

ANNUAL REPORT 2020

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FOREWORD

We believe anyone can become an agent of change. Provided with the right means to do so, anyone can contribute to a more inclusive and sustainable development. Our purpose is to make the latter statement possible. PULSE works hard to empower those who wish to provide solutions to current socio-environmental challenges, offering them appropriate support regardless of their initial background. The present annual report is an opportunity to shed light on our 2020 achievements.

A global upheaval, the crisis triggered by the COVID-19 pandemic has urged PULSE to reinvent its practices in the face of major operational challenges. The crisis has also highlighted how essential our work is, while making human interaction even more necessary when it comes to supporting entrepreneurs.

In 2020, we witnessed the rise of amazing project initiators. Some of them invented solutions to help with food security in South African townships, while others developed effective job search strategies for young people in the Western Balkans. More examples include a project in favour of the integration of women in Seine-Saint-Denis, and another project encouraging the involvement of Tunisian citizens in the renewal of their neighbourhood. With their initiatives, these men and women have created sustainable activities that generate decent jobs, proving it is possible to do so while allowing for better wealth distribution and contributing to the achievement of the Sustainable Development Goals.

These remarkable achievements urge us to intensify our efforts to provide future entrepreneurs with the means to act. They deserve to be inspired, equipped, brought together, and supported daily in the deployment of their projects. This has been our purpose for about 10 years, throughout our programmes and within our incubators in Tunisia, France, Morocco, and South Africa. Beyond our own entities, we aim to grant access to this expertise to as many rising entrepreneurs as possible. This is achieved with the RISE programme in the Western Balkans, and the SAFIR programme in Northern Africa and the Middle East, supporting underrepresented entrepreneurs such as women and refugees.

We relentlessly work towards strengthening our expertise: improving our training courses, creating innovative educational tools and theme-oriented programmes to tackle specific local challenges. We also look for key partners to bring their expertise to the table.

We will continue to work with confidence towards making our programmes increasingly accessible, while ensuring their systematic evaluation and reproducibility. As exemplified by the year 2020, nothing will deter PULSE from carrying out its mission. Despite the difficult circumstances we had to face, great efforts were made to lead towards necessary transformations, to convince people, and to strengthen our credibility. Having gathered great levels of energy and creativity, we are looking forward knowing that in 2021 impossible will be nothing.



Anne-Leïla Batel
Managing Director
of PULSE

Established in 2006, PULSE is a not-for-profit organisation whose mission is to promote entrepreneurship as a lever for inclusive and sustainable development.

PULSE provides tailor-made support to over 550 entrepreneurs every year, across 18 countries and with nearly 20 dedicated programmes. PULSE operates 4 incubators located in Casablanca (**BIDAYA**), Tunis (**LAB'ESS**), Montreuil (**LE COMPTOIR**), and Cape Town (**ORIBI VILLAGE**). **PULSE** is part of **SOS GROUP** international action, which is one of the 9 areas of activity of the larger **SOS GROUP**.

In France and abroad, **PULSE** develops support programmes and awareness-raising campaigns in favour of entrepreneurs with high-impact projects. These actions take place within our incubators and beyond.

SOS GROUP and the International action sector

SOS GROUP was born over 35 years ago, while the HIV pandemic was at its peak, with the ambition to tackle social and environmental challenges of the modern world. Without shareholders, **SOS GROUP** is a not-for-profit organization that reinvests 100% of its benefits to help create and sustain social and environmental innovations. In doing so, we promote equity within our own organization by carefully scaling wages within a reasonable range.

SOS GROUP is Europe's largest social enterprise, with over 21,500 employees and 600 establishments and services. In France and abroad, our work benefits more than 1.7 million people every year.

Our teams work across **SOS GROUP**'s organisations – including social health care institutions, not-for-profit hospitals, retirement homes, social integration workshops, childcare centers, cultural institutions, associations dedicated to ecological transition, social businesses such as solidarity-based local shops

or multi-service cafés in remote areas, along with international charitable NGOs.

In 2021, the international department of **SOS GROUP** included 6 NGOs and 2 social companies. Overall, 275 employees worked across 30 countries to promote access to education and health, improving the living conditions of vulnerable communities and fighting against social exclusions, along with protecting biodiversity.

Each of our organisations works towards achieving the Sustainable Development Goals on a global scale by including everyone, while respecting nature. To this aim, social entrepreneurship offers great opportunities, as it allows for sizeable risk-taking and disruptiveness in the way innovative ideas are being developed, tested, and then scaled up.

2006

PULSE is created as a support organization of **SOS GROUP**, dedicated to entrepreneurship and high-impact innovations on social economy

2010

Launch of entrepreneurship support activities in France and worldwide

2012

In Tunis, **LAB'ESS** is created

2014

In Montreuil, **LE COMPTOIR** is created

2015

In Casablanca, **BIDAYA** is created

2018

In Cape Town, **ORIBI VILLAGE** is created

2020

- **PULSE** opens offices in the **WESTERN BALKANS** in Serbia
- **PULSE ZIGUINCHOR** is in the starting blocks with the launch of both local partnerships and hiring process

2020 KEY FIGURES

+50 %
female entrepreneurs

28
new support
programmes

559
entrepreneurs
supported in 2020

717
alumni startups

388
incubated startups

4
incubators
dedicated to
high impact
businesses

18
active countries

55
civil society
organisations
strengthened in 2020

OUR VALUES

INCLUSION

we create an enabling
environment to promote
entrepreneurship and make
it accessible to everyone.

OPEN- MINDEDNESS

we are committed globally to
the development of any initiative
that may arise from anywhere in
the world.

INNOVATION

we offer our entrepreneurs high-
standard training to foster their
creativity.

SOLIDARITY

we encourage our clusters to connect
with each other to gather both local
and international entrepreneurial
momentum.

RESPONSIBILITY

we develop models that incorporate both
social and environmental impact.

OUR ACTIONS

Driving incubators for
entrepreneurs worldwide



ORIBI VILLAGE

Oribi Village’s purpose

Established in South Africa in 2018, **Oribi Village** is Cape Town’s high-impact incubator. Offering support and training programmes to local entrepreneurs, including those living in nearby townships, it aims to:

- Encourage the emergence of systemic solutions to priority issues such as food security, female entrepreneurship, and gender equality. This is achieved through our ‘ecosystem’ approach built around targeted programmes
- Promote solutions to the territorial legacy of apartheid, bridging the gap between the informal and formal sectors

- Grant entrepreneurs – including those coming from townships – access to a large range of trainings and expertise to increase their skills with regard to their project
- Oribi Village** has been broadening its scope of intervention so that its expertise can benefit as many entrepreneurs as possible. We believe that, provided with the right tools, anyone can become an entrepreneur of change.

Our partners

Financial partners: French Development Agency (AFD), French Embassy in South Africa, French South African Agricultural Institute

Technical and operational partners: Oranjezicht City Farm; Southern Africa Food Lab; Wakanda; SAPIENTT



2020 key achievements

#BRIDGINGTHEGAPS, A COMPETITION DESIGNED TO FOSTER INNOVATION AGAINST FOOD INSECURITY DURING LOCKDOWN

In partnership with the Wakanda Food Accelerator and the Southern African Food Lab, **Oribi Village** launched the #BridgingTheGaps challenge to help find solutions to increasing risks of food insecurity during lockdown. For 21 days, over 90 participants worked together in teams to invent and test sustainable solutions for greater food security. With 40 ideas presented overall, 15 solutions were selected and supported.

