



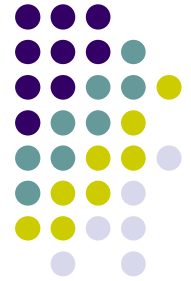
# **Social economy and public action in France**

Between fragmentation and institutionalisation

An analysis of the territorialised regime in the Provence-Alpes-Côte d'Azur Region

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# Structure of the presentation



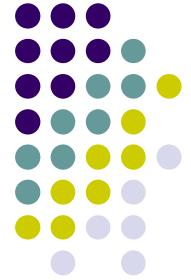
- Introduction
- The building process of public policy in favour of Social Economy (SE) : a grid of analysis
- The case of the PACA Region : three main steps in the building process
- Conclusion



# Introduction

- The context of The PACA Region :
    - Heterogeneity of territories (geographical characteristics and economic development) :
      - high degree of urbanisation
      - high unemployment rate
    - The Social Economy : a dynamic sector :
      - 10% of total employment, 4th French region in terms of employment volume
      - Mainly constituted by nonprofit organisations (80%)
      - Supported by the left-wing and green parties
      - That led to the creation of SE intermediary organisations (ex. CRESS in 2004)
- => Since 2000, regional willingness to develop public policies in favour of SE

# Methodology



- Qualitative empirical analysis : case study of the PACA Region :
  - Participant observation during the regional permanent seminar on SE aimed at structuring a regional policy towards SE
  - Semi-structured interviews with key regional actors (private and public)

# A grid of analysis



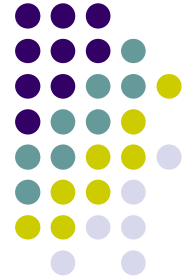
- Two theoretical supports :
  - The analysis of public action developed by Lascoumes and Le Galès (2007) : distinction between :
    - social facts
    - public action
    - political problem
  - The analysis of territorial regimes adopted by Itçaina, Palard and Segas (2007) : three constitutive elements :
    - the way trust has been built between the actors involved ;
    - the regulation modes that have been adopted at the territorial level ;
    - the definition and the building processes of territorial problems and the new tools of governance and of public policy that have been implemented.

# The building process of public policy



- Between fragmentation and institutionalisation of SE policies (2000's) :
  - At the national level :
    - First recognition then disengagement of the State
    - Creation of intermediary organisations to increase the recognition of SE (CEGES, AVISE, CNCRES)
    - Adoption of sectoral policies (personal & home care services) : fragmentation and loss of coherence
  - At the regional level :
    - Institutionalisation of SE policies
    - Heterogeneity of public policies towards SE

# The case of the PACA Region (1)



- The SE as a social fact : awareness
  - 2000 large public consultation organised at the regional level but impulsed by the national level : main objectives :
    - Mobilise and structure local SE actors
    - Clarify the project of the SE
    - Make propositions for public policies
  - Large participation in the PACA Region
    - ⇒ It improved the recognition of the role of the SE in terms of employment
    - ⇒ It helped the visibility of SE actors and the constitution of networks at the territorial level

# The case of the PACA Region (2)



- From a social fact to a public action :
  - 2005 : new consultation at the Regional level launched by the Regional Council :
  - The permanent seminar (1000 participants) :
    - to determine the development programme of the SE and define the criteria for public action towards SE;
    - to create a public space to debate and to build the « common knowledge » on SE between regional actors.



# The case of the PACA Region (3)



- From a public action to a political problem :
  - The elaboration of the public agenda :  
PROGRESS (2007) with the adoption of 9 criteria for the selection of SE projects
  - The anchorage of regional policy towards SE in the general development strategy of the Region
  - The creation of intermediary organisations :
    - the observatory of SE at the regional level (improve data and monitoring)
    - The support to territorial networks of organisations

# Conclusion



- The PACA Region as an illustration of
  - the emergence of a territorial regime towards SE : trust, regulation mode and governance tools
  - the evolution from an employment policy (more in favour of nonprofit organisations) to an integrated public policy (economic development and innovation) : specific to PACA
- A building process not without tensions :
  - between the lack of interest and knowledge from local public servants and the involvement of local SE actors
  - between the aim to implement a participative method and the lack of method to do so
  - between the participative method and the top-down model