

# ACTIVITY REPORT 2024



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# EDITORIAL

On November 20, 2024, PULSE turned 18. A symbolic milestone.

Since our creation in 2006, we have never stopped supporting those who want to transform our world. Not through speeches, but by creating and growing projects rooted in greater social justice and an environmental commitment.

For a long time, the social and solidarity economy was seen as marginal. An alternative. A sympathetic but unrealistic ideal. Today, it has emerged from the shadows. It is visible, taken seriously, and sometimes even cited as an example. In 2023, it was formally recognized by the United Nations as a proven model for achieving the Sustainable Development Goals (SDGs). An important recognition, a sign of maturity. But this recognition is also a turning point. It brings with it responsibilities, and the need to think about what comes next. What should we do with this now legitimate economy? How can we turn it into a force for change at a time when, for the first time in a generation, extreme poverty is on the rise worldwide? We can't be satisfied with symbolic progress if, at the same time, inequalities are widening.

We are halfway through the «Decade of Action» launched by the UN. So we are redoubling our efforts. We're opening doors wider. We're not looking for recognition for its own sake, but for what it enables: profound, concrete and lasting transformations.

Transformation means making entrepreneurship accessible to all, not just a privileged few. It means designing programs that adapt to the realities on the ground, to non-linear career paths, to the particularities of women entrepreneurs, young people at risk of dropping out, and older people looking to retrain or change careers. It also means deploying our actions in rural and suburban areas.

It means experimenting with new approaches - with artificial intelligence in particular - and strengthening our expertise. It also means creating appropriate financing solutions, such as our 1.5 million euros interest-free loan program based on trust, to enable project leaders excluded from conventional financing to get started.

To transform is to pass on. Sharing our tools, training future enablers, and contributing to the development of a strong civil society. With one idea in mind: if our support is no longer needed, it means we've done our job.

It also means persuading others. At a time when international solidarity is being undermined by massive budget cuts in the United States and Europe, we must remember that this decline weakens vulnerable populations, limits our ability to respond to crises and increases instability. Rather than giving in to short-term thinking, the current crisis is an opportunity to move international cooperation towards more emancipatory models, which strengthen local dynamics rather than replacing them.

So yes, we have grown. And with this growth comes an increased responsibility: to rise to the challenges of our time. Not to remain a promising alternative, but to assert ourselves as an engine of transformation for our societies.



**Anne-Leïla Batel,**  
Director of **PULSE**

and

**Nicolas Messio,**  
President of **PULSE**




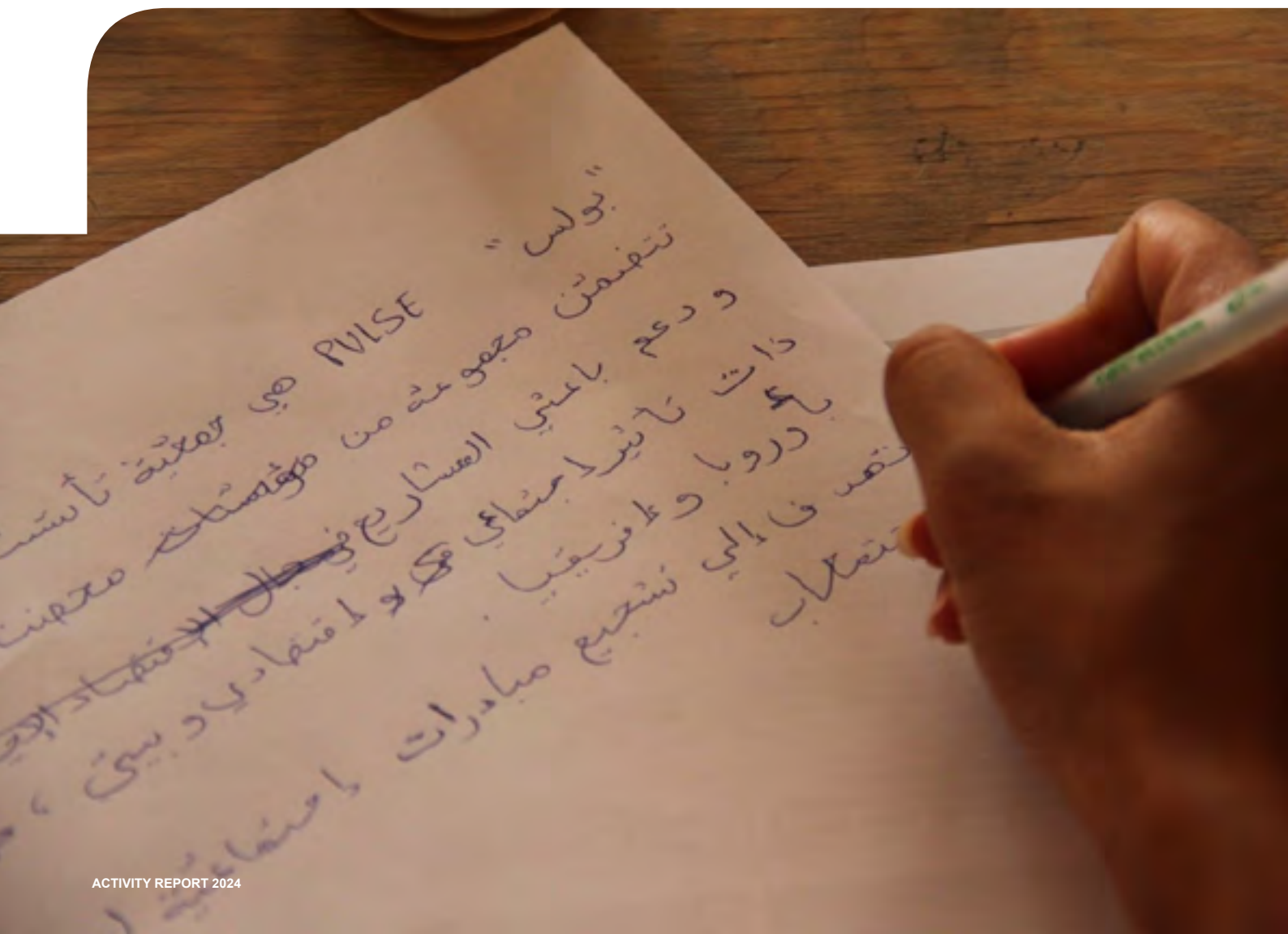
**PULSE is an association created in 2006 on the initiative of the Groupe SOS. and promote entrepreneurship as a lever for inclusive and sustainable development. In France and abroad, PULSE develops awareness-raising initiatives, support programs and financing for impact project leaders.**

Since its creation, PULSE has enabled thousands of entrepreneurs to develop high-impact projects and supported the emergence of new profiles of agents of change, in particular by supporting initiatives by people under-represented in entrepreneurship or located in emerging areas.

Founded on the conviction that everyone can become an agent of change, PULSE promotes access to entrepreneurship and its financing in the 18 countries where it operates, through awareness-raising initiatives and support programs.

PULSE operates several incubation sites in Africa and Europe and some thirty programs, from 5 physical locations: Lab'ess (Tunisia), Oribi (South Africa), Jógjēf (Senegal), PULSE Balkans (Serbia) and PULSE France.

