

CITIZEN ENGAGEMENT PROGRAM

TEAM PROFILE

Students coming from different countries/cultures ideally but with at least 3 fluent in French. Demonstrated interest in Community Involvement and Direct Initiatives by Citizens. Interest in Applied Research programs (from theory of change to concrete incentives for implementation).

Prepared for much direct interactions with field organizations involved in the current pilot.

YOUR INSTITUTION

Fondation Demeter

<http://fondation-demeter.com>

Charitable Foundation under the auspices of Fondation de France

c/o Fondation de France

40 avenue Hoche – 75008 Paris

In joint initiative with Makesense

<https://makesense.org/en/>

<https://france.makesense.org/citoyens/s-engager/reaction/>

PERSON IN CHARGE OF THE DÉFI

Pascal Vinarnic – Founder

Tom Van den Maegdenbergh - Program Leader

Lucie Chartouny - Doctorante sur l'engagement citoyen at Université Paris Dauphine - PSL

BRIEF DESCRIPTION OF THE INSTITUTION & CONTEXT OF THE DEFI

Fondation Demeter was set up in 1994 to sponsor innovative economic solutions to social issues. Working with pilot programs in any geography over a period of 3 to 7 years, Demeter's sponsored projects try to demonstrate:

- an innovative economic solution is delivering social results
- scalability options can be identified and start to be executed upon
- impact is measured and is obtained with most adequate resource-minded business model to ensure best possible financial independence.

During the initial 12 years, Demeter sponsored microfinance as a way to empower women as active economic agents in their ecosystem, Demeter then focused for almost 15 upon the economic re-insertion of at-risk youth through entrepreneurship. More recently Demeter has started to use charitable pledges to get all stakeholders in a social cause to work together to find and fund the solutions to their field issues – enabling

collaborative management to be the effective tool they use.

makesense was born in 2010 of an idea: what if citizens could help entrepreneurs to develop their ecological and social projects? What if students could contribute to it?

This is how makesense' 'gangsters and holdups' appeared: a first meeting between the world of civil society, students and entrepreneurship.

Soon the community grew and expanded, but we felt there was a missing link if we wanted to go even bigger and farther. To do this, we had to get companies on board, help them change course, change from the inside. So we imagined commonsense, which has become the department working with organizations.

Recently, to leave no one behind, we have begun to approach the public sector: the State and local authorities who have the power to make many innovations possible in their areas.

In 10 years, we have managed to bring citizens, entrepreneurs and companies on board to solve the major issues facing our society ... what will the next decade bring?

Re_action is one such initiative in which a small group of citizens will receive the tools ideas as well as strategic support to engage concretely for the Planet or for those who need it most.

EDUCATIONAL CONTENT

During 1st phase of COVID-19 pandemic, the crisis hit a lot of vulnerable communities (elderly, homeless, foreigners...) which led to strengthening the inequalities and shocked many citizens. Some of them approached makesense to **develop a dedicated initiative to create citizen-based solutions**. This initial program led as of the 2nd wave of the pandemic (as of Fall 2020) to a **pilot sponsored by Fondation Demeter. We chose to focus on the program for elderly and to Incentivize Engaged Citizens to interact directly and frequently with the Retirement Homes.**

Based upon the initial though limited results of such pilot, **makesense and Fondation Demeter want to explore how to scale the initiative** (independently from the pandemic) and to focus on defining the impact of such program on society by studying a specific territory.

The applied research will be requiring exchanges with the different stakeholders in that respect (engaged citizens, beneficiaries, city council, local companies and local NGOs). Such field interaction is perceived as critical to define the sustainable solutions to be recommended and to identify the most impactful actions (hence also the best leverages to incentivize them).

WHY IS THE PROJECT IN THE “GENERAL INTEREST”?

The pandemic was another demonstration that Public Authorities cannot deal / bring immediate solutions to all social requirements, in particular in times of crisis.

Citizens need to define how they could be involved with ready-to-use models they can apply instantaneously when such emergencies occur. And more generally how citizens can regain more power starting by engaging themselves and acting directly on the problems.

They need to use modern technology and social platforms to deliver an adequate (answer the needs), cheap (affordable and accessible to small communities) and long-term (generating sustainable impact) solution. Those solutions then could be made available (open source) to public and local authorities to use as needed to enhance direct social interactions between Engaged Citizens – notably younger ones, and those affected by an emergency.

RESULTS AND DELIVERABLES INTENDED

Designing and analysing an impact study on the re_action program for Clermont-Ferrand (online form, qualitative interviews, data collection) from October (initial study of the territory) to April (outputs with the volume of participants in the program locally)

Documented theoretical study on the “Tipping point” for society changes and field exchanges with experts (list common impact study indicators)

What are the possible scaling models (using field and comparable experiences) to impact society with a citizen engagement program?

SCHEDULE

October to December: Possible scaling models: testing the re_action program, conducting initial study on Clermont Ferrand

January to March: Tipping point and scaling a citizen engagement program – field checks with existing pilot and comparable initiatives

March to April: Final study and defining potential models, final study of output for Clermont Ferrand to study the local impact on society and define the potential to reach a tipping point and its impact. Recommendations for the development of the program scaling strategy and increasing the impact on society.

METHODOLOGY

We expect the students' team to alternate permanently between theoretical and applied research – and as soon as a possible solution identified, to use the field program to test and to adjust (the latest notably for the French speakers).

Students would work in team and would have to coordinate pilot groups of stakeholders to present and defend the possible solutions and underlying models for scaling.

They will be coached by a member of both makesense and Fondation Demeter with bi-weekly review calls.

LOGISTIC

Though we expect field checks to be done using “virtual tools” (students will have dedicated whatsapp group and own zoom/teams link), some traveling might be necessary to test the field if more appropriate. The cost will be borne by Fondation Demeter but we expect students not to have constraints on their ability to travel.

For documentation to be accessed, it is mostly available online. In case some date to be purchased, cost to be borne by Demeter.

The students will have access to a working room at Sciences Po.