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The contribution of cooperative entrepreneurship to the social inclusion of women induced by their empowerment: the case of women's cooperatives in the Souss Massa region

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Introduction

- "women represent the majority of the lowest paid workers globally and it is they who hold the most precarious jobs" (OXFAM, 2017);
- Socio-economic, political and cultural conditions relating to access and control of resources: vulnerability and gender inequalities (FAO, 2011)

Integration of women into development issues (activists & feminist researchers)

From a top-down to a bottom-up approach = empowerment: acquiring the ability to act and drive essential change

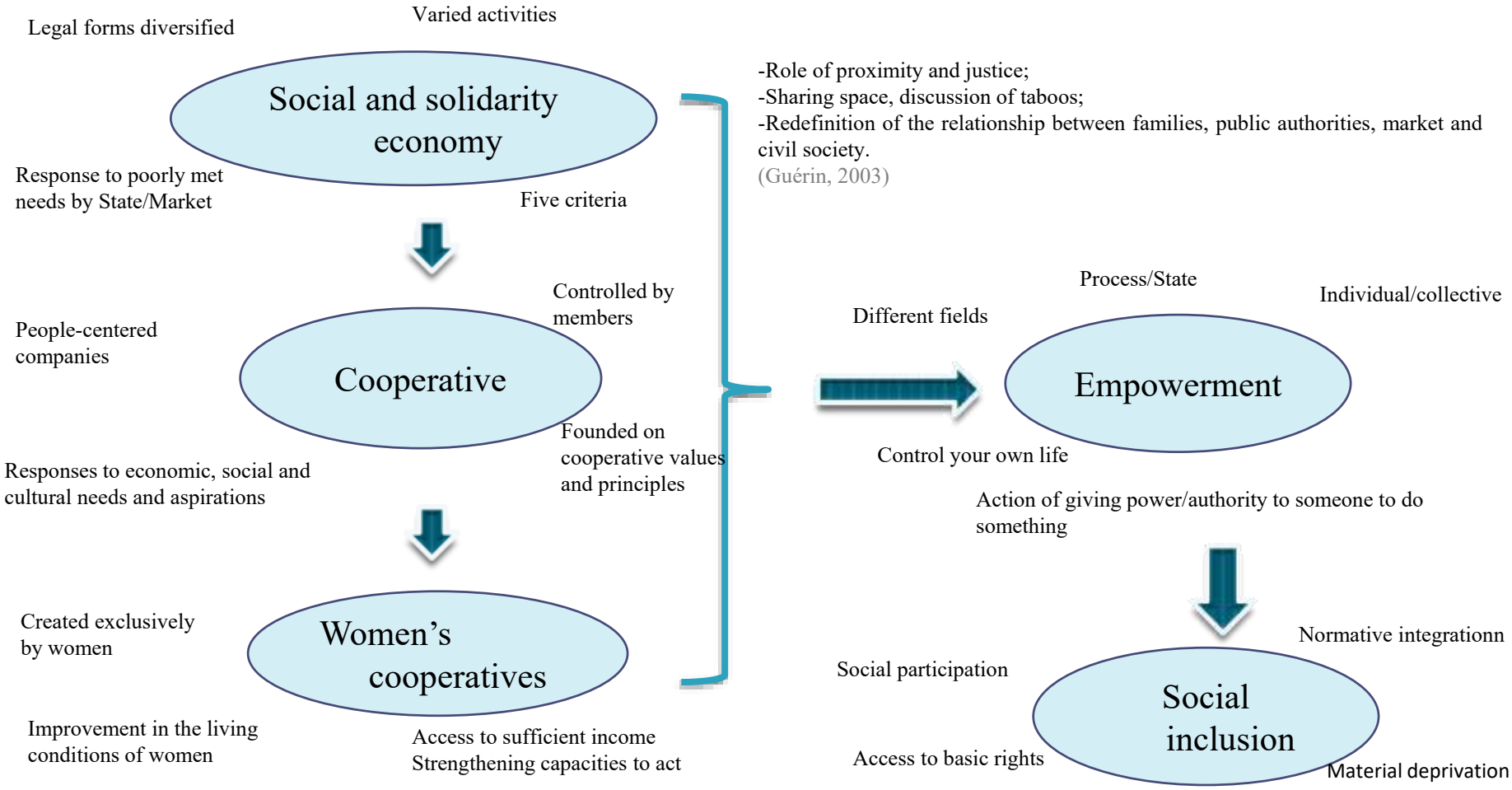
Social economy organizations: spaces for sharing, intimacy and solidarity, genuine modes of economic accumulation and access to power (Charlier, 2006; Guérin, 2003).