SECOND EDITION OF THE FOOD SYSTEM PROGRAMME

In 2020, the second edition of **Oribi Village**’s support programme on food security was improved as follows:

- The programme offered **comprehensive support** to entrepreneurs for a period of 9 months, from the conception of their business ideas all the way to fundraising
- **The training programme** on entrepreneurship and its technical specificities was also strengthened
- **The content of the programme** was fully digitalised to adapt to the ongoing health crisis, while staying in close connection with our entrepreneurs

The second cohort of Oribi Village’s ‘Food System’ programme was composed of 23 entrepreneurs.

AN EFFICIENT MENTORS NETWORK

In addition to growing **Oribi Village**’s team of professionals internally, we have created a network composed of experienced mentors who provide each entrepreneur individually with targeted expertise.

PARTNERSHIPS WITH CIVIL SOCIETY ORGANISATIONS AND UNIVERSITIES

Working together with civil society organisations such as Oranjezicht City Farm Southern Africa Food Lab (SAFL) and the French South African Agricultural Institute (FSAGRI), **Oribi Village** and its entrepreneurs took part in the Food Dialogues – an innovative event that brings together all key stakeholders of Cape Town’s food system, including citizens, academics, and business leaders. The Food Dialogues aim to trigger significant change in our food system by linking together different perspectives and expertise.

SUSTAINABLE DEVELOPMENT GOALS

 Objective 1 No Poverty	 Objective 2 Zero Hunger
 Objective 3 Good Health and Well-being	 Objective 5 Gender Equality
 Objective 8 Decent Work and Economic Growth	 Objective 9 Industry, Innovation, and Infrastructure
 Objective 10 Reduced Inequalities	 Objective 11 Sustainable Cities and Communities
 Objective 12 Responsible Consumption and Production	 Objective 13 Climate Action
 Objective 17 Partnerships	

SOUTH AFRICA

ORIBI VILLAGE



2021 outlook

MAKE GENDER EQUALITY A PRIORITY

Oribi Village has been chosen to work with Value for Women, a specialised advisory firm helping organizations advance gender inclusion. The objective is to assess existing practices first, and then build a strategy for **Oribi Village** to strengthen its gender equality practices and HR policy. These new measures will be implemented within both **Oribi Village's** organisation and its support programmes.

STARTUP WORLD CUP IN SOUTH AFRICA

In partnership with Pegasus Tech Ventures, **Oribi Village** and Wakanda are working together to organise the South African edition ('Tech for Good') of the 2021 Startup World Cup – a global conference and competition that brings together the top startups, VCs, entrepreneurs, and world-class tech CEOs. A yearly event, the 2021 Startup World Cup will see 87 regional champions compete against each other in San Francisco on November 12, for a \$2 million investment prize.

EASE ENTREPRENEURS' ACCESS TO FUNDING

In 2020, **Oribi Village** strengthened its support programmes with a new 'Investment readiness' module. Expert advisors such as SAPIENTT were involved to help develop new courses on pitching, business modelling, and due diligence.

In 2021, **Oribi Village** intends to go further with the development of a programme dedicated to fund raising. The latter would involve the creation of a specific fund for entrepreneurs from the informal sector, with **Oribi Village** overseeing the sourcing and selection process. Selected entrepreneurs would then be trained by **Oribi Village**, before being taken through a labelling phase to help investment partners with equity fundraising.

“

It's tough for women to navigate in a male-dominated agricultural industry. In my experience, I have learned that women always show up and get the work done. We lean on each other, build networks, and support one another because the work we do is bigger than just us.

Rirhandzu Marivate | Food System Programme
Project Manager Living Soils Community Learning Farm

LE COMPTOIR

Le Comptoir’s purpose

Created in Montreuil in the Paris suburbs in 2014, Le Comptoir is PULSE’s high impact incubator in France.

Le Comptoir works towards:

- Promoting high impact and sustainable entrepreneurship to drive social innovation
- Highlighting the economic potential of targeted territories where job creation can be fostered
- Gathering an international cohort of ‘actors of change’

Le Comptoir supports the growth of entrepreneurs and startups that operate

in favour of a new, circular, collaborative, digital, and social economy. Aiming to tackle the great challenges of the 21st century to change the world, these entrepreneurs benefit from tailor-made support that helps them grow their business.

Le Comptoir’s strength and relevance lies in the following advantages:

- Its strategic location in a region driven by innovation, and where employment is a primary objective
- A unique support programme dedicated to entrepreneurs from a variety of backgrounds – both qualified and unqualified, looking to be trained or retrained

- The large network offered by SOS GROUP, its overarching organisation*

Our partners

Financial partners: Est Ensemble | European Union | Île-de-France region

Technical and operational partners: Circulab | Empow’her | Féminisme Populaire | SOS GROUP Ecological transition | French Impact | Mouvement Up | City of Montreuil

2020 key achievements

FIRST EDITION OF A SUPPORT PROGRAMME ON CIRCULAR ECONOMY, KNOWN IN FRENCH AS #LASAISONCIRCULAIRE

In 2020, Le Comptoir welcomed its first cohort of entrepreneurs with projects entirely dedicated to the Circular Economy and the Ecological Transition. This specific programme combined targeted trainings from Circulab, one of Le Comptoir’s partners, along with the contribution of key organisations on the subject – including SOS GROUP Transition Ecologique, the Femmes d’Avenir association, and alumni startups such as the Blue Bees platform, Les Cols Verts, and Phoenix. The programme supported a total of 9 projects over a period of 6 months.

COMMITMENT TOWARDS FEMALE ENTREPRENEURSHIP WITH TWO ADDITIONAL #ELLESENSEMBLE COHORTS

With the support of Est Ensemble and in partnership with two associations, Empow’her and Féminisme Populaire, Le Comptoir helped two cohorts of female entrepreneurs with the implementation of their projects onto the territory of Est Ensemble. The #EllesEnsemble programmes have 3 objectives:

- **Strongly advocate for women’s empowerment, and geographic social diversity,** by promoting entrepreneurship
- **Provide Est Ensemble women** with pathways towards entrepreneurship, supporting them in the sustainable development of their activities and creating local success stories to be seen as examples for other women
- **Help lifting barriers to the launch and development of these women’s projects,** as our programmes adapt to the genre specific constraints faced by women

AN INCREASING NUMBER OF PUBLIC AWARENESS RAISING ACTIONS

At Le Comptoir’s, the year 2020 was also marked by an increasing number of awareness-raising actions, along with being more opened to the wider public. Despite the COVID-19 pandemic, we were able to organise 13 public events, and 3 ‘seasonal inspiration’ events that took place between September and November 2020, during which round tables were opened to the public. The latter round tables also included remarkable speakers, and generated rich debates around key issues such as: A new agriculture for all and by all? ; Mobilise citizens to act for the Ecological Transition ; Reconcile High Tech and Tech for Good.

SUSTAINABLE DEVELOPMENT GOALS



Objective 5
Gender Equality



Objective 8
Decent Work and Economic Growth



Objective 10
Reduced Inequalities



Objective 13
Climate Action



Objective 17
Partnerships

46

entrepreneurs supported and trained

4

support programmes

35

projects supported

70 %

female entrepreneurs

FRANCE

LE COMPTOIR



2021 outlook

THE FIRST EDITION OF #LASAISONSOLIDAIRE

In 2021, a new programme will be launched to tackle the challenges triggered by the Covid-19 pandemic. This #LaSaisonSolidaire programme will be dedicated to solidarity-oriented projects promoting employment and social inclusion, along with citizen engagement. This programme will take place between January and June, incubating 10 projects overall with key support from our expert partners on this issue, namely Traiteur Té, Reconnect, Hactiv, and 3 organisations from SOS GROUP.

