



Theoretically informed case study accompanying the film
Môm'artre - Network for after school childcare - France



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QR-Code to the Homepage and video:
Link to the video: <http://www.inno-serv.eu/momartre>

This report is part of the research project „Social Platform on innovative Social Services“ (INNOSEV). INNOSEV investigates innovative approaches in three fields of social services: health, education and welfare. The INNOSEV Consortium covers nine European countries and aims to establish a social platform that fosters a europeanwide discussion about innovation in social services between practitioners, policy-makers, researchers and service users. This project is funded by the European Union under the 7th Framework Programme (grant agreement nr. 290542).



1. Short profile: Network for after school childcare

The Môm'artre network creates new opportunities for after-school childcare, helping children to develop mainly through art. It is a network of associations with seven childcare centres in Paris and French cities such as Arles and Nimes. To ensure a social mix, these centres accommodate the incomes and work schedules of single parent families.

The services are aimed at schoolchildren aged 6 to 11 years. The places are open for children after school, during school holidays, and each Wednesday. Schedules are fitted to single parent's working agenda and charges to family's resources. Art workshops led by experienced artists are provided to children. The artists are employees of the network.

The ideas underlying the aims of the Môm'artre network are

- **Participating in the development of children** by providing them with an artistic space that enhances the expression of each individual outside the school and family
- **Promoting equality and employability of women;**
- **Employing struggling artists to create jobs** and provide access to art and culture;
- **Fostering bustling neighbourhood life** by involving the local residents.

Specific innovative elements of Mom'artre are:

Response to new needs: Mom'artre focuses on: 1- Opening childcare centres with schedules adapted to urban environments (open until 8 pm, for instance), primarily to accommodate low-income families and single parents; 2 - Offering a variable fee structure depending on the family's income (from 10cts/h to a maximum of 8€/h); 3 - Proposing a full-service offer focused on children's fulfillment after school (Organization of after-school snacks, homework and artistic activities, neighbourhood events and gatherings on weekends).

Mix of different objectives: The overall objective is to provide a high quality service with relevant adaptation to the needs of children after school hours, artistic development, and flexible and appropriate costs and timetables. Further objectives are enhancing the employability of artists and fostering of neighbourhood life.

Network approach and proximity: Each centre works with Mom'artre headquarters and also builds partnerships at the local level with other associations, public authorities as well as private companies.

Using multiple resources, the viability of the business model is based on a mix of monetary (sale of services and public funding) and non-monetary contributions (donations, sponsorships, volunteering, supported staffing costs)