Moroccan context
Situation of rural women: precariousness, informal and poorly paid work (MEF, 2014)

-Programs targeting women in precarious situations (HDNI, GMP, etc.)
New SSE strategy in Morocco (2018-2028): improving the socio-economic conditions of women in precarious situations

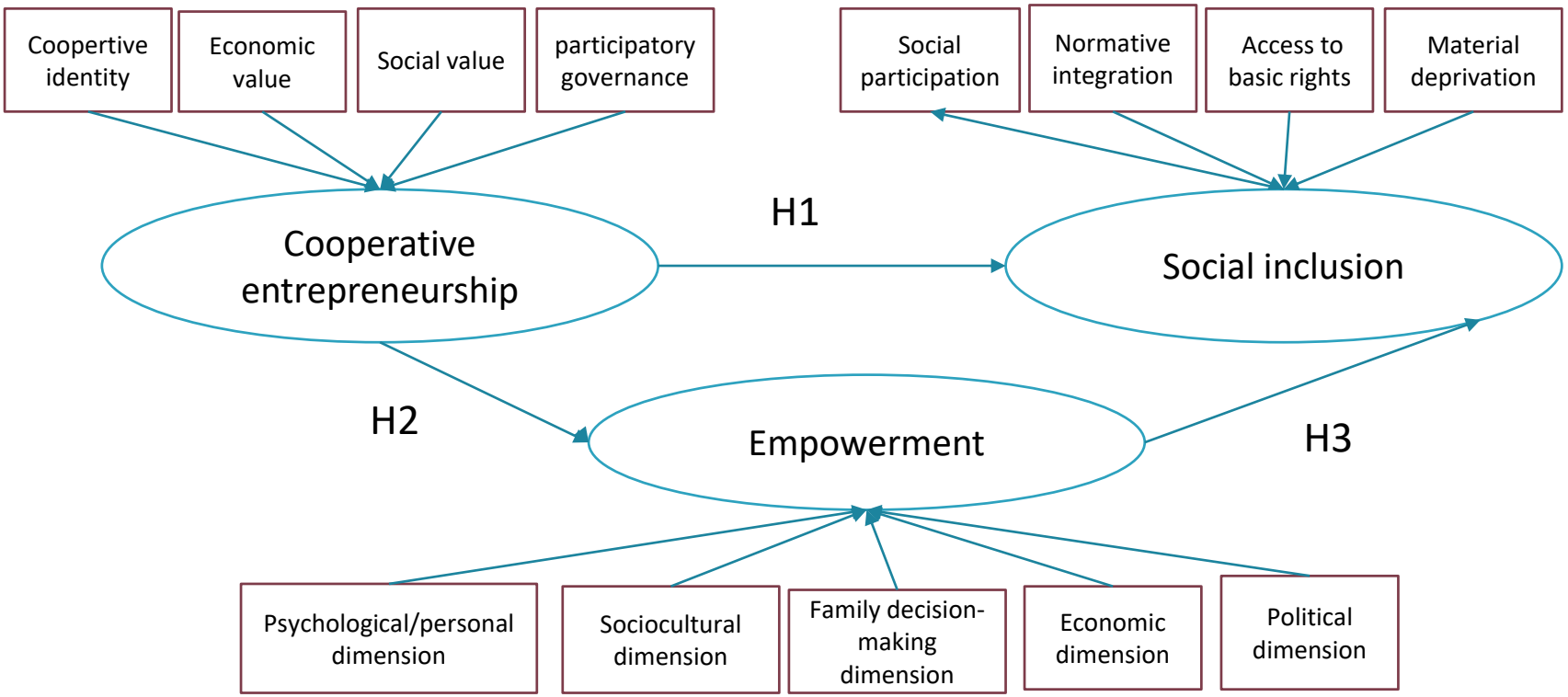
Cooperative

The Literature Review



The Literature Review

conceptual model