A RENEWED AND STRENGTHENED #LASAISONCIRCULAIRE

Given the success of its first edition in 2020, #LaSaisonCirculaire will be renewed. Taking place between July and December 2021, the second edition of the programme will benefit from a partnership with the French group SUEZ and its well-known expertise in the field of circular economy. Thanks to SUEZ's experience and network, our #LaSaisonCirculaire programme will be considerably strengthened to the benefit of 12 supported projects in 2021.

“

It was really nice to have a promotion of women entrepreneurs. We did appreciate having our mentor, Louis-Xavier, the founder of La Cloche. He led multiple sessions to tell us how he managed to build his startup. It was very precious as we grow our projects through the same steps.

Noémie Marchyllie | #EllesEnsemble programme
Founder of Kabubu

Bidaya’s purpose

Bidaya is a positive impact project incubator supported by PULSE. Based in Morocco, Casablanca, **Bidaya** has helped over 380 high impact startups since its establishment in 2015. Knowing innovative economic models are key solutions to social and environmental challenges, **Bidaya** promotes high impact entrepreneurship through 5 major areas:

- **Bidaya** Incub provides cross-cutting support to help entrepreneurs design their project from its inception

- **Bidaya** Funds focuses on raising financial support for startups that have successfully tested their concept
- **Bidaya** Space oversees the promotion of high-impact entrepreneurship in the social and environmental areas
- **Bidaya** Lab promotes the expertise of **Bidaya**, while sharing its experience with other key stakeholders
- A regional centre for programme implementation across Morocco

Our partners

Drosos Foundation | UNPD | UNOPS
via the Moucharaka Mouwatina
European fund | French Development
Agency (AFD) | Fondation Crédit du
Maroc | Afrikaia | Caisse Centrale
de Garantie; Fondation OCP | EM
Lyon Casablanca | Semester at Sea
| Région Occitanie | UNICEF

2020 key achievements

TAILOR-MADE SUPPORT FOR FEMALE ENTREPRENEURS
PROMOTING A GREEN ECONOMY

In 2020 and with the help of the United Nations Development Programme (UNDP), **Bidaya** implemented a support programme specifically designed for green projects conducted by women. It aimed at reducing gender inequality within Morocco’s green entrepreneurial ecosystem by providing women with access to funding and opportunities.

Two cohorts, that is 25 female entrepreneurs in total, have been supported as they structured and developed their projects. The programme – which was altogether digitalised to adapt to the ongoing health crisis – offered training, individual support et networking opportunities. In addition, several meetings with alumni female entrepreneurs were organised to discuss the specificities of Morocco’s female entrepreneurship, while contributing to the rise of a community of engaged female entrepreneurs.

REGIONAL IMPLEMENTATION OF ALF FIKRA

Thanks to the Alf Fikra programme, supported by Afrikaia and implemented by **Bidaya** in collaboration with MCISE, another incubator, we were able to broaden our areas of intervention beyond the city of Casablanca. In 2020, **Bidaya** implemented programmes in 6 Moroccan regions, namely Casablanca – Settat, Marrakech – Safi, Béni-Mellal – Khénifra, Fès - Meknès, Daraa – Tafilalet et Dakhla – Oued Edahab. Having received over 10,000 applications, **Bidaya** chose to support 218 projects overall. The strongest projects will also benefit from fundraising support looking for interest-free loans.

- Brainstorming workshops to strengthen Morocco’s entrepreneurial ecosystem
- **Bidaya** also implemented the Moucharaka Mouwatina programme in favour of citizen participation, aiming to:
 - Promote greater participation of young people in entrepreneurial activities, with 12 theme-oriented events organised in 12 months, 2 **Bidaya** Incub cohorts supported, and a video-production workshop titled ‘One Minute, One Pitch’
 - Raising awareness on the constraints and barriers faced by Morocco’s entrepreneurship, through ad hoc brainstorming workshops which led to the production of awareness-raising videos in darija.

SUSTAINABLE
DEVELOPMENT GOALS



Objective 4
Quality Education



Objective 5
Gender Equality



Objective 8
Decent Work and Economic Growth



Objective 10
Reduced Inequalities



Objective 13
Climate Action



Objective 17
Partnerships



294

entrepreneurs supported and trained

13

support programmes

239

projects supported

94 %

female entrepreneurs



2021 outlook

AWARENESS-RAISING ACTIONS IN FAVOUR OF VULNERABLE POPULATIONS AND SUPPORT TOWARDS EMPLOYMENT

Supported by UNICEF, **Bidaya** will be implementing a new programme to promote employment within vulnerable groups, through innovative boot camps that will adapt the Upshift methodology to the Moroccan context. The project will benefit over 100 young people in the cities of Tanger, Tétouan, and in the Souss-Massa region.

STRENGTHEN BIDAYA'S PRESENCE ACROSS THE MOROCCAN TERRITORY

Given Morocco's territorial inequalities, the regional implementation of our programmes has become key to success. The economic and social inequalities between Morocco's regions urge us to adapt our programmes locally, not least because local entrepreneurial ecosystems have reached different stages of maturity. The success of the Alf Fikra programme sets an example, highlighting the relevance of **Bidaya's** tailor-made approach at the regional level. As a consequence, **Bidaya** wishes to broaden its regional presence across the Moroccan territory.

DIVERSIFY BIDAYA'S LOCAL PARTNERSHIPS

Looking to bring its regional ambitions to life, **Bidaya** has reached out to potential local partners. As such, it has been entrusted by the Embassy of the Kingdom of the Netherlands to implement the ambitious 'Caravane Orange Corners' programme, which should strengthen Morocco's support mechanisms. Orange Corners is a public-private partnership aiming to create an enabling environment for young entrepreneurs, through capacity-building and networking opportunities. The programme is to be implemented by **Bidaya** in 4 Moroccan regions between 2021 and 2022, with the overarching goal of creating successful companies and sustainable jobs.

“

To step into an entrepreneurial adventure at a young age was a challenge. Thanks to **Bidaya**, I was able to realize my project by improving my skills and targeting winnings opportunities. A great way to enjoy the entrepreneurial path and to create an entrepreneurial mindset.

Nada Belhadj | 7th promotion
Founder of Freedge

Lab'ess' purpose

Established in 2012 and supported by PULSE, Le **Lab'ess** is Tunisia's first social and environmental incubator. In French, **Lab'ess** stands for Laboratoire de l'Economie Sociale et Solidaire, or Laboratory of the Social et Solidarity-based Economy in English. The incubator aims to help innovation-driven stakeholders in addressing Tunisia's socio-economic needs.

Its objectives are two-fold: hosting, training, and promoting social entrepreneurs and their project through its inclusive incubation program, while connecting engaged stakeholders to foster the development of high-impact projects and Tunisia's Social and Solidarity-based Economy (SSE).

Our partners

Embassy of Finland | Embassy of France in Tunisia | French Development Agency | Francophone University Agency | Association des tunisiens des grandes écoles | Fondation de France | Humanité & Inclusion | French Institute | Expertise France | European Union | UBCI | Région Occitanie | NED | Ministry of Europe and Foreign Affairs

2020 key achievements

STRENGTHENING OUR ACTIONS FOR ENTREPRENEURS FUNDING

In 2020, our 6th and 7th support programmes lasted for 6 months each. The last cohort of the year was able to benefit from **Lab'ess**'s new funding programme, including grants of TND3,000 and interest-free loans of TND12,000. Selected entrepreneurs benefited from financial assistance before the finance committee delivered its final decision on whether funds were granted. This new activity is supported by Expertise France via its Innov'I programme, which is funded by the European Union.

