

2023 ANNUAL REPORT



CONTENTS



EDITORIAL **5**

Anne-Leïla Batel, Managing Director of **PULSE** 5

ABOUT US **8**

PULSE, a member of the **Groupe SOS** 8

Our key figures 9

Mesures d'impact 10

Plaidoyer 11

SUPPORTING IMPACT ENTREPRENEURS ACROSS THE GLOBE **16**

In South Africa, **ORIBI** 18

In France, **PULSE FRANCE** 24

In Senegal, **JÓGJĚF** 32

In Tunisia, **LAB'ESS** 36

Focus **MEET Africa** 42

CAPACITY-BUILDING WITHIN EXISTING AND LOCAL ACTORS **44**

In the Balkans, **RISE** 46

In North Africa and the Middle East, **SAFIR** 52

In the Mediterranean, **SAMIM** 56

Outlook for 2024 with **SEED** and **Incubooost** 58

INNOVER AU SERVICE DE L'ENTREPRENEURIAT À IMPACT **60**

ACT! 62

Focus **Europe** 64

FoWoSE & gender mainstreaming 65

E4NEETS & early school leavers 66

Erasmus+ & cross-border exchanges 68

Impact Business Angels 71

RAPPORT FINANCIER ET OUTLOOK **72**

2023 financial report 74

Outlook for 2024 75



Value chain



EDITORIAL

In the pages to come, you will discover the story of our commitment to impact entrepreneurship throughout 2023. As every year, this report is an opportunity to take stock of our actions, but also outline our vision for the future by asking ourselves why, why take this path at PULSE?

If we've chosen this path, it's because we refuse to be complacent. Indeed, a year ago, the Social Solidarity Economy received unprecedented recognition from the United Nations, affirming its potential as a lever for sustainable development. This resolution has strengthened our determination to work in this way for a fairer and more equitable world. This year has also seen a number of advances that we are particularly proud of, such as the appearance of our very first incubatees among the organisations recognised in the top 40 future unicorns of impact. Nevertheless, the SSE still represents only a modest share of GDP: within the French economy, for example, despite being a pioneer in this area, it represents 10% and has done so for the last 10 years without any progress being observed.

If we want to meet the challenges of our generation, now is not the time for congratulations but for acceleration. That's how we see our role: bridging the gap between individual and collective action and supporting the scaling up of impact entrepreneurship, to make it a significant lever for transition.

By supporting entrepreneurs on a daily basis, our teams strive to remove obstacles and find solutions to questions such as: what is the best legal status for a community food garden in South Africa? How can it be made financially sustainable? Which quickly leads us to questions such as: how can we secure the legislative framework for honorary loans in a given country?

Because it's not just a question of optimising what already exists; if we want to rise to the challenge, we also need to move the boundaries. This raises the question of ecosystems: how can we create ones that are favourable to the development of impact initiatives? And capacity building: what support can we provide to local players? And how can we make our intervention sustainable by making ourselves available whenever possible? But also the question of tools: what are the best learning supports? Can artificial intelligence improve the support we provide, and how?

And finally, accessibility: how can we attract new profiles and move away from homogeneity? How can we effectively communicate to those who are furthest away that entrepreneurship is a viable path to integration, while establishing a realistic diagnosis of their situation? What are the obstacles encountered and how can they be overcome?

In the pages that follow, you will discover the inspiring stories of these entrepreneurs, as well as the challenges we have had to overcome and the answers we have come up with to all these questions. We hope you will share our conviction that impact entrepreneurship is a powerful force for change, and that each and every one of us has a role to play in this adventure.



Anne-Leïla Batel,
Managing Director of **PULSE**
and
Nicolas Messio,
President of **PULSE**



PULSE is an association founded in 2006 whose mission is to support and promote entrepreneurship as a lever for inclusive and sustainable development. In France and abroad, PULSE develops awareness-raising initiatives and support and funding programmes for people with high-impact projects.

Since its creation, PULSE has enabled thousands of entrepreneurs to develop impact projects and to support the emergence of new players for change, in particular by supporting initiatives by people who are under-represented in entrepreneurship or who live 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 is active, through awareness-raising initiatives and support programmes. PULSE operates several incubation centres in Africa and Europe, including **Lab'ess** (Tunisia), **Oribi** (South Africa), **Jógjëf** (Senegal), **PULSE Balkans** (Serbia) and **PULSE Montreuil** (France).

Every year, **more than 600 entrepreneurs are supported** in launching and developing their businesses.



2006

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

2010

Launch of the first activities to provide direct support to entrepreneurs

2012

Tunis (Tunisia), creation of the **LAB'ESS**

2014

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

2017

Casablanca (Morocco), launch of activities in Morocco as part of the Lab'ess Afrique project (then **Afrique PULSE** from 2019) in partnership with BIDAYA, the incubator by **Groupe SOS MAROC**.



2018

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

2020

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

2021

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

2022

Launch of **Impact Business Angels** by **PULSE**

Creation of the PULSE Balkans incubator

Opening of the **PULSE Marseille**

Project launch **REACH** in Africa South and Senegal

Project launch **SAMIM** in the Mediterranean

2023

2nd promotion
New direction

2nd promotion of Elles Ensemble in Marseille

Expansion of ACT in Lille and Marseille and throughout the Ile de France region

Start to strengthen **CSOs** throughout Casamance

Groupe SOS

PULSE, a Groupe SOS association

Groupe SOS is a group of associations and a leader in social entrepreneurship in Europe.

It brings together **750 associations, establishments and services** that fight, act and innovate for the benefit of people in vulnerable situations, future generations and local communities.

Since it was **founded in 1984, during the AIDS years**, the SOS Group has been: fighting all forms of exclusion ; working to ensure that everyone has access to the essentials; helping associations and businesses to safeguard their jobs and activities ; and innovating in the light of social, societal and environmental challenges.

Non-profit, with no shareholders, the SOS Group and its **22,000 employees** work in **France and in more than 50 countries**, supporting **2 million beneficiaries**.



OUR KEY FIGURES FOR 2023

4

incubators operating
in Africa and Europe

18

active countries

30

support programmes
deployed

600

entrepreneurs
supported

37

incubators
strengthened

13 000

entrepreneurs
sensitised

60%

women
supported

MEASURING IMPACT

The indicators presented below were measured using **the impact measurement approach initiated** by PULSE, Bidaya, Oribi and Lab'ess as part of the **PULSE Africa** project.

The maximum sample (number of respondents observation on the study of indicators) **is 90 respondents** (i.e. people who responded to the various data collection tools - questionnaires, etc.). However, the number of respondents may vary slightly from one indicator to another.

These respondents are **project leaders** who were supported by **Lab'ess, Bidaya and Oribi between 2020 and 2023**, through **10 incubation programmes**.



The impact study identified two main areas of impact. The incubation programmes deployed have enabled:

I. Capacity-building for supported project leaders

75%

of respondents increased their technical skills (hard skills) between the start and end of the end of incubation (with 79% of female respondents).

77%

of respondents increased their soft skills between the start and end of the incubation period (with 58% of female respondents).

AT THE END OF THE INCUBATION PERIOD:

76%

of respondents felt that the incubation programme had had a positive effect on their social integration. (This percentage rises to 75% among female project leaders).

II. The development of impact businesses

The projects supported must meet various criteria to be considered as businesses created at the end of the incubation period.

AT THE END OF THE INCUBATION PERIOD:

76%

of the project leaders supported by the three incubators had a business created (this percentage reached 70% among the respondent project leaders).

83%

of respondents had a project with a social impact on their ecosystem (this percentage reached 74% among the project leaders who responded).

58%

of respondents had a project with an environmental impact on their ecosystem (this percentage reached 62% among the project owner respondents).

64%

of respondents were carrying out a project with an economic impact on their ecosystem (this percentage reached 52% among the project owner respondents).



“

It became more clear to me that I cannot walk this journey alone.

Azola Gxididi

Food System Entrepreneur #FoodSystem

“

We intend to work with women farmers in our development plan because they don't have access to the market and we want to act as an intermediary between these women and consumers.

Ines Guessouma

Founder of Jardin de Gaïa

ADVOCACY

TAKING A STAND FOR A SYSTEMIC APPROACH TO INTERNATIONAL DEVELOPMENT

The SOS Group formule4 proposals for a systemic approach to international development based on its actions in the field across 50 countries.

“

Solutions do exist. They are not theoretical. They have been tried and tested for 40 years by Groupe SOS in the 50 countries where we operate. We urgently need to scale them up! There is an urgent need to act... beyond emergency solutions. Social inequalities are intolerable. 700 million people still live in extreme poverty. Two-thirds of the world's wealth is held by the top 1%. And the gap is increasing. Meanwhile, the climate crisis is growing and hitting the most vulnerable first. (...) Humanitarian band-aids are essential, but they are not enough. We need to tackle the root causes of the world's ills. So that the same symptoms do not recur indefinitely. "Change the system"... easy to say. But change what, exactly? And how?

Let's learn from the scaling up of impact projects around the world, and the obstacles encountered. Let's define a systemic approach to international solidarity that puts entrepreneurial thinking to work for the benefit of the most vulnerable and the planet (...)

It's up to us to work together to speed things up!

Alexandre Lourié,
Managing Director in charge of International,
Groupe SOS

”

OUR 4 PROPOSALS:

#1 THE SOCIAL SOLIDARITY ECONOMY (SSE) IS A KEY DRIVER OF GLOBAL SUSTAINABLE DEVELOPMENT

Create favourable ecosystems for the development of the Social Solidarity Economy in countries that do not have one.

#2 IMPACT MEASUREMENT MUST BE THE COMPASS FOR SCALING UP COMPANIES

Accompanying entrepreneurs towards impact by generalising the measurement of social and environmental impact.

#3 THE TRANSITION OF THE ECONOMY REQUIRES MASSIVELY PRIORITIZING IMPACT INVESTMENTS

Direct solidarity and sustainable investment as a priority towards impact entrepreneurs in vulnerable countries.

#4 LOCAL PROBLEMS HAVE LOCAL SOLUTIONS

Work towards the empowerment of civil society organisations in vulnerable countries, by allowing them to implement projects in their own territories and by directing international NGOs towards a support role.

#1

THE SOCIAL SOLIDARITY ECONOMY (SSE) IS A KEY DRIVER OF GLOBAL SUSTAINABLE DEVELOPMENT

Create favourable ecosystems for the development of the Social Solidarity Economy in countries that do not have one.

HOW CAN THIS BE DONE ?

