



KU LEUVEN

CENTRE OF EXPERTISE FOR
COOPERATIVE ENTREPRENEURSHIP



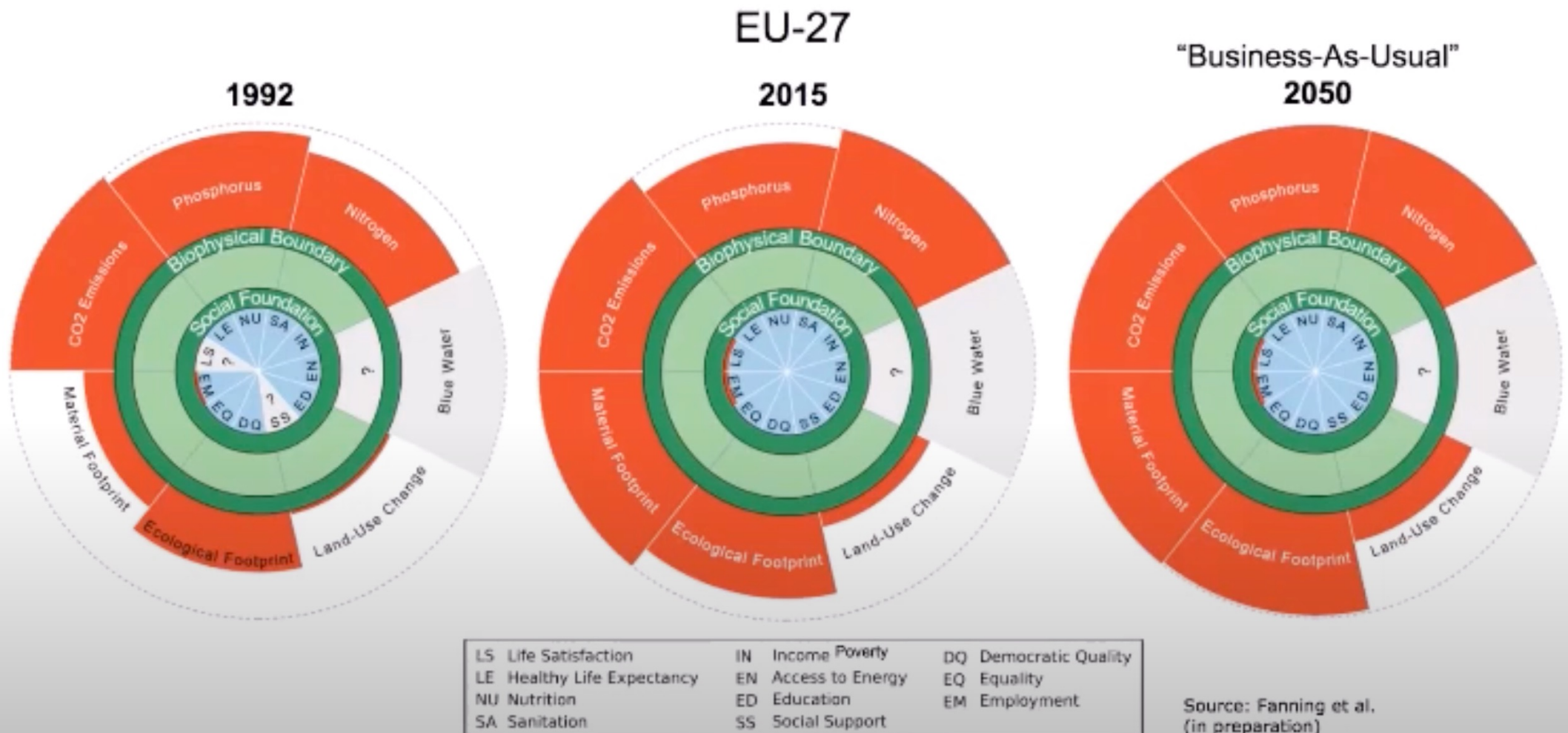
Introduction: Cooperative model and purpose driven enterprises

Frédéric Dufays

frederic.dufays@uliege.be

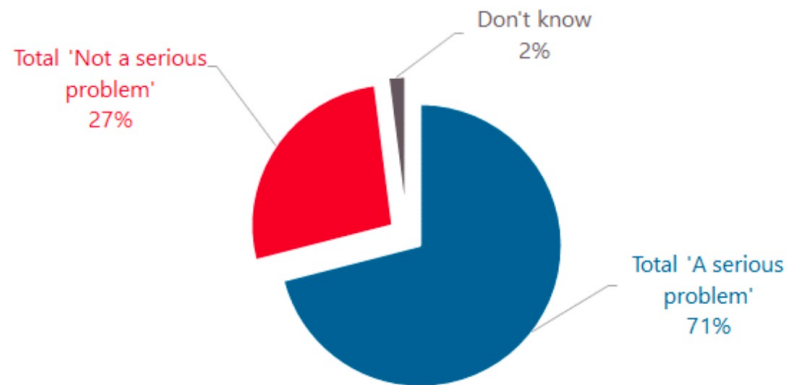
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Where is the EU heading?