Key characteristics of the service

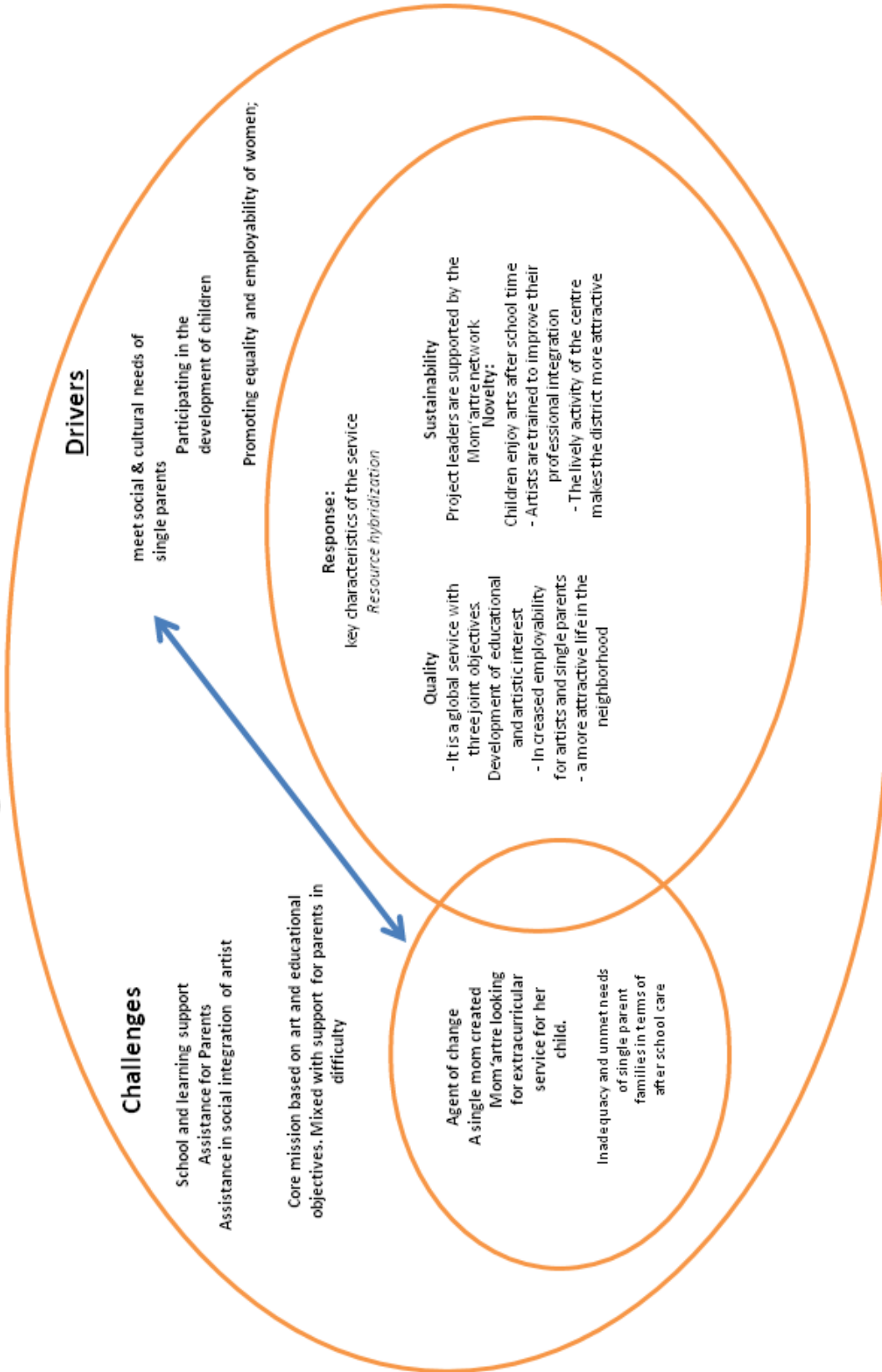
User groups

The services are for children (between 6 and 11 years) and their single parents with 'unsocial' work patterns (c.f. evening/night working). This service is also an opportunity for artists to find a job and to attend training sessions to improve their skills

Principle

The main idea is to create a welcoming service for children and provide access to art and culture, especially for children whose family situation would otherwise limit their access to this kind of social development.