The Study

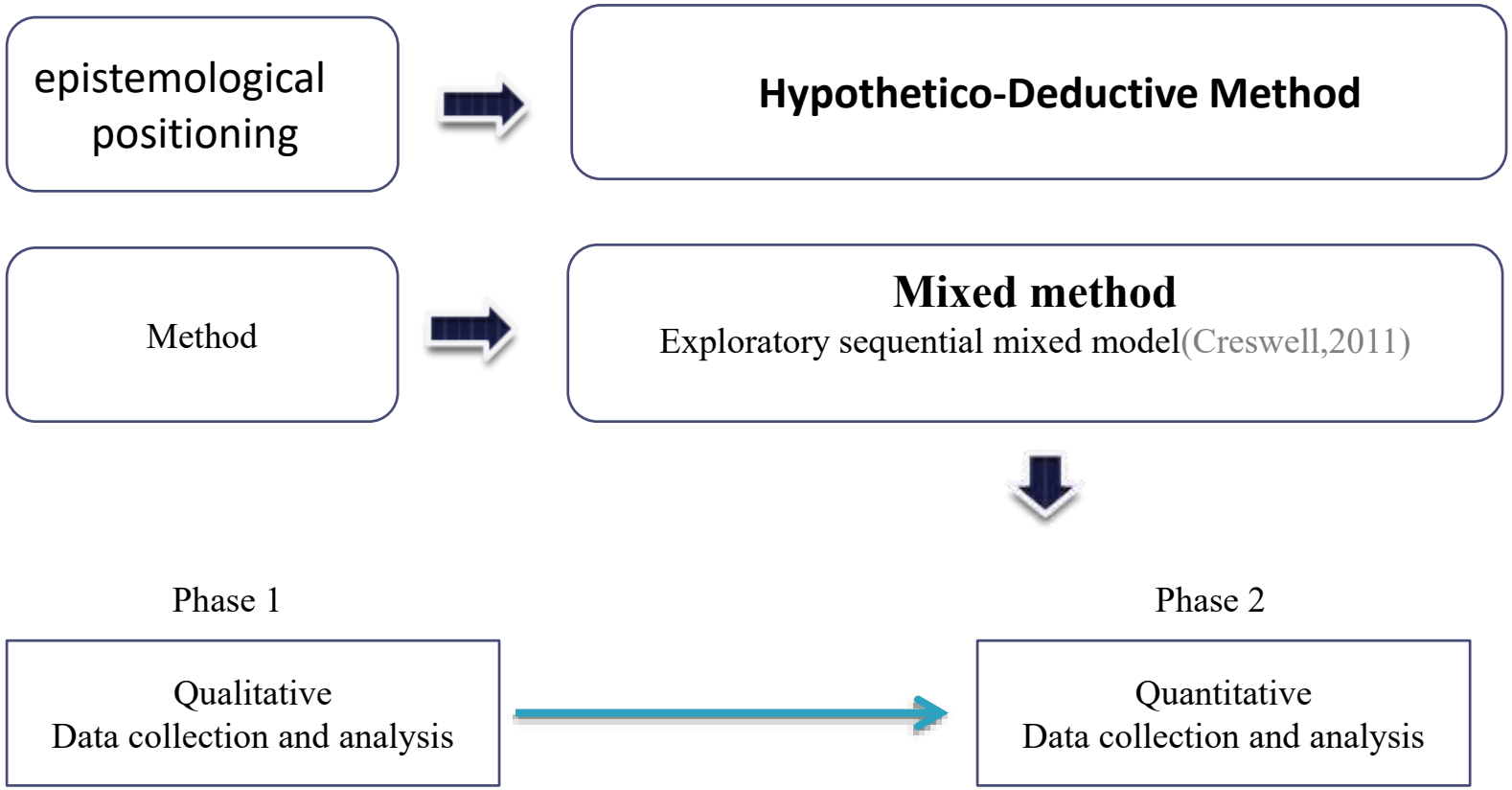
- The present study attempted to analyze the contribution of the social and solidarity economy, in particular, cooperatives, in the women *empowerment* and social inclusion. Our conceptual model stipulates that the membership of women in cooperatives contributes to their economic, social and political empowerment and consequently to their social inculcation.