ADVOCATING FOR TUNISIA'S SOCIAL ECONOMY

In March 2020, together with a handful of SSE stakeholders, **Lab'ess** authored an opinion column destined for the national assembly, the government, and the president. The piece was approved by 106 signatories, including 90 Tunisian SSE organisations. From the latter endeavour, the #tounessolidaire group was born to advocate for the adoption of an SSE regulatory framework in Tunisia. After an advocacy campaign that lasted for several months, the group succeeded as the first SSE law of the entire Maghreb region was published in Tunisia, on June 30th, 2020.

SUPPORTING TUNISIA'S CIVIL SOCIETY

Lab'ess supported 16 associations with capacity-building through the second edition of the 'Mediterranean youth united' programme – designed by Fondation de France and ATUGE, known in French as the Association des Tunisiens des Grandes Ecoles.

Lab'ess also implemented the Ness El Houma urban centre project, supporting another 12 associations and 7 individuals. Funded by the French Development Agency (AFD), this local, inclusive, and innovative urban programme involves citizens in the renewal of their neighbourhoods thanks to the implementation of temporary projects.

RAISING AWARENESS WITHIN A WIDER PUBLIC

Fighting against unemployment among young graduates with its IntiCampus programme, **Lab'ess** organised a training course on social entrepreneurship before students and teachers of two private universities in Tunis – Ecole Supérieure de l'Economie Numérique (ESEN) and Ecole Supérieure des Communications (Sup'Com). Despite the impact of the COVID-19 pandemic, we were able to organize a boot camp for Sup'Com students, where they pitched their projects in from of a selected jury composed of trainers, **Lab'ess** members, and one university representative.

In partnership with UBCI bank, **Lab'ess** also organised 3 training sessions on SSE and its new regulatory framework. Attended by 45 bank managers, the training sessions offered an opportunity to raise awareness about social entrepreneurship among traditional funding institutions.

SAFIR, A REGIONAL PROGRAMME

The **Safir** programme offers an opportunity for **Lab'ess** to broaden its scope of intervention beyond Tunisia. Supported by the European Union, the programme aims to promote the civil participation of young people in 9 North African and Middle Eastern countries, through social, cultural, and environmental entrepreneurship. In 2020, 7 support organisations have been selected to join the **Safir** project. With the help of **Lab'ess** and other partners such as the French Institute and Pitchworthy-Bloom, these organisations are now ready for the next step: support their own cohorts of young, high impact project holders.

SUSTAINABLE DEVELOPMENT GOALS



Objective 4
Quality Education



Objective 5
Gender Equality



Objective 8
Decent Work and Economic Growth



Objective 10
Reduced Inequalities



Objective 12
Responsible Consumption and Production



Objective 17
Partnerships





2021 outlook

TRAIN EVER MORE CIVIL SOCIETY ACTORS

In 2021, **Lab'ess** will continue to support Tunisia's civil society organisations. In partnership with the French Institute in Tunisia, **Lab'ess** will implement the 'Ghodwa – Demain' programme, targeting 24 Tunisian associations from across the country. Selected projects are specifically focused on environmental issues, and will benefit from trainings on communication, administrative and financial management, and strategic planning.

SPREAD OUT OUR EXPERTISE AT THE REGIONAL LEVEL

Still working for the development of the civil society, **Lab'ess** will be coordinating the SalaM project, which in French stands for Structurer et Agir en Liaison avec Les Acteurs de Méditerranée. Conducted in partnership with the French Ministry for Europe and Foreign Affairs, and PULSE, the project's ambition is to free the potential of civil society organisations. The project will help build regional civil society partnerships between organisations from 5 Southern Mediterranean countries – namely Algeria, Morocco, Mauritania, Libya, and Tunisia. In total, 10 associations fighting for the 12th Sustainable Development Goal on Responsible Consumption and Production will benefit from a specific support programme and a micro-funding of up to €4,500.

FOCUS OUR INCUBATION PROGRAMME ON THE CIRCULAR ECONOMY AND CULTURAL AND CREATIVE INDUSTRIES

Both 2021 cohorts will be focused on the circular economy and the cultural and creative industries. Two specific programmes will be implemented, namely Afrique Créative – an acceleration programme funded by the French Development Agency (AFD) and coordinated by Africalia and I&P to the benefit of African cultural companies – and MED-Ina, a social entrepreneurship project specialised on the circular economy and operated in partnership with the American University of Beyrouth.

“

After two months of incubation, we were able to understand the needs of our clients thanks to workshops with the design thinking method and a market study. We deeply thank the **Lab'ess** for the positive mindset in each of our sessions and for the opportunities we have benefited from.

Amany Hamdany | 7th promotion
Co-founder of Pedalo

FOCUS ON THE AFRIQUE PULSE PROJECT

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

The project's specific objectives are the following:

- **Continue developing Social Entrepreneurship (SE) in the project's 3 targeted countries** strengthening support organisations with training resources and qualified staff; deepening support programmes with application process workshops and support towards project financing
- **Confirm the status of support organisations as social innovation laboratories** broadening the scope of intervention, including new territories and a wider public; coordinating advocacy for the success of the SSE ecosystem
- **Scaling up the impact of each support organisation** consolidating their economic models and implementing impact measurement tools

2020 key achievements

- **Implementation of mitigation strategies** in the face of the COVID-19 pandemic: increased digitalisation of support programmes, strengthened educational and management tools, so on and so forth
- **Launch of social entrepreneurship support activities** in the 3 target countries
- **Launch of cross-cutting activities** to develop operational and financial capacity-building within each support organization
- **Organisation of online seminars** to allow experience-sharing on best practices

Our partners

Financial partners: French Development Agency (AFD); Région Sud/Provence-Alpes-Côte d'Azur

Technical partners: DSF Tunisie; SOS GROUP Maroc; Oribi Village

2021 outlook

Launch our activities in Algeria, sharing our expertise with an Algerian incubator. This pilot project aims to support the development of an Algerian partner incubator by sharing our expertise, training methods and tools, which are to be adapted to the local context. The end goal is to support high impact project holders in Algeria.

Implement impact assessment tools within our partner incubators to allow for ongoing improvement of support programmes to maximise the impact on beneficiaries.

Organise an advisory mission for 3 partner incubators to consolidate their economic models according to their own individual strategy and local challenges.



OUR ACTIONS

Promoting responsible and entrepreneurial ecosystems across the globe



When the youth takes the lead

The **Safir** programme promotes the Sustainable Development Goals (SDGs) and the economic inclusion of young people in 9 North African and Middle Eastern countries. Supported by the European Union, the programme aims to promote the civil participation of young people through social, cultural, and environmental entrepreneurship.

The programme serves 2 main objectives:

- Increase civil participation within young populations and strengthen their ability to resist against regional challenges such as violent extremism
- Write SDGs about youth – including Work and Education – on the political agenda

Together with Pitchworthy, Lab’ess creates and leads a regional network of incubators, helping them with capacity-building, and supporting young people through

co-construction workshops and tailor-made coaching. Local partner incubators are strengthened in their ability to provide young people, including the most marginalised ones, with financial support. They are also encouraged to participate in innovative and concrete actions in favour of active citizenship.

2020 key achievements

CREATING A NETWORK OF INCUBATORS

Out of 80 candidates, 7 incubators have been selected to join the **Safir** programme. The selected organisations are dedicated to innovative entrepreneurship, and together cover the region of Middle East and North Africa.

SELECTING AND INTEGRATING HIGHER EDUCATIONAL AND RESEARCH INSTITUTIONS INTO THE SAFIR NETWORK

A total of 9 universities have joined the programme as intermediaries for incubators and civil society organisations.

