INFORME DE MERCADO SOCIAL

CONSUMO INTERNO E INTERCOOPERACIÓN

AUDITORÍA / BALANCE SOCIAL 2024

LA ECONOMÍA SOCIAL Y SOLIDARIA, ENSEÑA EL CORAZÓN

SOCIAL MARKET REPORT

Analysis of supply, domestic consumption and intercooperation in the Social and Solidarity Economy

Audit Process/Social Balance Sheet 2024

November 2024

REAS Network of Networks of Alternative and Solidarity Economy
info@reas.redmercadosocial@reasred.comreas.red
and mercadosocial.net
@Reas_Red

Coordination and drafting of contents:
Audit and Social Market Commissions of REAS Red de Redes de Economía Alternativa y Solidaria.

In collaboration with: Directorate General for Self-Employment, Social Economy and Corporate Social , Ministry of Labour and Social Economy.

LIST OF CONTENTS

1.- PRESENTATION

Since 2010, the Network of Networks of Alternative and Solidarity Economy, hereinafter REAS RdR, has been promoting the **Social Market** at territorial level, **an economic circuit specific to the Social and Solidarity Economy** (SSE) that seeks to "*unite production, distribution and consumption to satisfy the global needs of the people and the entities themselves within the framework of the network".*

At present, **the social markets promoted by REAS RdR are being promoted in 11 Spanish** (**Aragon, Balearic Islands, Canary Islands, Catalonia, Galicia, Basque Country, Navarre, Madrid, Murcia, La Rioja and the Basque Country**). **Valencia).** These social market networks promote responsible production and consumption alternatives and, in order to be consolidated, they need greater promotion of internal consumption, greater visibility of the supply of products and services, as well as an increase in the number of entities in new market niches where the SSE is not yet present.

The Social Audit is an instrument of REAS Red that allows measuring the impact of the Social Market while providing it with coherence, giving social credibility to its entities and reinforcing the inter-cooperation of these economic initiatives.

In the report "The Social and Solidarity Economy shows its heart. Audit Balance Sheet Report/Social2024", analyses different indicators completed by the entities that decide to undergo the self-assessment process in terms of compliance with the principles described in the Charter of the Solidarity Economy[1] : Equity, Decent work, Ecological sustainability, Cooperation, Fair distribution of wealth and Commitment to the environment.

Since 2020, this Report has been prepared with the main results of the indicators of the Social Audit or Social Balance that measure aspects related to the Social Market. As in years, this document presents the analysis **of the Social Market indicators of the economic data relating to the year 2024,** collected during the 2023 State Social Audit/Balance Sheet Campaign, which have to do with the following aspects:

1. **Supply of products and services on the Social Market**
2. **Domestic consumption**
3. **Intercooperation practices**

The report also takes a territorial and sectoral view of these indicators, which, when analysed, reflect some of the challenges that we can face from REAS RdR in the coming years, in order to continue promoting inter-cooperation and internal consumption in the Social and Solidarity Economy and to advance in the construction of social markets in the territories. These challenges are reflected in the conclusions section of this report.

[1] REAS Red de Redes de Economía Alternativa y Solidaria "Carta de la Economía Solidaria".

2.- THE SAMPLE IN THE ANALYSIS OF THE IMPACT OF THE SOCIAL MARKET

REAS RdR is made up of 15 territorial networks and 5 sectoral networks that bring together 1,036 entities, which form part of what we call the Social Market (economic circuit of the SSE). In some territories (Aragon, Canary Islands, Catalonia, Balearic Islands, Murcia and Rioja), the Social Market is being built together with other Social Economy supplier entities (in addition to those belonging to the REAS territorial network), bringing the **total** number **of entities that form part of this economic circuit to** 2,318[2] (a significant number where we can already find products and services for responsible consumption).

In this document, as in the general report *("The Social and Solidarity Economy teaches the heart. Audit Report/Social Balance Sheet 2024")*, **presents the data of 685 entities, 82%** of which are associated and linked to the different territorial and sectoral networks of REAS RdR (cooperatives, insertion companies, associations, etc.), and the remaining **18%** are SSE entities with which we are building the social market.

To show the impact of the Social Market, this report analyses the evolution in recent years of the results obtained with the **indicators of internal consumption and inter-cooperation,** provided by the Social Audit/Balance tool.
Thanks to the effort and transparency of all the entities that have participated in the Social Audit/Balance Sheet 2024 (data 2023), we can make visible the strength of the SSE and show the evolution of the Social Market through the analysis of the following indicators:

- Number of entities that have responsible consumption criteria in their purchases.
- Volume of purchases made by SSE entities in the Social Market circuit.
- Evolution of the number of entities that contract electricity services year after year with suppliers that generate energy from 100% renewable sources.
- Evolution of the number of entities that are partners or clients of ethical and solidarity finance ,
- Most common inter-cooperation practices between entities the same SSE sector.

[2] 2,318 supplying entities are part of the Social Market Circuit: 1036 REAS RdR entities and the rest of entities outside the REAS RdR territorial networks (1,224 entities in Catalonia, 17 in the Canary Islands, 25 in Aragon, 8 in the Balearic Islands and 16 in La Rioja).

Table 1 shows the **number of entities that carried out the Social Audit in 2024, with a significant weight of the territories of Catalonia, the Basque Country, Madrid, the Canary Islands, Aragon and Navarre** and with a lower participation in the final sample of other territories (La Rioja, Murcia, Valencia, the Balearic Islands, Asturias, Castile and Leon, Andalusia and Galicia).

Table 1. SSE entities carrying out the Social Audit in 2024 by territory torio

Territories	*Entities of the SSE that carry out the Social Audit in 2022 by territory*	%
Andalusia	2	0,29%
Aragon	44	6,42%
Asturias	8	1,17%
Balearic Islands	7	1,02%
Canary Islands	46	6,72%
Catalonia	289	42,19
Castilla y León	8	1,17%
Castilla la Mancha	2	0,29%
Euskadi	119	17,37
Galicia	5	0,73%
La Rioja	19	2,77%
Madrid	78	11,39
Murcia	13	1,90%
Navarre	39	5,69%
Country Valencia	6	0,88%
TOTAL	**685**	**100%**

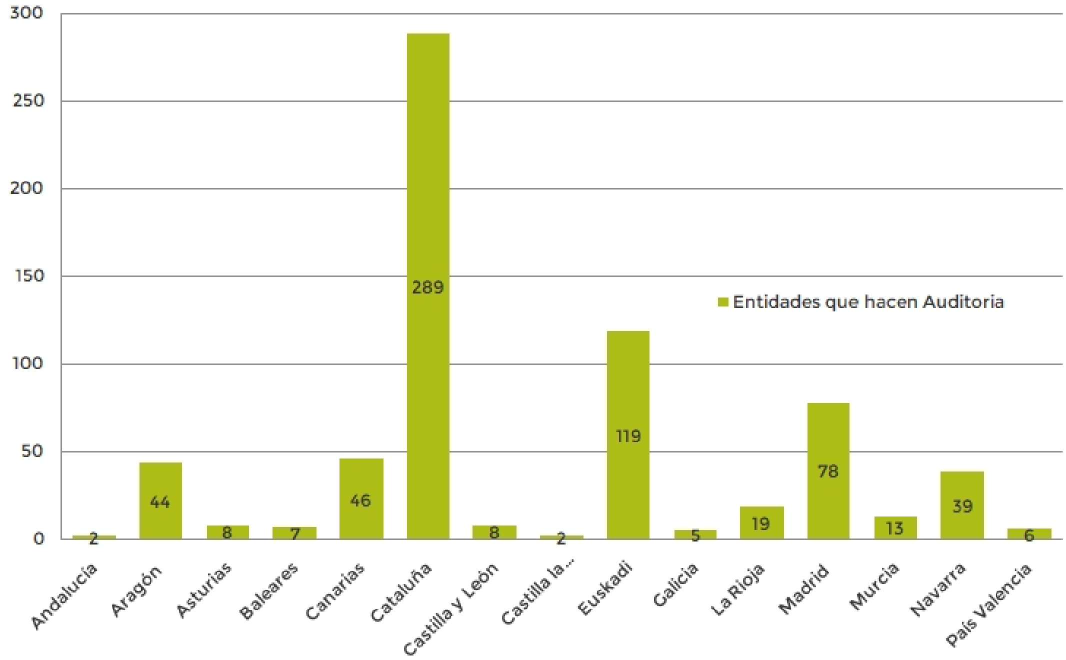

Figure 1. *SSE entities carrying out the Social Audit in 2024 by territory.*

3.- OFFER OF PRODUCTS Y SERVICES ON THE SOCIAL MARKET

The SSE is a very tangible and expanding reality where responsible and conscious consumption can be exercised. In all these years of social markets, we have managed to turn the SSE from a utopia into a very tangible and expanding reality. We have broken into sectors that only a short time ago seemed unattainable, such as energy, ethical finance, housing, food and telecommunications through cooperatives that offer the same portfolio of services as multinationals, but with a very different way of working and values such as equity, decent work, cooperation, ecological sustainability, fair distribution of wealth and commitment to the environment.

With the promotion of Social Markets from REAS RdR, we are moving forward to make it possible to live within the SSE.

Year after year the references in the catalogues of products and services of the social marketplaces increase as more and more entities join the SSE movement. The offer of the social markets is available on the website: www.mercadosocial.net grouped in different sectors: Food, Finance and Ethical Insurance, Energy, Telephony, Media, Fair Trade, Recovery and Recycling, Advice, Communication, Culture and Leisure, Education and Research, Logistics, Health and Care, Supplies, Technology and Electronics, Textile, Housing and Environmental Management, etc.

As we can see in Figure 2, **since 2016, 529 new SSE initiatives have joined REAS RdR, reaching the figure of 1036.** We can also see how **the number of entities that take stock/social audit and join the Social Market circuit in some territories** is increasing **year after year** (44 more entities than in 2023).

As already mentioned in section 2 of this report, in some territories (Aragon, Canary Islands, Catalonia, Balearic Islands, Murcia and Rioja), the Social Market is being built together with other Social Economy provider entities (in addition to those belonging to REAS territorial network), bringing the total number **of entities that form part of this economic circuit to 2,318 according to the data provided by the networks.**

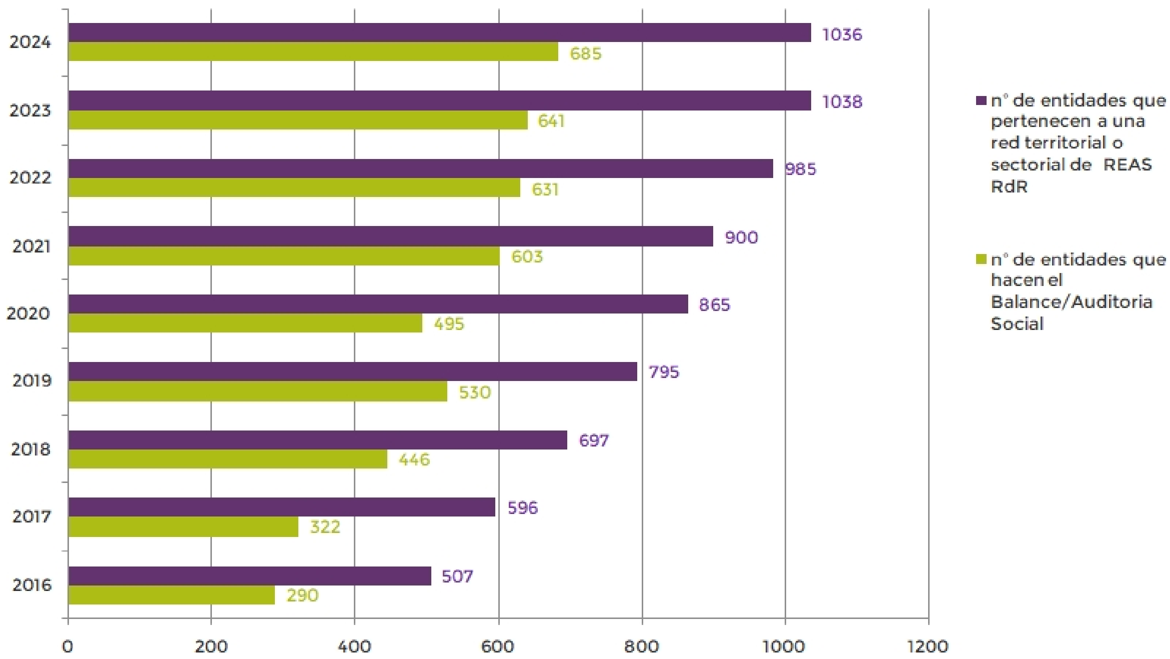

Figure 2. *Annual evolution of the number of entities in REAS R2R and doing the Social Audit/Balance Sheet 2016-2024)*

3.1. SSE sectors in the Social Market.

With the data from the Social Audit/Balance Sheet 2024 we can see that the sectors that predominate in in the Social Market are: ***Education and Research, Health and Care, Counselling, Housing and Environment Management, Culture, Communication and Food.***

The most frequent sector of activity in which the organisations are active is ***Education and Research 19%),*** *followed by* ***Health and care (14%),*** **Advice (10%),** ***Housing and environmental management (9%), Culture and leisure (9%), Communication (8%)*** **and** ***Food (7%),*** **with** the rest of the organisations in the sample working in very diverse areas such as: technology and electronics, catering and hospitality, logistics, textiles, financing and social currencies, supplies, production and sale of
other manufactured goods.

