



ANNUAL REPORT 2022

PPI - PEOPLE POWER INCLUSION



PPI
GroupesOS

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EDITORIALS

In 2022, PPI - People Power Inclusion carried out 22 projects, mainly in West and Central Africa, contributing to the economic empowerment of more than 2,300 women, almost 1,000 men and 70 local organisations.

We have mainly worked on providing access to employment through the development of entrepreneurship and access to salaried employment. We have contributed to the SDGs through poverty reduction, access to decent work and the reduction of inequalities.

In 2022, we also defined our 2025 strategy, in which we aim to contribute more intensively to the SDGs on gender equality, on combatting climate change and on promoting responsible consumption and production.

In this report, you can read testimonials from our beneficiaries, our methodologies and examples of projects we implement on a daily basis.

We remain convinced that we can give everyone a chance to build a better future.

Enjoy your reading!

Active in 4 countries, PPI's West and Central Africa region has continued its efforts towards the full resumption of activities in 2022. Its presence in the ecosystem is reflected in concerted actions with public and private institutional partners in the sectors of vocational education, entrepreneurship, finance and agricultural value chains. Our region remains focused on the fight against poverty for vulnerable populations.



Valentin Gnamien
West and Central Africa Regional Director

2022 was a time of transition and new challenges for PPI Indian Ocean, such as our participation in COP27 in Egypt as part of the Malagasy delegation representing civil society. PPI's team is more than ever committed to support and share with local civil society organisations by joining networks such as the national Gender and Climate Justice coalition.



Audrey Négui
PPI General Manager



Marie Christina Kolo
Indian Ocean Regional Director

We continue to establish ourselves as a major player in economic and financial inclusion in the Middle East and North Africa (MENA) region. We are increasing our local staff, creating new partnerships with local donors and partners and, most importantly, expanding our reach to beneficiaries in key locations such as Egypt and Lebanon, while paving the way for a presence in other countries in the near future.



Dani Ibrahim
Middle East and North Africa Development Manager

ABOUT US

PPI IS AN ASSOCIATION OF GROUPE SOS COMMITTED TO PROVIDING INDIVIDUALS AND ORGANISATIONS WITH THE TOOLS NEEDED TO SECURE THEIR LIVELIHOODS, SO THAT THEY BECOME LESS VULNERABLE, MORE RESILIENT AND BUILD STRONGER, MORE SUSTAINABLE COMMUNITIES.

TO HAVE A SIGNIFICANT IMPACT ON PEOPLE EXCLUDED FROM AN ECONOMIC LIVELIHOOD, WE FOCUS OUR ACTIONS AROUND THREE AREAS OF INTERVENTION:



→ ACCESS TO FINANCE

Our historic focus, now broadened to include programmes that improve not only people's and organisations' access to appropriate and relevant financial products and services, but also their ability to use these services in a meaningful way.



→ ACCESS TO EMPLOYMENT

Complementary to access to finance, our access to employment area aims to provide people with the necessary skills to create or develop their own businesses and/or to enter and remain in a decent labor market.



→ ACCESS TO MARKETS

The vast majority of our beneficiaries are integrated into the global economy through value chains in which they do not always benefit from the value created. We work with them and the stakeholders in the chain to rebalance the distribution of value in favour of productive and sustainable work.

As an international NGO, PPI operates from three regional platforms. The West and Central Africa office, based in Dakar, has coordinated our activities in the region since 2004, with the support of country offices in Burkina Faso, Cameroon and Côte d'Ivoire. The Indian Ocean office, based in Antananarivo, has run our activities in Madagascar since 2006, with occasional operations in the Comoros, Mauritius and the Seychelles. The Middle East and North Africa office, based in Cairo since 2007, has supported our activities in Egypt, Lebanon and the United Arab Emirates, and regularly deploys to other countries in the region.

OUR HISTORY

→ 1998: PlaNet Finance

PlaNet Finance was created on October 13, 1998. The organisation's initial mandate was to enable populations excluded from financial services to borrow, save or insure themselves through the development of microfinance in order to contribute to poverty reduction globally.

→ 2017: Positive Planet International

In 2015, PlaNet Finance becomes Positive Planet, then Positive Planet International in 2017. As part of the collective composed of Positive Planet France, the Positive Planet Foundation and the Positive Economy Institute, PPI broadened its scope and organised its activities around 3 business lines: (1) financial education and access to financial services, (2) support to entrepreneurship and (3) strengthening inclusive value chains.

→ 2021: PPI - People Power Inclusion

In 2021, Positive Planet International joins forces with Groupe SOS to become PPI - People Power Inclusion. The NGO maintains its three areas of intervention at the international level.

About Groupe SOS:

Groupe SOS is a non-profit group, a major player of the Social and Solidarity Economy, and Europe's leader in social entrepreneurship.

It includes 750 facilities and services, non-profit organisations and social enterprises, which undertake actions benefiting the most vulnerable, future generations and regions.

Since its creation in 1984 during the AIDS crisis, Groupe SOS has been combatting all forms of exclusion, taking action so that all people have their basic needs met and innovating on social, societal and environmental issues.

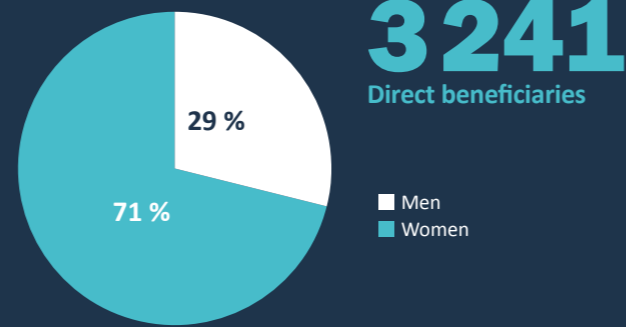
As a non-profit, zero-shareholder entity, Groupe SOS and its 22,000 employees impact 2 million beneficiaries in France and more than 50 countries.

