



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	Location:	Rennes
Name	TEZEA		
Legal Status	Social Enterprise		
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B. SHORT DESCRIPTION	
<p>Objectives <i>(identify the main goals of the project and target groups addressed)</i></p>	<p>TEZEA is located in Pipriac and Saint-Ganton in Ille-et-Vilaine (Rennes Region). It is a job-oriented enterprise (Back-to-work Enterprise) created under the project "Territories zero long-term unemployed". The main objective it is to redirect public budgets from the costs of deprivation of employment to finance the missing jobs by ensuring good working conditions. In short, the idea is to redirect unemployment funds to this type of organisation that bets on the unemployed people of the region trying to provide them with an opportunity in the labour market from the capacities that unemployed individuals already have, as well as teaching new skills. It should be mentioned that in just 10 months, TEZEA has already hired 50 long-term unemployed.</p>
<p>Methodology <i>(identify the methodological principles, mode of operation and level of intervention)</i></p>	<p>The operation mode of this project has the main objective which is the participation of unemployed people in the daily tasks of the enterprise. The first premise of the enterprise is embedded in an active participation of the unemployed people of the region in the tasks and business of TEZEA. The innovation of this enterprise is that TEZEA first "collects" the "skills of the region", that is, it realises what kind of unemployed people there are in the region and what are their skills, later, the organisation tries to get a business within the organisation that takes into account the skills of their employees (formerly unemployed). Beyond this assumption, TEZEA never enters into competition with local companies, always trying to get businesses or public targets different from those that local companies have. In short, this company that has its strategic core embedded in the social economy intends to value the skills of the local population, teach new ones so that they can subsequently enter the labour market again, both in TEZEA as well in other companies.</p> <p>In order to better understand the structure and methodology of the organisation, it should be explained that this social enterprise already has some business:</p> <ul style="list-style-type: none"> • Collection, treatment and sale of firewood. This business has as its target, people who have financial difficulties; • Cleaning of vehicles, exterior and interior; • Manufacture of Wood Stakes. Subsequently, TEZEA also assembles and installs fences; • Service for food delivery. TEZEA has a small truck that runs through the most isolated villages of the region in order to get essential goods to its population;

	<ul style="list-style-type: none"> • Wooden pallet transformation in home and garden furniture¹; • Laundry service for individuals and groups, such as sports clubs, restaurants, catering companies, among others; • Solidarity shop², TEZEA has a Solidarity Store where it sells second-hand products at affordable prices for the local population. Within the solidarity store there is still the upcycling service in order to give a new life to the products; • Provides small bricolage and painting services; • Cleaning of gardens, spaces and grounds. <p>Thus, TEZEA from its business intends to help the local population to obtain goods and services that are lacking in the region at affordable prices while contracting local unemployed people to form, train, socialise and re-integrate into society and at the labour market. It should be noted that about one-third of the unemployed individuals that TEZEA has already been able to integrate into their businesses suffer from some kind of social problem and/or capacity deprivation (drug or alcohol abuse, mental problems, among others).</p>
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C. MAIN FINDINGS	
<p>Social Needs <i>(identify the social needs the organisation intends to fill)</i></p>	<p>With this project, TEZEA, intends to meet and fulfil the following social needs:</p> <ul style="list-style-type: none"> • Integration needs of individuals of unemployed individuals who may or may not suffer from some type of social problem and/or capacity deprivation; • Inclusion and Socialisation of unemployed individuals who may or may not suffer from some type of social problem and/or capacity deprivation; • Training, qualification and formation needs of individuals of unemployed individuals who may or may not suffer from some type of social problem and/or capacity deprivation; • The need that of unemployed individuals who may or may not suffer from some type of social problem and/or capacity deprivation have to obtain soft and hard skills for the future; • Need to provide the neediest people with goods and services; • Need to fit the profile and curriculum of the unemployed with the local companies and needs of the localities and regions; • The need to "do what is not done", that is, to meet local needs that are not satisfied by private companies and public bodies. <p>It is observable that the main social needs that this project – TEZEA - wants to achieve are the inclusion, socialisation and integration of individuals with social needs or not (long-term unemployment, for examples) in the society and in the labour market. To achieve this goal, the social enterprise, encourages these individuals to participate in the day-to-day business applying their skills and abilities to what the locality and / or region needs. At the same time TEZEA also provides learning of new skills to its employees. In addition, the organisation helps the population of the region to</p>

¹ Photograph 1, wooden pallet conversion workshop in furniture

² Photography 2, solidarity store of second-hand goods

	<p>have access to goods and services at affordable prices. One thing to note is that this social enterprise does not compete with local businesses.</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 practice of social innovation that will be highlighted in this project is the Social Enterprise – TEZEA, as a whole. The whole TEZEA project is embedded and rooted in a web of socialisation, inclusion, integration, training and formation of individuals with social needs (long-term unemployment, migrants, among others). There are several activities that promote learning, qualification, socialisation and inclusion of these individuals.</p> <p>There is a web of social innovation that starts right from the beginning, that is, with how TEZEA aims to "fill" unemployment in the region. Based on the premise of the organisation that seeks to "seek the skills of individuals in the region" trying to combine these skills with the needs of the region and localities. From this presupposition previously cited the employability needs of the region are reached. Besides that, the organisation helps the population of the region to have access to goods and services at affordable prices.</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>

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>In addition to the financial difficulties that these types of organisations currently have, TEZEA faces other, more specific difficulties. The first difficulty mentioned was that it was difficult not to compete with the companies in the region, followed by the fact that many of the unemployed did not have a wide range of skills or skills at all. It was also mentioned the fact that often the "CV" of its employees did not fit the demands of the companies of the region, making it difficult to enter the labour market.</p>
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E. CONCLUSIONS

<p>Key Concluding Lines</p>	<p>In conclusion, the Social Enterprise – TEZEA, and their projects as already was mentioned throughout the report, intends to "give" a better quality and perspective of life for the unemployed individuals who may or may not suffer from some type of social problem and/or capacity deprivation. Therefore, the key ingredient is their integration, inclusion, socialisation, training and qualification in the "business areas" of TEZEA and in the improvement and learning of new skills. The organisation work with the community, organisations, enterprises, and groups of people to explore new and improved ways to help the region by discovering the needs of the region and trying to fit these needs to the unemployed skills of the individuals, giving a new opportunity and life to these people, as well as helping the rest of the population to have access to goods and services at affordable prices.</p>
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Other information considered relevant	Nothing relevant to add.
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Study Visit Photos



Figure 1 - Wooden pallet conversion workshop in furniture



Figure 2 - Solidarity store of second-hand goods

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