

ANNUAL REPORT 2025



PPI – People Power Inclusion



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EDITORIAL

In 2025, ten years after the adoption of the 2030 Agenda, the Paris Agreement, and the Addis Ababa Action Agenda, the situation is clear: **the ambitions set in 2015 are now being directly called into question.**

This framework was built on a strong belief: the pursuit of peace and decarbonized prosperity, with development pathways that are both compatible with climate requirements and socially just.

What once appeared to be a broad consensus is now significantly weakened by major cuts in official development assistance, particularly in the United States and Europe, the disappearance of some long-standing instruments, and a refocusing on national priorities.

In concrete terms, this has led to interrupted funding, reduced or suspended programs, directly undermining the most vulnerable populations and weakening our collective ability to prevent and respond to crises.

This trend highlights a clear contradiction: **by reducing resources dedicated to addressing the root causes of migration, for example, states are actually worsening the very dynamics they claim to want to curb.**

Given the scale of this shift, the issue is no longer about defending existing systems, but about fundamentally rethinking how we act.

This means **supporting locally grounded models that can sustainably strengthen local economies. Social and environmental entrepreneurship provides a concrete example: by supporting economic actors—improving practices, expanding access to financing and markets, and structuring activities—it generates ripple effects, including job creation, skills development, stronger value chains, and positive spillover benefits for communities.**

It is within this framework that People Power Inclusion - PPI operates.

For nearly 30 years, **we have been developing programs that make entrepreneurship accessible to those who are often excluded from it:** women, young people, individuals undergoing career transitions, and actors in rural or marginalized areas. Our initiatives are tailored to the realities of different life paths, combining support, training, networking, and access to financing solutions.

We also work at the ecosystem level by strengthening local support organizations, sharing our methods, and helping to structure impact-driven economic sectors.

In response to these evolving challenges, we remain fully committed. Together with our teams and partners, we pursue a clear objective: **to demonstrate through action that the social and solidarity economy is a credible and proven response to the challenges of our time, particularly when it is rooted in local realities.**

We do not offer a single answer or a simplistic solution. Instead, we choose to act concretely by supporting initiatives that show economic performance and social and environmental value are not in opposition, but can reinforce one another when designed together.

In an uncertain world, we choose action; not to compensate for vulnerabilities, but to sustainably transform the conditions that create them.



Anne Leila BATEL
Général Director
of PPI

WHO ARE WE?

PPI operates internationally in support of the economic empowerment of women, men, and local actors working towards sustainable development.

PPI equips individuals and organisations with the tools they need to secure their livelihoods, enabling them to build more resilient and sustainable communities.

PPI works across three economic empowerment levers:

1. **Access to finance**, by promoting responsible financial inclusion;
2. **Access to employment**, by strengthening local ecosystems supporting employment and business creation;
3. **Access to markets**, by supporting actors within inclusive value chains.

Geographically anchored in three regions, **West and Central Africa, the Middle East & North Africa, and the Indian Ocean**. PPI coordinates its operations from three regional platforms based in Dakar, Cairo, and Antananarivo, supported by its headquarters in Paris.



=Foundation of PlaNet Finance, with the mission of combating poverty through the development of microfinance.



PlaNet Finance becomes Positive Planet International and broadens its interventions to financial education and access to financial services, support for business creation, and the strengthening of inclusive value chains.



Rapprochement with Groupe SOS to become PPI – People Power Inclusion, whilst reaffirming the economic empowerment mandate.

PPI is an NGO of GROUPE SOS

GroupeSOS
Entrepreneurs for common good

Groupe SOS is a non-profit organisation and **a leading actor in social cohesion.**

Groupe SOS is a large-scale non-profit organisation committed to social cohesion.

It develops and brings together associations and social enterprises united by their social and environmental commitments.

Its work is structured around two main priorities: managing non-profit establishments dedicated to young people, healthcare, vulnerable individuals, and the elderly; and preparing a sustainable and supportive future, with ambitious projects in ecological transition, regional revitalisation, responsible businesses, and access to culture.

Secular and non-partisan, it champions a genuine social project centred on the common good. With 26,000 employees, more than 3 million beneficiaries each year, and a presence in 50 countries, Groupe SOS demonstrates that large-scale impact is both achievable and essential in building a fairer and more inclusive future.



