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*« Helping the project-leader to self-diagnosis :
Towards a quantitative approach to social
innovation and it's impact »*

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General introduction

- "social entrepreneurship in social innovation" covers several meanings.
- Researchers have generally used a qualitative approach to study it (Richez-Battesti, 2016 ; Barthèlemy, 2014 ; Allemand, 2010).

Research Questions

- (1) how can we identify the characteristics of the innovative ideas in social innovation ?
- (2) How can the projects leaders diagnose themselves ?

Completed steps

- To answer these two main questions we undertook two steps :
- (1) We realized a state of the art on social innovation and the social entrepreneur.
- (2) we conducted a quantitative study based on 227 project leaders (in **pays de la Loire**).

In Pays de la Loire



The activity of the social and solidarity economy :

- Represents **10%** of GDP and nearly **12.7%** of private jobs.
- High level of activities in the SSE.
- More than **15 419** establishments, representing **165 413** jobs in 2015 (Insee, 2015).

ISTESS research

program

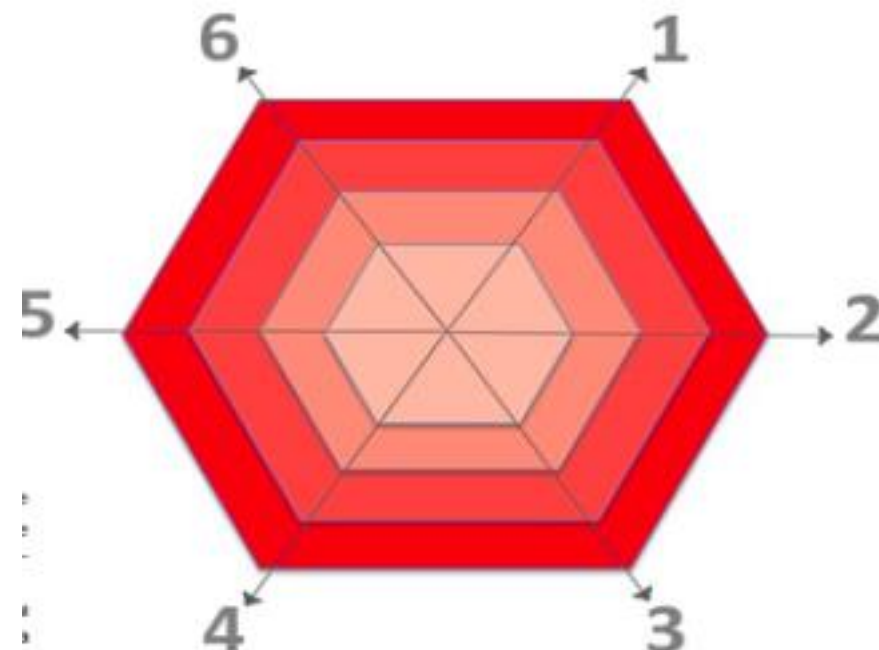
(Social and
Technological
Innovation in Social
and Solidarity
Economy)

- Based on Richez Battesti's works (Guérin and Richez-Battesti, 2015) :
- The ISTESS research team focused on the **five criteria of attention** and proposed a completed version of a **sixth criterion**.
- Available for free on the ESSOR portal Pays de la Loire : <http://www.essor-paysdelaloire.org/innovation-sociale.html>

Self-diagnosis of social innovation (ADIS)

Is your project socially innovative?

- Check if your project integrates the **6 attention criteria** of social innovation.
- Give you the means to access funding or support your **social innovation**.



