

ANNUAL REPORT 2021



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FOREWORD

We are living through a fast-moving era. Within a generation, we have witnessed long-lasting, historical phenomena take a quick turn. Most developing countries are now independent, representing half of the world's GDP, and can no longer be qualified as emerging economies. As a result, hundreds of millions of people have been lifted out of extreme poverty and more than half of the world's population now belongs to the middle class.

However, these achievements have been hiding fast-growing inequalities for the past 2 decades, along with increasing damage to the environment.

These new challenges have raised expectations and call for faster ecological and social change. This can be achieved through the development of redistributive activities, decent job opportunities, solutions to meet poorly satisfied social needs, as well as products and services that are respectful of the planet.

PULSE is dedicated to people who wish to contribute to a more sustainable and inclusive development through entrepreneurship. We offer tailor-made support to entrepreneurs, regardless of their background and initial skills. Since 2006, our awareness-raising campaigns and support programs have allowed thousands of entrepreneurs to implement their impactful projects.

Going forward, we intend to maintain our commitment to the countries where we already operate, while developing new opportunities to make entrepreneurship accessible to the greatest possible number of people in France, the Mediterranean region, and Africa.



Anne-Leïla Batel
Managing Director
of PULSE



PULSE was created in 2006 to support and promote entrepreneurship as a lever for a more inclusive and sustainable development.

Based on the belief that anyone can become an actor of change, PULSE works across 18 countries to promote and help finance entrepreneurship through awareness actions and support programs.

PULSE manages several incubation programs across Africa and Europe, including LAB'ESS (Tunisia), ORIBI (South Africa), Jógjĕf (Senegal), and PULSE Montreuil (France).

Over 500 project holders are supported every year to launch and develop their business.



2006

PULSE is established as a member of **Groupe SOS**

2010

First support activities for entrepreneurs are launched

2012

LAB'ESS is created in Tunis (Tunisia)

2014

PULSE Montreuil is created in Montreuil (France)

2017

The **LAB'ESS** Afrique project (aka Afrique PULSE since 2019) is launched in Casablanca (Morocco) in partnership with **BIDAYA**

2018

ORIBI is created in Cape Town (South Africa)

2020

The **RISE** program is launched in Belgrade (Serbia)

2021

JÓGJĚF is created in Ziguinchor (Senegal)

KEY FIGURES IN 2021

550 +

trained and supported
project holders

18

active countries

60% +

supported female entrepreneurs
throughout our programs

13

strengthened
incubators

4

operated
incubators

Groupe SOS
Entrepreneurs for common good

PULSE, a not-for-profit organization of Groupe SOS

Groupe SOS is a not-for-profit organization and Europe's social entrepreneurship leader. It brings together 650 organizations that fight and innovate for people in situation of vulnerability, future generations, and territories.

Since its establishment in 1984 during the spread of the HIV epidemic, Groupe SOS has been: fighting against all forms of exclusion; implementing field actions to ensure that everyone has access to the bare necessities; helping external associations maintain their activities and saving jobs; innovating in the face of new social, societal, and environmental challenges.

A major stakeholder in Europe's social and solidarity-based economy, Groupe SOS operates without shareholders, in France and in over 40 countries in the world.





OUR INCUBATION PROGRAMS ACROSS THE GLOBE

ORIBI

ORIBI's mission

Established in South Africa in 2018, **ORIBI** is Cape Town's high-impact incubator.

Through its support programs, **ORIBI** helps the development of individuals and social businesses from both the formal and informal sectors. **ORIBI's** programs are tailor-made to meet each beneficiary's specific needs. Our main objective is to promote the rise of a community of

entrepreneurs committed to an inclusive economy, in favor of the marginalized groups who live in townships, the youth, and women.

In line with the Sustainable Development Goals, **ORIBI** aims to tackle increasing unemployment and poverty rates in South Africa with social entrepreneurship.

PARTNERS

Financial: Amber Foundation | French Development Agency (AFD) | French Embassy in South Africa | IDC | Schmidt Family Foundation

Operational: ANDE | Afric'Innov | Abalobi | Amandla Development | Babele | Fair Food South Africa | FEED | Finance Sense | Girls Mission Camps SA | ICLEI | Ikamva Youth | JICA | OCZF | Philippi Village | Social Enterprise Academy | Southern Africa Food Lab | Sustainability Institute | TSIBA | Value 4 Women | Wakanda



2021 flagship actions

IMPLEMENTATION OF OUR #FOODSYSTEM INCUBATION PROGRAM

Food security is a national challenge in South Africa, where 25% of households suffer from insufficient food access, and 27% of under five-year old children experience stunting (WWF Report, 2019). This food crisis stems from a systemic problem involving a wide range of stakeholders – including the private sector, civil society actors, farmers, and the government – who struggle to work together.

The #FoodSystem program supports the rise of a generation of social entrepreneurs originating from suburban and rural areas. These entrepreneurs are looking for innovative solutions to food insecurity and rising unemployment in South Africa, hence contributing to the development of a more sustainable, more reactive, and more resilient food system.

For the 2021 edition of the program, **ORIBI** received over 50 applications out of which 36 were selected to take part in the final screening phase – a 3-day bootcamp. Ultimately, 13 projects were chosen for the 9-month #FoodSystem incubation program, joined by 7 laureates of the FSAGRI innovation prize, and 2 laureates from the #BridgingTheGaps program.

AN AMBITIOUS GENDER STRATEGY

In partnership with Value 4 Women, a specialized advisory firm, our team has defined and implemented a gender strategy aimed to:

- **Improve the integration of gender issues** into our programs, from the application process to the support program itself
- **Improve ORIBI's gender policies and practices for both the women and the men**, of our organization
- **Target our communication strategy** to attract entrepreneurs that are likely to promote gender equality
- **Support inclusive practices** with entrepreneurs. **ORIBI** plans to train entrepreneurs on key business practices while taking into account gender issues.

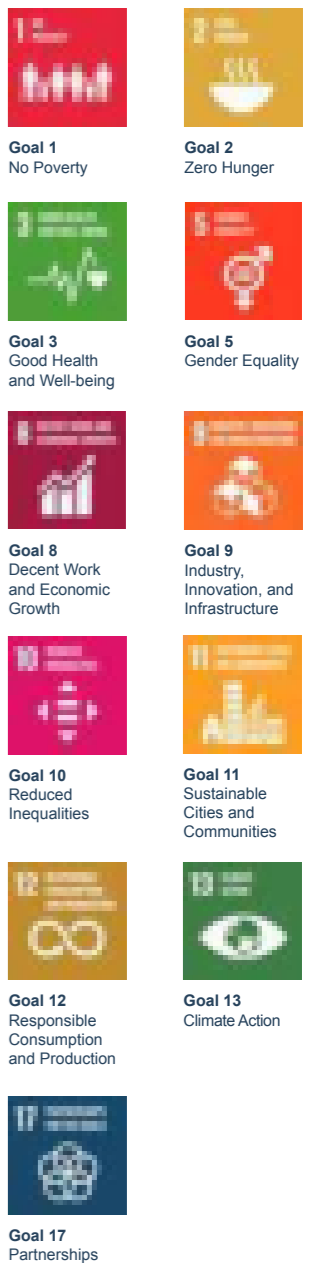
Working on this ambitious gender strategy allowed **ORIBI's** team to bring to life ideas and general ambitions on the matter. As we moved swiftly, we were able to create new opportunities, including ideas for programs dedicated to female entrepreneurs. The implementation of such programs could help us tackle challenges and shortcomings that have been specifically identified.

MAPPING OF SOUTH AFRICA'S FOOD SYSTEM

ORIBI has elaborated a comprehensive mapping of South African's food industry stakeholders. The mapping aims to foster collaboration between both informal and formal actors, to allow for an easier access to the market, and to help pull resources together for a more inclusive economy. The mapping is used as a flag bearer to provide key information on each actor's activities, which will enable a favorable environment for well-informed and sustainable partnerships. The mapping has 3 objectives:

- **Provide informal actors with more visibility**, as they are often neglected since their contribution to the economy is usually underestimated
- **Create an opportunity to work together** and generate value for small stakeholders by bringing them together in a market that is dominated by large industrial players
- **Create a tool that increases the visibility and value** of our incubation program, while turning **ORIBI** into a contact point for food industry actors that wish to connect and innovate together

SUSTAINABLE DEVELOPMENT GOALS



26 entrepreneurs

1 support program

22 projects

60 % of our entrepreneurs are women

60 % of our entrepreneurs are people of color

50 % of our entrepreneurs come from suburban or rural areas



2022 outlook

LAUNCH AND DEVELOPMENT OF THE #GIRLSINBUSINESS PROGRAM

The program aims to fight against massive unemployment and the lack of entrepreneurial skills within the youth, and more specifically for women living in South Africa's townships. With this program, **ORIBI** looks to promote the rise of young female leaders coming from South Africa's underprivileged areas and fighting for an inclusive development through social entrepreneurship. The project will be implemented in close partnership with organizations and colleges located near Western Cape's townships.

