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GLOSSARY OF TERMS

1. **Basic Activities of Daily Living (BADL):** These are essential activities that a person needs in order to take care of themselves, such as eating, bathing, and dressing
2. **Instrumental Activities of Daily Living (IADL):** These are more complex activities than [BADL](#) and involve making decisions and interacting with the environment, such as performing household chores or using public transport
3. **Tax Agency (AEAT):** This is the entity responsible for managing [taxes](#) in a country to finance public services and the state.
4. **Entrepreneurial Alertness:** This refers to an individual's ability to recognise opportunities that are not recognised by others.
5. **Alliance:** A partnership between two or more people working together to achieve common goals. It is a type of association in which [businesses](#) and individuals often exchange resources and knowledge, while sharing risks and benefits.

6. **Context Analysis:** This is a tool that helps to understand the complete scenario in which entrepreneurship takes place, including the socioeconomic-environmental factors and the key players. It includes aspects such as access to financing, government policies, education, available resources, and culture.

7. **SWOT Analysis:** A strategic planning tool that considers the analysis of an organisation's internal characteristics (Weaknesses and Strengths) and the external environment (Threats and Opportunities)

8. **Analogies:** This is a type of reasoning that identifies similarities or comparable traits between different things

9. **Background:** These are actions or circumstances that help to understand subsequent events

10. **Apps:** These are software applications designed for mobile devices

11. **Project-based Learning:** This is an educational methodology where students take the lead in their own learning, focused on acquiring knowledge, skills, and attitudes through projects.

12. **Problem Tree:** This is a participatory technique used to identify and organise information about a problem, generating a model of causal relationships that explain it.

13. **Civil Association:** This is a non-profit entity formed by individuals with cultural, educational, sporting, or similar objectives, aimed at promoting those goals among its members and third parties.

14. **Forced Association:** This is a technique of combining different ideas or concepts to solve a specific situation

15. **Self-employed:** This is a person who works for themselves, responsible for managing their own business and fulfilling their tax and labour obligations.

16. **Contribution Base:** This is the amount on which social security contributions made by a worker are calculated each month, based on the income they receive from their work.

17. **Social Base:** This refers to the group of people, groups, and collectives that support the development of an organisation's social mission in various ways, legitimising its actions.

18. **Social Welfare:** This is the ethical scale that measures the difference between the socially ideal and the reality
19. **Food Science:** This is the science that studies food from its origin to consumption, focusing on its composition, nutritional properties, safety, and quality.
20. **Best Practice:** This refers to a method, procedure, or set of actions that has been proven to produce good results in achieving a specific goal, and can be replicated or used as a reference model to benefit others
21. **Brainstorming:** This is an idea generation or problem-solving technique in which each member of a group spontaneously contributes ideas, without considering their relevance or validity at that moment.
22. **Result Chain:** This is a causal sequence of stages in a social intervention or project that are required to achieve the desired objectives, starting with inputs/resources, moving through activities and products, and ending with direct effects and impact.
23. **Value Chain:** This refers to the set of critical processes or activities that an organisation or [business](#) carries out in the production of a product or provision of a [service](#). All these activities are interconnected and add value to the final [product](#) or service.

24. **Capability:** Capabilities represent the options for "being" or "doing" that a person can choose from based on the type of life they wish to lead.

25. **Capital:** Economic capital refers to financial and physical [resources](#), such as money, property, and equipment, used in the production of goods and [services](#) to generate income and wealth.

26. **Social Capital:** This is the [resource](#) formed by networks, relationships, and links between a variety of actors and sectors, which enables the development of an organisation's social objectives, ensuring benefits related to service provision and the reduction of production costs.

27. **Special Employment Centre:** These are organisations that carry out productive activities of goods and [services](#) in the market, with the aim of ensuring paid employment for people with disabilities.

28. **Professional Certification:** This is an official document that certifies the [professional or work-related skills](#) of a person for carrying out a specific job activity within the productive system, according to the National Qualifications Catalogue.

29. **Chamber of Commerce Certificate:** This is an official document issued by the Chamber of Commerce certifying aspects related to a [company's](#) commercial activity, such as its existence, registration in the [Companies Register](#), and financial status.
30. **Electronic Certificate:** This is a digital document containing information about the identity of a person, entity, or computer system, used to verify authenticity and security in online transactions
31. **CNAE:** This stands for the National Classification of Economic Activities, a coding system that classifies economic activities into numerical and alphabetical categories to facilitate their identification and analysis
32. **Coaching:** A set of actions aimed at accompanying an individual in developing their potential to achieve personal, professional, academic, and work-related goals.
33. **Collaborators:** This refers to both employees and volunteers in a social organisation.
34. **Groups at Risk of Exclusion:** These are groups of people who, due to specific physical, mental, or social conditions, are partially or completely excluded from full insertion and participation in society.

