



Atlantic Social Lab

Cooperation for the promotion of Social Innovation

ATLANTIC SOCIAL LAB STUDY VISIT REPORT - STUDY VISITS HELD IN RENNES

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A. GENERAL INFORMATION	
Date	Rennes, 4th July 2018
Name	TAg BZH and La Grenouille à Grande Bouche
Legal Status	Both are associations
Contact Details	Responsible: Marion Michelin (TAg BZH), Louise Katz (Grenouille) Email: mmichelin@cress-bretagne.org; contact@lagrenouille.bzh Phone no.: +33 07 57 00 52 90 (TAg BZH) and +33 06 19 77 45 87 (Grenouille) Website: https://www.ess-bretagne.org/tagbzh-reseau https://www.facebook.com/LaGGB/

B. SHORT DESCRIPTION	
Objectives <i>(identify the main goals of the project and target groups addressed)</i>	TAg BZH ¹ is a social incubator, its main objective is to support the creation of local, collective and innovative companies that meet the social needs of the four great regions of the Bretagne. In summary, this incubator is an excellent example of what social innovation can and should be because it promotes the development of initiatives, ideas and projects for economic and social activities, supporting and implementing approaches of creative support for companies of social economy and social innovation. Within this report will be given an example of an economic activity that was supported by TAg BZH. The economic activity in question is a social restaurant - La Grenouille à Grande Bouche.

¹ Photograph 1, LOGO of TAg BHz, there is no photograph regarding the facilities of TAg BZH, as the presentation of the incubator for ASL partners was made in the social restaurant - La Grenouille à Grande Bouche.

Methodology

(identify the methodological principles, mode of operation and level of intervention)

The social incubator TAg BZH can be considered a tool to advise enterprises arising from social projects. Thus, this social incubator helps in the emergence of an entrepreneurial environment that benefits the whole society (in this case the four large regions of Bretagne) in many aspects, mainly in the significant improvement of the quality of life of its populations, disseminating, therefore, a more comprehensive world and a greater sense of responsibility and citizenship. Thus, TAg BZH is like any other incubator, a driver of corporate and collective solutions throughout the territory of Bretagne, helping to develop solutions and responses to the social needs of the four major regions of the territory.

The methodology of action of this initiative of social innovation operated in the following way, any individual "holder" of business ideas that respond to a localised social need of the Bretagne territory can resort to the help of TAg BZH. From the moment the idea is accepted, TAg BZH helps the social entrepreneur regarding professional and methodology support of the business organisation and its creation, as well as in the development of the idea and the project until its maturation.

Like any incubator, TAg BZH has an operational procedure from the detection of the entrepreneurial idea to its implementation and success:

- First, there are the so-called "Developers": They are the project generators, that is, individuals who detect social needs not covered in the Bretagne territory and imagine an economic activity, initiative or project that can meet the needs encountered;
- Second, there is the "Idealizers": In this context, there is the accompaniment program of the first steps to help the passage from the idea to an effective project of social entrepreneurship.
- Fourth, the "Incubation": Combining all the previous assumptions, there is a support program adapted to support the launching of social enterprises until they function autonomously and create jobs and social value for the locality, regions and/or territory.

These steps do not mean that there is always an entrepreneur. One of the functions and responsibility of TAg BZH is this, the pursuit of a social need and subsequently find a way to fill it. Thus, the social need can be identified but there is no entrepreneur to lead the project. So this is the role of TAg BZH, to study the social needs, assess what kind of response should be developed, and finally find an existing association or social enterprise, or an entrepreneur to set up the social business solution

C. MAIN FINDINGS

<p>Social Needs <i>(identify the social needs the organisation intends to fill)</i></p>	<p>TAg BZH aims to meet various social needs of the territory of Bretagne. Contrary to other initiatives of social innovation that can be planted with more specific objectives, TAg BZH, being a social incubator, intends to meet all the social needs present in its territory. It should be emphasised that one of its major objectives is the dissemination of the concern for social problems and needs in the territory that should generate initiatives of social innovation and possible social enterprises.</p> <p>From food to new technologies, through culture, disability or tourism TAg BZH has managed to help more than 30 projects of social utility since 2016. Achieving the creation of activities generating new jobs directly related to the needs of the territory of Bretagne. This report will address an example of a social venture that the ASL partners had the opportunity to witness during their visit to Rennes. The initiative to be explained is the social restaurant - La Grenouille à Grande Bouche². This project of social entrepreneurship that "drinks" much of what is postulated by social innovation, has as main objective to help feed the careles individuals of Rennes and other people who work in the area, and does not have any low price restaurant near by. In short, it is a cultural, participatory and redistributive project that offers a participative restaurant where everyone can collaborate and enjoy their meals, as well as an apprenticeship and internships for individuals who wish to learn the art of cooking.</p>
<p>Social Innovative Practices <i>(identify the main social innovative practices developed and the extent to which the work developed responds to those needs)</i></p>	<p>The TAg BZH social innovation project should be observed as a whole. The reason behind the that is because this social incubator is a great aid to the practices of social innovation and the creation of social enterprises that have in their genesis social innovation initiatives. As TAg BZH is an incubator, its main objective is to support the creation of local, collective and innovative companies that meet the social needs of the four great regions of the Bretagne. In this way, its main practice of social innovation is to help companies that arise from their help to be socially innovative, thus filling one or more social problems, while creating an economic value in the territory. In short, the objectives of this organisation are to make the individuals understand what the posture and the work of a social entrepreneur implies, to validate if the social need to approach is congruent and to verify the economic potential of the idea. Later, the idea will be to divulge the project to the interested parties of the region that can give some type of support and finally help with the support system in initiating and maintaining the business.</p>
<p>Collaboration and Networks <i>(identify the main connections of the organisation)</i></p>	<p>Its collaborative network has as agents: Local and National Government, Other Social Enterprises in the Region, Local Community, Population of Rennes, Companies.</p>