GroupeSOS
Entrepreneurs for common good

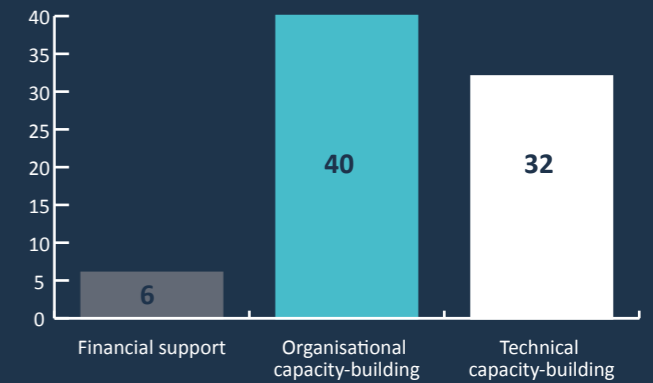
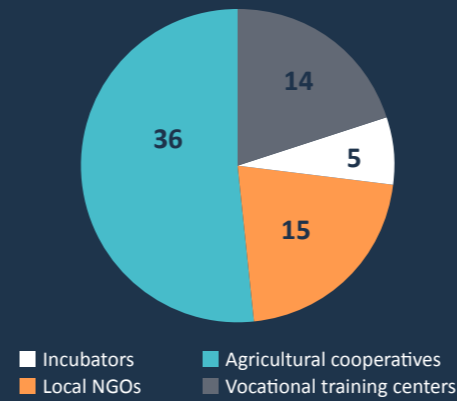
OUR KEY FIGURES IN 2022

22
projects carried out in
2022

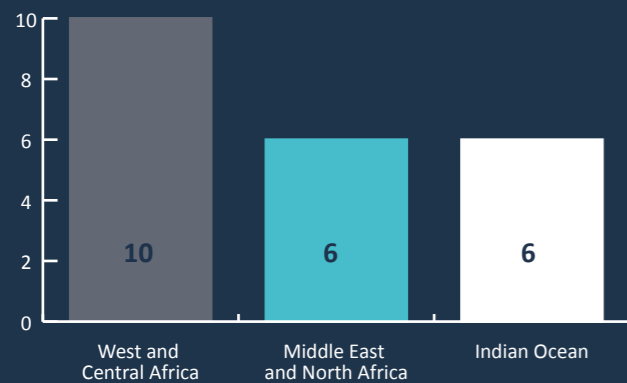
DIRECT BENEFICIARIES



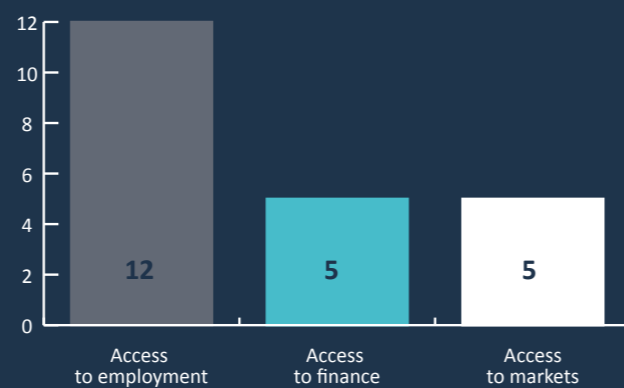
70
Local Civil Society
Organisations (CSOs)
were supported



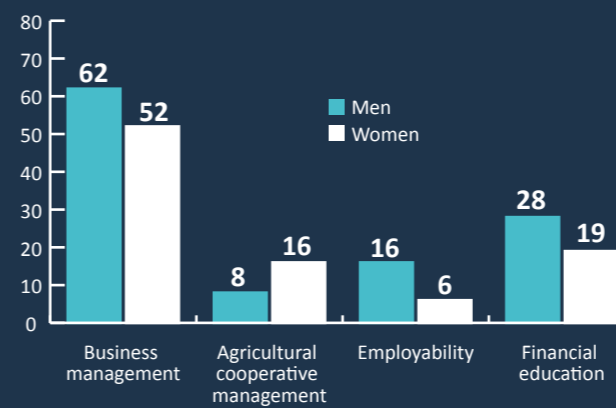
NUMBER OF PROJECTS BY REGION



NUMBER OF PROJECTS BY BUSINESS LINE



219 trainers
capacitated within these CSOs on:



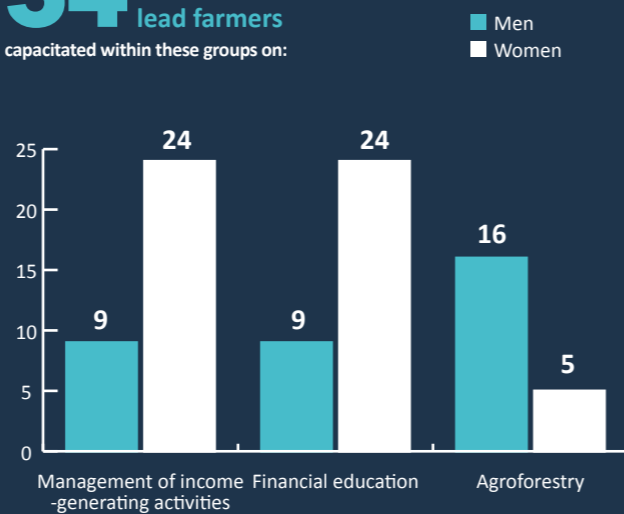
2
digital coaching solutions developed in Lebanon and Egypt

