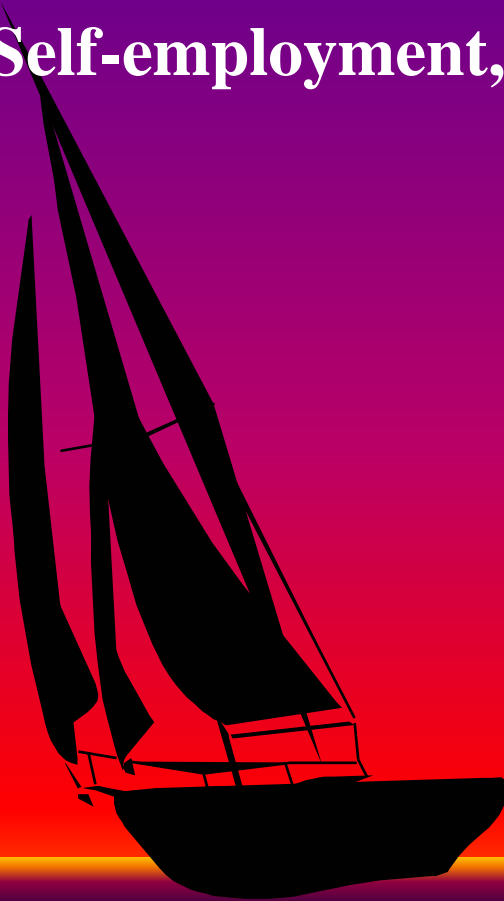# Social Creative Strategies involving Immigrants

Self-employment, transnational practices and local initiatives

Katarsis WP1.1

CEG-University of Lisbon

Barcelona, September 2006

■ Aim of the presentation:

■ To explore the links between

NGOs/associations and immigrants in the development of "alternative" and "creative" economic strategies that contribute to:

- Increase the employability of immigrants;
- Promote their employment;
- The development of the places (local level), both at origin and destination.

■ To problematize the SCS approach in the domains of employment and self-employment of immigrants – to analyse and frame certain types of initiatives

What criteria to chose the domains and the kinds of initiatives….

Departure point – the basic criteria that enable the identification of SCS...

a) The nature of the initiatives:

- An innovative answer to a situation of vulnerability/exclusion in the domain of employment;
- The relevance of the logic of "economie solidaire" – co-operation more than competititon; strengthen of the competences of the "actors";
- The relevance of social capital (bonding and bridging) as a key-resource.

b) Structure of opportunities
- Conjuncture economic crisis (strong effects over immigrant labour);
- Changes in consumers preferences;

At the individual/community level
-Discrimination;
-Unemployment/precariousness;
- Skills inadequacy/lack of skills;
- Social capital;

What criteria to chose the domains and the kinds of initiatives….

Departure point – the basic criteria that enable the identification of SCS…

c) The agents involved

-NGOs and associations – Third sector…;

-The incorporation of the individuals (deprived or potentially deprived immigrants) in the products/actions;

-Interaction between agents (local and transnational links).

d) The nature of "places"

-Local embeddedness (close proximity to local communities);

-Globalisation from below.

■ Exploring some domains…

a) **Ethnic tourism as a contribution to community development;**

b) **Co-development initiatives: labour migration and development opportunities;**

c) **Immigrants' (ethnic) entrepreneurialism – an example of globalization from below?**

a) Ethnic tourism as a contribution to community development;

What is ethnic tourism?

A segment of Cultural Tourism which assumes the principle of ethnicity (autochthonous or transplanted) as the motive for the visit. Ethnic tourism assumes specific cultural values and practices of a certain group as the bases for touristical development in certain communities or enclaves, as a part of a development process (OMT, 2003; Cardoso, 2006).

The ethnic tourism practices that we want to explore are related with the specific offers of certain "ethnic neighbourhoods" in the European cities

Can we read them as SMS? How can we frame the reading?