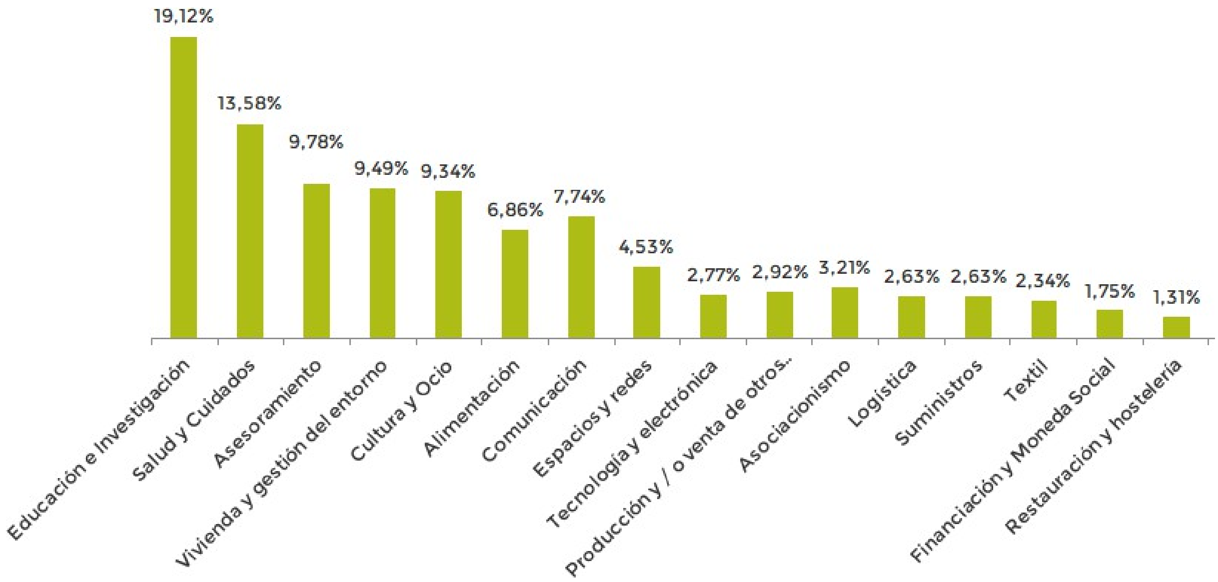

Figure 3. Distribution of entities according to sector of activity, data 2023. *The different sections of this report include a sectoral overview taking into account the 7 most significant ones (Food, Counselling, Education and Research, Housing and environmental management, Health and Care, Culture/Leisure and Communication).*

Territorial outlook

Taking a territorial look at the number of SSE entities by sector, we observe how they vary (table 2 and figure 4).

Table 2. Number of SSE entities by sector and territory

	Andalusia	Aragon	Asturias	Balearic Islands	Canary Islands	Catalonia	CYL	CLM	Galicia	Euskadi	Madrid	Murcia	Navarre	La Rioja	País Valencià	totals
Feeding	0	1	2	1	5	9	3	0	0	9	7	2	4	4	0	**47**
Advice	0	5	0	0	3	33	1	0	3	13	1	1	5	0	2	**67**
Communication	0	6	0	0	2	26	0	0	0	5	10	1	2	1	0	**53**
Culture and Leisure	0	7	0	0	2	28	0	1	1	9	7	4	2	2	1	**64**
Education and Research	1	6	0	0	8	64	0	0	0	23	18	0	7	2	2	**131**
Spaces and networks	0	2	0	0	1	14	0	0	0	4	4	0	4	2	0	**31**
Funding and Social Money	0	0	0	0	0	8	0	0	0	2	1	0	0	1	0	**12**
Logistics	0	3	1	3	3	4	0	0	0	2	0	1	1	0	0	**18**
Production and/or sale of other	0	2	0	0	1	5	0	0	0	6	3	0	2	1	0	**20**
Catering and hospitality	0	0	0	0	0	3	0	0	0	4	1	0	1	0	0	**9**
Health and Care	0	2	0	2	14	37	3	1	0	17	9	2	5	1	0	**93**
Supplies	0	1	2	0	2	7	1	0	0	1	2	0	1	0	1	**18**
Projects of coexistence	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Technology and electronics	0	1	0	0	0	10	0	0	0	5	2	0	1	0	0	**19**
Textile	0	2	0	0	0	5	0	0	0	4	3	0	1	1	0	**16**
Housing and environmental management	1	5	2	1	3	28	0	0	0	11	9	1	1	3	0	**65**
Partnership	0	1	1	0	2	8	0	0	1	4	1	1	2	1	0	**22**
Total	**2**	**44**	**8**	**7**	**46**	**289**	**8**	**2**	**5**	**119**	**78**	**13**	**39**	**19**	**6**	**685**

- In **Catalonia** within the Social Market there are more entities in the sectors of ***Education/Research, Health and Care, Counselling and Culture and Housing and Environment Management.***
- At **Madrid** the sectors that predominate at on Market Social are ***Education/Research, Communication, Health and Care and Housing and Communication***.
- In the **Basque Country,** the offer in the catalogue of products and services of the social market is greater in the sectors of ***Education and Research, Health and Care, Housing and Advice, and Housing and Communication.***

- In **Aragon** there is a wider range of entities offering products and services within the Social Market of: ***Culture and Leisure, Communication, Education and Research.***
- In the **Canary Islands**, entities offering services and products related to ***Health and Care and Education and Research*** predominate.
- In **Navarre**, the ***Education and Research and Consultancy*** sectors have a greater offer.
- In **Rioja**, the sectors that predominate in the Social Market are ***Food and Housing.***

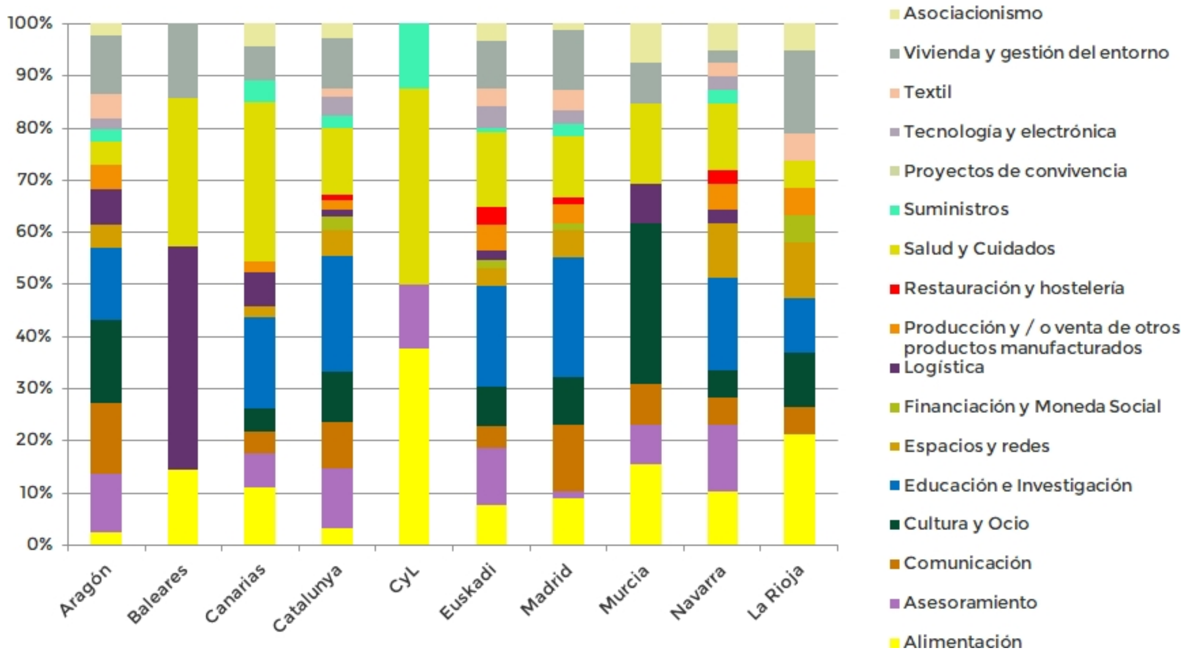

Figure 4. *Sectors of the most predominant SSE entities in Social Markets*

4.- CONSUMPTION OF SSE ENTITIES IN THE SOCIAL MARKET

Social markets are based on the principle of mutual support and cooperation. In order to establish their viability and sustainability, it is of vital importance that SSE entities commit themselves to consume as much as possible within this circuit and to contribute to the creation of other initiatives that can be linked, depositing savings and surpluses in financial instruments of the network. **By consuming within the Social Market we are directly consolidating the power and capacity of the SSE economic circuit, strengthening structures, relationships and dynamics that can be linked to it:**

- *They disseminate the added value and benefits of the products and services of social entities, thus strengthening their marketing potential.*
- *They promote spaces for inter-cooperation and the development of innovative management tools adapted to the specific needs of Solidarity Economy enterprises.*
- *They support entities with the same values, thus reinforcing the Social Market circuit of the Solidarity Economy.*

Although this section of the report mainly analyses the consumption of SSE entities through economic transactions, we would like to highlight that from the perspective of the solidarity economy and, especially, from the contributions of feminist economics, **the social market** (as well as the SSE itself) **not only attends to the mercantile and productive sphere, but also incorporates, makes visible and places value on reproductive and care tasks, as well as those that do not, or must alternatively, pass through the market.**

In order to show the impact of the Social Market, this section analyses the evolution in recent years of the results obtained with the **indicators referring to the consumption of SSE entities,** provided by the Social Audit/Balance tool, through the analysis of the following aspects:

- Number of entities that have responsible consumption criteria in their purchases.
- Volume of purchases made by SSE entities in the Social Market circuit.
- Evolution of the number of entities that are partners or clients of ethical and solidarity finance .
- Evolution of the number of entities that contract electricity services year after year with suppliers that generate energy from 100% renewable sources.