(1)
**Response
to social
needs**

(2)
**Participatory
process**

(3)
**link to the
territory**

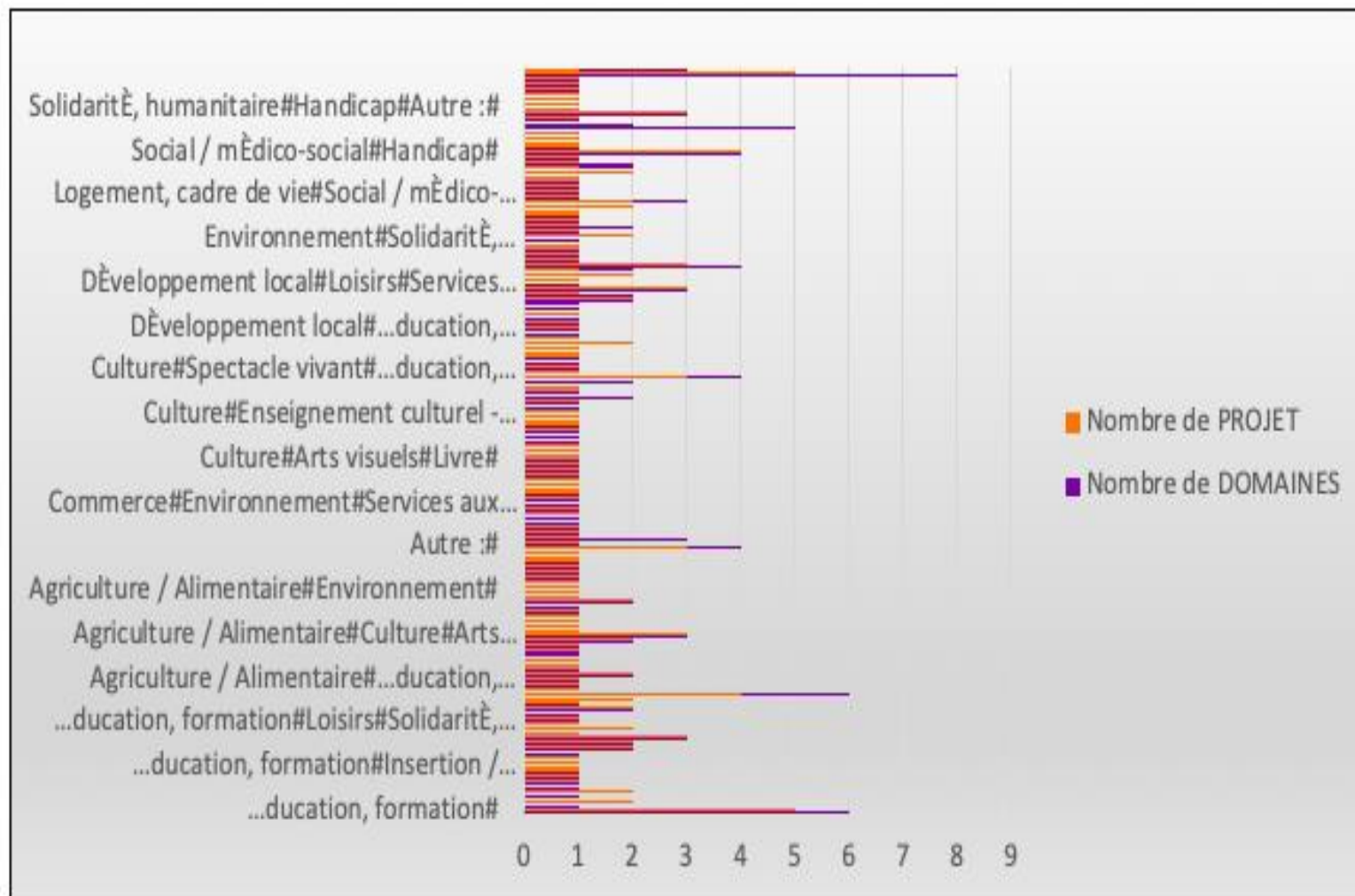
(4)
**economic
model**

(5)
environment

(6)
