



SOCIAL ENTREPRENEURSHIP IN COLOMBIA FROM AN ECOSYSTEM PERSPECTIVE

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Abstract

The investigation arises from the need to know the current situation of the ecosystem of social entrepreneurship from the four main actors which are: the state, society, companies and institutions of higher education, for this work a literature review of type is made exploratory limited to the last 5 years ago.

For the period under study, we have been working with responsibility on the subject, thanks to the articulation of the agents as producers of goods and services, Academia, responding to the needs of the other actors by dynamizing their curricular plans to the new contexts of the entrepreneurship, through subjects that contemplate the development of entrepreneurial spirit, creativity, innovation and proper entrepreneurship, strengthening their praxis through the research seedbeds, business fairs that promote business conferences and with the participation in them of the so-called angel investors.

Key Words- *Social Entrepreneurship, Ecosystem, Higher Education*

1. INTRODUCTION

The need to rethink such critical issues in these times as Entrepreneurship, leads us to take up ideas such as those of Cantillon (1755)(Marín and Rivera 2014), focused on economic activities, those of Jean-Baptista Say (1803) (Lahoud 2013), making a distinction between the capitalist and the entrepreneur and one of the most recognized in this subject such as Schumpeter (1912), who considers the entrepreneur as an agent of economic change and development and apply them to contexts of our time, articulated with Higher Education in Colombia.

Based on the 2019 vision of science, technology and innovation (Miranda, 2008,(Rivas-Castillo, Rodríguez-Burgos et al. 2020)), whose primary objective is focused on producing, disseminating, using and integrating knowledge to contribute to the productive and social transformation of the country, where educational policies are oriented to inculcate and promote the theme of



entrepreneurship in young students, so that they design, develop and get involved in the creation of new companies that contribute to the reduction of unemployment rates, minimize the negative impacts of globalization and increase the country's productivity.

Higher Education in Colombia from its bases guides that professors, students, and programs of each of the Higher Education Institutions (HEIs), directors and their administration are motivated, oriented, committed to the exercise of the development of the entrepreneurial spirit; the educational centers that, under the umbrella of the University Network of Entrepreneurship (REUNE), seek to promote the creation of companies in Colombia, with the participation of more than 112 universities in the country, among which are public and private and that leveraged with the business sectors and the guidelines of the State under its regulations, finally allow the creation of companies, development of new technologies, new products, new entrepreneurs, new administrative forms, new forms of personnel training and new forms of generation of added value and knowledge, satisfying the needs of a community and generating social and economic development.

2. METHODOLOGY

This research is descriptive and exploratory, since through a process of documentary review, they offer information on the topic to be researched such as books, magazines, newscasts and any means of communication that allow the development of the planned objectives (Bernal, 2006), with the formulation of the problem, theoretical and conceptual references, managing to determine the Ecosystem of Social Entrepreneurship from Higher Education Institutions for the period (2012-2020). (Díaz-Canel-Bermúdez and García-Cuevas 2020)

Secondary sources supported by documents related to the object of study were used, in this regard Méndez states that given the existence of these sources in which case the description and analysis of the phenomenon is based on the information provided by another interposed source that allows us to access it indirectly, through an agent, compiler or researcher who acts as an intermediary (origin of secondary documents), (Méndez, 2006), concludes in this sense that the secondary aspect is fundamental for information and reliability of the results.

The exploratory study allows the examination of the research object of little study (Sampieri, 1998) where the researcher has previous knowledge and wants to specify it to open the field to other research (Baptista, 2006) and at the same time descriptive because through the objectives of the problem it is approached with bibliographic auscultation, obtaining contributions to the analysis of the phenomenon raised (Baptista, 2006, Sampieri, 2006).

The method used in the research is analysis-synthesis, because each of the parts under study, the ecosystem of social entrepreneurship in higher education in a period that allowed to link each main aspect of the research based on educational policies and different decisions made by governments in the most relevant and explanatory aspects of the research (Méndez, 2006).