The adoption of legal frameworks, networks, dedicated funding and public policies in favour of the SSE must be accelerated by an ambitious offer of support to States and local authorities that are so interested, in particular in cooperation with French, European and international public and private players (Ministry of Europe and Foreign Affairs, AFD Group, European Commission, UNTFSSSE, SSE networks, in particular). These mechanisms must be adapted to the specific context of each territory.



OBJECTIVE FOR 2030

Promote the adoption of frameworks favourable to the development of the SSE in at least 30 new countries. **Measuring the impact** of businesses must be the compass for scaling them up. "Green washing" and "social washing" are still too easy.

#2

IMPACT MEASUREMENT MUST BE THE COMPASS FOR SCALING UP COMPANIES

Accompanying entrepreneurs towards impact by generalising the measurement of social and environmental impact.

HOW CAN WE DO THIS ?

Bring together the public sector, research, civil society and the economy to develop common standards for measuring social and environmental impact and offer support to small entrepreneurs, particularly in Europe in the wake of CSRD regulations and in low- and middle-income countries where impact entrepreneurship is to be encouraged.



OBJECTIVES FOR 2030

Enable all companies to measure their social and environmental impact, in line with the European Union's CSRD, by giving the smallest companies access to methodological support in measuring their impact.

INVESTMENT IN IMPACT BUSINESSES.

There is a shortfall of 4,300 billion dollars in annual funding to achieve the Sustainable Development Goals. That's as much as project developers are lacking.



#3

THE TRANSITION OF THE ECONOMY REQUIRES MASSIVELY PRIORITIZING IMPACT INVESTMENTS

Direct solidarity and sustainable investment as a priority towards impact entrepreneurs in vulnerable countries.

HOW ?

Allocate a percentage of official development assistance, particularly in the AFD Group's financing portfolio (without reducing the subsidies dedicated to civil society organisations) and private philanthropy to the riskiest segments of the financing of impact entrepreneurs, particularly in "blended finance" funds, with a requirement to measure social and environmental impact on an annual basis in line with international benchmarks.

OBJECTIVES FOR 2030

Use or create appropriate investment tools to provide financial support to at least 1,000 additional impact businesses in the early stages from the most vulnerable countries.



Local problems have local solutions.

#4

LOCAL PROBLEMS HAVE LOCAL SOLUTIONS.

Work towards the empowerment of civil society organisations in vulnerable countries, by allowing them to implement projects in their own territories and by directing international NGOs towards a support role.

HOW ?

Capacity-building projects should be designed jointly by international and local partner civil society organisations (CSOs) to provide the best possible support (sustainable business model, expertise, management, accounting, communication, project management, administration and finance, advocacy, etc.). These projects would benefit from lasting 5 years rather than less than 3 years (the current standard), to ensure follow-up as the local CSO grows in strength. Mechanically, this would make it possible to allocate more funds directly to local CSOs for the implementation of activities adapted to the realities of local contexts.

OBJECTIVES FOR 2030

Integrate capacity-building activities for local CSOs into 100% of international NGO projects, wherever possible, and aim to allocate 25% of grants dedicated to CSOs directly to those in the most vulnerable countries.



SUPPORTING ENTREPRENEURS WITH LOCAL IMPACT





ORIBI

Oribi's mission

Oribi is a PULSE incubator whose mission is to promote positive social and environmental impact through impact entrepreneurship.

The World Bank report "Inequality in Southern Africa : An Assessment of the Southern African Customs Union (Sacu)" notes that South Africa is characterised by "high wealth inequality and economic polarisation (particularly across labour markets)". Our main objective is to support impact entrepreneurs in order to foster inclusive economic development. We do this by enabling the creation of sustainable and alternative ecosystems.

We are particularly targeting marginalised and under-resourced urban and rural townships, as well as youth and women. In line with the SDGs, we seek to address South Africa's growing unemployment and poverty rates, while applying a gender approach in all our entrepreneurial support programs.

We provide social innovators with entrepreneurial and core competencies, financing and networking opportunities.

#GirlsInBusiness
(100% women)

THE PARTNERS:

Amandla Development / FEED / Girls Make the City / ICLEI - AfrifoodLinks Project / Ikamva Youth / Phillipi Village / Open Design Afrika / PAWA / Oxfam SA / SA Urban Food network / Smart Mobility Africa / Wetopia / Workshop 17 Kloof / Zero2maker

21

social entrepreneurs supported in #FoodSystem incubation programme.

AMONG THEM:

53%

women

5

social entrepreneurs supported by grants (R200,000 in total)

304 girls living in townships sensitized to gender equality and social entrepreneurship. Of this: 104 girls learned how to transform problems in social business ideas.

Flagship actions 2023

#FOODSYSTEM INCUBATION PROGRAMME

A 9-month-incubation programme aiming at unleashing the potential of social entrepreneurs in developing and sustaining innovative solutions to address food security and unemployment issues in South Africa through a systems approach.



SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 2
Zero hunger



Objective 8
Decent work and economic growth



Objective 5
Gender equality



Objective 17
Partnership to achieve the objectives



PHASE 3: PREPARING FOR FUNDING "Trust in your community"

11 social entrepreneurs were selected to participate in the funding readiness phase, where the focus is on understanding the funding landscape for their solutions, developing their fundraising strategy, structuring a strong pitch (oral and deck) and understand due diligence processes to access funding.

They received feedback and advice from industry experts to boost their confidence. At the end of the cohort, 5 most promising social entrepreneurs demonstrated readiness to receive a micro-grant to support their development. To ensure effective use of the grant, the winners benefit from follow-up business development and grant management support, particularly focusing on financial literacy

Results:

- **Results:**
- **The Anatomy of a pitch**
- **World Cafe: discussion of different kinds of funding**
- **The Investment Landscape in Cape Town**
- **Impact measurement and investing**
- **Pitch Branding & LinkedIn**



In 2023, Oribi launched collective intelligence methodologies: Peer-to-Peer Mastermind Sessions and Work-together-shops where the entrepreneurs connected informally to discuss their business challenges, share connections and strategic tactics; as well as to bring their work into the session and to refine an element of their business.

SOUTH AFRICA

ORIBI

#GIRLSINBUSINESS

An education and social innovation programme to enable high-school girls to find and implement innovative solutions addressing systemic issues in their community. This programme aims to fight against youth unemployment and gender inequality. We do this by raising awareness about the social economy as a career pathway through employment or entrepreneurship.

Programme statistics:

304 girls reached in recruitment and awareness talks conducted

104 girls participated in the Innovation Bootcamp; 93% found the information provided on the day helpful

Of this, **31** participated in the Design Sprinting and Venture Building programs

1 Alumni conducted a pilot launch of their social business Art Legacy's Inspiring Journey in the #GirlsInBusiness Incubation Program (oribi.org.za)

4 groups awarded micro-grants to conduct a pilot launch

87,5% of the girls reported to have a somewhat or better understanding of social entrepreneurship

Ecosystem building activities:

32 % of incubatees connected with each other or Oribi network partners.

24 events attended as guest speaker, panelist and/or invited guest - Highlight event ;

- Panelist Oxfam Regional Food Symposium 2023
- ANDE Learning Lab Cape Town and Johannesburg: Township Economies
- Food Dialogues 2023 - speaker on social entrepreneurship in food systems
- Guest Speaker - Social Entrepreneurship and Food System
- Western Cape Food Forum ;
- UCT D-school - sharing about design thinking in social change and Oribi methodology;
- Reciprocity and University of Toronto - Enterprise Development Landscape in South Africa lecture
- Workshop 17 podcast speaker - how networking can enable creative systems ;
- Digital Marketing Masterclass - Makers Landing Food incubator;
- Inspiring African Women, platform for women in STEAM, and contribute about feminist innovation and developing their incubation program

PARTNERSHIPS: Design a entrepreneurial training toolkit for Small-Scale Farmers Road to Market in partnership with Oxfam SA.

The Fair4ALL Programme's vision is premised on the view that value chains are truly FAIR for ALL when all stakeholders can share in profits and benefits, when they distribute power and wealth more equally, when they do not externalize costs, when they are resilient and environmentally sustainable, and when they produce decent jobs and incomes for local communities. Small-scale Producers have experienced a negative impact on their gains due to the COVID-19 pandemic, climate change and the Russia-Ukraine war. Acknowledging these challenges, OZA will partner with Oribi to provide the necessary training and support to the selected small-scale farmers

RÉSULTATS:

- **"Road to Agribusiness" Training in Eastern Cape with 25 rural small scale farmers .**
- **3 module training toolkit: Sustainable Agriculture, Food Trends and Value Addition, Transition from farming to business**

“

I found the workshop's concepts on communication, business presentations, and the six principles of design to be the most useful. I also appreciated the structure of the pitch, which provided a framework for creating and delivering effective presentations.

#GIB participant,
16 yo





Outlook 2024

LAUNCH OF REACH PROJECT: MAKING SOCIAL ENTREPRENEURSHIP ACCESSIBLE TO ALL

Targets:

30 #Foodsystem social entrepreneurs supported

100 #GirlsInBusiness participants learn about social enterprise

15 young women and girls (NEETs) participate in #BridgingtheGenderGap Innovation Challenge

10 CSOs trained about the opportunities and career development opportunities for women and youth

LAUNCH AFRIFOODLINKS INCUBATION PROGRAM

AfriFOODlinks aims to tackle the systemic underpinnings of food insecurity and environmental impact in order to achieve real transformation. AfriFOODlinks sees urban food infrastructure as the key to improving nutrition and reducing environmental impact in African cities. It is in these spaces devoted to food that residents choose the products they consume and that the food security priorities of availability, control, consumption and preservation of food manifest themselves. AfriFOODlinks proposes to influence three key factors in the configuration, function and dynamics of the food environment. These are investments in infrastructure, social and cultural preferences as well as commercial innovation.

AfriFOODlinks aims to improve food and nutrition security while producing positive results for the climate and the environment, as well as strengthening socio-ecological resilience in more than 65 cities:

- Encouraging people to adopt healthy, sustainable diets;
- Transforming urban food environments through concrete socio-technical experiments;
- Promoting inclusive multi-stakeholder governance to empower public officials, established and informal small businesses, communities, youth and women to own and shape their food systems;
- And accelerating the creation of innovative agri-food businesses, led by women and young people, to support local value addition and economic participation for all.

OBJECTIVES :

100 micro-entrepreneurs participate in Food Hackathon

15 incubated to develop circular food businesses

“

I was given the opportunity to turn my ideas into reality, and I gained valuable knowledge and experience from participating in the program, I learned a lot from the fellow participants and found it interesting to hear their ideas.

#GIB participant, 17yo

The #GIB program is generally good. It is needed in our communities. It addresses a key component in the economic fabric of our society. We are still motivated to partner and improve its impact together.