² Photograph 2, Facilities of the Restaurant La Grenouille à Grande Bouche

D. MAIN CONSTRAINTS TO SUCCESS

<p>Challenges and Barriers (<i>identify the main problems that the organisation faces: financial resources, human resources, networks, innovative environment...</i>)</p>	<p>TAg BHZ mentioned three barriers that they experience regularly in their daily management. First of all, the lack of funds and funding to help some social enterprises that need some initial financial boost. Second, the incubator does not have the capacity to give an adjusted response to all the individuals that resort to them to the creation of social enterprises and/or social innovation initiatives. Finally, somewhat related to the second, the lack of effective human resources to assist in the management of the incubator and social enterprises that are born from their help.</p>
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E. CONCLUSIONS

<p>Key Concluding Lines</p>	<p>In conclusion, the social incubator - TAg BZH, can be considered a tool to advise enterprises from social projects. Thus, this social incubator helps in the emergence of a social entrepreneurial environment that benefits the whole society (in this case the four large regions of Bretagne) in many aspects, mainly in the significant improvement of the quality of life of its populations. TAg BZH aims to meet various social needs of the territory of Bretagne. Besides that, the social incubator has other objectives, such as the dissemination and awareness of the concern for social problems and needs in the territory that should generate initiatives of social innovation and possible social enterprises.</p>
<p>Other information considered relevant</p>	<p>Nothing relevant to add.</p>

Study Visit Photos



Figure 1 - LOGO of TAg BZH

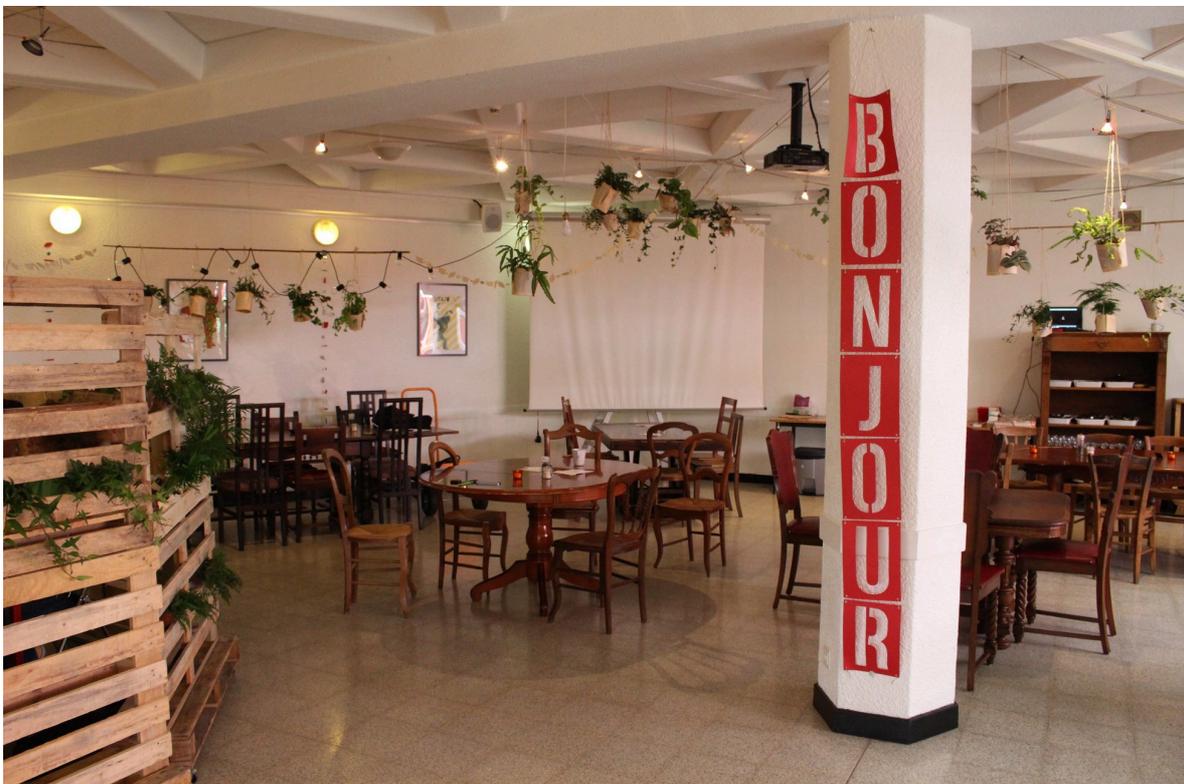


Figure 2 - Facilities of the Restaurant La Grenouille à Grande Bouche



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