



LAUNCH: Project: *Société à mission Europe*

THE LAUNCH

On 6 February 2026, the Mission-led Company Europe research-action project was officially launched at the Wallers-Arenberg Mining Site, hosted by the Université Polytechnique Hauts-de-France.

Why Wallers-Arenberg? As a former mining region rich in heritage and history, the site symbolises the connection between economic transformation and territorial renewal.



Matthieu Caron et Stéphane Vernac
Project lead



Armand Hatchuel

AMBITIONS

The French Société à Mission model represents a major legal innovation introduced by the 2019 Pacte Law. Fifteen years after the concept first emerged in France, and seven years after its formal legal recognition, the research action project **Société à Mission Europe** project marks a new phase of research and experimentation.

The project expands analysis beyond the national framework to the territorial and European levels, **aiming to assess its concrete impacts, identify strengths and limitations, and explore the conditions for its wider adoption by economic and institutional actors.** Conceived as an “Act II” of the mission-led company, the initiative brings together academic, economic, and political stakeholders to advance purpose-driven business models aligned with social and environmental objectives.

The project is supported by the **European Regional Development Fund (ERDF)** and the Hauts-de-France Region. The ERDF is a key EU cohesion policy instrument promoting innovation, research, ecological transition, and regional development.

Duration: 3 years (2025–2028)



BRINGING STAKEHOLDERS TOGETHER

From its very launch, *Société à mission Europe* project set out to encourage dialogue between the research and business communities.

The event gathered researchers from **multiple disciplines, companies engaged or exploring the model, institutional and political actors, project partners, and students**. This diversity reflects the project's research-action approach, connecting academic insight, practical experience, and operational challenges to stimulate an open reflection on the future of business in Europe.

Emery Jacquillat:

“

*Let's make Europe a
mission-driven continent*

”



REFLECTION WORKSHOPS

◆ Territorial and National Dynamics of Mission-led Companies

How is the model spreading across France and within regions? What barriers, drivers, and inspiring practices can be identified? This workshop combined field insights, academic analysis, and action perspectives, **with a particular focus on Hauts-de-France as a living laboratory**.

◆ Purpose-Driven Companies: Towards a European Approach?

Based on European comparisons, this workshop explored the feasibility and conditions for a shared model of companies oriented towards social and environmental objectives. **Discussions addressed terminology, legal frameworks, credibility of commitments, and opportunities for cooperation at the European level**.





The day captured in two key images rooted in the history of the mining site

THE PICKAXE, SHOVEL, AND LADDER OF EMERY JACQUILLAT

Tools of the research-action project:



THE PICKAXE – To dig back to the origins of the model. To understand how mission-led companies have taken root in the economy, particularly within territories — where commitments come to life.

THE SHOVEL – To spread fertile ground for mission-led approaches across Europe



THE LADDER – To build a European path that promotes a vision of the economy reconciling business and the living world.