Ikamva Youth, Luzuko Sidimba,
#GIB partner



My session with my mentor was excellent and I enjoyed the Mastermind – where I could bring my Challenges to the session, Lucas, our Oribi coach connected me with two farmers who are in Hydroponics, and we have setup meeting sessions already.

#Foodsystems participant

”

FRANCE

PULSE FRANCE

The mission of PULSE France

PULSE France is to accelerate the ecological and social transition through entrepreneurship, by supporting all those who want to make a commitment to a more caring, inclusive and sustainable society. To achieve this, PULSE France is developing support programmes for people with high-impact projects.

In order to enhance its support services, **PULSE France** is working on theming its programmes as well as on a "public" approach. To this end, **PULSE France** is running two incubators in Montreuil and Marseille.

PULSE France also runs initiatives to raise awareness of entrepreneurship and works with social and professional integration players to promote the possibilities offered by impact entrepreneurship for their target groups.

THE PARTNERS:

Adie | Territories Bank | Empow'Her |
Is Together | European Social Fund | Ceetrus
Foundation | SOS Group | H7 | Google.org |
Campus Impact | Marianne Initiative | Suez |
Window

10

No. of support programmes

275

Number of professionals trained

278

No. of entrepreneurs supported:
(195 in IDF and 83 in Marseille)

73%

women in programmes

529

Number of people reached

78%

of women reached

Flagship actions/programmes for the year

AWARENESS-RAISING AND IDEATION WORKSHOPS



In 2023 we structured and developed our awareness-raising activities. In the aftermath of the ACT! project, we ran awareness-raising and ideation workshops throughout the year, aimed at enabling women, people over 45 and jobseekers to discover impact entrepreneurship and, even better, to embark on an entrepreneurial adventure.

A landmark year in the history of Pulse France. By working to ensure that accessibility is at the heart of what we do, we have opened up all our programmes to a range of entrepreneurial profiles who were previously excluded. To reach even more of these groups, we have launched new awareness-raising initiatives.



"LA SAISON SOLIDAIRE"

"La Saison Solidaire" aims to support projects that are specifically linked to solidarity issues (inclusion, intergenerational, education, etc.). For the class of 2023, 12 projects were supported in their development for 6 months. To support this programme, we draw on the expertise of the Groupe SOS and have benefited from the support of the Fondation Ceetrus.



My mentoring under the theme of co-creation helped me enormously to build my service offering on a technical and functional level.

RAKOTOVAHINY Ny Hary

FRANCE

PULSE FRANCE

"La Saison circulaire"

"La Saison Circulaire" aims to support projects exclusively linked to the circular economy and the ecological transition. In 2023, 12 structures were supported for 6 months. The aim of the programme is to accelerate the ecological and economic transition by encouraging the identification and development of projects acting on its components: waste reduction, eco-design, responsible consumption, the economy of use and functionality, extension of lifespan, recycling, re-use, etc.

To roll out this programme, we are relying on experts in the circular economy. Suez is supporting us by mobilising its employees to run group workshops and provide specific expertise depending on the projects being supported. Ademe supports us in highlighting entrepreneurs and their solutions.



“

Thank you very much, it was a huge support. It was fascinating, inspiring and motivating. It's like having someone holding your hand. For solo entrepreneurs, that's invaluable.

Elodie Maigné



"Elles Ensemble" (IDF and Marseille)

2022 was the year of deployment for the "Elles Ensemble" programme. After 3 editions in Seine-Saint-Denis, we extended the scheme to Marseille with our partners at Creatis. As a result, 2 classes of female entrepreneurs were created and supported in 2022, and will be continued in 2023, in Seine-Saint-Denis and Marseille. More than forty women have benefited from the programme and have been able to refine and develop their entrepreneurial project.

The programme is supported by "Est ensemble" and the European Social Fund. Its content has been enriched thanks to PULSE France's involvement in the European FOWOSE project, enabling us to better integrate gender issues into our support.

**DISCOVER THE
VIDEO OF THE
CLOSING EVENT**



Great encounters
with inspiring women.

KOTTO lobe Olivia

The kindness and involvement
of the PULSE team. The new
encounters and the frequency of
meetings keep you motivated and
give you a regular dose of boost.

SAGNE Beatrice

I enjoyed the group work on
our experiences in line with the
workshop topics. The exchanges
with the mentors. The precision
of the content and the presentation
of the workshops.

REZIG Ibticem



FRANCE

PULSE FRANCE

Nouveau Cap

Nouveau Cap is designed to help people over the age of 45 that are undergoing professional transition and working on high-impact projects. The programme was piloted in 2022 with the support of Malakoff Humanis.

In this second edition, we were able to support 19 project leaders in an initial 3-month ideation phase. It was a fantastic experience that enabled these project leaders to consider embarking on a high-impact entrepreneurial project in the second half of their careers.

WATCH THE VIDEO OF
10 JULY 2023 AT THE IDF
REGIONAL COUNCIL



THE PARTNERS:

Adie | Territories Bank | Empow'Her | Is Together | European Social Fund | Ceetrus Foundation | SOS Group | H7 | Google.org | Campus Impact | Marianne Initiative | Suez | Window



“ At the beginning of 2023, I was anxious about the idea of carrying out my project. I was drowning in so much information! I’m starting 2024 calmly with all the information I’ve received as part of the programme.

Jean-Claude

Really great and I would happily recommend it. The quality of the content and Eva are part of it. The group chemistry worked with very diverse profiles! Now that’s unpredictable...

AXELLE

I found it stimulating to be with project leaders of my generation.

Jean-Claude

This programme is not a training course, it’s a human experience born out of a sincere intention on the part of people who believe in solidarity and collective intelligence as the driving force behind a sustainable world.

Minh-Duc



Emergence

PULSE France continues to support Groupe SOS intrapreneurs in structuring and developing their projects. This programme supports innovation by the Groupe's employees. In 2023, 4 projects were selected and supported throughout the year.

Initiative Marianne

For the first year, PULSE France was a partner of the Initiative Marianne launched by the French President. The aim of this programme is to support human rights activists who have come to France from all over the world to structure and develop their actions.

At the rate of two workshops a week for 6 months, PULSE France shared its know-how in fundraising, communications, HR management, advocacy, marketing, etc. with the entire class of around fifteen members.

It's a great recognition of the expertise developed in these areas and an opportunity for the whole team to be involved in this major initiative.



13M

Alongside other partners (H7, SOS Consulting and Banque des territoires), we are participating in the implementation of the acceleration programme for companies fighting against the digital divide.

In 2023, 4 companies were supported in their scale-up: Informa'truck, Lisio, NECC and SOS'tech.

FRANCE

PULSE FRANCE

Impact Lab

The end of 2023 was marked by the launch of the Impact Lab at the UUED. This initiative, federated by the Mouvement Impact France, brings together the pioneers of impact entrepreneurship (PULSE, Make Sense, Ticket for Change, La Ruche and Inco) with the aim of promoting this entrepreneurial model and supporting operators in their transition to impact.

In 2024, we will be involved in the training programme offered to incubators throughout France.



Fonds parisien pour l'innovation and Innov'up

Since 2023, PULSE France has been accredited by the Paris City Council and the Ile-de-France Region as part of the FPI and Innov'up, two labels supported by the Public Investment Bank (BPI). This award enables us to support emerging entrepreneurs in obtaining funding of up to €30,000. It's a real opportunity to support high-impact innovation and provide substantial resources for projects supported by our programmes.

pulse
Groupement

“

PULSE m'a permis d'abord d'affiner mon dossier de financement FPI. Ensuite, une fois obtenu, ils m'ont accompagné, avec des experts, pour structurer mon business plan et mon pitch...

MARWA MOULA
Fondatrice de ILEYCOM

bpi **bpifrance**

Outlook 2024

In 2024, we are consolidating our 3 flagship programmes: la Sensibilisation, la Saison Circulaire, Elles Ensemble and Nouveau Cap. Each year, in collaboration with our innovation department, we develop the content of these programmes, both in terms of teaching and the richness of the ecosystem surrounding these entrepreneurs.

In 2024, we will also be adding to these thematic areas with, for example, the launch of a pre-incubation programme for la Saison Circulaire (la Prépa Saison Circulaire).

We will continue to work with our Innovation Department to explore these different themes in greater depth, developing expertise to serve our entrepreneurs.

This expertise is also used for external assignments. We will be striving to develop these services, which enable us both to support the development of impact entrepreneurship in France and to work with the major players in the ecosystem.

Lastly, we will continue to play our full part in the French entrepreneurial ecosystem, promoting the issues of social and environmental transition as well as accessibility. Our presence in the Impact lab alongside the pioneers of impact will mark this commitment to the ecosystem.

SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 1
No poverty



Objective 8
Decent work and economic growth



Objective 10
Reducing inequalities



Senegal

JÓGJĚF

JógjĚf's mission

JógjĚf is the incubator of social and environmental impact entrepreneurs in Casamance.

Operated by PULSE in partnership with the Cheikh Hamidou Kane Digital University (formerly UVS), JógjĚf has been operating in Casamance since 2021 at the ENO Open Digital Space in Ziguinchor.

Following the success of the #JĚfimpact programme, which ended in May 2023, the incubator is now implementing the REACH project: Rendre l'Entrepreneuriat Accessible à Chacun.e, which means making entrepreneurship accessible to everyone. The main aim is to improve access to social entrepreneurship for women and youth living in marginalised areas of Senegal, regardless of their personal, academic or professional background.

We have set up 5 support programmes:

- two ideation programmes ,
- two incubation programmes,
- a financing support programme,
- A mentoring programme for each REACH cohort,
- A programme to build the capacity of local CSOs: 10 CSOs will benefit from JógjĚf's expertise in raising awareness of impact entrepreneurship and will thus act as intermediaries.

In 2023 we supported 40 entrepreneurs, including

22

22 in incubation

18

in ideation

52%

women

So far, 10 of them have received funding.

Three associations have been given tools to raise awareness of impact entrepreneurship

THE PARTNERS:

AFD: As a long-standing partner of Senegal, AFD Group is deploying its entire range of financial tools for the benefit of the main players involved in the country's economic and social development. This includes the State, public companies, the private sector and non-governmental organizations. AFD promotes a development model that is both inclusive and job-creating, while encouraging the creation of sustainable infrastructure and ensuring environmental protection.

FAP: Futur au Présent is a Franco-Senegalese association that develops programmes to combat poverty and inequality.

UN-CHK: L'université Numérique Cheikh Hamidou Kane is a public university with a digital character. Created on 23 September 2013. As part of its mission to serve communities, UN-CHK is involved in entrepreneurship programmes to help integrate young people and create businesses.

