



ACTIVITY REPORT 2023

PPI - PEOPLE POWER INCLUSION



PPI
Groupesos

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EDITORIALS

2023, a year of many achievements!

This year, PPI has kicked off its new three-year strategy with our “Cap 2025”, which allows us to enhance our contribution to the economic empowerment of women, men, and local actors in Africa and the Middle East.

This year also marks PPI’s feminist commitment. We have taken a first step by integrating a Gender approach within our structure. We have put in place a Charter of Commitment on Equality between Women and Men, a training program for our teams, and the creation of an international task force. We first address inequalities between women and men internally, and will then apply and infuse this approach into our projects.

We have also laid the groundwork for our second cross-cutting strategic axis of intervention, planned for 2024, which focuses on the effects of climate change faced by our beneficiaries and on the best ways to support their adaptation efforts. Our new projects embed studies of climate vulnerabilities, and our activities reflect the needs for adaptation.

Finally, I am delighted that we have supported three times more beneficiaries than in 2022, increasing from 3,200 to 12,000 individuals, including entrepreneurs in Senegal, civil society actors in Egypt, and members of rural communities in Madagascar.

For PPI, economic and climate resilience is one of the essential means to better face the world around us.

We remain committed to giving everyone the means to build their future.

2023 has been a landmark year for the world. The resolution adopted by the United Nations General Assembly recognised the social and solidarity economy (SSE) and encouraged its support by all Member States. This was an important battle for PPI and Groupe SOS, which enables us to scale up our efforts at the national level. We keep working in pioneering countries where we already carry out SSE structuring projects, such as Senegal and Côte d’Ivoire, as well as in emerging SSE ecosystems that we are helping to develop, such as in Madagascar and Egypt.

2023 has been a landmark year for PPI as well. Our new strategy underscores this rare expertise in SSE and, more broadly, our systemic approach: strengthening local capacities, rigorous impact measurement, and the systematic consideration of gender and climate. This has been formalised in a Collective Manifesto that we will share extensively in 2024.

It has already been 25 years, but this is just the beginning of the adventure!



Alexandre LOURIÉ
Groupe SOS International Managing Director



Audrey NÉGUI
PPI Managing Director

WHO ARE WE?

PPI IS AN INTERNATIONAL NGO THAT WORKS FOR THE ECONOMIC EMPOWERMENT OF WOMEN, MEN, AND LOCAL ACTORS, IN ORDER TO SUPPORT THEM IN IMPROVING THEIR LIVING CONDITIONS AND ADAPTING TO CLIMATE CHANGE.

WE DEFEND THE VISION OF A WORLD WHERE EVERYONE'S WORK IS FAIRLY COMPENSATED WHILE RESPECTING THE PLANET. TO THIS END, WE PROVIDE INDIVIDUALS AND ORGANISATIONS WITH THE MANAGEMENT TOOLS NECESSARY TO SECURE THEIR LIVELIHOODS IN ORDER TO STRENGTHEN THEIR ECONOMIC AND CLIMATE RESILIENCE AS WELL AS THAT OF THEIR COMMUNITIES.

WE INTERVENE ON THREE LEVERS OF ECONOMIC EMPOWERMENT:



→ ACCESS TO FINANCE

by encouraging responsible financial inclusion that encompasses the goals of climate change adaptation and environmental preservation.



→ ACCESS TO EMPLOYMENT

by strengthening local ecosystems that support employment and business creation, in particular in the blue and green economy sectors.



→ ACCESS TO MARKETS

by supporting the actors of inclusive agricultural value chains whose activities add great value to the preservation of biodiversity and the environment.

With a strong geographic foothold in West and Central Africa, the Middle East and North Africa, and the Indian Ocean, we operate in 7 countries through three regional platforms in Dakar, Cairo and Antananarivo, supported by our headquarters in Paris.

HISTORY

→ 1998: creation of PlaNet Finance

PlaNet Finance was created on October 13, 1998 with the initial mandate 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 broadens its scope and organises its activities around 3 areas: financial education and access to financial services, support to entrepreneurship and strengthening inclusive value chains.

→ 2021: PPI - People Power Inclusion

In 2021, the NGO joins forces with Groupe SOS and becomes PPI - People Power Inclusion, while maintaining its mission of economic empowerment of women, men and local actors.

→ 2023: PPI celebrates its 25th anniversary!