Find out more about our activities: <https://www.pulse-group.org/> 



2006

Creation of **PULSE** within the **SOS Group**

2010

Launch of first direct support activities for entrepreneurs

2012

Tunis (Tunisia), creation of the association's Tunisian subsidiary **LAB'ESS**

2014

Montreuil (France), creation of **PULSE Montreuil**

2016

Belgrade (Serbia), launch of **RISE**

2018

Cape Town (South Africa), creation of **ORIBI**

2017

Casablanca (Morocco), launch of activities as part of the **LAB'ESS Afrique** project, followed by **Afrique PULSE** in partnership with **BIDAYA**<sup>1</sup>

<sup>1</sup> A partnership that came on top of governance links that are no longer relevant

2021

Ziguinchor (Senegal), creation of **JÓGJËF**

2022

Launch of Impact Business Angels by **PULSE**

Opening of the **PULSE Marseille** office Launch of the **SAMIM** project in the Mediterranean

2023

Creation of **PULSE BALKANS** incubator

Launch of **REACH** project in South Africa and Senegal 2<sup>nd</sup> New Cape graduating class

2<sup>nd</sup> Elles Ensemble class in Marseille

ACT expands to Lille and Marseille, and throughout the Paris region

2024

5<sup>th</sup> Elles Ensemble promotion in Île-de-France and Saison Circulaire

Launch of the AI for Business program

Launch of Circular Prep

3<sup>rd</sup> Nouveau Cap promotion

3<sup>rd</sup> regional meeting of **SAMIM** partners

Strengthening CSOs with the **RACINE** project

Contribution to the launch of Impact Lab Academy

Contribution to Campus AFD's SIBC program

## PULSE a GROUPE SOS association

The Groupe SOS is an associative group, a major player in living together. Groupe SOS is a not-for-profit organization committed to living together. It develops and unites associations and social enterprises, linked by their social and environmental commitment.

Its work is focused on two main priorities: the management of not-for-profit establishments dedicated to youth, health, the vulnerable and the elderly; and the preparation of a sustainable and inclusive future, with ambitious projects for ecological transition, territorial revitalization, responsible commerce and access to culture. Secular and non-partisan, it represents a genuine focus on the general interest.

With 22,000 employees, 2 million beneficiaries every year and a presence in 50 countries, the Groupe SOS proves that it's possible to make a major impact and build a fairer, more caring future. Find out more about GSOS at <https://www.groupe-sos.org/le-groupe-sos/presentation/?> 



## GOVERNANCE

As an association of Groupe SOS, PULSE is made up of two members: Groupe SOS, a non-profit organization under French law, and Groupe SOS International - one of the 8 founding associations - specialized in international solidarity. These entities are represented at the PULSE General Meeting, which defines the association's strategic orientations and approves its accounts, by their

presidents. GSOS International has its own Board of Directors, made up of qualified volunteer administrators (members [here](#)), and elects two representatives to sit on the Union's Board of Directors. PULSE President Nicolas Messio, elected for a three-year term, is the legal representative.

## The administrators of the Groupe SOS International association



KEVIN GOLDBERG



CHEBEKA HACHEMI



JEROO BILLIMORIA



DIANE BINDER



YASMINE HAMRAOUI



BRUNO CHATELIER

# KEY FIGURES FOR PULSE SINCE ITS CREATION



## WEBSITE

Number of entrepreneurs supported

**3769**

... i.e. **5857** change agents in Europe and Africa supported over the long term to secure the deployment of their projects!

Number of local incubators strengthened

**37**

Number of associations supported

**2088**

And more than **25.000** aspiring entrepreneurs helped to diagnose their situation and assess the viability of their project.

and number of professionals trained

**365**



FOUNDED IN 2012, IN THE WAKE OF THE  
REVOLUTION, LAB'ESS IS ENTERING ITS 13<sup>TH</sup>  
YEAR OF ACTIVITY.

## Mission of the structure

Lab'ess is a Tunisian association whose mission is to support, finance and raise the awareness of change agents in the MENA zone whose vocation is to generate a social and environmental impact impact for the society.

Through its support for the associative movement and social entrepreneurship, Lab'ess helps change agents to develop a more inclusive and sustainable economy.

WEBSITE ➤

CONNECT WITH US  
ON OUR SOCIAL  
MEDIA PLATFORMS





## KEY FIGURES / CONSOLIDATED IMPACT SINCE INCEPTION

**188**

impact companies  
supported

**6**

support programs (Incubation  
Tunis, Incubation Sfax,  
Safir, Samim, Ta'ziz, Ness El  
Houma)

**78%**

women in programs

**2088**

associations supported

**11**

support structures  
reinforced

**+ 8000**

people sensitized

FRANCE

# PULSE FRANCE

FOUNDED IN 2014, PULSE FRANCE HAS BEEN IN EXISTENCE FOR 11 YEARS.

## Mission of the structure

PULSE France supports the development of impact entrepreneurship in France by committing to two axes. The first is to enable people far removed from entrepreneurship or under-represented in the ecosystem to be able to undertake while reconciling impact and economic viability. To this end, we run awareness-raising, ideation and support initiatives for specific target groups: women, senior citizens and residents of priority

urban districts. The second is to accelerate the social and environmental transition by supporting entrepreneurs in the development and scaling-up of their projects. To this end, we run thematic incubation programs, for example on the circular economy. We also train entrepreneurs and support professionals in social and environmental impact.

WEBSITE 

CONNECT WITH US  
ON OUR SOCIAL  
MEDIA PLATFORMS



## IMPACT IN 2024

**144** entrepreneurs supported, 75% of them women

**75%** OF THEM WOMEN

**653** people sensitized and supported in their beginnings,

**65%** OF WHOM WERE WOMEN

**697** people reached by our actions,

**67%** OF WHOM WERE WOMEN

Since the launch of Pulse France,  
we have supported

**1004**

entrepreneurs in our long-term programs





AFRIQUE DU SUD

ORIBI

FOUNDED IN 2018, ORIBI HAS BEEN IN EXISTENCE FOR 7 YEARS.

## Mission of the structure

At ORIBI, we are committed to catalyzing sustainable economies in South Africa by equipping remote people and places with the economic opportunities, skills and resources needed to enable thriving social entrepreneurship. We contribute to the UN's SDG 2030 agenda by providing responsive entrepreneurial support

services, inclusive financing and fostering a warm and supportive network that enables their development. Our goal is to create a self-sustaining ecosystem of connected change-makers who promote economic prosperity, social equity and environmental sustainability.

