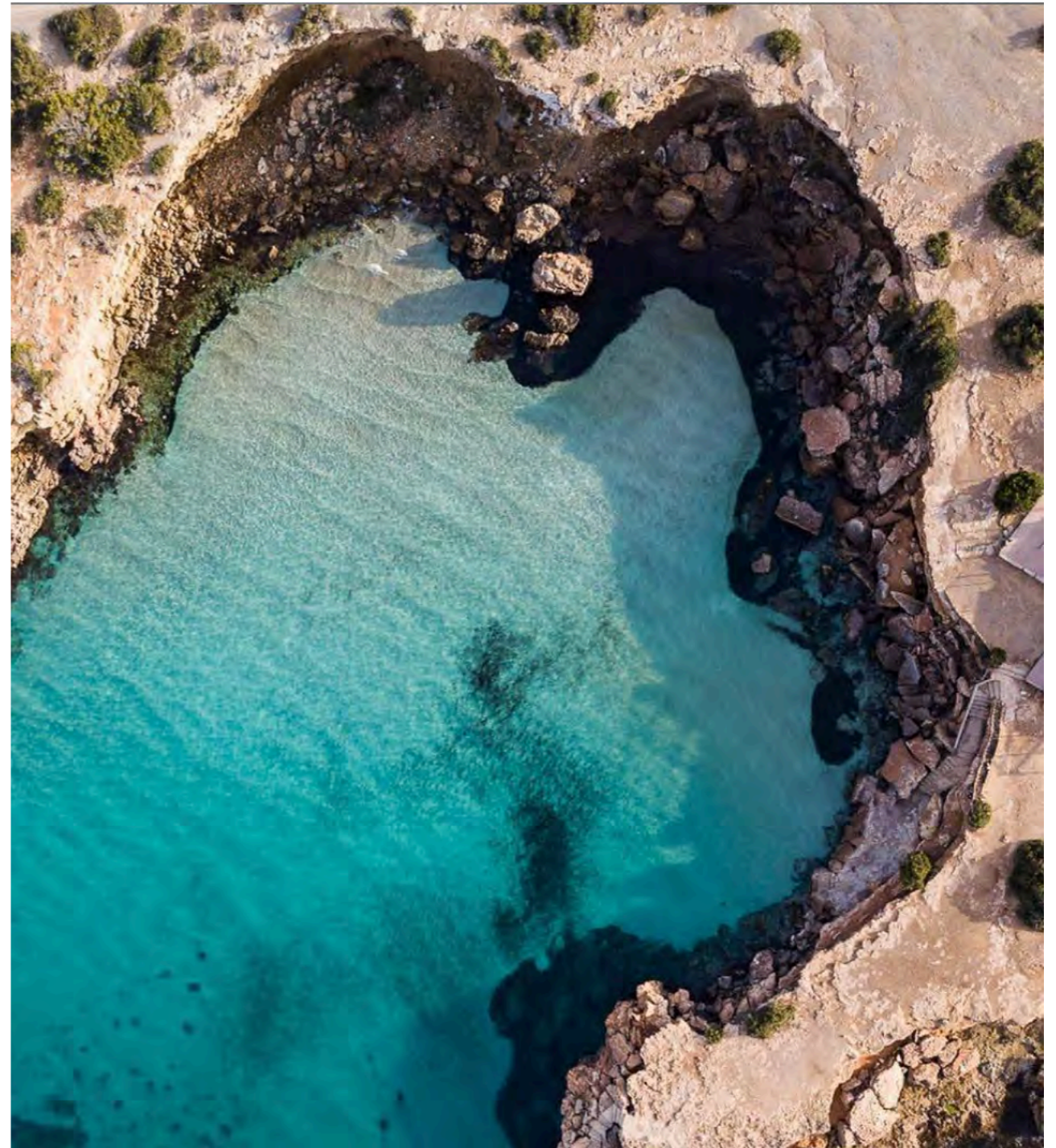


SOCIAL BUSINESS CAMP IBIZA

**A SOCIAL MOVEMENT by Social
Entrepreneurs for Social
Entrepreneurs**

**100 Hours, 100 Participants,
100 Workshops, 100 Solutions.**



WHO WE ARE

We are a **social movement** that aims to bring about **sustainable development with benefits** to changemakers and those around them by going through three phases

Creative Envisioning – Joyful Experiencing – Connected Action.

