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Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Social Enterprises— A Progressive Approach to Solve Unemployment and Underemployment Issues in Canada

Webinar organized by the Workplace Mental Health Team of the MHCC

March 28, 2018, from 12 pm to 1 pm

ORDER OF EXCELLENCE



MENTAL HEALTH AT WORK® RECIPIENT

Introductions



Ethel Côté, Social Enterprise Institute CCC Ltd.

Chantal Lessard, Director of Administration,
Groupe Convex

François Vermette, Director of Operations and Development,
Chantier de l'économie sociale

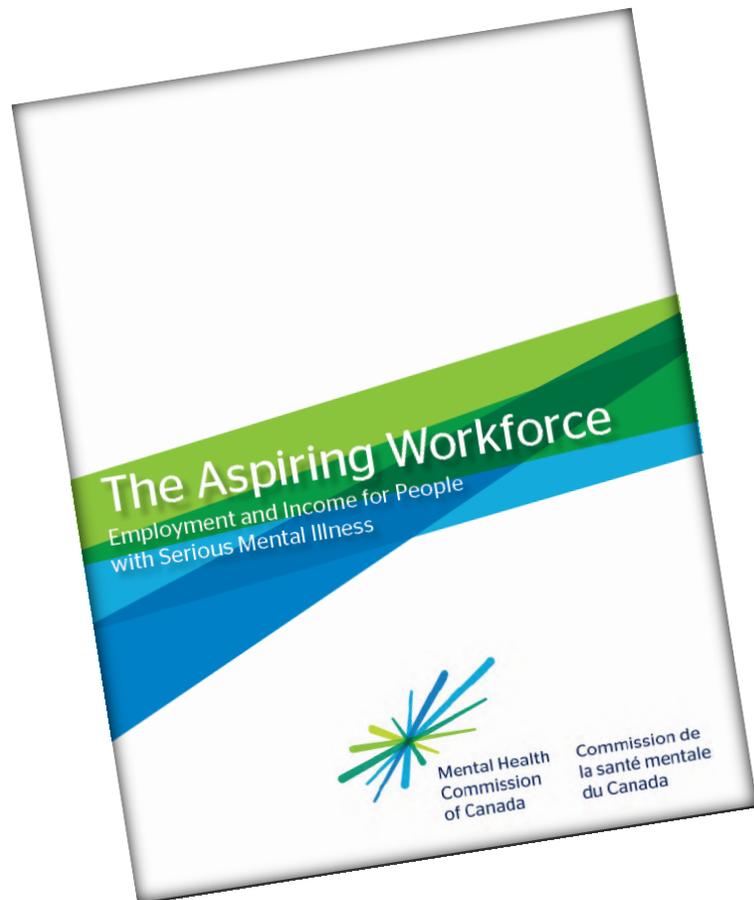
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The Aspiring Workforce:

Employment and Income for People with Lived Experience



“There is overwhelming evidence that most people with serious mental health problems have skills and expertise to offer to the labour market - they can work, and want to work.”

Social Enterprises

Ethel Côté



Key Characteristics of Social Enterprises

- The enterprise has a **social mission**
- It combines **business and social practices**
- **Profits are shared, for the common good**
- It provides **social, economic, cultural and environmental results**
- The **decision-making process is democratic**
- *People are at the heart of economic activities*

