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| **NOTE AUX REDACTIONS** |

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| Paris, le 24 février 2021  |

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| **Elisabeth Borne****ministre du Travail, de l'Emploi et de l'Insertion**et**Thibaut Guilluy****haut-commissaire à l’emploi et à l’engagement des entreprises** |

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| **se rendront à Strasbourg (67)** **pour un déplacement sur le thème de l’engagement des entreprises****Jeudi 25 février 2021** |

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| A cette occasion, la ministre et le haut-commissaire lanceront le travail gouvernemental pour le développement des achats inclusifs dans le cadre de France Relance. Les achats inclusifs recouvrent le fait, pour un acheteur public ou une entreprise, de recourir à des structures d’insertion ou des structures accompagnant des travailleurs en situation de handicap pour répondre à leurs besoins de produits et services sur tout type d’activités. C’est un levier majeur pour soutenir la création d’activité et l’accès à l’emploi de tous, à l’image du marché de fourniture de masques textiles de catégorie 1 passé par l’Etat, qui mobilisera de nombreuses structures d’insertion et structures adaptées.La ministre se rendra dans une entreprise d’insertion retenue pour fabriquer ces masques qui équiperont les agents de l’Etat et les personnes vulnérables dès 2021.Elle participera également à un évènement de mobilisation des entreprises dans le cadre du plan « 1 jeune, 1 solution » à l’Ecole de la deuxième chance du Bas-Rhin. |
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| Déroulé prévisionnel :  |

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| **09h20** |

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| **Séquence Développement des achats inclusifs***Entreprise « Presta’Terre » - 13, rue du Maréchal Lefebvre, Strasbourg** Visite des ateliers de l’entreprise d’insertion Presta’Terre et échanges avec des salariés en parcours d’insertion.
* Table ronde sur les achats inclusifs avec les entreprises et les collectivités du territoire.

**Toute presse accréditée** |

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| **Séquence « 1 jeune, 1 solution » à l’Ecole de la deuxième chance***21, rue Livio, Strasbourg** Présentation du plan et de la mobilisation « Les entreprises s’engagent » par le Haut-commissaire.
* Témoignages croisés d’entreprises du territoire et de jeunes bénéficiaires du plan « 1 jeune, 1 solution ».
* Conclusion par la Ministre de Travail, de l’Emploi et de l’Insertion

**Toute presse accréditée** |

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**Dispositif presse :*** **Le port du masque est obligatoire** pendant toute la séquence.
* Accréditation par retour de mail : pref-communication@bas-rhin.gouv.fr
* Compte tenu de la situation sanitaire, **les places seront limitées.**
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| **Secrétariat presse et communication :****Ministère du Travail, de l'Emploi et de l'Insertion****Cabinet d’Elisabeth Borne**Mél : sec.presse.travail@cab.travail.gouv.fr |

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| Conformément à la loi informatique et libertés du 06/01/1978 (art.27) et au Règlement Général sur la Protection des Données (Règlement UE 2016/679) ou « RGPD », vous disposez d'un droit d'accès et de rectification des données vous concernant. Vous pouvez exercer vos droits en adressant un e-mail à l’adresse DDC-RGPD-CAB@ddc.social.gouv.fr. |

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