WWW.GROUPE-SOS.ORG



**MOBILISÉ·E·S
POUR LE
VIVRE-ENSEMBLE**



Counting the people who count on us:

Since 2025, Groupe SOS has been supporting PPI in developing a methodological clarification approach to better define and quantify the beneficiaries supported by the organisation, in order to make the scope and diversity of the actions carried out through our programmes and services more legible.

We therefore define PPI's beneficiaries as all individuals and organisations for whom our association has contributed to **at least one positive change.**

For PPI depending on our target groups and programmes, these changes may concern one or several dimensions of social, professional, or educational life. They may be direct or indirect, visible or more diffuse, one-off or long-lasting.

Even when they are difficult to measure or attribute precisely, Groupe SOS considers that all of the organisation's impacts matter. It is their combination that enables us to operate at scale and contribute, in a systemic way, to a more inclusive, more supportive, and more sustainable society, in the service of social cohesion.

OUR PROJECTS IN 2025

Since joining Groupe SOS in 2021, PPI has strengthened its operating model, accelerated its professionalisation and enhanced its impact in advancing economic empowerment.

In turn, PPI's unique expertise in supporting economic empowerment makes a significant contribution to Groupe SOS's mission of building a more inclusive, more supportive and more sustainable society.

Cameroun

- **Finance4All** : Promoting more inclusive, efficient, and secure digital finance.

Côte d'Ivoire

- Resilient Farmers Women
- AVAL : Food Crop Agriculture in Abidjan and the Lagunes Region

Egypt

- **YEED** : Enhancing youth employability and entrepreneurship.
- **MOSHARKA** : Empowering civil society towards sustainable and inclusive development.

Madagascar

- **VIADV-CC** : Promoting women's and girls' initiatives and supporting actions aimed at reducing their vulnerability to the impacts of climate change.
- **MITSINJO** : Joining efforts to improve the functioning of the prison system.
- **MIOVA** : Strengthening the capacities of small-scale vanilla producers.
- **SEED** : Supporting the Entrepreneurial Ecosystem for Decent Employment in Madagascar.
- **REJIC** : Strengthening capacities for climate justice and gender equality.

Senegal

- **Finance4All** : Promoting more inclusive, efficient, and secure digital finance.
- **EN AVANT**: Saving and Investing to Feed, Empower and Promote Farmers in Our Communities.
- **Yito!**: Taking action for and with the youth of Casamance.



● PPI Offices
■ Countries of Operation (2025)
Head Office : France

OUR ACHIEVEMENTS IN 2025

**OUR 13 PROJECTS
HAVE CONTRIBUTED TO THE
FOLLOWING SUSTAINABLE
DEVELOPMENT GOALS:**



11 455

**DIRECT
BENEFICIARIES**

*Figures compiled for the year 2025
only, and not across the entire
duration of the projects.*





In response to the challenge of **youth employment in Africa**, we are strengthening our approaches at the local level.

The year 2025 marked the first milestones of a strategic partnership with PULSE Group, **through a gradual alignment of our approaches, practices and methods of intervention.** This dynamic responds to a central challenge: **better addressing the economic needs of local communities** by primarily supporting women and young people in their pathways, while combining tailored support, access to financing, and the strengthening of local ecosystems.

On the ground, this approach translated into tangible results through our projects. In Egypt, **more than 600 young people were supported through employability programmes**, vocational training, and economic activity development initiatives, in close collaboration with local ecosystems.

In Madagascar, the VIAVY-CC and REJIC projects were launched to **strengthen the economic resilience of women and young girls in the face of climate change.** In Senegal, the EN AVANT project, also launched in 2025, helped **develop community savings mechanisms largely led by women**, while Finance4All continued its expansion in Senegal and Cameroon to **promote more accessible and adapted financial inclusion.**

Through these initiatives, **we reaffirm the importance of locally rooted solutions, built alongside field actors**, to sustainably address the economic and social needs of communities.



STRENGTHENING CIVIL SOCIETY ACTORS FOR LASTING CHANGE

In the Middle East and North Africa (MENA) region.

In Egypt, civil society organisations (CSOs) play an important role in supporting sustainable development and responding to pressing socio-economic challenges, including unemployment, access to the labour market, access to essential services, gender inequality, and the transition towards a greener economy.