- the objective is to test the conceptual research model in the Moroccan context, particularly women members of women's cooperatives in the Souss Massa region.

Research Question(s)

- To what extent does the social and solidarity economy (via women's cooperatives) contribute to the empowerment and social inclusion of women?

Methodology



Methodology

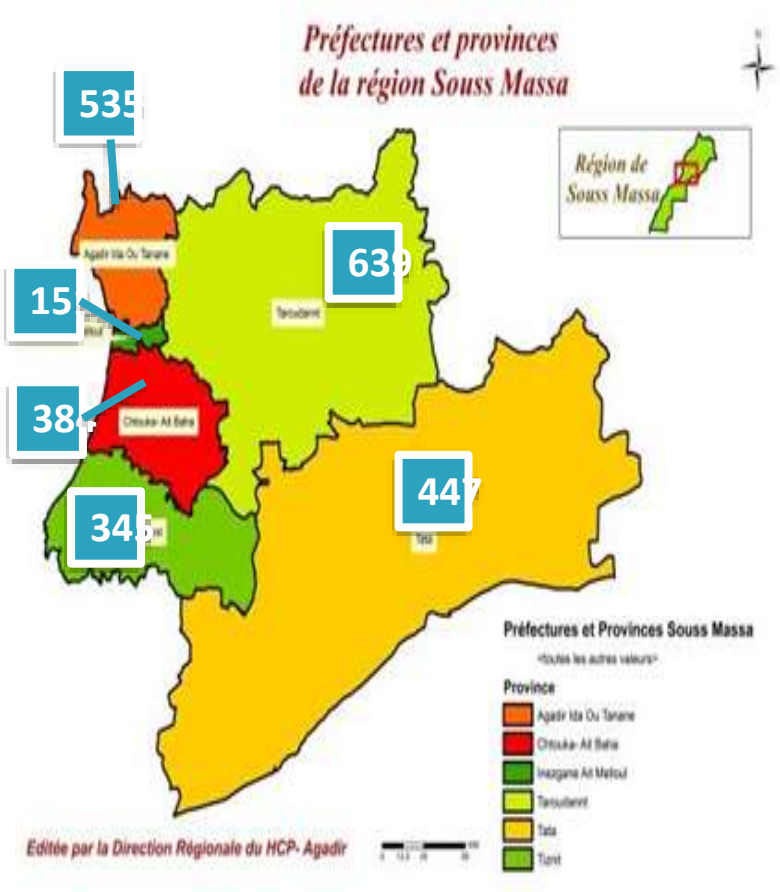
Method	Qualitative
Study area	Souss Massa region
Data collection	Semi-directive interview: Interview guide
Sample	15 organizations operating in the cooperative sector + 10 cooperatives
Analysis method	Content analysis