**collective
appropriation
of value**

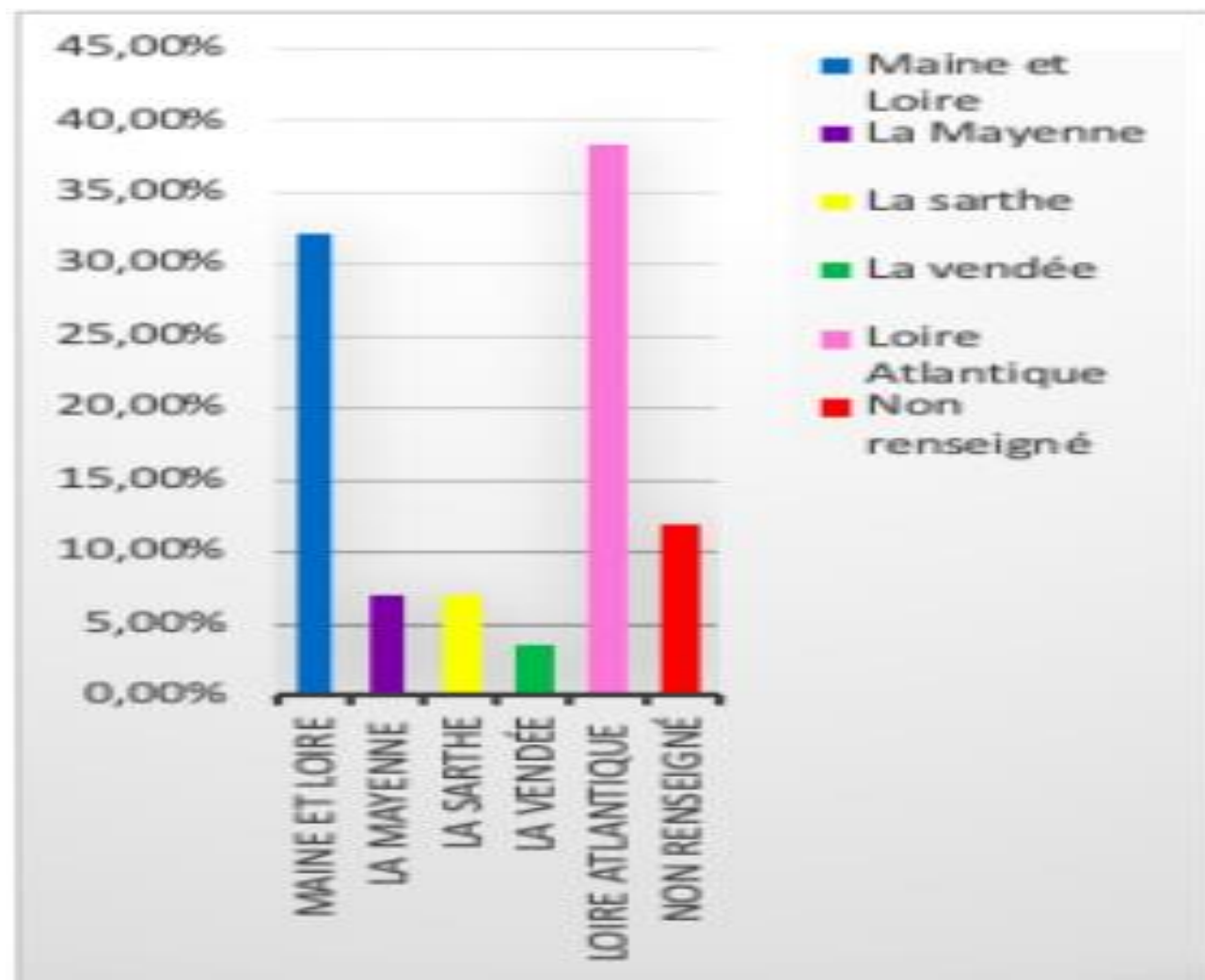
Methodology

Characteristics of the projects



Methodology

Characteristics of the projects



Methodology