APPRAISING INCUBATORS’ SKILLS AND NEEDS

A diagnosis has been carried out before our partner incubators in order to assess their needs in terms of capacity-building for both the organization itself and supported projects. A key step, this phase will determine the success of the programme.

LAUNCHING THE FIRST CALL FOR APPLICATIONS FROM PROSPECTIVE YOUNG ENTREPRENEURS

The first call for applications followed a regional awareness-raising campaign, which included informative workshops on SDGs and introduction to social entrepreneurship. Organized locally by incubators from the **Safir** network, the workshops led to 1,300 applications from across the region.

Our partners

Financial partner: European Union

Technical partners: French Institute | Agence Universitaire de la Francophonie | Pitchworthy | CFI Développement Médias | Arab NGO Network for Development

Partner incubators: ACSE (Algeria) | Al Badil (Tunisia) | Bidaya (Morocco) | Icealex (Egypt) | Jordan Youth Innovation Forum (Jordan) | Lebanon Support (Lebanon) | UCASTI (Palestine)

SUSTAINABLE DEVELOPMENT GOALS



Objective 8
Decent Work
and Economic
Growth



Objective 10
Reduced
Inequalities



Objective 17
Partnerships

2021 outlook

ORGANISE MORE AWARENESS-RAISING WORKSHOPS ON SDGS AND SOCIAL ENTREPRENEURSHIP, TARGETING 225 YOUNG PEOPLE LOCALLY

Workshops will take place over 4 days. They represent the beginning of a journey for young people in the region, and contribute to creating the **Safir** network. During the workshops, our young participants will be working on the following themes: SDGs; social entrepreneurship; introduction to social business model canvas and business pitching.

ELABORATE AND IMPLEMENT A STRATEGY FOR BEST PRACTICES EXCHANGE BETWEEN INCUBATORS

The diagnosis established in 2020 has highlighted several good practices among local incubators. In 2021, Lab'ess will work on spreading out these good practices across the network's incubators in order to strengthen capacity-building and improve support programmes to achieve greater impact.

SELECT 90 YOUNG PEOPLE FOR A 6-MONTH INCUBATION PROGRAMME

In 2021, 90 young people from the **Safir** project region will be selected and supported in the creation of their social-impact projects. Selected project holders will be supported locally by our partner incubators, who will be responsible for the implementation of the programme through training and skill building. Candidates will also have access to regional networking opportunities, and financial support in the form of grants during the acceleration phase.

START SKILL TRANSFER TOWARDS PARTNER UNIVERSITIES

Skill transfer from incubators to universities will allow for the development of dedicated innovation spaces within universities. These innovation spaces will support students through social entrepreneurship, while being strong advocates for SDGs.

Following a diagnostic phase appraising the needs of universities in terms of social entrepreneurship, a strategy for good practices exchange will be set up, encouraging regional networking between incubators and universities.



RISE

(Regional Incubator for Social Entrepreneurs)

On to a new generation of young entrepreneurs in the Western Balkans

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

The project aims to build new platforms for reconciliation between the youth from the region's six contracting parties, namely Albania, Bosnia-Herzegovina, Kosovo, North Macedonia, Montenegro, and

Serbia. In doing so, it supports two sub-objectives:

- Build up the capacity of the social entrepreneurship ecosystem in the Western Balkans
- Raise awareness within young people aged of 15 years old or more, and within key actors in the economy, about regional social entrepreneurship

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

Made of two phases – one for conceptualisation and one for incubation – the program aims to support young project initiators in developing innovative solutions to the challenges faced by their communities, along with boosting the regional social entrepreneurship ecosystem. The program will be implemented twice until the end of the project, planned for September 2022.

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

2020 key achievements

6 LOCAL PARTNER INCUBATORS SELECTED

Following a call for candidates, we have selected 6 civil society partners – one from each contracting party – to join the **RISE** ecosystem. All 6 partners have been trained by PULSE, OFAJ, and SEEYN to increase the efficiency of the **RISE** ecosystem in supporting social entrepreneurs.

RISE JOURNEY #1

In September 2020, the local incubators have selected 137 young entrepreneurs in total, divided into 46 teams. Thanks to a series of targeted training, mentoring, and coaching sessions, the young entrepreneurs were able to learn, grow, and develop their social businesses. They also contributed to solving some of the issues faced by their local communities.

PUBLICATION OF A STUDY ON SOCIAL ENTREPRENEURSHIP IN THE WESTERN BALKANS

Authored by researchers Teo Petricevic and Jelena Andjelic, while being coordinated by **RISE**, the study presents the most recent findings on social and youth entrepreneurship in the Western Balkans. The report focuses on the following themes: legal and political frameworks, education systems, financial and non-financial support organisations, networking initiatives, and new markets for social businesses in the region.

Our partners

Financial partners: French Development Agency | Regional Youth Cooperation Office

Technical partners: Regional Youth Cooperation Office | South East European Youth Network | French Institute | French-German Youth Office

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

SUSTAINABLE DEVELOPMENT GOALS



Objective 11
Sustainable Cities and Communities



Objective 12
Responsible Consumption



Objective 13
Climate Action



2021 outlook

SOCIAL COMPANIES FINANCING

12 social companies, two from each contracting parties, will each receive a grant of €2,500, while benefiting from a regional incubation programme to make their ideas a reality.

A REGIONAL FORUM IN BELGRADE

In partnership with the Serbian incubator Smart Kolektiv, **RISE** will organise a regional event to promote social entrepreneurship and businesses within the Western Balkans.

RISE JOURNEY #2

Starting from September 2021, a second cohort of young entrepreneurs will be selected and then supported in the development of their high impact ideas.

“

At each step, the dream becomes more and more real. It is like travelling and it represents a great source of inspiration as well as a challenge to tackle. We are grateful to be part of the adventure.

Tijana, Tamara and Sara | Driving to independence

We are so happy to participate in the online **RISE** workshops. They allow us to think, be creative and develop our community. They provide us with brilliant ideas and helpful tools we can use to build and test our enterprise project!

Inga and Marija | Be Green To Be Seen

ERASMUS FOR YOUNG ENTREPRENEURS (EYE)

The exchange programme dedicated to young impactful entrepreneurs

The European Commission has been supporting young entrepreneurs for over 10 years with its ad hoc **Erasmus** program, allowing them to benefit from the experience of skilled entrepreneurs coming from other countries. The program provides future entrepreneurs with a monthly allowance, which contributes to travelling and living expenses for up to 6 months.

In July 2019, aware of the benefits for social entrepreneurs, PULSE joined the

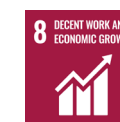
second phase of the 'Social Entrepreneur Exchange & Development Plus' project (SEED Plus 2), which will last for a period of 3 years.

The project targets social entrepreneurs, nonprofit organization leaders, as well as technology-oriented and creative entrepreneurs. More specifically, the program is made accessible to young people between 18 and 35 years of age, and to female entrepreneurs.