The program's specific objectives are the following:

- **Strengthen** entrepreneurial spirit, economic independence, and self-confidence of 300 high-school students
- **Find and support** 75 entrepreneurial projects – led by young women – which tackle the issues faced by local communities in the townships
- **Increase the visibility and mobilize** an ecosystem dedicated to female entrepreneurship in the townships

LAUNCH OF ENTREPRENEURS' FIRST GRANTS

ORIBI was able to secure funding to allocate grants to entrepreneurs who take part in its 9-month programs. In 2022, up to €5,000 will be distributed per entrepreneur/organization. **ORIBI** thus broadens its scope of support by helping entrepreneurs enter their market in a more effective and sustainable fashion, while connecting them to future larger funding opportunities.



Being in the incubator has been a very stimulating experience. I was able to learn from all these incredible people whom I've met thanks to the program.

What I appreciate the most from this experience is to see how much we've grown. I also witness the great effects of the yet small change we've implemented. I am grateful for the help I received from people but also in terms of resources and opportunities. **ORIBI** and its staff have been incredibly generous with their time, knowledge and will power.

Jade de Waal | Founder of Food Jams
2020/2021 #FoodSystem cohort

PULSE FRANCE

PULSE's mission in France

In France, **PULSE** works towards speeding up the social and environmental transitioning through entrepreneurship. The organization supports those who wish to commit to a more united, inclusive, and sustainable society.

Across the French territory, **PULSE** implements awareness-raising campaigns and support programs for entrepreneurs. We also contribute to social and occupational integration by helping relevant actors promote the opportunities offered by high-impact entrepreneurship.

Combining both inclusion and innovation, our support programs include a wide range of approaches:

- Theme-based to boost the rise of solutions to society's challenges
- By target audience to offer tailor-made support for each entrepreneur's specific needs

Since 2014, **PULSE** has been established in Seine-Saint-Denis via its **PULSE** Montreuil incubator.

PARTNERS

Financial: ADEME | Est Ensemble Malakoff Humanis | Ile-de-France region | SUEZ | European Union | City of Paris

Technical and operational: Accenture | Empow'her | Féminisme Populaire | French Impact | Groupe SOS Seniors | Groupe SOS Transition Ecologique | Germinal | Hacktiv | Mouvement Up | City of Montreuil | Traiteur Té | Reconnect



2021 flagship actions

THEME-BASED PROGRAMS WITH #LASAISONSOLIDAIRE AND #LASAISONCIRCULAIRE

In 2021 **PULSE** deepened its theme-based approach for its French programs around 2 pillars: circular economy and solidarity issues. #LaSaisonSolidaire's first edition took place with 11 projects focused on employment and integration, inclusive society, social bonds, and citizen engagement. A second edition of #LaSaisonCirculaire was also deployed and co-managed with SUEZ. This edition comprised a total of 12 projects dedicated to the pillars of the circular economy, including: waste reduction, eco-designs, responsible consumption, functional economy, extension of product life cycle, recycling, and re-use.

#NOUVEAUCAP

With the support of Malakoff Humanis, **PULSE** launched its #NouveauCap program in 2021. Dedicated to professionals over 45 years old who wish to turn to high-impact entrepreneurship, the program also aims to help them develop new skills, increase their fitness for work, and restore meaning to one's career. Selected among more than 200 applications, 25 project holders were involved in the program's first phase, which was focused on conception. Organized around 3 inspirational and training bootcamps, this first phase allowed participants to brainstorm on career change, as well as benefit from technical support and networking opportunities.

QUARTIERS CAFES

PULSE was a proud member of the Quartiers Cafés initiative in 2021. Led by Groupe SOS and Coca Cola, the initiative supports 50 local businesses in their ability to trigger social bonding in priority neighborhoods. As it assisted 9 laureates from the inspiration category for 6 months, **PULSE** helped create several non-profit cafés and other local shops across the French territory.

EMERGENCE

PULSE's intrapreneurship project became operational in 2021, supporting our own employees in becoming entrepreneurs while remaining safely employed by our organization. We had the pleasure to support two projects; one dedicated to the creation of new living spaces for the elderly, and the other one focused on producing jar-based world cuisine cooked with local agricultural products.

#ELLESEMBLE

With the support of Est Ensemble and in partnership with Empow'her and Féminisme Populaire, **PULSE** continues to help female entrepreneurs who develop their projects across the Est Ensemble's territory. In total, 19 women benefited from our technical support to develop their business, add an 'impact' dimension to their project, and foster the territory's economic dynamic. We also organized our first awareness-raising workshop in Bondy to promote the opportunities offered by high-impact entrepreneurship before even more women.

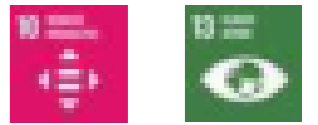
SUSTAINABLE DEVELOPMENT GOALS



Goal 5
Gender Equality



Goal 8
Decent Work and Economic Growth



Goal 10
Reduced Inequalities



Goal 13
Climate Action



Goal 17
Partnerships

148

supported entrepreneurs

8

support programs

97

supported projects

66 %

of entrepreneurs in our program are women

FRANCE

PULSE FRANCE



2022 outlook

#ELLESENSEMBLE IN MARSEILLE

With the support of the Ministry of Cities and in partnership with Creatis, **PULSE** will duplicate its #EllesEnsemble program in Marseille. For this first edition, a total of 35 women will benefit from our support to develop their high-impact project. Twenty-five women from priority neighborhoods will be accompanied throughout a creative thinking and innovation journey by the end of 2022, to help them outline their social or environmental solution. Ten women will then be integrated into a specific incubation program, which will be implemented in 2023.

EASING ACCESS TO SUPPORT FOR IMPACT ENTREPRENEURSHIP

With the support of the Google.org foundation, **PULSE** will launch the ACT! Project to deepen its approach and methodology when it comes to increasing access to impact entrepreneurship. The objectives of the project are twofold:

- Increase access to support programs by improving our screening process, methodology and content, while developing the ecosystem dynamic.
- Tool up the organizations involved in social and professional integration policies so that they do a better job at guiding their beneficiaries towards relevant support programs.

The project has 3 different target audiences:

- Women from disadvantaged backgrounds
- Refugees
- Job seekers who look for vocational retraining

SOCIO-PROFESSIONAL ORGANIZATIONS AND ENTREPRENEURSHIP

From 2022, in partnership with Germinal and with the financial support of the European Social Fund, **PULSE** will create the first Crea+ workshops. Their objective is to raise awareness among people who are unfamiliar with entrepreneurship, and train socio-professional organizations on the matter. A total of 19 workshops will take place throughout the year.



#LaSaisonCirculaire program offers networking opportunities, while deepening our knowledge on the circular economy thanks to the expertise of PULSE and SUEZ. The PULSE Montreuil incubator is also a nice place to do teamwork!

Adam Benslimane | Founder of Kedelai
Cohort #2 of #LaSaisonCirculaire



FOCUS ON THE ENTER TO TRANSFORM PROJECT

dedicated to entrepreneurship for refugees

Funded by the EU INTERREG NWE program, Enter to Transform is a research-action project managed by the University of Twente. It is implemented by universities and field organizations across 4 EU countries – namely France, Germany, the Netherlands and Ireland. The aim is to assist 400 refugees in developing sustainable businesses by 2023, through the establishment of 4 ad

hoc support programs. Enter to Transform also contributes to data-gathering on the economic integration of refugees via entrepreneurship, while inviting new stakeholders to participate in the development of inclusive entrepreneurship.

With La Ruche as partner, PULSE will create a support program and related tools that should be tailored to the specific needs of refugees. PULSE will also be responsible for two pilot programs, which will take place in France (Montreuil and Saint-Nazaire). The programs will then be updated and exported to Germany, the Netherlands, and Ireland.