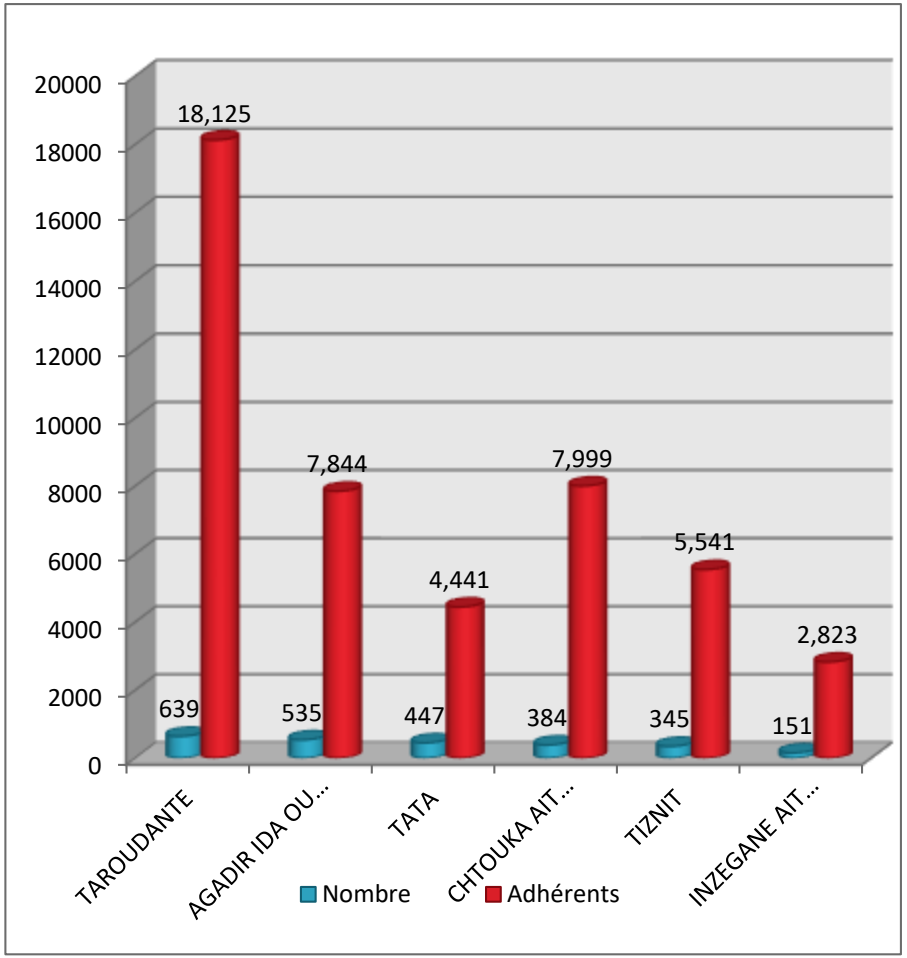
Methodology

Method	Quantitative
Study area	Souss Massa region
Data collection	questionnaire
Sample	556 women
Analysis method	SPSS – PLS