4.1. Responsible consumption criteria in purchases of Social Market organisations.

One of the indicators we measure in the ecological sustainability section of the Balance Sheet/Social Audit is the **number of entities with responsible consumption criteria in their purchases of products and services.**

The 2023 data tell us that **95% of SSE companies apply Responsible Consumption criteria in their purchases**. This is 3% lower than last year.

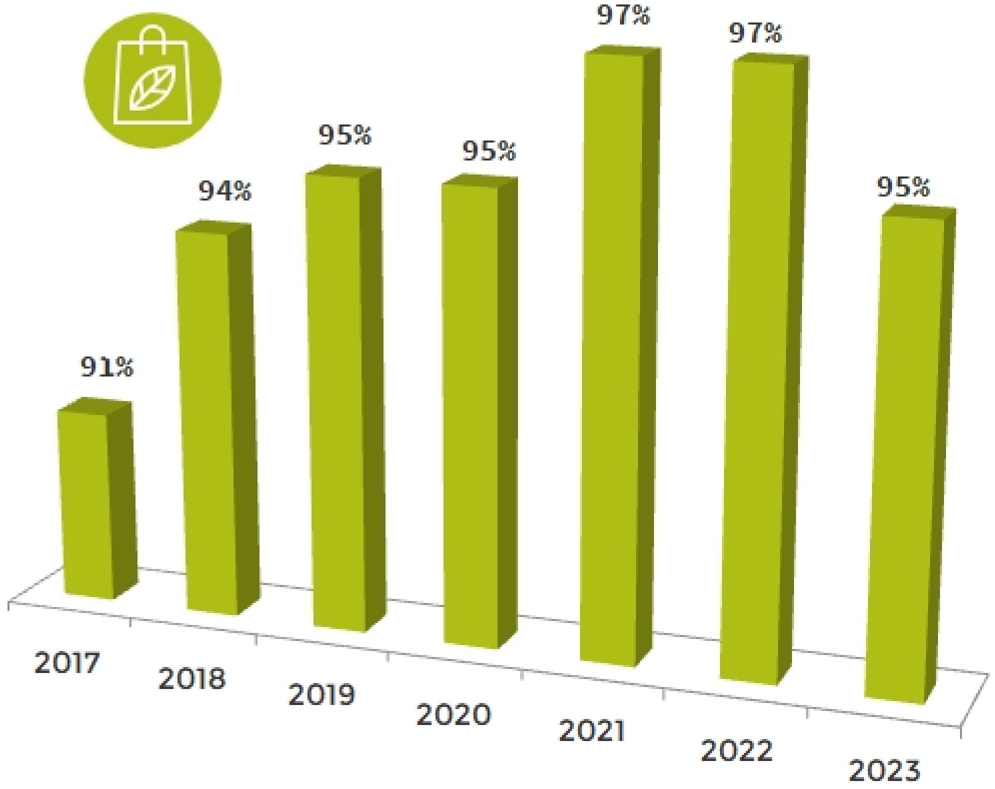

Figure 5. *Annual evolution of the number of entities in the Social Market circuit that incorporate responsible consumption criteria in their purchases.*

4.2. Volume of purchases made by entities in the Social Market circuit

Cooperation with other entities is in the DNA of Social Market entities. An example of this can be measured through the Social Audit with the volume of economic exchanges that they carry out among and with other non-profit organisations.

Through the Social Market we create an alternative economic circuit with multiple proposals for production, consumption, financing and distribution, which can cover a large number of

part of our needs by disconnecting as much as possible from the logic of the capitalist market.

A first approximation of what the Social Market represents is to see that **the entities in the sample allocate more than €20.80 million to purchases within this alternative circuit, which represents 5.8% of purchases.**

In addition, it is also important to **highlight the purchases from non-profit organisations which, although not considered as part of the social market (for the moment), also form part of the alternative to capitalist logic. A total of €20.84m, which also represents 5.8% of purchases.**

Taking into account both indicators, **in 2023 consumption within the SSE reached 11.6% of the total volume of purchases of the entities. In 2023**, more than **€41M will be allocated to purchases within the Social and Solidarity Economy.**

Figure 6. *Purchases made in the Social Market and in the SSE in general. Data 2023.*

Territorial outlook

Table 3. Purchases by territory from Social Market entities and other non-profit entities, data 2023

	Aragon	Canary Islands	Catalonia	Madrid	Navarre	Euskadi	La Rioja
% of purchases from market suppliers social and/or REAS	8,80%	2,41%	4,89%	4,74%	6,32%	4,98%	10,65%
total % of purchases of goods and services made to other non-profit entities	11,03%	1,24%	5,00%	5,72%	5,43%	9,29%	1,35%
total % of purchases made from entities of the SSE	19,83%	3,65%	9,89%	10,45%	11,75%	14,27%	12,00%

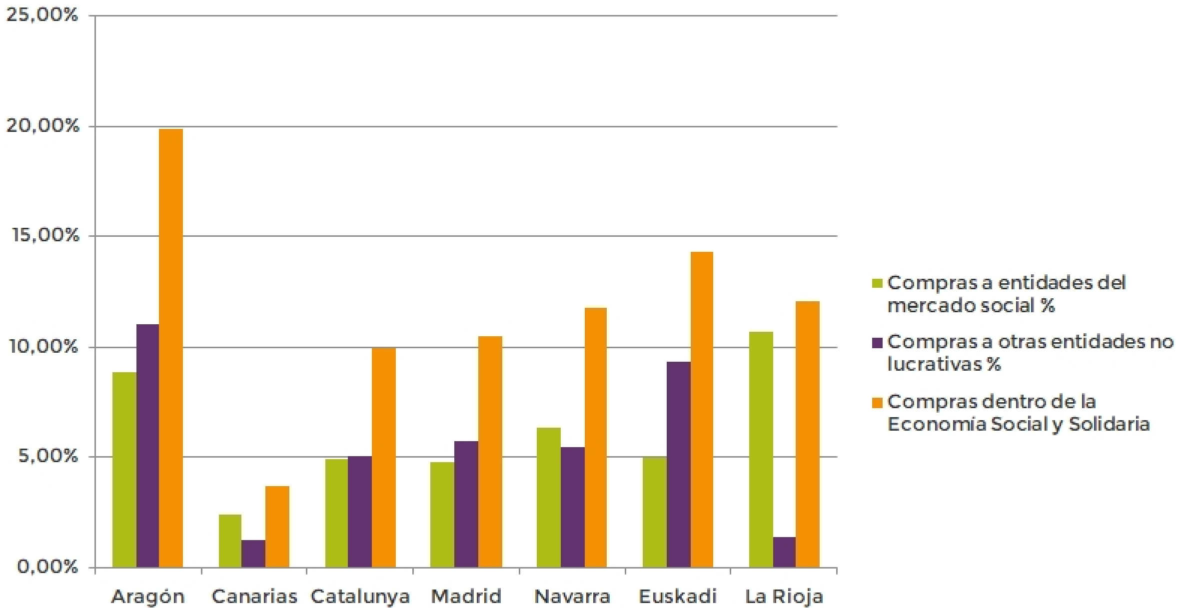

Figure 6. *Purchases by territory from Social Market entities and non-profit entities, data 2023.*

Taking a territorial look at the purchases made by the entities, we can see that the percentage of purchases within the Social Market is higher in three territories than the percentage at a general level (5.8%). **In La Rioja, the percentage of purchases in the Social Market is 810.65%, in Aragon 8.8%, and in Navarre 6.32%.**

With regard to the **volume of purchases made by entities from other non-profit organisations**, we observe that in some territories it is also higher than the percentage at the national level (5.8%). **In Aragon it rises to 11.3% and in the Basque Country to 9.29%.**

Taking into account the **total % of purchases made from SSE entities, we observe that in some territories it is also higher than the percentage** at national level (11.6%). In **Aragon** it rises to 19.83%, in **the Basque Country** to 14.27%, in **Rioja** to 12% and in **Navarre** to 11.75%.

Sectoral view

Taking a sectoral look at the purchases made by the entities of the most predominant sectors in the SSE, we see that **the percentage of <u>purchases within the Social Market</u> is higher in the Communication sector (22.63%) and in Counselling (16.94%).**

In terms of the **volume of <u>purchases made from other non-profit organisations</u>**, we can see that it is higher **in the Advice Sector (19.81%), Food (13.09%) and Communication (10.69%).** These are important figures to consider for the entities in these sectors when other non-profit entities where these purchases are made to participate in the Social Market circuit.

Table 4. Purchases made by entities by Sectors from Social Market entities and other non-profit entities, data 2023.

	Feeding	Advice	Education and Research	Health and Care	Culture and Leisure	Communication
total % of purchases of goods and services from Social Market and REAS entities)	6,70%	16,94%	8,59%	7,64%	6,33%	22,63%
total % of purchases of goods and services made from other non-profit entities	13,09%	19,81%	7,89%	2,29%	8,31%	10,69%
total % of purchases made from Social and Solidarity Economy entities	19,79%	36,75%	16,48%	9,94%	14,64%	33,32%

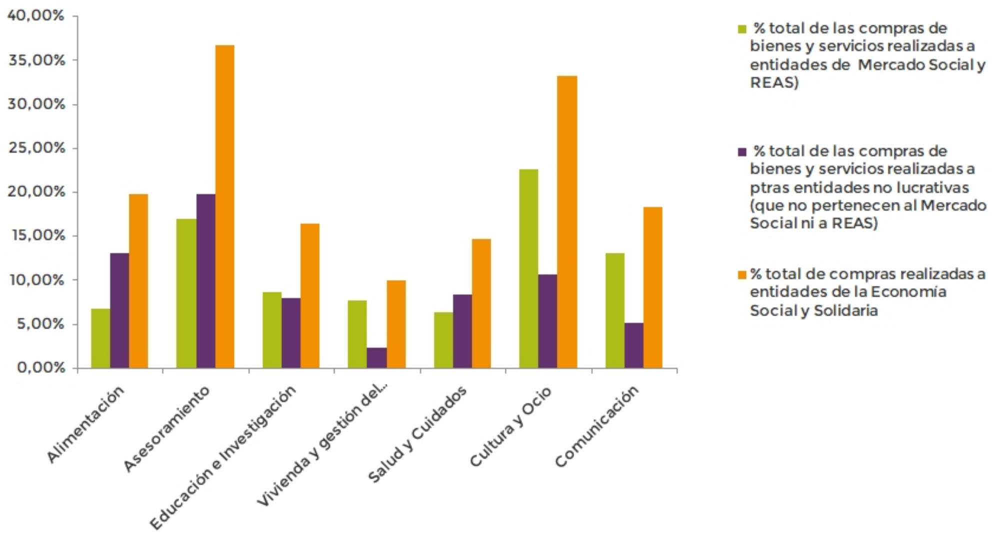

Figure 7. *Purchases made by entities by Sectors from Social Market entities and other non-profit entities, data 2023.*

4.3. Partner entities or clients of Ethical and Solidarity Finance

One element from which we evaluate the social commitment in the socio-entrepreneurial functioning of the SSE has to do with **the use of ethical and solidarity finance.** We consider that the search for financing and banking operations outside capitalist banking is one of the most important links in the creation of the social market, especially when it **is one of the most relevant sectors in terms of economic and political power.**