3. THEORETICAL FRAMEWORK

3.1. Ecosystem

The entrepreneurial ecosystem refers to the set of companies that contains and, at the same time, supports entrepreneurial activity in a particular geographical area (Isenberg, 2010 (Díaz-Canel-Bermúdez and García-Cuevas 2020)).

This activity must be focused and articulated from what it proposes (Sábato y Botana (1968) (Pineda Márquez, Morales Rubiano et al. 2011), in the scientific and technological policy of Colciencias, "Sábato triangle", State (little committed but not represented), Academia Sector (strong and participatory) and Productive Sector (non-existent or passive). Every day universities are more committed to their academic, political and economic environments, they are in charge of developing and enhancing cognitive skills to promote entrepreneurship, using different tools that identify and generate ideas, such as mind maps, brainstorming, among others, the application of tools such as the



model Canvas, the empathy map and business plans and the articulation of these three can define an entrepreneurial ecosystem.

However, it has been possible to analyze that entrepreneurship in general has not been the panacea as the State, Academia and Business Sector have wanted to show, since the sustainability of the companies created in Colombia in recent decades shows an average life of three years, there are very few that develop and achieve their objectives (Salazar, 2012) in this regard, the enterprises that stand out developed by women (Saldarriaga, Salazar and Guzmán González, 2018), Hence, these entrepreneurship programs and basically the development of social entrepreneurship in our environment require a joint work of all the sectors involved, generating a change of attitude and commitment to think about general well-being before the individual and accompanied by other processes and tools, such as incubation, together with permanent advice that allow these companies to be sustainable over time.

3.2. Social Entrepreneur

Bill Drayton, founder of Ashoka, first coined the term Social Entrepreneur in 1980, since then not only has the concept expanded and evolved, but social entrepreneurship has ceased to be an isolated force as it introduces systemic changes that cause important social changes (Dees, 1998), These social entrepreneurs according to Miller, Wesley, and Williams (2013), (Serrano-Bedia, Pérez-Pérez et al. 2016) they have the following competencies: solve problems, build effective teams, lead/develop others, manage financial capital, communicate with customers, suppliers and stakeholders, interpersonal communication, sell and/or put the organization in the market, manage strategic development, measure results, develop collaborative relationships, creative use of minimum resources, make decisions based on relevant information, ethical sense/moral imperative.

It is in the community space where people cohere around common interests and objectives, which leads to the participation of its inhabitants in order to achieve their own goals. Likewise, interaction leads to the creation of different organizations, either public-private, in charge of undertaking actions aimed at achieving the social, economic and cultural development of the individuals of a given social group.

It can be translated into the initiative of human beings with a specific purpose, to generate products or services that satisfy basic or physiological needs, (Maslow, 1943); (Lozano Treviño and Barragán Codina 2015). To the extent that people are involved with characteristics that determine supportive, participatory, collaborative citizens committed to society, who generate value, use business principles and tools, apply ethics and corporate social responsibility, providing innovative solutions.

3.3. Social entrepreneurship

Social entrepreneurship can be defined from the perspective of the creation of social value, using business principles and tools that contribute to innovative solutions that guide social change, in this regard (Dess, 1998, p. 23) he defines:

"A mission to create and maintain social value (not just private), they permanently recognize and pursue new opportunities to serve that mission, they engage in a process of continuous innovation, adaptation, and learning, they are not paralyzed by the limits of the resources available at any given time, they show intense responsibility to the audiences they serve and for the results created."

On the other hand, Ojeda outlines *"social entrepreneurship must have capital providers, among which can be mentioned philanthropic institutions (foundations and philanthropists), ethical banking based on responsibility, transparency and sustainability, private investors, parabank financing and state institutions"*. (Ojeda, 2011, p. 18)

In Colombia, we can speak of two major systems that operate within the sector made up of solidarity organizations, the first, that of solidarity economy organizations, in which the organizations defined by Law 454 of 1998, the conceptual framework that regulates the solidarity economy, and by foundations, corporations and associations, community action boards and volunteer groups are related.