Factors influencing Social Services Innovation



2. Policy framework related to extracurricular childcare in France

Principle/ Guidelines	Key organisations and actors	Services provided by government	Expenditure, resources
<p>1. The provision of flexible childcare services adapted to:</p> <ul style="list-style-type: none"> - School time: length of the school week: 24 hours of instruction (4 days a week except Wednesday. Vacations: around Christmas, February and spring - Professional constraints of parents: half the children of working parents do not meet their parents after school and 4 out of 10 children do not see them on Wednesday. (INSEE, 2011); - Atypical work patterns: Schedules of most childcare centres are not compatible with long/unsocial working hours <p>2. The goal is to address the issues of:</p> <ul style="list-style-type: none"> - Single Parent families: children of single parent families attend more after-school childcare centres. ¼ of women working 35 hours a week are seeking childcare facilities; - Unemployed artists: young artists are looking for jobs and training sessions. In France, the artists depend on a specific regulation ('intermittent du spectacle'). 	<p>Childcare services are provided by municipality and by private organisations (mostly associations):</p> <ul style="list-style-type: none"> - Extracurricular childcare: Service offered to families in connection with the school, (homework, or care for children whose parents work late); - childcare organisations (nurseries and leisure centres); - Extracurricular childcare allows the social monitoring of children (prevention), while supporting leisure activities; - Authorisations are required by childcare centres to get public funding. issued by: <ul style="list-style-type: none"> - the Family allowance fund (Caisse d'allocation familiale), - the regional Social Cohesion Directorates (<i>Les directions départementales de la cohésion sociale</i>), - and the Directorates of Youth and Sport (<i>Les directions jeunesse et sport</i>); - An appropriate diploma is required: Bachelor or a Master degree. 	<p>There are two types of legal standards for childcare services in France.</p> <p>1 -For regulating the childcare services at the national level, lawyers can refer to:</p> <ul style="list-style-type: none"> - Law n° 89-486 of July 10, 1989 - Code for social action and families - Decree n°2002-509 of April 8, 2002 on the control of community facilities for minors. <p>2- For coordinating and organizing the childcare services at local level, lawyers can refer to:</p> <ul style="list-style-type: none"> - Local policy plan for childcare. - Local Contract for children education <p>Service characteristics The current regulation identifies three categories of childcare facilities: care with food and shelter, care without food and shelter, and boy and girl scout movement.</p>	<p>1. There is no statistics at the national level showing the annual cost of the extracurricular childcare centres.</p> <p>2. Municipalities are responsible for the funding of childcare centres</p>

3. The social, political and institutional context

3.1 Population/ Government

Households and family patterns				
Types of households	Number of households			
	In thousands of units	%	In thousands of units	%
Household only composed of a...	1999		2009	
Single man	2 964.0	12.4	3 767.1	14.0
Single women	4 416.1	18.5	5 295.3	19.7
Couple without a child	5 904.3	24.8	7 032.8	26.2
Couple with one (or several) child(ren)	7 502.5	31.5	7 274.5	27.1
... With one (or several) child(ren) less than 18 years	5 919.5	24.9	5 908.5	22.0
A single parent family	1 753.6	7.4	2 132.3	7.9
... With one (or several) child(ren) less than 18 years	1 043.4	4.4	1 374.7	5.1
Complex households	1 267.6	5.3	1 364.0	5.1
... With one (or several) child(ren) less than 18 years	378.8	1.6	331.8	1.2
Total	23 808.1	100.0	26 866.0	100.0

3.2 Information about the specific welfare state: France

There has been a growth of single parent families. With this growth the need for extracurricular activities has improved. That is why a legal framework for childcare services has been created in France;

Extracurricular activities, introduced by Law on education n ° 89-486 of July 10, 1989 and codified in the Article L. 551-1 of the Education Code, extend the remit of public services in education. This law aims to promote equal access for all children to sports practices, cultural activities, and to new technologies in information and communication literacy. Under current law, extracurricular activities are not mandatory and rely on local partners (such as local public institutions, local authorities, associations and foundations) for their design and implementation (The Circular No. 98-144 of July 9, 1998 is relative to the schedule of child activities). The Education Code recognizes in the Article L. 216-1 that the municipalities and the local authorities are allowed to organize extracurricular educational activities in schools. Furthermore, the education code allows the mayor to decide on the use of school facilities and equipment during after-school hours for providing cultural activities, social activities, and sports (Article L. 212-15). The local contract for children education, which has been signed between the state, local authorities and the associations, aims to promote the provision of extracurricular activities and indicate the legal framework in which they are organized.

It specifies the location of activities (school or outside) and those who are responsible for these activities (local authorities, associations) as well as the modes of financing.

The childcare centres are supervised by the Youth and Family state department (Ministry of Youth, Family Allowance Fund, Maternal and Child Health).