PPI has come a long way since it was created in 1998. 25 years in operation that add up, above all, to 14.5 million micro-entrepreneurs and smallholder farmers, nearly 7,500 financial inclusion professionals, and more than 100 financial service providers supported through 623 projects implemented in 77 countries.

Groupe SOS

Entrepreneurs for common good

PPI is an association member of Groupe SOS, founded in 1984 during the AIDS crisis, which is a major non-profit force of social cohesion, both in France and worldwide.

Groupe SOS is mainly active in the fields of solidarity, youth, health and senior citizens, managing facilities for marginalised people, as well as day-care centres, hospitals and nursing homes open to all, guided by the belief that these sectors should not be profit-driven.

Groupe SOS is aware that exclusion takes many forms and is therefore also active in the areas of ecological transition, regional exclusion, sustainable businesses and culture for all.

By addressing a wide range of issues and providing support for all kinds of people, especially the most vulnerable, Groupe SOS stands out for its boldness and ability to innovate. At present, it has no match among non-profit organisations in terms of size, scope, and range of operations.

OUR ACTIVITIES IN 2023



ACCESS
TO FINANCE



ACCESS
TO EMPLOYMENT



ACCESS
TO MARKETS

SENEGAL



- AGreenLab
- Jappale Ma
- SUQALI: Strengthening capacities by increasing access to financial services for MSMEs in Senegal
- Assistance in the implementation of an access to finance programme for the entrepreneurs of the Jógjéf incubator



- Finance4All: digital financial education for women
- Finance4All: regional workshop on consumer rights in digital financial services and customer protection
- POP-ART: Strengthening capacities of agricultural producer organisations

CÔTE D'IVOIRE



- Structuring and strengthening capacities of agricultural organisations and actors in 2PAI-BELIER

CAMEROON



- Strengthening capacities of Digital Houses in Cameroon

BURKINA FASO



- AGreenLab

LEBANON



- Hope Center Lebanon
- Innovation that Scales Start-up Ecosystems in the Mediterranean Countries
- Economic and digital empowerment of women and girls in Lebanon

EGYPT



- Engaging Civil Society Towards Inclusive Sustainable Development in Egypt
- Youth Employability and Entrepreneurship Booster in Egypt (YEEB)

MADAGASCAR



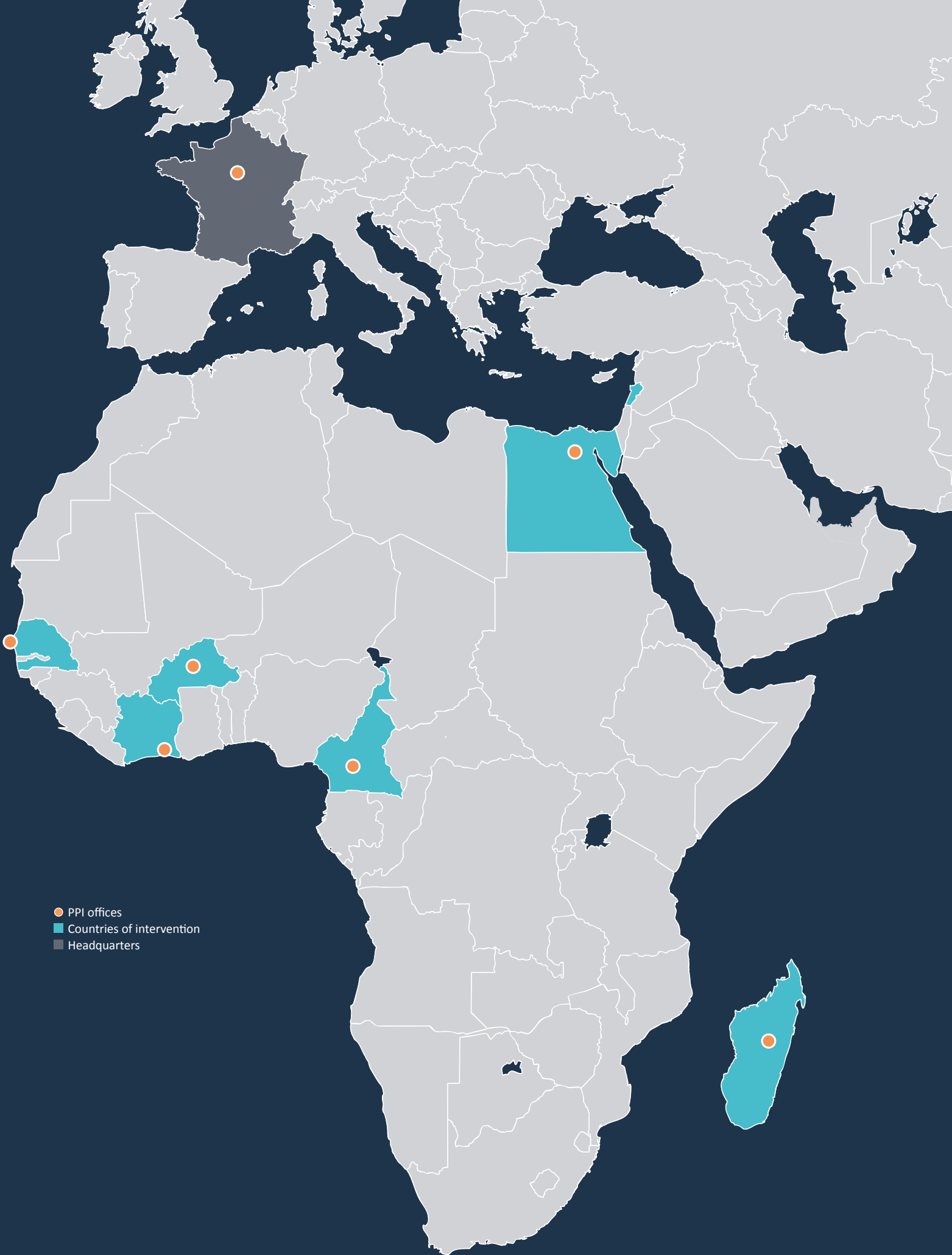
- Support to the Entrepreneurial Ecosystem for Decent Employment in Madagascar (SEED)
- Mitsinjo