48 CARl groups (Integrated Rural Action Collectives)

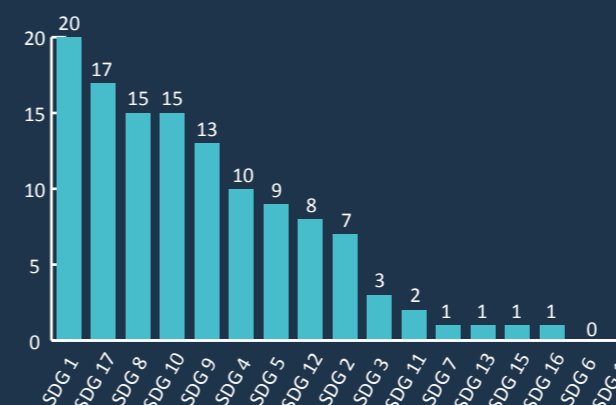
107 CSG groups (Community Savings Group)

were supported in their creation and benefited from technical and organisational capacity-building

54 lead farmers
capacitated within these groups on:



CONTRIBUTION TO THE SDGS IN 2022



OUR PROJECTS IN THE WORLD



ACCESS
TO FINANCE



ACCESS
TO EMPLOYMENT



ACCESS
TO MARKETS

SENEGAL

- AFD for inclusive digital business in Africa (AFIDBA)
- AGreenLab
- Jappale Ma
- Assistance in the implementation of an access to finance programme for the entrepreneurs of the Jógjéf incubator
- Assistance in the implementation of an access to finance programme for the entrepreneurs of the Jógjéf incubator (phase 2)
- SUQALI

GHANA

- AFD for inclusive digital business in Africa (AFIDBA)

CÔTE D'IVOIRE

- Design of financial education training modules, tools and teaching materials

MOROCCO

- AFD for inclusive digital business in Africa (AFIDBA)

CAMEROON

- Access to markets for small producers in Northern Cameroon
- Support to the DRCQ of Cameroon: support to the planning and budgeting of the implementation of the mango file for the 2022 season
- Evaluation of the project "Improvement of the sanitary and phytosanitary quality of Penja pepper in Cameroon to facilitate access to international markets"

LEBANON

- Hope Center Lebanon
- Innovation that Scales Start-up Ecosystems in the Mediterranean Countries
- Economic and digital empowerment of women and girls in Lebanon
- Market assessment of the Asset-Based Lending (ABL) with a focus on Supply Chain Finance (SCF) Market in Lebanon

UNITED ARAB EMIRATES

- Basmat Amal: Vocational training for vulnerable migrants

BURKINA FASO

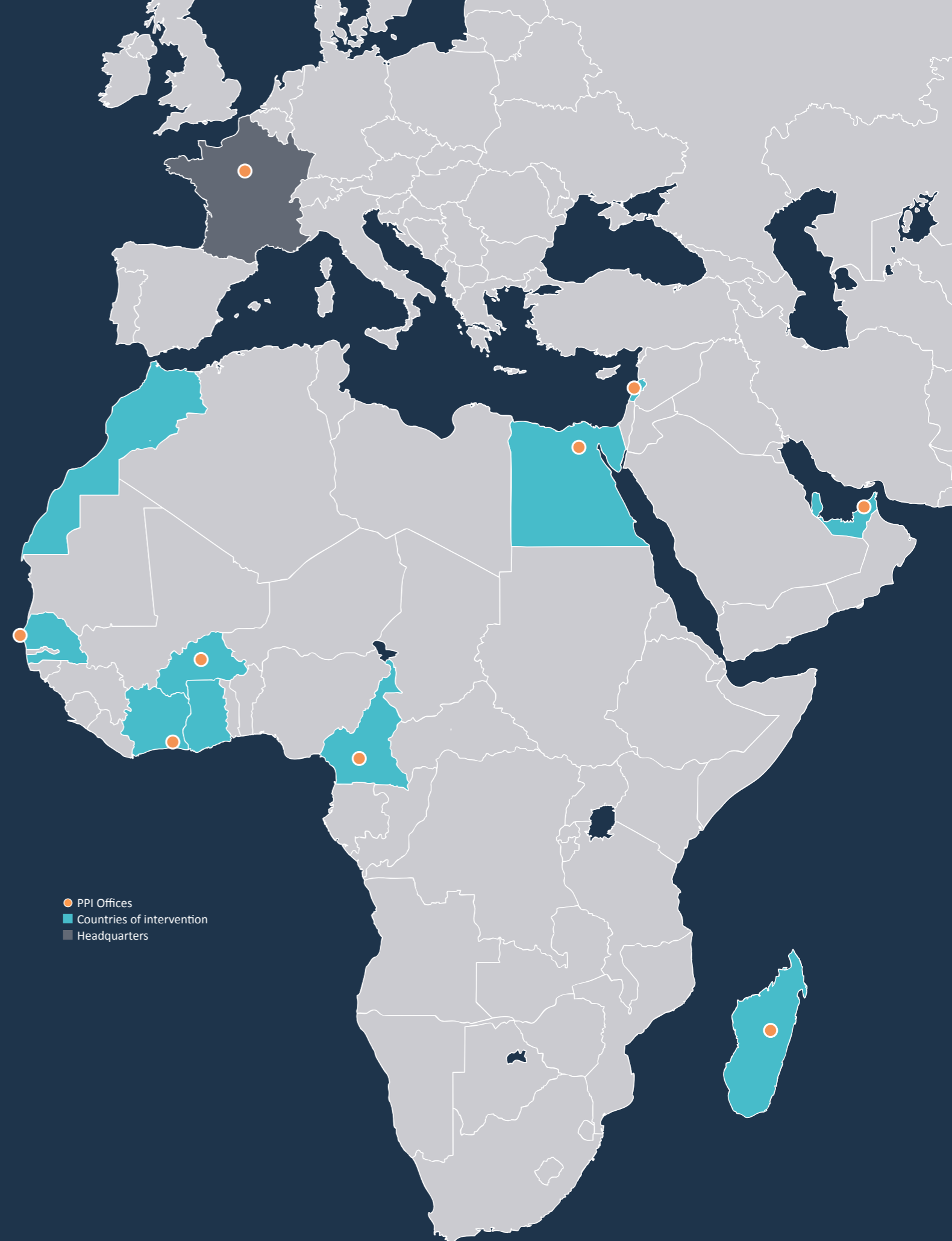
- AFD for inclusive digital business in Africa (AFIDBA)
- AGreenLab