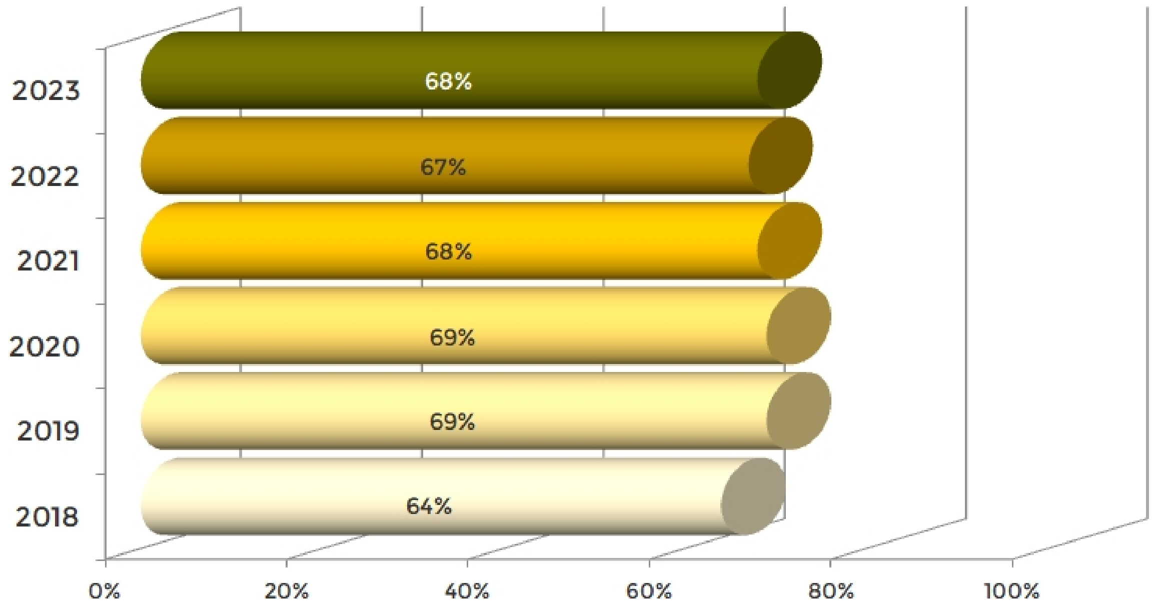

Figure 8*. Evolution of entities according to whether or not they are partners/clients of ethical and solidarity finance entities, (data 2018-2023)*

Analysing the results of this Social Market indicator and its evolution over the last few years we see:

- **68% of SSE entities are partners and/or carry out part or all of their banking operations through ethical and solidarity finance entities such as Fiare, Coop57, Oikocredit, CAES or Triodos Bank.**
- It is up 1% year-on-year and 4% year-on-year in 2018.

Territorial outlook

If we look at this indicator in the different territories, we see that **in Catalonia 79% of SSE entities are partners and/or carry out part or all of their banking operations through ethical and solidarity-based financial institutions, in Madrid 65%, in Aragon 59%, in the Basque Country 57%, in Navarre 56%, in the Canary Islands 54% and in Rioja 47%.**

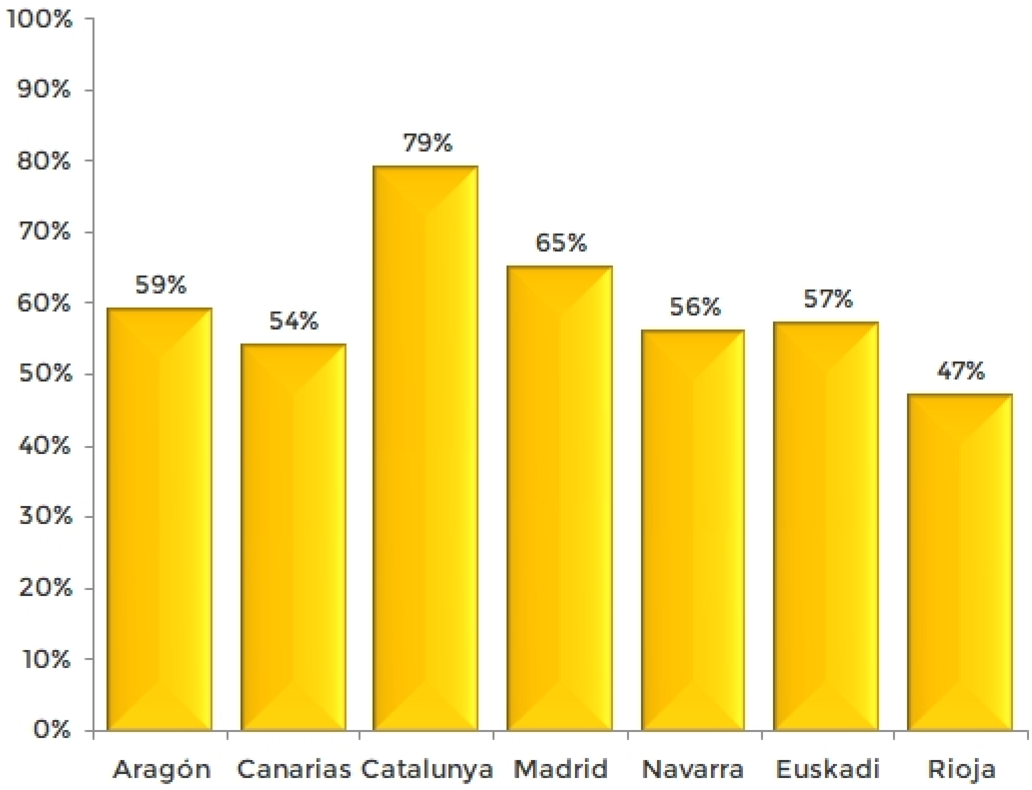

Figure 9. *Percentage of entities operating with ethical finance in the territories. Data 2023.*

Sectoral view

If we look at this indicator in the most predominant sectors of the entities that have carried out the Social Audit in 2024 (economic data 2023), we see that **84.62% of Housing and environmental management entities operate with ethical finances, 74.63% in the entities that offer Advisory Services, 69.47% in the Education and Research Sector, 61.7.7% in the Food entities, 59.38% in the entities offering Culture and Leisure Services, 56.6% in the entities of the Communication Sector and 54.84% in the entities of the Health and Care Sector.**

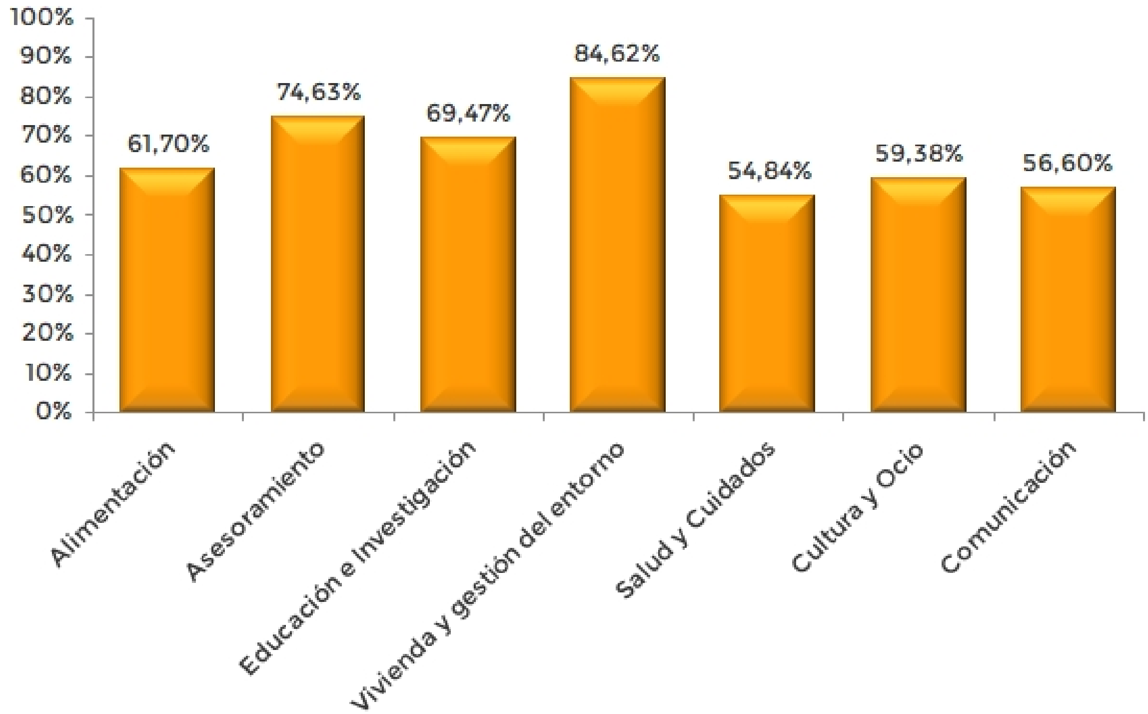

Figure 10. *Percentage of entities operating with ethical finance in the main sectors present in the SSE. Data 2023.*

4.3. Entities with electricity service contracted from suppliers that generate energy from 100% renewable sources.

Linked to internal consumption in the ecological sustainability principle of the Balance Sheet/Social Audit, the **number of entities that contract their electricity service with 100% renewable energy suppliers** is also measured.

Regarding the use of 100% renewable energy suppliers in the entity, 73% indicated that they contract all or part of the service in their entity. Some 20% of the sample indicated that they contract renewable energy for at least part of their energy supply, with **a high percentage of the sample (54%) indicating that they do contract renewable energy supply for 100% of their needs.**

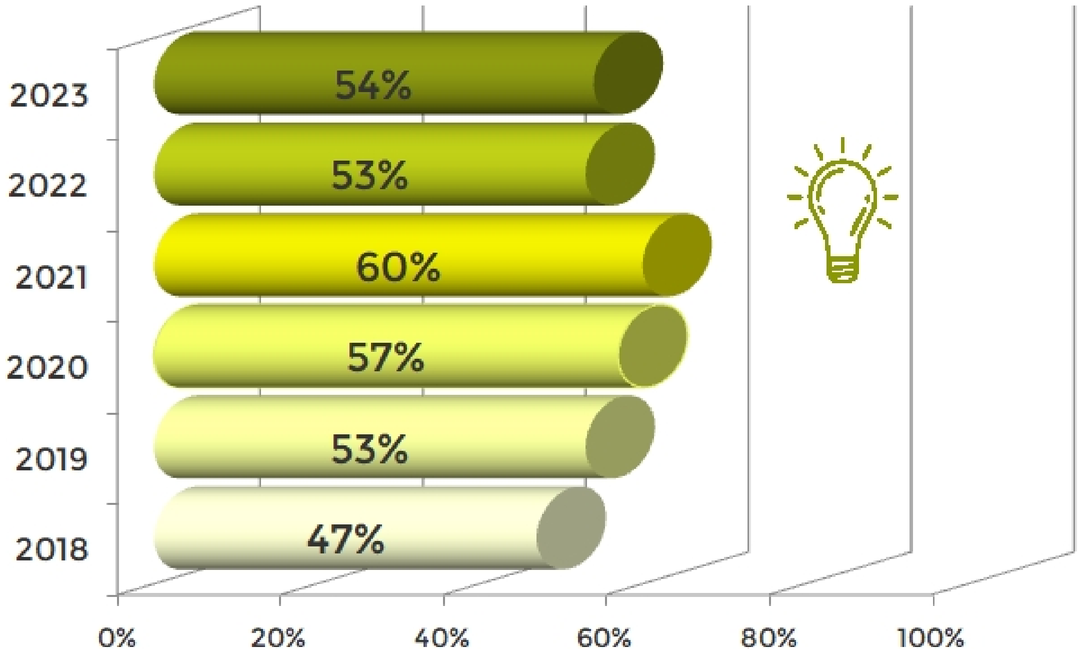

Figure 11. *Total % of entities with electricity service contracted from suppliers that generate energy from 100% renewable sources. Data 2019-2023.*

Analysing the results of this indicator in recent years, we see:

- **More than half of the companies in the SSE have 100% of their supplies with Renewable Energy, an** important fact in this path towards a sustainable and solidarity-based Energy Transition, which the Social Market is committed to.
- 21% of the companies audited in 2024 (data 2023) do not use renewable energies.