Social issues

QB3 And how serious a problem do you think a lack of social rights is right now? Please use a scale from 1 to 10 with '1' meaning it is "not at all a serious problem" and '10' meaning it is "an extremely serious problem"
(% - EU)



(Nov/Dec 2020)

Base: all respondents (n.= 27,213)

In your opinion, which elements are the most important for the EU's economic and social development? Firstly? And then?
(% - EU)



Base: all respondents (n.= 27,213)

Source: Eurobarometer 509 (March 2021)

The economy has to change



Policy (macro)

Change magnitude at the macro level?



Economic system



Growth paradigm



Democratic governance



Enterprises (meso)

Changes at the individual level

- Consumption behaviour (e.g. travel, fair trade)
- Work ethics and practices
- Mitigating/acceptance of policy changes (rejection of some behaviours/products, cap on income and wealth, etc.)



Individuals (micro)

What about enterprises?



Corporate Social Responsibility



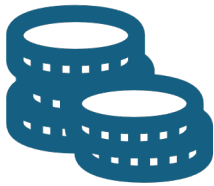
Revival of interest in alternative models



Emergence of new enterprise models



Change magnitude at the macro level?



Economic system



Growth paradigm



Democratic
governance

Changes at the individual level

- Consumption behaviour (e.g. travel, fair trade)
- Work ethics and practices
- Militancy for/Acceptance of policy changes (taxation of some behaviours/products, cap on income and wealth, etc.)



What about enterprises?



Corporate Social Responsibility

Corporate social responsibility (CSR)



- Evolution of CSR since 1960s
 - Born on the grounds of social movements (anti-war, Earth Day,...) (1960-70s)
 - Creation of public agencies for holding corporations accounting for environmental damages, health issues, etc. (1970-80s)
 - In parallel to 'sustainable development' (1980s)
 - Institutionalization (creation of international networks, etc.) (1990s)
 - Recognition by the public sector: creation of Global Compact, etc. (2000s)
 - Strategic thinking (2000s)
 - Concept of 'Shared value' (2010s)
 - Concept of 'Social impact' (2020s)



Revival of interest for (older) alternative models

Revival of interest for old(er) alternative models



- Models with shared ownership, such as:
- Cooperatives
 - Presence in media and scientific journals
 - Bridges with other movements (e.g. environmentalist movement)
- Why?
- Perma-crisis world // Coops are daughters of crises and typically show a better resilience during crisis
 - Since a change is needed, why not trying an existing solution that has remained marginal in the economy so far?



Emergence of new enterprise models

Emergence of new models



- On a spectrum from more radical to more conventional
- Community-supported agriculture (CSA), Local Exchange Trading Scheme (LETS)...
- Social enterprises (broadly understood)
- B-Corps, Impact firms, Mission-driven companies, etc.



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Revival of interest for old(er) alternative models



Models with shared ownership, such as:

- Community Land Trust
- Cooperatives
 - Presence in media and scientific journals
 - Bridges with other movements (e.g. environmentalist movement)

Why?

- Perma-crisis world // Coops are daughters of crises and typically show a better resilience during crisis
- Since a change is needed, why not trying an existing solution that has remained marginal in the economy so far?

Revival of interest for old(er) alternative models



- Waves of cooperatives, created to address very different sets of needs → compatible with today's needs?
- Can they shift from a 'resistance' standpoint, i.e., being non-capitalist enterprises in a capitalist economy?
- Can/Should they become the new normal?

Emergence of new models



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Emergence of new models



- Lacking hindsight to evaluate the impact
- To what exchange do they challenge the status quo?
(evolution vs. revolution)
- Are they sufficient to make the necessary changes in the economy
to live in a sustainable society/planet?
- Can/Should they become the new normal?

Questions / Challenges

Convergences / Divergences?

- Transformative intention and potential
- Ideology, norms and values
- Focus on social and/or environmental issues?
- Practical modalities (ownership, governance, etc.)
- Combinability

➔ Understand each other to better interact – in the interest of society and the environment

