



Montréal 2016
Global Social
Economy Forum

Forum Feedback

7 au 9 septembre 2016

Palais des Congrès, Montréal, Canada

www.gsef2016.org



Montréal 





GSEF in brief

GSEF2016 is the third edition of the Global Social Economy Forum, a major international meeting initiated by the City of Seoul in 2013 in collaboration with its local social economy partners.

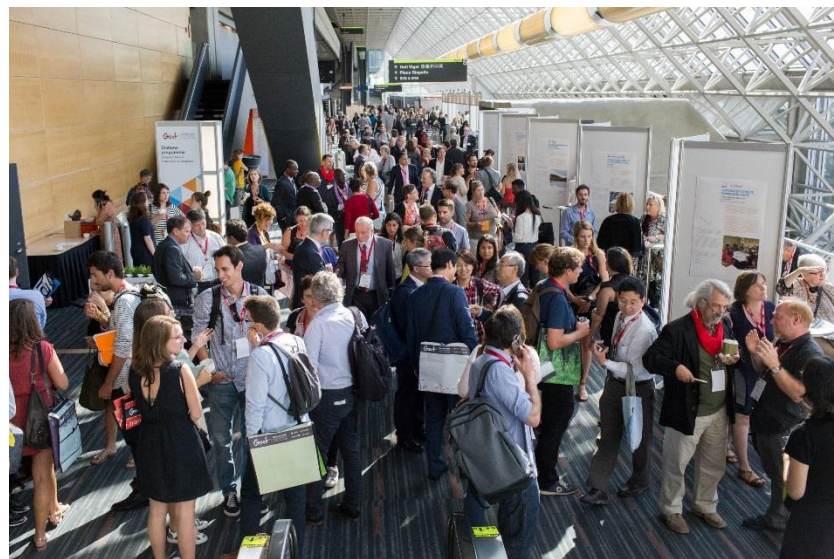
The second edition in 2014 gave rise to the GSEF's constitution as a permanent international association bringing together local governments and civil society actors and recognizing the social and solidarity economy as a key factor in local economic development.





Participation

GSEF2016 attracted nearly **1,500 participants** from **62 countries** and **330 cities**, including **200 local government representatives**, to discuss the central theme of the forum, *Collaboration Between Local Governments and Social Economy Actors For the Development of Cities*.





Participation

52% were representatives of social and solidarity economy organizations and networks

20% were local government representatives

8% were representatives from academia

10% were civil society representatives

10% were other participants (media, volunteers)

Origin

6% Africa

16% Europe

8% Latin America

11% Asia

59% North America





Program

30 workshops offered

11 working groups

120 initiatives presented from **38** countries (selected among 400 initiatives received in response to the call for submissions)





Program

6 plenary sessions to discuss and share examples of the social economy as a lever for fair and sustainable development.

Webcast: nearly **350 people** watched the plenary sessions live on the web (available in four languages) and **4,780 people** watched recordings of them in the two months following the forum.





Program

34 initiatives presented in a poster session:

25 from Quebec and 9 from other countries





Program

13 inspiring **field visits** to six Quebec regions. In addition to showcasing the social economy in Quebec, these field visits were a special opportunity to meet and discuss with the front-line actors of the 44 social economy enterprises visited.

Communautaire



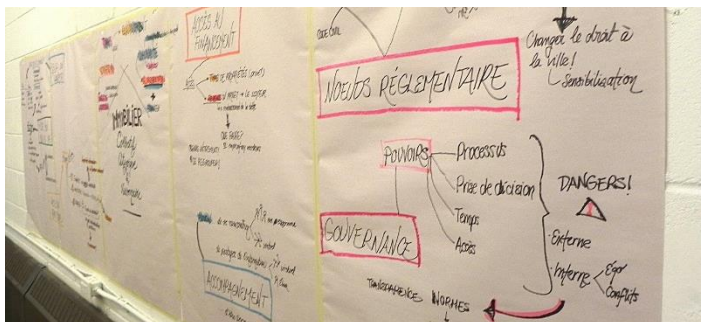
Petites mains





Program

In addition, **3 side-events**, organized by partners, brought together more than 300 people to discuss culture and the SSE, atypical housing and research on the SSE.