Partners

Financial: European Union | City of Paris | Seine-Saint-Denis department (Agir IN) | Administrative center of Seine-Saint-Denis

Technical: Borsig 11 (Germany) | Institut Arbeit und Technik (Germany) | La Ruche (France) | Letterkenny Institute of Technology (Ireland) | Stitching Newest Art (the Netherlands) | University of Twente (the Netherlands)

2021 flagship actions

AWARENESS-RAISING ACTIONS FOR BENEFICIARIES OF INTERNATIONAL PROTECTION

Around 10 awareness-raising sessions for refugees were organized by PULSE between February and April 2021. Our partners—FranceTerred’Asile, GroupeSOS Solidarités, OFII local offices, and Action Emploi Réfugiés – helped us organize these two-hour long sessions on the risk and opportunities of entrepreneurship and existing support mechanisms.

IMPLEMENTATION OF TWO PILOT PROGRAMS IN FRANCE

Two pilot programs for refugee entrepreneurs took place in the regions of Loire-Atlantique (by La Ruche Saint Nazaire) and Ile de France (by PULSE Montreuil) between May and December 2021. Both pilots started simultaneously with a day-long creative thinking workshop, followed by 6 months of collective and individual monitoring along with a wide range of events – co-development sessions, Christmas market to promote our entrepreneurs’ products and services, networking opportunities with other entrepreneurs supported by PULSE France.

EXPORTATION AT THE EU LEVEL

In 2021 PULSE also helped other EU partners preparing for the implementation of the support program in other European countries.

2022 outlook

AWARENESS-RAISING WITHIN ORGANIZATIONS RESPONSIBLE FOR INTEGRATION

As part of 2 projects – Enter to Transform and ACT! – PULSE will create entrepreneurship guides dedicated to professionals responsible for the integration of refugees. Besides, several partner incubators will work towards easing access to their support programs for refugees.

2022: EXPORTATION CONTINUED

We will continue to monitor the implementation of the Enter to Transform program across Europe, while promoting our results on specific events.

OBJECTIFS DE DEVELOPPEMENT DURABLE



Goal 1
No Poverty



Goal 8
Decent Work
and Economic
Growth



Goal 10
Reduced
Inequalities



Thanks to the #tempo program and its support team I was able to gain practical skills for my project and take advantage of my past experiences.

Subhash Chowdhury | #tempo program, Project holder - Home delivery service for medicines

LAB'ESS

The missions of Lab'ess

Established in 2012 following the Jasmin Revolution, the Social Solidarity Economy Lab (known by its French acronym **Lab'ess**) is a Tunisian organization dedicated to the SSE sector. It has for mission to raise awareness, support, and finance those who work in favor of the common good. It also took upon an advocacy role in 2020 with the co-creation of the #lounes-solidaire group. Le **Lab'ess** has developed various innovating programs for people committed to having a positive impact – including project holders, nonprofit organizations, social entrepreneurs, students,

support organizations, and universities. Le **Lab'ess** supports the association movement to develop a more united, inclusive, and sustainable economy.

Le **Lab'ess** belongs to **PULSE's** network of incubators. Showing its commitment to the latter network, le **Lab'ess** undertook a beauty makeover in 2021. This identity change contributes to the development of **PULSE's** community of incubators for a more inclusive and sustainable development in Africa and Europe.

Partners

Africalia | French Development Agency (AFD) | Agence Universitaire de la Francophonie | Arab NGO Network for Development | CFI Développement Médias | Commune de la Marsa | Expertise France | Fondation de France | Fondation Heinrich Böll | Humanité et Inclusion | Institut Français | Institut Français de Tunisie | Investisseurs & Partenaires | Kandeel | NED | Ministry of Europe and Foreign Affairs | UBCI | European Union | American University of Beirut | Pitchworthy-Bloom | PwC Tunisie



2021 flagship actions

INCREASED FUNDING OPPORTUNITIES FOR ENTREPRENEURS

Two cohorts of entrepreneurs benefited from a 6-month support program and a TN3,000 grant dedicated to prototyping and go-to-market strategy. Le **Lab'ess** also implemented a post-incubation fundraising program based on interest-free loans between TD13,000 and TD14,500. This new funding program allows selected entrepreneurs to focus on their financial and commercial strategy before presenting it to the selection committee for final decision on whether a loan is granted. The program is supported by Expertise France through the Innov'I – EU4Innovation project and funded by the European Union.

SUPPORT TO THE CULTURAL AND CREATIVE INDUSTRY

Through the Afrique Créative growth acceleration program, le **Lab'ess** provided technical support to 2 Tunisian companies during key strategic phases. As a result, they were able to secure TD150,000 in funding and move to scale. Afrique Créative is funded by the French Development Agency (AFD), while being coordinated by Africalia and I&P who support the development of cultural and creative businesses across Africa.

URBAN INNOVATION FOR UNDERPRIVILEGED DISTRICTS WITH NESS EL HOUMA

Le **Lab'ess** is committed locally with the Ness el Houma urban center project. In 2021, a total of 23 associations and 8 individuals were assisted in the development of urban initiatives for underprivileged neighborhoods in Tunisia. The inhabitants of the targeted areas were also involved through innovative mechanisms such as a citizen voting system in Gabès, aimed to screen projects, and a 3-day hackathon in Tunis. Funded by the AFD, le **Lab'ess** was honored to present the project in Paris for the agency's 80th anniversary.

ZERO WASTE COMMITMENT WITH MED-INA

Funded by the EU as part of the ENI CBC Med program, the MED-InA project aims to promote waste reduction, re-use and recycling through the financial and technical support of 4 innovative initiatives (up to €10,000 granted). Fourteen applicants only – out of the 80 applications received – were selected to take part in a 2-day bootcamp and develop their Circular Business Model Canvas with the help of Circulab. Le **Lab'ess** then provided technical support to the 4 laureates and helped them develop their project.

BACKING UP REGIONAL CIVIL SOCIETY

During the third edition of the 'Mediterranean youth united' program designed by Fondation de France and ATUGE, known in French as the Association des Tunisiens des Grandes Ecoles, le **Lab'ess** helped 11 associations with capacity-building and financial sustainability. Meanwhile, le **Lab'ess** has started the 'Ghodwa – Demain' project with the Institut Français de Tunisie. The project promoted a green Tunisia in 2021, having provided 9 associations in 9 different regions with technical support from le **Lab'ess**.

SUSTAINABLE DEVELOPMENT GOALS



Goal 4
Quality Education

Goal 5
Gender Equality



Goal 8
Decent Work and Economic Growth

Goal 10
Reduced Inequalities



Goal 11
Sustainable Cities and Communities

Goal 12
Responsible Consumption and Production



Goal 17
Partnerships

36
trained and supported entrepreneurs

24
supported entrepreneurial projects

52
trained and supported civil society organizations

6
support programs

7
supported incubators

63 %
of entrepreneurs in our program are women



2022 outlook

LAUNCH OF A WOMEN-ONLY PROGRAM

A new program dedicated to women in the Sfax region will assist the prototyping phase of selected projects. The objective of the program is twofold; support the most vulnerable people and expand our area of operation. To ensure continuous support, le **Lab'ess** will open a second office directly in Tunisia's Center-South region where the program is taking place.

A CONSORTIUM TO PROMOTE INTEREST-FREE LOANS IN TUNISIA

Le **Lab'ess** is teaming up with other organizations who offer interest-free loans in Tunisia to help develop a legal framework for such financing mechanisms. The lack of legal framework hinders a homogenous implementation of these mechanisms at the national level. Initiated by le **Lab'ess**, the newly created consortium is led by Expertise France and should provide a framework for discussion and action.

SALAM: IMPLEMENTATION OF AN INTERNATIONAL PROJECT

Given the success of its first edition, the **SALAM** project is being scaled up in 2022. Le **Lab'ess** will share its expertise with an international network of local incubators in Mauritania, Morocco, Tunisia and Jordan. The program targets incubators that provide technical and financial help to young project holders from local civil society organizations. Funded by the AFD, the **SALAM** program aims to strengthen both young people and organizations that are committed to a more inclusive and sustainable development.

A NEW PHASE FOR THE URBAN CENTER PROJECT

Known as Pépinière Urbaine in French, the Ness el Houma project will be continued in 2022, expanding its area of intervention to Beja or Kairouan with the creation of 5 new initiatives and 5 micro-projects. The program's funding was renewed by the AFD for a 14-month period to allow for greater social bonding within local, innovative, and eco-friendly initiatives in targeted neighborhoods.