It can be referenced that at the national level there are a number of organizations, foundations, NGOs, etc., whose main objective is focused on the common benefit and non-profit, only the benefit, the development of the community, under principles of tolerance, teamwork, leadership, communication and training, while in the same way, some of the Solidarity Economy organizations (are organizations characterized by being sustained and simultaneously developing three axes: the economic through activities of production of goods and/or services, the social attending to the needs of the associates, their families and the surrounding community and the solidarity cultural axis as a dynamizer of the above, making the associates fulfill their responsibilities as workers or users and simultaneously be their contributors and managers based on democratic self-management, which allows them to generate the necessary resources to support their actions in favor of the integral development of the human being as a subject, actor and purpose of the economy, (Cárdenas, 2004).

Social entrepreneurship has grown in Colombia, invisible to the eyes of thousands of citizens who still do not understand this powerful process, being the most reasonable of all hopes for those of us who still have some faith in the human race. Precisely, one of the social entrepreneurs with the most drive in Colombia is Juan David Aristizábal, president of the Ideas for a Better Country foundation, co-founder and director of strategy of Buena Nota, which since 2006 has disseminated social entrepreneurship and has become a mandatory network of reference worldwide.

Colombians such as Felipe Vergara, who has managed to finance the talent of young people who want to access higher education; Vicky Colbert, a true revolutionary of the model of understanding school; Javier González, who has taught more than a million people to read and write through a novel game; Luis Alberto Camargo, creator of sustainable models for children and young people to love and care for the environment; Ricardo Cobo, who has managed to get people with cognitive disabilities recognized as active human beings, and Stella Cárdenas, obsessed with eradicating the sexual exploitation of children, are just a few examples of social entrepreneurs who prefer to continue explaining to us with actions, and not with words, what this tool for change consists of.

In Colombia, successful social ecosystems have been generated between the different actors and their alliances, bringing with them important changes to society, as can be seen in table 1, the actions and programs in this regard:

Board 1 Social Ecosystems in Colombia

NAME	DESCRIPTION
Culture E	It is a program promoted and financed by the Mayor's Office of Medellín that seeks to promote entrepreneurial culture, the creation and development of new companies that respond to the needs of the national and international market and especially those related to the strategic clusters of the city and the region. To meet this end, it offers financing and access to markets. It has different programs such as the Opportunity Bank, the Entrepreneurship Fund, training programs or FORO E (Academic Activity for the entire region), RUTA E (Entrepreneurship Fair), CIUDAD E, EN TELEVISIÓN (Spaces in Telemedellín), PASARELA E (New business talents that are part of the textile sector), PORTAL CULTURA E (Virtual space), SEMILLEROS DE EMPRENDIMIENTO (Recreational learning spaces), FORMATE (Awareness and Training Programme for Students of Higher Education Institutions), Business Integration Projects, Seedbeds and Microcredit Networks. (Mayor's Office of Medellín, 2016).
Route N	It is an entity created by the Mayor's Office of Medellín to promote the development of innovative technology-based businesses. In the case of entrepreneurs, it offers them access to markets, access to technologies, key