2020 key achievements

- **Intensified communication campaign**, adapted to the COVID-19 pandemic context
- **10 French social entrepreneurs selected and supported** through the EYE programme, enabling them to improve their business idea and to acquire new skills
- **10 experienced French entrepreneurs identified and supported** in the experience-sharing process with young European entrepreneurs

SUSTAINABLE DEVELOPMENT GOALS



Objective 8
Decent Work
and Economic
Growth



Objective 17
Partnerships



Partners and consortium members

Financed by the European Commission, the 'EYE – SEEDplus 2' project is also supported by a consortium composed of the following members: Euclid Network | NETHERLANDS Ruprecht-Karls University of Heidelberg | GERMANY; ESLIDER | Portugal; Academy of Entrepreneurship Astikietaira | GREECE; University of Thessaly | GREECE; BCAUSE/BCAF | BULGARIA; Cantabria Chamber of Commerce and Industry | SPAIN; ACT GRUPA | CROATIA

Operational partners:

- La Jeune Chambre Economique: Incubator focused on geographically-oriented economic projects
- ISCOM Paris: Grande école for communications and advertising
- IONIS 361: France's first national general and multi-school incubator
- Empow'her: International network of organisations dedicated to women's social and economic empowerment
- Pepite LR: Student organisation for Innovation, Skill Transfer, and Entrepreneurship
- AUF: Global network of higher educational and research institutions



“

Young entrepreneurs need to widen their vision of the world by travelling and by being exposed to the new markets' realities. It is a great opportunity to be supported by an established entrepreneurs in another country and to benefit from their experience before developing our project!

Yashar Naghdi | Entrepreneur who went on an exchange to Berlin, Germany

ZIGUINCHOR

Project for young people in the Casamance region

Funded by the European Delegation in Senegal, the 'Access to training and entrepreneurship for young people in Casamance' programme is the result of a partnership between the project leader Futur au Présent (FAP), an association specialised in the fight against poverty and exclusion, PULSE, and CASEPE. The project aims to increase employment opportunities for 15 to 30 year-old youths in Casamance, by giving them access to training, apprenticeship, and entrepreneurship.

PULSE's mission focuses on the entrepreneurship component of the project. PULSE increases the capacity of the **JógJéf** incubator from the Open Digital Space (ENO in French) of Senegal's first Virtual University (UVS in French) in Ziguinchor. PULSE also supports the project's young entrepreneurs from Ziguinchor and Kolda to help develop activities with high social and environmental impact.

Over a period of 40 months, there will be 4 cohorts and 30 projects supported. To attract as many young people as possible, awareness-raising campaigns about social entrepreneurship will be organised in the Ziguinchor region. Supervised by FAP, conceptualisation workshops will also take place for teenagers who are completing an apprenticeship. Finally, a mentoring programme will also be set up to select the best projects that are to benefit from financial assistance.

2020 key achievements

Launch of the preparation phase of the project in **February 2021**, allowing PULSE to deepen its initial diagnostic of Casamance's entrepreneurial ecosystem

January 2021 – signing of the tripartite convention between PULSE – FAP – UVS, a decisive moment for the project. The convention enables PULSE and FAP to find a well-implemented Senegalese institutional partner who wishes to develop entrepreneurship. The Open Digital Spaces (ENOs) in Ziguinchor and Kolda will offer a place to host awareness-raising workshops and to help the most vulnerable groups of young people with the application process.

Our partners

Financial partners: European Union

Technical partners: Futur Au Présent International; Université Virtuelle du Sénégal

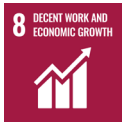
SUSTAINABLE DEVELOPMENT GOALS



Objective 1
No poverty



Objective 5
Gender Equality



Objective 8
Decent Work and Economic Growth



Objective 10
Reduced Inequalities



Objective 17
Partnerships

2021 outlook

Prepare an office for **JógJéf** within the Open Digital Space at UVS

Hire and train a team of professionals dedicated to the project

Start awareness-raising activities from the first semester of 2021, before the first call for applications



SENEGAL

ZIGUINCHOR



“

The incubator **JógJëf**'s mission is to actively contribute to the promotion and development of social entrepreneurship in Casamance. I am aware of the challenges we have to tackle therefore integrating **JógJëf** represents a great opportunity to participate to the development of an attractive entrepreneurial ecosystem. I am deeply convinced that sustainable development will become concrete thanks to the actions of men and women aware of what is impactful entrepreneurship. Thanks to its incubation offer, **JógJëf** allows me to give meaning to my conviction being a support manager to entrepreneurs. It is indeed a big challenge but I am very hopeful and proud to work alongside clever people. Today we are newborn, tomorrow we will be the biggest incubator in Senegal because of our innovative and modern offer.

Ousmane GAYE | Support Manager at JógJëf

OUR ACTIONS

Strengthening capacities
through entrepreneurship

The Enter To Transform project

Funded by the EU Interreg NWE Programme, Enter to Transform is a project managed by the University of Twente, involving other universities and associations from 4 EU countries, namely France, Germany, the Netherlands, and Ireland. The project aims to support refugees in the creation of their own sustainable businesses in Europe, through the implementation of at least 4 support programmes by 2023. Enter to Transform will

target 400 refugee entrepreneurs in 4 EU countries. In addition, it will provide insight on the economic integration of refugees through entrepreneurship, while inviting new public and private actors into the field of inclusive entrepreneurship. As members of the project's consortium, PULSE will team up with La Ruche to create support tools for refugee entrepreneurs and their specific needs. PULSE will

also be responsible for the implementation of two pilot support programmes in France, in the cities of Montreuil and Saint-Nazaire. These programmes will then be consolidated before being expanded to Germany, the Netherlands, and Ireland.



2020 key achievements

PARTNERING WITH LA RUCHE

Willing to become an organic member of the ecosystem, PULSE is partnering with La Ruche – a network of 9 incubators and co-working spaces, including 2 incubators dedicated to refugee entrepreneurs in the city of Seine-Saint-Denis – in order to design and implement the Saint-Nazaire pilot programme together.

CO-AUTHORING A REPORT ON GOOD PRACTICES TO SUPPORT REFUGEE ENTREPRENEURS

Within the European Union, in collaboration with the project's partner universities, which is to be published by summer 2021.

CREATING THE #TEMPO PROGRAMME

Which brings together the French partners of the Enter to Transform project to manage national awareness-raising and support actions that have been implemented into the French territory from 2021.

Our partners

Financial partners: European Union | Paris City Hall

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

SUSTAINABLE DEVELOPMENT GOALS

Objective 1
No poverty

Objective 8
Decent Work and Economic Growth

Objective 10
Reduced Inequalities

2021 outlook

First awareness-raising activities about refugee entrepreneurship, in partnership with organisations working for the integration of refugees in France. Several sessions will take place before refugees and job counsellors to present our support programme and emphasise the opportunities and potential risks related to entrepreneurship.

Our first 2 cohorts – composed of 30 refugees equally divided between the Ile de France and Pays de la Loire regions – will be selected to participate in a project development programme. In the course of the programme, the selected entrepreneurs will acquire new behavioural and technical skills, while being integrated into the French professional and entrepreneurial ecosystems.

Consolidation of the results obtained throughout the two pilot programmes, before expansion to Germany, Ireland, and the Netherlands.



Getting to participate in the Tempo programme alongside PULSE is an opportunity for me to take part in the swarming of actions to support refugee entrepreneurs in France. By experimenting the programme in Loire-Atlantique and in Ile-de-France, we wish to build a stronger ecosystem of actors and to participate in the enrichment of the territories' dynamic.

Sophie VANNIER | President of La Ruche

UP FACTORY

A support programme for rising entrepreneurs

In 2020, PULSE joined Mouvement UP and Accenture for the 5th edition of the Up Factory programme. It is dedicated to upcoming entrepreneurs, aiming to awaken the next generation of innovators. The programme lasts for a period of 6 months, offering tailor-made support to social entrepreneurs who wish to organize and develop their projects.

STRENGTHENING UP FACTORY'S METHODOLOGY FOR GREATER IMPACT

Together with Mouvement Up and the Accenture Foundation, PULSE worked to improve the methodology of the programme, including for group trainings.