Alliance Franco-sénégalaise de Ziguinchor: A non-profit association under Senegalese law, acting as a dynamic platform for exchanges in the fields of education, the arts and culture.

Fondation Bank Of Afrika (BOA): Fondation Bank of Africa (BOA): a network of 7 foundations working for access to Education and Health in Africa.

Key actions in 2023

INTEGRATION OF AWARENESS-RAISING THROUGH SPORTS GAMES

As part of the REACH project, an incubation scheme has been set up for entrepreneurial beneficiaries.

To improve the incubation and awareness-raising process, Pulse and PLAY International have developed sports games to raise awareness of the skills and attitudes required of an entrepreneur and to strengthen some of these psycho-social skills (soft skills). This innovative teaching method, which combines learning and games, gets key messages across through fun, sports and educational scenarios. Among the key skills useful to an entrepreneur are decision-making, motivation, problem-solving and innovation. These skills have been tested and passed on to the team at the Jógjéf incubator, who are now putting them to the test in the field.

PARTICIPATION IN STRUCTURING THE PRIORITY PROJECTS OF PSE JEUNESSE

The PES Priorité Jeunesse is a component of the Plan Sénégal Emergent set up by the Senegalese government and devoted exclusively to meeting the needs and aspirations of youth. With this in mind, Pulse, through the Jógjéf incubator, took part in the LAB for structuring the 19 priority projects from 15 September to 20 October 2023 at the Bureau Opérationnel du Suivi du PSE (BOS). This enabled the incubator to rechallenge its projects in Casamance and build a solid network of innovative players in the development of projects for the youth of Senegal.



Senegal

JÓGJĚF

ORGANISATION OF "LA CASAMANCE ENTREPREND !", A SERIES OF EVENTS TO CELEBRATE ENTREPRENEURSHIP IN NOVEMBER 2023

During the week of initiatives "La Casamance imprend!", in Ziguinchor several activities were organised alongside Global Entrepreneurship Week to promote entrepreneurship and encourage innovation and creativity.

The events included :

- a launch day for the week,
- a REACH launch ceremony,
- a bootcamp on social entrepreneurship,
- visits to local social enterprises and success stories,
- a themed walking tour,
- participation in the entrepreneur's market organised by Teranga Tech incub at the Alliance Franco Sénégalaise in Ziguinchor.

These events provided an opportunity to launch and stimulate the entrepreneurial ecosystem over the course of a week, with training programmes, awareness-raising and media outings, as well as advocating for the promotion of impact entrepreneurship in Casamance.



Outlook 2024

TRANSITION OF INCUBATION PROGRAMMES

In 2024, we are looking forward to the end of the first REACH incubation cohort, a three-month financing support programme, and the start of support for the second REACH incubation cohort.

PRESENTATION OF THE FIRST PROTOTYPING GRANTS

After completing the coaching of the first cohort of youths in ideation in 2023, the team is preparing to award the prototyping grants to enable young people to test their project ideas.

IMPROVING SUPPORT FOR LOCAL CSOS

For the first time, Jógjēf has set up a programme to support local CSOs so that they can act as intermediaries to promote impact entrepreneurship. After an initial phase that served as a test, there are plans to improve the capacity-building programme for local CSOs in terms of raising awareness of social and environmental impact entrepreneurship.

SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 5
Gender equality



Objective 8
Decent work and economic growth



Objective 10
Reducing inequalities



Objective 13
Measures to combat climate change

“

Before coming to this bootcamp, I had a major issue linked to the space where I do my livestock farming. This question occupied all my thoughts. And since my arrival in Jógjēf, the coaches have been providing me with answers. What was an equation is beginning to dissipate little by little.

Kady Mballo
Promotion 1
#ReachIdeation



“

With the Reach project, I became more familiar with my project. I never thought I'd have such a strong relationship with my brand. Before meeting Jógjēf, it never crossed my mind to work on an investment table, to calculate my income and expenses. Before the incubation, I was working with a short-term approach.

Martine Nala Kabou
Promotion 1 #ReachIdeation



Tunisia

LAB'ESS

The mission of Lab'ess

Founded in 2012 in the wake of the Tunisian revolution, the **Laboratoire de l'Economie Sociale et Solidaire (Lab'ess)** is a local association, a player in the **SSE** sector and a subsidiary of **PULSE**. Its mission is to raise awareness, support and finance those who undertake projects in the general interest.

To achieve this, Lab'ess implements innovative support and awareness-raising projects and programmes for audiences committed to making a positive impact: associations, project leaders, social entrepreneurs, students, support structures and universities.

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

LAB'ESS PARTNERS:

Agence Française de Développement | Agence Universitaire de la Francophonie | Caisse des Dépôts et Consignations Tunisie | Expertise France | Fondation Heinrich Böll | Humanité et Inclusion | Institut Français de Tunisie | NED | Ministère de l'Europe et des Affaires Etrangères | UBCI | Union Européenne | Pitchworthy-Bloom | PwC Tunisie

54

entrepreneurs supported and trained

42

entrepreneurial projects supported

4

support programmes

70%

have a product/service on the market

10

companies financed via an honorary loan

9

community projects supported

6

support structures supported in the MENA region

80%

of incubatees have created a company by the end of their incubation period

52%

women supported in the programmes

Key actions in 2023

THE INTEREST-FREE LOAN, AN EFFECTIVE FINANCIAL TOOL

Since the creation of the financial support programme, the interest-free loan, with a 6-month grace period and no collateral required, has established itself as a financial tool that is perfectly suited to the local context. The interest-free loan boosts the entrepreneur's personal contribution and the company's equity capital, enabling them to realise and develop their project. This loan is intended to become a real lever of financing for impact businesses.

This fund, devoted to the interest-free loan, is a solidarity-based scheme that is constantly renewed in a virtuous circle. Every repayment made by borrowers replenishes the fund, with the aim of supporting new entrepreneurs with innovative social projects.

In 2023, 10 social entrepreneurs benefited from this funding programme, obtaining an interest-free loan of up to 7,500 euros.

WOMEN'S EMPOWERMENT AT THE HEART OF LOCAL COMMUNITIES

Having built on its experience with social entrepreneurs in the Tunis region, since 2022 Lab'ess has been running the #Essentielles programme, a 100% female incubation programme to support and finance women who are agents of change in the Sfax region and surrounding area, thanks to the support of the FAST project financed by the Agence Française de Développement (AFD) and implemented by the Tunisian Caisse des Dépôts et Consignations with technical support from Expertise France.

With a team dedicated to supporting female entrepreneurship, trained in gender issues and attentive to the specific needs of female entrepreneurs, the first cohort was launched in March 2023 for a 4-month tailor-made support programme.

10
enterprises supported

17
group training courses

134
individual support sessions



We're very pleased to have been able to take part in the #Essentielles programme. As well as the workshops and the experts, it's above all a community of extremely caring women who support each other and give each other all the confidence they need to dare to be entrepreneurs !

Farah and May TOUNSI
Co-founder of SD Academy



LAB'ESS

THE TUNISIAN DIASPORA, A UNIQUE ASSET THAT NEEDS TO BE DEVELOPED

Lab'ess has supported entrepreneurs from the Tunisian diaspora in setting up and sustaining their projects positioned between the two shores of the Mediterranean, thanks to the MEET Africa programme financed by the EU and AFD and implemented by Expertise France. The aim of the programme is to provide technical and financial support as well as networking for entrepreneurs from the African diaspora in Europe, in order to contribute to economic development and job creation in the 6 partner countries.

23

enterprises supported

7

group training sessions

61

individual coaching sessions

CONTINUING TO TAKE ACTION AT THE HEART OF LOCAL NEIGHBOURHOODS

Lab'ess has continued its commitment to fostering the development of inclusive cities that facilitate social cohesion in the regeneration districts of Tunis, Gabès and Béja through the Ness el Houma project. Funded by AFD and implemented by Humanité & Inclusion in partnership with Lab'ess, Ness el Houma is a local and participatory urban incubator programme that promotes innovation in the city while reactivating public spaces. Each project is supported, chosen and carried out by the residents and associations present in these vulnerable neighbourhoods. In 2023, Lab'ess supported 9 associations in the following areas: green spaces and meeting places, play areas and leisure activities for children, cultural activities, sports activities and waste management.

9

association projects supported

4

group training sessions

62

individual support sessions



“

I feel lucky to have benefited from the support provided by Lab'ess. I felt supported and it helped me to move forward with greater confidence, so THANK YOU !

Inès Baccouche
Co-founder of Art for Ness

COOPMED, SKILLS DEVELOPMENT FOR SSE PLAYERS

With the COOPMED project, supported by the Occitanie Region in France, the training of Lab'ess teams has taken on a new dimension. In partnership with FAIRE ESS (an Occitan organisation), a pool of experts from among the staff was trained in governance, economic and financial management, strategic projects and impact.

In 2023, this action led to a learning tour in Montpellier, where innovative SSE initiatives in the Occitanie region were discovered, and a test group of local managers were trained by the group of experts in the specificities of running an SSE organisation.

7

trainers trained in SSE issues

9

participants from 7 SSEs trained

10

group training sessions organised

3

day learning tour in France

95%

95% of participants felt they had acquired skills



Outlook 2024

PROFESSIONALISATION OF THE LAB'ESS ECONOMIC KNOWLEDGE PRODUCTION CENTRE

In a context where the lack of access to quality economic knowledge hampers public debate and compromises the prospects for a sustainable economy, Lab'ess is committed to improving the production of economic knowledge in Tunisia. Initially, this will involve professionalising its resource centre in order to ensure the production of and access to quality economic and sustainable data in Tunisia. Ultimately, this will increase society's visibility and awareness of these issues, while providing private and public decision-makers with the tools they need to support an economy that is adapted to the country's social and environmental challenges. A perfect opportunity to launch its new website in line with its strategy outlined in its 2023 - 2025 roadmap

SUSTAINING AND EMPOWERING TUNISIAN CIVIL SOCIETY

Born of in-depth reflection aimed at structuring and empowering Tunisian civil society organisations (CSOs) in an innovative way, in 2024 Lab'ess will develop the Ta'ziz support programme. This will help CSOs to draw up long-term strategies, strengthen their structural capacities and develop economically viable activities. With the support of the European Union, the goal is to foster an environment favourable to greater involvement by the civil society in inclusive development and good governance in Tunisia.





SUPPORTING GREEN ENTREPRENEURSHIP FOR A SUSTAINABLE ECONOMIC TRANSITION

On the strength of the expertise Lab'ess has acquired in supporting and financing change agents in Tunisia and its knowledge of the environmental and socio-economic issues facing the country, Lab'ess wishes to support Tunisia's environmental transition, which will create sustainable economic opportunities. To this end, Lab'ess will be stepping up its support for entrepreneurs with a strong positive environmental impact through its incubation programme in Tunis.