	contacts, development of new businesses, physical spaces to work, financing, training and advice on issues such as intellectual property.
SENA Entrepreneurship Fund	It is a seed capital fund created by the national government and attached to the National Learning Service (SENA). It aims to finance business initiatives created by apprentices or partnerships between apprentices, university interns or professionals. It strengthens the value chain in the country, targeting: apprentices, technical careers, beneficiaries of the rural youth program, entrepreneurs, techno parquet talents, beneficiaries of the program for the population displaced by violence and vulnerable population, and any Colombian who requires special attention in entrepreneurship.
Technoparks	It is an accelerator for the development of projects that have prototypes in four technological lines: Electronics and Telecommunications, Virtual Technologies, Engineering and Design and Biotechnology Nanotechnology. The Technoparks are a program of SENA.
Bancoldex	It is the bank for business development and foreign trade. It finances any credit needs that companies have, with allocations for working capital, fixed investment, consolidation of liabilities and business capitalization. These financings are available to micro, small, medium and large companies from all economic sectors.
Antioquia Science and Technology Center - CTA	It is an entity that promotes, articulates, transfers and generates scientific and technological knowledge, in order to contribute to the improvement of the organizational performance of innovative companies. The CTA was a key contribution to the creation of Parque Explora and the Ruta N Corporation, two benchmarks of centers on science, technology, innovation and entrepreneurship in the country.
Tecnova	It manages knowledge in science, technology and innovation between universities, companies and the State. It functions as an axis that connects the supply of research and knowledge that arises from academia with the demand of the business sector.
Parquesoft	It is a cluster of digital art, science and information technologies made up of more than 200 companies from various cities in the country that share innovation, knowledge and experiences in computer technologies.
HubBog	It is a meeting point for entrepreneurs that integrates acceleration, academia, teamwork and investment, with the aim of promoting innovative projects in Information Technologies. HubBog has helped promote more than 100 Colombian startups, including some successful apps such as Tappsi.
Opinno	It is an international network dedicated to innovation, technology and entrepreneurship. They support companies in topics such as design, prototyping, and validation of new products and business models. They are in charge of organizing the EmTech innovation meeting and publish the MIT Technology Review in Spanish.
Apps.co	It is the initiative of the Ministry of ICT of Colombia to promote and enhance businesses that are based on the use of information and communication technologies. It offers support for innovative ideas through calls to promote the best ventures. They have created a community of more than 2,500 entrepreneurs and on their website they have a gallery with more than a thousand apps created by that community.
Innpulsa	It is the institution of the National Government to support and promote business initiatives that can grow quickly, profitably and sustained. They focus on detecting and overcoming the obstacles that prevent the growth of

	companies, on working on the mental barriers that slow down the creative process and on encouraging the development of companies in the regions.
Connect Bogota	It is a network of 30 companies and organizations and 24 universities that work together to turn Bogotá into a leading city in science, technology and innovation. Her work is focused on entrepreneurship, capacity building, articulation and connection, and technology transfer.
Vallempresa 365	It is a business network that from Santiago de Cali promotes innovation through tools, networks and access to the business world. Vallempresa365 is an initiative of Comfandi that provides spaces for knowledge, relationships and contacts, exchange with leaders and creatives and events with commercial and business exhibitions.
Colciencias	It is the State entity that promotes public policies to promote science, technology and innovation in Colombia. Its annual call plan offers training, research and innovation opportunities for entrepreneurs in the area of ICT.
Learn	It is the digital platform that informs and connects innovative leaders in the country. This portal shares daily current articles, analysis, advice and good practices related to entrepreneurship.
Ventures Corporation	It is an extensive network of allies that promote the creation and development of business projects in Colombia. Its mission is to attract capital and articulate the public, social and private sectors to strengthen the business ecosystem. It has acceleration programs, financing, training and the Ventures Contest that rewards the most innovative and sustainable projects.
Social Atom Ventures	It is a seed capital firm that, in addition to investment, offers support services to entrepreneurs in the area of technology. Social Atom provides help in business development, public relations, marketing, resource sourcing, and product engineering.

Source: Prepared by the authors, according to Bibliographic Compilation

Board 2. Entrepreneurship Support Entities in Colombia.

STATE ENTITIES	PRIVATE ENTITIES
Ministry of Commerce, Industry and Tourism. (Innova Award). SENA (Fondo Emprender), Colciencias, Bancoldex, Gobernaciones y Alcaldedías, Proexport, Fondo Nacional de garantías (National Guarantee Fund), Finagro.	Fundación Corona, Fundación Coomeva, Edeavor Colombia, Red Bavaria (uncover future), Proyecta Colombia, Idea tu empresa, Bogotá emprende (Bogotá Chamber of Commerce), Confianza (Cooperative), Estudio GEM 2010, Founder Institute, Tayrona Ventures, Wayra, Incubar Colombia, Appircus, Ashoka, Country of knowledge, Finamerica, Technology-based incubators, Avaneet, Ciudad de Medellín, Codespa, Seiton Community, Banco Caja Social, Regional Entrepreneurship Networks

