

## **CIRIEC-France, activities 2016-2018**

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### **Introduction**

If ever there were a subject that ought to be at the centre of public policies today, it is surely the future of our societies in world of great contradictions:

- phenomenal technological and medical progress in a few short decades, but still far from benefitting everyone;
- a dominant economic model that generates growth and wealth, but that increasingly deepens the inequalities of income and does harm to the environment;
- the coming of a digital transformation that will positively revolutionise services to persons and the relations between them but that, at the same time, creates profound uncertainty as regards the organisation of work and probable risks of supply by the world economic giants and predators of all kinds and, thus, for democracy;
- not to mention the increasing confrontation between communities while the world context would require mutual understanding, mutualisation and the pooling of resources so as to live better together.

The reasons for this situation mainly originate in this neoliberal economic system that dominates the economy and world finance, based on the dogma that the market and competition will work everything out. Besides increasing inequalities, this system has generated hyperproducers and hyperconsumers to the point that the notion of the general interest has faded away, the citizens have abandoned or even rejected the institutions and the States have seen their sovereignty eroded, with the consequence of a serious risk for democracy. The example of transatlantic treaties is an illustration of this will to place commercial liberty above States and their negotiation is a manifest denial of democracy. We are therefore now facing major questions about the future and concerns about uncontained risks and the absence of prospects.

Such is the context that CIRIEC-France has taken into account to develop its work programme, with a recurrent theme: that of working on the economic models that serve the collective interest and that are capable of facing the challenges of society, the environment and sustainable development. In this, CIRIEC-France aims to align with the strategic plan of CIRIEC international, by contributing to the cooperation with other national sections to give CIRIEC the international dimension that its founders had affirmed.

## 1. Research activities

### The Social Economy Research Group

For the most part, work on the social and solidarity economy (SSE) was carried out on the idea of a better combination between public policies, particularly local policies, and activities of general interest led by social economy organisations. Public policies, in fact, are increasingly lacking means in the face of increasing needs and, rather than transferring entire areas of services of general interest to the profit sector, it would seem preferable to organise more efficient synergies between public authorities and non-profit social economy organisations.

It is with this conviction that the work of CIRIEC-France was translated into an action-research on the theme of synergies between the public economy and the social economy, carried out in application of an agreement concluded with the Directorate General for Social Cohesion of the Ministry of the Economy and Finance.

In 2016, it was structured around the following events:

- Dinner-debate: **"The financial health of local municipalities"** (Paris, 25 May 2016). 63 participants.

Speakers:

- \* Jérôme GRENTHE, Market Director Public Sector and Disintermediation, ARKEA Bank
- \* Nicolas LAROCHE, General Delegate of the association *Forum pour la Gestion des Villes*
- \* Denis HAMEAU, Vice-President of the Regional Council of Burgundy Franche Comté, in charge of the social and solidarity economy; Chairman of the social and solidarity economy delegate commission of the Association of French Regions
- \* Christian GUICHETEAU, General Administrator of Public Finance; President of the *Association française de cautionnement mutuel* (AFCM).

- Dinner-debate: **"The transversality between the public economy and the social and solidarity economy in the service of the general interest - Social and solidarity economy enterprises and public enterprises, vectors of the transformation of the strategic State for a change of development model"**, in partnership with the National Council of Regional Chambers of the Social Economy and the Inter-University Network of the ESS. (Paris, 30 June 2016). 72 participants.

Speakers:

- \* Anne RUBINSTEIN, Delegate for the social and solidarity economy of *La Poste* Group
- \* Michel ABHERVE, Associate Professor at the University of Paris Est Marne-la-Vallée
- \* Jean-Louis CABRESPINES, President of the National Council of Regional Chambers of the Social Economy, Member of the Economic, Social and Environmental Council

\* Jacques-Yves HARSCOUE, Managing Director Public and Social Programs of Up Group.

The public debates were published in Proceedings. The Action-Research has been published under the title: ***Les transversalités entre Economie Publique et Economie Sociale et Solidaire au service de l'intérêt général.***

### **The Public Economy Research Group**

The work in the field of public economy was devoted to the production of a book for the Reims Congress on 21-23 September 2016, entitled ***Quel modèle d'État stratège en France ?*** This book has dealt with the notion of the strategic State, which has become a very widely used reference in speeches of various horizons, to initiate the reform of the State, to enable it to act effectively and even efficiently, to deploy a promising approach for the future. But after three decades of reflection and implementation of reforms, it is clear that major questions remain about the capacity of the French model to make its State a strategist. The questions focused in particular on the real capacity of the State to act in a context of Europeanisation and globalisation which is reducing its room for manoeuvre, on the need to overhaul its organisational system with a view to efficiency, and also on its ability to reform itself.

The book wanted to draw lessons from the French experience, on the basis of a shared diagnosis and without complacency, by mobilizing the knowledge of experts, practitioners and scientists, from various fields of expertise, to lead to recommendations for the future, seeking to rethink what is or should be a French model.