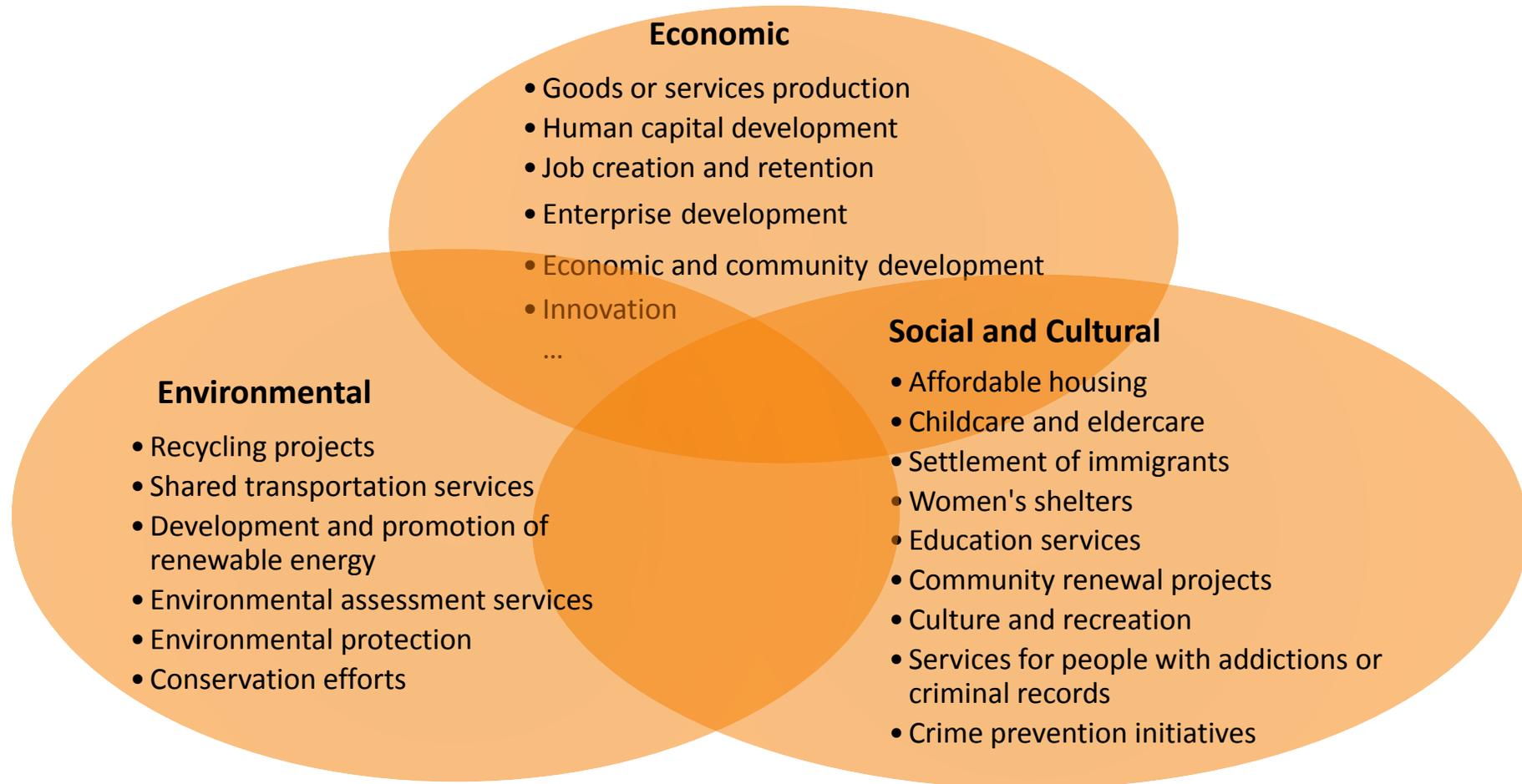


Definition

Social enterprises use business strategies to achieve a social or environmental impact. **While generating revenues from the sale of goods and services,** social enterprises also expressly intend to create positive outcomes, and they measure their results.



Social enterprises help communities reach their social, cultural, environmental economic goals



A social enterprise is a **business**

Like all businesses, they must have:

- A viable business model
- A business plan
- A financial strategy
- A commercial niche that generates revenues
- A solid system to comply to laws, by laws, taxes, etc.
- Excellent management and strong leadership
- A recognized legal structure



The rising starts of the economy



Social enterprise strive to make the world a better place.

All across the province, thousands of social enterprises are turning unmet social, economic and environmental needs into viable business opportunities.

They are creating jobs, protecting the environment, reducing poverty and much more by reinvesting their revenue into their businesses, our local communities and our province.

They are the rising stars of the economy and an important part of a socially aware, innovative, economically sound and sustainable future.

Types of social enterprises



Regardless of structure, SE have 5 principles



Meets needs



Autonomous



**Democratic
Accountable**



Put people first



Individual and collective ownership

Benefits to people

Among other things, social enterprises

- ❖ Offer real options for people who face employment challenges
- ❖ Foster self-esteem, workplace integration and social inclusion
- ❖ Create decent jobs while offering a safe workplace and flexible tasks
- ❖ Offer **job security** even when employees cannot work at times due to mental health issues
- ❖ Offer **coaching, training** and **assistance** to people at work and at home
- ❖ Provide an alternative economic space for people who are unable to work full-time
- ❖ **Reduce poverty**
- ❖ And more...

Support

Voucher 1: 100 vouchers for courses on the Social Institute's website, the Canadian online platform that supports the development of your social enterprise.

Voucher 2: 100 vouchers for support and assistance

Voucher 3: 10 contracts on Buy Social Canada (\$750 each)

Designed for not for profit organizations that create social value through their activities. This includes a certification (\$250), a free course on responsible procurement (\$99) and two hours of training or equivalent help on topics like marketing. (\$400).

Voucher 4: 5 support contracts on responsible procurement (\$1,500 each). Meant for large employers in Canada.

If you are interested, drop us a line at ethelcote@bell.net

Social Enterprise

The experience of Groupe
Convex!





What is Groupe Convex?

- * Not for profit organization incorporated in 2004
- * Network of 8 social enterprises and several business projects in Prescott-Russell
- * Employs on average 170 people, 64 % of whom have some form of disability
- * Generates 80% of its revenues
- * Access to diversified funds
- * Local partner that relies on several other local partners
- * That is not perfect!

