

# PRESENTATION DE REALIS

7 juin 2013



## REVES Excellence Award 2013

# 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



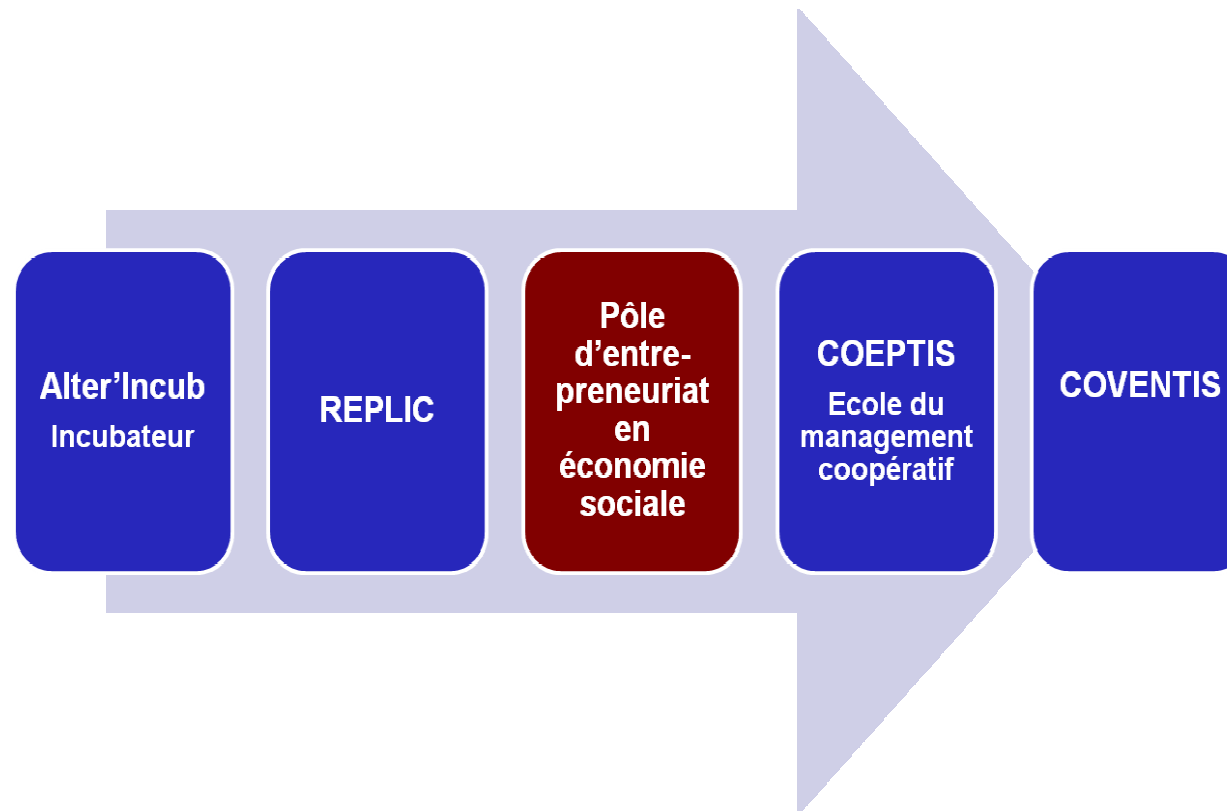
Support of the SSE is divided into 3 parts :

- 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*

**\* SCIC: Société Coopérative d'Intérêt Collectif  
(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)



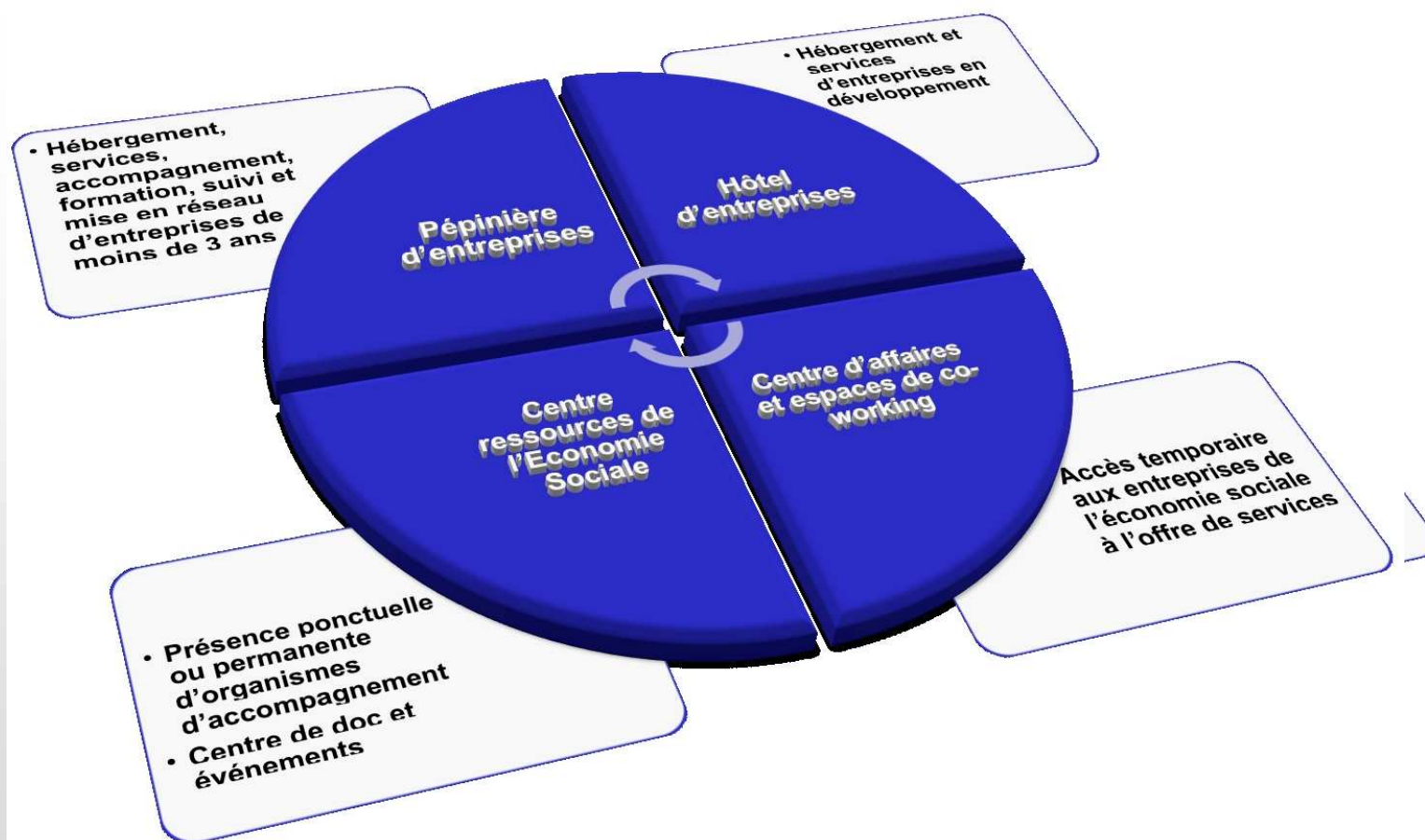
## **...Tomorrow : REALIS, collective expertise serving enterprises**

*Official launch end of 2013 (last quarter)*





# A multi-functional network





## 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**

**Thank you for your attention and interest !**