EGYPT

- Sustainable Accelerated Growth in Egypt (SAGE)

MADAGASCAR

- MIARINA: Improving the comprehensive management of tuberculosis and HIV infection in prisons
- Supporting capacity building of small-scale vanilla farmers in the Sava region of Madagascar – Phase 2
- Elaboration of a strategy and action plan for the development of contract farming and supply chain financing
- Feasibility study for the implementation of a community-based financing scheme for the reduction of financial barriers to access birth attendance
- Hafa Velontegna (Phase 1)
- Hafa Velontegna (Phase 2)



ACCESS TO FINANCE



CONTEXT

source: Global Findex, 2022



1.4 BILLION PEOPLE ARE STILL UNBANKED



FINANCIAL INEXPERIENCE IS CITED AS ONE OF THE MAIN REASONS FOR EXCLUSION



A 6 PERCENTAGE POINT GAP BETWEEN MEN AND WOMEN IN DEVELOPING COUNTRIES

OUR ACTION

ADAPTING THE OFFER OF FINANCING

- Technical assistance to financial inclusion actors to adapt their products and services to excluded populations
- Conducting studies and diagnoses for financial and institutional actors

TRAINING AND SUPPORTING THE DEMAND

- Implementing inclusive financial education programmes to strengthen clients' skills, knowledge and attitudes in their use of financial products and services
- Raising awareness on client protection

STRENGTHENING THE ECOSYSTEM

- Assisting the development of national financial inclusion strategies, market and feasibility studies, sectorial action plans and policy evaluation
- Supporting the adaptation of national or regional regulatory frameworks

RESULTS

1

BROADENING THE ACCESS TO AFFORDABLE AND ADAPTED FINANCIAL PRODUCTS AND SERVICES FOR UNBANKED OR UNDERSERVED PERSONS

2

ENABLING INDIVIDUALS TO TAKE INFORMED DECISIONS AND TO ADOPT GOOD PRACTICES IN MANAGING THEIR PERSONAL AND BUSINESS FINANCES.



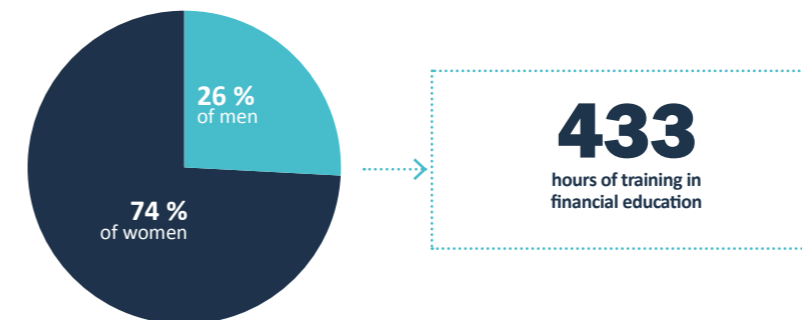
IMPACT

In an ecosystem where financial products and services are accessible, affordable and adapted, all individuals understand them and are able to use them for their economic empowerment, hereby ensuring a sustainable and resilient future.

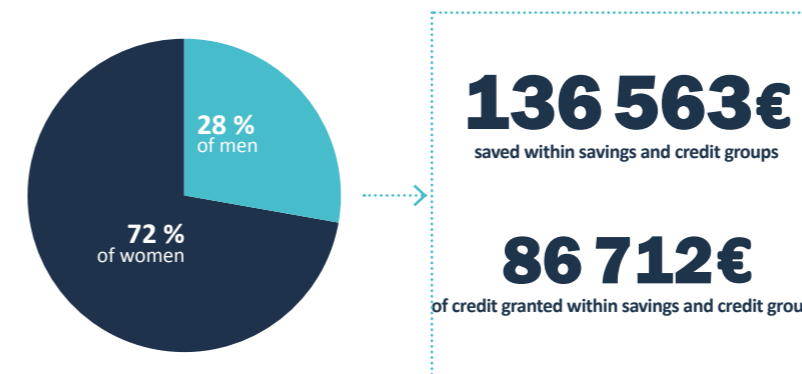


INDICATORS 2022

BENEFICIARIES TRAINED IN FINANCIAL EDUCATION



NEW MEMBERS INCLUDED IN COMMUNITY SAVINGS GROUPS



« Although funding programmes do exist, entrepreneurs in the start-up phase often lack information or are too informal to access such programmes. They also lack confidence in their project and do not dare applying for loans from banks or MFIs as these have a cost. For those whose business is already developed, the rush for funding and their participation in numerous programmes prevent them from focusing on growing their project.

PPI has helped Jógjēf in two areas: training in financial management and basic accounting for the incubator team and beneficiaries, as well as ensuring that the funding tools, i.e. grants, comply with European Union requirements.

Our team is now stronger: we have better knowledge in financial management, and we can manage the allocation of grants to beneficiaries independently. This makes it easier to monitor and trace grants paid to entrepreneurs: these can range from €1,000 for those in the start-up phase to a maximum of €3,800 for the most advanced. »

Mamadou Boye BAH, Head of Management and Communications at the Jógjēf incubator (Senegal)

SETTING UP COMMUNITY SAVINGS GROUPS TO COMBAT FOOD AND NUTRITION INSECURITY IN MADAGASCAR

In Madagascar and the Analanjorofo region, around a third of children under the age of five suffer from chronic malnutrition, a phenomenon that is worsening as a result of climate change. To combat food and nutritional insecurity among children, PPI supports households of vulnerable mothers to access credit and affordable financial services, by reinforcing their financial education.