35. **Fair Trade:** It is an alternative model for the marketing of [products](#) and [services](#) that seeks to promote fair conditions and equitable relationships among those involved in the commercial transaction, placing people, respect for [human](#) and labour rights, and [environmental sustainability](#) at the centre.

36. **Skills for Work:** These are the [abilities](#) and competencies needed to perform a task and ensure adequate performance in a particular occupation. They can be [soft skills](#), related to attitudes and personal traits, or hard skills, related to technical knowledge.

37. **Cooperative:** A cooperative is a business organisation formed by individuals who voluntarily come together to meet their common economic, social, and cultural needs, through democratic management and equal participation in decision-making.

38. **Creation of Social Value:** This refers to the generation of positive changes in the quality of life of individuals or a particular group.

39. **Crowdfunding:** This is a financing strategy based on the individual contributions of people or organisations for a specific project, bypassing financial intermediaries such as banks.

40. **CRM:** It stands for Customer Relationship Management, a system for managing relationships with customers.

41. **Balanced Scorecard (BSC):** A tool proposed by Kaplan and Norton that provides managers with information about corporate performance, considering both financial and non-financial aspects. The BSC is established as a management system that seeks to transform the objectives and strategies of any [business](#) unit into tangible goals and indicators, ensuring that employees and managers in each area understand their responsibility for the results in achieving the strategy.

42. **Smart Decisions:** This involves choosing strategies that can help the [entrepreneur](#) better solidify their [business](#).

43. **Define:** To set a [business](#) idea with precision.

44. **Demand:** The quantity of goods, [services](#), or [products](#) that is desired for purchase.

45. **Copyright:** A set of legal rights granted to the creators of original works, such as books, music, films, or software, giving them control over the use and distribution of their creations, as well as the right to receive economic benefits from their use.

46. **Human Rights:** Standards that recognise and protect the dignity of all human beings. They govern how individuals live in society and relate to each other, as well as their relationships with the State and the obligations of the State towards them.
47. **Referral:** In the field of social work, this refers to the action of informing another institution or professional about a specific problematic situation that cannot initially be addressed due to its complexity, or because the required [resources](#) or competencies are not available.
48. **Design thinking:** A technique that helps [entrepreneurs](#) develop their creativity.
49. **Tax Residence:** The address provided by an individual or legal entity to [tax authorities](#) as their primary residence or establishment for tax purposes, where notifications will be sent, and where their economic activities are considered to take place.
50. **Economy for the Common Good:** A model proposed by Austrian economist Christian Felber, which promotes the development of a market system where [businesses](#) do not prioritise profit maximisation but instead focus on their contribution to the common good and cooperation.

51. Social Economy: A society based on criteria considered theoretically non-capitalist, [cooperative](#), and involving the distribution of financial and productive [resources](#).

52. Environmental Education: A process that enables individuals to research environmental issues, get involved in solving problems, and take steps to improve the environment.

53. Sector Efficiency: The relationship between the raw materials used and the goods produced.

54. Elevator Pitch: A short, impactful speech that allows you to present a [business](#) idea in just a few minutes with the aim of convincing the listener.

55. Empathy: The ability to identify with someone and share their feelings.

56. Entrepreneurship: The process of identifying, developing, and implementing a [business](#) idea, project, or venture with the aim of creating value, generating income, and contributing to economic growth through innovation, creativity, and risk-taking.

57. **Digital Entrepreneurship:** The creation, development, and management of [businesses](#) based on the internet and [digital technologies](#).
58. **Youth Entrepreneurship:** A strategy used by young people to showcase experience and skills from an early age.
59. **Social Entrepreneurship:** The creation and management of [businesses](#) or projects aimed primarily at addressing and solving social, environmental, or community issues.
60. **Cross-border Entrepreneurship:** [Enterprises](#) that cross borders, enabling [business](#) connections between countries.
61. **Green Entrepreneurship:** The creation and management of [businesses](#) offering innovative and [sustainable](#) solutions to environmental problems.
62. **Company:** An economic organisation dedicated to the production, marketing, or provision of goods and [services](#) with the aim of generating profit.
63. **Social Enterprise:** A [business](#) that has a positive impact on the environment or society while being profitable.

