

Rueil-Malmaison, April 2, 2018

**Social value of social garages: PSA Foundation and Avise release a unique all-in-one measurement and communication tool.**

- **Result of a collective work carried out with the social garages winners of the "Mobility & Inclusion" call for projects of the PSA Foundation**
- **Tailored to help social garages communicate with mobility stakeholders in their local area**
- **Available for free downloading and customization on both PSA Foundation and [Avise](#) websites**

Committed with social garages since its creation in 2011, the PSA Foundation has set up an [annual and collective accompanying program for social garages](#). It aims to develop and share tools and methods based on all good practices shared by garages supported by PSA Foundation and enhanced by experts from Groupe PSA and [Avise](#) (Engineering Agency to develop the Social and Solidarity Economy).

After the [methodological guide](#) published in 2018, PSA Foundation has gathered 21 social garages willing to improve their communication skills. They were ready to share and confront their experience with their peers and then be challenged by experts on how to convince their local stakeholders about their social value. Together they have designed [this new measurement and communication tool](#).

Representatives of social garages have chosen common criteria and indicators to assess the social value of their garages. "We are very proud of this collective work. We can already see some social garages using the communication material integrated into the tool. Social garages need to be recognized as key actors of mobility in their territories. With this tool bringing together key figures, each garage can now easily demonstrate its social value," said Karine Hillaireau, General Delegate of the PSA Foundation.

This tool is in the same time a grid to measure their social value and a communication material which can be automatically generated and adjustable to their audience : prescribers, communities, beneficiaries, donors, suppliers, local civil society..

Social garages can customize this tool, delivered turnkey, and choose to highlight the most relevant indicators for their activity. This tool is available for [free download](#) from both PSA Foundation and Avise websites.

[Download the new measurement and communication tool](#)

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***About PSA Foundation: Solidarity mobility at the heart of our actions***

*PSA Corporate Foundation, created in June 2011, was born out of Groupe PSA's desire to actively contribute to the development of solidarity and inclusion around the central theme of mobility. It is a strong part of its social responsibility policy,*



*expressed through support for innovative local initiatives and management of national partnerships. In 6 years of activity, PSA Foundation has supported more than 500 projects led by associations, NGOs and general interest organizations.,*