Source: Prepared by the authors, according to Bibliographic Compilation

3.4. What are universities doing?

In general, universities have a support center for entrepreneurship and innovation, in addition, among them they create networks and associations that promote research, the exchange of experiences and the connection with the business world, we can mention the University Network of Entrepreneurship (REUNE), which is a work network of the Colombian Association of Universities which began activities in 2009 under the regulatory decree 1129 that gives rise to the National Entrepreneurship Network (REN) and the Regional Entrepreneurship Networks (RRE) and to the need to have a



representative of the association in front of the REN, today there are 112 HEIs working on entrepreneurship from 3 general projects

1. Observatory on Entrepreneurship
2. Training of trainers
3. Connections.

The EAFIT University of the city of Medellín has the EAFIT/Entrepreneurship Innovation Center, which seeks to contribute to the generation, appropriation and transfer of knowledge in favor of the development of the country, with high-value dynamics, which promote favorable conditions for the audiences served, in addition to contributing to the strengthening of the culture and entrepreneurial and innovative capacities of young people. companies, educational institutions and society in general.

The program provides meeting spaces between entrepreneurs, businessmen and potential investors around initiatives of high value and impact for the national and Latin American sphere.

In the same way, it seeks to turn the University and EAFIT Innovation into a Latin American benchmark in the incorporation of innovation into the business environment, through creative figures that ensure constant interaction between companies, entrepreneurs and university researchers.

In recent years, EAFIT University has obtained recognitions from the Entrepreneurship program, such as the first place in best practices in entrepreneurship teaching for the EAFIT program, in the contest sponsored by the Inter-American Development Bank (IDB) and young people with a business in 2006. It is recognized as one of the leading institutions in the training of trainers in entrepreneurship, both in Colombian universities and in Ecuador and Peru. Other achievements and recognitions have to do with the 18 recognitions in the initiative competition, 25 recognitions in the innovative companies competition and winners in the research results competition; at the national level they are winners of the Ventures contest from 2002 - 2010, finalist in Bayer 2005-2006, first place in the Andi del Futuro contest in 2009 among others. (EAFIT, 2016).

The National Open and Distance University of Colombia (UNAD) also has an Entrepreneurship Center whose projection is aimed at developing the innovative capacities of entrepreneurs and businessmen through tools, methodologies and transfer of good practices, seeking articulation between universities, companies, society and the state.

The virtual entrepreneurship node arises as part of the strategies of the Vice-Rector for Services to Applicants, Students and Graduates launched for the fulfillment of the functions that have been entrusted to it by the UNAD.

This node promotes entrepreneurial culture and the development of skills for the creation of companies among students, graduates and collaborators of the UNAD, and promotes strategies to contribute to the solution of problems in the different regions of the country and for the generation of employment promoting sustainable economic, social and human development in local communities. regional and global with quality, efficiency and social equity.

The entrepreneurship activity at UNAD is framed in the principles of comprehensive training, based on aspects and values such as human development and community building, self-esteem, teamwork, solidarity, the development of a taste for innovation, the stimulation of research and lifelong learning. The Virtual Entrepreneurship Node is developed from two fundamental pillars such as: Training for entrepreneurship and the promotion of business generation.

The Virtual Node provides benefits to business consulting activities, it is oriented to the advice and accompaniment of students and graduates of the UNAD; in the same way to teachers, administrative staff, communities of practice, regional communities, in entrepreneurship projects, creation of companies, or improvement of companies in operation. In the same way, the services are aimed at two groups of users: new entrepreneurs and entrepreneurs who already have a company. (UNAD, 2016).

The university corporation Minuto de Dios (UNIMINUTO) VIRTUAL AND DISTANCE, also has an entrepreneurship area, which seeks the integral development of people and communities, in perspectives of leadership and social innovation, also in entrepreneurship based on the economy and entrepreneurship with a social and solidarity approach in search of productive business solutions for



the benefit of students, graduates, employees and the population located in the environment of influence of the institution.

Social transformation is the fundamental axis to which the institution's entrepreneurship aims, providing general training through critical and creative access to scientific, technological, artistic and humanistic knowledge and its relations with social life, in such a way that the educational process and its link with society is developed successfully.