Entries	Issues	Situation in the ethnic tourism domain
Nature of initiatives	Economic approach	Principles of "economie solidaire"; values of cooperation
	Key-type of capital	Cultural capital Human capital
	Answer to a situation of exclusion	Yes – of a community (group of non-western immigrants); of a closed and stigmatised place where immigrants cluster.
Structure of opportunities	Structural	Changes in consumers preferences/diversification of demands
	Individual/community	Answer that enables to overcome constraints: - Unemployment; - Illegal statuses; - Lack of skills; - Discrimination
Agents involved	Dominant types	NGOs supporting and framing the initiatives; Local authorities; Immigrant entrepreneurs (generally small ones…);
	Nature of relations	Networks of small immigrant entrepreneurs placed in the same areas; Links between NGOs and/or local authorities and immigrant entrepreneurs.
Nature of places	The "dots" - places	Ethnic neighbourhoods – stigmatised; no go areas or areas belonging "to the other"
	The "lines" - links	To the origin places – goods, culture and eventually labour
Ideological frame	Post-modern solidarity…???	
First Prototype case (to be explored and added to	The *Sabura Project* in Cova da Moura (deprived neighbourhood in the periphery of Lisbon with 80% of African ethnics)	

The Sabura Project in Cova da Moura
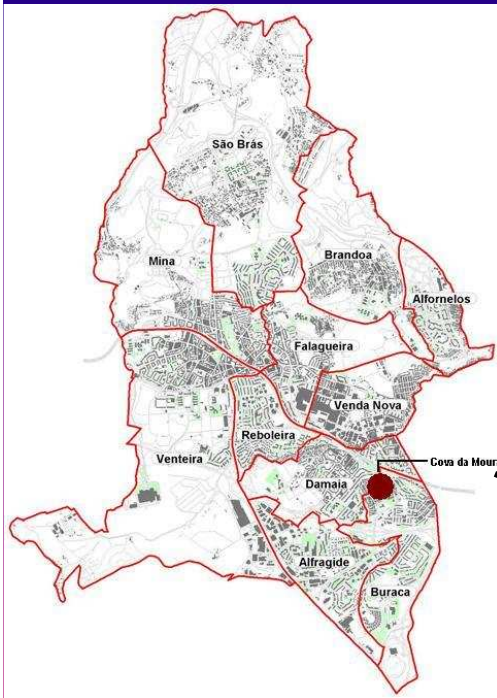
Informal and spontaneous urbanization: Genesis in 1976/77;

5500 people

Negative elements – poor housing quality, criminality, drug traffic, poor education levels and bad image.

Positive elements – Local economic dynamics; embeddedness and technical capacity of the local institutional fabric; specific cultural offers associated to African culture.

New intervention Plan – 7 Axes (the result of a participative strategy)

- 1. COVA DA MOURA, a legal neighbourhood,
- *Regularizar a Situação Fundiária*

- 2. COVA DA MOURA, a rehabilitated and open neighbourhood
- *Requalificar o Bairro e assegurar as Mobilidades*

- 3. COVA DA MOURA, a neighbourhood with a new image, quite and safe
- *Reconstruir a Imagem do Bairro e garantir Condições de Segurança (prevenção e acção)*
-
  4. COVA DA MOURA, a good neighbourhood for youth
- *Reforçar as competências dos jovens e alargar os seus espaços de participação*

- **5. COVA DA MOURA, an economically active neighbourhood**
- ***It incorporates the Project Sabura, already taking place***
- ***Valorizar a economia local***

- 6. COVA DA MOURA, a creative place
- *Valorizar as especificidades do Bairro (associativismo, promoção das actividades e da oferta cultural, apostando nalgumas referências já existentes)*

- 7. COVA DA MOURA, na ecological neighbourhood
- Requalificar o ambiente urbano

b) Co‑development initiatives: labour migration and development opportunities;

Co-development supposes the involvement of immigrant workers in development projects implemented in their countries of origin. It is a principle of cooperation for development which implies the participation of the immigrants.