10TH ANNIVERSARY CELEBRATIONS AND 2023-2025 STRATEGY PLANNING

Created in the aftermath of the Tunisian Revolution, le **Lab'ess** will celebrate its 10th anniversary in 2022. A key event, this celebration will also be the occasion to look back on the different stages of its history. This year will also be an opportunity to think about our future and elaborate our 2023-2025 strategy which will include a component dedicated to the association's economic model.



An interview with Rachid Abidi, Director of le Lab'ess

HOW DO YOU PERCEIVE TUNISIA'S HIGH-IMPACT ENTREPRENEURIAL ECOSYSTEM?

I would say rather positively. In the face of the current social and economic crisis in Tunisia, social entrepreneurs hold interesting economic alternatives. This is increasingly acknowledged by institutions, and more broadly by the Tunisian population. In 2021, new initiatives strengthened the ecosystem and helped develop social businesses.

WHAT LESSONS HAVE YOU LEARNT FROM THE HEALTH CRISIS?

The devastating health crisis urged Lab'ess to work differently. We realized that we were able to change and adapt quickly when necessary. We managed to be there for one another, even remotely. I believe this crisis revealed a united and resilient Lab'ess team, one capable of tackling upcoming challenges.

HOW COULD YOUR INCUBATOR FACILITATE FEMALE ENTREPRENEURSHIP?

Social entrepreneurship empowers women. Besides, Tunisian female entrepreneurs often work in key issues such as responsible consumption, circular economy and education. With our incubation program, 63% of the entrepreneurs we support are women. We wish to go further by developing specific programs to tailor their needs.

WHAT IS THE VALUE ADDED OF BEING PART OF AN INTERNATIONAL NETWORK SUCH AS PULSE?

Being a part of the PULSE network means we can benefit from their expertise, technical and financial support. It also facilitates the rise of international projects, broadening our impact to new countries. But most importantly, being a part of PULSE is being a part of a united community. They are colleagues with whom we share our values and ideals.



The missions of JógjĚf

Established in 2021, JógjĚf is the incubator where one rises (Jóg) and acts (JĚf)!

Supported by the European Union Delegation in Senegal, JógjĚf is the result of a partnership between Futur Au Présent International, PULSE, and the Virtual University of Senegal (known by its French acronym UVS). It aims to assist young

project holders in the social and environmental sectors. Located within UVS in Ziguinchor, the incubator's main objectives are to guide and train entrepreneurs from Casamance while developing networking opportunities for them. Regardless of their backgrounds, all kind of young entrepreneurs are welcome.

PARTNERS

Financial: European Union

Technical: Futur Au Présent International | Virtual University of Senegal

2021 flagship actions

LAUNCH OF #JĚFIMPACT, OUR FIRST SUPPORT PROGRAM

In 2021, JógjĚf called for applications for the first time, receiving about 300 answers from Ziguinchor to Kolda. After a significant screening process, we were able to start the #JĚfImpact program with 8 young entrepreneurs and the support of PULSE's local staff for a period of 6 months. We are proud of our pilot cohort, ideally composed of entrepreneurs who were 50% female, 50% from Ziguinchor, and 50% from Kolda! Some of them will also benefit from our support in fund raising.

TAKING PART IN THE GLOBAL ENTREPRENEURSHIP WEEK

For this key event, we brought together Casamance's local organizations, along with experienced and young entrepreneurs. JógjĚf organized several activities based on the following themes: Success Stories (in partnership with the Alliance Française in Ziguinchor), entrepreneurial opportunities with UVS, creative thinking, the social mission, advocacy, and personal development.

A NEW FUNDRAISING PROGRAM

With the support of Power People Inclusion (PPI), JógjĚf outlined its fundraising program to help high-impact project holders launch their business. The first edition of our fundraising program will follow the 2022 incubation program.

SUSTAINABLE DEVELOPMENT GOALS



Goal 1
No Poverty



Goal 5
Gender Equality



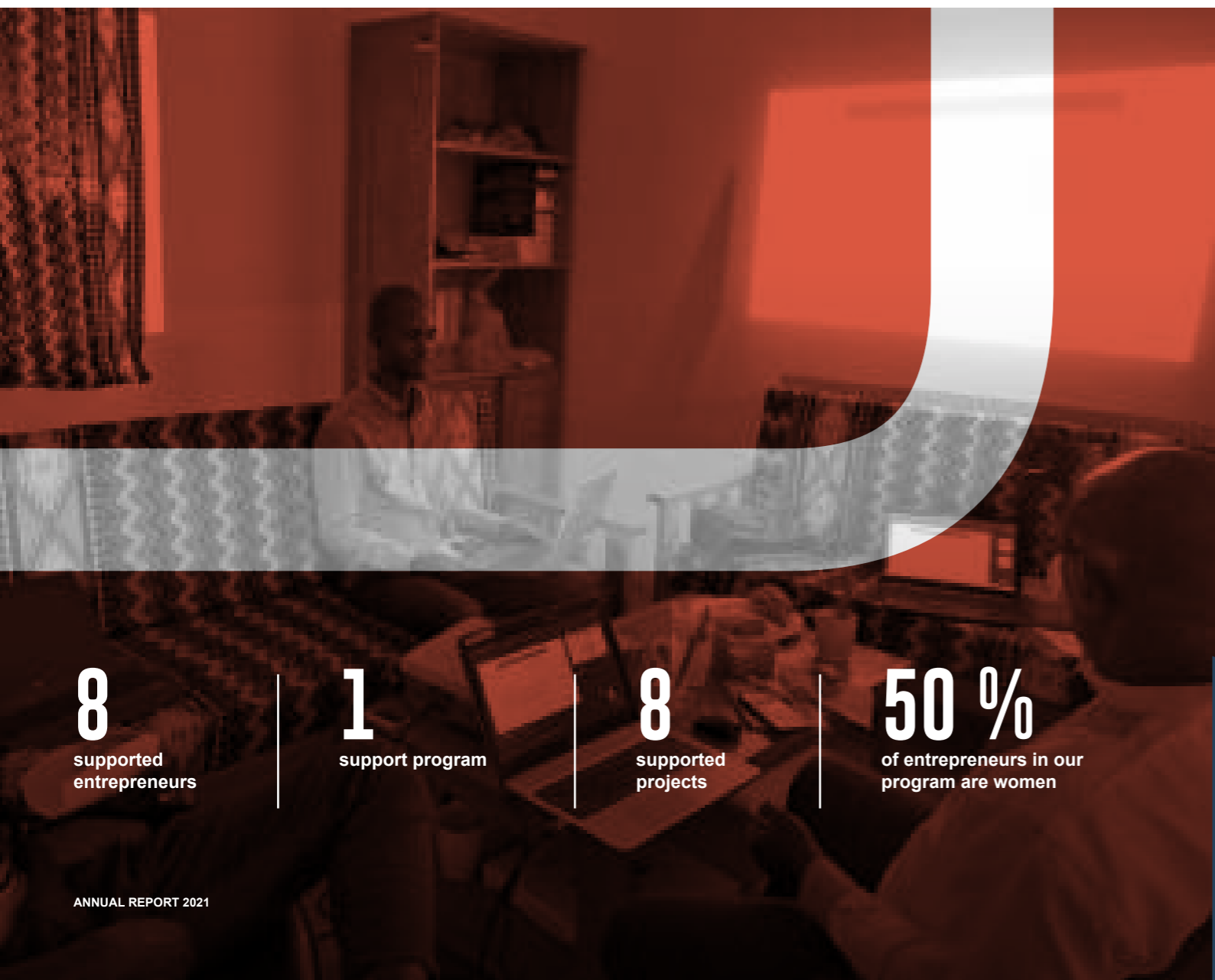
Goal 8
Decent Work
and Economic
Growth



Goal 10
Reduced
Inequalities



Goal 17
Partnerships



8

supported entrepreneurs

1

support program

8

supported projects

50 %

of entrepreneurs in our program are women



2022 outlook

DEVELOP CREATIVE THINKING AND AWARENESS-RAISING WORKSHOPS

Our goal is to:

- **Raise awareness** on social and environmental entrepreneurship within Casamance's youth and local stakeholders through chats and events
- **Show them that it is possible to create a profitable business** while having a positive impact on their environment
- **Guide them** in being actors of change

LAUNCH OUR FUNDRAISING PROGRAM

In 2022 **Jógjěf** will launch its fundraising program, composed of training modules on financial education, introduction to accounting, and grant seeking to boost projects. The program will include tailor-made support to meet our entrepreneurs' needs and help them become independent when it comes to managing their business.