PPI has therefore set up 107 Community Savings Groups (CSGs), mainly for pregnant and lactating women. CSG members have benefited from financial education training on the principles of savings and credit, as well as non-financial services such as the development of income-generating activities (IGAs), vegetable gardens

and awareness-raising on climate change. By improving the financial management of vulnerable households and making it easier for them to access credit and savings, PPI has contributed to strengthening these households' ability to cover their health and education costs, and to adopt a healthier diet.

By the end of the project in 2022, 2,475 members (90% of whom are women) of 107 CSGs have been strengthened in their ability to save and to develop activities conducive to their households' economic resilience. The focus on women contributes to the necessary reduction of gender inequalities.

SUPPORTING THE NATIONAL FINANCIAL EDUCATION PROGRAMME (PNEF) IN CÔTE D'IVOIRE TO IMPROVE THE FINANCIAL INCLUSION OF YOUTH, WOMEN, RURAL PRODUCERS AND BUSINESSES

Fostering financial inclusion as an important vector for development, the Agency for the Promotion of Financial Inclusion (APIF) in Côte d'Ivoire works to improve access to formal financial services for vulnerable populations and to raise the financial inclusion rate from 40% in 2017 to 60% in 2024.

As part of the PNEF coordinated by APIF, PPI has designed financial education training modules, tools and materials tailored to the populations targeted by the programme, i.e. youth, entrepreneurs, employees and rural populations, who face their own specific financial education challenges and needs. The technical content

includes 19 training modules on 5 themes, trainers' guides, practical manuals for participants and monitoring and evaluation tools. Several stakeholders in the ecosystem (ministries, MFIs, banks, mobile phone operators, professional associations) were involved in order to gather their recommendations. PPI has also deployed a communication and awareness-raising strategy, in particular through the production of video clips and digital visuals for social networks.

By having training content tailored to each target group, trainers will be better equipped to guide communities towards new economic opportunities.



COMMUNITY CREDIT AND SAVINGS GROUPS

A CSG is a self-managed group of 15 to 25 individual members of a community who save together and grant credits to group members from these savings.

CSGs operate in «cycles» lasting about a year, at the end of which the accumulated savings and profits from credits are distributed among the members in proportion to the amount they have saved. CSGs can also offer other types of services to their members to tackle challenges such as malnutrition, climate change or the fight against gender-based violence.

ACCESS TO EMPLOYMENT



CONTEXT



1 OUT OF 5 YOUTH UNDER 25 YEARS OLD IS NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET) WORLDWIDE

source: ILO, 2019



95% OF YOUNG AFRICAN WORKERS HAVE AN INFORMAL JOB WHICH IS ONE OF THE MAIN REASONS FOR EXCLUSION

source: ILO, 2019



27 PERCENTAGE POINT GAP BETWEEN MEN AND WOMEN ON ECONOMIC PARTICIPATION

source: ILO, 2018

OUR ACTION

DEVELOPING AND SUPPORTING ENTREPRENEURSHIP

→ Supporting the creation and development of income-generating activities, from micro-enterprises to medium-sized enterprises, through entrepreneurship programmes (training, coaching, financing)

GUIDING TOWARDS DECENT EMPLOYMENT

→ Training in job search, soft skills and self-confidence
→ Matching job offers with demand

SUPPORTING ACCESS TO FINANCE

→ Facilitating access to suitable financing for entrepreneurs through the development of investment opportunities and financing concepts and through access to information

STRENGTHENING THE ECOSYSTEM

→ Strengthening the skills of stakeholders within the ecosystem: civil society organisations, networks, training centres, incubators, universities, public authorities etc.

RESULTS

1

STRENGTHENING THE SKILLS, KNOWLEDGE AND ATTITUDES OF PERSONS EXCLUDED FROM THE LABOUR MARKET AND SUPPORTING THEM TOWARDS DECENT EMPLOYMENT OR SELF-EMPLOYMENT

2

SUPPORTING THE CREATION OR DEVELOPMENT OF BUSINESSES OFFERING EMPLOYMENT OPPORTUNITIES AND PARTICIPATING IN THE SUSTAINABLE DEVELOPMENT OF A TERRITORY

IMPACT

Within an ecosystem where training and support services for business creation/development are structured and accessible, the integration of all workers into the economic and social fabric of a country strengthens its growth prospects and improves its social cohesion.



INDICATORS 2022

AS PART OF OUR ACCESS TO EMPLOYMENT AND SELF-EMPLOYMENT PROJECTS:



Robain VELOMANANA, 31 years old, cares for his child alone after his wife's passing. Robain was incarcerated in the Antanimora prison facility in Antananarivo where he served a 5-year sentence. Suffering from tuberculosis during his time of detention, he is one of the beneficiaries of the MIARINA project whose objective is to contribute to the improvement of the overall management of tuberculosis and HIV infection in prisons.

Robain was therefore supported by PPI during his detention on the creation and management of income-generating activities. He was trained to raise chickens and received funding to start his activity. Within the prison, a management committee set aside the profits to build up savings that were given back to the inmates when they were released. Robain was able to use these savings to start a small second-hand shop after his release, allowing him to meet his daily needs.

SUPPORTING INCUBATORS AND COACHING ENTREPRENEURS IN THE RENEWABLE ENERGY AND AGRIFOOD SECTORS

The AGreenLab project encourages knowledge transfer, organisational support and the growth of 4 existing incubators and 100 young entrepreneurs between 18 and 35 years old in the agrifood and renewable energy sectors in Senegal and Burkina Faso. PPI has co-developed an incubation and acceleration programme with 4 incubators (Impact Hub Dakar, La Fabrique, MercyCorps, Yeesal AgriHub) with a gender approach, and has provided individualised support to each entrepreneur through two technical experts in the targeted sectors. In addition, PPI has set up 3 innovative financing tools: a technical grant for testing innovative products (AGreenTech), a subsidy tool for accelerated enterprises (AGreenFin) and

an investment tool for the most advanced ones (AGreenInvest). PPI also helped to organise an exchange trip to France to enable entrepreneurs to meet potential financial partners.

