



From Social to Entrepreneurial Approach

How a social enterprises' network can counter chronic inertia and poor life experiences among people living with a serious intellectual disability, and this while contributing to local community economic development strategies.



Objectives of today's presentation:

- o To share the reasons why and how Convex was created; and what is this organization;
- o To explain why this model is one of many other valuable solutions to chronic unemployment among vulnerable people;
- o To share what are for us, the keys toward a successful social business;
- o It is an empirical and evidence based presentation!!!!!!



Convex Brief History

- o The people's conditions in 2000-2001;
- o The socio economic situation in Prescott-Russell;
- o Unsuccessful efforts toward employment support for a large number of people;
- o An idea based on a successful model in US: MDI by John Durand and other models in Europe!
- o One first pilote project to analyse feasibility;
- o MCSS approval;
- o Exclusive agreements with Valoris (formerly SEAPR);
 - o Board constituency (50%-50%)
 - o ED is an employee of Valoris
 - o Business Cost Recovery for employing their clients (social costs partial reimbursement)



In your opinion, what are the characteristics of our clients?



Our clients

- Rona
- Alexandria Moulding
- Townships
- Home Hardware
- Zennith Wood Turner
- Malaket Furniture
- Botanix
- ReMax Realtors
- Hawkesbury General Hospital
- And 400 others on a yearly basis!



At Convex, the person with an intellectual disability is not our client...this person is our employee!

The role of a worker rather than the role of a client!

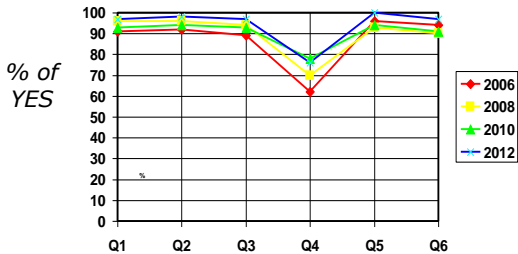
Convex strives to measure some of its results, to make sure it is on track and aligned with the mission

- A) Social Role Valorization
- B) Social Return On Investment

A) Social Role Valorization

- Q1: I feel I am working in a stimulating work environment
- Q2: I feel I am important for the business
- Q3: I feel I have adequate rights and obligations
- Q4: I feel I am paid according to my performance at work
- Q5: I feel I am part of a team, among the enterprise
- Q6: I feel I am more competent than I was before

Results





B) SROI project with Toronto University and Rotman Center allowed us to understand the impact of each affirmative business and put a \$ value on the impacts.

With RA: 39%

Stakeholder	Stakeholder Benefits
Employees	<ol style="list-style-type: none">1. Greater financial independence2. Higher level of self-confidence3. Increased social network4. Development of social skills5. Development of job skills6. Public speaking roles7. Valorizing social role, employee rather than client8. Ownership in the success of a business9. Increased role in environmental stewardship

Stakeholder	Stakeholder Benefits
Valoris	<ol style="list-style-type: none">1. Increased quality of life for clients including reduction of potential harmful situations through employment at GC.2. Ability to meet the mandate of valorizing individuals with intellectual disabilities3. Ability to provide services in a cost effective manner, i.e. with GC earning market revenues, the cost of contracting with GC is lower than providing the same services in house by Valoris

Stakeholder	Stakeholder Benefits
Family members of employees	<ol style="list-style-type: none"> 1. Greater respect in the community for individuals with intellectual disabilities 2. Confidence that family members are treated with respect and responsibility in the workplace 3. Ability to work rather than stay at home as a concerned parent or caregiver 4. Reduction in the number of family member's health issues due to improvement in overall mental health 5. Pride in family members being recognized publicly, e.g., newspaper articles on social businesses. 6. Greater financial flexibility for parents and family; 7. Peace of mind that family member is a safe and healthy work environment. 8. Increase aspirations that the family member can evolve and may eventually seek advancement in his/her career despite his/her disability

Local Businesses	<ol style="list-style-type: none"> 1. Availability of local recycling facility reducing transportation and waste management costs. 2. Increased customer traffic for local businesses from customers dropping off materials for recycling. 3. Increase in revenues due to increase in local employment. 4. Availability of a trained and experienced labour force 5. Local businesses are suppliers of RA and therefore increase their business
Municipal Government	<ol style="list-style-type: none"> 1. Save on recycling costs by contracting with GC/RA instead of with an out of region facility 2. Local job creation with economic spinoffs 3. Funding provincial government 4. Taxes and business permits costs (over \$70K/year)
Regional government (combination of eight municipalities)	<ol style="list-style-type: none"> 1. Increased revenues due to increase in local employment 2. Increased job creation provides ability for individuals and families to stay in region 3. High level of prestige with organizations such as GC and valorizing individuals with intellectual disabilities through employment

Provincial Ministry of Environment	<ol style="list-style-type: none"> 1. Reduction in waste management costs for the area 2. Increased compliance with recycling requirements 3. Achieve and surpass goals for diversion of waste from landfills
Provincial Ministry of Community and Social Services	<ol style="list-style-type: none"> 1. Better and more effective method of investing public funds 2. Savings in costs per client over long run 3. Potential reduction in healthcare costs 4. enable to reach their goal of social integration
Federal Government	<ol style="list-style-type: none"> 1. Enhancement of local competency and diversity of industry 2. Job creation resulting in additional tax revenues 3. Greater mobility of workforce

Citizens	<ol style="list-style-type: none"> 1. Have a place to dispose of their old electronics 6 days a week 2. Provide a positive business model for children increasing awareness about recycling 3. Regular sponsor of golf tournament, charities fundraising, and contributes to local events as an exhibitor
Schools	<ol style="list-style-type: none"> 1. Employer for student job placements and co-op placements 2. \$1/Tonne recycled special fund for educational programs 3. Option for work after school for students who will not pursue postsecondary school and part time jobs for students on Saturdays 4. Presentations in schools to increase awareness among youth

SROI Analysis



Here is the link to the interview on the SEC Website :

<http://socialeconomycentre.ca/>

and here is the link to the page itself

<http://socialeconomycentre.ca/qa-community-partner-groupe-convex>.



A little bit of data:



Public funds toward Convex's budget

- 2001-2003 99 % @ 100%
- 2004-2005 91%
- 2005-2006 60%
- 2006-2007 44%
- 2007-today approx. 36% - 40%



12 keys of success according to Convex's experience

1. Emphasis, at the right time, the social cause of the business.
2. Rely on active board members that are involved in the business sector.
3. Benefit from the private sector collaboration; (ex: **ExpressNet**).
4. Seize business opportunities according to the local business needs (ex: **Harvesters**).
5. Be a loyal competitor (ex: **Imprimerie Charles Printing**).
6. Hire managers that are expert in the field and are "business wise" (ex: **Café du Plateau**).



12 keys of success according to Convex's experience

7. Create an emotional involvement among the managers (ex: **Librairie du Coin**).
8. Do "good business" (ex: **Hawkesbury Packaging**).
9. Seek business exposure and promotion (ex: **Recycle-Action**).
10. Increase the reputation by higher quality of goods and services (ex: **Casselman Woodshop**).
11. Generate revenues, operations & grants, from various sources (**Prescott-Russell Packaging**).
12. Maintain and develop business niches which allow the person's contributions (ex: **Hawkesbury Antiques**).