We are a **network of social entrepreneurs & intrapreneurs**, change-makers, visionaries, activists and global citizens that put our resources to use in order to let **people create a change of beat together**. We are a diverse space open to all people, various visions and methods.

We believe in **co-creation, cooperation, mission-finding, pluralism, tolerance and more to business**.

Our founders and partners belong to the following organizations: BSplash (Social Ticketing Platform on Ibiza), Rubix Potential (Coaching for Personal Development), Nyado (Filmmaking for Change Projects), Perpetuum Mobility (NGO for a better interaction with the environment) and the Grameen Creative Lab (Social Business).

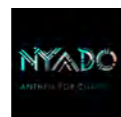


We are organizing a **Social Business Camp in Ibiza in September 2019** in order to

- **inspire entrepreneurs, students, citizens, managers, agriculturists from Ibiza** with the concept of social business & entrepreneurship
- **create a memorable changemaker experience**
- **connect people at a local and global scale** in order to promote a movement of trustful interconnectedness that can be used on an individual and organizational level to bring forth social action.

Our goal is to **stimulate a sustainable development** on Ibiza. That is why we want to involve mainly local actors. There will be some international input givers and important players in the sector taking part.

The project on Ibiza will serve as a **model for replication** in other places & islands in the next years.



Climate Protection

The Status Quo on Ibiza

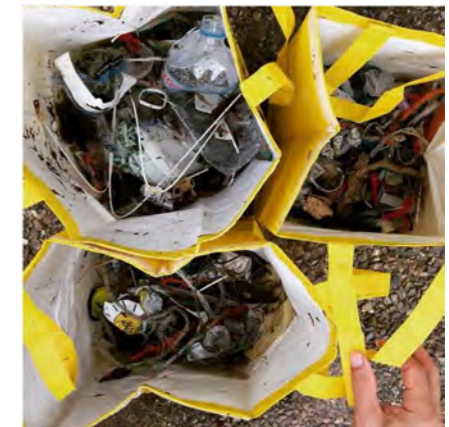
The mediterranean climate, beautiful beaches and an entertaining nightlife have made Ibiza an attractive destination in Europe. However, the **large increase in tourism** (the ratio has reached **25,56 tourist/resident**) over the past years has brought about the **limits of growth and the island's carrying capacity**. The remarkable growth in tourism has come hand-in-hand with a **60,8% increase in the urbanization** of coastal areas in the period 1990–2012.

The **rate of motorization in Ibiza is 963.8 vehicles/1000 persons**, double the rate of vehicle/person in the rest of Spain. **Private vehicles** are now the **main source of CO2 emissions** in Ibiza, accounting for **31% of total emissions**. Emissions reached **6.26 kg CO2 per capita in 2015, exceeding Spanish average emissions and doubling the world average**.

In the past decade, urban **solid waste in Ibiza has increased by 35%**, reaching a per capita level that **doubles average waste production in Spain and the EU**.

The **business context on the island is of an unsustainable nature based nearly exclusively on profit maximization**. This has an enormous impact on the island's people and environment.

The long-term prosperity of Ibiza and Formentera depends on the **preservation of its land, sea, and natural resources and well-being of the local society**.



By bringing together important game-changers in the sector of environmental protection, like the Ibiza Preservation Fund and Plastic Free Ibiza, with conventional businesses and entrepreneurs **we enforce the dialogue and make room for exchange and collaboration**.

We tackle climate protection through **big player** and through the **collaboration and participation of a broad range of actors & sectors**

The Social Business Camp will enable individuals

- 1) to experience their **bond to nature and to their home island**
- 2) to **reflect their business models** and project approaches and learn about **sustainable solutions for their businesses & projects**
- 3) to **connect with a great diversity of other actors** working towards or opening up towards **sustainable change**
- 4) to **expand their networks and form collaborations** to improve their businesses and projects.
- 5) To acquire knowledge regarding good practices from international experts and fellow changemakers.

By tackling **individual behavior and the logic with which businesses are run**, we will develop solutions in the **areas of sustainable living and protecting the natural environment** to

- help **reduce the carbon footprint on the island &**
- help make the **tourism sector more sustainable**.