In France, there is a steady increase of expenditure in benefits delivered in kind rather than in cash. The table below presents the social protection expenditure of selected countries

Social protection expenditure: Aggregated benefits and grouped schemes in millions of Euros.

Time	Expenditure for social protection benefits in millions of Euros		Increasing benefits in kind	Part of benefits in kind of social protection benefits	
	1996	2010		1996-2010	1996
EU 27	/	3,605,678.95	/	/	34.07%
France	379,396.42	654,238.65	84.47%	31.94%	34.17%
United Kingdom	262,859.71	478,281.18	124.56%	32.87%	40.56%
Norway	32,512.53	80,833.67	152.74%	40.49%	41.16%

Source: Own calculations based on EUROSTAT 2012

4. Challenges and drivers of innovation

Structural weaknesses of the system:

- Single parent families are increasing in number and are the most affected by the economic crisis in terms of insecurity and low income;
- The opening times and availability of childcare facilities are not compatible with long working hours and atypical working patterns;
- The inclusion of artists is more and more difficult and is a source of insecurity for them.

Drivers and challenges

The initial mission of Mom'artre is to meet the social and cultural needs that single parents cannot otherwise afford for their children. The development of this mission over time has allowed the organization to expand the range of services provided to children.

Innovation: Ideas, criteria, levels and added values

The innovation of the network is to provide an active response to a social need either not provided or badly met. The overall approach is based on five priorities:

Introduction to art

The core mission of Mom'artre is based on its art and educational objective. This objective is to encourage the child to lead a project in its entirety, from conception to

completion. At the end, the child's work is shown and shared with family, friends and the neighbourhood.

School and learning support

The actions and activities provide effective answers to the lack of affordable and appropriate after-school care, especially for low-income and/or single parent families living in the city. The scholastic and social integration of children is also closely related to poor after-school frameworks, and to the lack of cultural exposure for children of families in difficulty.

Support for parents in difficulty

In its search for social and cultural diversity, Môm'artre makes each centre a venue open to all. It targets families who do not have childcare solutions tailored to their schedules, their budgets and their needs – mainly single parents with late working hours or long journeys to work, families on low income or in trying to return to employment. And more broadly, families participate who wish to encourage confidence and access to cultural activities for their children. It is essential that parents understand and adhere to the project so that children thrive in the project. The presence of Mom'artre in the area allows its beneficiaries (children and parents) to meet artists, to discover their work and to open their mind to different worlds. It also encourages socialisation with other children and adults.

Assistance in social integration of artist

The Mom'artre network provides workshop support tools and training for the artists who are involved in the childcare centres.

Making the neighbourhood more attractive

Mom'artre is not just a professional solution for babysitting. In addition to their artistic dimension, the purpose of each centre is to provide, where it is located, a meeting place for the whole family and the neighbourhood. This is an opportunity for parents to share a moment with their child, to meet the artists and the adult supervisors. It is also a chance to get acquainted with other children and other families in the neighbourhood. Each centre is open in the evenings and on weekends to the district's residents. They can attend courses (visual arts, performing arts, gym) and practice a hobby.

Agents of change

At the beginning, Mom'artre project was created by a single mother who was looking for extracurricular services for her children. This mother has been able to combine her own need with her particular skills in marketing and with her passion for arts. Then other people and volunteers have joined this project to allow its development.

