

SENIORS ENTREPRENEURS & SOCIAL AND SOLIDARITY ECONOMY (SSE)

**KEEP50+ SUPPORTING SENIORS ENTREPRENEURS
TOWARDS SOCIAL AND SOLIDARITY ECONOMY ?**

SENIORS ENTREPRENEURS IN SSE

- **Presentation**
- **Seniors, Entrepreneurs of tomorrow ?**
- **Seniors put to contribution or staged ?**
- **Contribution: what role in start-ups ?**
- **Young Entrepreneurs and Seniors Entrepreneurs ?**
- **What support for Seniors Entrepreneurs of SSE ?**
- **Social and Solidarity Economy: a new emerging business for Seniors?**

SENIORS ENTREPRENEURS IN SSE

Presentation

- Judged as being too expensive for companies, Seniors are seduced by entrepreneurship
- 17 million French people aged between 45 and 64.
2 million want to start their own business
- 88 000 to act out each year
- It is difficult to improvise oneself entrepreneur. New creators need to be trained and coached.
- This is the ambition of the support system for "45+" initiated by **Initiative France** since January 2015.

SENIORS ENTREPRENEURS IN SSE

I. Are Seniors, the entrepreneurs of tomorrow ?

- **Issues**

- Issues for seniors
- Challenges for society

- **Definition of Social and Solidarity Economy**

- **Opportunities and Assets**

- Opportunities
- Strengths

SENIORS ENTREPRENEURS IN SSE

2- Are Seniors put to contribution or staged ?

- Start-ups have a role for our elders based on their experience. But what are the conditions?
- Is this really a trend?

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3- Involvement of Seniors: their roles in start-ups ? What tracks ?

- Defining a « Competency repository" of SSE Entrepreneur for Seniors?
- Accompaniment to upgrade potential and existing SSE entrepreneurs ?
- Fluidify the encounter between:
 - potential SSE business projects not yet realized
 - potential Young SSE Entrepreneurs without precise idea
 - and Seniors ?

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4- Association of Young Entrepreneurs and Senior Entrepreneurs ?

Difficulties :

- Convincing retirees to use their skills
- Associate them with an entrepreneurial project: youth-senior association
- Convincing seniors of their value
- Changing the image they have of themselves: the unemployed seniors are not "looking for a job" but "looking for a partner"

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5- Accompaniment of SSE Seniors Entrepreneurs

Think tanks :

- Building a "business repository" of SSE Entrepreneur
- Develop awareness-raising actions on SSE-based Entrepreneurship
- Increase training for SSE Entrepreneurship
- Developing mechanisms to better meet socially responsible projects and Entrepreneurs
- Helping to choose niches favorable to ESS

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6- Social and Solidarity Economy: a new opportunity for seniors?

Some ways to reconvert towards SSE Business :

- Knowing fundamental principles of SSE, to better understand the sector, its stakes, its references
- Learning to discover niches of promising activities
- Etc.