



RENNES METROPOLE IS USING SOCIAL CLAUSES IN PUBLIC PROCUREMENT FOR ITS WASTE MANAGEMENT ACTIVITIES TO TACKLE LONG TERM UNEMPLOYMENT AMONG LOW SKILLED PEOPLE. THIS APPROACH ESTABLISHES PARTNERSHIPS WITH SOCIAL ENTERPRISES AND LEADS TO PROGRAMMES WITH SOCIAL ADDED VALUE.



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INCLUSIVE EMPLOYMENT THROUGH PUBLIC PROCUREMENT

CONTEXT

Rennes Metropole has a lower unemployment rate than the overall rate for France (7.9% vs. 9.8%), but 39% of these people have been unemployed for more than two years. This number is rising faster than the overall unemployment rate.

SOLUTION

Rennes Metropole has a 25 year policy to tackle long term unemployment of low skilled people through partnership with non-profit social enterprises. To do this the city administration started to include social clauses in its public procurement. This means companies who bid on city tenders are required to create a social inclusion programme within the services they will carry out for the city. This can include hiring people who are long term unemployed or people with disabilities, or providing training for underqualified workers.

The city administration decided to set up a dedicated team 'guichet unique des clauses sociales' that works across all the city departments as a single contact point and which assists in adding social clauses to the city's procurement activities. It has led to a gradual shift in how various departments in the city think about procurement. As a result, the city now has a strong internal partnership especially between the waste, public spaces and social departments that have developed a range of socially beneficial projects in waste management and the upkeep of green spaces.

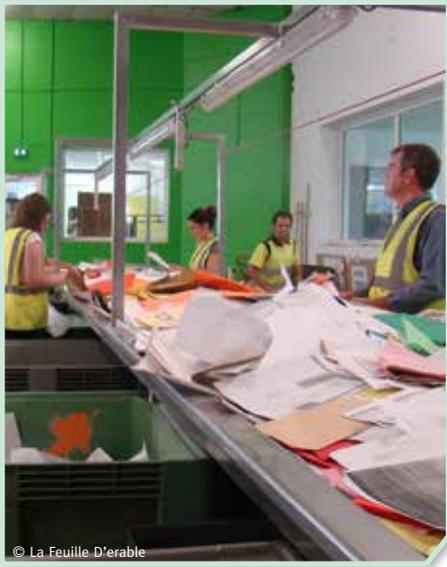
EXAMPLE

One example of a project coming from social clauses in public procurement policy is a tender in waste recycling carried out by a social enterprise called La Feuille d'Erable.

The company is responsible for the collection and recycling of city waste. As part of the tender, La Feuille d'Erable also runs a 'back to work' programme. People who face barriers to employment are hired for six to 24 months and receive additional training, career guidance and job search assistance. La Feuille d'Erable receives a state subsidy to cover additional costs related to the training and places a higher ratio of managerial staff on the 'back to work' programme.



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For a number of years, Rennes Metropole has pursued a waste recycling policy for both households and businesses. For this policy to be successful there needs to be an increased awareness of what could be sorted and a change in people's attitudes and habits.

In addition to city waste management La Feuille d'Erable carries out awareness raising activities on recycling for businesses, pupils and residents. At schools, this involves practical demonstrations on how the circular economy works, for instance showing how paper is recycled or mini-lab demonstrations on composting. For businesses, the workshops include demonstrations on how to sort and manage waste without disrupting company activities and how to carry out audits to help green the company. La Feuille d'Erable holds on average of 85 events a year to promote recycling.

La Feuille d'Erable has also extended the range and volume of products it recycles. For example wooden crates that are left after the farmers' markets are turned into fire lighters and then sold on premises or through organic shops and supermarkets. The company has also started offering

new services, such as the collection of light bulbs, batteries, printer cartridges and disposable cups from offices.

IMPACT

The social clauses in Rennes Metropole's public procurement contribute to supporting local social enterprises that assist 500 to 1,000 people annually in returning to the labour market. La Feuille d'Erable employs approximately 50 people through the 'back to work' programme each year.

Working for Feuille d'Erable, the beneficiaries develop new transferable skills, for example truck driving with on-board computing, waste sorting or customer service skills. As a result, around 60% of the beneficiaries each year are able to return to work or enter further training. The examples of permanent jobs that people find include truck driving, preparing shipments from warehouses, or in industry production chains.

Through adding the awareness raising campaign, extending its range of products and extending its paper and cardboard collection, La Feuille d'Erable increased the number of 'back to work' employees from 23 equivalent full time positions in 2001 to 43 by 2013.



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STRUCTURE AND FUNDING

The 'back to work' programme and career guidance to the long term unemployed provided by La Feuille d'Erable is funded by a state subsidy. Rennes Metropole outsources its recycling to La Feuille d'Erable. The city, together with the regional authorities, co-funded building renovations to provide adequate premises for skills training and career guidance. ADEME (French Agency for Environment and Energy Management) helped with the purchase of a crusher for recycling the wooden crates.



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