



The Yes Together project vision is in tune with the times

Finally, converging paths in the social and solidarity economy!

In 2025, many stakeholders in France (social and solidarity economy, third places, cooperative economy, etc.) emphasized the urgent need to rebuild connections in the face of social fragmentation, precariousness, and loss of meaning. Some have hammered home the need to promote intergenerational relations as a lever for resilience and transmission. Others propose to transform their commitments into credible, mobilizing narratives that generate value. Etc. ...

We share this vision which, to avoid falling into the trap of intellectualized dreaming, will be based on aligned values and a viable economic model. Because even the most inspiring innovative projects will struggle to change in size or volume without economic leverage:

- 1 Ensure the sustainability of actions by reducing dependence on subsidies and rethinking the volunteer model, which is often a source of exhaustion for those who are passionately committed.
- 2 Spread the project approach by overcoming the reluctance of institutional and private partners through a collective effort based on a shared vision.
- 3 Demonstrate impact by establishing tangible indicators that concretely measure the social return on initiatives, thereby clearly highlighting the value created.

We must stop being in denial to address the systemic limitations observed: → Third places “fail to get off the ground” or close due to a lack of stable funding (e.g., some FabLabs). → Intergenerational projects perceived as “unprofitable” remain marginal (e.g., memory workshops that are not economically valued). → Cooperative alternatives struggle to compete with the giants of the digital or traditional economy (e.g., ethical platforms vs. GAFAM). → Etc. ...



At the same time, we must not forget that younger generations will be on the front line when it comes to welcoming or fleeing climate change. By 2050, one in four young people in sub-Saharan Africa or South Asia could be forced to migrate due to climate change (World Bank 2024). Host societies (housing, employment, integration) will be destabilized, and affected families will be fragmented, with an inevitable breakdown in intergenerational ties.

And that's not even counting the explosive cocktail that lies ahead with the aging of populations: elderly people who are more vulnerable to heat waves, already overwhelmed healthcare systems, turnover among professionals working with dependent populations, the costs of care, etc.

The situation will quickly become unmanageable without adapting and overhauling the societal system.

Today we must act to ensure we have roots and oxygen tomorrow.

The solution on the agenda is therefore to stop being in denial and to anticipate the inevitable climate migrations. And this must be done with an open mind, because it is young people who will have to cope with the global aging of populations.



And what about Yes Together?

In a world saturated with artificial narratives and faced with societal challenges, we are confident in our concept of **Ageing Well Together for a Long Time**, which embodies a concrete response.

This concept goes far beyond a slogan. To restore transparency and dialogue with donors, it is rooted in [ethics and agility to reinvent solidarity in France and Laos](#).

We are talking about a genuine commitment while offering an innovative cooperative model aligned with the SDGs (Sustainable Development Goals). We support every generation without sacrificing any, and the emphasis is on real impact, human connections, and consistent social action as close to the ground as possible.



And we have always emphasized that our project differentiation does not lie in the design of a new product or service, but in the creation of a hybrid economic model that combines:

- Financial viability → By generating revenue without compromising the project's ethics.
- Social impact → By producing economic, human, and environmental value.
- Reproducibility → By allowing others to replicate the model elsewhere.