- Supporting capacity building of small-scale vanilla farmers in the Sava region of Madagascar – Phase 2



- Hafa Velontegna Phase 2
- Strengthening capacities of Digital Houses in Madagascar



OUR ACHIEVEMENTS

12,482 people

participated in our training, coaching, savings and credit groups, and access to finance activities in 2023. We supported more than **3** times as many people than in 2022 (**3,241** people).

→ **75%** are women. The number of women who benefited from our programmes in 2023 has quadrupled compared to 2022.

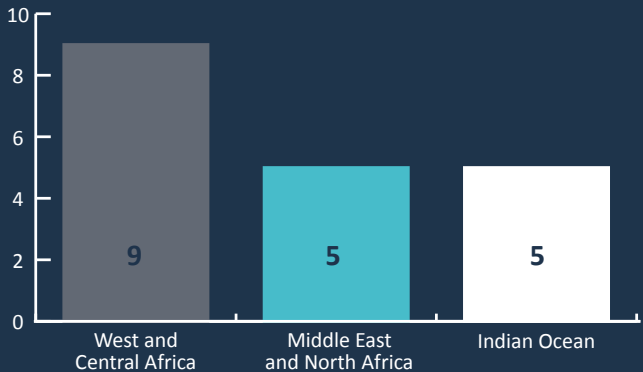
→ **90%** live in rural areas.

60,000+ people

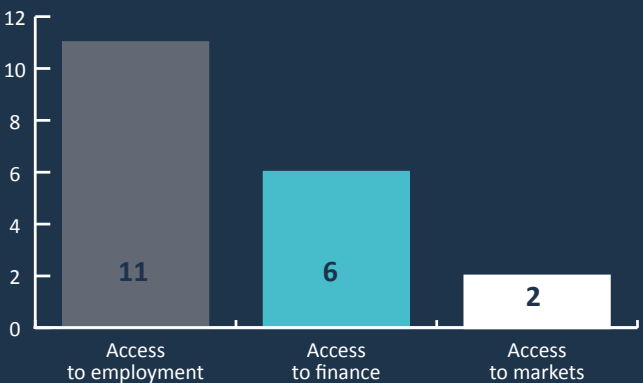
indirectly impacted by our activities and those of our partners.

19 PROJECTS IMPLEMENTED IN 2023

Our projects by region



Our projects by theme



OUR CONTRIBUTION TO THE SDGs

All of our projects have contributed to achieving SDGs

Three-quarters of our projects have contributed to achieving SDGs



INTEGRATING A GENDER APPROACH TO REDUCE INEQUALITIES BETWEEN WOMEN AND MEN

An essential axis of our «Cap 2025» strategy, this year was also marked by the integration of gender bias consideration into our activities and within our structure.