[www.oribi.org.za](http://www.oribi.org.za) 

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## KEY FIGURES / CONSOLIDATED IMPACT SINCE INCEPTION

**+ 180**

entrepreneurs  
supported

**+ 500**

girls in high  
school

### INCUBATION PROGRAMS:

**#FOODSYSTEM**

(5 cohorts)

**#GIRLSINBUSINESS**

(3 cohorts)

**CSO SOCIAL  
ENTREPRENEURSHIP**

**#BRIDGINGTHEGENDERGAP**

(pilot)

**AFRIFOODLINKS INCUBATION  
PROGRAM**

**69%**

women (and girls) in  
programs

**FOUNDED IN 2021, THE JÓGJĚF INCUBATOR SUPPORTS YOUNG PEOPLE DEVELOPING PROJECTS WITH A SOCIAL AND ENVIRONMENTAL IMPACT IN THE CASAMANCE REGION OF SENEGAL.**

## Mission of the structure

JógjĚf is the incubator for impact entrepreneurs in Casamance. Operated by PULSE, it is based at the Université Numérique Cheikh Hamidou Kane in Ziguinchor. With the REACH program (Making Entrepreneurship Accessible to Everyone), co-financed by AFD and the Bank of Africa Foundation, JógjĚf trains, guides and supports young entrepreneurs through its five cohorts. The incubator aims to make impact entrepreneurship accessible to those who are furthest from it: young people and women living in Casamance. Since 2022, the incubator has been offering its most promising projects 3-month support and financial grants.

**CONNECT WITH US  
ON OUR SOCIAL  
MEDIA PLATFORMS**







## KEY FIGURES / CONSOLIDATED IMPACT SINCE INCEPTION

94

entrepreneurs  
supported (43%  
women)

35

businesses  
created

**FOUNDED IN 2023, PULSE BALKANS IS A NON-PROFIT ORGANIZATION DEDICATED TO PROMOTING CIVIL SOCIETY AND ENTREPRENEURIAL ECOSYSTEMS IN THE WESTERN BALKANS AND NEIGHBORING COUNTRIES.**

## Mission statement

Its mission is to create favorable conditions for the emergence of social entrepreneurship in the Western Balkans, fostering sustainable development and positive social impact. Through innovative programs and strategic partnerships, PULSE Balkans empowers social entrepreneurs to transform their ideas into solutions that benefit their communities. By bridging the gap between French expertise and local contexts, the organization acts as a catalyst for change, creating a bridge between green and solidarity initiatives for the symbiosis of social entrepreneurship.

PULSE Balkans, as a subsidiary of PULSE, aims to extend the vision of its PULSE to the Western Balkans.

**RETROUVEZ NOUS  
SUR NOS RÉSEAUX  
SOCIAUX :**





## KEY FIGURES / CONSOLIDATED IMPACT SINCE INCEPTION

6

civil society organizations  
within the ecosystem  
strengthened

22

project leaders from these  
organizations trained

1470

young people  
sensitized to social  
entrepreneurship

598

young people supported  
in the ideation

96

young people  
supported in the  
incubation phase

60

projects  
supported

WEBSITE 





# 1. SUPPORTING ENTREPRENEURS WITH LOCAL IMPACT





# HOW DO WE SUPPORT ENTREPRENEURS?

**AT PULSE, WE DEPLOY A SUPPORT METHODOLOGY STRUCTURED AROUND 3 MAIN PRINCIPLES:**

## **A STRONG FOCUS ON IMPACT**

with particular attention paid to three priority sectors: sustainable agriculture, the circular economy and sustainable cities. This sector-based approach aims to develop concrete solutions to the structural challenges facing the areas in which we operate. In Africa, for example, agriculture accounts for almost 60% of employment, illustrating the strategic importance of this sector. This approach is based on synergies between promotions, in-house expertise and that of our partners. This is particularly true of Suez and ADEME, who, as part of the Circular Season in France, are mobilizing their employees to strengthen their support. This strategy carries a strong potential for transformation in line with several Sustainable Development Goals (SDGs), notably SDGs 2, 8, 11, 12 and 13.

## **ACCESSIBLE AND PROGRESSIVE COURSES**

designed to take into account the realities of each individual, including those who are traditionally far removed from entrepreneurship: time constraints, lack of networks, specific obstacles (e.g. mobility or digital skills). Our formats are designed to overcome these obstacles. This approach is based on a strong conviction: you're not born an entrepreneur, nor is it a talent. It's about skills, knowledge and a state of mind that can be acquired and cultivated. That's our job at PULSE: to secure every stage in the construction of a project. That's why we take great care to support projects over the long term, with a strong presence upstream (awareness-raising, ideation, incubation), and a continuous build-up downstream, through acceleration programs and tailor-made post-program follow-up.

## **AN ACTIVE PEDAGOGY**

that combines individual coaching, group training, concrete tools and networking events. Our approach emphasizes learning by doing, testing, putting into practice, meeting and exchanging with peers, and relies on the continuous animation of communities (alumni, cross-mentoring, field experts in all our countries of intervention, partner experts, etc.).





# WHO ARE OUR ENTREPRENEURS?

## SOME EXAMPLES



“

Lab'ess's support enabled me to refine my understanding of my project and strengthen my marketing strategies. Thanks to this experience, I gained in confidence and was able to approach the market with more self-assurance.

**Fatma Elloumi**  
Founder of Ecod'Art Promo #2

▶ [Video testimonial](#)



“

What sets this program apart is its pragmatic approach, which goes beyond the theoretical aspects. As entrepreneurs, we often need real support to guide our choices, and that's precisely what Lab'ess offers.

**Kaouther Mejdi**  
Co-founder of Ecojina Promo #12



“

Thanks to the Ta'ziz program, our association has been able to significantly strengthen its capacities. We have come to realize that structuring is essential and that our projects are solid, because we are working for the well-being of our country.

**Zeineb Hamouda**  
President of the association Réseau Enfants de la Terre

### GIRLSINBUSINESS

▶ [Video testimonial](#)

### FOOD SYTSEM

▶ [Video testimonial](#)

### LES VALORISTES

▶ [PULSE Stories](#)

# NOS PROGRAMMES

## Essentielles

[LINK TO ESSENTIELLES PROGRAM WEBSITE](#) ➡  
**PARTNERS : AFD, CDC ET EXPERTISE FRANCE**

The #Essentielles program aims to promote social innovation and female entrepreneurship in the regions. Through comprehensive, tailor-made support, it helps women entrepreneurs develop their impact projects. In 2024, Essentielles launched its second cohort of incubates.

As part of this dynamic, a guide to female entrepreneurship was drawn up. It gathers findings, highlights the main obstacles encountered, proposes solutions and best practices, and shares inspiring testimonials from women who have successfully overcome these challenges.



Discover the Guide «Inclusive entrepreneurship, that's our kind!» ➡



# 196

individual coaching sessions

# 18

18 group training sessions

# 4

networking events

# Serving local environmental impact

[LINK TO INCUBATION PROGRAM WEBSITE](#) ➔

Against the backdrop of Tunisia's crucial environmental transition, the Lab'ess incubation program in Tunis is strengthening its commitment to entrepreneurship with an environmental impact. Aimed at companies in the MVP (Minimum Viable Product) phase, this program aims to strengthen their business model, maximize their environmental impact, and assert their market position. In 2024, the Lab'ess incubator will enter its 12th year, continuing to support committed entrepreneurs.



**73%** female beneficiaries

## Outlook 2025

### SUPPORT GREEN ENTREPRENEURSHIP, ACCELERATE IMPACT

Lab'ess will continue its commitment to environmental entrepreneurship by supporting two new cohorts of around thirty companies. Full support will be offered: customized coaching, training, workshops, networking opportunities and €7,000 honor loans to support their development.

