

# Study day on social enterprise as a driving force of social innovation

Starting-up and supporting social entrepreneurship

The Experience of APRÈS-GE

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# Starting-up and supporting social entrepreneurship The Experience of APRÈS-GE

## Outline

Introduction

Mission of the Chamber

The SSE definition

Values and criteria for a pragmatic  
approach

An economic reality

Economic, social and environmental  
sustainability



# Introduction

## Context

- Lack of SSE historical tradition
- Sectoral / Thematic pools
- Cultural : high level of political decentralization at the local level



# Missions of the Chamber

- Promote the SSE as the economy of sustainability
- Political lobbying
- Develop a SSE network
- Raise the profile of SSE enterprises and organisations
- Develop members' benefits
- Develop SSE entrepreneurship (business incubator)
- Facilitate B to B and B to C exchanges
- Develop the concept of SSE at the national level
- Participate to SSE research activities with academics





# The business incubator



- Business support throughout creation stages of the business
- 2 possible paths in providing business creation support
- A shared enterprise for salaried entrepreneurs



# The SSE definition Fundamentals

## 7 fundamental values

1. Social wellbeing (*"to be" rather than "to have"*)
2. Participative citizenship and democracy (*each voice counts*)
3. Ecology (*produce "to live" rather than "live to produce"*)
4. Autonomy (*autonomous but not individualistic*)
5. Solidarity ( $1+1>2$ )
6. Diversity (*richer because of our differences*)
7. Consistency (*say what we do and do what we say*)



# The SSE definition

## A pragmatic approach

- **Make the Charter operational** by developing SSE indicators
- Provide a **dynamic identity** to the SSE
- **Give a direction** to the evolution of SSE
- **Holistic** approach to the 3 sustainability pillars
- **Consultative, inclusive and participative** process



# Preliminary criteria

- **Legal compliance**
- **Local / regional activities**
- **Exclusion of political parties, religious organizations and trade unions**
- **Service-oriented **Apex** organizations**







# SSE core criteria

## Defining criteria for SSE organizations:

### Compliance with:

1. Transparency
2. Collective interest activities
3. Autonomy
4. Non-profit or not-for-profit

These criteria are **binding** (SSE floor). They are used to define whether a structure is part of the SSE according to a minimal definition; i.e. part of the private economy, not seeking the maximization of its profit, and with activities seeking a collective interest.