5. Key innovative elements of this example

Field of service	Welfare and education
Establishment of organization	Mom'artre 2007, Mom`Pelleport 2011
Type of organization	Civil society network
Financing	Integration of various resources such as monetary resources (sale of services and public funding) and non-monetary contributions (donations, sponsorships, volunteering, supported staffing costs Mix of public subsidies (state, region and department) and donations from foundations and private funders.
Size of the organization	Mom'artre network supports 7 centres, 30 employees (27 job equivalent full time), 12 young people doing a civic service in the association, and 85 volunteers.
Members and participation	Mixed team of employees, permanent, volunteers, apprenticeship students, and artists. Beneficiaries are amounted to 600 families and 680 children.
Contact Name of the innovative example Homepage	hanhclaire@momartre.com Mom'artre http://www.momartre.com/

Mom'artre network was created in 2007. Mom'artre has been established as compliant with the French law of 1901. The Mom'artre network supports 7 centres. Mom'Pelleport was created in 2011 in the 20th district of Paris. The network was created through the initiative of a woman who raised her children alone in Paris. To address the issues related to her loneliness, she decided to create her own childcare centre for the children of single parent families working unsocial hours. A marketing study with 110 families was originally conducted in Paris. This study showed that her project was addressing a real social need. Then the results of this study have been used to convince the municipality to provide a free place to welcome the children. The original activities were provided by volunteers. Then, the municipality gave subsidies to finance part of the cost of services. The particular aims of this project are related to artistic and cultural aspects in promoting the development of the child.

Over time, the original project has been enriched with other inputs. Mom'artre has developed its ability to support the inclusion of the artists and to work with the neighbourhood. Training session is provided for artist to help them to obtain new skills. Thanks to public events, performances and exhibitions, Mom'artre has been able to promote various forms of social development at the district level between the inhabitants, the children, the parents, and the artists.

According to the Mom'artre business model, the beneficiaries pay fees related to their income. The financial resources of Mom'artre are a mix of public subsidies (state, region and department) and donations from foundations and private funders. This mix of resources is complemented by the non-monetary contribution of volunteers in the activities and in the board of directors. The average annual budget of a centre is 190,000 €. This model is based on a mixed team of permanent employees, volunteers, apprenticeship students, and artists. In this way, they provide a modern community based social service. Each stakeholder has a defined role and responsibilities are clearly identified.

The development of a centre is a long-term process that can last more than one year. Thus, it is very costly in terms of planning, design, and feasibility study. The network helps and supports the local managers who have to ensure the financial viability of their centre through a local market analysis, negotiating local partnerships, ensuring local facilities and appointing a staff team of at least 4 people. Only when all conditions are met, can the project developer proceed with the opening of a new centre.

The success of the initiative is dependent on a strong local network in conjunction with other associations, schools and public institutions. The support of the wider network is also important because it provides the pooling of several services (accounting tools, communication materials, legal models, human resources experience), and it creates an established base for managers and staff, as well as exchanges among artists involved in different centres.

Each childcare centre that belongs to the Mom'artre network, offers the same extracurricular program. At 4:30 pm each day of the week, the Mom'artre team meet the children at the school entrance of the neighbouring schools. When the children reach the centre, a snack is waiting for them. Children do their homework with the help of volunteers. Then, they join the art workshop they have chosen (2 or 3 different workshops are generally available). The workshop is supervised by an artist and last about 1 ½ hours until the arrival of parents (between 6:30 pm and 8:00 pm). The workshop is usually conducted over a period of six to eight weeks. The artwork is presented to the parents and the district residents at open events. Arts courses are taught every first week of school holidays and on Wednesdays. Each centre welcomes the children living in the district from 8:30 am to 7:00 pm (regardless of their school) for a day (or half a day) and provides 3 to 5 different workshops.

As of 1 January 2013 Mom'artre has 7 childcare centres, 30 employees (27 'full time equivalents'), 12 young people doing a civic service in the association, and 85 volunteers. 600 families and 680 children during the school year 2012/2013 used the service. The growth of the network is impressive: by 2016, 20 centres are planned, half of them in urban areas that are classified as disadvantaged and show high levels of social exclusion; 10 centres will be outside Paris and 10 in Paris and its suburbs. Each centre has the same logo but adapts its offer to the local needs based on a market survey. This survey covers the needs of the residents and the involvement of local authorities. Thus, this model can be adapted and flexible to different situations

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