

# **3rd edition of the MCOOD Congress and INAISE International Conference - 2019**

## **Social and solidarity finance as a vector for economic transformation in the 21st century**

In order to promote exchanges between INAISE members and organizations of the social and solidarity economy, the INAISE conference is included this year in the International Congress on the Social Economy and Sustainable Development MCOOD 2019, organized in collaboration with the National School of Commerce and Management of Agadir. Practitioners and researchers will be able to discuss the following main themes:

- Social and solidarity finance
- Women entrepreneurship
- Family farming
- SSE, sustainable development and territories
- New technologies
- Social innovation and entrepreneurial approach
- Innovative practices in CSR in organizations of the ESS
- The SSE between economic changes and social innovation
- Tools applied to the management of SSE organizations

Created in Barcelona in 1989 by seven investors in the social economy, the INAISE network, which currently has more than 30 members, is celebrating its 30th anniversary this year. Since 1989, the global political and economic context has changed. Episodes such as the end of the Cold War, growing environmental awareness and several economic and social crises contributed to this. However, the desire to create a better world remains the same.

Despite economic growth, social inequalities continue to grow and concerns about climate change are becoming increasingly evident. In the 21st century, the process of economic and social transformation must involve a society of solidarity that is committed to sharing, improving social services, defending human rights and, above all, taking care of our planet. This is set out in the United Nations Global Compact to achieve sustainable development goals by 2030. To achieve this, we need to foster more inclusive and cooperative business models.

This year, the INAISE conference will analyse the role of social and solidarity finance as a vehicle for economic transformation in the 21st century. Participants will share their experiences and create synergies to identify and propose innovative solutions.

## Provisional program

<b>Wednesday, November 27</b>	
<b>2:00 p.m. – 5:00 p.m.</b>	<b>Professional development (optional, compulsory registration) – IN FRENCH ONLY</b> <ul style="list-style-type: none"> <li>• Investment project analysis and monitoring software (Baobab)</li> <li>• Governance</li> <li>• Tools for financing women entrepreneurship</li> </ul>

<b>Thursday, November 28</b>	
<b>8:30 a.m. - 2:30 p.m.</b>	<b>Registrations of the participants at the ENCG - Agadir</b>
<b>9:00 a.m. -1:00 p.m.</b>	<b>General Assembly of INAISE members</b>
<b>8:30 a.m.-1:00 p.m.</b> Business center ENCG Agadir	<b>Workshop: Doctoral Symposium</b> Welcome and registration of participants in the doctoral workshop <u>Activity 1:</u> Presentation and discussion of doctoral thesis projects <u>Activity 2:</u> Presentation of the rules for publishing and submitting articles to peer-reviewed journals.
<b>1:00 p.m.</b>	<b>Lunch</b>
<b>2:30 p.m.</b>	<b>Institutional opening and welcome speeches</b> <ul style="list-style-type: none"> <li>• Madam Secretary of State for Crafts and SSE</li> <li>• Mr. Wali of the Souss Massa Region and Governor of Agadir Ida Outanan Province</li> <li>• Mr President of the Regional Council UnderMassa.</li> <li>• Mr President of Ibn Zohr University, Agadir, Morocco</li> <li>• Mr. President of INAISE Canada</li> <li>• Mr. President of the Chamber of Commerce, Industry and Service of Souss Massa</li> <li>• Mr. President of the Souss Massa Chamber of Agriculture</li> <li>• Mr. President of the Craftsmanship Chamber of Souss Massa</li> <li>• Mr President of the Agadir Communal Council</li> <li>• Mr. Director of the ENCG Agadir</li> <li>• Ms. President of the MCODD Congress, ENCG, Ibn Zohr University, Agadir, Morocco</li> </ul>
<b>3:30 p.m.</b>	<b>Coffee break</b>
<b>4:00 p.m.</b> Conference Room, ENCG Agadir	<b>Opening Conference: How do social impact indicators show that the SSE achieves the SDGs?</b> Introduction by Alain Arnaud, CIRIEC International President  <b>Scientific presentation (1 hour - 20 minutes per person)</b> <ul style="list-style-type: none"> <li>• ENCG, IBN ZOHR University, Morocco</li> <li>• Prof. B. M'ZALI (UQAM Canada)</li> <li>• Quebec government representative</li> </ul> <b>Moderator: Mr. Bendo</b>

