



Agence d'ingénierie
et de services pour
entreprendre autrement

Access by WISE to the private sector procurement in France

Panel « The role of the private finance in the
development of WISE »

EuroDiaconia – 19.05.15



Context



Avisé is the French national organization promoting social enterprises and social innovation. It was cofounded in 2002 by the long term public investor Caisse des Dépôts and representative players from the social economy. Avisé's aim is to increase the number and performance of social enterprises. We have a strong emphasis on the promotion of WISE.

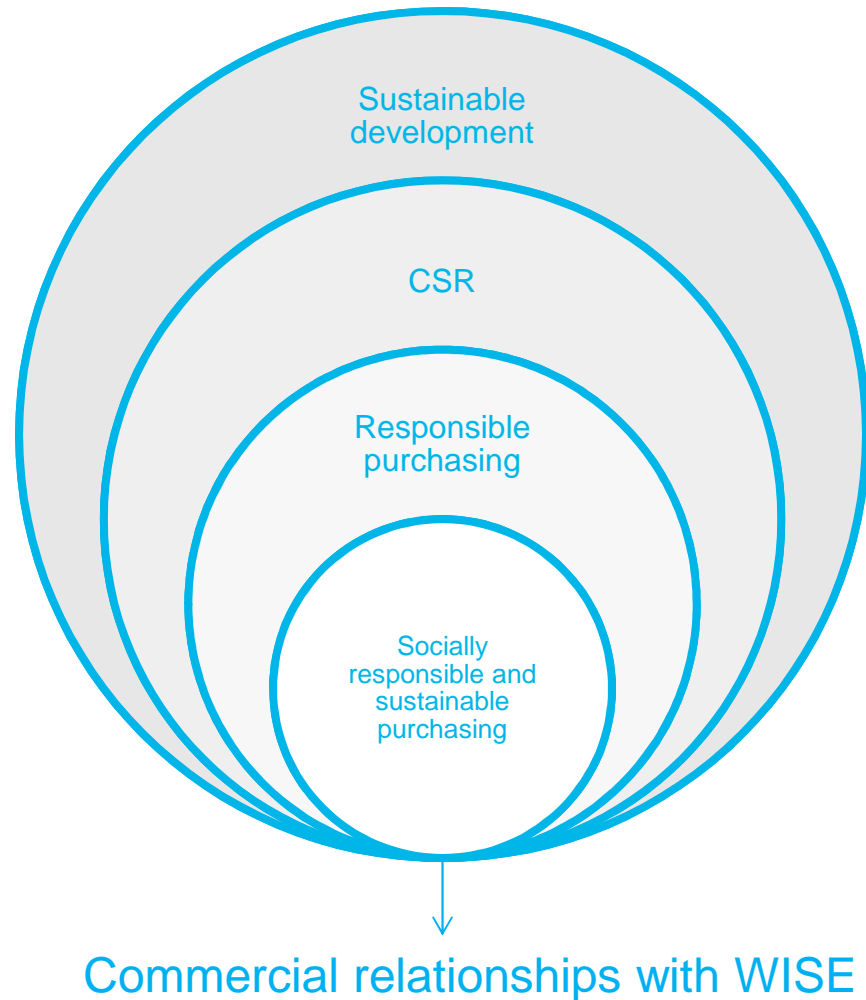


Enhancing visibility of the supply of French WISE has been the main objective of the website socialement-responsable.org since 2008 and it concerns both public and private purchasers.

WISE and business activities

- ❑ WISE are able, to a large extent, to obtain their resources from a **mix of sources** to achieve their objectives.
- ❑ According to the European network EMES, **the sale of goods and services accounts on average for 53% of the total resources of WISE in Europe, compared to 38% of direct and indirect subsidies.**
- ❑ Public procurement contracts are a way to access to financial resources, but **private procurement is going to become more and more important in the economic development of the WISE.**

Principal findings of the study about commercial partnerships between WISE and the private sector



WHY ?

Socially responsible and sustainable purchasing is usually a **part of the CSR politics of the private actors.**

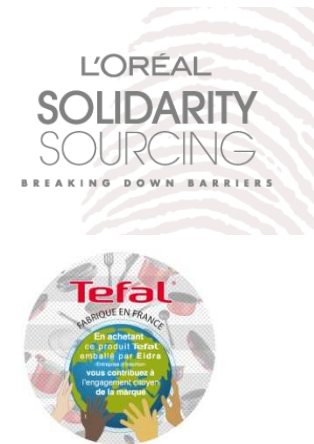
*Corporate social responsibility (CSR) refers to companies taking responsibility for their impact on society. As evidence suggests, CSR is increasingly important to the **competitiveness** of enterprises. It can bring **benefits** in terms of risk management, cost savings, access to capital, customer relationships, human resource management, and innovation capacity (European Commission)*

Principal findings of the study about commercial partnerships between WISE and the private sector

WHY ?

- ❑ **Socially responsible and sustainable purchasing is a way for the companies to meet one of the most important objective of the CSR politics: Participating to the local development of the territory where the company is located.**
- ❑ **Another objective can be to offer to the final client a product whose main feature is to have a great social impact (it could be a selling point).**

examples



Main benefits for the company :

- **good image of the company at local scale (and in some cases development of the local markets),**
- **a stronger local presence and a higher level of visibility among local public authorities (by supporting for example the local employment which allows the company to receive a better social acceptance of its initiatives in the territory where it is located).**

Principal findings of the study about commercial partnerships between WISE and the private sector

HOW ?

- ❑ In the largest companies the **sustainable development or CSR Department** has a key role to launch the policy and accompany the buyers

examples



- ❑ In many companies **there is at the beginning a local experimentation** that can be extended to a larger scale in a second time



Why private sector procurement could be very useful for the sustainable employment of disadvantaged persons

SOME PERSPECTIVES



- ❑ Collaboration between the procurement Department and the human resources Department is becoming more and more important in the companies.
- ❑ Private procurement could be very useful for the sustainable employment of disadvantaged people working in WISE because the client company may also have human resources needs in addition to the purchasing of goods and services → *A purchase may be a lever for a job offer*
- ❑ It is not only observable in the largest companies... But also in some medium-sized enterprises !



Des acteurs s'engagent pour l'emploi et l'innovation sociale