This commitment enables us to realise our ambition to contribute to reducing inequalities between women and men, particularly those based on gender stereotypes, and to promote feminist values worldwide.



1 Carrying out a diagnosis on gender mainstreaming

We carried out a self-diagnosis using a tool developed by actors active in this area as part of the FOWOSE* project.



2 Defining our commitments

We have worked to define a common vision for reducing inequalities between women and men. Our specific commitments and monitoring indicators have been formalised in a Charter of Commitment.



3 Building collaboratively our Gender Action Plan

Based on consultations with all of our regional platforms, we have validated a two-year Action Plan.



4 Get employees on board!

To ensure the Action Plan's implementation, focal points are assigned in each regional platform and at PPI headquarters, to constitute our organisation's Gender Community. We are starting a training cycle for our teams on the sociological concept of gender and the integration of a gender approach in our projects.

* FoWoSE is a project coordinated by PULSE, in partnership with Women on Top (Greece), Empow'Her (France), Reach for Change (Bulgaria) and Synthesis (Cyprus). It is co-financed by the European Union's Erasmus+ programme.



Empowering and strengthening partners from the civil society

We advocate for a development approach founded on supporting partners from the civil society in our countries of intervention towards their empowerment. By co-constructing our interventions and strengthening the technical and organisational capacities of local actors, we aim at encouraging the development of innovative local solutions, making service provision accessible for the greatest number of people, and ensuring the sustainability our actions' outcomes.

We work to strengthen a competent and structured local civil society through 3 main courses of action.

258

local civil society organisations (CSOs) were supported

62%

are agricultural producer organisations

32%

are local NGOs, 69% of which are entrepreneurship support structures

6%

are vocational training centres

SUPPORTING STRUCTURAL DEVELOPMENT

In Casamance, Senegal, the Jógjêf incubator was supported by PPI in its efforts to establish a financing programme tailored to the realities of its entrepreneurs. A financing mechanism, a methodology for granting subsidies to incubated entrepreneurs, and tools for post-financing monitoring of the incubated entrepreneurs were provided to the Jógjêf team. Additionally, PPI delivered training in accounting, financial education, and business development to further support Jógjêf. Through this support, Jógjêf was able to strengthen its team's capacities and enhance its service offerings for entrepreneurs.

ENSURING SUSTAINABLE TRANSFER OF TECHNICAL SKILLS

Hope Center Lebanon is a support and financing centre based in Beirut, empowering the most vulnerable to build their economic future through the creation and development of micro-enterprises. PPI is working with Hope Center Lebanon to strengthen the capacities of its team of five trainers and coaches in business and financial management, and to train them in the use of a digital coaching solution. Through this collaboration, PPI has helped to sustainably transfer the necessary skills and tools to Hope Center Lebanon, enabling them to independently support vulnerable entrepreneurs. Already, 173 people have benefited from this initiative.