MAKING ITS BUSINESS MODEL MORE RESILIENT

In order to increase its impact and diversify resources, Lab'ess has developed and formalised its first paid-for service offering around three areas: training, support and consultancy, in order to enhance the value of its expertise. As a result of this work and its partner network, Lab'ess has started providing its first services to support Tunisian cultural and creative businesses as part of an African project financed by the AFD.



Since 2020, Innov'i has been supporting Lab'ess's initiatives to help entrepreneurs set up responsible, sustainable businesses. Sensitive to the social, environmental and economic impact, this support has been strengthened, in particular through the creation of an honour loan fund. Today, Lab'ess offers a complete range of services to support the development of socially responsible businesses, and has helped more than 50 people with high-impact projects to finance their activities.

Ahcène Gheroufella
Innov'i Programme Director - Greenovi - Expertise France

Focus MEET Africa

Lab'ess supports change agents in the MENA region (North Africa Middle East) whose aim is to generate a positive social and environmental impact for society. It contributes to achieving the Sustainable Development Goals (SDGs) by promoting the creation of sustainable cities and communities (SDG 11) as well as by encouraging responsible consumption and production (SDG 12).

Coordinated by Expertise France and financed by the European Union and the Agence Française de Développement, the **MEET Africa 2** programme (European Mobilisation for Entrepreneurship in Africa) aims to support and accompany inspiring projects led by players from the African diaspora.

MEET Africa 2 is the successor to Meet Africa 1, which ran from June 2016 to October 2018 and supported 80 entrepreneurs from 6 African countries (Algeria, Tunisia, Morocco, Cameroon, Senegal and Mali).

Starting in 2020 and built around the successes of this pilot phase, the aim of MEET Africa 2 is to encourage the creation of businesses and jobs in Africa by mobilising the talents and resources of the diaspora living in Europe and/or newly resettled on the African continent.

It has two specific objectives:

- To strengthen the skills and ecosystem of entrepreneurship support players;
- Strengthen the skills and equity of diaspora entrepreneurs.

As operating partners of the project, PULSE and Lab'ess have pooled their expertise since September 2022 in order to better guide and support the African diaspora, and in particular the Tunisian diaspora, in creating and developing entrepreneurial activities in Tunisia.

More than **90** individual sessions and **12** group sessions (training, inspiration, co-development) carried out by the PULSE and Lab'ess teams;

Of the entrepreneurs questioned, **86%** felt that they were better integrated into the Tunisian ecosystem and 100% said that they had made significant progress with their project as a result of the support programme.

63 coaching sessions delivered by external local experts

13 portraits of supported entrepreneurs produced and posted on social networks;

SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 8
Decent work
and economic
growth



Objective 10
Reducing
inequalities



Objective 17
Partnership
to achieve
the objectives

Key actions in 2023

A tailor-made co-incubation scheme for entrepreneurs from the diaspora was designed and set up jointly by PULSE and Lab'ess, following an individual diagnosis of the needs of the 13 successful candidates in September 2023;

The winners benefited from both collective and individual support, in a hybrid format, and from actions designed to overcome their lack of visibility;

A closing event for the programme was held at the Lab'ess premises on 26 June 2023, in the form of a brunch attended by 23 people, for the benefit of the programme's entrepreneurs.

PARTNERS:

Financial: Expertise France
Technical: Lab'ess | PULSE



STRENGTHENING LOCAL PLAYERS



U



The mission of PULSE Balkans

PULSE Balkans, created in 2023, is dedicated to promoting the social and solidarity economy in the Western Balkans region. Through targeted programmes and initiatives, the association fosters the growth of social entrepreneurship, working closely with local and regional partners to strengthen the ecosystem. Its mission includes building a bridge between EU and Western Balkan practices, facilitating knowledge exchange and capacity building. PULSE Balkans prioritises support for impactful entrepreneurial initiatives, particularly those that focus on sustainability and green practices. Its actions aim to create inclusive and sustainable development pathways, empower communities and bring positive change across the region.

PARTNERS:

Financial: Agence Française de Développement, European Union, Regional Youth Cooperation Office, Franco-German Youth Office

Operational: ARNO (North Macedonia), Balkan Green Foundation (Kosovo), IEC Tehnopolis (Montenegro), Nešto Više (Bosnia and Herzegovina), Regional Youth Cooperation Office, Smart Kolektiv (Serbia), South East European Youth Network, Yunus Social Business Balkans (Albania)

A FLAGSHIP PROGRAMME IN 2023: RISE JOURNEY

The RISE (Regional Incubator for Social Entrepreneurs) project is convinced that young people in the Western Balkans are talented, full of innovative ideas and eager to put them into practice. That's why PULSE Balkans, through its local incubator partners, wants to support the social enterprise ideas that will make the region a better place.

1

Number of support programmes

12

Number of projects supported

34

Number of incubated entrepreneurs

61%

women in the incubation programme

Outlook 2024

STRENGTHENING ITS IMPACT IN THE WESTERN BALKANS

In 2024, PULSE Balkans is determined to expand its impact by fostering new collaborations with civil society organisations (CSOs) across the Western Balkans, aiming to develop innovative projects that strengthen the social entrepreneurship ecosystem.

INCREASING ITS VISIBILITY IN THE REGION

Having been established in 2023, PULSE Balkans seeks to increase its visibility and awareness as an expert in the field of social entrepreneurship in the Western Balkans region. Through targeted outreach efforts, improved online presence and participation in relevant events and forums, PULSE Balkans will amplify its voice and share ideas on social entrepreneurship practices and their impact.

DEVELOPMENT OF THE BOOST PROJECT

The BOOST project (Balkans for Optimising Opportunities, Sustainability, and Transformation of Civil Society) aims to strengthen civil society organisations in the Western Balkans to promote democratisation and sustainable development. It establishes a network of actors including civil society, local authorities and universities to foster economic, cultural and social development in the region. BOOST seeks to promote a common dialogue between civil society and decision-makers, reinforcing European values of peace, democracy and youth inclusion across the region.



Participation of our association NEŠTO VIŠE in the RISE project as a Local Incubator function is very significant for us because we have created a strong network of partners from other incubators in the Western Balkans countries. Through peer-to-peer sessions, we selflessly share knowledge and help each other. Some of us have had the opportunity to coordinate the project, and the collaboration with all the other partners has been excellent. Trainings such as intercultural ones strengthen our capacities and further open us up to each other. All of this is reflected in our work with RISE participants as well as other users of our projects.

Adem Lisičić,
Project Manager at NEŠTO VIŠE

Strengthening local players

PROJECT AND OBJECTIVES

The Western Balkans region is faced with high levels of youth unemployment, a brain drain, a lack of regional cooperation and numerous environmental and social challenges that have repercussions throughout the region.

Against this backdrop, the RISE project, which started in 2019 as a continuation of the "WB6 Lab" project, aims to open up new spaces for reconciliation in the Western Balkans through social entrepreneurship.

Co-financed by the Agence Française de Développement, the European Union, the Regional Youth Cooperation Office and the Franco-German Youth Office, RISE aims to:

- Strengthen the capacity of 6 local incubators for social entrepreneurship so that they can offer the best tools and methodologies to support social entrepreneurs.
- Improve access to social entrepreneurship by setting up a support programme and awareness-raising activities.

PARTNERS:

Financial: Agence Française de Développement | European Union | Regional Youth Cooperation Office | Office Franco-Allemand de la Jeunesse

Operational: ARNO (Northern Macedonia) | Balkan Green Foundation (Kosovo) | IEC Tehnopolis (Montenegro) | Nešto Više (Bosnia Herzegovina) | Regional Youth Cooperation Office | Smart Kolektiv (Serbia) | South East European Youth Network | Yunus Social Business Balkans (Albania)





Flagship actions 2023

CAPACITY-BUILDING FOR LOCAL INCUBATORS

Over the course of 2023, RISE is committed to building the capacity of local incubators. This included two peer-to-peer learning sessions, as well as four training courses organised by PULSE Balkans dedicated to social entrepreneurship.

SHARING RISE EXPERTISE

As part of its ongoing commitment to supporting the ecosystem, PULSE Balkans, in collaboration with local incubators, has developed a methodological tool based on design thinking, enabling other organisations to set up awareness-raising workshops for young people in the Western Balkans.

In addition, a MOOC (open online course) was published online to provide participants with a global understanding of the definition of social entrepreneurship, the first steps to becoming a social entrepreneur and understanding the concepts of interculturality and gender.

At the same time, SEEYN has developed a methodological kit providing practical tools for improving cultural competence and gender sensitivity in the Western Balkans.

COORDINATION OF THE RISE JOURNEY SUPPORT PROGRAMME

Following the success of our RISE Journey 2 support programme, we accompanied no fewer than 39 teams of young social entrepreneurs on their journey to transform their impactful ideas into sustainable solutions. Twelve of these teams were selected to take part in the Incubation Chapter. This event was marked by a regional Bootcamp in Tirana, bringing together 24 social entrepreneurs..

ORGANISATION OF A REGIONAL SOCIAL ENTREPRENEURSHIP FORUM

Over 100 change agents, social entrepreneurs and government representatives from the region and the European Union gathered in Skopje, Northern Macedonia, to discuss ways of improving the social entrepreneurship environment in the Western Balkans. A multitude of topics were covered, including European Outlook and recommendations for local actors, as well as innovative approaches to applying social entrepreneurship in support of disadvantaged young people.

CREATING AN ALUMNI COMMUNITY

One of the innovative aspects of the project lies in its commitment to former students (Alumni). RISE launched a competition in which six alumni social entrepreneurs took part. From this group, two emerged as winners of the competition, receiving funding of €5,000 each to support the development of their social enterprises.



SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 8
Decent work and economic growth



Objective 12
Responsible consumption and production



Objective 16
Peace, justice and institutions



Objective 17
Partnership to achieve the objectives

Outlook 2024

ORGANISATION OF A TOUR OF EUROPE

As part of the development of the Alumni community, the OFAJ (Franco-German Office for Youth) will be organising a study trip to France and Germany, offering twelve Alumni social entrepreneurs the opportunity to explore new Outlook for the development of their social enterprises.

ORGANISATION OF A REGIONAL BOOTCAMP IN MONTENEGRO

PULSE Balkans, in collaboration with local incubators, will continue the coordination of RISE Journey 4 with the organisation of a regional Bootcamp in Budva that will bring together incubated social entrepreneurs.