Territorial outlook

If we look at this indicator in the different territories we see that **in Aragon 76% of the entities that have carried out the Social Audit/Balance Sheet contract their entire electricity service with suppliers that generate 100% renewable energy, in Navarre 77%, in Catalonia and Madrid 57%, in the Basque Country 45%, in the Rioja 33% and in the Canary Islands 31%.**

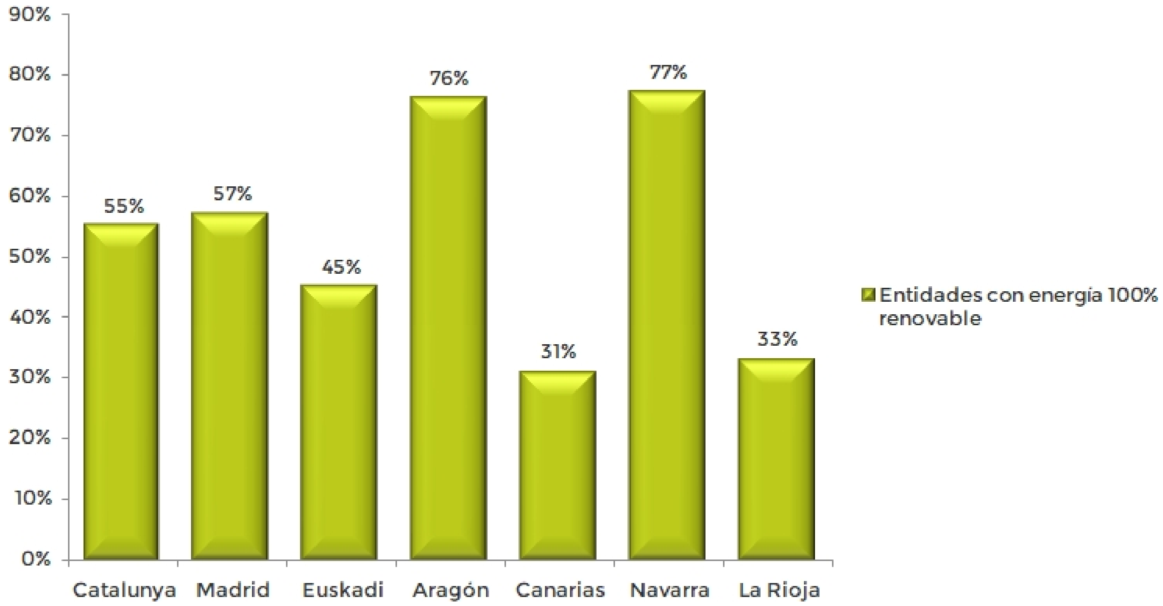

Figure 12. *Total % of entities with electricity service contracted to suppliers that generate energy from 100% renewable sources by territory. Data 2023.*

Sectoral view

If we look at this indicator in the most predominant sectors of the entities that have carried out the Social Audit/Balance Sheet, we see that **64.44% of the entities in the Food Sector contract their entire electricity service with suppliers that generate 100% renewable energy, in the Communication Sector 62.22%, in the Consulting Sector 58.73%, in the Housing and Environmental Management Sector 52.83%, in the Education and Research Sector 48.82%, in the Culture and Leisure Sector 49.12%, and in the Health and Care Sector 43.96%.**

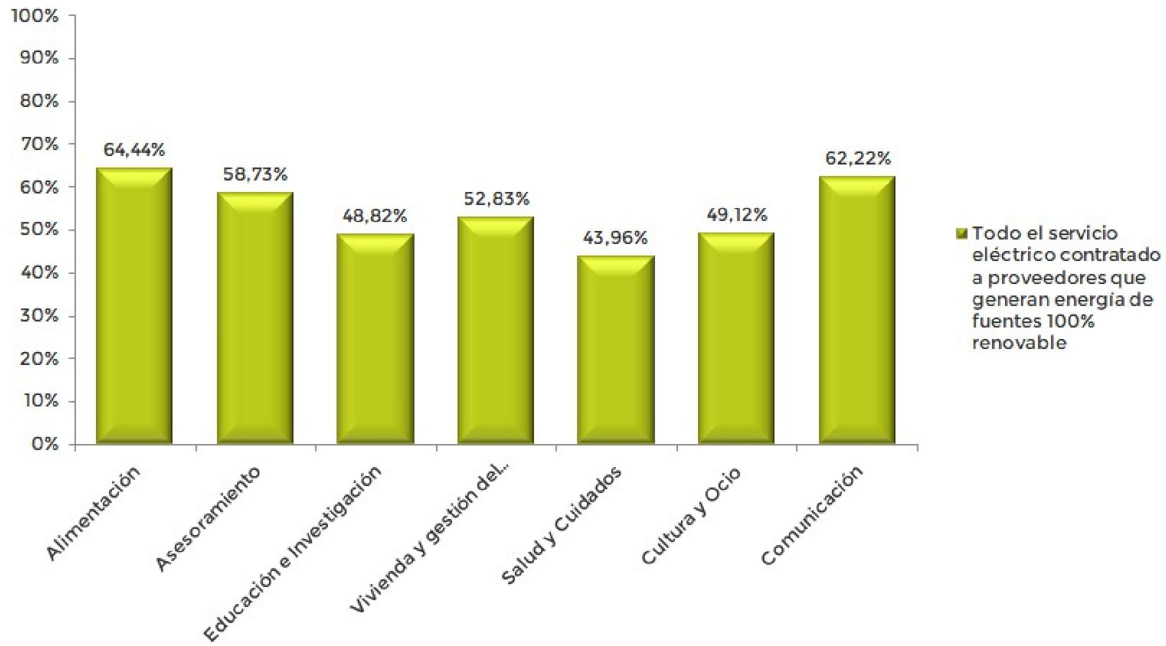

Figure 13. *Total % of entities with electricity service contracted from suppliers that generate energy from 100% renewable sources by Sector. Data 2023.*

4.4. Products and services not available on the market

In order to carry out this study, we have asked SSE entities to indicate those products or services that they are not able to source through the Social Market circuit. **132 entities in the sample from various territories indicate one or more products and services that they purchase and are not available (or are unaware that they exist) within the Social Market.)**

These results allow us to check, for some territories, whether what is demanded by SSE entities is available in that territorial social market network or in another one, and to link the entities according to the supply and demand of the same products and services.

Attached by territory are the products and services demanded by SSE entities that are not found in the Social Market. Data that will allow us to contrast with the territorial networks possible new market niches in the SSE.

- **Aragón:** Electrical material for our installations. National and international distribution of parcels. Purchase of bicycles for sale. Professional computer services. Hardware and specialised software products. Auditor, specific investment goods (hardware materials). Wood, screws, tools. Big Bags, rubbish bags, cardboard, metal containers, disinfection maintenance services, fire extinguishers or electricity. Menstrual products, vibrators, lubricants, etc. Liability insurance. Computer products (Accounting, tax and labour software for consultancies. Software, furniture. Water. Office furniture and computer equipment. Food in the territory and specialised trades. Raw materials: clays, glazes, other products related to raw materials. Inks and materials for screen printing, workshop and sales space (premises), textiles. Automotive services. Computers, printers, external memories, peripherals in general. Printing material, stationery and computer services. Purchase of computer equipment. Notary's office. Cars. Laundry services, maintenance services and auxiliary services for the hotel and catering industry. Connectivity and supplies. Local agro-ecological products.

- **Asturias**: Ecological cleaning products. Work clothes. Paints, insulating materials, limes and plasters, in general Bio-construction . Everything to do with the world of IT and account management. Fuel, consumables, tools and machinery. Consultancy, cardboard, raw materials, etc.

- **Balearic Islands:** Fungible Material. The electric cars, the hardware of connection of the cars, the software . Gardening material and products. Management, Financial consultancy, Prevention service.

- **Canary Islands:** courier services, repair services of electrical and electronic materials. Stationery. Office furniture. Catering for the entity's Residential Centre, where menus must be served 365 days a year. Telephone suppliers, furniture suppliers, food suppliers. Kitchenware, machinery and catering equipment. Ecological ink, food products. Audit and accounting. Ecological coffee capsules. Labour and accounting consultancy services. Insurance and alarms. Purchase of materials, tools and devices necessary for the development of photovoltaic installations. "Courier companies, companies that provide repair services for electrical and electronic equipment. Purchase and maintenance of vehicles. Purchase and maintenance of industrial machinery. Insurance contracts, tax and accounting advice, telephony and IT services. Courier company, electrical and electronic appliance repair company. Locally we do not have access to building engineering services (structures, installations, telecommunications, etc.), technical architecture, construction companies, suppliers sustainable materials, legal services and experts in property development. Stationery. Stationery wholesaler. Digital printing services (machinery and maintenance with cost per copy). Environmentally friendly personal hygiene and cleaning products, water saving devices, solar panels, ecological printer ink, etc. Training organisations for our employees (Academies, etc.). The products of our Graphic Arts production. Office material, upholstery materials, lacquering, as they are not available on the social economy market. ecological inks. Courier and transport of goods. Mobile telephony, administrative agencies, transport. We have not found entities that deal with hardware materials, gardening materials (fertilisers, fertilisers, tools, etc.), telephony, stationery, miscellaneous services. Occupational risk prevention. Ecological ink, recycled plastic covers, cleaning service with ecological products. Transport, fuel, copy service, ironmongery, () food. Notary's office, consultancy. Logistics, stationery

- **Castilla y León:** Logistics and transport. Hosting, long distance transport, hotels, consumables.

- **Galicia:** Training and education issues.

- **Murcia:** Raw materials for ecological detergency. Logistics and transport. Fresh produce, beverages, etc. Petrol and diesel. Book publishers who do not distribute. Accounting and labour consultancy and accommodation, web management services, advertising, supervision, therapy, Affordable and local technology. Purchase of photographic equipment (lenses, cameras, filters). Photographic printing.

- **Navarra:** Employment Agency, Notaries, Data Protection, Computer supplies. Labour Security. Computer services, Flights, Notaries and specialised consultancy. Computer services, electricity market. Industrial supplies. Banking, telephony, audiovisual. Adaptation to easy reading, catering. Accommodation in Iruña, Computer supplies. Accounting and labour consultancy, occupational risk prevention, insurance, fire extinguishers. Public transport and website. Financial, accounting and labour consultancy, insurance, data protection consultancy, occupational risk protection management. Ecological ink, hardware, software, cameras, SSD cards, SSD disks. Legal and labour consultancy, construction companies. Service stations, car insurance. Construction material. Tools.

- **La Rioja:** Office material and website domain. Office equipment. Food and drink. Transport adapted to rural areas. Fabrics and haberdashery products. Curds, lactic ferments, packaging. Ceramic and artistic material. Technology.

- **Valencia:** Facebook. Office supplies, Advertising spots, Transport rental, Displacements, Advertising companies, Furniture, Audiovisual production companies... Computers and mobile phones made in a sustainable way for the cooperative. Specific training courses".

5. COOPERATIVE PRACTICES IN THE ENTITIES OF THE SOCIAL MARKET

Business cooperation practices are undoubtedly an intrinsic feature of the SSE and fundamental to the social transformation that today's society requires.

In contrast to competition, as a dogma of conventional economics, **in daily life of REAS and Social Market enterprises, we find practices of social self-organisation, based on solidarity and mutual support for the satisfaction of needs and the achievement of the common good.** To explain this behaviour, there are several practices that we measure in the Social Audit/Balance Sheet, which help to understand the daily practice of this principle, such as inter-cooperation with other entities in the same sector, the use of free software and the contributions to the common good made by the entities.

5.1 Intra-sectoral cooperation between Social Market organisations

One of the practices around this principle is inter-cooperation between entities in the same sector. Through the Social Audit/Balance Sheet, this is a variable that has been monitored for years, which facilitates the identification of the main practices and trends in this business behaviour.