“



Having my project incubated by Jógjěf helped me outline my business idea, while becoming operational thanks to a better grasp of the intricacies of entrepreneurship. I am thankful to both Jógjěf and my cohort.

Fatou Bintou Sané | Founder of Balaman Industrie, #JěfImpact, first cohort

FOCUS ON THE AFRIQUE PULSE PROJECT

The 'Panafrikan project for the stakeholders of the Social Solidarity Economy – PULSE Africa' is the next step of the 2017 'Lab'ess Africa' project. Its overarching objective is to contribute to the sustainable development of social entrepreneurship and SSE actors to tackle efficiently Africa's socio-economic challenges, including in Morocco, Tunisia, and South Africa.

The project's specific objectives are the following:

Continue developing Social Entrepreneurship (SE) in the project's 3 target countries, strengthening support organizations with training resources and qualified staff; deepening support programs with application process workshops and support towards project financing ;

Confirm the status of support organizations as social innovation laboratories, broadening the scope of intervention, including new territories and a wider public; coordinating advocacy for the success of the SSE ecosystem ;

Scaling up the impact of each support organization, consolidating their economic models and implementing impact measurement tools.

2021 flagship actions

CONTINUED SUPPORT FOR PROJECT HOLDERS IN OUR 3 TARGET COUNTRIES

A significant achievement in 2021 was the implementation of funding mechanisms (grants and interest-free loans) in Tunisia. The EU and Expertise France supported this initiative via the INNOV'1 program.

LAUNCH OF ACSE, OUR ALGERIAN INCUBATOR

Following a call for applications, the incubator's first 9-month program started and provided selected project holders with a methodological support from **PULSE**.

IMPACT ASSESSMENT

From September 2021 and with the help of Learning Avenue, **PULSE** and its partners are looking to structure their impact assessment strategy. This strategy will help us highlight the value of our programs. This 1-year process will start with identifying needs, creating relevant tools, and then analyzing findings.

Partners

Financial: French Development Agency | Région Sud / Provence-Alpes-Côtes-d'Azur

Technical: ACSE | Groupe SOS PULSE Tunisie (Lab'ess) | Groupe SOS Maroc (Bidaya) | Oribi Village

SUSTAINABLE DEVELOPMENT GOALS



Goal 17
Partnerships



2022 outlook

- Launch of a **common advocacy project** in March 2022 (Tunisia),
- Renewed **support programs** for project holders,
- Pursuit of our **cross-cutting activities**, including improving our gender policies, educational tools, and each incubator's economic model. These actions are undertaken by **PULSE** to guarantee the project's sustainable impact beyond its operational phase, which will end in 2022,
- Launch of a **call for applications dedicated to a Mauritanian support organization working in favor of civil society organizations**. The process will be led in partnership with le Lab'ess to duplicate their experience in Algeria. The Mauritanian project will provide beneficiaries with technical and financial support for up to 9 months.

FOCUS ON BIDAYA

Our Afrique PULSE partner in Morocco

Bidaya is a positive-impact-project incubator based in Casablanca, and one of **PULSE**'s partners for the Afrique **PULSE** project. **Bidaya** works on the development of innovative economic models as a means to tackle social and environmental challenges through entrepreneurship. As such, its missions are:

Support socially impactful entrepreneurs from the creative thinking to the growth phases.

Promote positive-impact entrepreneurship and the Social Solidarity Economy through advocacy and awareness-raising campaigns – key themes include: fundraising, regionalization, new target audiences, national institutional programs, fundraising programs.

Contribute to the development of the Moroccan entrepreneurial ecosystem through joined initiatives with both the private and public sectors, alongside the civil society.

Since its creation in 2015, **Bidaya** has assisted over 400 positive-impact startups.



2021 flagship actions

INCUB

One of the incubator's hub, INCUB is in charge of incubated startups. Both its individual and collective trainings are managed by business and industry-specific experts. We also offer a wide range of networking opportunities and connections to potential partners, including large businesses.

INCUB managed 2 programs in 2021, namely Women Green'preneur supported by the Global Climate Fund and UNDP (United Nations Development Program) and SAFIR supported by the European and the French Institute.

Overall, 33 projects and 51 entrepreneurs were incubated. Women represented 57% of them.

FUNDS

One of Bidaya's other hub is FUNDS, responsible for helping startups raise funds to start operating. Opened to all impact startups in their early stage, the program focuses on specific training. It also provides grants, interest-free loans, and bursaries.

In 2021, managed programs included Women Green'preneur, Tamwilcom, prix Crédit du Maroc, Afrique Créative, and Orange Corners Innovation Fund. A total of 12 new projects and 19 entrepreneurs – including 71% of women – benefited from our support.

DEPLOY

The DEPLOY hub implements La Caravane Orange Corners project and its regional support programs. In 2021 two cohorts of entrepreneurs were assisted in the regions of Casablanca-Rabat and Tanger-Tetouan-Al Hoceïma for a total of 29 projects and 60 entrepreneurs, including 40% of women on average. The project also includes a mentorship component, which is based on the expertise of Bidaya, the Netherlands Embassy in Morocco, and the Orange Corners African community.

A funding stream is also available for innovative projects through the Orange Corners Innovation Fund for grants and loans of up to 500kMAD.

SPACE

The SPACE hub promotes entrepreneurship via awareness-raising events, publications on social medias, and an active participation in Morocco's entrepreneurial ecosystem. SPACE also implements specific programs on awareness-raising and entrepreneurial support to vulnerable populations.

In 2021, such programs included Upshift, an associative module with local partners, occasional trainings, and ecosystem participation.

The Upshift program supports capacity-building for the youth and female populations in the Tanger-Tetouan. A total of 10 projects, including 45% of female entrepreneurs, were supported for a period of 4 months.

LAB

The role of the LAB hub is to develop Bidaya's partnerships and promote its 7-year-old expertise. Bidaya looks to share its know-how within innovative programs. In 2021, Bidaya Lab worked on new missions to deepen its expertise:

- With our local partners Accelab and Césam in Casablanca, we supported projects from the African diaspora – including 10 projects from 7 Sub-Saharan countries
- We carried out an advisory mission for the World Labor Organization on Morocco's Social and Solidarity Economy and social innovation. The report included recommendations on the sector's ecosystem in Morocco, and a benchmark with 5 other African countries involved in the case study.

140

trained and supported entrepreneurs

11

support programs

84

supported projects

29

funded projects

56 %

of entrepreneurs in our program are women



ACTIVITIES DEDICATED TO CAPACITY- BUILDING WITHIN EXISTING ACTORS

RISE

(Regional Incubator for Social Entrepreneurs)

For a new generation of entrepreneurs in the Western Balkans

'WB6 Lab', also known as 'RISE' is a project managed by the Regional Youth Cooperation Office (RYCO), the South East European Youth Network (SEEYN) and PULSE, in partnership with the French Institute and the French-German Youth Office (FGYO). Launched in 2019 for a period of 3 years, the project also benefits from the support of the French Development Agency (AFD).

The project aims to build new platforms for reconciliation between the youth from the region's six contracting parties, namely Albania, Bosnia-Herzegovina, Kosovo¹, North Macedonia, Montenegro, and Serbia. In doing so, it supports two sub-objectives:

Build up the capacity of the social entrepreneurship ecosystem in the Western Balkans

Raise awareness within young people aged of 15 years old or more, and within key actors in the economy, about regional social entrepreneurship

To achieve these goals, **six local organizations have partnered** with the consortium to implement a regional support program dedicated to social entrepreneurship and young people in the region.

Made of two phases – one for conceptualization and one for incubation – the program aims to support young project initiators in developing innovative solutions to the challenges faced by their communities. It also looks to boost the regional social entrepreneurship ecosystem. The program will be implemented twice until the end of the project in September 2022.

¹ This designation applies without prejudice to the positions of the status. It is consistent with the UN Security Council's 1244 resolution and with the ICJ advisory opinion on the Declaration of independence of Kosovo.

Partners

Financial: French Development Agency (AFD) | Regional Youth Cooperation Office

Technical: Regional Youth Cooperation Office | South East European Youth Network | Institut Français | French-German Youth Office.

Local incubators: ARNO | Balkan Green Foundation | Nesto Vise | Smart Kolektiv | IEC Tehnopolis | and Yunus Social Business Balkans.