LAUNCH OF A CALL FOR APPLICATIONS

In September 2024, RISE will launch a call for applications for its RISE Journey 5 social entrepreneurship support programme. Local incubators will select the latest generation of social entrepreneurs from the second phase of the Project and support them during an ideation phase.

CONTINUING TO STRENGTHEN THE INCUBATORS

For the year 2024, PULSE Balkans and the local incubators will continue their commitment to strengthening the capacities of the ecosystem. These initiatives will enable local incubators to continue exchanging best practice and deepening their knowledge in key areas such as social entrepreneurship, interculturality and gender.



“



The RISE Journey was an incredible experience for me. It improved my perception of the business world; I met great people with great ideas. We always had mentors with us, who were willing to share their knowledge with us. Our only obligation was to persevere, and RISE was there to make us great entrepreneurs.

Elif Kanzoska
REBEL, North Macedonia

“



RISE enhanced my business skills with a focus on social impact. Networking with talented peers from the Western Balkans enriches my experience. I encourage all young innovators to apply and unleash their potential in social entrepreneurship.

Arbnor Demaj,
ReUse, Kosovo

Mediterranean

SAFIR

Safir's mission

Safir is a programme promoting the Sustainable Development Goals (SDGs) and the economic inclusion of youth in 9 countries in North Africa and the Middle East. Supported by the European Union since 2020, it has created an environment favourable to the civic engagement of young people and the development of projects with a social, cultural and environmental impact. Implemented by a 6-partner consortium including Lab'ess, the Safir project has contributed to the political, social and economic inclusion of young people in the region by promoting entrepreneurship with a social, cultural and environmental impact.

Working in partnership with Bloom, Lab'ess has created and run a network of incubators in the region covered by the Safir project, and strengthened their organisational skills and support for young people through co-construction workshops and specific individual support. As a result, young people have been able to take advantage of the support provided by these incubators, benefit from financial support and take part in concrete, innovative actions to promote more active citizenship.

PARTNERS:

Financial: European Union

Techniques: Agence Universitaire de la Francophonie (University Agency of La Francophonie) | Arab NGO Network for Development | Bloom (Pitchworthy) | CFI Développement Médias | Institut Français | Lab'ess

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





Highlights of 2023

REGIONAL SAEI MEETING IN TUNIS

In early May 2023, Lab'ess organised a regional meeting of its partner SAEI (Structures d'Accompagnement à l'Entrepreneuriat Innovant). The workshops and networking sessions provided an opportunity for participants to share their practices and the challenges they face in their respective ecosystems. The SAEIs also had the opportunity to exchange views with the entire Safir project consortium and discover the Tunisian entrepreneurial landscape.

EVENT TO PROMOTE SAFIR'S YOUNG TUNISIAN ENTREPRENEURS

Taking advantage of the SAEI's visit to Tunis, Lab'ess co-organised with Al Badil - Alternative culturelle (a Tunisian SAEI), a cocktail party for young Tunisians. The aim was to introduce the young entrepreneurs supported and financed by Al Badil - Alternative culturelle, as part of the Safir project, and to create links with the young leaders, associations and universities supported by Safir in Tunisia. Young Algerian entrepreneurs were also able to join the event and enjoy a tailor-made tour of the local entrepreneurial ecosystem.

REGIONAL MEETING OF YOUNG SAFIR ENTREPRENEURS IN CASABLANCA

The regional event was held at the beginning on June in Morocco. In partnership with Impact Lab, this meeting brought together all the entrepreneurs supported under the Safir project for three days of exchange and sharing. At the same time, a social entrepreneurship forum, also open to the general public, hosted a number of panels and gave Safir project entrepreneurs the opportunity to pitch their businesses to players in the Moroccan ecosystem.

CLOSING EVENT IN PARIS

In November, a final event was organised to round off the Safir project in style. It was punctuated by convivial moments, workshops on social entrepreneurship, discoveries of local initiatives and discussion sessions with institutional representatives. More than 150 participants attended the event, which provided an opportunity to further promote the regional dynamic while strengthening the connections between the players in the Safir network. It was also an opportunity to showcase the achievements of the beneficiaries as well as those of the Safir project to senior representatives of the French Ministry of Foreign Affairs and the European Union.

SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 8
Decent work and economic growth



Objective 10
Reducing inequalities



Objective 17
Partnership to achieve the objectives

Outlook 2024

PUBLICATION OF A QUALITY REFERENCE FRAMEWORK

Lab'ess, in coordination with Bloom, has drawn up a reference document for the region's support structures. This work was conceived and co-constructed with the SAEI in order to capitalise on their experience within the Safir project. This content has taken the form of a regional guide to support for innovative social entrepreneurship in the MENA region and will be available in French, English and Arabic from April 2024.

PREPARING A NEW PHASE OF ACTION

With an initial duration of four years (2020 - 2024), the Safir project should be extended for a further two years with the support of the French Ministry of Foreign Affairs. Lab'ess wishes to renew its commitment to the Institut Français and continue to put its experience at the service of enterprising **Mediterranean youth by supporting the following activities in particular:**

7

million, from
2020 to 2024

7

Number of incubators
strengthened in 2023

450

young people made aware
of the SDGs and ES through
introductory workshops

- Participation in Safir community events
- Organisation of training courses to strengthen the Innovative Entrepreneurship Support Structures (SAEI) and universities that are members of the Safir community
- Participation in the creation of a Safir prize and label to promote the most outstanding initiatives and projects



The Safir programme has enabled us to join a regional network of incubators, while giving us the opportunity to learn from the experiences and practices of our peers. The synergies we were able to discuss with the other organisations strengthened our collective impact and improved our support for social projects in the region. A truly valuable contribution !

Tasneem Bsharat,
Director of Innovation and
Entrepreneurship Innovation
Forum – Jordan

91

young people
incubated

40

young people
accelerated

Mediterranean

SAMIM

SAMIM's mission

Samim is the first project led by a local civil society organisation (CSO) to be financed by AFD as part of its CSO Initiatives programme.

Lab'ess, which led the project, is implementing it thanks to contributions from AFD and the Fondation de France. Lab'ess' operational 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, the Tunisian Centre for Social Entrepreneurship (TCSE) in Tunis and the Jordan Youth Innovation Forum (JYIF) in Amman.

Samim's aim is to help build the capacity of young people (and in particular young women) involved in Mediterranean civil society and to support them in implementing innovative local projects that address the challenges of sustainable development and climate change in the cities on the southern shore of the *Mare Nostrum*.

Results in 2023

In 2023, the first call for projects for sustainable towns and communities was launched and twenty CSOs were selected following four funding committees bringing together Lab'ess members, support structures and external experts.

Grants totalling around 720,000 euros were awarded to this first cohort of associations. The projects supported focused on social and civic innovation (7), waste management (4), urban agriculture (4), sustainable tourism (2), sustainable mobility, the circular economy and housing and energy transition (1 project for each of these themes).

PARTNERS:

Leader: Lab'ess

Financial: AFD and Fondation de France

Operational: PULSE | Ecodev | Bidaya | TCSE et JYIF



Key actions in 2023

CAPACITY BUILDING FOR SAS AND CSOS IN THE SAMIM NETWORK

Lab'ess has set up a methodological toolbox for training support structures. These bilingual teaching aids (French/English) were then used by the SAs to increase the skills of the CSOs in the 1st cohort. In total, 26 group training sessions were delivered and almost 150 individual sessions for structural, strategic and operational strengthening were carried out during 2023. The topics covered in the capacity-building are project set-up and management, communication, gender issues, conflict management, awareness-raising, design thinking and impact measurement.

CREATING AND STRENGTHENING THE SAMIM NETWORK

The Samim network is gradually being structured and reinforced. In 2023, Lab'ess organised three online networking events: two webinars, one on the role of women in sustainable cities and the other on placemaking; the 2023 regional meeting showcased the Samim project as a whole, as well as the different areas of intervention of the CSOs in the first cohort, who were able to take part in a variety of panels and share their experiences. Nearly 800 people were reached by these virtual regional meetings.

ORGANISATION OF THE FIRST TWO FIELD MISSIONS

At the end of 2023, the Lab'ess teams went out into the field on two missions, one to Morocco and the other to Mauritania. These visits provided an opportunity to meet the partner SAs in their respective cities and to provide face-to-face training. They also provided an opportunity to meet the CSOs from the first cohort and to observe the progress of their projects and their impact on communities.

SECOND CALL FOR PROJECTS FOR SUSTAINABLE CITIES AND COMMUNITIES

A second call for projects was published in December 2023 in order to gather applications from Mediterranean civil society project leaders. The aim was to encourage them to make a positive and impactful contribution to the fight that their cities and communities are waging to meet the challenge of climate change and sustainable development. The call for proposals, which was the subject of a communication and information campaign in the 4 countries, remained open until the end of the first week of January 2024: 216 applications were received.

SUSTAINABLE DEVELOPMENT OBJECTIVES



Objective 11
Sustainable cities and communities



Objective 12
Responsible consumption and production



€3,3

million, from 2022 to 2025

4

Strengthened Associations

63%

of the projects in the first cohort are led by women

1050

individuals from civil society trained by CSOs, including 580 young people

Supported CSOs:

6

in Amman

5

in Nouakchott

5

in Tunis

4

in Casablanca

Outlook 2024

SELECTION OF CSOS FOR THE SECOND COHORT

The CSOs in the second cohort will have to be chosen at the end of a selection process that will combine, in each country: a pre-selection of 18 project leaders per city, their participation in a bootcamp designed to train them in project set-up techniques and to stimulate their thinking so that they can refine their technical and budgetary project proposals. Ultimately, the project leaders who have sent in the final draft of their project will be auditioned by a funding committee. In 2024, 28 projects lasting 9 months should be selected.

CONTINUED SUPPORT AND MONITORING OF SAMIM'S PARTNERS

Support for both SAs by Lab'ess and CSOs by the support structures (SAs) will continue in 2024. The support structures will in particular have to manage the coexistence of two cohorts for a few months: the first, which will be on the point of completing its project and will therefore have to produce its final report; the second, in which each of the CSOs will have to undergo a diagnosis in order to draw up its individualised support plan in addition to the collective training programme which will be dedicated to them. Both the operational and financial monitoring of the activities of all the stakeholders in the Samim project should be reinforced between now and the end of the project in 2025, in particular with the organisation of the 6 other field missions.



FURTHER REINFORCEMENT OF THE SAMIM NETWORK

The coexistence of the two cohorts of CSOs should make it easier to organise a number of events to consolidate the network. Various thematic events are planned for 2024, in addition to the closing events of the first cohort. A digital group reserved for "The Samim Community" should be created in 2024. It should bring together the project partners as well as targeting civil society players in the Mediterranean working primarily to achieve the objectives of SDG 11. Ultimately, the aim is to create a Mediterranean community of sustainable city stakeholders.

