

The Evaluation of the Social Economy

Marie J. Bouchard

Canada Research Chair on the
Social Economy

Université du Québec à
Montréal



Plan

1. Circumscribing the field
2. Evaluate the specificity
3. Evaluation: a series of tensions

1. Circumscribing the field

Juridic form: laws in a process of evolving

- New co-operative form
 - *inclusion of different types of users-stakeholders within the membership*
 - *combination of social goals and market activities*
- New law for nonprofit organizations
 - *new forms of capitalization*

➔ Hybridization of organizational forms

Social goals: emergence of new labels

Community Interest Company (UK)

- declaration of community interest
- to generate more benefits to the community than to private interests

Social Utility Label

- socially responsible production (Be)
- general interest and social utility activities (Fr)
- categories of beneficiaries (Fin)

Altruistic Community Organization (Au)

- contribute to the public interest

Social Enterprise (UK, USA, English Canada)

- entrepreneurial dynamics + social objectives

Co-operative audit (Qc)

- co-operative principles

chiefly social

chiefly economic



community group

nonprofit with econ activities

co-operative

community interest company

socially responsible for profit
enterprises

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Values and principles

- International Co-operative Alliance
- Chantier de l'économie sociale
 - ➔ mutual recognition
 - ➔ exclusion/ inclusion

Identifiable descriptors and behaviours

- Associative form (open membership)
- Associative behaviour (users' democracy; members' control over the mission)
- Enterprise form (perpetual collective ownership)
- Enterprise behaviour (reinvest in enterprise or community devel.; redistribute in relation to usage not shares)

2. Evaluate the specificity

- CJDES: societal audit
- Patenaude: social profitability
- Salamon: specific contributions and shortfalls of the nonprofit
- Gadrey: social utility

Centre des jeunes dirigeants de l'économie sociale (Fr): «bilan sociétal»

1. Activity (relationship to resources)
2. Internal citizenship (democracy)
3. Local and economic citizenship (relationship to the external environment)
4. Competitiveness
5. Conviviality (ambiance)
6. Creativity and aesthetics (innovation)
7. Efficacy and efficiency
8. Employability and development of competences
9. Ethics
10. Respect of the environment
11. Satisfaction (consumers / workers)
12. Health and safety
13. Solidarity (capacity to assist, to help out)
14. Social and collective utilities (unmet or badly met needs)
15. Viability (longevity of the enterprise)

Patenaude (CLD Bas-Richelieu, Qc): strategic planning of social profitability

- Democracy and active citizenship
- Environment
- Quality of life
- Employment
- Culture
- Global evaluation : social benefits ;
equilibrium between forms of social
profitability; solutions to local, regional
and national problems

Salamon (Johns Hopkins, US) (1): contributions

Service role

- more quality
- better quality
- better cost/efficiency
- better specialization

Innovation role

- new procedures
- new products/services
- new demands (markets)

Salamon (2): contributions

Advocacy role

- changing of policies
- civic involvement

Leadership and expression role

- promotion of values

Democratization role

- social capital
- community development

Salamon (3): shortfalls

- particularism (vs universalism)
- paternalism (privileges)
- amateurism or excessive professionalism
- weakness of voluntary action (insufficient resources)
- feeble accountability (weak surveillance initiatives)

Gadrey (Fr): social utility (1)

Strong economic component

- economic wealth created or saved
- territorial dynamics

Equality, human dev., sust. dev.

- dev. of capabilities
- international solidarity & human dev.
- sustainable dev.

- comparable quality?
- work conditions ?
- every enterprise reduces unemployment
- what about the equality of territories?

* * *

- role of State?
- dependency to State
- inequality of territories and of publics

Gadrey: social utility (2)

Social bonds and democracy

- social link, insertion, sociability
- local democracy, opposition, participation

Social innovation

- discoveries, partnership, response to unmet needs, organizational innovations, etc.

- forgetting about organic inequalities?
- inequalities between territories or publics
- risk of communities closing onto themselves

* * *

- are needs related to State withdrawal?
- or are they really new needs?

Institutional recognition

Various types of demands for evaluation

- programme implementation
- results and impacts
- utility, conformity

Who demands it? What for?