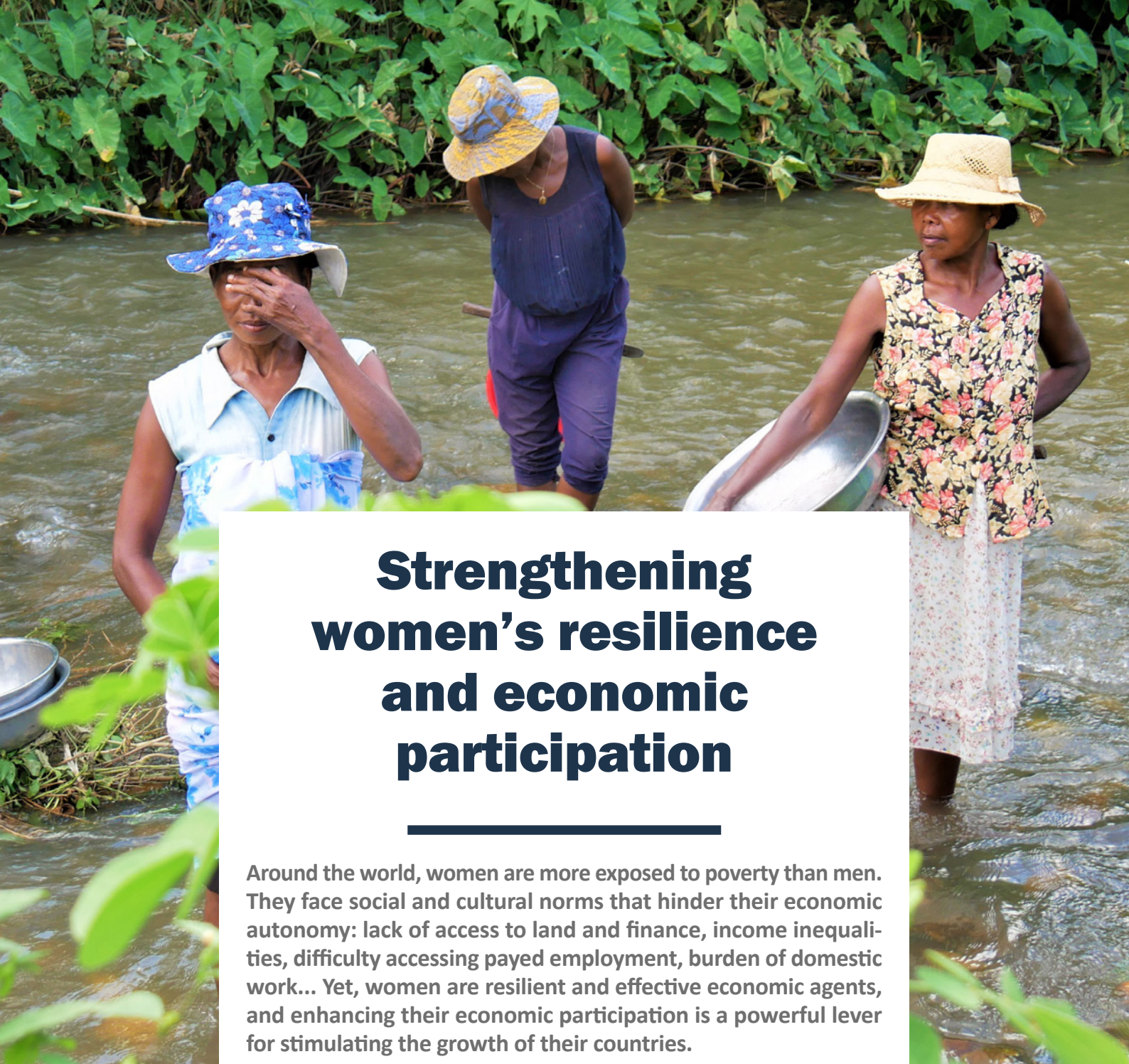
STRUCTURING LOCAL ECOSYSTEMS

In Lebanon, PPI is working at the level of the local entrepreneurship ecosystem to capacitate entrepreneurship support structures. These structures play a crucial role in the emergence of sustainable businesses and, more broadly, in the economic growth of the country. In partnership with Arab Open University, PPI conducted a mapping of existing entrepreneurship support structures and a needs assessment to propose a tailored capacity-building programme. This programme included training in digital marketing, communication, negotiation, governance, and fundraising, as well as networking events to facilitate the exchange of experiences within the local ecosystem. The 16 participating structures have thus been able to enrich their entrepreneurship support services while being part of a more active local network.



GOING FURTHER

Taking the same position as Groupe SOS, we advocate for international NGOs to play a supporting role, earmarking the implementation of interventions at the territorial level to local organisations. As such, we are continuing in 2024 to focus our interventions on strengthening the organisational and technical capacities of locally-based partners according to their specific support needs in order to allow them to manage funds effectively and thereby to promote greater localisation of aid.



Strengthening women's resilience and economic participation

Around the world, women are more exposed to poverty than men. They face social and cultural norms that hinder their economic autonomy: lack of access to land and finance, income inequalities, difficulty accessing payed employment, burden of domestic work... Yet, women are resilient and effective economic agents, and enhancing their economic participation is a powerful lever for stimulating the growth of their countries.

We act for the promotion of shared prosperity by supporting the economic empowerment of women through 3 main courses of action.

9,232

women have improved their economic empowerment, among whom:

77%

have gained access to financial products and/or services

11%

have been trained on entrepreneurship

7%

are entrepreneurs who have received coaching

1%

have improved their employability

FOSTERING WOMEN'S ENTREPRENEURIAL SPIRIT

In the Analanjirofo region, Madagascar, PPI supports pregnant women and mothers of children under the age of 2 who are in situations of economic and nutritional vulnerability.