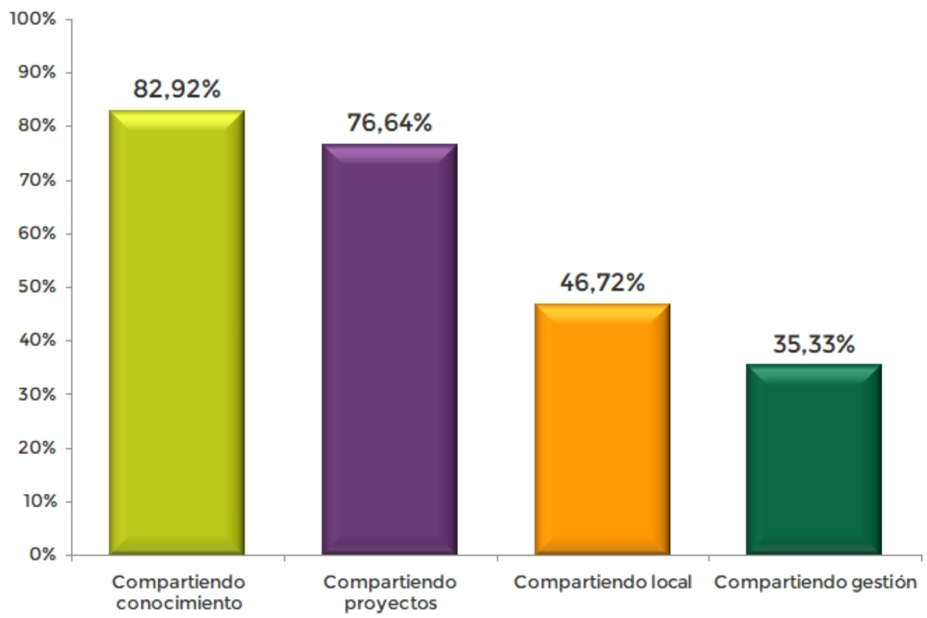

Figure: 14. *Intercooperation practices in SSE entities of the same sector (Data 2023)*

From the sample, we obtain a first key idea: **the vast majority of the entities (94.16%) are organised in sectoral inter-cooperation. Going into detail, we see that the most common form of cooperation is knowledge sharing (82.92%) and project sharing (76.64%), while less than half of them collaborate by sharing premises (46.72%) or by sharing management (35.33%).**

Table 6. Annual evolution of inter-cooperation practices in SSE entities the same sector (Data 2018-2023)

	Sharing local	Sharing knowledge	Sharing management	Sharing projects	No cooperates
2018	41,00%	81,30%	32,10%	70,60%	6,80%
2019	41,01%	84,85%	31,72%	72,32%	7,27%
2020	38,47%	82,75%	31,84%	72,64%	7,13%
2021	41,84%	82,50%	32,17%	75,28%	8,08%
2022	43,99%	86,90%	34,95%	72,64%	5,77%
2023	46,72%	82,92%	35,33%	76,64%	5,84%

In general terms and without going into any specific practice, it is possible to determine that inter-cooperation between entities in the same sector, in the last year, is a very widespread practice within the organisations that make up the Social Market and has remained stable over the last six years. Thus, in 2018, 93.2% of the entities stated that they had cooperative relations with other companies in the same sector, and the data for **2023 show that 94.16% of the entities that have carried out the Social Audit/Balance Sheet carried out intra-sector cooperation.**

Going deeper into the specific practices of intra-sector inter-cooperation, figure 15 shows that **knowledge sharing is the main practice that the Social Market entities carry out with other entities in the same sector**. Compared to 2022, this practice has decreased by 3.98%, as last year 86.90% of the entities stated that they shared knowledge with entities in the same sector.

Sharing projects is the second practice that Social Market entities carry out with other entities in the same sector and in which a growth trend can be seen over the last 6 years (6.04%). In 2018, 70.60% of entities reported sharing projects, compared to 76.64% of entities by 2023.

Sharing premises with other entities in the same sector is another practice of business inter-cooperation that less than half of the entities surveyed carry out and which has increased by 7.72% over the last six years. Thus, in 2018, 41% of the entities stated that they share premises with other entities in the same sector, compared to 46.72% of the entities sharing premises in 2023. There is also a 2.73% increase in this inter-cooperation practice compared to 2021.

Finally, **sharing management is the least common inter-cooperation practice among entities in the same sector** and has remained stable and growing over the last six years. Thus, in 2018, 32.10% of the entities reported sharing management with entities in the same sector, and in 202.3 this figure was 35.33% of the entities surveyed. This is an increase of 3.23% in six years.

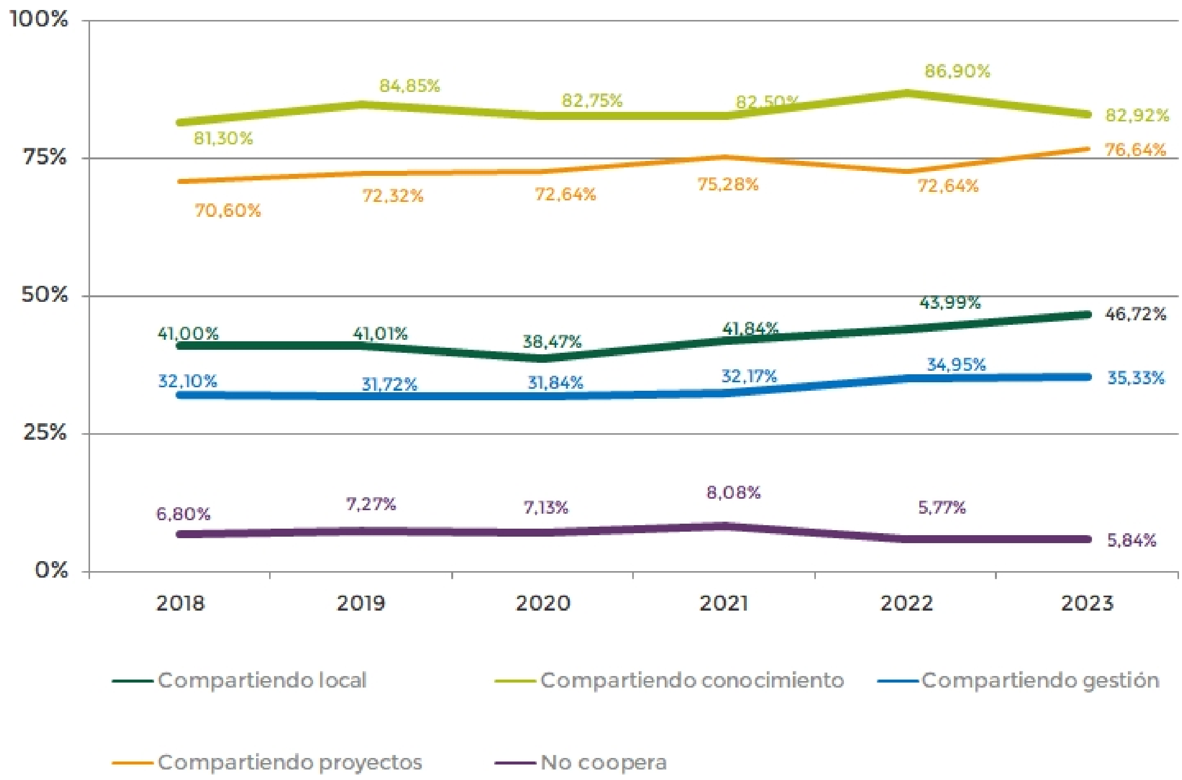

Figure 15. *Evolution of intra-sectoral cooperation between Social Market entities, data 2018-2023.*

Territorial Overview

To analyse the same phenomenon, it is interesting to see this same behaviour of intra-sectoral cooperation, depending on the territory where the sample is collected. Thus, Figure 16 no longer focuses on analysing the evolution over the years, but rather on how the entities behave with these specific practices in the main territories where the Social Market is present.

Table 7. Intercooperation between entities in the same sector by territory. Data 2023.

	Aragon	Canary Islands	Catalonia	Madrid	Navarre	Euskadi	Rioja
Intercooperation with the same sector	91%	93%	96%	91%	97%	93%	95%
Sharing premises	31,82%	50,00%	49,48%	47,44%	30,77%	45,38%	73,68%
Sharing knowledge	81,82%	86,96%	83,39%	78,21%	84,62%	80,67%	78,95%
Sharing management	31,82%	36,96%	39,79%	29,49%	20,51%	41,18%	26,32%
Sharing projects	68,18%	52,17%	84,08%	73,08%	74,36%	78,15%	73,68%
Uncooperative	9,09%	6,52%	4,50%	8,97%	2,56%	6,72%	5,26%

In **Catalonia**, its entities are highly committed to inter-cooperation with other entities in their sector. At present, it is the territory with the highest presence of entities belonging to the Social Market. Thus, by 2023, of the **289** entities that have carried out the Social Audit/Balance Sheet in this territory, **only 4.5% have stated that they do not cooperate with other companies in the same sector.**

In the Basque Country, of the 119 entities that have carried out the Social Audit/Balance Sheet in this territory, **93% cooperate with entities in the same sector. In Madrid, of the 91 entities** that have carried out the Social Audit/Balance Sheet in this territory, **91% cooperate with entities in the same sector In Aragon, of the 44 entities** that have carried out the Social Audit/Balance Sheet in this territory, **91%** also **cooperate with entities in the same sector. In the Canary Islands, of the 46 entities** that have carried out the Social Audit/Balance Sheet in this territory, **93% cooperate with entities in the same sector. In Navarra, of the 39 entities** that have carried out the Social Audit/Balance Sheet in this territory**, 97% cooperate with entities in the same sector. In La Rioja, of the 19 entities** that have carried out the Social Audit/Social Balance in this territory, **95% cooperate with entities in the same sector.**

Looking more deeply into the analysis of each of the inter-cooperation behaviours between entities in the same sector, the same graph shows how the main cooperation practices vary according to the territory. **La Rioja** (73.68%), **the Canary Islands** (50%) **and Catalonia** (49.48%) **are the territories where the organisations most inter-cooperate** **by sharing premises. The territories where entities most share their** **knowledge** **are the Canary Islands** (86.96%) **and Navarre** (84.62%). **The territories where entities most share** **management** **are the Basque Country (41.18%)** and **Catalonia** (39.79%). And finally, the **territory where entities share** **projects** **most is Catalonia** (84.08%).

