



Social economy in Languedoc-Roussillon

1. Social economy covers different kinds of organisations that employ people such as :

- associations (*Loi 1901* (French Law of 1901),
- cooperatives (*Loi 1947* (French Law of 1947) and those that followed),
- mutual societies (*Code de la Mutualité* (French mutuality code) and foundations.

2. This group can also be distinguished from others by its support to common values :

- democracy (one person, one voice),
- responsibility (reinvesting earnings in the enterprise+ shareholders' wages are also limited) and
- solidarity.

3. In Languedoc Roussillon, it represents 10,546 establishments and 98,843 employees, i.e **12.5% of employment**



Languedoc Roussillon 's approach to social economy



To foster economic development

- The *Direction des Entreprises* (Directorate for Companies) was entrusted with the task of developing a policy in favour of the SSE in 2004, notably with the aim of creating jobs, particularly those with high added social value.
- The SSE is supported by **all departments of the directorate**: creation/recovery, innovation, competitiveness. The same goes for other *Directions Régionales* (Regional Directorates) (professional training, environment, culture)
- The *Schéma Régional de Développement Economique* (a regional economic development plan) incorporated support of the SSE as a strategy in its own right. A specific department was created in 2005 to assist this sector with a budget line of **€22 million EUROS**.



Regional policy



Support of the SSE is divided into 3 parts :

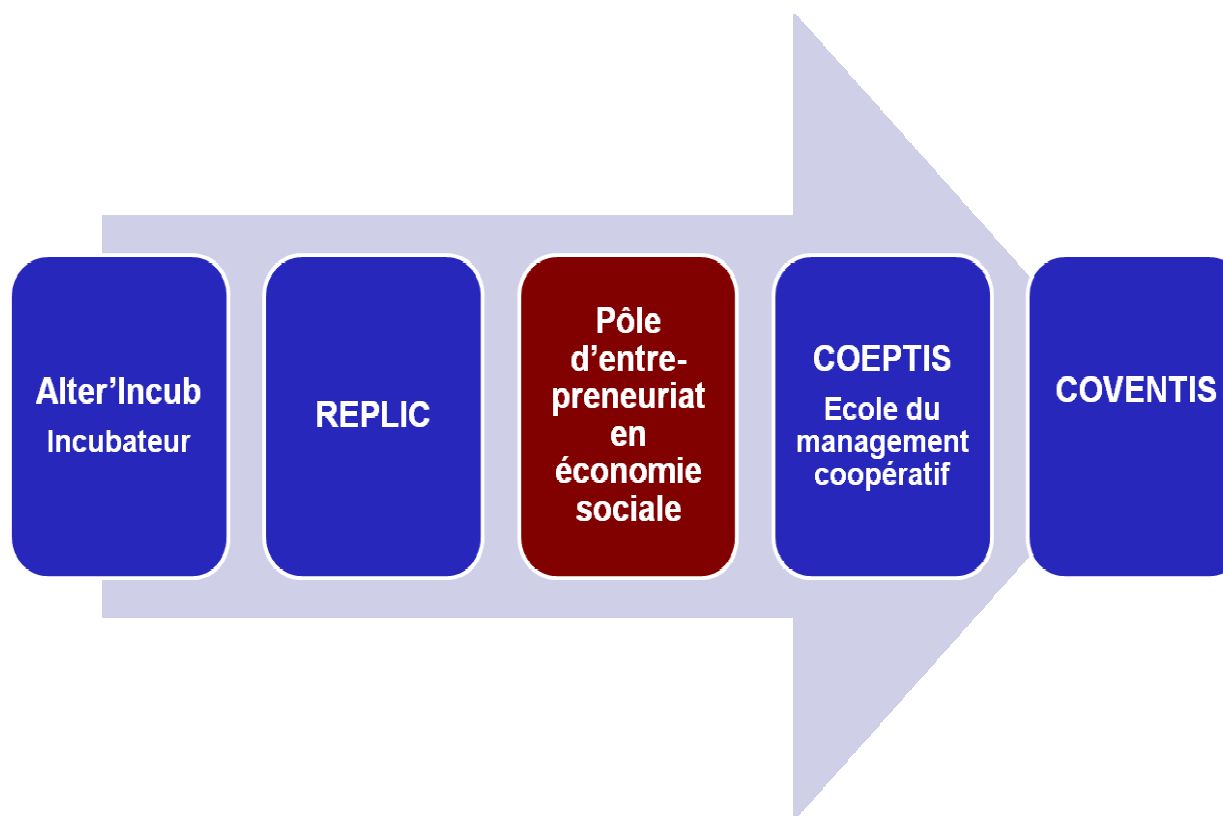
- 1/ Support to enterprises creation and development through direct aid (grants) and indirect aid (loans, guarantees) to facilitate access to investment and the recruitment of executives.
- 2/ SSE networks structuring focusing on capacity building in **terms of economic development.**
- 3/ Creation of a set of facilities fostering social innovation: the social innovation chain REALIS.