PPI assists them in developing economic activities that allow them to generate income, thereby reducing the food insecurity faced by them and their families. To achieve this, PPI provides training in micro-entrepreneurship and financial education, and supports these women in implementing projects in livestock farming, market gardening, small trade, and agricultural processing. This contributes to improving the living conditions of families, with mothers playing a central role in households, especially in the nutrition of children.

IMPROVING WOMEN'S ACCESS TO AND CONTROL OVER ECONOMIC RESOURCES

In Cameroon, PPI intervenes in 17 Women and Family Promotion Centres which work for the social and professional inclusion of women and young girls in the country.

To give them the means for greater economic self-sufficiency, PPI supports them in creating credit and savings groups. Through these 6 "enhanced tontines", women who lack access to traditional banking services can save and borrow interest-free. So far, 32 loans have been granted, primarily used to launch income-generating activities (75% of the loans).

PPI's action not only improve the economic knowledge of these women but also provides them with access to savings, thereby fostering their financial independence and decision-making power within households. The next step is the digitisation of these groups.

FIGHTING GENDER STEREOTYPES IN THE WORKPLACE

In Lebanon, PPI supported the local NGO Codi, which trains women in digital careers - a sector that is promising for local economic development but remains dominated by men.

Codi's teams were trained to support their women students in improving their employability or starting their own businesses, in order to facilitate their access to formal employment or self-employment upon completion of their training. A first cohort of 17 women benefited from this in 2023, reporting increased self-confidence and the deconstruction of sexist stereotypes that hinder their ability to seize economic opportunities.



GOING FURTHER

As a continuation of our Gender Action Plan and in line with Groupe SOS's manifesto "Taking a Stand for Gender Equality", we are committed to questioning and dismantling gender stereotypes that hinder women's access to employment or their ability to undertake entrepreneurial activities in our various areas of intervention. In Egypt, one of our 2024 goals is to conduct a study to understand the barriers of entry to labor market for women, in order to propose an adapted response that promotes equality between women and men.

*<https://www.groupe-sos.org/plaidoyers/egalite-de-genre/>



Supporting entrepreneurs in creating and developing their projects

By 2050, the population of the African continent will double, half of which will be younger than 25 years old. This represents a major challenge in regions where youth unemployment and precarious employment are already glaring problems, but also an opportunity to boost a stronger and more inclusive economic growth. Supporting the creation and the sustainability of businesses - ranging from micro-enterprises to start-up companies with strong growth potential - allows supported entrepreneurs to generate income as well as create jobs.

We support the development of entrepreneurship through 3 main courses of action.

1,603
persons trained in entrepreneurship, **65%** of whom are women

1,804
entrepreneurs coached, **36%** of whom are women

8,214
persons sensitised on entrepreneurship

232
entrepreneurs funded by PPI, **44%** of whom are women

SECURING ACCESS TO QUALITY TRAINING

In Senegal, youth is greatly affected by unemployment and struggle to enter a saturated, unequal work market.

In response to this problem, PPI promotes self-employment opportunities through business creation to young students at vocational and technical training centres. In collaboration with 11 training centres and the Ministry of Vocational Training, PPI has set up incubation schemes for students interested in getting into entrepreneurship. PPI has trained coaches in the partner centres on incubation methodology, and dedicated spaces have been set up in all 11 centres. With PPI's support, entrepreneurship coaches were able to deploy the scheme towards 453 students selected to follow the incubation programme and receive grants to launch their business project.

OFFERING TAILORED COACHING

While micro, small and medium-sized enterprises (MSMEs) represent 90% of Senegal's economic landscape, accounting for 30% of GDP and 60% of the workforce, they are more vulnerable to changes in the economic context.

To strengthen the resilience of 165 MSMEs in the Kedougou and Tambacounda regions that suffered the consequences of the COVID-19 crisis, PPI deployed a tailor made coaching programme in their place of activity. PPI's coaches focused on the participating MSMEs' shortcomings to strengthen their capacities in the areas where they had weaknesses. Through in person sessions in the MSMEs' work environment, coaches provided the necessary advice and guidance for good management and autonomous development of these enterprises.

FACILITATING ACCESS TO FINANCE

PPI supported 99 young Senegalese and Burkinabe entrepreneurs in developing their businesses in the renewable energy and agri-business sectors.

