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## Mas la Llum Spain



## Good Practices of Social Entrepreneurship

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**CENTRE for SOCIAL INNOVATION  
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<b>Company name:</b> Mas la Llum
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**Country/region of operation:** Spain, Aragón, Matarraña region

**Thematic area:** Environmental activities and education (rural eco-tourism and active education)

**Description of the social enterprise:**

The enterprise features a rural house of shared lodgings and education classroom. It promotes energy self-sufficiency by means of the use of renewable energy, eco-tourism and sustainable tourism, efficient use of resources, minimizing and reusing waste, healthy and sustainable house criteria, among others, by means of good practice in the management of MAS LA LLUM and through leisure and educational activities for environmental education.

**Social impact sought:**

- Education and awareness raising in the field of sustainability, reducing the use and waste of resources, a better management of waste and greater environmental conscience.
- Increasing energy efficiency of houses (both in terms of construction and at user level) with natural elements, reducing the use of energy in the household.

The enterprise raises awareness of the fact that natural resources have to be respected and managed in an efficient way, and highlights the responsibility of acts, behaviours and consequences for the environment. Being in a house with such peculiar features, persons can understand in a more personal way all the gears of “resource-waste-resource” which is why it is termed eco-tourism and responsible tourism.

**Innovation applied:**

The House innovates in two different aspects:

- 1) In construction: the building is a pioneer in Spain in terms of its construction (it employs a hybrid system of straw and wood) and in terms of the legalization of the building and dry toiler level.
- 2) An integral concept in eco-tourism is sustainability. The eco-tourist becomes aware and learns about sustainability during their stay in MAS LA LLUM, as they are staying in a straw, mud and wood house, free of toxic substances, self-sufficient and energy efficient. The eco tourists participate actively in processes of self-management and saving of natural resources: from their gathering until their reutilization. This allows the social enterprise to nurture stronger environmental conscience.

**Social impact and business results achieved:**

MAS LA LLUM is a sustainable and self-sufficient estate. It strives to be a role model at the European level, both in eco-tourism and in the promotion and sustainability, energy self-sufficiency management and in social and environmental respect, through responsible and sustainable tourism and leisure and educational activities.

MAS LA LLUM strives to be a coach of sustainability, through management, and of conscious and responsible eco-tourism, through dissemination and education.

### **Financial situation / sustainability of the business model:**

The business model is based on global sustainability, management and integration in the local environment and territory.

A viability plan has been elaborated and is revised continuously. It pays attention to financial viability, but also to viability in the territory, in synergy with the activities of small local suppliers that manage CSR projects, the social policies of public and private entities that promote territorial cohesion and sustainability.

### **Key success factors:**

This establishment is unique in its features, both in construction and global management of resources and waste.

Authenticity of the project and all the elements that make it: each of the elements is based on coherence and sustainability criteria, from the natural construction materials free of toxic materials, to the ecological and regional products in the territory.

Constant evolution, it is a living project that is always evolving and introducing new concepts and sustainability experiments.

### **Challenges and problems:**

The biggest challenge that the enterprise faces is mostly the regulations and the archaic Spanish public administration that do not facilitate innovation in sustainability and environmental and social coherence. This leads to loss of time and constant difficulties as the basic concepts of sustainability and self-sufficiency are not particularly well integrated in current laws. In some cases laws prohibit some solutions and in some cases there are legal vacuums that.

### **Year when the company was created:**

The eco-tourism rural house opened its doors in April 2014 but project was initiated in 2011.

### **Contact person for more information:**

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