By supporting and financing enterprises that contribute to sustainable development, and by raising young people's awareness on climate change and opportunities in the agrifood and renewable energy sectors, PPI contributes to improve the conditions for accessing entrepreneurship and to promote promising sectors that provide decent jobs.

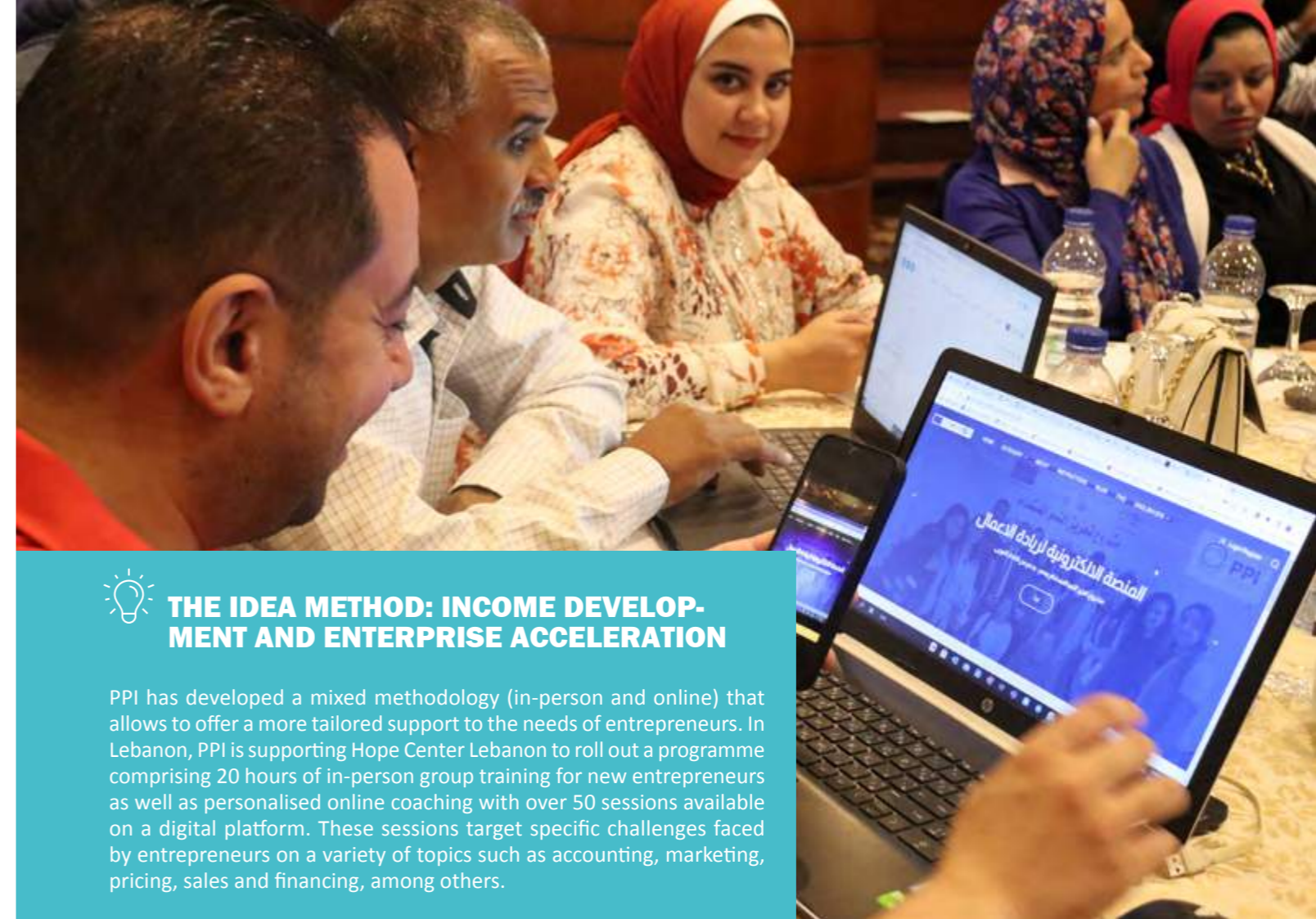
STRENGTHENING THE EMPLOYABILITY OF YOUTH IN EGYPT TO SUPPORT THEIR PROFESSIONAL INTEGRATION

Egypt has high unemployment rates, particularly among youth, in both skilled and unskilled job sectors. In this context, the SAGE project aims to improve their employability by acting on both the offer and demand aspects of the labour market.

On the offer side, PPI supported Egyptian micro, small and medium enterprises (MSMEs) in their ability to create employment opportunities for youth. On the demand side, PPI has empowered 1,000 unemployed youth through vocational and administrative training, while facilitating their integration into the labour market by

connecting them to companies that provide job opportunities.

Of the 1,000 job seekers (75% of whom were women) whose employability was enhanced, 380 obtained jobs directly as a result of the project. PPI's action has also had a multiplier effect: by training young self-entrepreneurs on the micro-franchise model, PPI has enabled them to replicate their microenterprise model, thus contributing to the creation of new jobs on a larger scale.



THE IDEA METHOD: INCOME DEVELOPMENT AND ENTERPRISE ACCELERATION

PPI has developed a mixed methodology (in-person and online) that allows to offer a more tailored support to the needs of entrepreneurs. In Lebanon, PPI is supporting Hope Center Lebanon to roll out a programme comprising 20 hours of in-person group training for new entrepreneurs as well as personalised online coaching with over 50 sessions available on a digital platform. These sessions target specific challenges faced by entrepreneurs on a variety of topics such as accounting, marketing, pricing, sales and financing, among others.



