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France-UK event: Impact and Social Value Practice – a UK-France perspective

24 SEPT 2014, RESO SOLIDAIRE, RENNES

Rencontres franco-anglaises: Pratiques de valorisation de l'utilité sociale en France et en Angleterre

Program - presentations:

- I. **Social value evaluation practice in France (Hélène Duclos, Transformation)**
- II. Impact measurement – a UK perspective (Matthew Hill, South West Forum)
- III. UK practice example: Plymouth Music Zone (Debbie Geraghty)
- IV. France practice example: Le Collectif des Festivals engagés, FEDDS (Emilie Cherbonnel)

Social Value Evaluation Benchmarks

Hélène Duclos



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Social value, the context



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Short history of social value

- In the 80-90, emergence
 - justification of grants/subsidies, exemptions for associations
 - Criteria of the Conseil National de la Vie Associative (1996) (National Council for associative action) : priority of the project over the activity, not for profit and voluntary management, social benefit, democratic control, existence of certifications (labels),
 - tax instruction (1998): social value = activity a little or not at all taken into account by the market; specific audience
- year 2000, research and development
 - Reports : Lipietz (2001), Gadrey (2003) Vercameur (2010)
 - Experimentations : Culture et Promotion, Avise, environment, social mediation, ...

⇒ *Methods for the evaluation and assessment of social value*

⇒ *No definition of social value*

Today

A law recognising social value

- Law regulating the social and solidarity economy (2014)
- Article 2 : companies pursuing a social value
 - Support of vulnerable people
 - Fight against exclusion and inequalities, education to citizenship, social link, local cohesion
 - Sustainable development, energetic transition, international solidarity
- Chapter III : Label « Entreprises solidaires d'utilité sociale » "companies working in solidarity and pursuing a social value"
 - Strong load put on social value
 - wage policy and equity security not negotiable
 - Labels established as of right (social inclusion (social firms), social aid)

Today

The upcoming importance of the measurement of social value

- Definition developed by social entrepreneurs
 - Important development of the social entrepreneurship movement: Mouves, social entrepreneurship options in business schools, ...
 - Social Business Initiative (2012)
 - Companies who put an emphasize on achieving social goals rather than economic objectives
 - Social impact, as a way of making a distinction to classical entrepreneurship
- Main aim : evidence the social value of an activity
- Origin from anglo-saxon countries
 - Approach coming from classical business
 - Social Return On Investment

The process of social value evaluation



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Social value evaluation approach

- Experimented for 14 years
- With over 200 organisations and networks from the social and solidarity economy operating in various sectors
 - Culture, social inclusion (social firm), social mediation, environment, ...
- A logic of self-evaluation or shared evaluation
- Involvement of stakeholder groups
- A multicriteria approach

A method in 7 steps

- Clarification of in stakes and objectives
- Identification of social value with the stakeholders
- Construction of a reference frame for the evaluation
- Planning of the evaluation, set up a methodology
- Data collection and analysis
- Build a shared vision
- Restitution and valuing of the results

-> An approach adapted to the needs of each organisation

-> Pragmatism for more realism

Practice examples of the social value evaluation process



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3 examples

- Self-evaluation of the social value of an organisation
 - Self evaluation with a collective support scheme (6 organisations) and individually
 - **Le Jardin Moderne**
- Construction of individual reference frames in a collective dynamic
 - Collective reference frame for the social value, crossover referential
 - **Digital mediation in Brest**
- Collective evaluation of social value
 - Collective reference frame, individual and collective evaluation, analysis made by the evaluators
 - **Social mediation**



Evaluation process of the Jardin moderne

- Identification of its social value
 - Meetings with board members, staff, technical and financial partners
- Building a reference frame for social value with 4 registers
- Construction of tools for collection and synthesis
 - Surveys, interview schemes, observation schemes, follow up sheets for the activity, data base
- Data collection and analysis is done by the staff
- Building a shared vision with the people associated to the process of identification of social value



Social value of Jardin moderne

- Expression of cultural diversity
 - Artistic mix and diversity
 - Diversity in habits, ways of working
- Social link
 - social mix and diversity
 - Exchanges and meetings
- Contribution to the definition of people's life projects
 - Professionalisation, structuring
 - Gain in autonomy
- Experimentation
 - Innovation, evaluation, distribution