Results

Number of cooperatives in the Souss Massa region: 2501





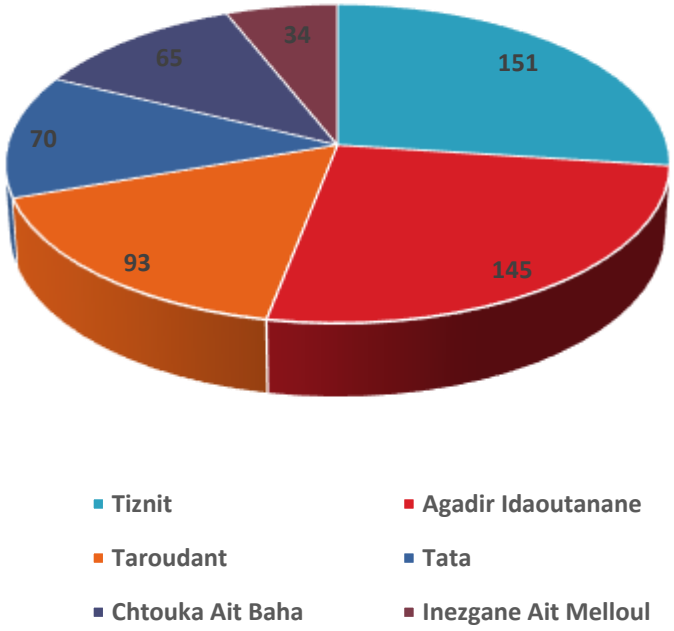
Results

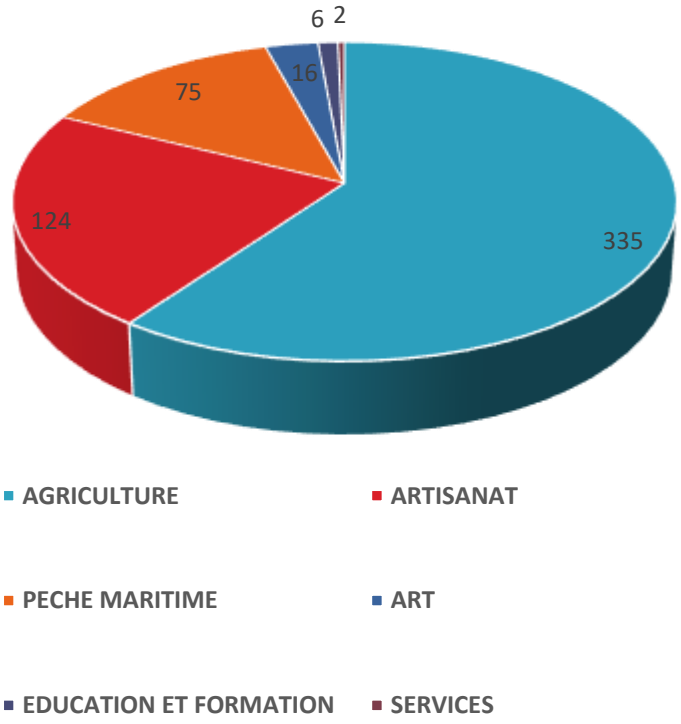
SWOT Analysis

Strengths	Weaknesses
-Ancestral know-how -Cooperative women's sense of belonging -Women's motivation and fighting spirit -Original, quality products	-High illiteracy rate, -Weak managerial and technical skills -Working capital problems -Marketing problems -Lack of research and development to add value to products -Lack of marketing and absence of a marketing plan.
Opportunities	**Threats**
Support from public authorities: financing, supervision and training -Participation in national and international trade fairs -National policies: institutional support for cooperatives / gender approach -Argan management systems: Tawala, adwal, Agdal, a cultural heritage that differs from individualism	-Competition from large manufacturers and the informal sector -Speculation: 70% of added value goes to intermediaries, and only 30% is shared between: women, expenses, etc.), -Exploitation by intermediaries: exploitation of women's illiteracy -Drought, forest degradation and climate change -Shortage of raw materials -High raw material prices -Lack of support from local authorities -Overexploitation of raw materials: poor extraction practices. -Lack of collaboration and agreement between cooperatives