Currently, the area of entrepreneurship is made up of five subjects offered in the eighth, ninth and tenth semesters of the different academic programs with a duration of 8 weeks, of which three are compulsory and two are elective.

The area of entrepreneurship is made up of subjects such as:

Innovation and creativity for the generation of business ideas, entrepreneurship and structure of a business plan and camp of entrepreneurial leaders. (UNIMINUTO, 2016).

The Universidad de los Andes, through the Entrepreneurship Center of the Faculty of Management, supports the Uniandina community, understood as graduates, professors and administrators of the Universidad de los Andes, to implement these changes through the creation of high-impact entrepreneurship in the country.

In the context of the EC, high-impact ventures are defined as those with a vocation for rapid growth, which are differentiated through innovation, ambition and the entrepreneur's ability to take risks. (UNIANDES, 2016).

The Universidad del Norte UNINORTE, in its Entrepreneurship Center - Emprende Uninorte, has as its mission to be generators of entrepreneurial leaders who transform lives and regions, seeking to contribute to the development of basic institutional competence in entrepreneurship, stimulate the entrepreneurial spirit and business culture with social responsibility, identify and develop entrepreneurial behavior, support the development of ideas and business projects with great potential for entrepreneurship, and promote entrepreneurship. growth, support business development processes by linking the academic and research activity of the University to the productive context and contribute to the economic and social development of the region and the country, its objective being to execute entrepreneurship policies in the University, for which it will act as an articulating entity of the different units involved

The entrepreneurship center supports a process that starts from awareness, which is the instance in charge of carrying out academic and informative activities for the training of entrepreneurial leaders.

Among the activities carried out are:

Entrepreneurship workshops, business fairs, workshops and training, as well as the Junior Consultant Program of the Business School is available for the purpose of training entrepreneurs.

Incubation is another process that is basically a platform for the creation of companies that transform lives and regions, starting from a conception of a business idea, moving on to a formulation of business plans, getting involved in calls for seed and growth capital and start-up of companies.

The University has the entrepreneurship center - Emprende Uninorte, it also has the Network of Entrepreneurs and Junior Consultants, they develop awareness activities, seminars, talks, conferences; in addition to the Citytech entrepreneurship, which contributes to the promotion of entrepreneurial culture and the generation of employment in the city of Barranquilla, the region and the country through the promotion of the creation of companies with social and cultural impact of the city, it also has a space where interaction between entrepreneurs is encouraged, entrepreneurs and investors in order to make contacts, alliances and businesses that can be beneficial for entrepreneurs, called Pika & Emprende.

Other activities that are developed from the Entrepreneurship Center is the Uninorte Entrepreneurship contest that is characterized by being a meeting of members of the Uninorte community who compete with their business initiatives, seeking to stimulate the entrepreneurial spirit.

There are student fairs, entrepreneur meetings, business development days that are networking spaces aimed at entrepreneurs in order to give them the opportunity to interact with representatives of external companies, in search of allies, new customers or sources of financing.



Another program that is held in this center is Let's Talk with Entrepreneurs, which are spaces for interaction between businessmen and attendees with the purpose of hearing testimonies of entrepreneurs who have managed to excel in the country. (UNINORTE, 2016).

The Pedagogical and Technological University of Colombia (UPTC), through agreement No.022 of June 04, 2014, created the ENTREPRENEURSHIP UNITE, in accordance with Law 1014 of January 20, 2006, its mission is to promote the entrepreneurial spirit in all educational levels of the country, in order to guarantee the fulfillment of the purposes, principles and values established by the Constitution. Today she is a member of the Department's Entrepreneurship Network, leading the generation of an entrepreneurial culture among the inhabitants of the region and is attached to the Faculty of Economic and Administrative Sciences - School of Business Administration of the central headquarters in Tunja.

The purpose of the Entrepreneurship Unit is the design and development of the institutional entrepreneurship policy of the UPTC and the general objective is to promote and strengthen the entrepreneurial potential of the university community and the community, its specific objectives being to develop entrepreneurship programs through training and advisory activities. aimed at developing competencies for the generation of business, based on knowledge and technological development, dynamizing the development and articulation of academic, research and extension activities for the creation of spin-off companies, contributing to the development of the basic institutional competence of entrepreneurship in the students of the University, developing activities that integrate the different programs of the University around entrepreneurship and Develop activities to promote and disseminate entrepreneurship at the institutional, local and regional levels.