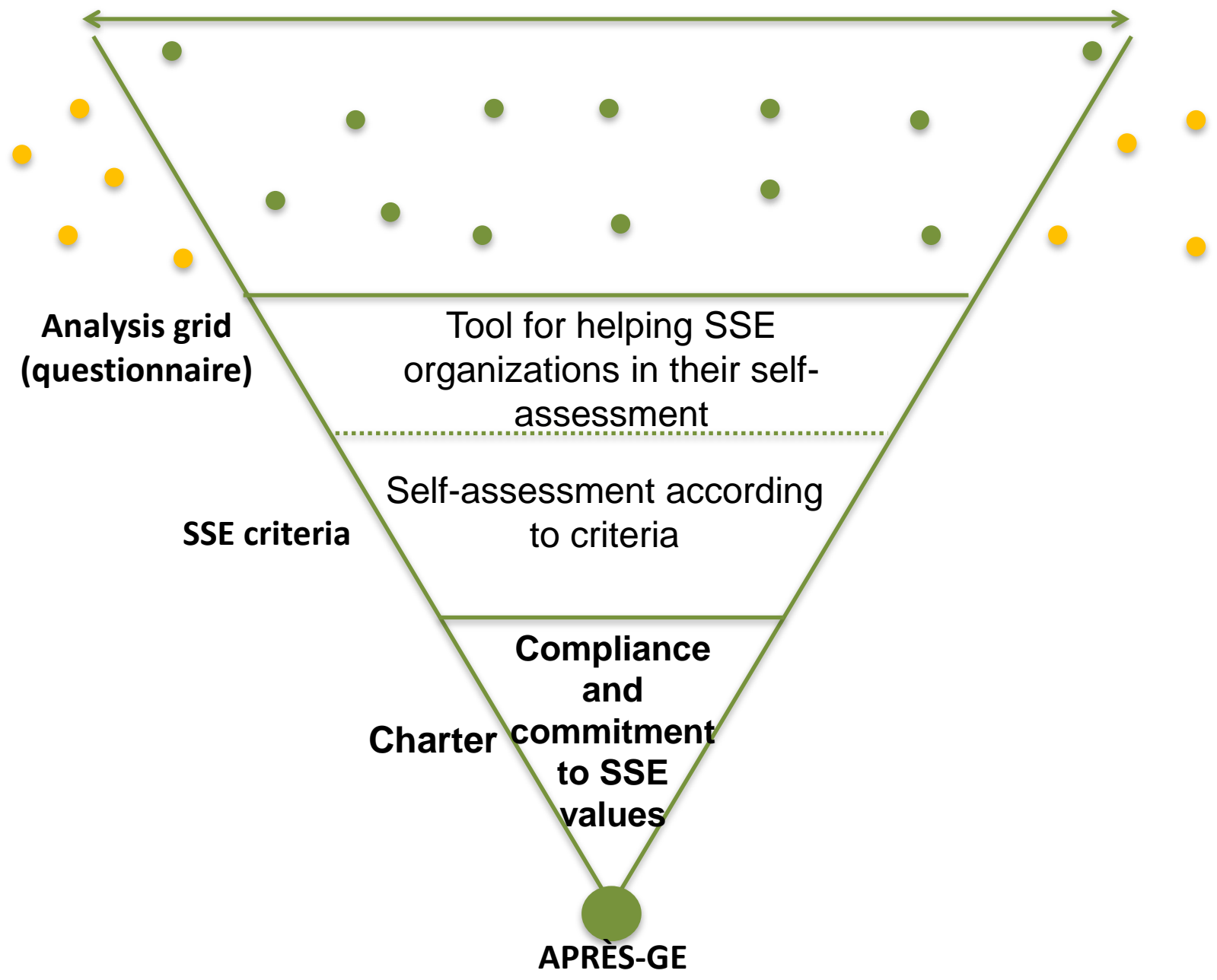
AND

### Commitment to implement an improvement strategy in:

5. Environmental friendly policy
6. Participatory management
7. Social Management

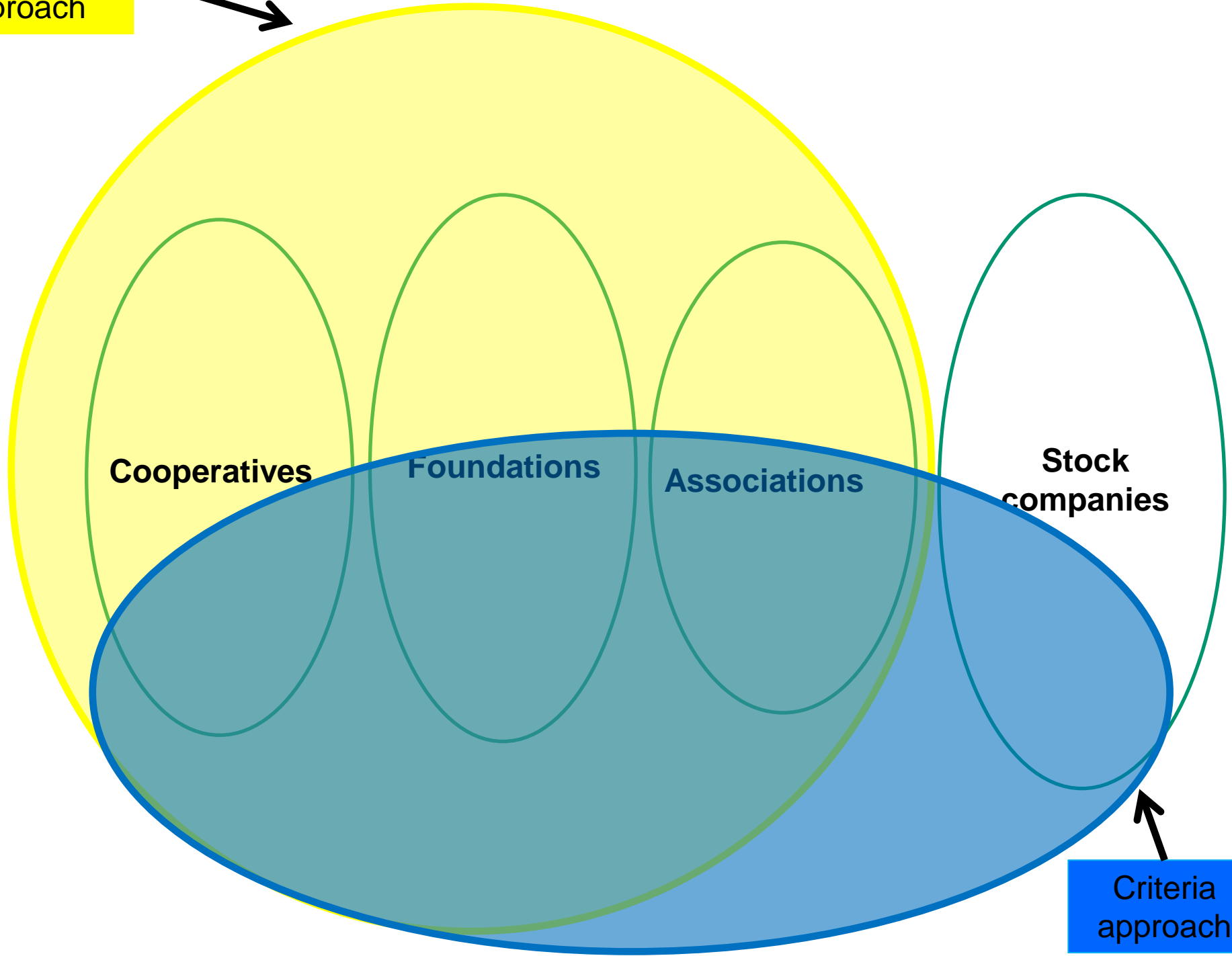
**Committing criteria** (indicative criteria). The Board evaluates the degree of compliance to the criteria through the questionnaire. A bad result does not entail the exclusion of the organization as long as there is a commitment to improve these areas.

## Social and solidarity economy



Legal status approach

# A pragmatic definition



Cooperatives

Foundations

Associations

Stock companies

Criteria approach

# The SSE in Geneva

## An economic reality



- 270 member organizations / 230 individual members
- Enterprise and organisation diversity in legal status and size
- Diversity of sectors
- Products and services provided to a plurality of economic actors
- Financial autonomy
- 11% of employment (estimate)



# Economic sustainability

- Highest salaries (average) : CHF 8'629
- Average salary gap : 1.7
- Average capital remuneration : 0.47%

**A limited profitability for improving social returns and limiting environmental impacts**



# Social sustainability

- Equal opportunities and participatory governance
  - Employees' participation
  - Gender equality
- Innovative social practices
  - Apprentices integration
  - Training policies
  - Greater social benefits
  - Employment flexibility
  - Higher salaries



# Environmental sustainability

- Green businesses
  - Environmental friendly practices
  - Environmental friendly core activities





# Thank you

panorama de  
l'économie  
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