### A BAROMETER TO SHED LIGHT ON RESPONSIBLE CONSUMPTION

In 2025, Lab'ess will publish a first-of-its-kind barometer on responsible consumption in Tunisia. Based on statistical data, it will analyze changes in consumer behavior and expectations. A strategic tool for impact entrepreneurs, it will identify concrete levers to encourage more sustainable practices and guide the choices of economic players and consumers alike.



# NOS PROGRAMMES

## TA'ZIZ

## #TA'ZIZ

▶ WATCH THE VIDEO

Ta'ziz is an initiative led by Lab'ess and El Kawakibi Democracy Transition Center, with the support of the European Union, to strengthen and empower civil society organizations (CSOs) in Tunisia. The program supports them in developing sustainable strategies, strengthening their capacities and setting up economically viable activities, while promoting an inclusive approach based on gender and human rights.

# 11

Tunisian civil society organizations supported during cohort #1

Trough

# 105

tailor-made support sessions

# 5

networking events and peer exchange moments

# 55%

women among the 86 participants

# Highlights of 2024

## LAUNCH OF THE TA'ZIZ PROJECT

The May 2024 launch event presented the project's objectives, partners and opportunities, and officially launched the open application window for the support program. Following a rigorous selection process, 11 CSOs were chosen to participate in cohort #1. Beneficiaries benefited from personalized coaching to strengthen their skills and develop sustainable strategies.

As pioneers of the program, they play a key role in fine-tuning the tools and methodologies used.



## NETWORKING AND PROMOTION

The first edition of Ta'ziz Connect, organized in October 2024, marked the second networking highlight. On the program: interactive educational workshops, hackathons and an association market, offering CSOs a showcase for their projects.

▶ [Watch the aftermovie](#)

## A SECOND COHORT TO AMPLIFY IMPACT

The Ta'ziz program uses an open application system. Following a second selection committee, in December 2024, the beneficiaries of the second cohort were selected. A total of 15 CSOs were selected.

# Outlook for 2025

## REINFORCED SUPPORT AND BROADER REGIONAL ROOTS

The Ta'ziz project is gaining momentum: cohort #2 starts in January 2025, followed by a new selection in August, opening up to new regions. After the Greater Tunis area, support will be extended to Zaghouan, Sousse and Nabeul!

## THREE FINANCIAL LEVERS TO ACCELERATE THE CONSOLIDATION OF CSOS

In 2025, the program will be equipped with new financial tools: expertise tickets for targeted support, grants of up to €8,000 to initiate income-generating activities, and honor loans for 4 CSOs to consolidate their economic model and strengthen their autonomy.



# OUR PROGRAMS



## Entrepreneurship discovery workshops

Since January 1, 2024, we have become CitésLab referents for the Est Ensemble territory in Seine-Saint-Denis. This recognition and support from the BPI enable

us to roll out our actions to raise awareness of impact entrepreneurship, created thanks to the ACT! project funded by Google.org.

▶ **DISCOVER CITÉSLAB ON VIDEO**

**FIND OUT MORE+ ABOUT CITÉSLAB** ➡



# 653

people

# 65%

of them women, have been made aware of the key principles of impact entrepreneurship

It's also an opportunity to anchor our actions in the heart of the city's political districts (QPV), and to meet profiles that are currently under-represented in entrepreneurship.





## Outlook for 2025

In 2025, we will continue to introduce entrepreneurship to an ever-growing and ever-more diverse audience. Our local partnerships enable us to reach women who are far from employment, senior citizens undergoing professional reorientation, people living in priority areas, incarcerated people preparing for their release... Our aim is to help make impact entrepreneurship a must for anyone wishing to set up their own business.

## New direction - entrepreneurship for seniors

For the 3rd year running, we have offered people over 45 in career transition an orientation and support path towards impact entrepreneurship. Firstly, by creating an online awareness and ideation course, with the support of Malakoff-Humanis. Secondly, by offering a 3-month mentoring program to these new project leaders.

The aim of Nouveau Cap? To secure the start of the entrepreneurial journey by supporting project structuring, prototyping, experimentation, inspiration and discovery of a new ecosystem. At the same time, each person receives guidance and support in their professional reflections.

#nouveau cap

31

people have benefited from our actions aimed at senior citizens.

## Outlook 2025

In 2025, we will be even more active on the issue of entrepreneurship for seniors, contributing even more to the various mobilizations of the ecosystem and playing an active role in disseminating the campaigns and tools of the Seniors force + collective. We are also continuing to innovate with the creation of the Pulside program, in collaboration with Winside.

The aim of this new program? To support +55 year-olds in their reorientation towards impact entrepreneurship by also equipping them with knowledge of Nocode and AI tools.



# OUR PROGRAMS



ORIBI :

## The #GirlsInBusiness program

The ORIBI #GirlsInBusiness program enables young girls from township high schools to become leaders of change and innovative, influential players. Through a social innovation initiative, it provides participants with essential skills in social entrepreneurship, personal

development and community awareness. The program fosters confidence, resilience and leadership, giving young girls the tools they need to lead change in their communities and beyond.

[LINK TO WEBSITE](#) ➤

[ARTICLE 1](#) ➤



# #foodsystems incubation program

Our #foodsystems program is a 9-month incubation pathway aimed at promoting and catalyzing transformative entrepreneurship while unleashing the potential of social entrepreneurs in the development of innovative solutions that address the issues and challenges of the food system in South Africa. The program uses a systemic approach to enable the development of social enterprises.

We place strong emphasis on supporting women and youth, providing them with the tools, mentorship, and networks they need to thrive as leaders in the field of food systems

By prioritizing gender equality and youth empowerment, we aim to inspire and elevate emerging voices of social entrepreneurship, while ensuring that diverse perspectives shape the future of sustainable food systems in our country.



[LINK TO WEBSITE](#) ➤

[SOCIAL CHANGEMAKERS](#) ➤

[INCUBATED BY FOOD SYSTEMS](#) ➤

**Entrepreneur name:** Kedibone Nyamakazi

**Social enterprise name:** AgriPremium

## Sustainable development objectives

Zero Hunger (MDG 2), Gender Equality (MDG 5), Decent Work and Economic Growth (MDG 8), Sustainable Cities and Communities (MDG 11), Responsible Consumption and Production (MDG 12) and Partnerships for Achieving the Goals (MDG 17).



## Oribi 2025 outlook

As we look back on a landmark year, we look ahead to 2025 with a renewed commitment to strengthening the social economy in South Africa and ensuring the institutional sustainability of our actions there. We will focus on concluding the REACH project and Afrifoodlinks, deepening sustainability and circular economy initiatives through SSE, closing the gender gap in entrepreneurship and amplifying our advocacy efforts.



### CALL FOR PARTNERSHIPS

We invite operational partners to collaborate on food system innovation, inclusive financing for entrepreneurs, strategic alliances, mentoring, research and advocacy collaborations, and resource sharing to successfully reach marginalized social entrepreneurs and make a deeper impact. Let's work together to build a more inclusive and sustainable future. We are ready to share our expertise and amplify our presence in key dialogues on social innovation and SSE, circular economies and inclusive entrepreneurship for women and youth.



# OUR PROGRAMS

## JOGJEF: REACH project

This report presents the preliminary results of a survey conducted as part of the REACH project during 2024 by Jógjēf.