Mixing theory and practice, the new programme offers tailor-made support for all kind of future entrepreneurs, encouraging ownership of the concepts.

2020 key achievements

TRAINING PROJECT HOLDERS DURING GROUP WORKSHOPS

PULSE also organised 4 of the 6 group workshops of the programme. These group workshops were destined for the 9 laureate projects of the 5th edition:

- Initial diagnosis to establish a 6-month roadmap
- Training of social objectives, facilitated by PULSE
- Training on market analysis
- Training on business modelling, facilitated by PULSE

Tailor-made for the programme's startups, the workshops combined a theoretical approach with individual work, also enabling collective exchanges and peer-learning.

SUSTAINABLE DEVELOPMENT GOALS



Objective 5
Gender Equality



Objective 8
Decent Work and Economic Growth



Objective 12
Responsible Consumption

Our partners

Accenture | Mouvement UP

EMERGENCE

The intrapreneurship programme of SOS GROUP

Emergence offers an opportunity to SOS GROUP’s employees to develop their own intrapreneurial project while being supported by experts. The targeted objectives are two-fold:

- Encourage social and environmental innovation from inside. Our employees are particularly well-suited to tackle the greatest challenges of our time, working directly on the ground with our beneficiaries, having to cope with multiple challenges while embracing potential.

We believe there lies a great innovation pool.

- Allow talents within SOS GROUP to reveal themselves, while exploring the untrodden paths and acquiring new skills.

Emergence is the intrapreneurship programme of SOS GROUP. It is led by the Human Resources and the Group Project Departments for the screening phase, while most board members compose the jury. Selected projects also benefit from

the support of CEOs from relevant industry sectors.

Our partners

SOS GROUP Jobs | SOS GROUP
Ecological transition

2020 key achievements

CALL FOR APPLICATIONS

Employees were invited to apply for the Emergence programme between February and September 2020 – a prolonged application process giving enough time to candidates facing the COVID-19 pandemic and related uncertainties. A total of 47 applications were submitted.

SELECTION

The Emergence team selected 6 ideas to go through the interview process before the jury. A sponsor from SOS GROUP was assigned to each project to help candidates prepare for interviews, which took place in October 2020 before a jury composed of board members. As a result, 3 projects were selected for the support programme.

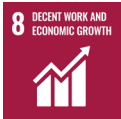
SUPPORT

From December 2020, selected project holders were taken throughout the first support phase, benefiting from tailor-made advises on market research, value proposition and business modelling. In addition, employees were granted half a day per week to work on their project.

SUSTAINABLE DEVELOPMENT GOALS



Objective 5
Gender Equality



Objective 8
Decent Work and Economic Growth



Objective 12
Responsible Consumption



FRANCE

EMERGENCE



2021 outlook

RENEW OUR SUPPORT TO 2020 PROJECT HOLDERS

Following a decision from 2 transitional juries, project holders will be able to go through the next 3 support phases, organised as follows:

- During the first, 3-month phase dedicated to value proposition, project holders will reach out to their target populations to test their hypotheses.
- The second, 4-month phase will be focused on project viability by appraising costs and revenues before confirming feasibility.
- For the final, 6-month phase, project holders will develop their marketing strategies and draft their launch roadmaps.

Towards the end of the 3 phases, project holders will be ready to embark on their adventure under the best possible conditions.

LEARN FROM THE EMERGENCE PROGRAMME'S FIRST EDITION

Each stage of the programme's first edition will be appraised through a satisfaction survey taken by beneficiaries. This will enable the team to improve our support programme for future candidates. As far as the 2020 selection phase is concerned, the survey indicated that 80% of candidates were satisfied.

SELECT CANDIDATES FOR THE NEXT EDITION

A second call for applications will be launched during the second semester of 2021. The second edition of the Emergence programme will be started by 2022.



When thinking about the PULSE team I see: efficacy, adaptability, audacity, professionalism and good mood! I have the pleasure to work with them of the elaboration of the Emergence programme and on the support of our intrapreneurs. I can testify of the capacity to bring a strong support the our project holders.

Marine RIOTTE | Project manager & HR Support at SOS GROUP

Our project is to launch a brand of jars (spreads and cooked recipes) with flavors of the world made from products of French origin, relying on local agricultural networks. The objective is to democratize world cuisine while adding spice to everyday cooking.

The PULSE team is a real pillar in this entrepreneurial adventure which gives rhythm to the creation of our activity. Between practical workshops that help us structure our project, training sessions that give us the keys and skills to move forward, and regular meetings that allow us to exchange on our progress, our questions, and our victories, PULSE's support is effective while adapting to our specific needs and opening up the field of possibilities in an atmosphere full of good humor.

Julie MOINARD | Intrapreneure, Regional leader in Auvergne-Rhône-Alpes at Silver Fourchette

GROUPE AMH

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

The Amicale Marocaine des Handicapés (AMH) – which is French for the Moroccan association for people with disabilities – was established as a public-utility association in Morocco in 1992. Today, its work includes defending the rights of vulnerable people, and developing innovative initiatives on their behalf in the sectors of health, education and training, and self-reliance, to promote their socio-economic integration.

Since 2001, Groupe AMH has been managing a health center (Centre Hospitalier Noor) near the city of Casablanca, in Bouskoura. The Centre Hospitalier Noor (CHN) specialises in functional re-education and rehabilitation for the benefit of 250 patients

with disabilities every day, providing in-hospital or out-patient care services.

Since 2014, PULSE has been supporting Groupe AMH within a project that aims to 'improve care to patients in need of functional re-education and practical rehabilitation of people with disabilities in Morocco'. The first phase of the project ended on March 31st, 2018. It was then prolonged through a second phase on April 1st, 2018 for a period of 3 years. The project ensures that the activities launched in 2014 are pursued to improve care to patients with disabilities, given that 60.8% of them do not have access to general health care in Morocco.

Implemented in partnership with Groupe AMH, the project meets two specific objectives:

- Provide better care to patients in need of functional re-education and practical rehabilitation, by building skills within medical staff and making such care financially accessible to persons with disabilities
- Introduce high-standard norms for support to persons with disabilities, and advance their rights in Morocco

2020 key achievements

- **Expert mission in the equipment department** of the Noor health centre, led by members of the Office National des Anciens Combattants et Victimes de Guerre (ONACVG)
- **Renovation of the rehabilitation department** of the Noor health centre
- **Impact study of COVID-19** on paramedical care of people with disabilities in Morocco
- **Fifth cohort of 26 students** trained as care assistants; launch of the Sixth cohort composed of 18 students currently being trained

Our partners

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

Technical partners: GROUPE AMH

SUSTAINABLE DEVELOPMENT GOALS



Objective 1
No poverty



Objective 3
Good Health and Well-being



Objective 10
Reduced Inequalities

2021 outlook

- In 2021 the project will be finalised through the following activities:
- **Opening of the Noor health centre's** new rehabilitation department
 - **Launch of renovation work** on the centre's equipment department
 - **Analysis of the Noor health centre's** business model
 - **Assessment and capitalisation** of the project





FINANCIAL REPORT AND OUTLOOK

FINANCIAL REPORT

2020 highlights

The health crisis had a strong impact on our 2020 activities, slowing down their pace.

Continued efforts, however, made it possible to acquire new funding for the following activities:

- **Le Comptoir** incubator received funding from the European Social Fund et from Est Ensemble, a public territorial establishment
- Support for more entrepreneurs, including refugees in France

- Our foreign incubators in Tunisia, Morocco, and South Africa received funding from AFD for the cross-country 2020-22 Afrique PULSE project, continuing the **Lab'ess Afrique** project which ended in 2019.