In addition to technical support, PPI offered financial support via two tools: a technical grant to test innovative products (AGreenTech) and a grant for enterprises ready to scale up (AGreenFin). In total, 30 AGreenTech grants were awarded for prototyping activities and 29 AGreenFin grants were awarded to entrepreneurs in growth phases already owning a prototyped solution. This €350,000 envelope created a genuine development opportunity for the 59 entrepreneurs, 27 of whom were women, who received it, allowing them to better adjust their project and access a significant financial contribution adapted to their needs.



GOING FURTHER

Our next priority is to work on linking the supply and the demand for financial services. The supply needs to be easier to decipher for entrepreneurs through better communication from financial institutions regarding their available financial services and products. This will be one of our 2024 goals in Senegal and Cameroon through the development of a digital platform accessible to everyone and allowing entrepreneurs to choose the best offer for their financial operations.



Speeding up economic and social inclusion of rural populations

Nearly 80% of the world's poorest people live in rural areas. Whereas rural development is a major focus for fighting poverty, hunger and climate change; rural populations remain particularly excluded from financial and training services. Stimulating the agricultural sector leads to a multidimensionally impact encompassing economic recovery, job creation, food security and biodiversity protection.

We work for the economic and social inclusion of rural populations through 3 main courses of action.

46

Integrated Rural Action Groups (CARI)* created and/or supported in their empowerment

159

Village Savings and Loans Associations (VSLA) created and/or supported in their empowerment

* Self-managed community groups that organise collective activities such as savings and credit, training, collective income-generating activities and other useful community actions.

STRENGTHENING ECONOMIC AND CLIMATE RESILIENCE OF RURAL COMMUNITIES

In Madagascar, PPI implements an integrated approach that holistically responds to economic, social, and environmental vulnerabilities in vanilla producing communities: the Integrated Rural Action Collectives (CARI).

Since 2017, PPI has supported the creation of CARIs among small-scale vanilla producers. Through this tool, PPI trains them on sustainable management of natural resources, diversification of income-generating activities, as well as on fighting violence against women and child labor in this sector.

Through CARIs, PPI also supports the implementation of savings and credit groups to allow producers to better resist economic shocks and the loss of income caused by climate change.

FACILITATING THE STRUCTURING OF AGRICULTURAL PRODUCER ORGANISATIONS

Agricultural sectors in the Belier region of Côte d'Ivoire are threatened by a number of challenges, such as difficult access to markets and weakness of financial means.

As part of the Project of Agro-Industrial Pole in the Belier Region (2PAI-Béliér), which aims to transform and modernise agriculture in the region, PPI intervenes specifically to strengthen 150 organisations of agricultural producers. PPI supports the structuring and formalisation of these organisations and provides a complete capacity-building programme including organisational, administrative, and financial management. Women's organisations are also strengthened on leadership skills and financial education.

FOSTERING FINANCIAL INCLUSION OF AGRICULTURAL PRODUCERS

In Senegal, PPI strengthened the capacities to access finance for 10 professional agricultural organisations (PAOs) active in the production and processing of salt, groundnut, and millet as well as in market gardening. PPI supported the PAOs in developing financing plans on the basis of at least one identified service and delivered financial education sessions. The participating PAOs thus have acquired management tools to monitor their activities as well as a realistic business plan.

Furthermore, PPI produced a map of financial institutions present in the area of intervention, and developed a financing plan to reassure these institutions and to alleviate the difficulties that PAOs face in providing guarantees. By giving PAOs the tools for their financial sustainability, PPI encourages the development of relevant and adapted services for producers which are members of these organisations.



GOING FURTHER

Our programmes allow rural populations to strengthen their resilience to climate events, which are becoming more and more frequent and severe, and impact their economic activities and life conditions. To participate in climate change adaptation efforts, our trainings systematically integrate the promotion of agroecological techniques, for sustainable and regenerative agriculture. Lastly, we work with local and international financial actors to provide adapted financial products and services that consider climate risks (insurance, green credit, impact investing, etc).

WHAT'S COMING IN 2024

FOCUS ON CLIMATE!

Adaptation to climate change has been embedded as a cross-cutting axis of our strategy since 2023. In 2024, we are dedicating ourselves to operationalising this axis in our activities. We provide local communities with the technical and financial means to adapt to the effects of climate change on their economic activities and to develop them while preserving the environment and biodiversity.

In Madagascar, we are setting up savings and credit groups centered on the climate resilience of their members. In Egypt, we support young people to train for a job or create their business in green economy sectors.

