Le Carillon: Each for all

Paris, France
Louis-Xavier Leca
https://www.youtube.com/watch?v=3S2luzDY0lg
Year Founded: 2014
Organization type: nonprofit/ngo/citizen sector
Project Stage: Start-Up
Budget: $50,000 - $100,000
Website: http://www.lecarillon.org
Twitter: https://twitter.com/lecarillon_asso
Facebook: https://www.facebook.com/Le-Carillon-861098633985429

- Social enterprise
- Urban development
- Tolerance
- Citizen participation

Project Summary
**Concise Summary:** Help us pitch this solution! Provide an explanation within 3-4 short sentences.

"Le Carillon" give tools to any citizen to help in a simple way the homeless of their district. It creates social link between the consumers, the storekeepers and the homeless of a district and complements the social action in a positive and civic way.

**WHAT IF - Inspiration:** Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if every citizen could help the homeless with their everyday consumption?

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**Problem:** What problem is this project trying to address?

"Le Carillon" tries to answer various needs for the homeless in the street in urban areas: - Immaterial needs for social link between these people and the local residents and storekeepers of their district; - Material needs necessary for the everyday life of these people (load a mobile phone, reach toilets, etc.).

**Solution:** What is the proposed solution? Please be specific!

"Le Carillon" arose from the inner conviction that each, by simple gestures, can contribute to improve the everyday life of the homeless. To join "Le Carillon", it is to join a network of friendly shopkeepers and individuals, always ready to offer a smile, consideration and one or several free micro-services (reload a mobile phone, access toilets, warm a dish or a feeding-bottle in winter, offer a glass of water) to the homeless and to all those who would need it. Our commitment is to implement everything in partnership with the actors of the social action, so that the beneficiaries come to request the services which the shopkeepers offer by adopting a behavior which will not damage either their activity or their reputation.

**Awards**

Finalist of the MOOC How to become a changemaker / Finalist of the Citizen Entrepreneurs' Network / Finalist of the Makesense incubator selection

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**Elevator Pitch**

**Impact: How does it Work**

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

For a person living in the street the access to basic products, services and energies is not simple. Getting access to water, electricity, heat or food can be difficult. It can be the same for accessing toilets, showers and an haircut. "Le Carillon" is certain that using the logistics and infrastructure of every shopkeeper we will be able tomorrow to offer any homeless people basic services and assistance to better is everyday life. It is then by the multiplication of united little actions that we can, all together, restore some dignity to the Homeless people and allow them to find the necessary confidence for, tomorrow, reach a new stage in their social integration process.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

The expected main qualitative goal is the reduction of the feeling of rejection that can have the homeless as well as the increase of the tolerance threshold of those who have more luck than them. The second qualitative goal is the improvement of the "self-image" of the homeless. Qualitative interviews of the beneficiaries, in partnership with the social action, and qualitative interviews of the shopkeepers and individuals, done by an external urbanist, will help getting the insights on the impact locally, by district. The ideal quantitative goal would be to gather 50 storekeepers, 50 beneficiaries and 300 citizens by district. Within the first year of the experimentation the goal is to reach 5 districts in Paris. The data followed will be (non-exhaustive) : number of services (using clickers in each shop), number of shopkeepers, number of individuals members, number of beneficiaries.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

Once developed in Paris, the association will develop an implantation tool kit in order to let inhabitants from other urban areas build the network in their city. Within 5 years the goal is to reach the 80 administrative districts of Paris (with a network of at least 4 000 storekeepers, 4 000 beneficiaries (homeless people) & 24 000 private individuals) plus at least one other urban area in France. Within 10 years the goal would be to reach any urban area in France (145 000 homeless people) and in developed countries for different needs and publics (homeless, precarious, refugees, etc.).

**Sustainability**

**Financial Sustainability Plan: What is this solution’s plan to ensure financial sustainability?**

The initiative will be financially sustained by private individuals getting membership cards that will allow them to contribute with their everyday consumption to challenges (e.g if 1000 euros are consumed in a Restaurant by the members, full menus will be offered to three homeless). Their monthly subscriptions will allow the association to finance most of its costs in year 2 (year 1 being financed mostly by public and private grants).

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

Many storekeepers and local residents act today in a informal way to improve the everyday life of the homeless but no structure was already able to value and gather these individual initiatives. Furthermore no formal structure offers today a "civic" approach to exclusion alleviation and social link with the cocitizens. The innovation of The Carillon is that it complements the social action (e.g red cross) using private individuals and
storekeepers. It creates vectors of social link and services whether as being an other buffer between the beneficiaries and the donors.

Founding Story

The founder of “Le Carillon” has been working for years in developing countries on local projects (microfinance, income-generating activities, etc.) and everytime he came back to France to visit the family he was shocked to see that the number of homeless people was still increasing and that local solidarity was less and less existent (in comparison with urban areas of developing countries). That is when he thought of a decentralized, collaborative initiative to help the poorest and when he discovered an other initiative in Switzerland aiming at displaying on your letterbox the material you can lend your neighbours (e.g screwdriver) using pictograms it was the declic!

Team

Louis-Xavier Leca : The founder of “Le Carillon” and Coordinator of the association, feeds the idea that the existing social action could be completed by a more decentralized positive movement. With an experience in the microfinance sector (in Senegal), the responsible finance (in Australia) and the international economy (in Chile) he decided to join the sector of the Social Economy in France to launch concrete and federative projects which will participate in a better society. He participated last year in “Lulu dans ma rue”’s implementation in Paris, a project carried by Charles-Edouard Vincent, founder of Emmaüs Défi. He works as a full-time for Le Carillon since september 2015. Clémence Metz : The co-founder as been the president of the association ENACTUS Audencia where she developed projects of entrepreneurship in France and in western Africa (reintegration, ecotourism, fair trade). Her commitment continued in Burkina Faso, where she developed projects of microfinance with the groupings of women and producers (PlaNet Finance). Since she returned in France in 2014, she chose to support new start-up in the priority districts of the city of Mulhouse. She joined Le Carillon full-time as the Operation Officer in october 2015.

File attachments:
- brochure-lecarillon2facebook.jpg
- sensemorning_3009.jpg
- voltage1.jpg

Please confirm how you heard about the Unilever Awards:
Social Business network

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:
Founder

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]
No Poverty.

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?
The Carillon is a project starting up and the first one of the association but it already benefits from the support of a solid advisory board:
- Charles-Edouard Vincent, founder and Managing director of Emmaüs Défi and Lulu dans ma rue;
- Mathieu Galloux, founder of the Digital communication agency "Addiction Agency";
- Charly Hanafi, storekeeper and adviser of the district Saint-Ambroise / republic;
- Mihailo Petrovic, person in charge of the public development of PlaNet Finance;
- Sébastien Juin, social educator and former member of Emmaüs Nord;
- Xavier Emmanuelli, founder of the Samu social of Paris and Samusocial International

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