The Entrepreneurship Unit executes its objectives through three programs (UPTC, 2016):

Entrepreneurship Training: it will be developed through the following activities:

- a) Courses and diplomas
- (b) Conferences
- (c) Seminars

Advice: will be attended through:

- a) Professional support in the identification, formulation and evaluation of business plans.
- b) Support in the management of resources for the financing of business plans.

Promotion of entrepreneurial culture in the region: it will be carried out through the following activities:

- a) Motivate entrepreneurship through the different UPTC communication media.
- b) To hold competitions on ideas and business plans.
- c) To organize the Entrepreneurship Fair.
- d) To organize meetings of entrepreneurs.

It is important to mention the formation of the agreement of wills for the creation and strengthening of the University, Business and State Committee (CUEE), which seeks to expand the academic offer, research, entrepreneurial capacity and government action, to encourage processes of entrepreneurship, innovation and transfer of research results with social projection in favor of the business and social development of the region.

Currently, the Duitama and Sogamoso headquarters of the UPTC are developing projects that allow results in the industrial corridors of this region.

These nuances are covered in Law 1014 of 2006 in one of its sections it tells us about those responsible for the entrepreneurship units, but it does not include, for example, the perspective of other actors of the HEIs such as managers, students or graduates, nor the vision of entrepreneurs or the state; On the other hand, he focused on the work but not on "being a teacher" as the main actor in the development of the skills of entrepreneurs who are called to create companies and generate social and economic development of the country.

Ruth Polchlopek, general manager of Universia Colombia, cited by (López & Gonzáles, 2016), specifies that on the subject of entrepreneurship in universities, from their curricula it has nurtured



the topics of entrepreneurs and non-employed businessmen, where it allows greater competition in relation to other countries.

The paper presented by **Cubillos and Rodríguez (2012)**, entitled "A look at the Teaching of Entrepreneurship in Colombian HEIs", gives a good account of the significant and exponential advances that have been made in the development of Entrepreneurship from Higher Education Institutions.

4. CONCLUSIONS

It should be taken into account that the most valuable assets of the University are intellectual property rights, therefore all processes that lead to the achievement of patents, licenses, copyrights, franchises, rights to adapt and transform technologies, exploitation of inventions, innovations and research results must be supported, in addition to allowing Higher Education Institutions in the region to comply with spin-out processes. spin-off, start-up, achieving the gestation of companies. This can include pre-incubation, incubation, acceleration and even science and technology park processes. In this action, the university can partner with other universities, with development entities, with venture capital companies, with financial institutions, among others.


The new challenges of globalization are pressing in the economic, social, cultural and environmental spheres, which forces the most vulnerable communities to think about designing new strategies such as Social Entrepreneurship that allow minimizing the negative impacts of these capitalist models that have only generated inequality between social classes. the deterioration of the environment, further widening the gap between poor and rich.


It is therefore essential to highlight the role that different actors play in the construction of these ecosystems of social entrepreneurship, in the understanding that business innovation necessarily involves articulating efforts. Similarly, it is essential to recognize that the role of universities must move from their traditional role in "Ivory Tower" in which the creation of knowledge is seen, but less is contributed to true innovation, which consists of translating knowledge to give added value to companies and the real sector. In the Colombian case, it is believed that the conditions are right to be successful in this process, if it is understood that an ecosystem without harmonious and articulated work is unsustainable and very ineffective. To act otherwise will inevitably lead to a waste of resources destined for entrepreneurship, to unnecessarily multiply similar actions aimed at entrepreneurship and not to achieve the true result, which is a dynamic and competitive productive sector.

That is why, from universities, a leadership role has to be played in the generation of a new venture. To do this, tools and solutions must be designed to facilitate the creation of sustainable companies: that is, ecosystems that support entrepreneurial action over time must be defined.

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