Mission

“To generate meaningful jobs, through business projects, for Prescott-Russell’s residents who face employment challenges.”

ENTREPRISES SOCIALES



LÉGENDE

-  Kiosques maraichers (gérés par Harvesters)
-  Siège social

Merits of a model like Groupe Convex

- * Varied enterprises that offer different job opportunities
- * Satisfying roles for people involved in the enterprise
- * Management system based on technical expertise
- * Centralized management system that allows enterprises to help each other



-
- 1) Local needs: Someone has a business idea! No recycling available for businesses.
 - 2) Pilot project launched by Groupe Convex in 2008.
 - 3) Initially, only cardboard recycling.
 - 4) Business development and evolution; in 2009, hoped to become the leader in recycling products in our region.



Challenges

- 1) The nature of the enterprise posed a risk to the entire organization. Therefore, in 2011, Recycle-Action was incorporated.
- 2) The location did not allow expansion. So we bought a building and moved.
- 3) No reserve funds to acquire a suitable building. Therefore, partnership with the Hawkesbury Industrial Investment Association.
- 4) No reserve funds to buy the required equipment. So we got grants from the Prescott-Russell Community Development Corporation.
- 5) Jobs created for more than 20 people. Therefore, we got salary subsidies from the Prescott-Russell Employment Services Centre.



7 years later!

-
- * 40 jobs— 60% people at risk of being unemployed
 - * 40 000 square feet in the Hawkesbury industrial park and in many other sites
 - * 10 000 tons/years of recycled material
 - * 160 commercial and industrial clients per week
 - * Destruction of confidential documents on site and on the road
 - * Sorting centre for blue bins in 6 of the 8 municipalities
 - * Management and recycling of agricultural plastics.
 - * Styrofoam recycling—the only facility between Ottawa and Montreal
 - * \$1 per ton youth environment project

Lessons learned!

- * Business people sit on the board
- * The private sector is involved
- * A need = a business opportunity
- * Loyal and healthy competition
- * Tradespeople
- * Emotional engagement
- * Don't do it for charity, focus on good business opportunities
- * Never have breakfast alone
- * Quality is our strategy
- * Access to different funds to grow
- * Put more emphasis on the mission

The Chantier de l'économie sociale

Mission

To promote social economy as an integral part of the plural economy of Quebec. In doing so, to participate in the democratization of the economy and of the emergence of this model based on solidarity, equity and transparency.

Mandate

Coordinate different social economy players and partners at the national level.

Promote social economy as a catalyst for social and economic change.

Create conditions and tools to promote the consolidation, the experimentation the development of new niches and projects.

Help build alliances with other socioeconomic stakeholders and social movements to promote this development model, even at the international level.

Create job opportunities for people living with severe mental illnesses.

Adapted Enterprises

What Are Adapted Enterprises?

- It's a social economy enterprise, a not-for-profit organization or a cooperative.
- It employs at all time at least 60% of people with disabilities.
- It provides them with useful work and pays them according to labour laws.

Characteristics of Adapted Enterprises

- Social economy enterprise (not for profit organization or a cooperative)
- At least 60% of the workforce is made up of people with a disability.
- These people have physical, mental and/or intellectual limitations.
- Profitable and competitive production of quality goods and services
- Productive workers with a disability that would not be competitive in the regular workforce.
- Accredited by Emploi-Québec and receives grants to compensate the productivity shortfalls by employing people living with limitations.

In Quebec Alone

- 41 adapted enterprises at work in 57 business places
- 5,000 workers, including 3,800 with a disability
- 8 main sectors
- More than 200 products and services



Social economy enterprise founded in 1975, Axia specializes in real estate management with a division in commercial maintenance (Axia Entretien ménager) and a security agency (Axia Sécurité). In another area, Axia Emballage allows businesses to optimize their production capacities and to reach new markets by contracting out food and industrial services while ensuring logistical support.



Atelier Industriel St-Jean specializes in industrial and food subcontracting. Thanks to its rigorous quality monitoring, it is proud to have satisfied clients. Among them: Blueline, Thomas & Betts, Formica, Bélanger Laminés, Gourmet du Village et Naturiste JMB.



Cétal specializes in custom electrical cables and harnesses. We are also an industrial subcontractor for mechanical assembly or bagging. We have a production plant for packing products (pallets, boxes, etc.) to ship your products in Canada or abroad (HT certification).



Founded in 1992, **Certex** is a main player in Quebec in the field of recycling and repurposing second-hand clothes and shoes. This registered charity diverts 6,000 tons of garbage from landfills each year. Certex not only protects the environment through its specialized work centre, it also provides permanent jobs to people with physical, mental and/or intellectual limitations.

To know more and to read about
specific enterprises:

Conseil Québécois des entreprises adaptées

<http://cqea.ca/>

Questions?



How did we do?

You will receive an e-mail shortly with a satisfaction survey.



Thank you!



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