However, their impact remains constrained by capacity gaps and the need for stronger institutional and technical support to effectively respond to diverse community needs.

In response, PPI worked with 22 civil society organisations (CSOs) across six governorates to strengthen their institutional and technical capacities.

Through a series of Training of Trainers (ToT) sessions and advanced thematic workshops, the programme enhanced CSOs' ability to design and implement more impactful, community-driven interventions, with a particular focus on youth engagement, gender mainstreaming, and inclusive local development.

This support also contributed to the establishment of two Employability and Entrepreneurship Counselling Centres (EECCs), designed to expand access to employment and entrepreneurship support services.

By strengthening the role of civil society organisations in addressing the economic, social and environmental needs of their communities, these initiatives have contributed to more inclusive local development.

The two EECCs also supported 670 young people in developing their employability and entrepreneurial skills through tailored training and one-to-one guidance.

In addition, 20 local projects were launched across Upper Egypt, addressing key development challenges such as women's economic empowerment, the green economy and entrepreneurship.

22

CSOS STRENGTHENED AT ORGANISATIONAL AND TECHNICAL LEVEL

In the Indian Ocean region

Launched in December 2024 for a period of 36 months, the REJIC project in Madagascar aims to strengthen the **17 member organisations of the Gender and Climate Justice Coalition** and support **20 civil society organisations (CSOs)** in the Anosy and Atsimo-Andrefana regions in addressing the interconnected challenges of gender equality and climate change. Its mission is to fully integrate gender considerations into climate justice initiatives in Madagascar.

This first year focused on establishing the foundations of the project, including revitalising the Coalition, carrying out organisational assessments, developing a capacity-building plan, and putting in place the project's organisational and operational framework.

Several key activities have already been completed, including the assessments and stakeholder mapping, while others—particularly those related to advocacy, dialogue platforms and training—are currently underway.

Overall, the project's first year has laid strong foundations, paving the way for a second year **focused on implementing activities, rolling out training programmes and deploying funding to support locally led initiatives.**

In Madagascar, the REJIC project achieved the following in 2025:

3 ADVOCACY INITIATIVES DELIVERED IN SUPPORT OF GENDER-RESPONSIVE AND CLIMATE JUSTICE-SENSITIVE PUBLIC POLICIES.





In West and Central Africa.

In the AFOC region, **PPI mobilises local actors to sustainably address the structural barriers to economic development in rural areas.** By tackling isolation, improving access to finance, strengthening value chains, and aligning training with labour market needs, we contribute to the emergence of more inclusive and resilient economic ecosystems.

120

**VSLA
STRENGTHENED**

In Senegal, in the regions of Kaolack and Fatick, cereal and cowpea producers and processors will be able to rely on **120 Village Savings and Loan Associations (VSLAs) to expand their community access to finance through savings, credit, financial education, and a digitalised system, with the ambition of reaching more beneficiaries and increasing local financial autonomy.**

In the Southern zone, community-based organisations and vocational training centres will strengthen their role as vectors for youth integration and self-employment: expanded networking, improved management skills, greater diversification of activities, widespread training of teaching teams in incubation, and enhanced deployment of financial support (seed grants, credit funds) and mentoring.

These actions are part of a broader effort to consolidate local economic dynamics and ensure the sustainability of interventions beyond PPI's direct involvement.

They promote ownership by local stakeholders and lay the foundations for the sustainable scaling of the models developed.

“ Raising awareness among authorities about the need to establish appropriate regulations, while also strengthening consumers’ knowledge of their rights in digital financial services, is essential.

By fostering dialogue between public actors, financial institutions and users, we can build a more inclusive and secure digital finance system that truly serves communities.

BARA NDAW

Regional Director in West and Central Africa,
within the framework of the Finance4All project.

UNLOCKING WOMEN'S POTENTIAL FOR FAIRER ECONOMIES

In West and Central Africa

In the Kaolack and Fatick regions of Senegal, **PPI has structured a network of 120 Village Savings and Loan Associations (VSLAs), largely led by women.** These mechanisms enable access to savings, credit, financial education, and the digitalisation of services, effectively expanding financial inclusion in rural areas.

By strengthening their financial autonomy, these VSLAs empower women to **sustainably invest in income-generating activities (small businesses, agricultural processing, livestock farming).** They thus actively contribute to local economic life and see their role increasingly recognised within their communities.