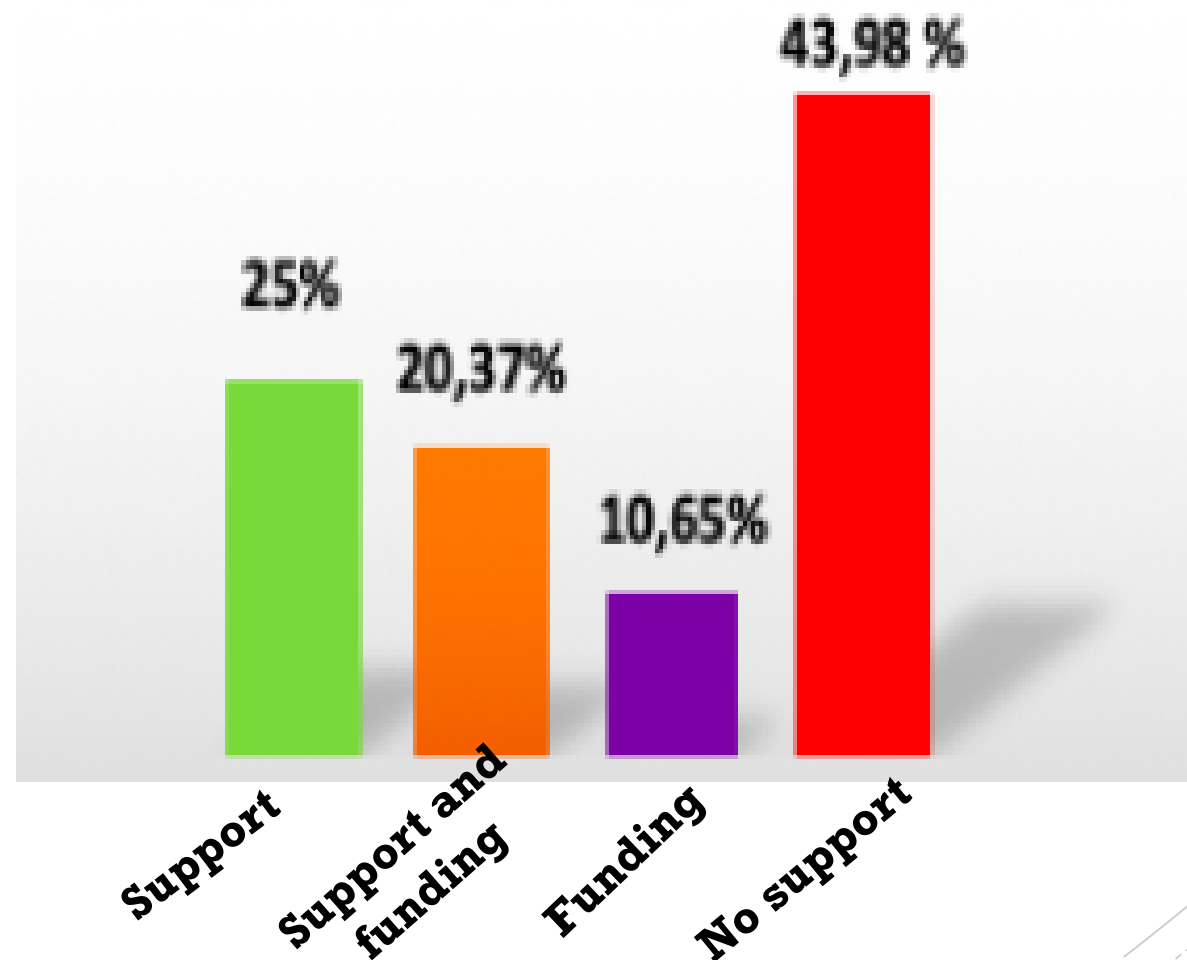
Characteristics of the projects

Phases	%
Idea	16,21
Feasibility study	11,72
Creation	27,48
Developpement	32,88
Consolidation	8,11
Difficultiy	3,6
Total	100