The book's contributions have been divided into four parts and twenty chapters, providing diverse but convergent insights. They emanate from economists, political figures, members of the senior civil service or administrators of large organisations brought together by the wealth of the CIRIEC network to cross-refer to the reflections on today's situation and clarify what a new conception of the strategic State could be to tackle the multiple changes in our societies.

In 2017, work began on a new book entitled ***Education et intérêt général*** ("Education and general interest"), which should make a major contribution to French society's ongoing reflection on its education system.

Topics addressed:

- Education policies in France: origin and orientations
- Organisation and management of the education system
- School in the fight against inequality and preparation for social life
- The economic impact of education
- Higher education and research
- Foreign experiences and international comparisons.

The scope of the subject will oblige choices to be made which will have to take into account the specificities of CIRIEC. The approach will be mainly socio-economic and non-educational, and emphasis will be placed in particular on the organisation and management of the public service, the preparation for social and professional life, the teaching of economic and social sciences, the liaison with civil society, the international comparisons and the evaluation problems.

35 renowned personalities have submitted their contributions, and after scientific validation, the book should be published in October 2018.

### **Conferences and colloquia**

- **31<sup>st</sup> International Congress of CIRIEC - 21-23 September 2016 in Reims**

The 31<sup>st</sup> Congress was organised by the French Section in Reims and brought together, from 21 to 23 September, some 350 participants from 25 countries who discussed **"Public Policies facing Social and Democratic Issues of Globalisation: what projects to be developed by the public, social and cooperative economy?"**

In the context of profound changes in society linked to economic globalization and transitions of various kinds (societal, environmental, digital...), in the face of crises and their consequences on increasing inequalities, and democratic risks in a perceived lack of prospects for a better world, the Congress wanted to debate the effectiveness of public policies in order to conduct changes whose priority objective must be the satisfaction of the needs of individuals, and the improvement of living conditions in society.

The various questions that arise with regard to the evolution of society and the answers that should be given to them were thus addressed in four workshops:

- the State as strategist and public policies
- the dynamics of social and solidarity economy
- social innovation and reduction of inequalities in the territories
- issues of digital transition.

Many politicians, academics, researchers and practitioners from around the world attended the Congress, including:

- Odile KIRCHNER, Interministerial Delegate for SSE representing Martine PINVILLE, Secretary of State in charge of Trade, Crafts, Consumption and Social and Solidarity Economy,
- Jean-Claude MARCOURT, Minister for the Economy, Industry, Innovation and Digital Affairs of Belgium,
- Monique LEROUX, President of the International Cooperative Alliance
- Denis HAMEAU, Deputy Chairman of the Social and Solidarity Economy Committee of the Association of French Regions.

- Jean-Hervé LORENZI, President of the *Cercle des Economistes* and Monique CASTILLO, philosopher, presented their vision of globalisation.

- **Conference: “Refounding the Strategic State: what proposals?”**

The conference was held on 17 March 2017 at MGEN headquarters. The aim was to present the book *Quel modèle d’Etat stratégie en France ?* What does that expression mean? What can the content be in a concrete way, in an economy open to the world and in a multi-level organisation where globalisation, Europe and decentralised authorities play an increasing role?

The debates were moderated by Patrick LELONG, Journalist at France Info and LCP:

- Welcome and introduction by Thierry BEAUDET, President of MGEN and of *Mutualité Française* and Alain ARNAUD, President of CIRIEC-France and of CIRIEC International
- Round table with Philippe BANCE, President of the International Scientific Council of CIRIEC (University of Rouen) who directed the publication of the book, Jacques FOURNIER, former President of SNCF, Honorary State Counselor and Thierry BEAUDET.
- Debate and exchanges with the audience (with the participation of the authors)
- Closing of the conference by Roland BERTHILIER, Deputy Vice-President of the MGEN Group and Alain ARNAUD.

- **Symposium “Ageing well with digital technology” - Cigalades Prize 2017**

This conference was organised on 9 May 2017 at the Ministry of Economy and Finance, in partnership with the associations GALILEE.sp and AD-PA.

The debate focused on the potential for improving the living conditions of the elderly persons through innovative tools and applications provided by technological progress and designed to preserve the autonomy of older persons.

- Introduction by Catherine GRAS, founder of Galilée.sp.
- Jérôme PIGNIEZ, specialist in the Silver-economy, presented the challenges of digital technology in the context of population ageing, highlighting the interest of new technologies to facilitate the living conditions of ageing people, but also the drifts to which this could lead.
- Guénaëlle HAUMESSER, Director of Mutualist Generations, presented the feedback from experiences conducted in the French Mutuality network.
- Armel DE LESQUEN, Co-founder of the start-up Famileo, announced the successful implementation of a very interesting application intended to maintain the family and intergenerational link with a family member hosted in EHPAD, that is successful with families.