2021 flagship actions

129 YOUNG ENTREPRENEURS SUPPORTED

The RISE project has selected 129 young entrepreneurs from Albania, Bosnia Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia, brought together in 47 different teams. The candidates will be able to develop their idea for a social business, helping solve some of their community's pressing issues, with the support of multiple workshops – including mobility and financial support programs.

The selected entrepreneurs are between 18 and 35 years old. They are keen to learn from social entrepreneurship and get involved into a regional intercultural program. Thanks to RISE, they will be able to develop concrete ideas and tackle social and environmental issues faced by their community. This tailor-made program will boost their skills and increase their marketability.

A REGIONAL INCUBATION PROGRAM TAILORED TO COVID-19

In 2021 we successfully adapted to the COVID-19 pandemic. Designed for a total of 12 beneficiaries, our incubation program was delivered online by 12 regional experts on marketing strategy, impact assessment, cash management, and cross-cultural management.

THE RISE PROJECT WAS NOMINATED TWICE AS NATIONAL LAUREATE #EEPA2021 IN MONTENEGRO AND SERBIA

EEPA national coordinators in Montenegro and Serbia designated the project to take part in the 6th category of the European Enterprise Promotion Awards (EEPA) – i.e. responsible and inclusive Entrepreneurship.

REGIONAL RISE FORUM: SOCIAL ECONOMY IS KEY TO POST-COVID RECOVERY

The regional RISE Forum took place within the 8th edition of the Social Innovation Forum in Belgrade on 9th and 10th September. The event brought together young social entrepreneurs and representatives from the French Embassy in Serbia, RYCO, PULSE Group, the French Development Agency, and other donors. The Forum led to discussions on the state of regional social entrepreneurship, current best practices and European initiatives, and the future of the Western Balkans.

SUSTAINABLE DEVELOPMENT GOALS



Goal 8
Decent Work and Economic Growth



Goal 16
Peace, Justice and Strong Institutions



Goal 17
Partnerships



BALKANS

RISE



2022 outlook

12 PROJECTS ARE TO BE SELECTED FOR THE PROJECT'S SECOND EDITION

In February 2022 6 Demo days will take place in the region. This competition will be the occasion for entrepreneurs to pitch their ideas in front of an official jury composed of Social and Solidarity Economy stakeholders from the Western Balkans. A total of 12 projects will be chosen to take part in the RISE incubation process. These young entrepreneurs will access a training program, a regional bootcamp, and a grant for geographical mobility and development purposes.

A REGIONAL BOOTCAMP IN SARAJEVO

Twenty-four entrepreneurs will be invited to participate in a 6-day bootcamp in Sarajevo, scheduled for March 2022. The event will allow our entrepreneurs to meet and bond on the basis of their mutual interests for social enterprises. RISE's 6 incubators will facilitate sessions on key development issues such as impact assessment, brand strategy, sales and negotiations. Cross-cultural workshops will enable discussions on the future of regional cooperation.

FUNDRAISING FOR 12 INCUBATED PROJECTS

Our 12 project holders will benefit from a grant to prototype and test their business idea. This financial support will also enable regional traveling to meet with people who work on similar projects and learn from them.

“

Interviewing Katarina Ejduš and Ana Vučković, Founders of Women on the Way

WHAT IS YOUR PROJECT?

Women on the Way is a social startup that creates unique designs by employing female refugees in Serbia who then craft sustainable fashion pieces inspired from their culture. Employed refugees receive 50% of profit

WHAT DO YOU TAKE FROM THE SUPPORT OF RISE?

Katarina: I've learnt that talking about my idea with family, friends, colleagues, and the team, helps make it real. The more I talked about it and looked at it from different angles, the closer it was to coming to life.

Ana: RISE empowered me to push my own limits, to change my point of view, to learn about unknown things. In other words, it made us 'RISE and shine'.

WHAT ARE YOUR NEXT STEPS?

Our website – womenontheway.co – was online in November 2021. We are currently attending various events to promote our brand and its social impact. We are also adding a new product line to our shop: clutch bags.



SAFIR

When the youth takes the lead

With the **SAFIR** project, Lab'ess goes beyond Tunisia's borders. With the financial support of the European Union, the project promotes social, cultural, and environmental entrepreneurship as a way to entice young people from 9 African and Middle East countries to become res-

possible citizens. Since its launch in 2020, 7 organizations dedicated to innovative entrepreneurship (in French SAEI) have benefited from the support of **Lab'ess** and other partners, including the Institut Français and Pitchworthy-Bloom for capacity-building and skills development.

Partners

Financial: European Union

Technical: Agence Universitaire de la Francophonie | Arab NGO Network for Development | CFI Développement Médias | Institut Français | Lab'ess | Pitchworthy-Bloom

Incubators: ACSE (Algeria) | Al Badil (Tunisia) | Bidaya (Morocco) | Icealex (Egypt) | Jordan Youth Innovation Forum (Jordan) | USEK-ACIE (Lebanon) | UCASTI (Palestine)

2021 flagship actions

SAFIR'S AWARENESS-RAISING WORKSHOPS

Over 200 young people took part in local workshops on sustainable development and SSE initiation. These workshops represent a starting point for creating **SAFIR's** network of young actors.

IMPLEMENTATION OF AN INCUBATION PROGRAM

A total of 90 impactful project holders made it through a call for applications. Successful candidates benefited from **Safir's** 6-month incubation program, managed jointly by our network of local incubators.

SKILLS TRANSFER TO UNIVERSITIES

Nine higher education and research institutions joined **Safir's** network. They benefited from the experience of the network's incubators to boost innovation within their own organization. Their objective is to raise students' awareness about social entrepreneurship and the Sustainable Development Goals and support their endeavors in these areas.

'EMERGING VALLEY' SUMMIT ON ENTREPRENEURSHIP

The **Safir** program was represented by le Lab'ess during a panel on 'The Mediterranean region as a Positive Innovation Lab: tackling challenges in support programs and fundraising. Learning from Safir and EMERGING Mediterranean'.

FIRST REGIONAL MEETING FOR OUR INCUBATORS' NETWORK

Le **Lab'ess** organized a day-long hybrid meeting with incubators, including workshops to increase capacity-building as part of the support program.

The meeting was organized around 2 consecutive sessions. The first sessions focused on 'Building an ecosystem together to empower young social entrepreneurs to scale up!' with Emerging Valley, Pitchworthy-Bloom, and IECD Egypt as speakers. The second session was a workshop on 'social impact measurement', learning from the experience of an incubator – La Fabrique.

SUSTAINABLE DEVELOPMENT GOALS



Goal 8
Decent Work and Economic Growth



Goal 10
Reduced Inequalities



Goal 17
Partnerships





“

The **Safir** program has served the needs of our cultural institution.

Throughout the incubation, we have gained valuable knowledge thanks to the support of our mentors. We were also able to exchange with other peers around our vision and value proposition, which was very effective!

Founders of 'Mouhit' | Safir cohort

2022 outlook

SUPPORT INCUBATORS DEDICATED TO INNOVATIVE ENTREPRENEURSHIP

Le **Lab'ess** will continue to support regional incubators, focusing more specifically on professionalization and capacity-building.

FINANCE LAUREATES FROM THE INCUBATION PROGRAM

Thanks to the project's consortium, we will be able to finance 45 projects for up to €25,000 each. Beneficiaries will also benefit from a 6-month acceleration program – including support, networking opportunities, and regional mobility.

SKILLS TRANSFER TO UNIVERSITIES

A second cohort composed of 9 universities will join **Safir's** network to benefit from its support and experience in developing projects managed by the regional youth.

REGIONAL MEETING FOR INTERMEDIARY ORGANIZATIONS

The regional level will be strengthened with another meeting taking place in Beirut (Lebanon) and dedicated to the network's intermediaries.

SALAM

Project and objectives

The **SALAM** program (2020-2021) promotes cooperation within the Mediterranean region to face the challenges shared by both banks. This is achieved through a series of encounters and work meetings, along with support offered to project holders. Initiated and managed by the French Ministry of Europe and Foreign Affairs (MEAE), it is a twofold project. The first component part is imple-

mented by Expertise France and Solidarités Laïques. The second component part is led by le **Lab'ess** with the support of **PULSE**, **Bidaya**, and **ACSE**. It focuses on supporting micro-projects in Mauritania, Morocco, Algeria, Tunisia, and Libya. It also aims to raise awareness on Responsible Consumption and Production (SDG#12).

