

LES ATELIERS AMASCO

- **Business:** Fun educational workshops for children promoting learning and equal opportunities
- **Project:** Bringing the concept to the Lyon region
- **Impacts:** Social
- **Source of capital:** France
- **Jobs within 3 years:** 3

Yann Le Tolguenec, Lyon Manager

“ *Les Ateliers Amasco is an association that starts from the observation that school vacations are periods that generate extreme socio-educational inequalities in France. Les Ateliers Amasco offer fun and educational workshops to learn differently to all children aged 6 to 13 during the school vacations. The cause and the will of the Amasco workshops is that this vacation time benefits everyone regardless of income level and to welcome children who find it difficult or impossible to fit into the community, such as children with disabilities, dysfunctional profiles, or behavioral problems. Finally, we will be able to give them individualized attention.*



Les Ateliers Amasco was born in the Paris region. Today, we are present in three regions. It's true that the Auvergne Rhône Alpes region quickly emerged as the first territory for spin-offs, and Lyon was also chosen because it's the cradle of the SSE, the Social and Solidarity Economy.

We were indeed accompanied by Ronalpia, an association that has an extremely detailed knowledge of the Lyon metropolitan area, its workings, and its actors. ADERLY came to help us with several issues, starting with communication, because when we arrive in a new region, nobody knows us, we need to gain visibility, to be highlighted. It was also in human resources, when a structure arrives in a region, it needs to build a team, to recruit. Here again, ADERLY has made its pool available and helped us to distribute offers. It was also on the search for funds. Obviously, for an SSE structure, especially an association, it is important to be put in touch with potential funding partnerships.

ADERLY, with its hybrid positioning, also helped us in this connection. To give a very concrete example, in the framework of our activities, we need to find premises to organize our workshops and I had this discussion with Emily who immediately thought of the social landlords because the feet of buildings can be made available during the vacations because they are unoccupied, ADERLY also knows a lot of people, so it's the possibility of being put in touch with key partners, whether they are town halls or schools, which for us will be extremely valuable prescribers in the framework of our workshops.

It is true that it is very important for us to try to measure the contribution that we can have, the social impact that the Amasco workshops can have, as we do with the children through questionnaires where we try to know if the week went well. What activities they preferred, others they would not like to have anymore. We are also very much in contact with our families. It is very important for us to know their perceptions of our workshops, it is also with our partners that we see all this because we are in relation with schools, associations to prescribers. If these partners renew their trust in us, it is somehow that we are doing our job well.