By unlocking their economic potential, these initiatives contribute to fairer and more resilient local economies, while fostering a dynamic of community-based financial solidarity that goes beyond individual benefits.

In Senegal, in 2025,

3 310

WOMEN SUPPORTED WITHIN 120 VSLA,
REPRESENTING 98% OF MEMBERS.

In the Middle East and North Africa region

Despite gradual progress, women in Egypt continue to face structural barriers to entering the labour market, including restrictive social norms, unequal access to resources and services, limited opportunities for skills development, and workplace practices that constrain their economic participation. These challenges are further compounded by gaps in digital inclusion and access to emerging sectors such as the green economy.

In response, **PPI strengthened gender-responsive approaches to economic empowerment through a combination of evidence generation, capacity building, awareness-raising, and stakeholder engagement.**

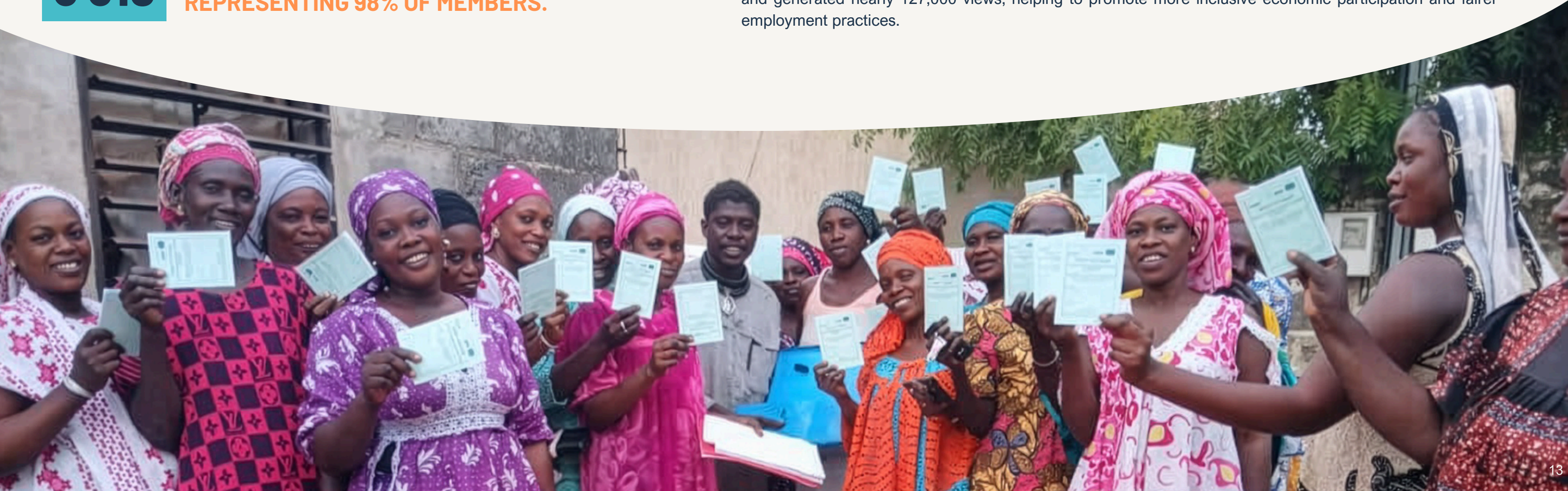
An exploratory gender study and institutional assessments helped identify key structural and institutional barriers, informing the design of targeted interventions and advocacy efforts.

More than 5,000 women were thus trained in basic digital skills and raised awareness of economic and environmental opportunities. In parallel, a **digital advocacy campaign** reached over 68,000 people and generated nearly 127,000 views, helping to promote more inclusive economic participation and fairer employment practices.

In Egypt, in 2025,

+ 5 000

WOMEN TRAINED
IN DIGITAL SKILLS





In the Indian Ocean region

In 2025, the VIAVY-CC project laid the foundations for its implementation by strengthening the capacity of local stakeholders to reduce the vulnerability of women and girls to the impacts of climate change.

Through **an approach that combines economic empowerment, access to rights and environmental protection**, the project achieved significant progress towards building the long-term resilience of communities.