**FINAL REPORT ON THE DIAGNOSTIC STUDY OF  
THE NEEDS OF YOUNG PEOPLE AND WOMEN  
ENTREPRENEURS IN CASAMANCE** ➡

 Jógjēf : LinkedIn

 ORIBI : LinkedIn

### PARTNERS:

Agence Française de Développement, Bank of Africa, Fondation Denibam, Fondation groupe EDF, Fondation L'Oréal, Government of Monaco, Play International, European Union, Cheikh Hamidou KANE Digital University (UN-CHK)

**REACH - Making Entrepreneurship Accessible to Everyone** is a multi-country project coordinated by **PULSE**, which aims to strengthen access to impact entrepreneurship for **women and young people** living in marginalized territories in **Senegal and South Africa**.

The project has two specific objectives:

**Promote the emergence of a more inclusive entrepreneurial ecosystem**, better aware of the opportunities offered by social entrepreneurship for women and young people in these areas.

**Support the creation and development of projects with a social or environmental impact**, led by women and young people from marginalized areas.

To achieve this, REACH relies on **experienced local partners** already firmly rooted in regional entrepreneurial dynamics: **Oribi** in South Africa and **Jógjēf** in Senegal.



## Sustainable development goals



BANK OF AFRICA  
BIOFINANCE



Gouvernement Princier  
PRINCIPAUTÉ DE MONACO



Financé par  
l'Union européenne

**600**

Young

**395**

Women

**+50**

entrepreneurs  
supported

as part of an incubation programme. These results demonstrate the concrete impact of the project and its ability to promote fairer, more inclusive and sustainable entrepreneurial models.



Méditerranée

**SIBC**

# PULSE pilots the organization of local juries and contributes to impact measurement





In September 2024, PULSE coordinated the organization of four local juries as part of the selection phase of the Social & Inclusive Business Camp (SIBC) program, in partnership with Campus AFD. These events took place in South Africa, Tunisia, Senegal and Madagascar, in collaboration with Oribi, Jógjēf and PPI. This new participative format, bringing together over 130 evaluators from local ecosystems, aimed to assess applications from women entrepreneurs while stimulating connections between impact entrepreneurship players. Thanks to seamless coordination, tailor-made multilingual tools and a strong mobilization

of our network, nearly 200 applications were evaluated, for a total of over 800 assessments recorded. Following on from this mobilization, PULSE was also involved in the module dedicated to impact measurement. We produced several teaching contents (videos, fact sheets, quizzes) integrated into the Campus AFD e-learning platform, and led an interactive webinar on the same theme for the program's entrepreneurs. This contribution aims to strengthen the ability of project leaders to demonstrate the social impact of their initiatives and to structure their evaluation process.

#### LOCAL JURY IN TUNIS - SIBC 2024

Members of the jury in the middle of an evaluation session for women entrepreneurs, during the event organized in September 2024, Tunisia.



# 2. FINANCING ENTREPRENEURS









Tunisie

LAB'ESS

## Honor loans, an effective financial tool



AN INITIATIVE OF THE KINGDOM OF THE NETHERLANDS

Since 2021, the interest-free honour loan fund, with a six-month grace period and no collateral required, has established itself as a key financial lever for impact entrepreneurs. By reinforcing their personal contribution and their company's equity capital, it facilitates the development of their projects. This solidarity-based scheme is based on a virtuous circle: each repayment contributes to the fund, enabling new impact projects to be financed. With a repayment rate of 95%, it demonstrates its relevance and sustainability.

### Key figures

In 2024, 3 female entrepreneurs from the «Essentielles» program, based in the region, notably in Sfax, benefited from honorary loans of up to 6,780 euros. This support is essential for strengthening female entrepreneurship and boosting the local economy.



“

Thanks to the Lab'ess honor loan, Retaste was able to take a major step forward. The investment in high-capacity drying and storage equipment has considerably increased our production and optimized our chances of obtaining certification. This financing has also strengthened the structuring of our business and improved our technical performance, enabling us to better respond to market needs.

**Maha Hajji**  
Founder of Retaste

## Financing for entrepreneurs

At Oribi, we believe that access to finance should not be an obstacle for social entrepreneurs who are driving important change. Our inclusive financing approach is designed to support under-represented social entrepreneurs, particularly marginalized women and young people in formal and informal economies, by offering them equitable access to capital, capacity building and the networks that consolidate their business model.

In 2025, we aim to pilot a mixed model with innovative debt financiers, Mutualism and Sum1 Investments, as a sourcing partner for social entrepreneurs in the agri-food sector ready to seize financing opportunities.

### Key figures

Thanks to the Afrique Pulse, Reach and Afrifoodlinks projects, Oribi will deploy over 90,000 euros in grants by the end of 2025. Our aim is to increase this amount as a strategic pillar to enable social entrepreneurship in South Africa.

## Funding for entrepreneurs

As part of the REACH project, a financial support scheme has been set up to accompany the development of incubated social enterprises in Senegal and South Africa. This financial support is part of a comprehensive post-incubation package, including technical, strategic and financial support. At the end of incubation, each REACH partner support structure offers a pathway to financing for the most promising entrepreneurs. The aim is to strengthen the viability and sustainability of incubated projects.

### Key figures

Over the three years of the project, €170,000 has been mobilized to finance direct endowments and prototyping grants for 40 entrepreneurs supported in these two countries.

# IMPACT BUSINESS ANGELS

## Project and Objectives

The first network of Business Angels exclusively dedicated to supporting impact entrepreneurship in France.

Launched in 2021 by PULSE, Impact Business Angels has since taken off, bringing together more than 60 investors who support natively impact-driven projects in their seed phase.



**Impact Business Angels meets a dual need:**

- get business angels involved in the impact sector, at a time when it is difficult to do so;
- solve the financing gap for impact entrepreneurship in the seed phase;
- Impact Business Angels aims to bring more funding to impact projects, of better quality and better distributed among all types of impact projects.



In 2024, Impact Business  
Angels financed

20

impact projects for more than

3 000 000 €



## Financing Outlook

### ACCELERATING CHANGE

In 2025, Lab'ess will launch an acceleration program for impact businesses in Tunisia, supported by the Orange Corners Innovation Fund. This programme offers personalised support, with funding of up to €30,000, for innovative solutions addressing social and environmental challenges.

The aim is to stimulate the growth of these businesses while maximizing their positive impact, contributing to a more resilient, inclusive and sustainable Tunisian society.

### Key figures

1,56 million d'euros seront alloués au financement de 52 entrepreneur.se.s à impact. Ce financement sera réparti entre 2/3 sous forme de prêts d'honneur et 1/3 sous forme de subventions, offrant ainsi aux entrepreneur.e-s à impact les moyens nécessaires pour développer des solutions durables et innovantes.

With a total budget of

**2 320 000 €**

this program will run for

**6 YEARS**

(2024-2030).