Methodology

Characteristics of the projects

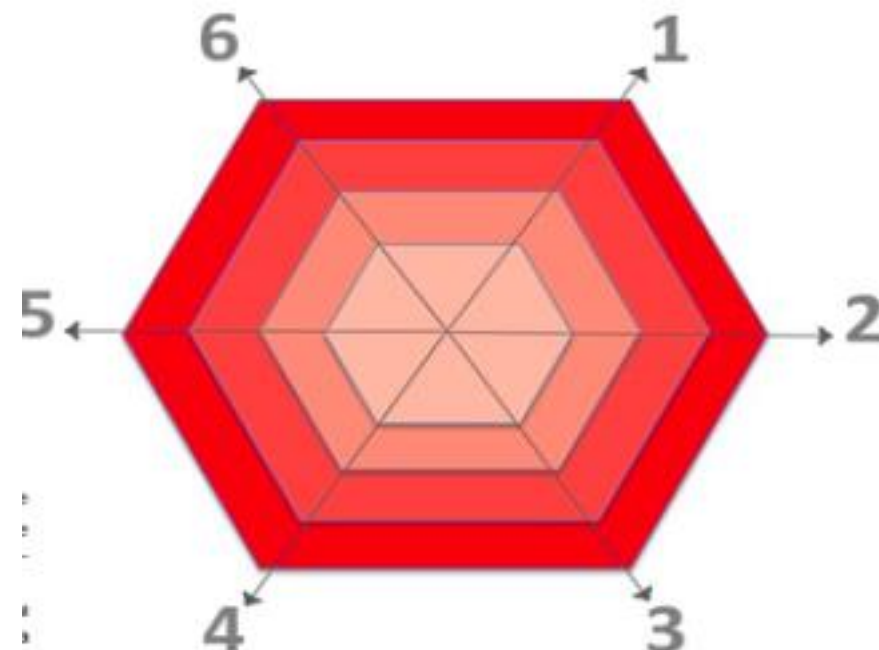
Supports of projects



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