Productive meetings

The GSEFconnect platform

To maximize knowledge transfer between participants, GSEF2016 made available a **GSEFconnect** platform, designed to identify matches between participants and plan face-to-face meetings during the forum.

More than 200 meetings were conducted thanks to this tool, engaging 82% of participants having made a request or offering expertise through the platform.



Productive meetings

The networking of cities

The session was an opportunity for people working in public administration to share their experience in small groups and to identify promising initiatives, particularly for the development of collaborative spaces, for co-constructions involving civil society and public authorities, for measuring the impact and assessing the SSE and for SSE public procurement. Nearly 100 people attended.



Productive meetings

Impromptu workshops

These workshops allowed participants to invite fellow participants to join them at a given time and place for a discussion. They proved useful to address subjects that were not on the program or to continue a discussion started in a workshop.

11 impromptu workshops were proposed to participants.





Productive meetings

Networking evening

Nearly **800 people** gathered for this festive evening. Also open to the general public, the activity included more than 200 Greater Montreal residents.





Media coverage

In Quebec

- Interest in the event from all major national media
- More than **30 journalists present**
- Coordination of nearly **60 interviews**
- Excellent coverage in *Le Devoir* and *La Presse*, in addition to a one-hour special on the social economy on *RDI Économie* live from the Palais des congrès on September 7
- Good regional coverage

In brief, **more than 230 articles/mentions** (press, television, radio, web), mainly in Quebec, with a **total audience reach of 16.5 million** (audience potential)



Media coverage

Internationally

- More than 30 requests for media accreditation received
- **20 journalists present**
- Coordination of **at least 15 interviews**
- Results mainly in Europe and South Korea

**Despite the international nature of the mandate, this data is not exhaustive, as the audience reach of international media is not available and given the difficulty of tracking all the output in foreign languages using free tools. Thus, one can correctly say that the total GSEF2016 coverage exceeds the audience reach of 16.5 million stated previously without specifying what the augmented number would be.*



Social media

Newsletter

- 15 newsletters were sent to the mailing lists of organizers, former GSEF participants and people who subscribed via the GSEF2016 website.
- More than 3,800 people received the newsletter, and nearly 50% opened it (usual opening rate for the target market: 17%)

Facebook

- A remarkable mobilization tool for Quebec and internationally
- **More than 5,000 people followed the page and reacted to the information posted**

