

Social economy stimulating the transformative potential of communities

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Opportunities and challenges of participatory co-design of development strategies in rural and peripheral areas

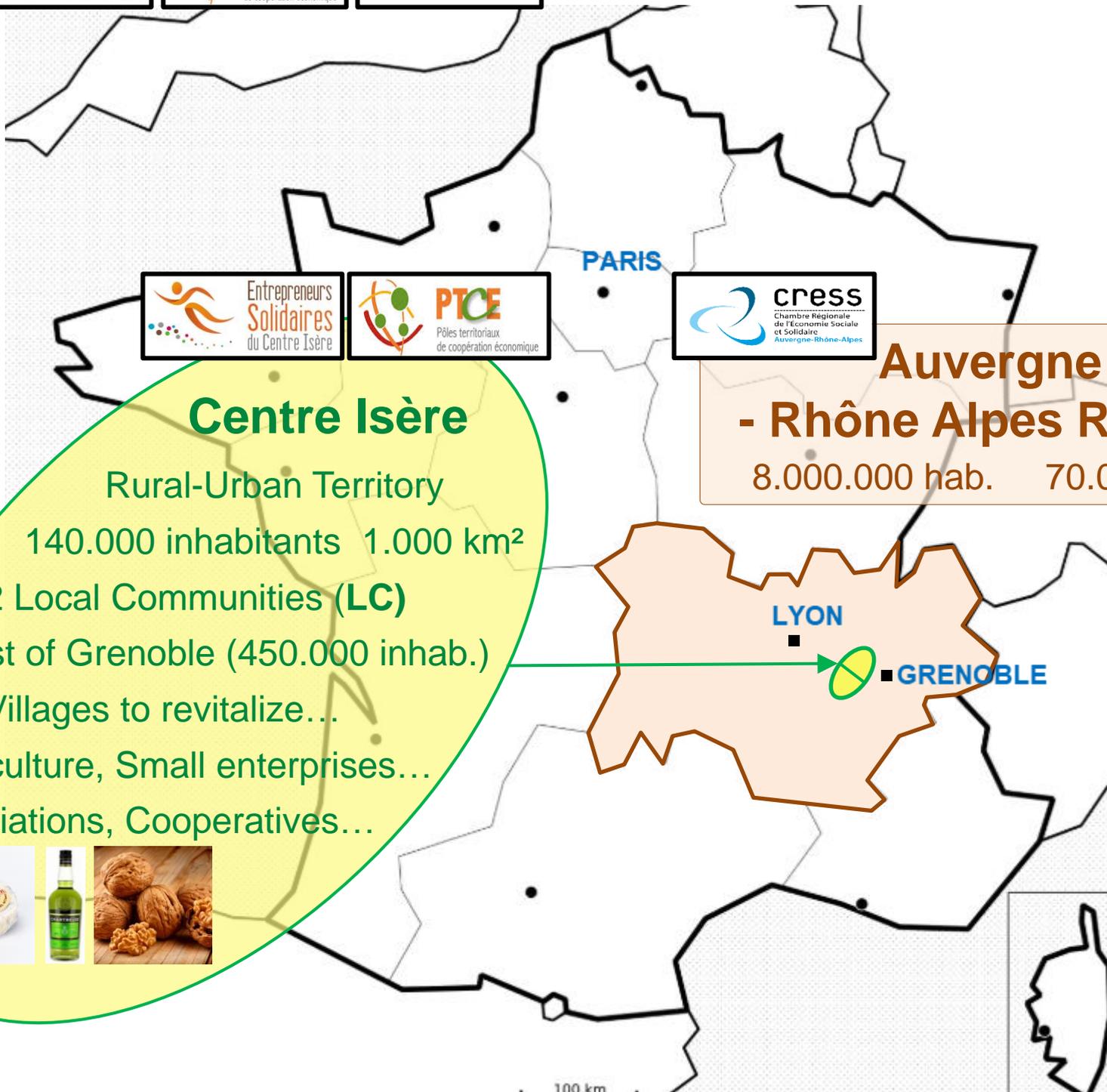
Panel 1

Designing and realising effective development strategies
in a rural or peripheral areas
Challenges for partnerships around the social economy

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our history, our partners, our activities

2012 - Creation of ESCI by four Social Integration Enterprises

- mutualization, cooperation
- openness to other actors

2014 - ESS Territorial Development Project boosted by PTCE Call for Projects

- 3-year start-up funding
 - State + Region + LC (2014-2016)
- then relayed, for 2 year
 - Europe/CLLD + LC (2017-2018)
- animation and engineering
- 20 new partners
- collective service offer
- common projects

2019 - ESCI in standby mode

- cooperation btw members unsuccessful
- stop start-up funding

...