We are looking for initiatives that i)associate temporary labour migration to development projects or ii) initiatives that incentivate immigrants to "invest" in development projects in their places of origin.

Framewing the reading of these initiatives…

Entries	Issues	Situation in the co-development domain
Nature of initiatives	Economic approach	Principles of "economie solidaire"; values of cooperation
	Key-type of capital	Economic capital Social capital
	Answer to a situation of exclusion	Yes – of a community (group of non-western immigrants); of a distant periphery (in the country of origin)
	Innovative nature	Yes.
Structure of opportunities	Structural	Need for immigrant labour (frequently of temporary and seasonal nature) New spatial order (network organization, circulation)
	Individual/community	Answer that enables to overcome constraints: - Unemployment; - Illegal statuses; - Lack of skills;
Agents involved	Dominant types	Economic organizations/employers organizations (destination places); Local authorities (origin and destination); Enterprises at destination places; Immigrants.
	Nature of relations	Links between employers of destination places and immigrants at the origin places; Links between origin and destination (immigrants and their families).
Nature of places	The "dots" - places	Villages/regions of origin of immigrants; Places of work (destination).
	The "lines" - links	Between the villages of origin and the places of work (neighbourhoods, villages…) at the destination.
Ideological frame	"Rural/employers" philanthropy ? Post-modern solidarity…?	Dados: INE (Censos 2001).

Pagesos solidaris

Catalan Foundation that depends of the Unió de Pagesos (The Union of Catalan Farmers) and has two basic tasks:

i) The recruitment and hosting of foreign temporary workers (agriculture sector in Catalonia and Mallorca);

ii) The implementation of development programmes in the places of origin of the workers (training, incentives to get involved in development projects). Projects in Guasca-Colombia and Sidi Yamani in Morocco.

c) Immigrants' (ethnic) entrepreneurialism – an example of globalization from below?

Entries	Issues	Situation in the ethnic enclave
Nature of initiatives	Economic approach	Market economy supported by community structures
	Key-type of capital	Social capital
	Answer to a situation of exclusion	Yes – of a population at the origin places and also of the immigrants in the places of origin.
	Innovative nature	Frequently no, but depends on the cases…
Structure of opportunities	Structural	Diversification of offer/competition; Changes in consumers preferences/diversification of demands; A new spatial order (network organization; circulation possibilities)
	Individual/community	Answer that enables to overcome constraints: - Unemployment; - Illegal situations; - Discrimination; - Lack of skills;
Agents involved	Dominant types	Immigrant´s associations (economic dimension) ; Immigrant entrepreneurs ; Local authorities + other NGOs.
	Nature of relations	Links between immigrants and immigrant associations at origin and between origin and destination (bonding and bridging ties).
Nature of places	The "dots" - places	Spatial ethnic enclaves; Villages/regions of origin of immigrants;
	The "lines" - links	Between the businesses inside each ethnic enclave; Between the villages of origin and the ethnic enclaves; Between the ethnic enclaves in different destination places.
Ideological frame	No ideological frame – community-based solidarity…..	
First Prototype case (to be	Chinese businesses abroad (e.g. restaurants)	

GLOBALIZATION - HEGEMONIC (top dominated) AND NON HEGEMONIC PROCESSES (from below)