PREPARING PHASE 2 OF SAMIM

Initially scheduled to run for three years (2022-2025), Samim is expected to extend beyond that. Lab'ess has the ambition to see this multi-country project continue in phase 2 (2025-2028). This new phase of Samim would see the addition of a major city in a fifth country. The project would be a recurring one, but the methods of selecting and supporting CSOs would undoubtedly be rethought in order to improve the impact of the project as a whole.

SEED & incuboost

In 2024, PULSE plans to continue its commitment to strengthening the capacities of local actors by intervening for the first time in Madagascar as part of the SEED project led by People Power Inclusion (PPI), with the support of the European Union. Additionally, PULSE will expand its activities in the Balkans, supporting the structuring of civil society under the BOOST project, piloted by the European Association for Local Democracy and supported by the French Development Agency (Agence Française de Développement - AFD).

“



On a mission to Mauritania, I didn't expect what I experienced. We went to train our Ecodev partners on communication and meet the first cohort's project leaders. Discovering Nouakchott, a city unlike any I've known, deeply moved me. I saw Samim's tangible impact on the engaged communities and the dedication of project leaders to their communities. Most importantly, I witnessed the impact of various CSOs' projects on their target audiences.

Balkis Ben Gaga,
support officer at Lab'ess



INNOVATING FOR THE IMPACT ECOSYSTEM





France

ACT!

The ACT! project, supported by Google.org, aims to democratise and expand impact entrepreneurship by creating new avenues for collaboration and action between entrepreneurship support operators and those involved in social and professional integration.

THIS PROJECT, LAUNCHED AT THE BEGINNING OF 2022, HAS 4 OBJECTIVES:

- Work on sourcing and identifying new project leaders
- Work on securing the pathways of beneficiaries and the value chain of their support for a systemic impact
- Work on communication elements to reach more diversified targets (outside the 'impact' entrepreneurship ecosystem, for example)
- Proposing an educational adaptation of the programmes (identification of complementary building blocks, possible reorganisation of certain educational frameworks).

DISCOVER THE ACT PROJECT



PARTNERS:

GRDR | Groupement de créateurs | Singa | Positiv | Avise | What's up Camille | Les Déterminés | France Terre d'Asile | Germinal | TransfOrama | InserMode | MEL | France Active | My Creo Academy | Pôle emploi | Force Femmes | InterMade | Groupe SOS | Entrepreneurs dans la Ville





After an initial diagnostic phase, we brought together a group of players involved in supporting impact entrepreneurship and socio-professional integration. The aim was to understand what already existed and to identify possible levers for action and concrete improvements to be tried out.

After several experiments with this teaching content in Seine-Saint-Denis, 2023 was the year in which the project was rolled out across France :

- In Ile-de-France
- In Lille
- In Marseille

THE PROJECT WAS ROLLED OUT IN 3 STAGES :

- 1 • Mobilising local players by organising events**
- 2 • Training in educational content for integration professionals and support operators**
- 3 • Organising awareness-raising events to help people who are far removed from entrepreneurship to discover impact entrepreneurship**

A large number of partners have been mobilised in these 3 areas to make the project a reality.

The ACT project, supported by the Google Foundation, concluded at the end of 2023 with a closing event involving the entire ecosystem.



DISCOVER THE ADAPTED INTERVIEW GUIDE



Pulse was able to share its impressive results :

+800

people made aware of impact entrepreneurship

265

professionals trained

2

educational kits distributed as open source

3

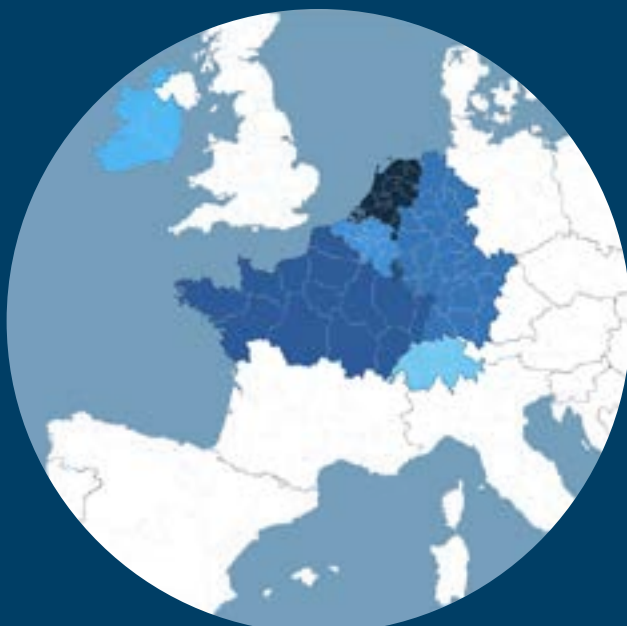
events attended by over 400 people

FOCUS EUROPE

At PULSE, we are convinced that impact entrepreneurship is a powerful tool for inventing local solutions to the huge social and environmental challenges facing our societies. We are also convinced that entrepreneurship enables each and every one of us to contribute to systemic change.

As a player in the support sector with a strong commitment to opening up the entrepreneurial adventure to people who are far removed from it, we design the whole of our offering so that it is as inclusive as possible. Everyone should be able to realise their potential and their projects, whatever their gender, place of residence, level of education, age, etc.

To improve access to impact entrepreneurship for all, PULSE has had the opportunity to carry out two European projects in 2023. These projects will enable it to equip itself with innovative tools and methodological support to take better account of the specific needs of women entrepreneurs on one hand, and on the other, the needs of NEETs and the staff required to support them in their socio-professional integration process.



PARTNERS:

Financial: The FoWoSE project is co-funded by the European Union.

Technical: Women on Top (Greece), Empow'Her (France), Reach for Change (Bulgaria) and Synthesis (Cyprus)



DISCOVER
THE FOWOSE GUIDE



FOWOSE & GENDER MAINSTREAMING

Project and objectives:

The FOWOSE project to promote better integration of gender into our practices.

With the support of the European Union, PULSE launched its FoWoSE project at the end of 2021 to improve gender mainstreaming in entrepreneurial ecosystem structures and programmes, in partnership with Women on Top (Greece), Empow'Her (France), Reach for Change (Bulgaria) and Synthesis (Cyprus).

Highlights of the year

This project, which ended in December 2023 in Paris, thus made it possible to co-create, test and then disseminate three deliverables that are freely accessible on the PULSE website:

A methodology enabling SSE organisations to integrate gender issues at structural level;

Training tools for the staff of impact entrepreneurship support structures to make them more gender-sensitive;

A self-diagnosis tool including a handbook of best practices for integrating gender in its twofold dimension for all structures in the ecosystem.

+ DE **150** women entrepreneurs have already benefited from the tools created ;

3 open-source deliverables in 4 different languages ;

+ DE **100** professionals trained ;

4 dissemination events in 4 different regions (Bulgaria, Cyprus, France and Greece).



This European project was built with countries from the South and the East, in particular France, Cyprus, Greece and Bulgaria.

What was interesting was to see that the obstacles were ultimately very similar for women entrepreneurs in each of these countries, so we tried to create tools as we went along to combat these obstacles and emancipate themselves through the impact projects they were carrying out

Nathalie Jobert,
Fowose Project Manager

E4NEETS & EARLY SCHOOL LEAVERS

Project

Thanks to support from the European Union, PULSE has launched E4NEETS, a European project aimed at promoting impact entrepreneurship among young people who have dropped out of the labour market.

The aim of the project, led by PULSE in partnership with Belgrade Open School (Serbia), the Terrassa Chamber of Commerce and Industry (Spain), Mission Locale de Marseille (France), the National Youth Council of Macedonia (Northern Macedonia), AVITEM (Agence des Villes et Territoires Méditerranéens - France) and Plateforme i (France), is to strengthen the skills of professionals working with young adults considered as 'NEETs' (Not in Employment, Education or Training).

Key actions for 2023

The E4NEETS project, which ended in December 2023 in Marseille, co-created, tested and then disseminated various deliverables for professionals working with NEETs so that they could better inform and guide young people:

A **framework** for setting up a support programme from A to Z, using the entrepreneurial spirit to better help their beneficiaries;

Training tools and techniques to make social entrepreneurship more accessible and understandable;

An **educational tool** designed to highlight the importance of integrating NEETs and to promote entrepreneurship and impact entrepreneurship as a means of integrating NEETs into the world of work.



MORE THAN **14**

activities carried out between 2021 and 2023

MORE THAN **54**

training sessions were provided to both professionals and young people.



e4neets

Key figures

More than 14 activities carried out between 2021 and 2023;

More than 54 training sessions provided to both professionals and young people;

More than 160 young NEETs have been made aware of impact entrepreneurship through workshops and meetings;

Over 150 economic and political decision-makers and more than 160 inclusion advisers took part in the 7 events organised as part of the project, in France, Spain, Northern Macedonia and Serbia.

PARTNERS:

Financial: The FoWoSE project is co-funded by the European Union.

Technical: Belgrade Open School (Serbia), Terrassa Chamber of Commerce and Industry (Spain) | Mission Locale de Marseille (France), National Youth Council of Macedonia (Northern Macedonia) | AVITEM (Agence des Villes et Territoires Méditerranéens - France) and Plateforme i (France).

MORE
THAN **160**

young people were made aware of impact entrepreneurship through workshops and meetings.

MORE
THAN **150**

economic and political decision-makers and more than 160 employment counselors took part in the 7 events organized as part of the project in France, Spain, North Macedonia, and Serbia.

Europe

ERASMUS + & CROSS-BORDER EXCHANGES

PULSE employees on
the roads of Europe !



Project and objectives

In 2023, PULSE continued to benefit from its Erasmus+ accreditation for the period 2021-2027, enabling it to strengthen the skills of its teams and accelerate its internationalisation process through European mobilities. Nine assignments were carried out, enabling PULSE employees to immerse themselves in organisations with innovative and inspiring missions. These trips, which last between 2 and 3 days, help to improve interpersonal skills, language practice and the development of new themes, in addition to professional development.



2023 highlights

This year, PULSE organised nine departures as part of the Erasmus + mobility scheme, in conjunction with various high-quality structures: Connect Clean in Spain, the Euclid network in the Netherlands, the ARNO incubator in Northern Macedonia, the Social Impact Award in Austria and the University of Stockholm in Sweden, among others. These individual visits have led to enriching exchanges with our partners and new structures, strengthening our European networks and our capacity to innovate in the field of social entrepreneurship.