# 3. STRENGTHENING LOCAL PLAYERS







# STRENGTHENING LOCAL PLAYERS

## Notre mission

AT PULSE, WE SUPPORT ALL THOSE WHO:



Promote entrepreneurship, creativity and innovation (ODD8)



Invest in the resilience of their territories (ODD 11)



Promote sustainable consumption and production (ODD 12)

Improve the employability and socio-economic inclusion of the most vulnerable people

Contribute to the improvement of education and vocational training systems



## OUR IMPACT ON ORGANIZATIONS

- ✓ Enhanced skills and knowledge
- ✓ Strategic and organizational capacities to ensure the sustainability of structures and their business models
- ✓ Improved quality and scope of activities carried out
- ✓ Improved positioning within their ecosystems and creation of multi partnerships on a regional scale

## OUR ADDED VALUE

- ✓ Already 35 structures supported and 2,500 professionals trained
- ✓ Operator of 5 incubators and 30 programs, innovation laboratories
- ✓ Proven pedagogy and tools
- ✓ Personalized support and a diagnostic tool to get you started
- ✓ Systematic monitoring, evaluation and capitalization





Balkans

**RISE**

## The Mission of PULSE Balkans

RISE is opening up new prospects for reconciliation among young people in the Western Balkans through its support program, The RISE Journey.

The program aims to encourage social entrepreneurship among young people in Albania, Bosnia-Herzegovina, Kosovo\*, Montenegro, Northern Macedonia and Serbia.

RISE is also committed to building the capacity of the regional ecosystem by providing ongoing support to six local incubators to improve their support systems.

### PARTNERS :

AFD, ARNO, Balkan Green Foundation, Nesto Vise, OFAJ, RYCO, Smart Kolektiv, Tehnopolis, Yunus Social Business, European Union

**WEBSITE** ➡

 LinkedIn

**RIS**   
REGIONAL INCUBATOR FOR  
SOCIAL ENTREPRENEURS





# Flagship action of the year

## 5 YEARS OF RISE IN THE WESTERN BALKANS

In October and November 2024, **RISE** celebrated its **5<sup>th</sup> anniversary** with six events in the Balkan capitals of **Sarajevo, Belgrade, Pristina, Podgorica, Tirana and Skopje**. This was an opportunity to look back on the progress made since the project's inception, with the creation of a common methodology, the mobilization of partners and the support of young people with high-impact projects. Today, the success stories of former **RISers** bear witness to the positive impact of social entrepreneurship in the region. And the next generation is assured: **148 new young entrepreneurs are joining the RISE Journey 5 program!**



**WEBSITE** ➡



## Deliverable

### A MOOC TO DEMOCRATIZE SOCIAL ENTREPRENEURSHIP

PULSE has launched the MOOC «Empowering for Good: A Social Entrepreneur's Guide», a free online course accessible to all.

Designed for aspiring social entrepreneurs, professionals and the curious, this program explores the fundamentals of social entrepreneurship and its levers for impact.

**MOOC** ➡

# RISE FIGURES

6

civil society  
organizations within the  
ecosystem strengthened

22

project managers from these  
organizations

Trained

1470

young people made  
aware of social

Entrepreneurship

598

young people supported in  
the ideation phase

96

young people supported  
in the incubation phase

60

projects supported



## BOOST

BOOST, coordinated by ALDA and financed by AFD, will enter its operational phase in 2025 with a first selection of projects in consortium on a regional scale, led by civil society organizations in the Western Balkans. Pulse Balkans and Pulse will be actively involved in a regional in Belgrade in April, alongside LEADER

France. The call for national projects will be launched in May. The program is structured around three pillars: youth and entrepreneurship, rural development and the environment, and cultural heritage and community development.

**FOR FURTHER INFORMATION** ➡

## COOPOWER

COOPOWER is an ambitious project to be launched in 2025 to address the challenges of youth unemployment and socio-economic inequality in disadvantaged regions along the Danube. Coordinated by the Center for the Study of Democracy (Bulgaria), in partnership with eight European organizations including PULSE Balkans for Serbia, it aims to boost the employability of vulnerable

young people (aged 15-30) through innovative models of cross-sectoral cooperation. The project is based on the establishment of Local Cooperation Incubators (LCI) and a Transnational Dialogue HUB, genuine spaces for exchanging practices, experimenting and co-constructing inclusive public policies.



Méditerranée

**SAMIM**



## Samim's mission

Samim is the first project led by a local civil society organization (CSO) from the "south" to be financed by AFD as part of its Initiatives OSC program. Lab'ess, which spearheaded the project, is implementing it thanks to €3 million in AFD funding (i.e. 90% of the budget) and co-financing from the Fondation de France to the tune of €200,000. Lab'ess' partners in this project are PULSE (France) and four support structures (SA) located in four cities around the Mediterranean: Ecodev in Nouakchott, Bidaya in Casablanca, Tunisian

Center for Social Entrepreneurship (TCSE) in Tunis and Jordan Youth Innovation Forum (JYIF) in Amman. The aim of Samim is to help build the capacities of young people, particularly women, involved in Mediterranean civil societies, and to support them in implementing innovative territorial projects that meet the challenges of sustainable development (SDGs 11 and 12). The first phase of Samim ends in May 2025.

 [Link to video](#)

### PARTNERS:

**Project leader :** Lab'ess

**Financial :** AFD et Fondation de France

**Technical assistance :** PULSE

**Operational :** Ecodev, Bidaya, TCSE et JYIF



# Results 2024

In 2024, the strengthening of civil society organizations resulted in 178 hours of support and 77 individual sessions of structural strengthening and follow-up, offering personalized support from Lab'ess to the four support structures. The latter also benefited from 6 group training sessions organized by Lab'ess, promoting peer exchange and skills development for each SA (advocacy, reporting and monitoring-evaluation, fund-raising and donor mapping). In addition, 27 grants, representing a total of 957,000 euros, were allocated to CSOs in the second cohort to support their initiatives.

## Key actions for 2024

### SELECTION OF THE SECOND COHORT OF CSOS

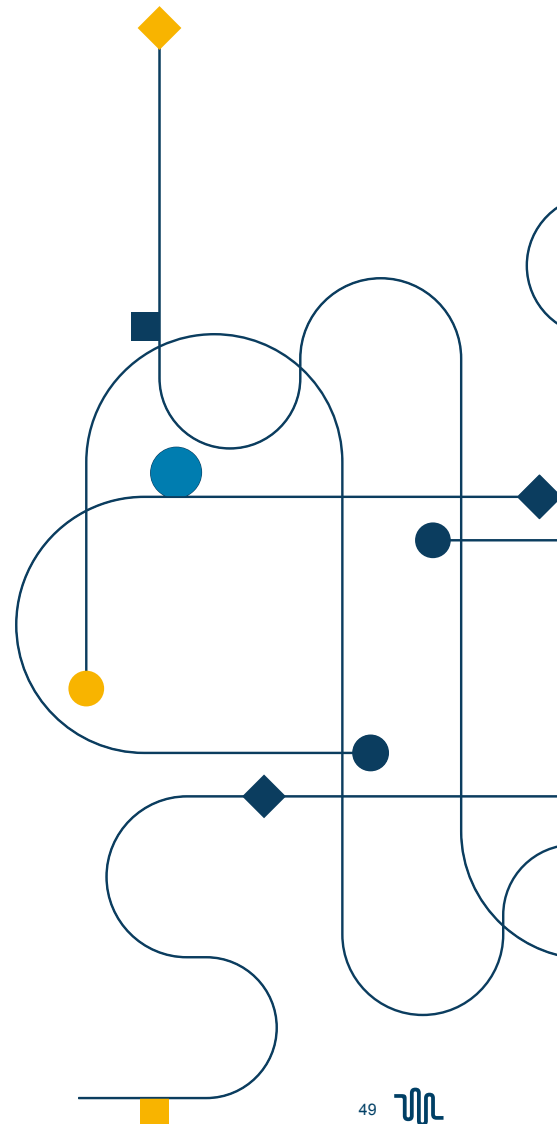
The call for applications remained open until early January 2024, receiving 215 applications in the four countries. Four funding committees, bringing together representatives of the SAs, Lab'ess, AFD and experts, selected 27 beneficiaries between late February and early March. The projects selected focus on social innovation (3), urban agriculture (6), the circular economy (4), waste management (4) and raising awareness of the SDGs (4), as well as sustainable mobility (2), responsible consumption (2) and preservation of urban heritage (2).