The REALIS chain:

Réseau Actif pour l'Innovation Sociale en Languedoc-Roussillon

= an active network for social innovation in Languedoc-Roussillon





Alter'Incub

**130 identified plans,
45 in pre-incubation,
33 in incubation,
14 enterprises created
5-6 new businesses per year,
75 new jobs created by June 2013.**

*Identifying, Stimulating, Supporting
socially innovative business plans*



The Scic* REPLIC

9 cooperatives,
90 jobs, including 35 as part of a social insertion programme,
an annual turnover of 3.5 million Euros

*Developing together the enterprises our areas
need*

* **SCIC: Société Coopérative d'Intérêt Collectif**
(a co-operative society of collective interest)



The Scic* COEPTIS

10 full-time employees,
45 consulting professors,
3 diploma courses,
200 trainees per year

*Turning SSE managers and executive
managers into professionals*

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(a co-operative society of collective interest)**



COVENTIS

**120 exhibitors,
2,000 meetings,
500 business plans,
25% of business plans made a reality**

Developing markets through inter-commercial agreements with enterprises

The Next fair will take place in May 2014 (15-16 or 22-23 of May)



...Tomorrow : REALIS, collective expertise serving enterprises

Official launch end of 2013 (last quarter)





A multi-functional network serving enterprises

- Hébergement,
services,
accompagnement,
formation, suivi et
mise en réseau
d'entreprises de
moins de 3 ans

**Pépinières
d'entreprises**

**Entreprises
en développement
(de plus de 3 ans)**

- Hébergement et
services
d'entreprises en
développement



**Centre ressources
de l'Economie
Sociale**

**Centre d'affaires
et espaces de co-
working**

- Présence ponctuelle
ou permanente
d'organismes
d'accompagnement

- Centre de doc et
événements

- Accès temporaire
aux entreprises de
l'économie sociale
à l'offre de services



socially responsible and economically efficient enterprises

➤ *4 eligibility criteria (inspired by the definition given by OECD):*

An economic project

Social purpose

Participatory governance

entrepreneurs' mindsets and commitment

➤ *3 selection criteria:*

Innovativeness

Positive impact on job creation, project needs to be potential and dynamics

Territorial impact



REALIS expectations



⇒ An impact on ESS

- High potential businesses development
- innovative projects creation
- strengthen partnerships between relevant stakeholders

⇒ A “laboratory” for developing an ad hoc support service

- trade and methodology development
- Innovative methods and sources of funding
- National differentiation => attractiveness

⇒ A “social innovation and entrepreneurial dynamics “showcase”

- Social economy and social innovation increased visibility for Languedoc Roussillon
- Reinforced regional ecosystem



⇒ National and european influence

- First tool of its kind and this ambition, REALIS network is innovative and can be replicated on other territories
- Social innovation as “a kick off” to economic development on a European level (smart specialisation; OP 2014-2020)



Thank you for your attention and interest !

For further information :

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