Results

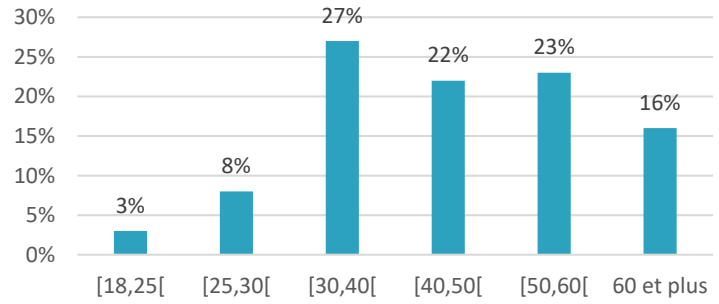
Descriptive analysis of the sample

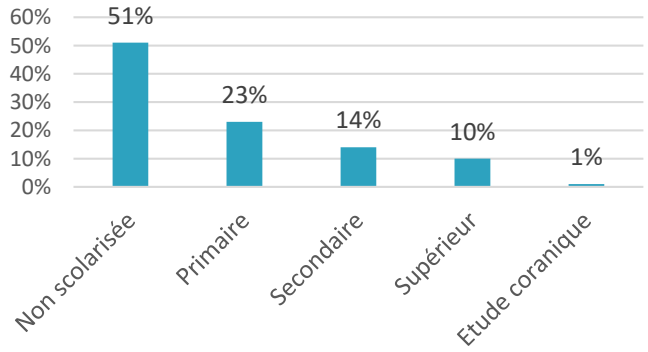


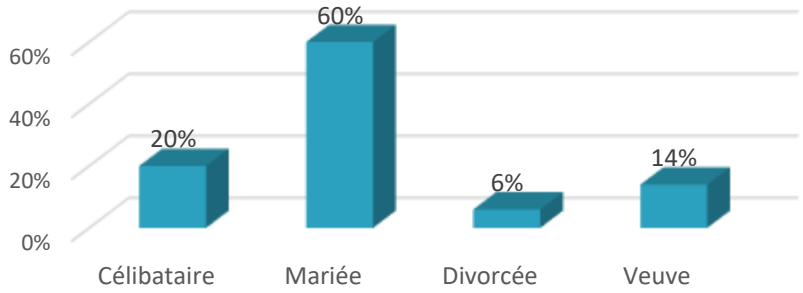


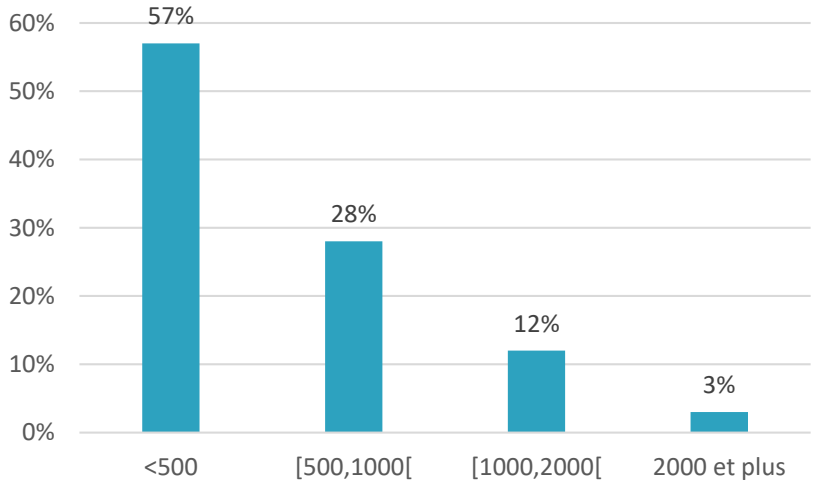
Results

Descriptive analysis of the sample



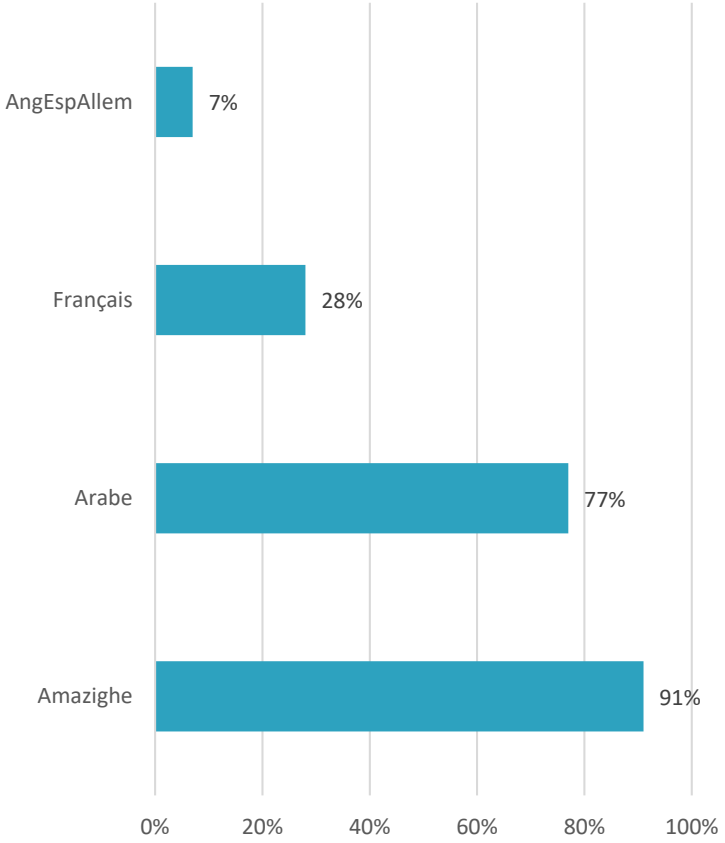


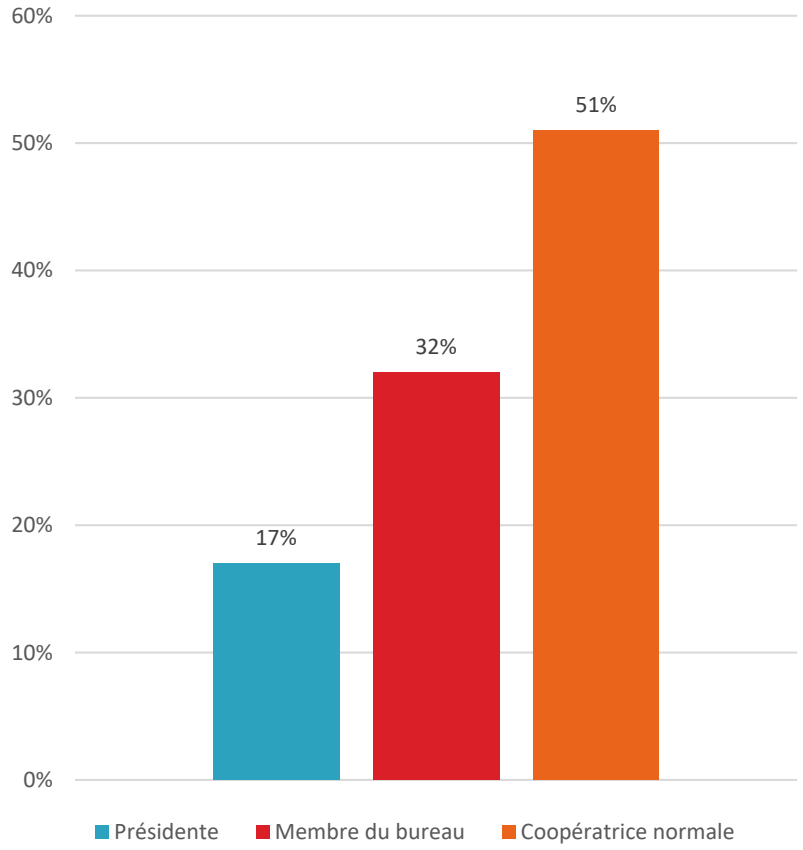




Results

Descriptive analysis of the sample





Results

Model	hypothesis	Coef	T-value	P-value	decision
Structural model	H1-a : Cooperative entrepreneurship ====> Social inclusion (direct effect)	0,677	14.165	0,000	Validated
	H2 : Cooperative entrepreneurship ====> Empowerment	0,806	42.297	0,000	Validated
	H3 : Empowerment ====> Social inclusion	0,187	3.624	0,000	Validated
	H1-b : Cooperative entrepreneurship ====> Social inclusion (indirect effect) (the mediating variable: empowerment)	0,151	NC	NC	Validated
	H1-c :Cooperative entrepreneurship ====> Social inclusion (Total effect)	0,828	NC	NC	Validated

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