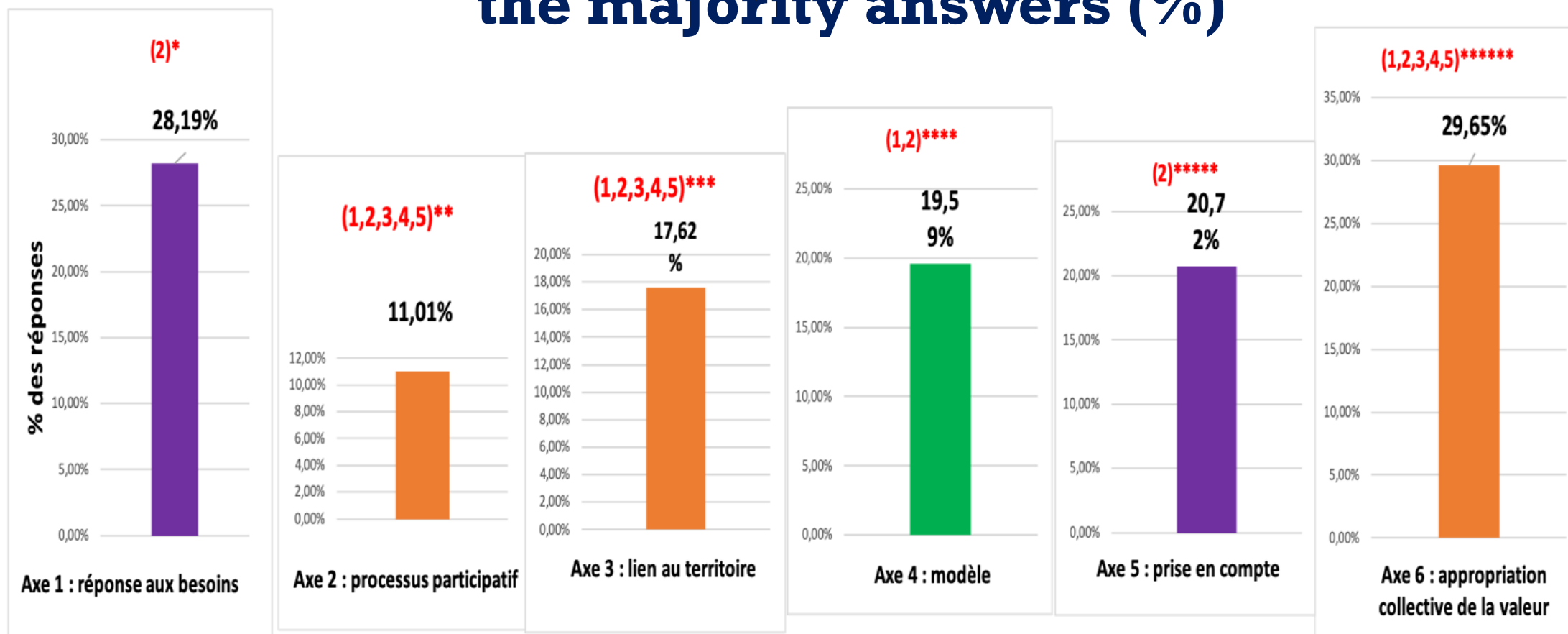
(3)
**link to the
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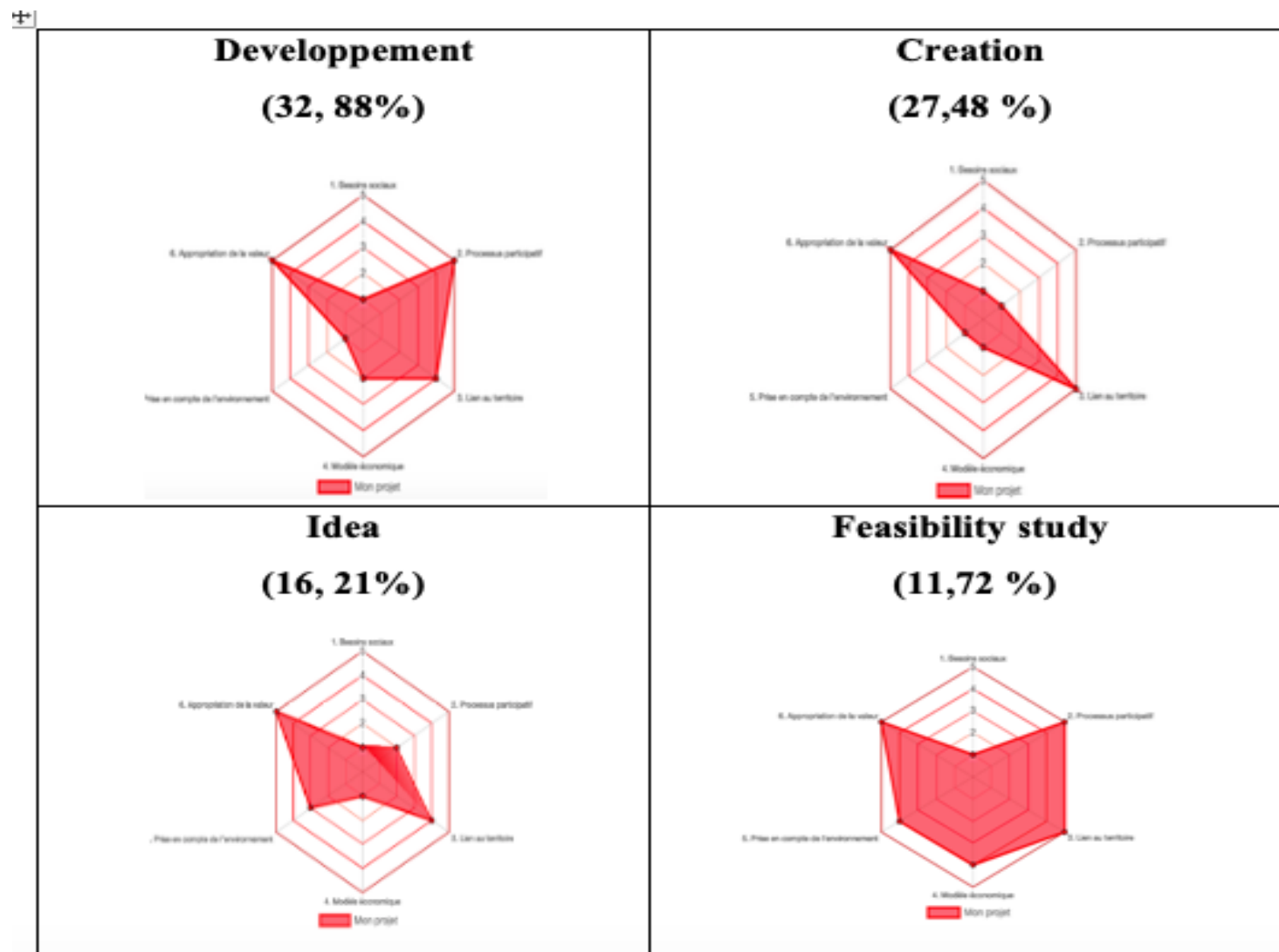
(5)
environment