- Romain GIZOLME, General Director of the Association of Directors of Institutions for the Elderly and Dr Benjamin RIMAUD, Doctor Coordinator of an Ehpad of the MGEN, stressed the importance of taking into consideration the wishes of 80% of elderly people to remain at home, but also to improve the care of those who have become very dependent and to facilitate the lives of carers.
- Michel PAPAUD, General Director of Services of Grenoble-Alpes-Métropole, spoke of the need for local municipalities to provide global solutions in proximity to meet the social needs of populations, by promoting non-profit partnerships that could be implemented.
- In conclusion of the debates, Jean-Manuel KUPIEC, Deputy Director-General of Ocirp and General Delegate of CIRIEC-France, recalled that the law on the adaptation of society to ageing was not limited to the question of the loss of autonomy of the elderly, but concerned society as a whole, and the place that society intended to reserve for the elderly. However, if this law enacted good principles and a will, it lacked the necessary means to make them a reality.

- **International Conference: “Governance of Public Organizations in the 21<sup>st</sup> Century Economy”**

Organised on 9 June 2017 at the University of Rouen by CIRIEC International and CIRIEC-France, in partnership with the Erasmus + Jean Monnet EUsers network, this international conference aimed to present the results of research and to conduct a shared reflection on new forms of governance in the service of the general interest.

Public decision-makers, business leaders and academics were brought together to discuss issues essential for the good governance of public action:

- Opening by Joël ALEXANDRE, President of the University of Rouen Normandie (France)  
and Françoise GUEGOT, Vice-President in charge of Higher Education of the Regional Council of Normandy (France)
- Plenary Session 1:
  - Philippe BANCE, University of Rouen and President of the International Scientific Council of CIRIEC (France)
  - Massimo FLORIO, University of Milan, Coordinator of the Jean-Monnet EUsers network and President of the International Scientific Commission “Public Enterprises / Public Services” of CIRIEC (Italy)
  - Great witness: Louis GALLOIS, Chairman of the Supervisory Board of Peugeot S.A., former director of large public companies (France)

- Plenary Session 2:
  - Marie-Christine VERGIAT, Member of the European Parliament - GUE (France)
  - Lucie MUNIESA, Deputy Director General of the *Agence des Participations de l'Etat* (APE) France)
  - Jean-Luc LEGER, President of CESER Normandie (France)
- Workshop A - *Models for the organisation of public services: Regulation and public missions*
  - Bernard BOLLY, Director of *Form'Action André Renard* - FAR (Belgium)
  - Michel PAPAUD, General Director of *Services of Grenoble-Métropole*, former Prefect of the Alpes de Haute-Provence
- Workshop B - *Resources for quality services: funding, human resources, user participation*
  - Massimo CINGOLANI, European Investment Bank (EIB) (Luxembourg))
  - Thierry MIGNAUW, former Deputy Managing Director of *SNCF-Réseaux* (France)
- Closing by Alain ARNAUD, President of CIRIEC International, Philippe BANCE, Jacques FOURNIER, Honorary President of CIRIEC-France.

### 3. The Outlook

CIRIEC-France's strategy is based on the following axes:

#### 1 – in terms of research

- Continuation of work aimed at demonstrating the need to organise cross-cutting issues between the public economy and the social economy, to the best advantage of the general interest;
- Participation in the social impact measurement initiated by the French public authorities, while being vigilant on the risk of dilution of the social economy in the general economic system by redefining the notion of enterprise;
- Finalization of the book *Education et intérêt général*;
- Taking into account new themes proposed by the CIRIEC-France Steering Committee: financial regulation - young people in the new economy - changes in the way public companies are managed - complementary-health and general interest.

#### 2 – in terms of events

- Dinner-debate on the theme "Holidays and social policies";
- Dinner-debate on the future of paritarism in the face of changing work organisation (to be confirmed);

- International conference at the end of the year on the theme "Finance and the public interest: giving meaning to money";
- Conference with MGEN on the book ***Education et intérêt général*** in the framework of the 70<sup>th</sup> anniversary of Human Rights (to be confirmed).

### **3 – at the operational level**

- Active search for new members;
- Development of a more dynamic communication policy with the following means: Website – "Les Brèves" - CIRIEC Interviews - CIRIEC Cahiers (themes) - presence on social networks;
- Seeking new partnerships, both institutional and academic.

## **Conclusion**

CIRIEC-France wants to be part of this transformation of society, digital, economic, social and environmental, and to analyse the consequences on the future.

The observation of this rapid transformation, which promises to be profound, necessarily leads us to consider adaptations both in the orientations to be taken in terms of research and in the implementation of activities to increase our organisation's fame and visibility.

The objective is to position CIRIEC-France as a specific actor in research on the economy of collective interest and on the management of the common good, without opposing social economy, public action and public policies in their national and territorial declination, but on the contrary by working on complementarities and synergies between these fields, to the best advantage of the general interest.