SOCIAL MICRO-FRANCHISING

The social micro-franchising model developed by PPI applies the principles of traditional franchising to small and very small enterprises, enabling entrepreneurs with limited financial resources to get started easily with a turnkey concept. The franchisees benefit from technical support and previously developed tools for running their enterprises, and thus from a level of stability and predictability that is rarely possible for novice entrepreneurs. The franchisors, for their part, can extend their model and receive a fixed fee as well as a percentage of the franchisees' profits.

ACCESS TO MARKETS



CONTEXT



80 % OF THE WORLD'S POOR POPULATION RELIES ON AGRICULTURE FOR ITS LIVELIHOOD

source: World Bank, 2018



DISTRIBUTION OF ADDED VALUE IN AGRICULTURAL SECTORS IS UNBALANCED TO THE DETRIMENT OF PRODUCERS



LESS THAN 3% OF BANK CREDITS ARE ALLOCATED TO THE AGRICULTURAL SECTOR IN AFRICA

source: MFW4A, 2022

OUR ACTION

ANALYSING VALUE CHAINS

- Studying value creation along agricultural value chains
- Identifying sectors with high potential for the development of business opportunities for target populations and for the sustainable development of the countries of intervention

STRUCTURING AND REINFORCING VALUE CHAIN ACTORS

- Diagnosis of actors in the chain in terms of organisation, viability and development potential
- Implementation of capacity-building actions: financial education, governance, marketing, accounting, access to markets, stocks, distribution...

SUPPORTING ACCESS TO FINANCE

- Training actors in the chain on savings and credit groups
- Connecting them with formal financial actors and supporting them in accessing financial products and services adapted to their development projects

RESULTS

1

DEVELOPING INCLUSIVE AGRICULTURAL VALUE CHAINS BY STRENGTHENING INSTITUTIONAL AND MANAGEMENT SKILLS OF PRODUCERS AND CREATING SUSTAINABLE MARKET CONNECTIONS

2

IMPROVING THE PRODUCTION AND INCOME OF PRODUCERS BY FACILITATING ACCESS TO FINANCIAL PRODUCTS ADAPTED TO THE DEVELOPMENT OF THEIR ACTIVITY

IMPACT

When agricultural value chains are structured to ensure a fair distribution of value among the actors in the chain and a sustainable use of resources, then quantity, quality and traceability of supplies are ensured, food security for all is improved and poverty is reduced.



INDICATORS 2022

2431

producers received technical and/or organisational training*

(*directly or via training of trainers)

825

producers were trained in the implementation of good agricultural practices in their plots (70% of women)

Work on the following agricultural value chains:

✓ Vanilla in Madagascar

✓ Groundnut, rice, onion, cowpea, sorghum, pepper and mango in Cameroon



Perline MAMILAZA, 46 years old, is a vanilla producer in Madagascar. In 2020, Perline decided to join the Integrated Rural Action Collective of the Mirindra Maroangezoka Group, known as CARI GMM, following sensitisations conducted by PPI and the testimonies of existing members. Her marital situation had pushed her to diversify her sources of income to provide for her two children.

Perline then started a second activity with bean planting by taking out a credit from CARI GMM. Although she had to shift her cropping calendar, the sale of her production yielded a substantial profit of over 80%. She now does this every year from March to June. To increase her income, Perline applies for a second credit each April to buy paddy rice and sells it in September when prices are higher.

Perline is proud to be able to support her household. She was able to enrol her daughter in a public elementary school and her oldest son is pursuing his higher education at a university in Antananarivo.

While she has improved her vanilla production in both quantity and quality thanks to the training in cultivation techniques offered by PPI, Perline has also received training by PPI in beekeeping in 2022. She now has two beehives and plans to install more.

STRENGTHENING THE TECHNICAL CAPACITIES OF SMALL-SCALE VANILLA PRODUCERS IN THE SAVA REGION OF MADAGASCAR TO SECURE THEIR INCOME WHILE PROTECTING THE ENVIRONMENT

The vanilla sector, which is very important to the Malagasy economy, is subject to major fluctuations in supply and demand, and the resulting price volatility affects the incomes of producers, who are already coping with the consequences of climate change, particularly crop failures due to cyclones and floods. Strengthening farmers' resilience to climate change is both necessary and complementary.

PPI is supporting vanilla producers to diversify their activities in order to improve their incomes. In particular, they are supported in

the development of agroforestry, reforestation and beekeeping activities, and are trained in the implementation of ecologically sustainable farming practices. In 2022, 129 producers had been equipped and trained to build and install beehives on their plots. By enabling vanilla producers to diversify their activities, this reduces their dependence on income from vanilla production, while helping to preserve biodiversity and protect the environment.

IMPROVING ACCESS TO MARKETS FOR SMALL-SCALE AGRICULTURAL PRODUCERS IN THE NORTH AND FAR NORTH REGIONS OF CAMEROON

The North and Far North regions are home to 56% of Cameroon's poor population, and almost 2 million people suffering from food insecurity. Livelihoods are becoming increasingly scarce as a result of climate change (soil erosion, desertification, flooding), in a country where the agricultural sector accounts for 60% of the working population and is the main source of income in rural areas.

PPI has supported 36 agricultural cooperatives, representing 1,500 active producers in the

rice, onion, groundnut, sorghum and cowpea sectors, to structure their production activities and market their products. Lead farmers were selected and trained in the organisational management of cooperatives, financial education and the management of income-generating activities, as well as in new agricultural practices such as regenerative agriculture. They were then supported in disseminating this training to members of the cooperatives.



FARMERS BUSINESS SCHOOL

PPI teams in Madagascar and Cameroon have been trained in the Farmer Business School (FBS) methodology developed by GIZ. This is an approach to supporting the development of agricultural entrepreneurship based on learning by doing and adapted to different agricultural sectors.