### MEETING SUPPORT STRUCTURES

In 2024, five field missions were carried out with support structures: 2 in Tunisia, 1 in Jordan, 1 in Morocco and 1 in Mauritania. These missions strengthened inter-organizational organizational links, encouraged exchanges on challenges and successes, and enabled Lab'ess teams to observe the implementation of projects by CSOs funded under Samim.

### ORGANIZATION OF THE THIRD REGIONAL MEETING

A key moment in the project, the third regional meeting was held in November 2024 on Lab'ess premises in Tunis and brought together a PULSE representative, the 4 SAs and 18 of the 47 CSOs supported. This three-day event day event was designed to take stock of the project's achievements a few months from completion, share successes and strengthen synergies between beneficiaries, offer training and discovery opportunities for associative initiatives outside Samim, assess the project's implementation and draw up feedback to prepare for its second phase. The meeting ended with a recreational moment to raise awareness of eco-responsible consumption: the performance of a play on the evils of «fast fashion», imagined and performed by young people from an association funded as part of the first Tunisian Samim cohort.



# SAMIM

## Perspectives 2025

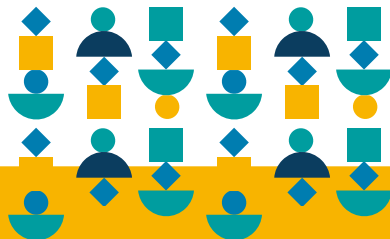
### PUBLICATION OF THE COMIC STRIP SELMA EXPLORE 2

After the first edition, the release of the second volume of the comic book «Selma Explore» planned for 2025, continues our commitment to educating young people. The aim: to raise awareness of the challenges of sustainable development and inspire action in favor of the environment.

### PREPARING PHASE 2 OF SAMIM

With an initial duration of three years (2022-2025), we hope that Samim can be extended beyond that. Indeed, Lab'ess has the ambition to see this multi-country project continue in phase 2 (2025-2028). The project would be recurrent, but the objectives and support methods would be rethought in order to empower CSOs through the development of their economic model, and enhance the impact of the project as a whole.

### FIRST EDITION ➡



“

The NGO Citoyennes Citoyens Debout was selected for the second cohort of the Samim project for its innovative and relevant initiative, focused on food self-sufficiency in urban areas, by integrating agriculture and poultry farming. The project's commitment is based, first and foremost, on accompanying young people towards employment and professional integration. Secondly, the project second objective is to demonstrate the key role that CSOs can play in economic and social development. in line with sustainable development objectives.

**Bah Ould Bouchiba**  
Secretary General of the Ecodev support structure



# Key figures for 2024

Budget: 3.3 million euros, from 2022 to 2025

SAs strengthened: 4

CSOs supported in the second cohort: 6 in Jordan, 7 in Mauritania, 7 in Tunisia and 7 in Morocco

48% of projects in the second cohort are led by women (over the two cohorts, however, the percentage is 55%).



This mission was a very positive experience. The involvement of the PPI and CEENTRE coaches was remarkable throughout the process. Thanks to their commitment and constant interaction with the field, we were able to achieve our objective: to build a diagnostic tool that was relevant, clear and truly aligned with the needs of the field. The training-action format - course, practice, then capitalization - favored a concrete and dynamic appropriation of the methodology.

**First diagnostic session with the Chamber of Agriculture, Antananarivo**

## SEED mission to Madagascar

### CO-CONSTRUCTION OF A DIAGNOSTIC TOOL

As part of the SEED project supported by PPI, PULSE was called in to design a diagnostic tool for and support its deployment in Madagascar. A mission was held in Antananarivo in May 2024 to train partner coaches and test the tool in real-life conditions. This intervention was based on a training-action approach, combining pedagogical sessions, hands-on practice and capitalization workshops, resulting in a functional tool, adapted to the identified needs.

### CAMEROUN RACINE

As part of the RACINE project, managed by Planète Urgence and co-financed by the Agence Française de Développement, Kelly ROBIN, Deputy Director of PULSE, went to Cameroon in March 2025 to train Planète Urgence teams in the methodology and diagnostic tool for CSOs perfected by PULSE. This was an opportunity to adapt these tools to local realities and to the profile of the CSOs to be supported on site.

This mission was the first stage in the objective of strengthening the capacities of these CSOs. includes:

- An in-depth diagnosis of their strengths and needs during 3 sessions led by a Planète Urgence coach;
- Co-construction of a personalized support plan based on the priorities and context of each context of each organization;
- CSO networking to encourage peer-to-peer learning, exchange and dissemination of best best practices;
- Developing and supporting nature-based solutions to restore and preserve ecosystems.



France

# IMPACT LAB ACADEMY

## La mission

2024 was the first year of existence for the Impact Lab Academy. Coordinated by the Mouvement impact France, the coalition of impact pioneers (Ticket for change, makesense, La Ruche, INCO and PULSE) rolled out a training program for support professionals working in incubators who want to integrate social and environmental impact issues at the heart of their support.

84% of startups consider ESG commitment to be an important criterion when choosing their incubator. However, too few support professionals have taken up this issue and integrate it into their educational content. The Impact Lab Academy is the 1st learning community for structures wishing to better support companies in their social and ecological impact.

Its ambition is to support systemic change by helping the general support ecosystem to enter into transition.

It provides access to around a hundred tools and training sessions led by the coalition: bootcamps, online training, webinars, co-development, Impact wiki and Impact stories are the main building blocks of this pathway. A new community of impact players is being built!

## Outlook 2025

The Impact Lab Academy will launch 2 promotions this year. Now open to consulting firms, the course will continue to enrich its content and the community will continue to grow.

PULSE is also contributing to the launch of Impact 40/120, the index of future impact unicorns.



### WHAT IS AN IMPACT UNICORN?

An impact unicorn is an impact company less than 10 years old that generates more than 50 million euros in avoided costs for society per year.