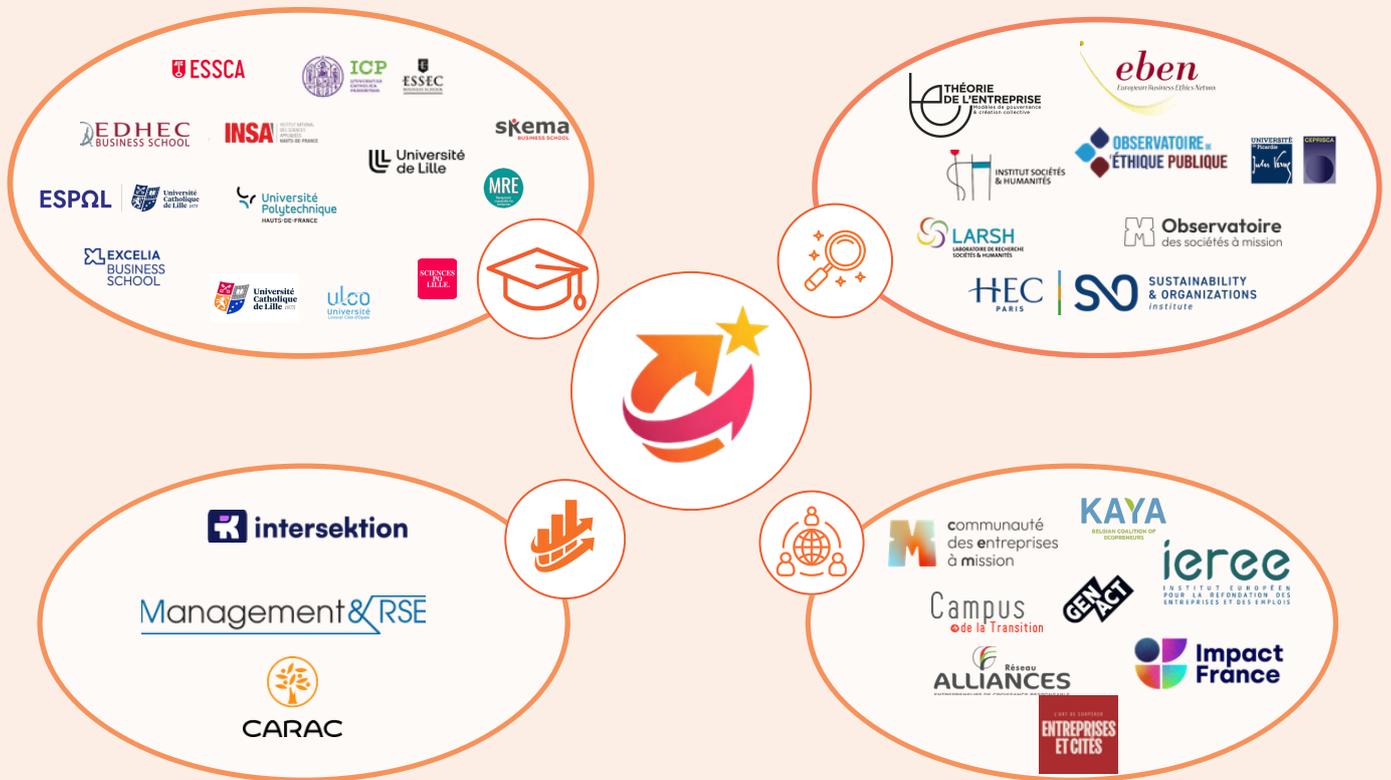
YVAN VEROUGSTRAETE'S STONE

“We do not know which side of the cliff the stone will fall on.”

In his opening remarks, Yvan Verougstraete, Member of the European Parliament and President of Les Engagés, reminded participants that we are approaching a turning point. **Every action, every voice, and every word will matter in ensuring the stone falls on the right side.**



OUR PARTNERS



STATEMENT FROM MICHEL ANDIGNAC, CHIEF EXECUTIVE OFFICER OF CARAC, FINANCIAL SUPPORTER OF THE PROJECT

“The question before us is this: **can Europe put forward a distinctive model, rooted in its history, traditions, and its commitment to the common good, stakeholder protection, and the long term?**”

This is precisely what the project seeks to explore. **And this is why Carac has chosen to support it.”**



AND NOW ?



Following its launch, the project now enters its operational phase. Over the next three years, it will deliver an **ambitious research-action programme combining scientific outputs, practical tools, and collective events.**

PLANNED OUTPUT

16 **PRODUCTIONS**
Scientific and operational

7 **BOOKS**
Including a synthesis book

6 **STUDIES**

16 **EVENTS**

2 **MAPPINGS**

1 **THESIS**



THE WORKGROUPS CREATED



Group 1: Hauts-de-France

Exploring how mission-led companies are taking root and creating impact in a region defined by its social and industrial legacy.

Group 2: France

Exploring how the French legal framework shapes corporate governance and organisational performance.



Group 3: Europe

Examining how a distinct European purpose-driven company model could take shape.

SAVE THE DATE: WEBINAIRE - WORKSHOP



Workshop 1 - territorial

9 March

17h30



Workshop 2 - National

10 March

17h30



Workshop 3 - Europe

13 March

12h00

JOIN US AND TAKE PART IN THE CONVERSATION!





THEY TALK ABOUT US :

UN PROJET DE « SOCIÉTÉ À MISSION » EUROPÉENNE
LANCÉ POUR IMAGINER UN
MODÈLE D'ENTREPRISE ALTERNATIF

WALLERS-ARENBERG, BERCEAU DU PROJET
SOCIÉTÉ À MISSION EUROPÉENNE

SOCIÉTÉ À MISSION EUROPÉENNE : LES HAUTS-
DE-FRANCE COMME TÊTE DE PONT

SAVE THE DATE :

SUMMER SCHOOL - 25 AND 26 JUNE 2026

Interested in joining our
workshops? Register below:



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