Among its key achievements, **60 women were supported as Resilience Champions, while 20 civil society organisations (CSOs) received training on climate change adaptation and the prevention of gender-based violence. At the same time, 120 CSOs strengthened their capacities in governance, financial management and fundraising to ensure the sustainability of their activities.**

The year also saw the completion of a participatory vulnerability assessment, support provided to **75 Community Savings Groups (CSGs)**, and the development of grievance mechanisms, further strengthening the project's efforts to enhance community resilience.



“ Supporting rural women entrepreneurs and witnessing their journey from doubt to self-confidence has been deeply transformative.

I've come to understand that **my impact lies in my ability to unlock other women's agency, and to turn every form of support into a lever for mutual growth and progress.**

FARANIAINA RABESON

Coach & Trainer in Madagascar

ENTREPRENEURSHIP AS A SPRINGBOARD FOR ECONOMIC INCLUSION

In West and Central Africa

In the AFOC region, **PPI supports community-based organizations and vocational training centres to promote youth inclusion and self-employment.**

The aim is to make entrepreneurship a structural lever for inclusion, particularly for people furthest from employment.

The integration of incubation within training pathways, combined with seed grants, tailored credit funds, and close mentoring, helps secure entrepreneurial journeys. These mechanisms enable individuals to test, launch, and sustain viable economic activities, even in remote rural areas.

This approach positions entrepreneurship as a true springboard for economic inclusion, especially for young people and women, **by providing skills, start-up financing, and personalised support.**

In the Indian Ocean region

In 2025, the PPI team, through the SEED project, continued to **support Business Support Organisations (BSOs)** to strengthen their ability to fulfil their mission. **An e-learning platform with a dedicated toolbox was made available to them.** With the support of their coaches, BSOs were able to review their service offerings and develop new ones, aligned with their positioning along the value chain and level of maturity.

In addition, a tailored pathway was introduced for BSOs wishing to engage in themes such as CSR, inclusiveness, and gender mainstreaming. Finally, in the last quarter, all BSOs had the opportunity to take part in international immersion visits to incubation structures and to observe other entrepreneurial ecosystems.

By continuing to support local BSOs, **PPI reaffirms its commitment to strengthening and sustaining the entrepreneurship support ecosystem across Madagascar**, with the aim of enabling Malagasy entrepreneurs to develop income-generating activities and create employment opportunities.

In Madagascar, in 2025,

+220

**ENTREPRENEURS FINANCIALLY
SUPPORTED**



In the Middle East and North Africa region.

In Egypt, a rapidly growing young population and increasing pressure on the labour market continue to limit access to decent jobs, particularly for vulnerable groups such as women, refugees, and young people with disabilities.

In this context, **entrepreneurship and skills development represent essential levers for economic inclusion**, income generation, and improved access to labour market opportunities.

+ 1 000

**YOUNG PEOPLE
SUPPORTED IN
STRENGTHENING THEIR
EMPLOYABILITY AND
ENTREPRENEURIAL SKILLS**

To address these challenges, **PPI worked with local partners to strengthen entrepreneurship and employability support services**, notably through the establishment of **Employment and Entrepreneurship Counselling Centres (EECCs)**. Capacity-building efforts focused on developing the technical and coaching skills of partner organisations, enabling them to sustainably deliver training, support, and advisory services.

As a result, **more than 1,000 young people were supported in strengthening their employability and entrepreneurial skills through tailored training, individual coaching, and linkages with private sector and finance actors.**

Additional support, including psychosocial assistance and access-to-finance facilitation, helped participants overcome personal and structural barriers and move towards employment or income-generating activities. **In parallel, 1,554 women across 63 savings groups strengthened their financial literacy and access to financial services.**



“ One of the challenges I faced was being a woman from Upper Egypt.

I took part in training provided by PPI, where I learned, among other things, marketing techniques, as I did not know how to promote and sell my products. I also learned how to analyse the market and manage my budget more effectively.

Today, the most important thing for me is having become financially independent.

Now, many people around me want to bring their daughters to learn alongside me.

HIKMAT

**Young woman entrepreneur,
supported through the YEEB project in Egypt.**



SUPPORTING FARMERS TO BUILD RESILIENT VALUE CHAINS

In the Indian Ocean region

In 2025, PPI continued to **support vanilla-producing communities in the SAVA region of Madagascar** through the MIOVA project.