Outlook 2024

In 2024, we will be stepping up and diversifying our actions to promote European mobility, by opening up new destinations and new innovative partnerships in countries such as Norway, Germany and, potentially, Turkey. These new collaborations will not only enable us to enrich our network, but also to offer unique opportunities to new members of our team.

2024 will mark a turning point in our mobility programme with the introduction of initiatives specifically designed for the entrepreneurs we support. Our aim is to go beyond the traditional framework of mobility for our employees, by creating opportunities for European entrepreneurs to meet and exchange ideas. By choosing key destinations and perhaps focusing on a common theme, our aim is to encourage the creation of lasting links, the sharing of innovative ideas and the emergence of collaborative projects.

“

What impressed me was their vision of the entrepreneur, a very independent vision where everything is made available but nothing is required ! It's up to them to take charge of finding content and building their project.

Emma Cruz,
Chargée de Projets PULSE, SIA, Vienna, Austria



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 brings together more than 60 investors who support impact-based projects at the seed stage.

Impact Business Angels meets a twofold need:

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

Key actions for 2023

- The network's first positive reinvestments to support the growth of portfolio companies, in particular "Carton Vert" and "J'Achète Fermier", supported by Caisse des Dépôts in their new fundraising alongside other leading investors;
- Organisation of the "qui veut être mon associé à impact" event with Mouvement Impact France, a highlight of the summer universities on the economy of tomorrow;
- Continued support from the European Union with the launch of the project "Building bridges between Business Angels and VC funds to finance seed-stage social enterprises".

OVER €1 MILLION INVESTED IN 5 IMPACT PROJECTS BY 2023

9 pitch sessions were held in 2023, with over 35 impact projects presented and selected from over 900 applications received.

5 investments were made in 2023: "Carton Vert", Biscornu, Eloi, Nüri and "J'Achète Fermier" (including two reinvestments) with a median amount of €200k per project.

4 other investment opportunities investigated in 2023 resulted in an investment in early 2024: Opopop, MyEasyFarm, Nolt and Koovee.



AN ACTIVE, FAST-GROWING COMMUNITY

The Impact Business Angels community has grown and become more structured, with over 60 members and 30 close investment partners by the end of 2023.

The members have been particularly active within the ecosystem, with several highlights in the life of the network: the Angels for Change day organised by ChangeNOW, BIG 2023, the Universités d'Eté de l'Economie de Demain and several internal community events throughout the year.

START-UP SEEKS IMPACT BUSINESS ANGEL

5 impact start-ups try to get their project financed directly by 4 leading business angels: this is the brand new flagship format of the #UEED2023!

The start-ups' pitches, questions and advice from the investors will all be revealed live. Will the impact start-ups be able to convince the Business Angels to invest in their project, or will they go home empty-handed ?

Focus on an investment: "CARTON VERT"

With two million cartons reused since its creation in 2020 in La Rochelle, "Carton Vert" claims to have saved around 1,000 tonnes of CO2 and saved 1.6 million litres of water. To take things a step further, the start-up is finalising a €1.4 million fund-raising round in seven months with the Banque des territoires, as part of France 2030's Territoires d'innovation programme, the L'Occitane Group's investment fund (Obratori), the Impact Business Angels network (already an investor in "Carton Vert"'s €200k pre-seed) and the companies Equipstore Packaging, Fininco and SYBE Ingénierie.

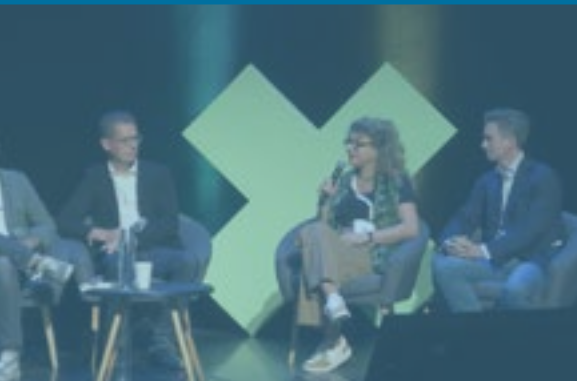
With this fund-raising, "Carton Vert" intends to recruit in order to increase its workforce from around fifteen to around twenty by the end of 2024 and thus stabilise its business. "We also want to expand our storage area from 2,500 to 5,000 square metres. We plan to supplement this with external storage solutions through partners", adds Antonin



Antonin Hameury-Hao et Romain Dupuis,
The two co-founders of "Carton Vert"

Hameury-Hao, co-founder of "Carton Vert" alongside Romain Dupuis. The funds raised will also be used to set up a second site in eastern France, probably near Lyon. "We could centralise stocks and move closer to our European neighbours. Eventually, we'd also like to have a site in the north, near Lille, and another in the south, perhaps near Toulouse."

© "Carton Vert"



JÉRÔME GONON, NEW MANAGING DIRECTOR OF IMPACT BUSINESS ANGELS

Jérôme Gonon arrived in October 2022 as Deputy Managing Director in charge of operations. In September 2023, he took the helm of the Impact Business Angels network after successfully completing an initial phase of structuring and developing its activities.

Axel Paugam, the former Managing Director, has been in charge of the SOS Group's impact investments since May 2023 and has joined the network's strategic committee.

Outlook 2024

GROWTH IN MEMBERSHIP AND NUMBER OF PROJECTS FINANCED

Impact Business Angels is pursuing its ambitious development plan for 2024, which consists of reaching 100 members and more than €2 million in financing per year.

The network will also set up a co-investment vehicle designed to boost its investment and support capacity for impact projects in the seed phase.

GREATER VISIBILITY FOR IMPACT BUSINESS ANGELS

Impact Business Angels plans to increase its visibility on social networks and within the entrepreneurial ecosystem, in particular by highlighting the projects financed by the network and by sharing good financing and investment practices for both project owners and seed investors.

GREATER ACCESS TO FINANCE

Advocacy for more impact investment at seed stage will also be stepped up, in conjunction with new support and partnerships with institutional players in France and Europe.



FINANCIAL REPORT AND PROSPECTS



FINANCIAL REPORT

Key Facts 2023

The year 2023 was marked by consolidation, continuing the trend from 2022, following a significant increase in our resources between 2020 and 2021.

In the Balkans, our "RISE" project saw its first three-year phase come to an end and its second three-year phase launch at the end of the year.

In Tunisia, activities intensified, particularly with the signing of the "SAMIM" project at the end of 2022.

In South Africa and Senegal, 2022 was mainly focused on the implementation of the AFD-funded "Afrique Pulse" project.

In France, through the implementation of programs such as "Saison Solidaire," "Saison Circulaire," "Elles Ensemble," and "Source Ensemble," activities strengthened compared to 2021. Additionally, the "ACT" project, supported by the Google Foundation, accounting for a little over a quarter of the 2022 expenses, was launched at the beginning of the year and will conclude at the end of 2023.

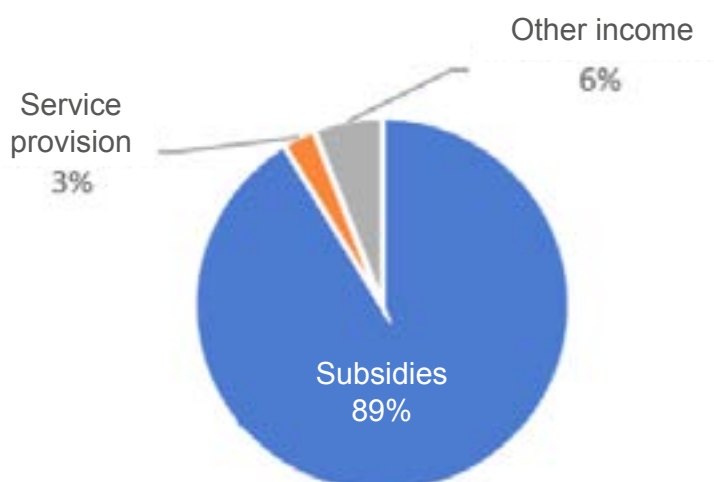
Key Figures

The 2023 budget for the French association PULSE amounts to €4,451,596.

The 2023 financial year shows a surplus of €285,581.

Resources

Breakdown of our resources by origin



USE OF RESOURCES

Subsidies remain the majority in our economic model, accounting for 89% of PULSE's resources. The year 2023 confirms the trend of resource diversification initiated in recent years, with 3% of revenue for PULSE and all its structures and activities combined being generated through service provision, and 6% from other products.

The year 2023 also confirms **the stability of the organization's other resources**, with the share of service provision remaining relatively stable at about 3% of the 2023 budget compared to 2% in 2022, and the share of other products representing 6% in 2023 compared to 10% in 2022.

Outlook 2024

INNOVATION

In 2024, Pulse will innovate. We will train in artificial intelligence and the circular economy, and meet with our European counterparts in Italy, Spain, Germany, Greece, and Turkey. We will participate in European projects related to impact measurement and scaling. Our Innovation hub in France and the Innovation leaders from our entities abroad will then develop the most relevant support programs for each entrepreneur we encounter, whether in a district of Tana or a suburb of Greater Tunis, at a fair in Montreuil, or in the South African countryside.

CIVIL SOCIETY ORGANIZATIONS

In 2024, Pulse will expand. Each year, our teams raise awareness among thousands of people about entrepreneurship as a lever for emancipation. Within the RISE, SAMIM, and REACH programs, we train trainers within local CSOs who understand the realities of their territories and their audiences. These can be entrepreneurship support structures, but also a variety of associations related to youth, education, democracy, and more. These trainers will then be able to raise public awareness and support local entrepreneurs. This capacity building contributes to the resilience of our intervention territories on multiple levels and amplifies our impact. Building on these experiences, we will also assist NGOs in implementing these capacity building mechanisms on a large scale.

FRAGILITY

In 2024, Pulse will promote fragility. We are convinced that those who are fragile must be the ones to invent the solutions of tomorrow. They have experienced war, hunger, unemployment, and rejection. And these are the people we want to see becoming entrepreneurs. This is why Pulse supports those over 45 in France, the youth of the Balkans, the women of Sfax, the young girls of Cape Town, and tomorrow the veterans of Ukraine or the Comorian diaspora. Several external evaluations will demonstrate the impact of our programs and allow us to go further in embracing fragility, especially within companies, which need to advance further in this area.



15 rue de la Fontaine au Roi
75011 Paris, FRANCE

www.pulse-group.org

ACKNOWLEDGEMENTS

We pursue our mission with the incredible contribution of our 60 employees and our operational and funding partners. This report is an opportunity to thank them warmly for their support and their renewed commitment to our social mission.

PULSE is an association
of the SOS Group

GroupesOS