



# BEST PRACTICE IN ADULT EDUCATION FOR A JUST TRANSITION

**Ateliers du bocage,  
Social and Environmental  
Utility Cooperative**

**Promoting circular economy through  
Economic Empowerment**

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Co-funded by  
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# Ateliers du bocage, Social and Environmental Utility Cooperative

## – Promoting circular economy through Economic Empowerment

### Context and Initiative Details

Name of the initiative	<u>Ateliers du bocage. Coopérative sociale et environnementale.</u>
Geographical scope	Local : <ul style="list-style-type: none"> <li>• manufacturing workshop in the Deux-Sèvres department</li> <li>• 4 stores in France (Bressuire, Niort, Poitiers, Cholet)</li> </ul>
Sources of funding	Self-funding through resale, donations of used equipment by companies and public organizations, very small part of grants.
Duration of the initiative	1992-Ongoing
Target audience	People who face barriers to employment because of their social situation (low-skilled adults, migrants,...)
Social justice focus area	Social and professional integration of marginalized people, sustainable production and consumption.
Goals of the initiative	<ul style="list-style-type: none"> <li>• Promoting re-use and circular economy;</li> <li>• Supporting people who are far from employment, by training them in the sustainable economy sector and giving them the self-confidence they need to find lasting employment.</li> <li>• Promoting diversity by recruiting women and workers of all ages.</li> </ul>

### Good Practices Description

#### Stakeholder engagement in the process

Thanks to the broad network of stakeholders within the Emmaus France movement, Ateliers du Bocage is actively experimenting with a variety of projects (mobility programs, digital sobriety, etc.).

Additionally, they communicate with a number of regional, national, and European organizations regarding access to the environment and jobs.

#### Methodology used (if available)

The ateliers du Bocage, a player in the field of professional integration, provides fixed-term integration contracts, which are particular employment agreements lasting up to two years.

People with disabilities can apply for permanent jobs at the cooperative, which offer them stability and show that their employer believes in them.

Additionally, it is creating inclusive mobility solutions in rural areas to support the right to mobility and employment opportunities.

#### Teaching approaches (if available)

The integration contract approach entails collaborating on the training participants' needs, such as digital skills, mobility, and fluency in French. Les Ateliers du Bocage creates employment opportunities in the sustainable economy by providing a wide network of partners and local companies with springboard paths that are accessible through proximity management, involvement of socio-professional mentors, mobility, and digital mission managers.

## Challenges and outcomes

### Key factors contributing to success

- Training participants receive thorough, individualized support based on the skills they need to fill.
- Availability of relevant training and internship programs, in addition to those provided by their network of affiliated associations and businesses.

### Encountered difficulties and challenges

The structure's economic balance is fragile, and any increase in costs that has to be reflected in the price of reconditioned products could deprive the structure of its desire to sell equipment at reduced prices to people on the margins of society.

### Recommendations

On a macro level, the cooperative seeks to encourage a local and responsible circular economy. It advocates for :

- Promoting local partnerships with companies that comply with French standards
- Concrete environmental solutions for business management. In particular, the aim is to make the practice of reusing company equipment commonplace
- Encourage reinvestment of company profits in projects to develop solutions for reusing used equipment

### Impact

- 1,000 people on integration contracts over the past 30 years.
- 221 support actions carried out during working hours (internships, training courses, etc.) in 2022.
- 74 people on integration contracts in 2022.
- On average, 59% of employees return to a job or training program of their choice.
- 45,320 IT equipment reused by 2022.
- 2,500 tonnes of computer collected in 5 years.
- 600 tonnes of end-of-life cell phone waste collected since 2010 in the 5 Project Africa countries, representing almost 4 million mobiles

(Source: <https://ateliers-du-bocage.fr/nous-connaître/notre-impact>).