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Social entrepreneurship in a circular economy in Mallorca

Didactic Material nr. 13



Food Care

Introduction

We buy, we use, we throw away. And create pollution. This is nowadays a typical behavior, what millions of humans do every day, damaging the sustainability of the planet.

In an highly touristic place like Mallorca, what other options exist, that would be more “circular”, meaning that it doesn’t create trash but rather re-use without creating wastes?

What is it ?

Social entrepreneurship in the circular economy is about innovating for people and planet simultaneously – tackling waste and overconsumption while making sure the benefits reach communities.

The circular economy is a system that transforms waste into valuable resources for new products and production. In this model, everything has a purpose, and consumption is minimized.

*Watch a documentary **“Wasted! The Story of Food Waste”**, about food waste problems and creative solutions to learn more about this topic!*

Click [here](#) to watch a trailer. Full film available on Amazon Prime, Apple TV.

In 2021 the Council of Mallorca has created a platform called Finhava that enables traceability of the entire food cycle.

Hotels produce organic matter derived from consumption, which is transported to the Tirme facilities - Tirme is the company responsible for waste recycling in Mallorca. It is transformed into an ecological compound and farmers make use of the compound for fertilising crops. Farmers' products are then reintroduced into the process and the circular economy cycle is closed.

Why is it important?

Social entrepreneurship in a circular economy is basically where doing good for people and doing good for planet meet. As a tourism-driven island with limited resources, Mallorca has huge problems with sustainability. Every practice that reduces waste, preserves ecosystems, and promotes resource reuse is useful. It helps reduce tourism's impact, support year-round local jobs, and make the island's economy more resilient by diversifying beyond tourism. That's why starting new eco-friendly businesses is so important today – to keep both the community and the environment healthy for the future.

What are the benefits?

- 1. Sustainable Solutions:** Social entrepreneurs create innovative solutions that promote the reuse, recycling, and repurposing of resources, which supports the principles to reduce waste. **ArtifexBalear** as an example of business that re-use parts of the construction materials to re-sell as well as propose the regenerative agriculture to adjust the ecosystem.
- 2. Community Impact:** They often focus on solving social issues, such as poverty or inequality, by creating job opportunities, supporting local communities, and addressing specific needs through sustainable practices.
*You can support local projects like **Deixalles**, which promote a fairer and more sustainable society by including people at risk of social exclusion through waste-related and environmental activities.*
- 3. Environmental Protection:** By prioritizing resource efficiency and minimizing waste, social enterprises help reduce environmental impact, conserve natural resources, and mitigate climate change.
- 4. Economic Growth:** These ventures can stimulate local economies by fostering new industries and business models that thrive within a circular economy framework.
- 5. Innovation:** Social entrepreneurs drive innovation in sustainability practices and circular economy strategies, leading to change just like regenerating the soil with compost as it is done by **Mallorca Compost i Mulch**.
- 6. Education and Awareness:** Companies like **Permamed** often play a role in educating the public about sustainable practices, encouraging more widespread adoption of circular economy principles.

What can I do?

- 1) **Buy from sustainable local businesses** - you can find a link to the list of them [here](#) or on the website [Travel to zero](#).
- 2) **Participate in eco-events** like [eMallorca Experience](#) and raise awareness.
- 3) **Volunteer your skills in companies** like [Artifexbalear](#) or [PermaMed](#)
- 4) **Invest in social enterprises** such as ecological village [Huella Verde](#).
- 5) **Adopt circular habits yourself** by learning how to do this from [ReWine](#).
- 6) **Educate and analyse social entrepreneurship potential** for example by reading reports like [here](#) or [student thesis](#) written by Therese Kalling.

What have I learnt?

- Social entrepreneurs focus on creating positive social and environmental change rather than just profit as a way to value sustainability, support fairness, equity and justice and to promote nature. Because I am not separated from it, but part of it and what I consume has a direct impact on it.
- By practicing social entrepreneurship in a circular economy I can support [waste reduction](#), local job support, environmental protection, and community education, making it a powerful model for sustainable economic growth. I can approach sustainability problems from all sides, understanding that food involves many people, might create many problems and challenge the status quo of “how things must be done”.
- It's not a theoretical idea but a life style that I can practice everyday to support sustainability

All is summarized in the [European approach of Microcredentials](#).

Micro-credential 1

Embodying sustainability value:

- 1.1 Value sustainability by reflecting on personal values while critically evaluating how they align with sustainability values.
- 1.2 Supporting fairness to support equity and justice for current and future generations and learn from previous generations for sustainability.
- 1.3 Promoting nature to acknowledge that humans are part of nature; and to respect the needs and rights of other species and of nature itself in order to restore and regenerate healthy and resilient ecosystems.

Micro-credential 2

“Embracing complexity in sustainability”

- 2.1 (Systems thinking), to approach a sustainability problem from all sides; to consider times, space and context in order to understand how elements interact within and between systems.
- 2.2 (Critical thinking) To assess information and arguments, identify assumptions, challenge the status quo, and reflect on how personal, social and cultural backgrounds influence thinking and conclusions.
- 2.3 (Problem framing) To formulate current or potential challenges as a sustainability problem in terms of difficulty, people involved, time and geographical scope, in order to identify suitable approaches to anticipating and preventing problems, and to mitigating and adapting to already existing problems.

Micro-credential 4

“Acting for sustainability”

- 4.2 (Collective action) to act for change in collaboration with others.
- 4.3 (Individual initiative) to identify own potential for sustainability and to actively contribute to improving prospects for the community and the planet.