Study Abroad in Northern Spain

Social Enterprise, Environmentally Conscious Business, and Culture in Northern Spain

Madrid, Spain
Agenda

- International Center staff (Nicole Kurker-Stewart, Meaghan Murphy) registration forms and other info
- Class introductions
- Our course
  - Sustainability, Social enterprise, What are they?
  - The Basque country of northern Spain
  - Social enterprise and environmentally conscious businesses in Northern Spain
  - Fun and cultural activities in northern Spain and Madrid
What does the course involve?

- 3 pre-travel class sessions, 1 wrap up class afterward
- 2 days of learning about the business environment, culture, and structure of the Mondragon corporation companies and touring the facilities
- Days with the city managers of the green city of Vitoria-Gasteiz and a sustainable business of their choosing
- Visits to
  - Bilbao, home to Guggenheim Museum
  - Sustainable and “traditional” wineries with unique architecture in Rioja
  - Sustainable operations of Mercedes Benz
  - Coastal towns of San Sebastian, Spain and St. Jean-Luz, France (if possible)
  - Madrid’s museums, shopping, food
Sustainability

- Definitions of sustainability have to do with living within limits of what we can have and do now, and conserving for future generations
- Understanding the interconnections among economy, society, and environment
- Equitable distribution of resources and opportunities

Courtesy of www.sustainabilemeasures.com
Sustainable workplaces: Social Enterprises

... are organizations that engage in business activities for profit while keeping the needs of employees, their families, communities, the environment, and other stakeholders in sharp focus.

Their mission, vision, and values are such that on an ongoing basis they seek to:

- Balance economic, social and environmental responsibilities through
  - Engagement and participation of workers in decision making
  - Equitable income ratios between higher and lower paid workers
- Governance and organizing mechanisms that privilege long-term perspectives and broad participation by citizens, members
- Development of contexts in which such values and associated goals can develop and thrive
Why Northern Spain?

- Home of one of the most famous worker cooperative businesses in the world, a concentrated number of environmentally-conscious citizens and businesses
- Spain gets over 50% of its energy from renewable sources
- In addition, proximity to:
  - premier wine region of Spain
  - quaint French coastal towns
  - Beaches and pintxos of San Sebastian
  - Port of Bilbao
Basques

- An indigenous people inhabiting adjacent areas of Spain and France in areas bordering the Bay of Biscay and encompassing the western foothills of the Pyrenees Mountains.
- In the late 20th century probably about 850,000 true Basques lived in Spain and 130,000 in France.
- As many as 170,000 Basques may live in emigrant communities outside Europe, mostly in South America and the United States.
- In Spain their home is the comunidad autónoma ("autonomous community") of the Basque Country, which includes the provincias of Álava, Guipúzcoa, and Vizcaya (Biscay); there are also some Basques in Navarra (Navarre).

https://www.britannica.com/topic/Basque
Home base

- Vitoria/Gasteiz, capital of Basque region
- Green city, named European Green Capital in 2012
- Travel in a comfortable bus to nearby
  - Bilbao
  - Rioja
  - Mondragon
  - San Sebastian
What is Mondragon?

- Internationally renowned consortium of worker cooperatives
- Located in the Basque region of northern Spain
- Multiple businesses in manufacturing, retail, and finance
- A university focused on innovation and cooperative principles
How is Mondragon different?

Mondragon: the rise of worker co-operatives...

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<tr>
<th>Shareholders</th>
<th>Mondragon Cooperative Corporation</th>
<th>US Multinational Corporations</th>
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<tr>
<td>Capital owners must be workers and/or consumers. Supporting organisations may have a voice in ‘secondary’ cooperatives. Open membership system (not limited by ability to pay as contribution is linked to starting salary, and ‘people’s bank’ provides loan finance).</td>
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<td>President elected by members for four-year term (maximum two terms). Governing council of 7, 9 or 12 workers/consumers. Social council(s) elected from each department, and members can represent trade union interests.</td>
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<th>Leadership</th>
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<td>CEO appointed by directors. Directors appointed/elected by shareholders. Rarely find consumer or worker representatives on boards, and low engagement (hostility to) with trade unions.</td>
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<th>Ratio of highest to lowest paid</th>
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<td>Capital owners typically managers and/or institutional investors (limited only by ability to pay). Special arrangements for block shareholding (with limited voting rights) may exist through employee share ownership plans (ESOPs).</td>
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<td>Increased from 85:1 to 419:1 throughout the 1990s (highest to average employee). Source: Asham (1999), US Labor Statistics.</td>
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Otalora training center
Other area businesses with major sustainability initiatives

We will tour a Mercedes assembly plant in Vitoria, Spain with sustainability initiatives and at least one other, as-yet-unidentified business.

Last year, we visited the Pepsico bottling plant in Vitoria which serves all of northern Spain.
The Wine and Culture of Rioja

The premium wine growing area in Spain with over 600 wineries.

Wineyards designed to be a harmonious balance between winemaking, architecture and sustainability.

The streets of Haro

Sustainable wine-making at Gomez Cruzado

Bodegas Bilbainus in Haro

Campo Viejo, near Logroño, Sustainability Award Winner
Bilbao

Port city and home of famous Guggenheim Museum, designed by Frank Gehry. Nearby is Gamesa, producer of windmills and other sustainability products.

http://whc.unesco.org/en/list/1217
Northern Coast of Spain and France

Coastal Basque towns in France: Saint Jean de Luz and Biarritz

San Sebastian/Donostia on Spanish coast, noted for its pintxo (tapas) culture and beaches
Madrid

Finish the program in the national capital
• Museo Nacional del Prado with paintings by Goya, El Greco, Raphael, Rembrandt, Reubens and Velazquez
• Shop in markets and stores
Program Details

For undergraduates, this course included at no additional cost to spring semester tuition. For graduates, cost is half tuition.

Additional fees of $2,800 (maximum) include

- Airfare, ground transportation in U.S. and Spain
- Admissions to museums, wineries, site-seeing tour bus
- Meals: breakfasts, some lunches, at least 2 group dinners

In front of Bodegas López de Heredia Viña Tondonia in Haro

Our visit last year to UPNA, the Public University of Navarre in Pamplona
The Intangibles to last a lifetime

Meet new friends, bond with old ones
Experience both Spanish and Basque cultures
Learn how workers cooperate in an engaged workplace, sharing the fruits of their labor.
See several of the world’s most famous museums
Visit multiple locations in the charming, historic countries of Spain and southern France
¿Preguntas? (Questions?)