Partners

ACSE | Bidaya | Expertise France | French Ministry of Europe and Foreign Affairs | Lab'ess | PULSE | French Cooperation and Cultural Action Services in Tunisia | Mauritania | Morocco | Algeria | and Libya | Solidarité Laïque Méditerranée

2021 flagship actions

SELECTION OF MICRO-PROJECTS

Screening and financing of 9 micro-projects in Mauritania, Morocco, Algeria, Tunisia, and Libya. Projects focused on the circular economy, waste management, and sustainable agriculture. Following a competitive call for applications and preliminary project screening, 9 laureates were chosen by a jury.

SUPPORT OF PROJECT-HOLDING ORGANIZATIONS

Helping structure project-holding organizations based on their needs and monitoring project implementation.

PROMOTION OF MICRO-PROJECTS

Making of 6 short videos to promote micro-projects on Lab'ess's Youtube channel, along with drafting a guidebook entitled Sustainable Maghreb: Tomorrow's solutions.

AWARENESS-RAISING ABOUT SDG #12

Making of a comic book to raise awareness about Responsible Consumption and Production, and organizing 2 webinars on circular economy and sustainable agriculture.

SUSTAINABLE DEVELOPMENT GOALS



Goal 12
Responsible
Consumption
and Production



2022 outlook

The project will be scaled up to include 4 countries – Mauritania, Morocco, Tunisia, and Jordan – for a total period of 3 years.

- Select 4 support organizations – one per target country – to assist project holders
- Diagnosis, trainings, and program outlining for support organizations
- Prepare for calls for applications in the 4 target countries



MOROCCO

A project to improve care to patients in need of functional re-education and practical rehabilitation of people with disabilities in Morocco

In partnership with the Amicale Marocaine des Handicapés (AMH) – which is French for the Moroccan association for people with disabilities – PULSE has been implementing a project focused on ‘Improving care to patients in need of functional re-education and practical rehabilitation of people with disabilities in Morocco’ since 2018.

The project meets two specific objectives:

- **Provide better care** to patients in need of functional re-education and practical

rehabilitation, by building skills within medical staff and making such care is financially accessible to people with disabilities

- **Introduce norms for support** to people with disabilities, and advance their rights in Morocco

Partners

Financial: French Development Agency (AFD), Drosos Foundation, Groupe ALLALI, COUNTERPART International (USAID), Fondation Pro Victimis, Fondation Sekkat

Technical: Groupe AMH

2021 flagship actions

- **Opening of a new rehabilitation department** within Noor Hospital Center (NHC)
- **Official opening of the hospital’s new equipment department**, entirely renovated as part of the project

SUSTAINABLE DEVELOPMENT GOALS



Goal 1
No poverty



Goal 3
Good Health and Well-Being



Goal 10
Reduced Inequalities

Achievements

The project started on 1st April 2018 and ended on 30th September 2021. An assessment of the undertaken actions was made:

- **A total of 79 students**, who were mostly living in conditions of economic vulnerability, were trained as care assistants for 10 months
- In terms of continuous training, **253 medical and paramedical professionals** – including 193 from the NHC – benefited from 14 different training sessions to develop their skills in specific areas
- **5 advisory missions were carried out for the Groupe AMH** – including

an expertise mission from the Office National des Anciens Combattants et Victimes de Guerre (ONACVG), which helped trigger the renovation of the equipment department

- **New tools were implemented** to the benefice of both the Groupe AMH (beneficiary database software system) and its medical organizations (management software)
- **Other capacity-building and advocacy activities were carried out**, despite the pandemic which took a heavy toll on the medical and welfare sector



CROSS-CUTTING ACTIONS FOR ENTREPRENEURS



IMPACT BUSINESS ANGELS

Promote funding for impact entrepreneurs

Investing in high-impact entrepreneurship is necessary, yet notoriously insufficient in terms of volume and number of investors. With the support of the European Union and France Angels, the National Federation of Business Angels has launched Impact Business Angels – the first network of Business Angels exclusively dedicated to impact entrepreneurship in France.

This initiative follows the unambiguous conclusions of an ad hoc report, published by **PULSE** on 3rd December 2021: first entrepreneurs continue to struggle with fundraising despite a favorable environment (capital availability, impact

investment development, and increasingly pressing environmental and social issues). Second, while Business Angels wish to increase funding towards impact entrepreneurship, the lack of co-investors is due to multiple factors, including misreading the sector and related risks and lacking expertise to appraise projects.

The report particularly emphasizes the need to create a network of Business Angels dedicated to impact entrepreneurship, which would bridge the gap between seed investors and the impact ecosystem.

The creation of Impact Business Angels is a logical solution to the above-mentioned challenges. It carries 3 objectives with it: attract more investments into the sector, increase the quality of funding and their distribution across projects.

Partners

France Angel | Groupe SOS | Paris Business Angels | European Union | 50 Impact Partners

An interview with Axel Paugam, Managing Director of Impact Business Angels

WHAT CAN BUSINESS ANGELS BRING TO IMPACT ENTREPRENEURSHIP IN FRANCE?

The need for seed investment in the sector is only partly met, with tens of millions of euros missing every year. And Business Angels usually are natural seed investors! Yet Impact entrepreneurship and Business Angels rarely meet. The launch of Impact Business Angels happened at the right time to help bridge the gap.

WHAT IS IMPACT BUSINESS ANGELS DEVELOPING?

Our main objective is to grow and facilitate our Business Angels community. We bring a large range of investment opportunities to the table, after having pre-assessed these opportunities in coordination with our partners and impact investor from across Europe. When a deal is under discussion, we also help members coordinate exchanges and negotiate with one another.

HOW COULD BUSINESS ANGELS BE ENTICED TO TURN TOWARDS THE IMPACT SECTOR?

First it is necessary to make the sector and its own financial instruments known, which is why we are bringing together data and publications on impact entrepreneurship and increasing their accessibility for Business Angels.

It is also crucial to create a community of diversified investors – including in terms of gender, professional experience, and expertise – to assist entrepreneurs that ask for our help.



2021 Flagship Actions

REPORT PUBLISHED ON 'IMPACT ENTREPRENEURSHIP: WHAT ROLE FOR BUSINESS ANGELS?'

Thanks to a funding from the European Union, after a year-long study and data gathering with entrepreneurs and tens of thousands of Business Angels in France, we drafted a report composed of about 100 pages.

NETWORK LAUNCH ON 3RD DECEMBER 2021

The network's launch was announced on Friday 3rd December at Pavillon Elysée in presence of Jean-Marc Borello, Chairman of the executive management board of Groupe SOS, Alain Pujol, Co-Chair of France Angels, along with 90 other guests and speakers, including Business Angels, impact investors and entrepreneurs, incubators, and institutional players.

SUSTAINABLE DEVELOPMENT GOALS



Goal 17 Partnerships

2022 outlook

Our ambition is to set up and grow our network up to 100 Business Angels and partners by 2022, while completing our first investments by mid-2022.



Focus on a Business Angel: Valéry Bollier

“We read about large impact investments in the news on a weekly basis, yet seed startups continue to struggle to raise money.

The reason for this is that most investors look for scale-ups – i.e. businesses that have reached the desired maturity.

Some of the so-called ‘seed’ investors have somewhat reduced the gap between an idea and funding... but the gap remains... with so few bridges. It is time the scope of investment was broadened for the health of the sector. Those who truly wish to have a positive impact must start investing from the early stages of projects. For there is no greater impact than giving to a promising project a chance to exist!”



ERASMUS FOR YOUNG ENTREPRENEURS (EYE)

Promoting entrepreneur's mobility across Europe

The European Commission has been supporting young and future entrepreneurs for over 10 years with its Erasmus for Young Entrepreneurs (EYE) program. The program helps them benefit from the experience of skilled entrepreneurs who manage small companies in different countries. EYE provides 'new entrepreneurs' with a monthly allowance,

which contributes to travelling and living expenses for up to 6 months.

PULSE has been acting as an EYE intermediary since 2019, promoting the program before young social entrepreneurs and non-profit organization leaders.

Financial partners: European Commission

Members of the consortium: Euclid Network | NETHERLANDS Ruprecht-Karls University of Heidelberg | GERMANY; ESLIDER | Portugal ; Academy of Entrepreneurship Astikietaira | GREECE ; University of Thessaly | GREECE; BCAUSE/BCAF | BULGARIA | Cantabria Chamber of Commerce and Industry | SPAIN; ACT GRUPA | CROATIA

2021 flagship actions

Eighteen French social entrepreneurs were assisted during the EYE application process to work on their business idea and learn new skills.

