



Press Release - Press Release

#MakeltForGood: the European Manifesto of the social tech generation

Paris, May 16, 2019

In the middle of VivaTech and a week before the European elections, the Social Good Accelerator association is launching the Manifesto #MakeltForGood in favour of a convergence of the worlds of technology and the common good.

#MakeltForGood: It is time to focus collective efforts on climate and societal emergencies.

Investments in the European technological ecosystem reached €20 billion in 2018. This is not to mention the subsidies granted by the States and the European institutions, even though tax avoidance in the sector represents a huge cost. Too often, fundraising comes to finance concepts that are not very useful to society and are environmentally harmful. Moreover, in France, 90% of startups fail.

On the other side of the mirror, the actors of the Social and Solidarity Economy, which represent 8% of GDP and 10% of European jobs, are struggling to ensure their digital transition and to change scale. Public support for the sector is decreasing and Impact investing remains a niche area. Yet these actors are the driving forces behind the reduction of inequalities, cohesion and social innovation in Europe.

Even though climate, social and societal issues are now the first priority, while technological innovation receives huge public and private support, social innovation remains unknown and still too little funded in Europe. Yet it is one of our assets and a lever of the transitional economic model that must be initiated. We would all benefit if it were to be accelerated as a matter of priority, and certain technological tools such as blockchain or artificial intelligence can contribute to this.

#MakeltForGood: we won't succeed if we don't work together.

The new European mandate that is emerging is an opportunity to do so. Our weakened political and economic community must reaffirm a cutting-edge social and technological model. To ensure the cohesion of the individuals who constitute it, to affirm a different technological model.

European technology must no longer be used only to promote prosperity. It must accelerate social and environmental innovation, be open and accessible to all.

It will benefit from working with social and environmental experts to limit its impacts and redirect its benefits.



#MakeltForGood: three areas of action, 12 proposals

The Manifesto #MakeltForGood has been written in a collaborative way with a number of European partner networks and is aimed primarily at future MEPs and Commissioners, but also at leaders and investors in the Tech sector.

It is based on three main lines of action:

1. **Awareness-raising**: Promote the solutions provided by social innovation among innovation circles and accelerate it with the help of technological tools (launch a major European programme for the development of Social Tech; organise a European Social Good Week; raise awareness of the modalities of technological support for social economy actors; encourage the creation of public-private funds...)
2. **Economic criteria and models**: Ensure that social and environmental innovation is recognised as equal to technological innovation, as a transversal and systemic form (integrate non-profit models into public support mechanisms for innovation; encourage the integration of social and environmental impact criteria into markets and calls for tenders; promote a European open licence model dedicated to the social and solidarity economy; encourage the emergence of unicorns of European social innovation...)
3. **Training and skills sharing**: Facilitate the exchange of skills and co-innovation between holders of technological skills and holders of social/environmental skills (promote the Probono and skills exchange programmes, develop cross-competitiveness clusters and clusters, adapt the European digital skills framework to social innovation, etc.)

If you too wish to defend this vision and propose concrete ways forward to future elected representatives and European Commissioners, sign the Manifesto and join the #MakeltForGood movement

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*Will be in Vivatech on Friday morning, May 17 and from 12:10-12:30 at the Talent Center for a talk on the theme "Working With Purpose".

About Social Good Accelerator Europe

The Social Good Accelerator EU is a European association created between Paris, Lisbon and Brussels. At its origin: a collective initiative of French and Portuguese social entrepreneurs and philanthropic networks, created at the 2017 Web Summit to accompany François Hollande's delegation and his Foundation La France s'engage.

SOCIAL GOOD ACCELERATOR, association of general interest

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Our ambition is to contribute to the change of scale of social innovation in Europe, thanks to technological tools and skills at the service of the Common Good. Our mission is to create bridges and conditions for cooperation between social innovation and technology players in Europe. Connecting, informing and pleading with decision-makers are our 3 main areas of action. We rely on a growing European community of European networks and actors from both worlds.