Twitter

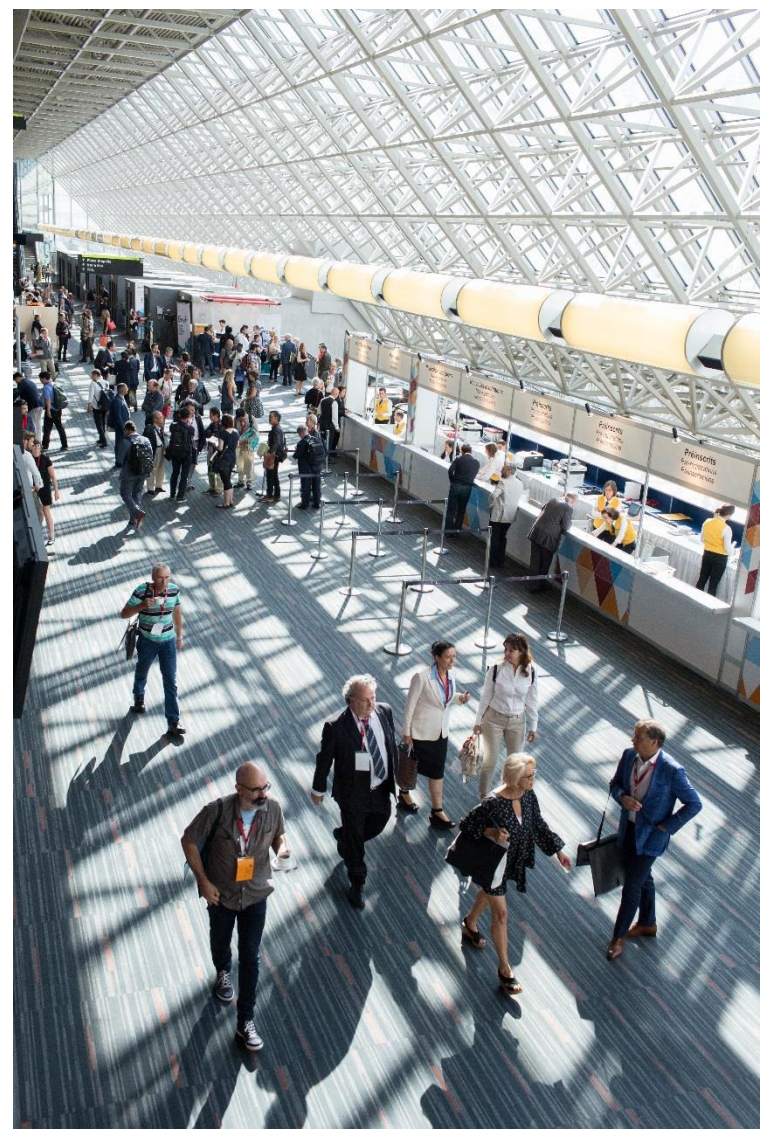
- On the first day of the forum, September 7, #GSEF2016 was tweeted an average of **80 times per hour**, a very good performance for such a niche subject.



Solidarity contributions

54 participants as well as **several financial partners** contributed funds to enable participants to attend GSEF2016.

In total, **73 travel or participation grants** were given out by GSEF2016.





Evaluation

- **80% of participants** that completed the evaluation survey rated GSEF2016 as **good or excellent**.
- **The tangible results of participating in GSEF2016** most mentioned were *establishing new contacts, deepening knowledge and raised awareness about existing issues, practices and tools*
- **More than 75%** of survey respondents were satisfied with **the visibility granted to local governments and to SSE actors** at the GSEF2016.
- **Networking** during the forum was one of the activities most mentioned by participants. Beyond opportunities created by the programming, 60% of respondents particularly appreciated the GSEFconnect platform and the networking room.

A few snapshots from the event

Nancy Neamtan of the Chantier de l'économie sociale and **Laurence Kwark**, Secretary General of the GSEF Association, hosting the plenary session to provide feedback on discussions



The General Assembly of the GSEF Association following GSEF2016



A few snapshots from the event



Rewarding discussions



Outcomes of GSEF2016

Read [the GSEF2016 Declaration from Montreal](#)

Download a [summary of the discussions that took place in the workshops and working groups](#)

Download a [summary of the initiatives presented to the Forum](#)





Outcomes of GSEF2016

Creation of the **International Centre for Innovation and Knowledge Transfer on the Social and Solidarity Economy (C.I.T.I.E.S)**

A new international organization based in Montreal, in partnership with Seoul, Bilbao, Mondragon and Barcelona. In support of the GSEF Association and its mission to promote cooperation between local governments and civil society, C.I.T.I.E.S.'s mission is to facilitate the international dissemination and transfer of practices and knowledge on the social and solidarity economy.

www.cities-ess.org





Outcomes of GSEF2016

- According to the survey conducted among participants after the forum, the practices they are now most interested in continuing to develop are :
 - ✓ **Social innovation** 41%
 - ✓ **SSE financing** 38%
 - ✓ **Impact measurement** 30%
- By the end of GSEF2016 (on September 9), the GSEF Association had received **10 new membership applications** from local governments.
- **The GSEF2016 co-organizers and the GSEF Association are committed to highlighting the initiatives and observations discussed in the forum for the advancement of SSE practices internationally and in Quebec.**



The next edition

The **City of Bilbao** in Basque Country (Spain) will be the host of the next edition of the GSEF to take place in 2018.

We look forward to seeing you again!

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GSEF2016

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