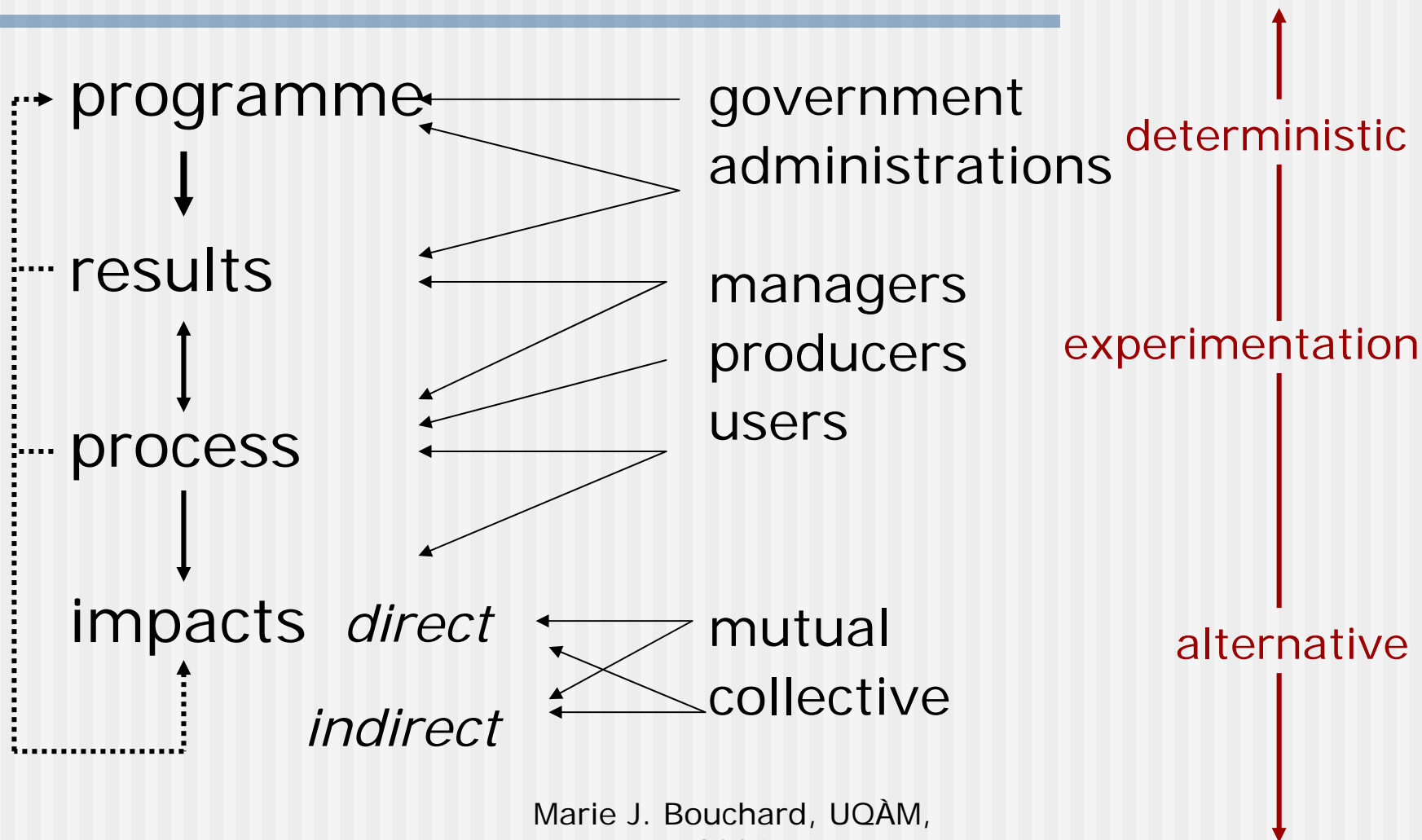
- management, control, external monitoring
- internal quality process
- actors' conscience raising and empowerment

Social innovation (2)

innovation is difficult to evaluate

- singularity of experimentations
- alternative or anti-authoritarian character
- need to base criterias within the subjectivity of actors
- but we also need to formalize knowledge...

types of indicators (1)



types of indicators (2)

programming

- deterministic indicators
- representative democracy (general interest)

action

- indicators of experimentation
- direct democracy of users and producers

repercussion

- alternative indicators
- deliberative democracy (social debate)
- social democracy (larger social movements)

construction of the field (1)

Chantier de l'économie sociale

- + than 16 sectors of activities
- political compromise between social actors, and between them and the State

visibility

- diversity of intervention fields
- +/- strong anchoring to public policies
- unequal pregnancy of market

construction of the field (2)

the field of the SE

- polysemic expression
- diverse interpretations of its specific contribution
- inclusion / exclusion

dilution of the frontiers?

- social responsibility of for-profit enterprises
- market insertion of the SE (risk of commodization)
- public instrumentalization of the SE (risk of institutionnalization)

evaluation: a series of tensions

| | | |
|------------|---|---|
| innovation | ■ short term efficiency / long term efficacy | • comparison / singularity |
| science | ■ deductive / inductive constructed | • theoretic explanation / empirical evidence |
| policies | ■ surveillance / recognition | • control / legitimacy |

thank you!



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