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The Centre d'analyse stratégique is a research-based advisory institution under the authority of the Prime Minister. Its mission is to advise the government in defining and implementing its strategic policies on economic, social, environmental and technologic matters.

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PREMIER MINISTRE

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CONFERENCE

INVITATION

Vincent Chriqui,
Director General, Centre d'analyse stratégique

Yves Leterme,
OECD Deputy Secretary General

Cordially invite you to the conference

Promoting Social Entrepreneurship in France

IN PRESENCE OF

Muhammad Yunus,
Founder of Grameen Bank (Bangladesh)
Nobel Peace Prize 2006

Roselyne Bachelot-Narquin,
Minister for Solidarity and Social Cohesion

Valérie Pécresse,
Minister for the Budget, Public Accounts, the Civil Service and
Administrative Reform

Tuesday, march 6, 2012 from 1pm to 5pm
Ministère de l'Économie, des Finances et de l'Industrie
Centre de Conférences Pierre Mendès France
139, rue de Bercy - 75012 Paris

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The CAS (Centre d'analyse stratégique) and the OCDE-LEED Programme (Local Economic and Employment Development) are convening a conference to promote social enterprises in France.

Social entrepreneurship is on the rise. As the most prestigious business schools as well as the traditional financial sphere look at it with great interest, innovative initiatives and targeted policies multiply all over the world. The last two years have noticeably given birth to the Social Innovation fund in the US, the 'Social Business Initiative' of the European Commission, the 'Big Society' in the UK and the reenactment of the French *Conseil Supérieur de l'Economie sociale et solidaire*.

At the crossroads of public policies and market, social enterprises conciliate economic efficiency and social objectives in the wake of the social economy ("économie sociale et solidaire"). Contributing to innovation, they meet social needs neglected or not taken into account by the public sector or the market. They are acting for the common interest and not for profit.

Social entrepreneurship is an emerging phenomenon possibly forecasting and anticipating the outdistancing of the classic opposition between profit and social utility. It holds special resonance in the present context where the crisis questions deep rooted paradigms, starting with Friedman's perspective according to which "the social responsibility of business is to increase its profits", as well as the issue of satisfying social demands in terms of risks as public resources dry up.

The profusion of social entrepreneurship is challenging the modes of public intervention. In the light of emerging alliances (State, market and citizens), new economic models and the need for social innovation, we are undergoing a transformation in the production of general interest services and goods. How could these innovations start building up a virtuous circle with traditional policies? How to transform related expenses into community investments rather than costs? The social enterprise model, despite its obvious capacity to satisfy needs, still remains relatively scarcely used. What, is to be done, in a French context that is undermined by a strong opposition between public and private sectors, to create an enabling environment to its development?



1pm **Welcome**

2pm **Opening remarks**
François-Daniel Migeon, Director General,
General Directorate for State Modernisation

Social Enterprise: what role for public policy?
Yves Leterme, OECD Deputy Secretary General
Vincent Chriqui, Director General, Centre d'analyse stratégique

Opening keynote speech
Jiri Plecity, in charge of the Social Business Initiative within the Cabinet
of **Laszlo Andor**, European Commissioner for Employment, Social Affairs & Inclusion

2.45 **TABLE RONDE - How to foster an enabling environment for social entrepreneurship in France?**

Chairman : **Tarik Ghezali**, Co-founder and Administrator of Mouves
(Mouvement of social entrepreneurs)

► **Release of McKinsey studies on the social and economic impact of social entrepreneurs. Concrete examples and success stories.**

Jérôme Faure, Chief, "Mission Innovation, expérimentation sociale et économie sociale",
General Directorate for Social Cohesion

Jean-Louis Bancel, President, Crédit Coopératif

Jean-Marc Borello, Head of Groupe SOS, initiator of PII (Le Comptoir de l'Innovation)
and CDI Ratings

Olivier de Guerre, Chairman, PhiTrust

Pierre Choux, CEO, Groupe ID'EES

Arnaud Mourot, Director general, Ashoka Europe

Rohan Silva, Cabinet of the Prime Minister, UK

4 - 5pm **Keynote speech**
Muhammad Yunus, Founder of Grameen Bank (Bangladesh),
Nobel Peace Prize 2006

Preceded by an introductory speech given by **Maria Nowak**, Founder of ADIE
(Association for the Right to Economic Initiative) and President of Adie Microfranchise
Solidaire

Closing Speeches
Roselyne Bachelot-Narquin, Minister for Solidarity and Social Cohesion
Valérie Pécresse, Minister for the Budget, Public Accounts, the Civil Service
and Administrative Reform