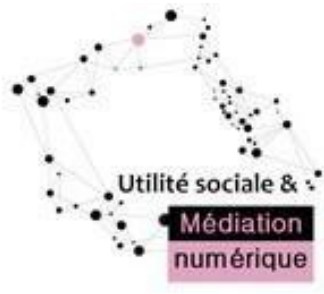


Building a reference frame for digital mediation

- 7 associations, 4 collective sessions with the associations, work to do for the associations between the sessions
- Identification of the social value with stakeholders
 - Meetings with board members, staff, technical and financial partners
- Building a reference frame for the social value
 - Registries and criteria with indicators and qualitative data
- Imagining situations for each association of a way they could apply and incorporate the reference frame in their work
 - Communication, evaluation
- Identification of crossover criteria specific to digital mediation

Crossover criteria for the evaluation of the social value of digital mediation

Exemples



LIVING TOGETHER

- Intergenerational diversity/mix
- Social link
- A sense of belonging
- Cooperation between actors

EMPOWERMENT

- Autonomy
- Self-confidence
- Openmindedness
- Learning and skills

INCLUSION

- Learning of digital skills
- Back to employment
- Access to rights
- Access to information

SOCIAL TRANSFORMATION



Evaluation process of community mediation programs

- Building a reference frame for the social value
 - Meetings with 5 organisations, internal work in each organisation, validation by the partners
 - Choice of common indicators and indicators for each organisation
- Collecting of data by the organisations and evaluators
 - Have a broad look on all of the activities
 - Data stored on the computers of the organisations
 - Interviews with staff, partners (10 to 30/structure)
 - User survey (540 questionnaires)
- Analysis of data by evaluators
 - Seminars with the task group
- Collective construction of recommendations
 - With the national partners



Social value of social mediation

– Referential CITER

Social cohesion

- Restoring and strengthening of a social link
- Reinforcing the relations between citizens and institutions
- Intergenerational and inter cultural diversity of the audience
- Citizen involvement

Innovation and learning

- Development of skills
- Learning communication
- Innovation

Public peace

- Security of public space
- Responsabilisation (rules, involvement)

Economic Contributions

- Wealth production
- Avoided costs
- Mutualisation, economies of scale

Recognition

- Consideration residents
- Esteem for the mediators
- High profile of the mediation organisation
- Value/promotion of the partners



Recognition

Residents feeling of being respected (+24%)

Residents feeling of being listened to and heard, more involved in decisions

Mediator approved by the residents

High profile of the mediation organisation

Better visibility of the partners

Reconnaissance

Social cohesion

Cohésion sociale

Better access and quality of services

90% of no return of a conflict situation (round table)

Fight against discriminations

Humanising and facilitating access to services

Citizen involvement

Improvement of relations : 46% of + opinions

Inclusion of young and fragile people

Public peace

Tranquillité publique

Development of access to rights

Decrease of institutional violence

- 50% of complaints about damages from landlords

Extension of security over a longer time period

- 34 % of a feeling of insecurity

- 30% of damages and incivilities in public areas

Utilité sociale de la médiation sociale

Skill development

Responsabilisation

Learning of communication

Breaking inter-institutional boundaries

Emergence of creative projects

Innovation apprentissage

Innovation Learning

Economic contributions

Contributions économiques

Business creation
Professional inclusion

- 38 500 € judicial remedies

14 000€ unpaids paid

+ 9% attendance of partner services

Greater efficiency and better working conditions for the partners

- 296 000 € failure costs

- 60 à 75 % of public expenses for damages

The benefits of the social value evaluation approach



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Benefits for the organisations

Internally

- Strengthen the coherence of the organisation's project
 - Question the sense, clarify the project and the missions of the organisation
 - Adapt to the environment
 - Better structure aims, objectives and actions
 - Boost the inner functioning and the people involved
- Improve activities (services) and practices
 - Adopt tools for controlling and monitoring
 - Reinforce the efficiency of the action
 - Support the implementation of the activities, professionalize

Benefits for the organisations

Externally

- Promote your added social value
 - Identify your specificities
 - Evidence
 - Promote competition advantages
- Communicate
 - Make complex structures visible
 - Improve inner and exterior communication
- Build new relations with your partners
 - Co-construct a global vision of the organisation
 - Assert your position
 - Move from a logic of justification to a logic of assertion of your specificities and propositions

Benefits for public partners

- Work with a social purpose organisation
 - clear about how it can contribute to the action
 - capable of measuring the added-value it announces
 - Sensitive to the necessity of going through an evaluation
- Better control the allocation of funding
- Be involved in the local community
 - better understanding, better knowledge of the needs



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