2021 - Restarting the PTCE

- around a key actor, as a catalyst
- through a more progressive approach



Founding members

20 news partners



Companies

Training



(LC - Local Community)

Social Organizations and Enterprises

Collective and mutualized service offer

Nature, Environment



Local food



Recycling, Reuse



Personal care



Services, Consulting



Common projects answering to local needs

Territory concierge



Energy diagnosis



Ecomaterials platform



Food processing



Elderly, isolated people



diagnosis... on the brakes

threats that come true... but also weaknesses... and a lack of interest, shortness of breath of some members

Unfinished Cooperation

- **Lack of prioritisation of actions, projects**
→ *number and diversity of partners difficult to manage*
- **Lack of preparation, maturation**
→ *jump too fast vs long time of cooperation*
- **Self-centered and sectoral vision of structures**
→ *cross-cutting projects difficult to achieve*
- **Companies-ESS cooperation very slow**
→ *lack of interknowing, of trust*

Non-permanent Public Partners support

- **Animation funding stopped**
→ *considered as operating cost vs. ROI*
- **Lack of involvement**
→ *lack of awareness (or recognition) of the SSE*
- **Discontinuity of support**
→ *according to the political alternations*

A Fragile Economic Model

- **Too much dependence on public funding**
→ *lack of self-financing, own-services*

perspectives... from the levers

gains, strengths, motivations always present...and an entrepreneurial culture

Building a new Cooperation... durable

- **Driven by a key actor : “Adéquation”**
→ *based on its own business model*
- **With a core group (Founders Members)**
→ *a unifying project, an opportunity for cooperation..*
- **By the gradual entry of new partners**
→ *based on the projects... will, interest, trust*

What to expect from Public Partners?

- **Legitimising collective territorial dynamics**
→ *positive effect on institutions, foundations, etc.*
- **To be part of a co-construction process**
→ *by raising the awareness of elected officials and agents*
- **Financing animation and engineering... sustainably**
→ *by considering the societal Added Value created*
- **Supporting peer-to-peer learning communities**
→ *experience sharing, methods, tools... spin-offs*

Towards a sustainable Economic model

- **The 3/3 rule as a goal ?**
→ *increase own services vs. contributions and subsidies*

1. About the PTCEs

A quarter of the PTCEs (i.e. 18/74) have encountered difficulties similar to those of the ESCI and are now inactive.

The PTCEs are still a great success, but they need to be supported on a permanent basis.

It is interesting to read the study and proposals of the SSE Labo, at the request of the Ministry, for a revival of PTCEs.

- Study by the SSE Lab on the revival of PTCEs : <https://www.lelabo-ess.org/diagnostic-relancer-les-ptce.html>

Et puis...

- The PTCEs : https://www.clustercollaboration.eu/sites/default/files/WYSIWYG_uploads/presentation_ptce_le_labo_de_less.pdf
- Process of emergence of PTCEs : https://www.researchgate.net/publication/342145693_Le_processus_d%27emergence_des_meta-organisations_multi-parties_prenantes_Une_etude_des_poles_territoriaux_de_cooperation_economique

2. More generally, on the Collective Dynamics of which the PTCEs are part

Collective Dynamics, although they take different forms, all share the same issues and concerns

Read the study of the SSE Labo on the levers and the brakes, which also includes the inhabitants, the governance....

- SSE Lab study on Collective Dynamics : <https://www.lelabo-ess.org/-publications-dynamiques-collectives-de-.html>

Et puis...

- AVISE (see in particular the section on territories and ruralities) : <https://www.avise.org/territoires/ruralites>

3. On the Collective Dynamics (or Territorial Eco-Systems) in the AuRA Region

The development of Territorial Eco-Systems : a major challenge for CRESS !

About 40 TSEs identified and interviewed (PTCE, Tiers Lieux, TZCLD, Collectifs d'acteurs...) : a strong need for support !

Club des Collectivités Territoriales: a space for sharing experiences between elected officials and SSE actors

- CRESS AuRA : <http://www.cress-aura.org/> RTES (Local Authorities Network) : <https://www.rtes.fr/>

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