In the vanilla sector, for example, the FBS training includes 11 modules designed to build producers' business and financial management skills, so that their agricultural activity becomes a lever for their economic empowerment.

OUR HIGHLIGHTS OF THE YEAR

A STRONGER PARTNERSHIP WITH THE EUROPEAN UNION IN EGYPT

In 2022, PPI became a preferred partner of the European Union, through the signing of a Financial Framework Partnership Agreement (FFPA) in the field of engagement with the Egyptian civil society. This framework agreement formalises the collaboration between PPI and the Delegation of the European Union to Egypt for a period of 4 years. It will enable PPI to develop and implement its 3-year strategy for strengthening

Egyptian civil society organisations in order to reinforce their role as key players in sustainable development. In line with its mandate, PPI will support local actors in providing quality, inclusive and innovative services to their communities, particularly to groups that have traditionally been excluded, and in the areas of finance, employment and access to markets.

COP 27 AS SEEN BY MARIE CHRISTINA KOLO, PPI'S INDIAN OCEAN REGIONAL DIRECTOR

« The multiplication and intensification of climatic phenomena in recent years is a reality in the South-West Indian Ocean, the 3rd region in the world most affected by extreme weather events. These climatic hazards are one of the manifestations of climate change, which is particularly affecting the region's populations and biodiversity. In practical terms, this means that every year, schools, roads, health centres and other infrastructure are destroyed by these climatic hazards. The impacts of climate change can be seen above all in the human tragedies they cause, including an increase in climate-related migration, a rise in malnutrition, the reduction/destruction of harvests and the bleaching of coral reefs, which affects the survival of small fishing communities. Every year, millions of people lose their source of income and access to health and education.

As a Malagasy, taking part in the COP is above all a civic commitment. I want to make sure that the voices of the most vulnerable communities,

who are unfortunately invisible, are heard in international discussions. It is those who pollute the least who pay the highest price today, which is why climate justice must be at the heart of the debates, and in particular the issues of financing, adaptation and loss and damage.

At this COP, we have helped to amplify and promote the solutions of those in Madagascar and its sister islands who are fighting and coping with the consequences of climate change. It's not a matter of «begging» for climate finance, but of explaining how green finance can support and strengthen the resilience of local communities, who must remain at the heart of climate action. But it's not enough just to have funds, they must also be inclusive, integrating youth, women, people with disabilities and other minorities. Today, less than 4% of the funds allocated to climate action directly target women, even though they are considered to be the first victims of climate hazards.»

2025 STRATEGY

OUR VISION

In 2022, PPI defined its strategy for 2023-2025, through consultations with its various headquarter and field teams.

Our vision for 2025 is of a world where everyone's work is rewarded at its fair value in a way that respects gender equality, inclusion and the protection of our planet.

To work towards this goal, our main objective is to continue and strengthen our actions aimed at:

- Fostering responsible financial inclusion
 - Giving the keys to prosperity to those in need
 - Creating value within supply chains
- This will also involve systematising the integration of a gender approach, environmental protection and digitisation across all our activities.

GENDER DIMENSION

- Reduce the gender gap regarding access and use of financial services and products by implementing a gender approach to the supply of and demand for financing.
- Facilitate equal access to entrepreneurship and employment for women and men.
- Take into account the gender stereotypes held by actors to be strengthened in value chains and the distribution of value between men and women.

PROTECTION OF THE ENVIRONMENT

- Promote and support green finance, i.e. finance that explicitly incorporates an environmental protection objective.
- Promote the development of enterprises and employment in the green economy.
- Promote activities with high added value in the preservation of biodiversity and the environment and strengthen the resilience of producers to climate change.

DIGITISATION

- Support the development of digital products and services that benefit the target populations.
- Support the digitisation of support tools for entrepreneurs and young jobseekers.
- Support the digitisation of financial transactions when beneficial to the actors in the chain, particularly those who are geographically remote.

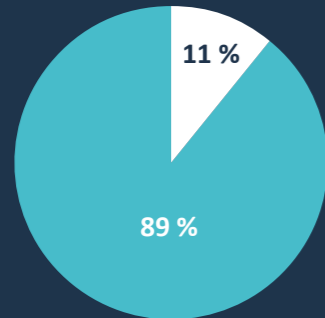
OUR CONTRIBUTION TO THE SDGS



FUNDING AND PARTNERSHIPS

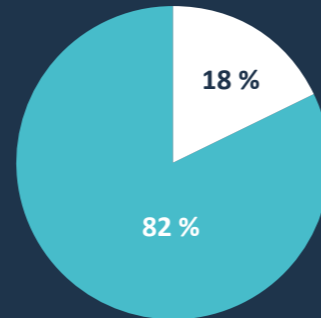
DISTRIBUTION OF FUNDING BY TYPE OF PROJECT

- Service contracts
- Grant contracts



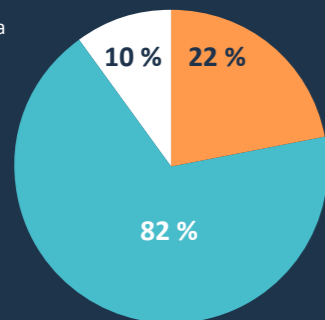
DISTRIBUTION OF FUNDING BY TYPE OF DONOR

- Private donors
- Public donors



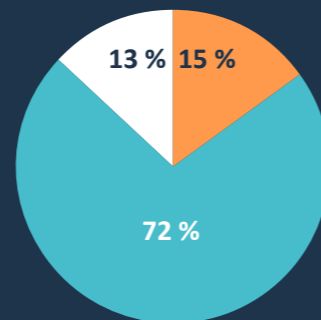
DISTRIBUTION OF FUNDING BY REGION

- Middle East and North Africa
- Indian Ocean
- West and Central Africa



DISTRIBUTION OF FUNDING BY AREA OF INTERVENTION

- Access to finance
- Access to markets
- Access to employment



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THEY SUPPORT US



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