Five awareness-raising events were organized to present the program before partner organizations, including EMPOW'HER, Pepite LR, ISCOM Paris, and IONIS 231.

SUSTAINABLE DEVELOPMENT GOALS



Goal 8
Decent Work
and Economic
Growth



Goal 17
Partnerships



Thanks to the **EYE** program I've had the pleasure and honor of working with Mylena from Connected Circles. Both my personal and professional goals have been reached: improving communication and other general skills, while gathering key information to launch my own business.

Mehdy Kharis
in exchange in Amsterdam

TOWARDS GREATER GENDER AWARENESS

within our own organizations and programs

2021: A DIAGNOSIS

PULSE is working on gender issues within its own network. As part of this endeavor, a multilevel diagnosis was carried out in 2020-21:

In Paris and with partner organizations, to assess existing understanding of gender issues within staff

Within our beneficiaries, through a questionnaire sent to a sample of female entrepreneurs in France and abroad

At the level of our multi-country programs, including RISE in the Western Balkans and Afrique **PULSE** in Africa

Meanwhile, **PULSE** is also taking advice from expert organizations on the matter to

carry out its documentary review, identify best practices, and improve the way we integrate the gender perspective into our organization. In South Africa, **ORIBI** was advised by Value for Women to carry out a diagnosis and structuring work.

EARLY PROGRESS

During working sessions, **PULSE** and its partners managed to:

Identify challenges and needs on this issue within our staff and beneficiaries. This led to drafting the Erasmus+ project on creating relevant content, entitled 'Fostering Women Social Entrepre-

neurship', in partnership with Women on Top (Greece), Empower'Her (France), Reach for Change (Bulgaria), and Synthesis (Cyprus). The project started in November 2021.

Try several best practices out before implementation

Implement new tools for project impact assessment, identifying several gendered indicators to improve our understanding and practices

This structuring work is supported by Groupe SOS.



FINANCIAL REPORT AND OUTLOOK



FINANCIAL REPORT

2021 Highlights

The year 2021 was marked by an important increase in activities as compared to 2020.

The high increase in resources is explained by the growth of the **PULSE** Montreuil incubator and service delivery activities, along with post-COVID recovery.

The 3-year project within our **PULSE** Montreuil incubator, supported by the FSE, came to an end on 2021/12/31. It is likely, however, to be continued throughout 2022 thanks to new FSE financing.

In Morocco, our 3-year project with the AMH came to an end in October 2021.

The COVID-19 pandemic led to a decrease in activities and an under-spending of the budgets initially planned for the year 2021. Some of the activities were carried out remotely and development continued in the second half of the year.

31/12/2021: Sale of shares in SAS Impact Campus (75 €).

20/12/2021: Approval by the members of the modification of article 37 of the statutes of the association. Cash advance granted by Groupe SOS Youth of 300.000 €.

Impact

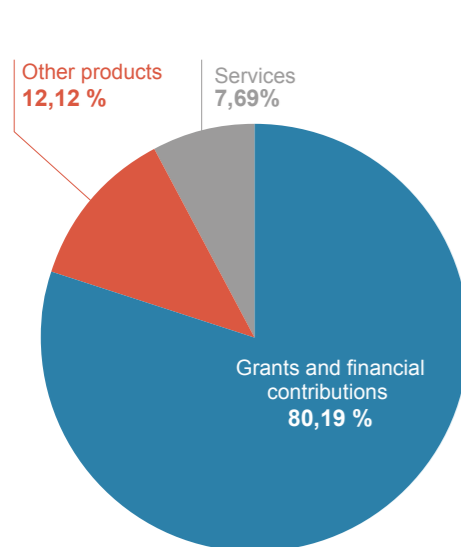
The 2021 budget for the French association **PULSE** was up to €2,336k. The fiscal year indicates a break-even situation with +€729, which represents financial recovery in 2021.

Sources of funds

The share of grants was up to 80% of PULSE's resources in 2021 as compared to 63% in 2020. This increase was mainly due to:

- Implementation within a full year and post-COVID recovery for the Afrique PULSE and RISE projects
- Strong growth of our Tempo project, dedicated to refugees
- Launch of our FUNDS project on impact entrepreneurship

The year 2021 confirmed our long-standing commitment to diversification with service delivery activities accounting for 8% of the 2021 budget.



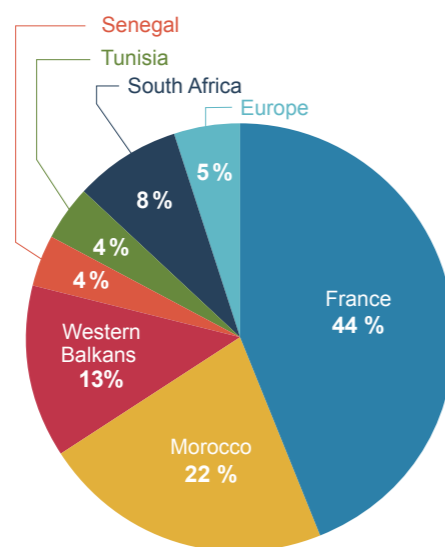
Resource distribution per origin

Use of resources

The activities described in the previous report are distributed as follows:

- **22% in Morocco**, dedicated to **Bidaya** for the Afrique **PULSE** project, and to the AMH project
- **4% in Tunisia** to le Lab'ess for the Afrique **PULSE** project
- **8% in South Africa** to **ORIBI** for the Afrique **PULSE** project
- **43% in France** to **PULSE** Montreuil and external programs
- **14% in the Western Balkans** for the RISE project
- **4% in Senegal**
- **5% in Europe** for several Erasmus projects

For information purposes, the incubators of the PULSE network represented a volume of activities of €1.6m in 2021.



Resource distribution per country or geographic area

POST-BALANCE SHEET EVENT :

Ukraine war: Given the uncertainties inherent to the Ukraine war, we are unable to measure its impact on financial reporting for 2022. Yet there is no indication of impairment for both our financial and operational property assets..

2021 appropriation of result: The 2021 result was +€729, which will be allocated to the new budget.

2022 outlook

SCALE UP THE IMPLEMENTATION OF FUNDRAISING SUPPORT PROGRAMS

Building on its success in Tunisia and Morocco, **PULSE** is implementing fundraising support programs in all its intervention territories. To this aim, three cohorts will be selected within **Jóggjef. ORIBI**'s incubation program will be developed to allow some

of its beneficiaries to receive grants towards the end of the process. In France, the development of Impact Business Angels will strengthen existing programs with funding opportunities for entrepreneurs. RISE's partner incubators will be gradually trained to

implement similar programs. Through this scaling up, entrepreneurs will be able to fund their projects at different development stages, from prototyping to the actual launch.

STRENGTHEN METHODOLOGY AND ADVOCACY TO INCREASE ACCESS TO IMPACT ENTREPRENEURSHIP

Thanks to the lessons learnt from the ACT! project in France, the European E4NEETS project, and other programs implemented across our intervention territories, **PULSE** will structure and

broadcast its methodology to help ease access to impact entrepreneurship. Skills transfer to as many people as possible will take place through new awareness-raising actions and update

of existing programs. Key takeaways could also be shared more broadly with impact entrepreneurship stakeholders across territories, be they on the ground or from institutions.

INTEGRATE GENDER AWARENESS MORE EFFICIENTLY WITHIN OUR PRACTICES AND PROGRAMS

As in 2021, we will continue to work on the cross-cutting issue of gender equality and awareness. The matter will also be an important component of several key projects, including FOWOSE and ACT!.

The key challenge in 2022 will be to build on the lessons learnt to outline our gender strategy for the upcoming years, from both an operational and institutional point of views.

In terms of incubation programs, both FOWOSE and ACT! projects will be the occasion to tailor our support methods to the specificities of female entrepreneurs.

IMPROVE IMPACT ASSESSMENT IN OUR SUPPORT PROGRAMS

PULSE will continue to work on improving its impact evaluation tools to the benefit of its entrepreneurs. The methodology and tools developed with the help of the French Develop-

ment Agency will be tested, adjusted, and implemented in 2022. They will later be integrated into all the activities of our pilot incubators: **Bidaya**, **Lab'ess**, and **Oribi**.



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ACKNOWLEDGMENTS

All of this is possible only thanks to our teams and their efforts to develop ever more innovative and useful programs at the service of entrepreneurs.

This report is an occasion to recognize their work, and to thank them for their key commitment.

We would like to thank our partners as well, for their renewed trust is as humbling as it is motivating.



Graphic design : Studio Bambo - www.studiobambo.com