The project aims to **strengthen the economic, social and environmental resilience of vanilla-producing communities by supporting the long-term sustainability of Integrated Rural Action Groups (CARI)**, sustainably improving producers' livelihoods, strengthening their capacity to adapt to the impacts of climate change, and contributing to the prevention of child labour within the vanilla value chain.

In 2025, this objective was further advanced through **capacity-building activities for Farmer Leaders (FLs) and CARI members, including dedicated training on climate resilience.**

+ 300

**FARMERS
SUPPORTED**

In the Middle East and North Africa region

In Egypt, PPI works to **strengthen the economic, social and environmental resilience of rural communities by supporting sustainable agricultural practices and the development of value chains rooted in the green economy.**

In a context marked by the impacts of climate change and limited access to sustainable livelihoods, we support the improvement of productive activities, income diversification and the adoption of environmentally friendly practices.

Our work focuses on **promoting climate-smart agriculture**, strengthening the capacities of small-scale producers—particularly rural women—and **supporting the development of local initiatives centred on sustainable resource management and the creation of green income-generating activities.**

Our support has also helped strengthen the skills of young people, particularly young women in rural Upper Egypt, through training in green entrepreneurship, the circular economy and the development of sustainable productive activities, thereby contributing to more resilient and inclusive value chains.

In West and Central Africa

Through the EN AVANT project in Senegal, **PPI supports producers and processors across high-potential agricultural value chains, including cereals, cowpeas, bananas, maize and other crops.**

The initiative aims to address the structural barriers that limit their development, including the isolation of rural areas, limited access to finance and weak organisation of value chains.

By strengthening local capacities (management, agricultural techniques and collective organisation) and facilitating access to markets, PPI contributes to the sustainable structuring of agricultural value chains. Support for agricultural Village Savings and Loan Associations (VSLAs) also helps secure access to savings and credit as close as possible to producers.

These actions contribute to **building resilient agricultural value chains capable of addressing climate and economic challenges**, while sustainably improving rural communities' livelihoods and creating local employment opportunities.

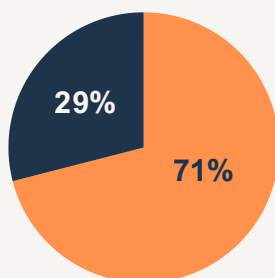
19 120 800

**FCFA SAVED BY VSLAS,
EQUIVALENT TO €29,000**

OUR HUMAN AND FINANCIAL RESOURCES

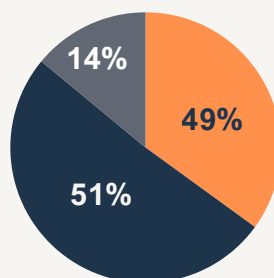
Our funding

Breakdown of funding by project type



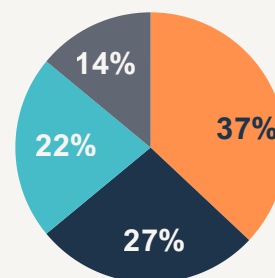
Grants
Service provision

Breakdown of funding by donor type



Public Funding
Private Funding
Groupe SOS

Breakdown of funding by donor type



Indian Ocean
West and Central Africa
Middle East and North Africa
Groupe SOS

The year 2025 was marked by a significant improvement in PPI's financial position, in an international context still characterised by pressure on funding for international solidarity and impact-driven support initiatives.

The organisation closed the financial year with a positive result of €135,543, following a deficit of €270,319 in 2024.

This positive trend was largely driven by **the support of Groupe SOS**, through the conversion into financial contributions of advances previously granted to the organisation. It also reflects PPI's ability to consolidate its activities and secure new strategic partnerships despite an uncertain environment.