	HEGEMONIC	NON HEGEMONIC
DOMINANT ACTORS	**Transnational Corporations**, Powerful countries individually or associated, Supra-national institutions, mainly economic.	Grassroots social organisations, **SME's**, local authorities and the **individuals themselves** (alone, in family or kinship groups or even associated in some other ways)
DOMINANT FLOWS	.**Capital and goods**, .I**nformation**.	.**People**; . Capital and goods, . Information and cultural goods.
(MAIN) SUPPORT PRINCIPLES	**Economic and business capital** Rationalisation, planning, competitiveness, economic effectiveness, theoretical free markets (neo-liberalism)	**Social capital** More confuse and contradictory - limited rationality, competitiveness and co-operation, solidarity
	Formalization effort within a liberal logic, increasing flexibility, re-arranging processes, Contribution to the rule-making process (main-streaming).	**Relatively flexible with several kinds of combinations between formal and informal.** Conditioned by the dominant rules and benefiting from the social and institutional mismatches.
SOCIO-CULTURAL TRENDS (products, values and symbols)	**Progressive uniformization around western values** - regional and local specificities are used as diffusion vehicles of western values and products. High culture commodification.	Higher heterogeneity, diversity and resistance - westernization is relevant but is incorporated in **hybridisation processes**. **Larger opportunities for alternative products and values**.
SPATIAL ORGANIZATION	**Hierarchical networks**; dominance of the global metropolis of Western Europe, North America and Japan.	**Complex networks** with important changes in the traditional hierarchies

A comparative reading of hegemonic and non-hegemonic globalization processes: McDonalds and Chinese restaurants

Domains	Dimensions	The MacDonalds example (from the top)	The ethnic restaurants example (from below)
Actors (type)		Transnational corporations	**Transnational communities**
	Key-element (capital)	Economic/business	**Social**
	Setting conditions	. Centrally Planed (formal); . Franchising (local entrepreneurship under rules defined by the top - the mother firm)	**. Informal opportunities checking;** **. "Individual" entrepreneurship within community/family strategies**
Support principles	Labour	. *Mc jobs* (low-pay, low status, precarity…); . Formal internal training (human skills, personal development - upward mobility devaluated); . Over-representation of young ethnic minorities.	**. Ethnic economy jobs (low-pay, low-status, community ties…),** **. Informal internal training with co-ethnics (human and social skills, opportunities of upwards mobility within the ethnic economy);** **. Over-representation of young foreigners.**
	Selling strategies	. Advertisement - strong means (e.g. TV) and weak ones (e.g. mail boxes propaganda, etc.) . Diversification (eat in, drive in + take away) . Small offers (children); . Flexible open hours; . Low prices	**. Advertisement - weak means only;** **. Diversification (eat in + take away);** **. Small offers (all customers);** **. Flexible open hours;** **. Combination of prices but relevance of low prices**

A comparative reading of hegemonic and non-hegemonic globalization processes: McDonalds and Chinese restaurants

Spatial organisation	International	. Hierarchical, eventually with national autonomies	. Complex, with links to origin, not necessarily hierarchical
	Local	Hierarchical process (from big city centres/wealthy neighbourhoods to other areas)	. Unplanned hierarchical process, normally starting in big city centres
Dominant Flows (internat.)		Capital and information	People and goods
Products and symbols		. Standardisation - meat, French fries and coke. Introduction of a few local specificities. . "Easy food" with strong quality control - ready made, no cover needed; . Normalised decoration - dynamic colourful (the arches, the red).	. Hybrid standardisation - basic elements of exotic cuisine adapted to Western taste; . "Easy-food" - small pieces; . Normalised decoration - exotic, colourful (the arches, the red, the paintings).
Consumers (main types)		. Urban - Children, young people and families with children (inter-classes).	. Urban - Young people and families (inter-classes with some segmentation).

Concluding remarks and caveats…

- The need of external incentives – the link between NGOs and immigrants is always necessary? (except in the ethnic businesses…but can we consider these SCS?);

- Is it always an issue of exclusion? Do some initiatives develop other forms of exclusion (ethnic tourism, ethnic economic enclaves…)?

- Do these initiatives have an innovative character? What is the nature of innovation incorporated?

- What is the sustainability of these practices? What is its economic meaning? And what about its social value?

These are the best examples of "geography matters" in the approaches of Social Innovation (the relevance of the "New Spatial Order" as an opportunity; the necessary multi-scalar perspective)