Human Rights Compliance

Tourism activity, which has undoubtedly become the mainstay of Ibiza's economy, has also resulted in the **exploitation of the island's natural resources and landscape and has led to social unrest.**

The tourism sector has brought forth growing inequalities:

The **sharp rise in rental prices** has resulted in the need to devote **82% of average income to housing**, while in the EU a household is considered to be "cost burdened" when the cost of housing exceeds 40% of total income. As a consequence **less housing is available for locals** and **many citizens are unable to afford housing.**

Job insecurity and an **ever-growing need for larger infrastructure** and equipment must be provided for by local administrations and paid for by local society.



Through the process of

**Creative Envisioning,
Joyful Experiencing &
Connected Action**

the participants will be able to discover and understand the stepping stones on Ibiza and will be led to **pave the road for more co-creation and collaboration.**

The different **problem areas in tourism – housing, social inequalities and environmental degradation** – will be tackled by a festival combining **the inspirational sides to Ibiza, as its music, nature and social projects** with the **problematics sides, as climate risks and social inequalities.**

Sustainable Management

The Social Business Camp Ibiza will support businesses by showing them **possibilities to create sustainable practices within their core business.**

The companies and projects already existing on Ibiza will be treated as **key elements that can bring forth positive changes in the environment and for the local community.**

Our project draws upon resources and ideas that are already there:

- The **Ibiza Preservation Fund** and numerous other organizations (Plastic-free Ibiza, Bsplash, etc.) have **reported upon the unsustainable management of the island's resources** in the last decade. They have **invested in numerous projects** regarding the safeguarding of nature.
- **Ibiza** itself is already **perceived as an in-place** – it's a **stronghold for parties, festivals and the artistic scene.**
- **Music and art play a key role on the island** and have the potential of leading a change. **Famous actors and artists** within the music industry **can demonstrate a shift** towards **social, environmental, and economic sustainability.**

Ibiza is a great showcase model. If something becomes successful in Ibiza, it will be mirrored in other parts of the world.



By **connecting the existing projects and enabling actors from different sectors to make their businesses, projects and lives more sustainable &**

By **linking social responsibility and environmental sustainability with leisure and fun**

...

We can **take people on a journey** to realize business isn't just about profit, but can be about **having a positive impact on their island.**

We can **enable Ibiza to become a role model for social change.**

We can **turn Ibiza into an incubator for social business and sustainable tourism.**

SDG Consideration

We act upon SDGs 8, 9, 10, 11, 12, 13, and 17 specifically.

The following workshops are supposed to give an idea regarding the content of the Social Business Camp & are subject to adaptation.

8. Decent Work & Economic Growth –

Workshops: Reflect upon business as usual and GDP growth. Learn about the limits of growth and the concrete situation on Ibiza. Challenge the definitions of success in the music, art, and tourism industries of Ibiza (clubs, artists, DJs, hotels, producers).

Process: Get to know different key actors in the sector of tourism, agriculture & science.

Results: Through collaboration and exchange formulate solutions for the different sectors to become more purpose-driven. Learn how to integrate social businesses and combine business and the environment.

9. Industry Innovation and Infrastructure –

Workshops: Get to know Coworking Spaces and Hubs for Innovation and Co-Creation in Ibiza.

Process: Some start-ups and businesses will be chosen to present their challenges and business cases.

Results: Have a feeling for innovation challenges and know places for co-creation.

10. Reduced Inequalities –

Workshops: Learn about the gap between small local businesses and tourist attraction centres.

Process: Reflect upon solutions that benefit all actors on Ibiza.

Results: Reduce inequalities by consciously learning about them.

11. Sustainable Cities and Communities –

Workshops: Reconnect with the island and the environment. Reflect on the meaning of community & feel what it's like to work on small projects together.

Process: Get to know different people of the community that want to work on sustainable solutions. Get a sense for the sustainable movement on Ibiza.

Results: Have established partnerships that bring the parties together after the festival.

12. Responsible Production and Consumption –

Workshops: Get to know producers and products that come from Ibiza. Learn about the value of regional consumption.

Process: Visit production sites and get a feel for the challenges local businesses have.

Results: Value local production and act upon it by consuming more made in Ibiza.

13. Climate Action –

Workshops: Learn about plastic & waste impacts, water scarcity and the carbon footprint on the island.

Process: Collect waste and get to know solutions addressing the environmental problems.

Results: Make climate action plans for the parties to work on together.

17. Global Partnerships for Sustainable Development –

Workshops: Learn about changemaker projects on other islands & learn about the key players in sustainable tourism.

Process: Find similar projects & form partnerships.

Results: Share knowledge, experience and practices and strengthen the sustainable tourism field through international cooperation.

Contact

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