3 STUDIES HAVE BEEN CARRIED OUT BY IMPACT FRANCE, BCG AND ESSEC ON THIS SUBJECT 





# **4.**

# **INNOVATING FOR THE IMPACT ECOSYSTEM**



# FUNDS 2

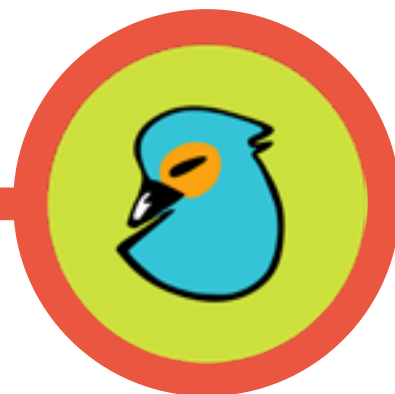
Since April 1st 2023, Impact Business Angels, GROUPE SOS Participations and PULSE have been partners in the «FUNDS 2» project co-funded by the European Union, which aims to build bridges between Business Angels and seed investment funds.

[LINK TO PUBLIC REPORT 2024](#) ➡



## Outlook for 2025

Continue the network's investment activities;  
Capitalize on the best practices and lessons learned around the Impact Business Angels network since its inception to attract new investors, build the capacity of Business Angels and disseminate «the model»;  
Intensify promotional and advocacy campaigns in favor of better access to financing for impact businesses in their seed phase.



## DATA4GOOD

In 2025, PULSE will participate in the launch of an innovative project led by Data4Good, by in collaboration with Planète Urgence, other Groupe SOS associations and several external partners. The aim of this project is to design a tool based on artificial intelligence capable of helping associations respond to calls for projects, by facilitating the reformulation of questions and the integration of elements from their internal documents. A prototype of the tool is scheduled for the spring, with the aim of testing its initial functions with associations. This collective experimentation will also produce a best practice guide on the use of AI in the associative sector.

Finally, artificial intelligence has the potential to democratize entrepreneurial support: faced with the

difficulty of providing individualized response on a large scale - nearly 33,000 requests per year at PULSE - AI could play a catalytic role, providing relevant answers in real time. It also offers prospects for removing barriers to access to support in rural or peri-urban areas, language or illiteracy. Beyond support, AI can also strengthen the impact projects themselves. A gulf persists between the worlds of technology and impact, at a time when AI represents a major transformational lever for accelerating the achievement of the Sustainable Development Goals.

With this strategy, PULSE intends to make AI not an end in itself, but a tool at the service of inclusion, social innovation and the ecological transition.



# ARTIFICIAL INTELLIGENCE

## A TECHNOLOGICAL OPPORTUNITY TO BE HARNESSSED FOR IMPACT

The dazzling emergence of artificial intelligence, and in particular generative technologies, raises profound questions, both in terms of the fascination it arouses and the inequalities it could exacerbate. According to the International Labour Organization, AI is likely to increase inequalities in the workplace. Its environmental footprint is also a cause for concern, and the risks associated with misinformation cannot be ignored.

Faced with these facts, PULSE has chosen to take an active stance. We are embarking on a process of exploration and structuring: acculturation, support for entrepreneurs - especially those for whom it's not easy to get the hang of things, but who mustn't be left by the wayside - and experimentation with new hybrid models.

## ELEMENTS OF AI FOR BUSINESS- TRAINING TO DECIPHER AND APPROPRIATE AI

PULSE is constantly committed to making digital technology accessible to all.

Thanks to our participation in the 13M program, along with Banque des Territoires, Groupe SOS and H7, we have mobilized to support the scaling-up of innovative solutions for digitally excluded French citizens.

Today, we are proud to continue this commitment with «Elements of AI for Business». PULSE France has been awarded a prize by the Google.org foundation to train under-represented entrepreneurs in the main operating principles of artificial intelligence, its uses, how to use it and how to use it.

its uses, its link with impact and some key tools.

This program is part of an ongoing initiative to open up digital technology to all, in partnership with INCO, MinnaLearn and Google.org. This project enables us to show committed entrepreneurs how AI can accelerate the development of their projects and maximize their social and environmental impact.

Our teams have been trained by Minnalearn to roll out this training program in France.

in France. An initial class of 25 entrepreneurs was then trained. The aim now is to roll out this training program more widely, so that impact entrepreneurs don't miss out on this technological revolution.



## Outlook for 2025

The aim is to relaunch at least one class in 2025! The format and content of the course will be reworked to enable the impact entrepreneurs who benefit from it to discover the latest, most accessible and free tools. Artificial intelligence will also make its entry into the training modules of each of our incubation programs.

# FINANCIAL REPORT





# FINANCIAL REPORT

## KEY FACTS – 2024

The year 2024 was marked by a relative decrease in activity for our French association compared to 2023. This follows a significant increase in resources between 2020 and 2022, followed by a period of stabilization until 2023. The decrease in resources is mainly due to a deterioration in the international context.

In the Balkans, our “RISE” project continued its second phase. However, the proposal submitted in May 2024 for a third phase was rejected by AFD due to substantial budget cuts announced by the agency: 25% in 2024 and 37% in 2025.

In Tunisia, activity increased once again (+20% compared to 2023), mainly due to the implementation and scaling up of the “Samim” project, as well as the launch of the OCIF project funded by the Dutch Cooperation Agency.

In South Africa and Senegal, the implementation of the REACH project, funded by AFD, entered its second consecutive year and explains the increased activity in both countries.

In France, the implementation of the “Saison Circulaire,” “Elles Ensemble,” and “Nouveau Cap” programs continued, with an expansion of these programs to include pre-incubation components. The year also saw the launch of our training and awareness-raising initiatives on artificial intelligence. Nevertheless, overall activity slowed, due in part to the conclusion of several programs (“Saison Solidaire,” “Source Ensemble” in Marseille, and above all the “ACT” project, funded by Google, which had accounted for over a quarter of the France budget until December 2023).

## OUTLOOK FOR 2025

For 2025, the following is envisaged stabilisation of the French association’s resources compared to 2024. A slight net deficit is expected. A return to a positive result is expected for the 2026 financial year.

## KEY FIGURES

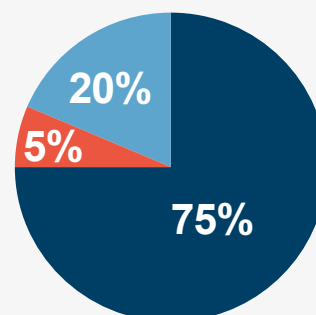
Total Budget: €2,327,943

Total Revenue: €2,234,956

Net Result: –€120,682

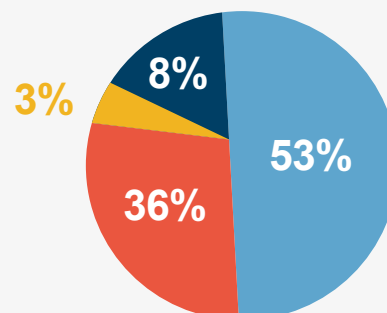
These figures concern only the French association, which manages all our activities in Europe and part of our international operations. The rest is managed by our subsidiary in Tunisia, and by our local entities in the Balkans and South Africa.

### RESOURCE ALLOCATION



- Public subsidy
- Financial contribution
- Sale of services

### COST ALLOCATION



- Premises / Facilities
- Human resources
- Studies and expert assessments
- Activities





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#### **REMERCIEMENTS**

We pursue our mission with our 60 employees and operational partners and sponsors. This report is an opportunity to warmly thank them for their continued support and commitment to our social mission and our commitments.

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Pulse is a Groupe SOS  
association

**GroupeSOS**