64. **Sole Proprietorship:** A type of [business](#) where one individual, the owner, is responsible for all decisions and business activities.

65. **Customer Loyalty:** The process of creating and maintaining a lasting and positive relationship, building trust with the organisation/project, where customers get involved, support, and take responsibility for the project.

66. **Funds:** Financial resources allocated for a specific purpose, such as investments, projects, or expenses. These can come from various sources, such as investors, bank loans, or income generated by the [company](#) itself.

67. **Online Funds (Crowdfunding):** A form of collective financing where individuals or companies can raise funds for their projects or initiatives through online platforms. Participants can contribute small amounts of money and, in return, may receive rewards, stakes in the project, or simply the satisfaction of supporting a cause or idea.

68. **Form 037:** A simplified document used for registering, modifying, or cancelling [tax](#) payer status in Spain, aimed at individuals or [businesses](#) engaged in small-scale economic activities.

69. **Form TAO 521:** A document used in Spain to apply for recognition of unemployment benefits or to request an extension of such benefits. It is used by individuals who are unemployed and wish to receive financial assistance from the Spanish Public Employment Service (SEPE).

70. **Foundation:** A non-profit organisation established with the intention of dedicating its assets to achieving specific general interest goals.

71. **Fundraising:** The activity of raising funds carried out by non-profit entities—NGOs, foundations, associations, groups, etc.—to support their projects.

72. **Time Management:** The process of planning and consciously controlling the time spent on specific activities, especially to increase effectiveness, efficiency, or productivity.

73. **Results-Based Management (RBM):** A management style in which defining objectives and deploying them across all areas or departments of a business is paramount. In this management approach, control, measurement, and monitoring activities must be ensured as a means to guarantee the achievement of organisational goals.

74. **Stakeholder Group:** Individuals, organisations, or groups that are affected or can affect an activity or project.

75. **Soft Skills:** Personal traits and interpersonal competencies that define how a person interacts and relates to others. These are more related to behaviour and an individual's way of being than to their knowledge or what they know.

76. **Digital Skills:** Abilities that enable people to use technology for various purposes such as working, learning, shopping, gathering information, entertainment, and participating in society. These are linked to nearly every aspect of work and life and allow individuals to enhance their employability, productivity, creativity, and resilience in response to future technological changes.

77. **Treasury:** The tax system and the governmental institution responsible for collecting [taxes](#) and managing public finances in a country. In some contexts, it can also refer to the Ministry of Finance or the national [tax administration](#).

78. **Idea:** The creativity involved in organising, inventing, and planning something.

79. **IBM:** "International Business Machines Corporation", a multinational technology [company](#) based in the United States.

80. **Iber-America:** A term used to refer to the group of American and Iberian countries where a Romance Iberian language is spoken, including Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Dominican Republic, Uruguay, Venezuela, Spain, and Portugal.

81. **Taxes:** Mandatory payments made to the government to fund public [services](#).

82. **Economic Activities Tax (IAE) / (IRAE):** Payments made for conducting commercial, professional, or [business](#) activities in a specific location.

83. **Income:** The economic inflow that an individual or entity receives, which is recorded as part of their financial accounts.

84. **Initiative:** The ability to make decisions and take actions [independently](#).

85. **Real Estate:** Assets that cannot be moved from one place to another, such as buildings or land.

86. **Inputs:** Resources invested in an organisation's activities or in a specific project.

87. **Labour Intermediary:** Also known as Employment Technician or [Business](#) Prospector. In social inclusion organisations, this position is responsible for liaising with companies in employment programmes.

88. **Inventory and Annual Accounts Book:** A document where all financial transactions, assets, and debts of a [business](#) are recorded during a specific period. It is essential for maintaining financial control and complying with legal requirements.

89. **Daily Ledger:** A record where daily financial transactions of a [business](#) are noted.

90. **Licence:** An official "permit" allowing something to be done legally.

91. **Classified Licence:** A special permit required to operate certain [businesses](#) or activities that may have an impact on public health or the environment.

92. **Innocuous Licence:** A permit granted by the authorities that confirms an activity or [business](#) does not pose a significant risk to public health, the environment, or safety.

93. **Municipal Licence:** A permit that must be obtained from the local council to carry out certain activities or projects within that area.

94. **Baseline:** The characterization and assessment of the situation prior to the implementation of an intervention or project, which will serve as a reference point to measure progress or impact through a later Ex post evaluation.

95. **LATAM:** Acronym for [Latin America](#).