	<p><b>Roundtable following the scientific presentation (1 hour - 5 minutes per person)</b></p> <ul style="list-style-type: none"> <li>• ANDZOA, Agadir</li> <li>• ODECO, Agadir</li> <li>• FIFARGAN</li> <li>• ADS, Morocco</li> <li>• Association SMD Initiative, Morocco</li> </ul> <p><b>Moderator: Claude Dorion</b></p>
8:00 p.m.	Gala dinner

<b>Friday, November 29</b>				
8:30 a.m.	<b>Workshops/panels in parallel</b>			
	<p><b>Women Entrepreneurship</b> What are the limitations faced by women entrepreneurs? How can social finance have an impact in helping them cope with these limitations?</p> <ul style="list-style-type: none"> <li>• Lucie Demers, Filaction (Canada)</li> <li>• Fatima Elkandoussi, (Morocco)</li> <li>• Fatou Ndour, Sen'Finances (Senegal)</li> </ul> <p><b>Moderation: Ms. Yaakoubi (ANDZOA)</b></p>	<p><b>Workshop 4: Social Entrepreneurship, Innovation and Territorial Development</b></p>	<p><b>Savings and credit unions in facing international banking regulations</b> How do co-ops deal with international regulations when providing savings and credit services? What are the impacts on social and solidarity finance? How have some countries been able to deal with the problem?</p> <ul style="list-style-type: none"> <li>• Bhima Subrahmanyam, NAFSCOB (India)</li> <li>• Adbou Rasmané Ouedraogo, UBTEC/naam (Burkina Faso)</li> </ul> <p><b>Moderation: Marc Picard, Caisse d'économie solidaire (Quebec)</b></p>	<p><b>Workshop 1. Management practices of social and solidarity economy organisations</b></p>
10:00 a.m.	Coffee break			
10:30 a.m.	Workshops/panels in parallel			

Business center ENCG Agadir	<b>Workshop 2. ESS: finance, risk MGT, performance and Innovation</b>	<b>Workshop 3. MGT public governance in the context of SD and CSR</b>	<b>Digitalization: Opportunities and challenges for the social economy</b> Why is digitalization important? What is the impact of digitalization in terms of social and solidarity financing (financial inclusion)? <ul style="list-style-type: none"> <li>• Serge Mounghanou (Senegal)</li> <li>• Steve Round (United Kingdom)</li> <li>• Hind BENOJAKRIM Morocco.</li> </ul> <b>Moderation: Raúl Sánchez, Red Katalysis (Honduras)</b>	<b>Current forms of financing of the social economy</b> <ul style="list-style-type: none"> <li>• Paul Ellis, Ecology Building Society (United Kingdom)</li> <li>• Adnan Faramand, ACAD Finance (Palestine)</li> <li>• El Mouden President Sous Massa Initiative (Morocco)</li> <li>• Milder Villegas/Lucie Demers, Filaction (Quebec)</li> </ul> <b>Moderation: Dominique Lesaffre, SIDI (France)</b>
12:30 p.m.	Lunch			
2:30 p.m.	<b>Workshops/panels in parallel</b>			
	<b>How the social economy is responding to the problem of social inclusion</b> Concrete cases of social integration enterprises <ul style="list-style-type: none"> <li>• Richard Gravel, Collective Insertion Companies (Quebec)</li> <li>• TIGHANIMINE Cooperative</li> </ul> <b>Moderation: Abdellah Souhir, REMESS (Morocco)</b>	<b>Family farming</b> <ul style="list-style-type: none"> <li>• ANDZOA or ONCA</li> </ul> <b>Moderation: André Beaudoin, UPA-DI (Quebec)</b>	<b>Workshop 5. Policies and actions to promote and support social and solidarity entrepreneurship: balance sheet and perspectives</b>	<b>Workshop 6: social entrepreneurship and territories</b>
4:00 p.m.	Coffee break			
4:30 p.m.	Responsible Finance Award			
5:30 p.m.	Closing session			

**Saturday, November 30**

9:00 a.m.

Field visits (optional)

**Sunday, December 1**

9:00 a.m.

Touristic visit (optional with additional cost)