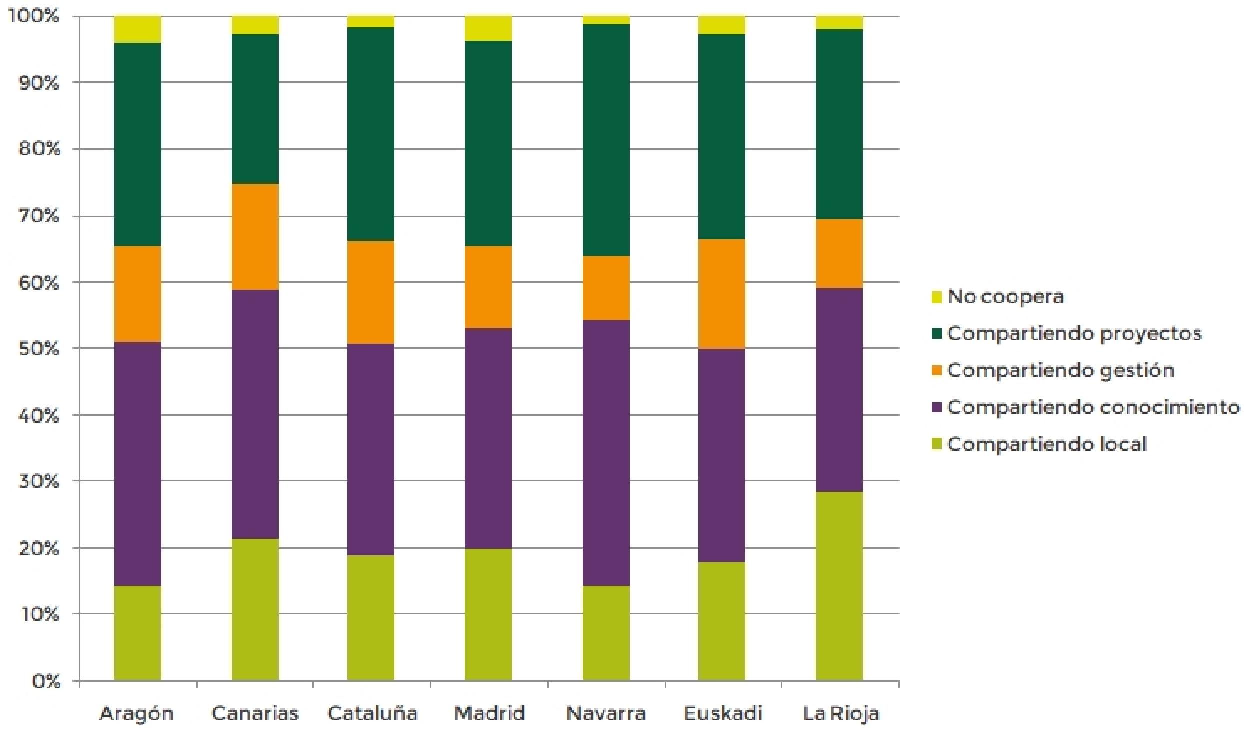

Figure 16. *Intercooperation between entities in the same sector by territory. Data 2023.*

Sectoral view

The most common inter-cooperation practices of the main sectors present in the Social Market are the sharing of knowledge and projects between entities in the same sector.

Table 8. Intercooperation practices between entities in the same sector (Data 2023).

	Feeding	Advice	Education and Research	Housing	Health and Care	Culture and Leisure	Communication
Sharing premises	42,55%	58,21%	54,96%	44,62%	38,71%	42,19%	43,40%
Sharing knowledge	89,36%	86,57%	86,26%	75,38%	84,95%	73,44%	75,47%
Sharing management	23,40%	34,33%	35,88%	27,69%	49,46%	34,38%	18,87%
Sharing projects	70,21%	92,54%	82,44%	66,15%	69,89%	68,75%	79,25%
Uncooperative	2,13%	1,49%	2,29%	9,23%	10,75%	7,81%	3,77%

It is worth noting that **entities in the Advice sector** (58.21%) **and the Education/Research sector** (54.96%) **are the ones that intercooperate** **the most by sharing premises** with other entities in the same sector.

The **Food Sector** (89.36%), **Advice** (86.57%) **and Education and Research** (86.26%) **are the sectors where entities share their** **knowledge** **most** with others in the same sector.

Management **sharing** is a **more common intra-sectoral cooperation practice in the Care Sector** (49.46%) and in the **Education/Research Sector** (35.88%). Finally, **project** **sharing is the most common intra-sectoral cooperation practice in the Counselling** (92.54%) **and Education/Research** (82.44%) **sectors**.

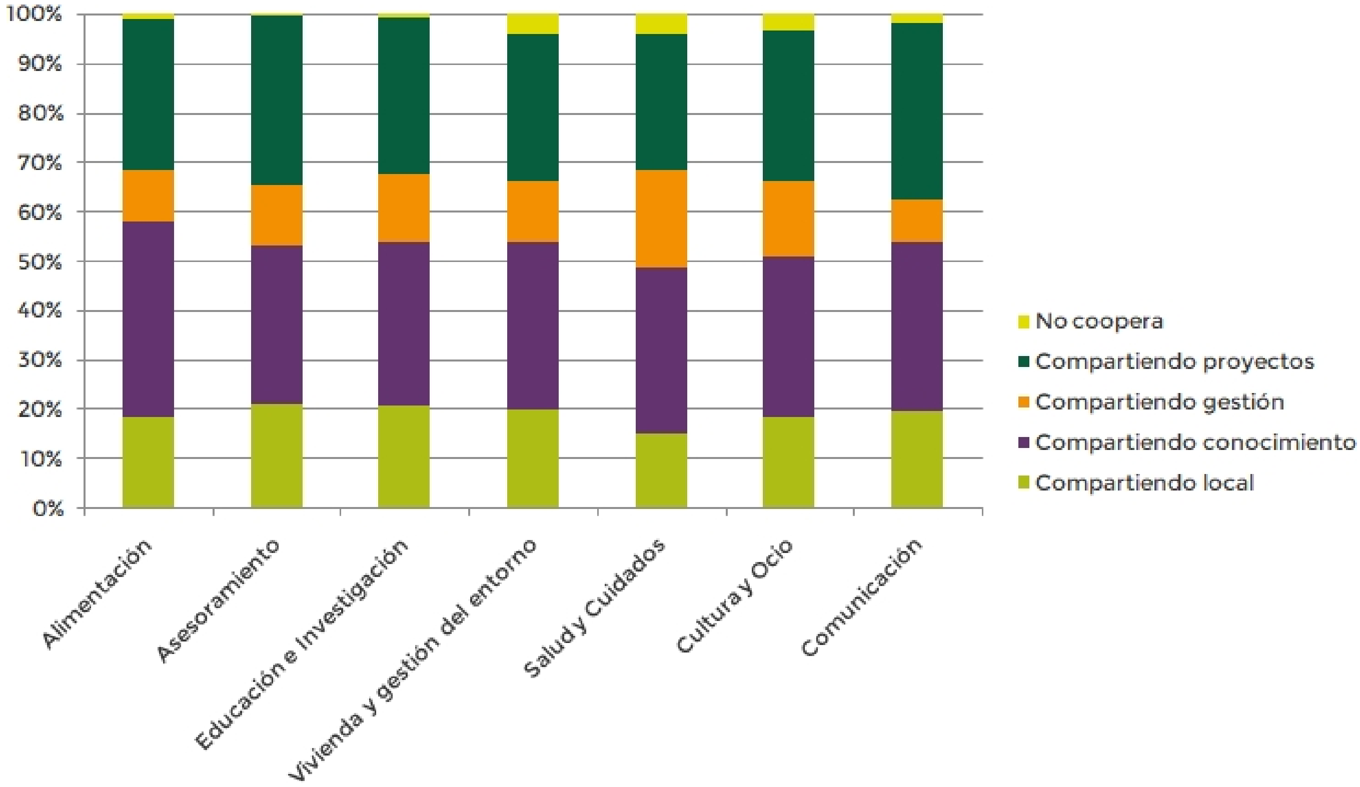

Figure 17.*Most common intra-sectoral cooperation practices. Data 2023.*

5.2 Cooperation and commitment to the environment: use of Free Software and contributions to the commons

The commitment of Social Market organisations to free software and their contributions to the commons can be used to analyse other types of cooperation practices, but this time more closely linked to their environment and a common vision of the generation of knowledge.

In recent years we have warned that free culture practices were generally not widespread in the SSE and that it was necessary to strengthen involvement in the commons movement. To analyse this, we have two indicators that allow us to approximate the state of play on this issue.

The first one we can analyse is the **commitment to free software**. In this sense, we see in Figure 18 that **57.08% of the organisations in the sample do not use free software** and therefore use proprietary tools that contribute to a dangerous accumulation of power and capital in a few companies. On the other hand, **only 7.88% of the organisations use free software in most of their computer operating systems.**

In figure 18 we can also see how **the commitment to the use of free software remains stable compared to the data for 2022.**

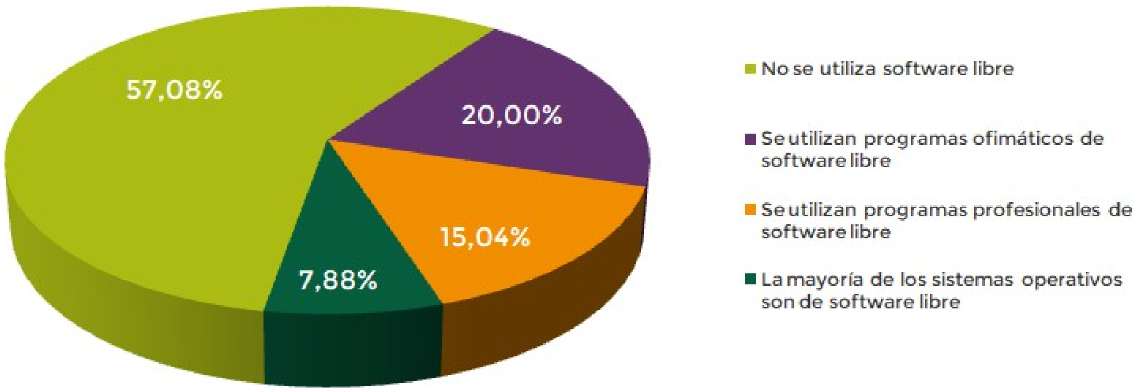

Figure 18. *Commitment to open source software, data 2023*

Table 9. Commitment to free and open source software, data 2023.

-No use of free software or only occasional and/or minority use of free software	**57,08%**
-Free and open source office software is used on a regular basis, and majority	20,00%
-In addition to office software, professional free software programmes (graphic design, accounting management, etc.) are used on a regular and regular basis. majority	15,04%
-The majority of computer operating systems in the world have been organisation is free software	7,88%
Commitment to open source software	**42,92%**

The second, as we can see in Figure 19, indicates that **55% of the organisations generate some type of good, service or material that they make freely available to the public (recipes, techniques and/or working materials, seeds, etc.)**.

This figure shows the existence of an increase in the number of Social Market entities that are committed to generating some type of good, service or material to be made freely available to the public and/or to generate creative goods under free licences such as Creative Commons. **This practice has increased by 11.72% in the last 4 years**, as in 2020 there were 43.28% of entities that carried out this practice.

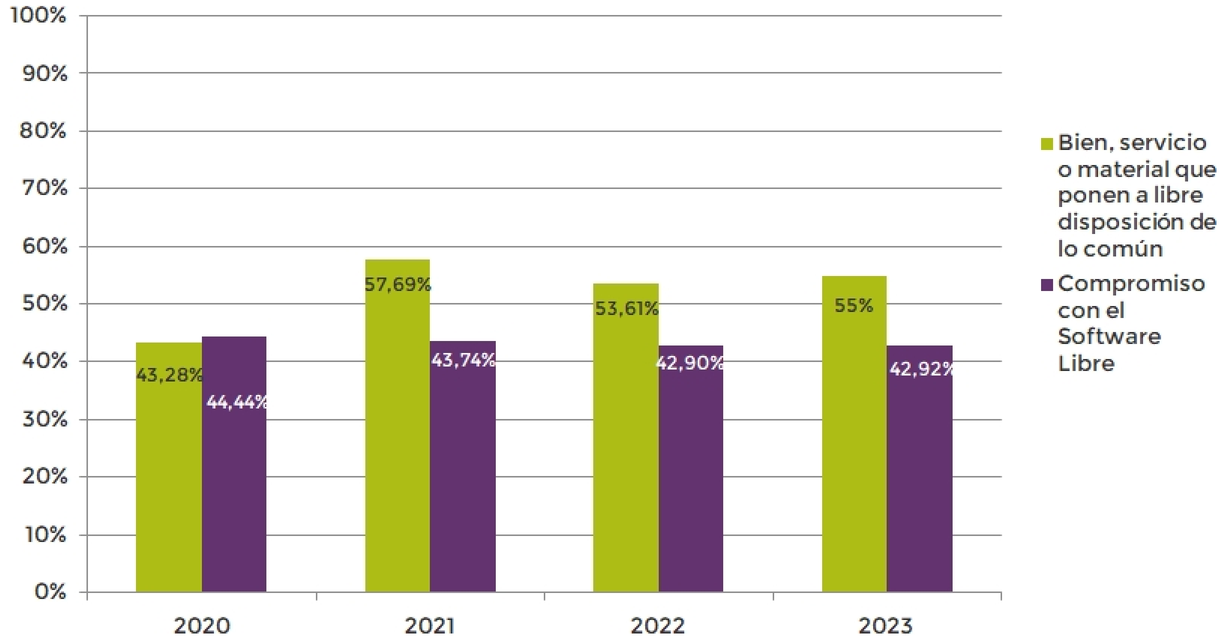

Figure 19. *Evolution of commitment to Free Software and the commons, data 2020-2023.*

Territorial Overview

Looking at the territories with the highest number of organisations that have carried out the Social Audit/Balance Sheet, we see that **in the territories of Madrid, the Basque Country, Catalonia and Aragon, more than half of the organisations generate some type of good, service or material that they make freely available to the public (recipes, techniques and/or work materials, seeds, etc.).** This practice is less common in the organisations in Navarra, Rioja and the Canary Islands.