96. **Latin America:** A group of countries in the Americas where languages derived from Latin, such as Spanish, Portuguese, and French, are spoken.

97. **Strategic Map:** A graphical representation that establishes cause-effect relationships between the components of an organisation's strategy (objectives and actions) across four basic perspectives: financial, customer, internal processes, and learning and growth.

98. **Management Model:** A strategic planning framework that includes guidelines, policies, objectives, processes, practices, etc., to facilitate the organisation's fulfilment of its social mission and maximise its contribution to [sustainable development](#) (social, economic, and environmental).
99. **Local Municipality:** An area governed by a local authority responsible for providing [services](#) and managing local matters, such as street cleaning and park maintenance.
100. **Mind Maps:** Graphic representations of topics or concepts that help individuals organise information within a defined space.
101. **Digital Marketing:** A set of techniques and strategies used to promote a brand in online environments such as websites, search engines, and social media platforms.
102. **Sustainable Marketing:** Planning and executing marketing strategies that take environmental well-being into account and align with the organisation's objectives.

103.**Mindfulness:** A practice of focusing on what is happening within and around us, letting go of distractions and noise.

104.**Business:** An economic activity that seeks to generate profits primarily through the sale or exchange of goods or [services](#) that meet customer needs.

105.**Networking:** Activities aimed at expanding contact networks and fostering the development of new relationships, alliances, and collaborative projects in a [business](#) context. Types of networking include: Professional, Operational, Offline, Online, Personal, Strategic, and Informal.

106.**NIF (Tax Identification Number):** A code provided by the government to identify an individual or entity when carrying out procedures or paying [taxes](#).

107.**NIT (Tax Identification Number):** A number assigned by a country's [tax authority](#) to identify an individual or entity for tax purposes.

108.**Observation:** A technique used to systematically collect information about a specific phenomenon or situation by perceiving and recording data through the senses.

109. **Youth Observatory in [Ibero-America](#)**: A programme aimed at promoting research on youth, education, and culture within the Ibero-American region.

110. **Strategic Objective**: A medium- to long-term organisational goal established during the strategic planning process, directly related to the fulfilment of the organisation's mission and vision.

111. **Entrepreneurial Opportunities**: Situations where new goods, services, raw materials, and organisational methods can be introduced and sold at a price higher than their production cost.

112. **Process Optimisation**: A systematic approach to improving [business](#) processes to achieve maximum efficiency, effectiveness, and quality.

113. **Associative Organisation**: A group of people or entities voluntarily coming together for a common purpose, such as defending shared interests, promoting economic activities, or mutual support. These organisations typically operate under defined rules and structures, working together to achieve their goals.

114. **Employment Advisor**: A role within social and labour inclusion organisations, responsible for managing job insertion pathways, from employability assessment and diagnosis to monitoring training and support actions established within the work route.

115. **Outcomes (Effects or Results of Change):** Changes or effects resulting from activities and the generation of [products/services](#) on various [stakeholder groups](#).

116. **Active Participation:** Involves having the right, means, space, and opportunity, and where necessary, support to participate in and influence decisions, collaborating in actions and activities to contribute to building a better society.

117. **Patent:** An exclusive right granted by the government to protect an invention, [idea](#), or design for a certain period, allowing the patent holder to control its production, use, and sale, and providing economic benefits to the inventor or holder.

118. **Commercial Patent:** An exclusive right granted by the government to protect an invention or innovation with commercial application, giving the holder control over its [production](#) and sale, and offering competitive advantages in the market.

119. **Strategic Thinking:** A cognitive approach based on current resources to achieve a goal, considering the end, plan, path, and cost of the strategy. This type of thinking involves optimally managing resources to achieve the goal with minimal temporal, personnel, and material cost while maximising benefit.

120.**Reverse Thinking:** Involves intentionally focusing on the opposite of what would seem to be the most logical or acceptable solution.

121.**Lateral Thinking:** A skill that allows one to find innovative solutions to problems in a creative and non-traditional manner.

122.**Natural Person:** A human individual, meaning a real person, with legal rights and responsibilities, capable of performing acts and assuming obligations by themselves, in contrast to a legal entity, which refers to organisations such as [companies](#).

123.**Pitch:** A speech used to present an idea, product, or service to a potential investor or customer.

124.**Communication Plan:** A set of policies, actions, and strategies to be developed over a specified period to publicise an organisation's actions and strengthen relationships with different [stakeholders](#).