Our 5-year project with the DROSOS Foundation, in partnership with the Moroccan incubator **Bidaya**, came to an end in May 2020.

Key figures

The financial resources for 2020 were up to **€940k**. The financial year ended with a deficit result of €196k, mostly due to reduced activity related to the health crisis².

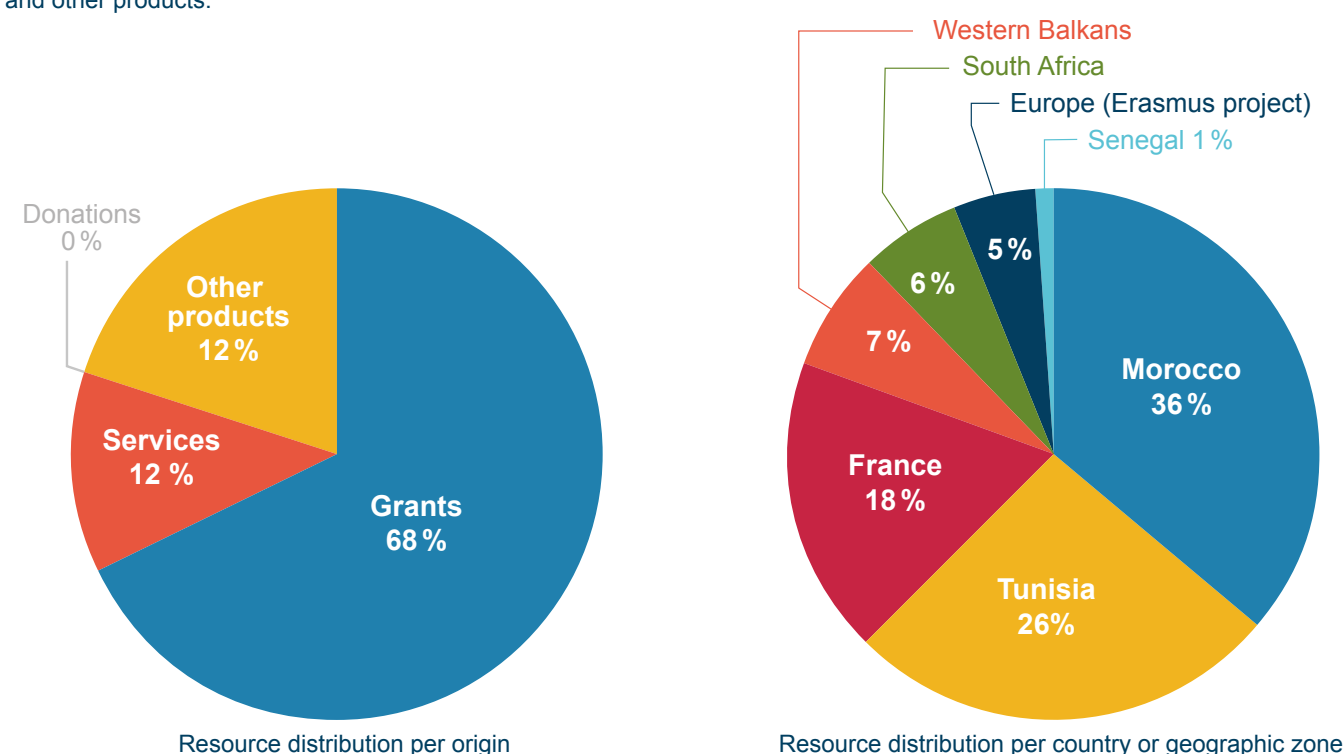
Sources of funds

Grants represented 68% of PULSE's resources in 2020, and an average of 63% of resources for all legal entities. The share of grants in total resources slightly increased in 2020 as compared to 2019, which is due to the above-mentioned new financings and the powerful rise of the **AMH** project in Morocco.

Nevertheless, PULSE has continued its diversification strategy in 2020, with respectively 12% and 18% of revenues for PULSE alone and for all legal entities together, generated by services and other products.

Use of resources

The activities described in the present report are geographically spread out as follows: 36% in Morocco – **Bidaya** and **AMH** – 26% in Tunisia mainly through **Lab'ess**, 18% in France via **Le Comptoir**'s programmes and external programmes, 7% in the Western Balkans with the **RISE** project, 5% in Europe via the **Erasmus** project, 6% in South Africa, and 1% in Senegal.



² Total 2020 resources for all activities, as described in the present report – including activities carried out by local legal entities such as Lab'ess, Oribi Village, and Bidaya – were up to €1.7m, which was equal to 2019 resources. The overall deficit was up to €212k in 2020.

2021 outlook

Our budget for 2021 is forecast at €3.3m, with some activities picking up again in the aftermath of the pandemic, but also thanks to the growth of existing activities and new projects.

DIVERSIFY FINANCING LEVERS FOR HIGH-IMPACT PROJECTS IN FRANCE

PULSE aims at becoming a key stakeholder in the French and European social entrepreneurship financing ecosystem. With the support of the European Union, along with partners such as Paris Business Angels and 50 Partners Impact, PULSE intends to develop a new programme targeting

business angels and family offices to finance social entrepreneurship and impact investment.

This 18-month programme will result in the publication of a report on the input of business angels and family offices during very early stages of

business ventures in our focus sectors. The programme will also set up awareness-raising activities for both investors and social entrepreneurs, targeting the development of connection tools.

STRENGTHEN OUR SUPPORT FOR PEOPLE EXCLUDED FROM THE ENTREPRENEURIAL ECOSYSTEM IN FRANCE

Following its objective to make entrepreneurship accessible to everyone, PULSE will continue to support underrepresented groups such as women. In doing so, the 2020 dynamic embodied by the first 2 cohorts of the #EllesEnsemble programme, for instance, will be intensified in 2021.

A total of 3 programmes destined for underrepresented groups will be implemented:

- #EllesEnsemble, dedicated to female entrepreneurs, will be renewed and improved with an awareness-raising module

- #tempo will support its first cohort of potential refugee entrepreneurs
- #NouveauCap will support professionals over 45 who wish to retrain through high-impact entrepreneurship

LEARN FROM THE COVID-19 PANDEMIC

In the face of the pandemic, we have had to question and transform our practices, which are continuously revised in light of the lessons learnt:

- The health crisis urged us to develop digitalised programmes during lockdown. Building on the momentum, we will further develop this practice in 2021 to ensure quality support despite the ongoing cri-

sis. Besides, digitalised support has proven beneficial for project holders in key aspects, including accessibility and flexibility, allowing anyone to access the programmes regardless of their geographic location and their individual schedule. New partnerships with e-learning platforms such as BABELE and Impact Campus will help us further digitalise our support programmes.

- Collective brainstorming will be integrated into our processes in 2021, including workshops to gather programme and incubator managers of the PULSE community, and more broadly via international networks such as Euclid Network and Alliance COVID.

EQUIP OURSELVES TO MEASURE OUR IMPACT MORE PRECISELY

Committed to driving and improving our impact on beneficiaries, PULSE undertakes a new mission for 2021, aiming to regularly assess the impact of our programmes.

Supported by the French Development Agency, this mission will consist in providing our incubators with a methodology and ready-to-use tools for effective impact measurement.



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ACKNOWLEDGEMENTS

Behind all of these achievements, there are about 50 colleagues who commit their energy into our support programmes on a daily basis, across 18 African and European countries. The present report is an opportunity to thank them for their considerable efforts, professionalism, and flawless commitment.

Besides, we would like to thank all of our partners, whose renewed trust is as humbling as it is motivating.