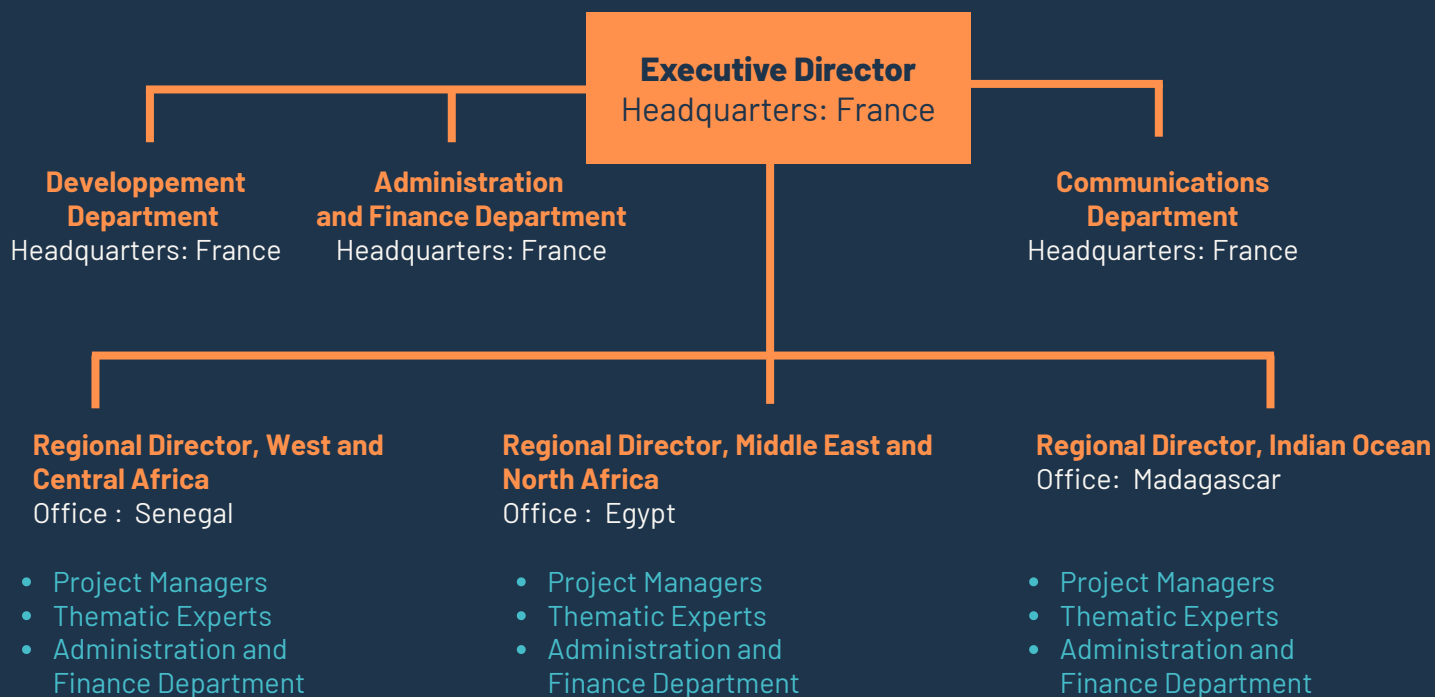
The year was also marked by the signing of several major multi-year agreements, including in Senegal with the launch of the Yito project funded by the European Union (€1 million), as well as the EN AVANT project (Enabel). In Madagascar, PPI also launched a new large-scale project, VIAVY-CC, funded by the Peacebuilding Fund for an amount of €535,000. These new opportunities strengthen the organisation's local presence and diversify its funding sources.

In addition, 2025 saw the beginning of **the collaboration process between PULSE and PPI**, with an initial phase involving the pooling of certain management and human resources functions.

This process will lead to the planned merger of the two organisations on 1 January 2027, with the ambition of strengthening synergies, combining expertise and increasing the impact of their work in France and internationally.

Overall, PPI's total income for the 2025 financial year amounted to €3,695,746.

Our team



Our governance

As an association of Groupe SOS, PPI's General Assembly is composed of two active members: Groupe SOS, a French non-profit association, and Groupe SOS International—one of the eight founding associations—specialised in international solidarity.

These entities are represented by their respective presidents at the General Assembly, which defines the organisation's strategic directions and approves its financial statements. Groupe SOS International has its own Board of Directors, made up of qualified volunteer directors.



THEY ARE ACTING ALONGSIDE US

It is also largely thanks to the commitment of our financial and operational partners that we are able to continue pursuing our mission for a more inclusive and sustainable economy.

Through this report, we would like to warmly thank them for the trust and invaluable support they continue to provide.



PPI – People Power Inclusion



**PPI is an NGO of Groupe SOS.
contact@ppi-groupesos.org**