(6)
**collective
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Global Results of the 227 project leaders according to the majority answers (%)

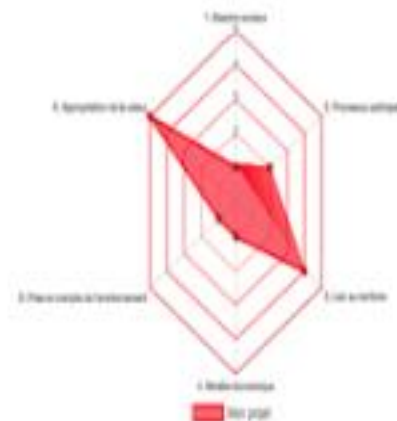


Global Results with ADIS according to the developpement of project

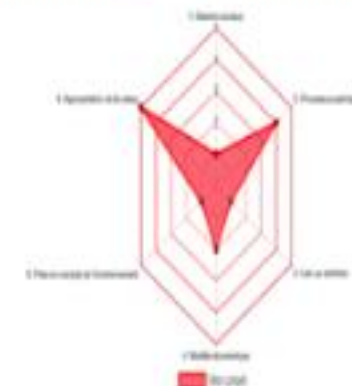


Global results with ADIS according to the form of support

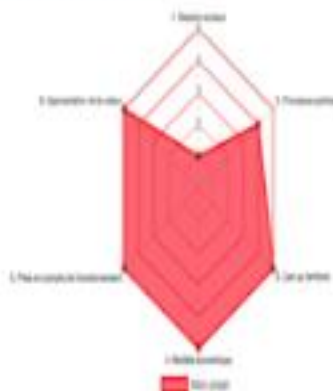
Accompaniment (25%)



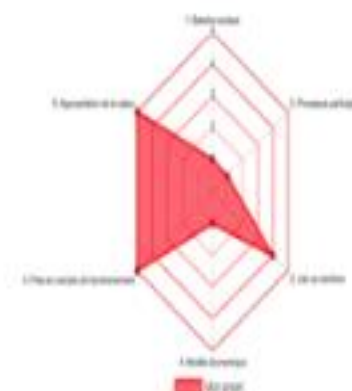
Accompaniment and funding (23,37%)



Funding (10.65 %)



No support (43,98%)



Conclusion
(project leader in
social innovation)

- **Emerged dimensions from a quantitative study :**
- The project leaders Give importance to **certain specific areas** (the appropriation of value and the territory and the participatory process).
- **moderating others** (some points of the business model).
- **Neglecting some of them** (considerate all of needs and the environment).

Limits

- For the study : this first quantitative study deserves to be deepened to check the trends of innovative projects .
- Subjectif autodiagnosis.
- For the ADIS tool : it needs to weighting of the dimensions of the six axes, an additional axis (digital recourse, etc.).

Thank you !