

Expanded abstract

The social value and fishermen's guilds in the Canary Islands: an approximation through the analysis of a case

The Social Economy entities of have been highlighted by the scientific literature for their potentiality to propitiate the generation of a social value in the territories that are located, which would allow the strengthening of cohesion, employment and economic growth, respecting ecological limits (Bono , 2012; Chaves and Monzón, 2012). From an institutional perspective, they are considered a key piece in the global action plan aimed at achieving sustainability (United Nations General Assembly, 2015: 12; Opinion 2009 / C 318/05 of the European Social and Economic Committee: 26), thus, urging to evaluate the contribution that, in its different dimensions, they make to the local environment (European Commission, 2011a, b; GECES, 2012; SEC, 2011).

The fishermen's guilds, conceived as unions of fishermen who, gathered around an entity or organization, try to achieve specific objectives of the activity they carry out (Cervera, 2006), have received less attention in the field of Social Economy, despite its explicit recognition as a key piece in comprehensive sustainability (FAO, 2016: 138).

This work aims to fill this relative deficiency. Its main objective is to make visible the integral contribution that these entities make to the local community, as a previous step to integrate the generation of social value for sustainability in the management of these regional organizations. The geographical context of the study is the Canary Islands, an outermost region of the European Union, where inshore and artisanal fishing have a long historical tradition (Galván, 1982; Santamaría et al., 2014). Of the fishermen's guilds that remain active in this island complex, one of them has been taken as a case study, using the Social Accounting system as a metric of social value (Retolaza et al., 2016).

The Social Accounting system is an information system that complements and expands the scope of traditional accounting in a double dimension, both in terms of the nature of the value considered and the interest groups contemplated. It is characterized by allowing to objectify in a single monetary measure the economic and social value attributable to management, the integrated social value or blended value (Emerson and Bonini, 2003), and to satisfy the information demands of its stakeholders (Freeman, 1984: 24).

In this article, the five-stage methodological process established by Retolaza et al., (2016:40-43) has been followed. In the first phase, according to action research methodology, the work team is formed and it determines the problem to be solved and establishes the project schedule. In a second stage, following the theory of the stakeholders, the organization's interest groups are identified and represented on a map. Third, according to the phenomenological

perspective, the representatives of the different groups are interviewed to determine their interests and, after grouping them into the variables of perceived social value, they are oriented to indicators, obtaining the matrix of interests of the stakeholders.

In the fourth stage, the instruments of fuzzy logic allow to identify the organization's outputs linked to the value variables, to select proxies, and to generate algorithms to quantify in monetary terms the two ecosystems of social value, the market and the specific. The proxies of the direct socio-economic value are standardized (Retolaza et al., 2016: 44-46) and those of the indirect one are obtained by carrying out an economic-financial analysis of the entity's portfolio of suppliers (Retolaza et al., 2015: 40). In the fifth and final stage of the methodological process, the non-market social value is consolidated with the social market value, complemented by feedback of the results to facilitate the improvement processes in the organization.

To apply the described methodology, a team of five members was formed (three researchers from the University of the province, the senior employer and the administrative officer of the brotherhood), which identified up to six types of stakeholders. Interviews were conducted with six interlocutors, representatives of shipowners' providers (100% of the total of this group), providers (20% of the total), workers (50%), Canary Islands Oceanographic Institute (one researcher), and shipowners (10%). With the results obtained in these interviews, up to seven different value variables are obtained, including issues such as the service provided by the brotherhood, support for scientific research and the brand strength of the entity for its partners.

Once the value variables were obtained, instruments of the fuzzy logic were used to express in monetary terms the social value of the Brotherhood. First, regarding the specific social value or non-market value, the organization's outputs linked to the value variables are identified through an intersubjective reflection process, co-participated by the group of research team agents, agreeing upon decisions on transformation of variables.

Subsequently, proxies, or external items that allow an approximation to the monetary value that the outputs could have, were selected, taking into account the similarity or consideration of the social and temporal context in which the outputs are generated. Since, in the polyhedral model of social value analysis, the choice of proxies is made applying the reasonable value (Retolaza and San José, 2018: 109), using as an approximation the market price of an identical or similar output, taking into account the specific nature of the output.

The direct socio-economic value of the brotherhood amounts to € 36,611.07, while its indirect socio-economic value amounts to € 604.93, with impact rates of 21.9% in personnel costs and 25.4% of added value. The consolidation of these data to achieve Integrated Social Value yields a result of € 103,133.32, which is notable coming from a negative operating result of € 8,069.19. In the distribution of the External and Internal Integrated Social Value, disaggregated by typologies of social value, to the entity's interest groups, it is observed that the groups that receive the greatest social return are the Public Administration and the shipowners. Furthermore, the entity's contribution to the generation and distribution of value to local suppliers and research organizations is relevant.

The shortage in number of entities in the sample is one of the major limitations of this study. Regarding the possibility of extrapolating the value variables that have been identified

by adopting an external approach to other brotherhoods, it must be taken into account that the approach to social value from the ontological approach of stakeholder theory is distinguished by its differential nature. Each brotherhood is considered, therefore, as a differentiated unit, capable of having to respond to a peculiar and specific set of interests, which may, in addition, vary over time.

Likewise, the choice of proxies poses certain limitations when extrapolating the case study to other brotherhoods in Spanish territory. In particular, although the specific financial items presented here could be taken as a reference, they would have to be referred to the geographic and temporal spaces in which the outputs are generated. In any case, and in coherence with the phenomenological approach, more cases of entities similar to the one in question would be required that, taken together, would also allow progress in standardization, both of proxies and values.

The main contribution of this study is probably to have revealed certain aspects that, once corroborated after an analysis similar to an aggregate set of entities of the same nature, would allow public and private decision-making to be oriented towards increasing effectiveness of the Brotherhoods for sustainable performance. Specifically, it is worth highlighting three value variables associated with the entity's mission, implying a recognition in the 21st century of the contribution to society of an entity of medieval origin: the service provided to its members, the ecological knowledge of the fishermen, and the prestige for the organizations of the 21st century that they use their products. In any case, the proxies proposed for the monetization of the outputs, linked to such value variables, should take into account the spatio-temporal realities in which they were generated.

This work follows the recent empirical research line started by authors like Bassi and Vincenti (2015); Etxezarreta et al. (2018); Monzón et al. (2013); and Retolaza et al. (2015). This research quantifies the socio-economic impact of Social Economy organizations with the purpose of increasing efficiency and effectiveness in their management, taking into account their peculiarities.

Keywords: Fishermen's Guilds, Social Value, Social Accounting, Sustainability, Canary Islands.