Table 10. Commitment to Free Software and the commons by territory, data 2023.

	Aragon	Canary Islands	Catalonia	Madrid	Navarre	Euskadi	Rioja
Good, service or material that the entities make freely available to the public	54,55%	30,43%	56,75%	64,10%	46,15%	62,18%	31,58%
Commitment to Free Software	34,09%	32,61%	47,75%	46,15%	41,03%	41,18%	36,84%

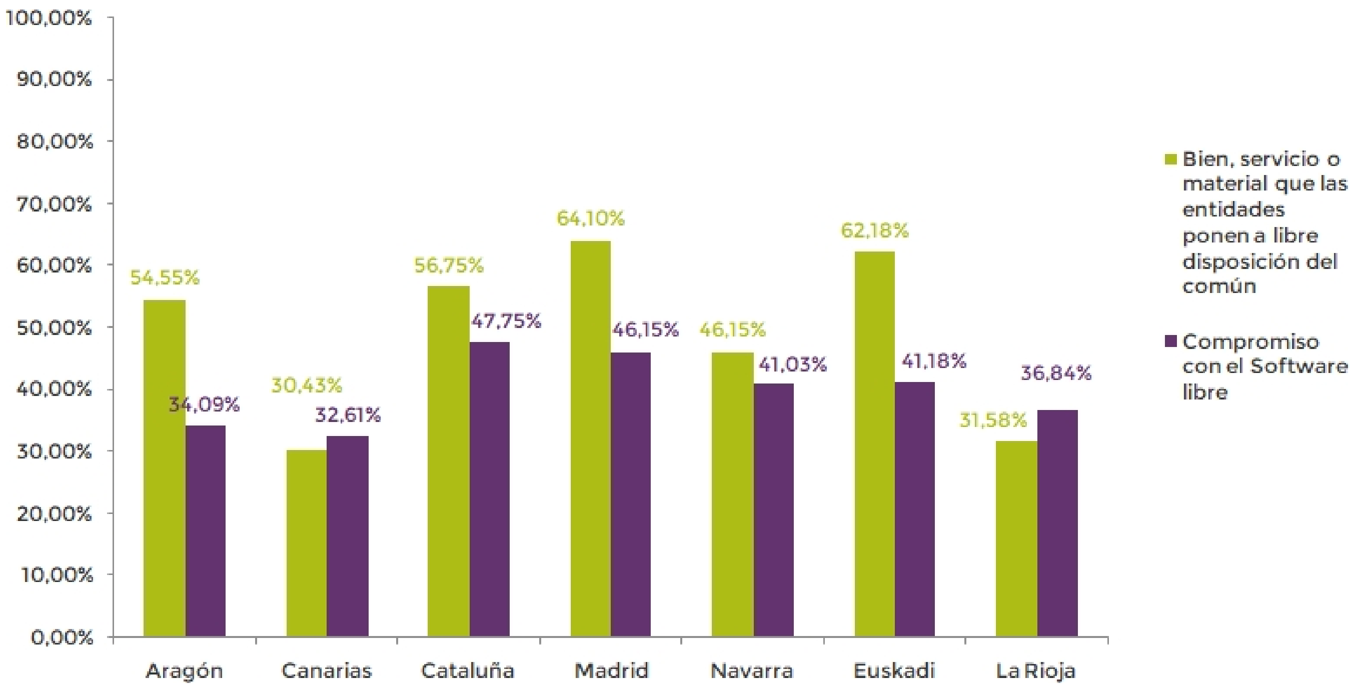

Figure 20. *Commitment to Free Software and the commons by territory, data 2023.*

With regard to the **commitment to Free Software of the entities by territory**, we see that it is **highest in Catalonia** 47.75%)**, Madrid** (46.15 **Euskadi** 41.18%) and **Navarre** 41.03%)

Sectoral view

From a sectoral perspective, we can see in Figure 21 that **the sector most committed to Free Software and the Commons is the Communication Sector, followed by the Culture and Leisure Sector and the Education and Research Sector**.

Table 11. Commitment to Free Software and the commons by sector. Data 2023.

	Feeding	Advice	Education and Research	Housing and environmental management	Health and Care	Culture and Leisure	Communication
Good, service or material that entities make freely available to the public	48,94%	61,19%	64,12%	49,23%	33,33%	60,94%	73,58%
Commitment to Free Software	38,30%	50,75%	48,85%	27,69%	22,58%	45,31%	64,15%

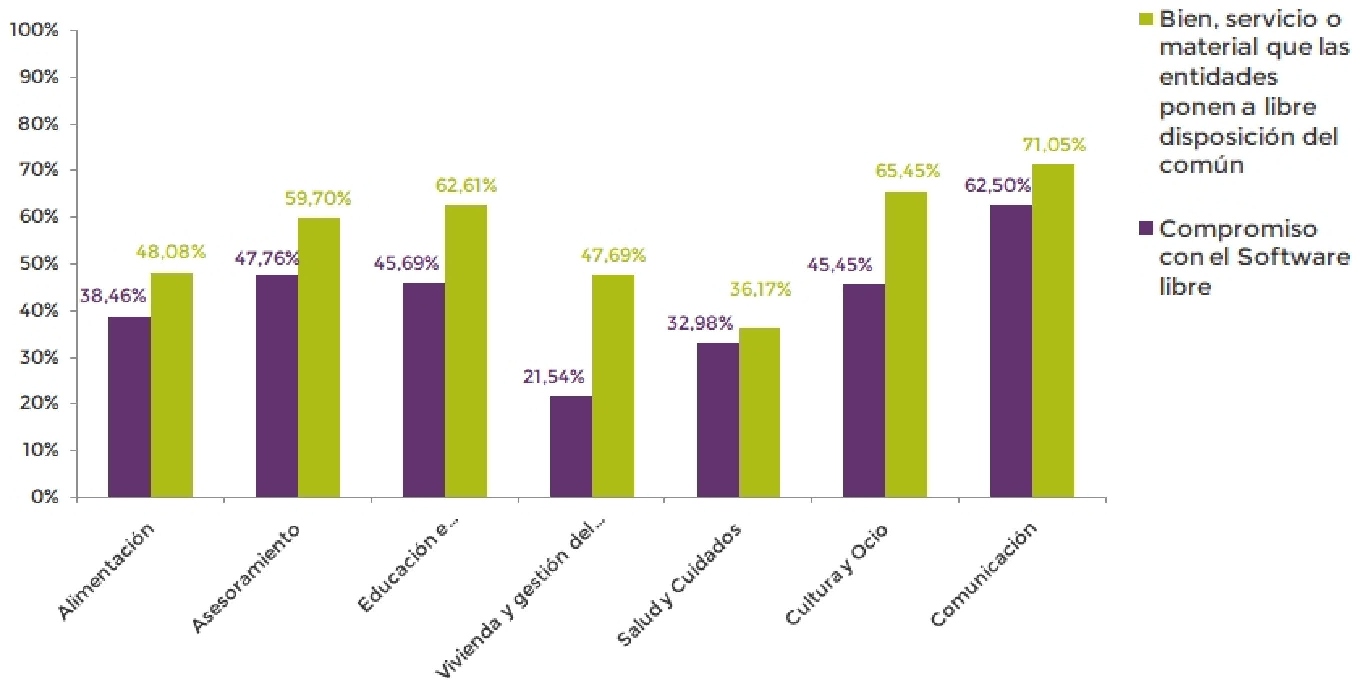

Figure 21. *Commitment to Free Software and the Commons by sector, data 2023.*

6. Reflections for moving forward at at Consolidation of the Social Market

Taking into account the data analysed in this report so far, **some of REAS RdR's challenges for the coming years, in order to strengthen the territorial Social Market platforms** are:

Consumption within social markets

- To ensure that 100% of entities have responsible consumption criteria in their purchases of goods and services. Analyse the reasons for the 5% of entities that do not have them (although it is a small percentage, it is a challenge to analyse this data).
- Increase our internal consumption to strengthen the Social Market economic circuit. We need to make a more decisive commitment and increase the volume of purchases of goods and services from Social Market entities. In this sense, REAS RdR's communication campaigns to promote internal consumption are key, as well as a better positioning of products and services on the map of responsible consumption available on the website mercadosocial.net.
- To "seduce" all the non-profit organisations where we make 5.8% of the volume of our purchases (€20.84m) to join the Social Market circuit.
- To study how much of the 88.4% spent by entities outside non-capitalist circuits could be kept within the SSE in general and the Social Market in particular. On the one hand, we have the challenge of extending the study of the purchases made by entities in capitalist circuits and what supply there is in the SSE. If there is no supply of that product or service in the SSE, it is impossible for entities to buy it within the SSE. And this information will also help us when it comes to creating new enterprises from the SSE, in those sectors where we are not yet present.
- We should also analyse the volume of purchases we make from suppliers who, perhaps because of their current legal forms, are not included in the SSE (small local businesses, family businesses that are S.L. or self-employed) but which in some way are close to our values and which we know make a significant volume of purchases from entities, and we believe that these entities could in some way be incorporated into our social market circuit and little by little accompany them in their transformation towards cooperative ventures. Tools such as Catalonia's pam a pam could help us in this progressive incorporation of other entities that are not currently part of the SSE in order to measure their values.

Intercooperation

- As a challenge for RoR, we must continue to promote, measure and make visible inter-cooperation practices between organisations, which are increasing year after year. To add the monitoring and measurement of inter-cooperation practices between entities from different sectors.
- Encourage and promote inter-cooperation in strategic sectors for social markets: some are already underway, such as finance, energy, housing and cooperative supermarkets. Others are incipient, such as agroecology, culture, communication, etc.
- We need to boost these sectors within the social market and promote the growth of the associative bases of these already consolidated projects.
- Extend this analysis by sectors and territories and with other indicators of some territorial tools of the Social Market such as Fairs (entities, visitors and economic transactions). Data that we believe it is important to measure and analyse in a grouped way.
- Given the downward trend of recent years, RdR believes that it is necessary to promote the commitment to technological sovereignty and the use of free software, taking advantage of the synergy between entities willing to receive this type of knowledge and others willing to offer it.
- In the face of the eco-social crisis, R2R must be an active agent in promoting actions of mutual support that help to strengthen its entities and the network, as well as contributing to the necessary social and environmental transformation.
- It is important not to focus solely on quantitative data, which are important to help us understand and explain reality from a simplified perspective. But it is also necessary to keep qualitative data in mind, as they help us to understand the richness of our network, as well as not losing sight of its specificities when it comes to establishing concrete actions that make real inter-cooperation between entities possible.

reas
red de redes de economía alternativa y solidaria

mercado Social