125.**Strategic Planning:** An organisational process used to define long-term objectives and goals for a [company](#)/entity and the strategies required to achieve them, based on a thorough analysis of the environment and internal organisational capabilities, including the definition of monitoring and evaluation mechanisms.

126. **Brand Positioning:** A [marketing](#) strategy used by brands to define their identity while communicating their value proposition, which explains why customers prefer their brand over others.

127. **Sustainable Practices:** Actions aimed at reducing negative environmental impacts arising from production practices or habits at the [company](#) or household level.

128. **Budget:** The calculation, planning, and formulation of expected income and expenses for an economic activity. It is an action plan aimed at achieving a specific objective, expressed in financial terms, to be completed within a certain period, generally yearly or monthly, under certain conditions.

129. **Ideation Process:** A dynamic and collaborative process of generating, developing, and refining innovative [ideas](#) with a clear objective. This creative approach, based on brainstorming and strategic thinking, serves as a powerful catalyst for exploring and solving problems, creating innovative [products](#) or [services](#), and discovering new [business](#) growth opportunities.

130.**Product:** Anything that satisfies a desire or need, resulting from intentional work. It can be a good, [service](#), or [idea](#).

131.**Proximity Products or Km0:** Seasonal [products](#) produced in close proximity to where they will be sold or consumed.

132.**Entrepreneurial Investment Promotion Programme in Technology (PROFIET):** An initiative that helps new tech [companies](#) secure funding and support to develop their innovative [ideas](#) and projects.

133.**Improvement Proposal:** A sequence of steps and actions taken by an individual or organisation to achieve better results and maximise the effect of [good practices](#).

134.**Value Proposition:** The promise of value to the customer, the set of attributes or value elements that the organisation commits to delivering to its customers or users through its [products](#) or [services](#).

135.**Prospecting:** The process of researching and analysing the labour market to detect the needs of [businesses](#), thereby improving training, support, and mediation actions within organisations working for socio-labour inclusion.

136. **Prototyping:** Creating a model solution. It is an experimental phase in [Design Thinking](#), aimed at identifying the best possible solution for each problem.

137. **Mentor Network:** A group of experienced individuals with expertise in a specific area who provide guidance, support, and advice to less experienced [entrepreneurs](#) or professionals, sharing their knowledge to help others achieve their goals and overcome challenges in their personal or professional development.

138. **Trademark Registration:** The process by which a distinctive sign, such as a name, logo, or slogan, is legally protected to identify a [company's products](#) or [services](#), granting exclusive usage rights and allowing the holder to prevent others from using it without permission.

139. **Commercial Registry:** A place where documents related to [companies](#), such as their constitution, changes in their structure, or dissolution, are registered and published.

140. **Labour Registers:** Documents or systems that maintain data related to [human resource](#) management within a [company](#), including information on hiring, working hours, salaries, vacations, absences, and other relevant aspects for complying with labour regulations and managing personnel efficiently.

141. **Sectoral Registers:** Specialized databases containing specific information about a particular sector or industry, facilitating the management and monitoring of activities, promoting transparency, and ensuring compliance with specific regulations within the relevant sector.

142. **Self-Employed Workers Regime (RETA):** A social security system in Spain that covers self-employed individuals, requiring them to be registered and make monthly contributions to access benefits such as healthcare, pensions, and other social services.

143. **Public Relations:** A set of coordinated communication actions aimed at strengthening relationships with various audiences, listening to them, informing them, and persuading them to achieve consensus, loyalty, and support for current and future actions.

144. **Renting:** A long-term lease agreement, typically between 3 and 5 years, for movable property, such as a car or other item.

145. **Legal Representative:** A person authorised to act on behalf of another entity, such as a [company](#), organisation, or individual, in legal and administrative matters, with the capacity to make decisions and take actions in line with applicable laws and regulations.

146. **Social Responsibility:** The commitment, obligation, and duty individuals, members of [society](#), or [companies](#) have to voluntarily contribute to a fairer society and protect the environment.

147. **Limited Liability (LLC):** A type of [company](#) in which the owners are not personally responsible for the company's debts beyond what they have invested in it.

148. **Resources:** Various means or aids used to achieve an objective or meet a need.

149. **Social Networks:** Structures formed on the Internet by individuals or organisations that connect based on common interests or values.

150. **Salary:** The amount of money an employee receives in exchange for their work, typically paid regularly, whether by the hour, day, week, or month. It is the financial compensation for [services](#) rendered by an employee.

151. **Minimum Wage:** The lowest amount an employer can legally pay employees for their work, setting a basic level of compensation to ensure a minimum standard of living and protect workers' rights.

152. **Variable Salary:** A payment system where an employee's [salary](#) varies based on factors such as the amount of products produced, sales made, or hours worked. It adjusts according to the employee's performance or productivity.

153. **Living Wage:** The minimum income needed to cover the basic needs of a person or family, such as food, housing, clothing, and healthcare. It aims to ensure a decent standard of living for all workers.

154. **SAS (Simplified Joint Stock Company):** A legal form of [business](#) in which [capital](#) is divided into shares and shareholders have [limited liability](#). It is a popular option for small and medium-sized [enterprises](#) due to its simplified incorporation process and flexible management structure.

155. **Customer Satisfaction:** The measurement of how consumers respond to a specific brand's [service](#) or [product](#).

156. **Segmentation:** The process of dividing a target market into smaller groups that share similar characteristics, such as age, income, personality traits, behaviour, interests, needs, or location.

157. **SEO (Search Engine Optimisation):** A set of practices and techniques used to improve the visibility and ranking of a website in search engine results, such as Google or Bing.

158.**Service:** Activities aimed at satisfying customers' needs.

159.**Non-Conforming Service:** A [product](#) or [service](#) that does not meet the technical specifications of quality or any customer requirements.

160.**Pro Bono Services:** Professional services or consultations provided by a company to a social organisation without any financial compensation.

161.**Measurement System:** A set of actions and tools aimed at measuring, evaluating, and improving an organisation's performance, ensuring management control and the achievement of operational and [strategic objectives](#).

162.**Public Limited Company (PLC):** A [business](#) structure in which capital is divided into shares, and shareholders have limited liability. Their [responsibility is limited](#) to the [capital](#) they have invested in the company.

163.**De Facto Partnership:** An association between two or more individuals engaged in commercial or professional activities together and continuously, without having formalised a contract or constituted a legally recognised company.

164. **Limited Liability Partnership (LLP):** A [business](#) structure where the partners have [limited liability](#) for the company's debts. Their liability is limited to the [capital](#) they have invested in the business.

165. **Sustainability:** Achieving [business](#) objectives while considering the long-term well-being of all stakeholders, including our planet.

166. **Sustainable:** Refers to something that can be maintained or endure over time without depleting natural [resources](#), harming the environment, or negatively affecting future generations.

167. **Stakeholders:** Individuals or groups with a role or interest in how an institution, such as a university, operates.

168. **Technology:** A set of ordered knowledge, derived from various scientific fields, applied to solve problems.

169. **Digital Technologies:** All technological tools, emerging [technologies](#), automated systems, devices, and resources for data analysis that generate, store, and process information.

170. **Telemarketing:** The process by which a [company](#) attempts to sell its [products](#) or [services](#) via phone contact.

171. **General Treasury of Social Security:** An agency responsible for managing and administering the financial [resources](#) used to fund the social security system of a country. Its primary function is to collect social security contributions from employers and employees and manage payments such as pensions, unemployment benefits, and family allowances.

172. **Total Early-Stage Entrepreneurial Activity (TEA):** An indicator that measures all [entrepreneurial](#) initiatives less than three and a half years old in a specific market.

173. **Transparency:** A concept related to the possibility of the real information of a company, government, or organisation being accessible to affected parties, allowing them to make informed decisions without information asymmetry. Being transparent means providing clear, understandable information without unnecessary embellishments that might cause doubt. It involves speaking plainly, expressing the truth, and being objective.

174. **Support Worker:** A role typically associated with integration or sheltered employment [companies](#), where the person is permanently placed at the hiring company to help facilitate the learning and adaptation process of new employees in terms of performance, relationships, and integration.

175. **Profit:** The financial gain a [company](#) or [business](#) achieves as a result of commercial exchanges or investments.

176. **Vision of Success:** The most significant expected change, the target image, the major desired transformation for a specific situation.

177. **Social Inclusion Housing:** Temporary residences granted, under various occupation schemes, to individuals or families at risk of social exclusion.

178. **Volunteer:** Any individual who, of their own free will, and without receiving compensation or being legally obligated, performs activities for the general interest as defined in the statutes of a foundation (Fundación Novaterra, S.f).

179. **Social Value:** The result generated when [resources](#), processes, and policies are combined to bring about improvements in the lives of individuals or society as a whole.

180. **Brand Visibility:** A concept made up of several objectives, with the main one being to make a particular brand more well-known and present in the daily lives of the public, either through the [product](#) or through [advertising messages](#).



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