DIGITAL FINANCIAL INCLUSION

We are launching the “Finance4All” programme in Senegal and Cameroon after a successful pilot. Through this programme, we improve the financial inclusion of economically vulnerable populations thanks to a more effective and less risky use of digital financial products and services. An online platform will be set up to give customers visibility on the offer of products and the means to compare these offers.

We are also leveraging the potential of digital technology for savings and credit groups. In Madagascar, the groups created within our projects are supported to digitise their operations.

STRENGTHENING LOCAL ACTORS

Our programmes to strengthen local actors will be deployed on a larger scale in 2024. In Egypt, we are building the capacities of 20 civil society organisations in four governorates and supporting them in implementing local initiatives that address environmental and social challenges in their communities.

In Madagascar, we are strengthening 20 entrepreneurship support structures across the country to offer accessible, quality, and sustainable support services to Malagasy business project leaders and thus foster the emergence of enterprises that provide decent jobs.

In Côte d'Ivoire, we are supporting a microfinance institution to adapt a financial product aimed at agricultural enterprises that produce and process food products sold on local markets.



SPOTLIGHT ON FINANCE 4 ALL: DIGITAL FINANCIAL SERVICES AND CONSUMER PROTECTION

The development of digital technologies applied to financial services contributed to accelerating the financial inclusion of marginalised populations, all while supporting their resilience in the face of different crises as well as their empowerment. However, inexperienced users cannot profit from these innovations if they do not know how to use digital financial services and avoid risks associated with consumer protection. They are then more vulnerable to financial abuse, fraud, and the abusive use of data.

To offer solutions to this issue, we conducted a reflection during a workshop organised with the support of Expertise France as part of the African Union – European Union Digital for Development Hub (AU-EU D4D Hub), which brought together in December 2023 actors from financial regulation, the private financial sector, consumer associations, and digital inclusion experts. About ten recommendations were formulated, including:

- Promoting inclusive financial education by adapting learning objectives, messages, and communication channels according to target groups. For example, for segments of the population with a low level of education, it may be useful to rely on influential leaders, especially women (badien goox in Senegal), and to favor media such as images or theater forums to disseminate information.
- Creating sector-specific incubators and promoting interoperability to allow at the same time clients to transfer funds between financial accounts and service providers to increase the reach of their services.

These recommendations will feed into the “Finance4All” programme starting in 2024.



AGreenLab: let's take stock!

Launched in March 2020, during the COVID-19 pandemic and thanks to the support of the European Union and the French Development Agency (AFD), our AGreenLab programme, which aims to contribute to the emergence of young entrepreneurial leaders in Africa, is coming to an end.

This program notably led to:

CODEVELOPING

an incubation and acceleration programme responding to the needs of Senegalese and Burkinabe entrepreneurs who are developing innovative businesses in the agro-business and renewable energy sectors.

STRENGTHENING

the capacities of 4 entrepreneurship support structures (Yeesal AgriHub, Impact Hub, Mercy Corps and La Fabrique) that now run incubation and acceleration programmes for the entrepreneurs they support.

MONITORING

the support provided to 100 start-up companies, 99 of which are now launched and autonomous and 59 of which received financing, allowing them to prototype their products, to acquire equipment and to finance their scale up.

SENSITISING

more than 3,000 young Africans on green, social, and inclusive entrepreneurship and facilitating networking activities to boost the ecosystem.



“ The AGreenLab programme has had a transformative impact on our organisation.

The co-creation process that prevailed from the beginning of activities allowed all the parties participating in the programme to bring in their knowledge in order to propose an adapted and adaptable plan for target beneficiaries.

For our organisation, capacity-building was a crucial step that led to optimising the incubator’s internal skills. The diverse themes discussed in this framework now offer us new perspectives for our internal development and better structuring of knowledge and skills.

At the personal level, AGreenLab is also about beautiful human and professional encounters, and most of all a vision on the long term. It is about understanding and identifying today’s realities in order to design a better future, a world where everyone counts and has a place.”

Elhadji Moussa KA
Executive Director, Yeesal AgriHub

“AGreenLab positively changed my entrepreneurial approach and my way of approaching the market. Jongoma SA is a natural spice production business to substitute broth known to be harmful to human health. Thanks to AGreenLab, I developed the skills and knowledge necessary to improve my value proposition and take my business to the next level.

By awarding me a €10,000 grant, AGreenLab allowed me to acquire equipment, a bagging machine and a mill and thus to improve my packaging. The product is now packaged in compliance with standards and more attractive to clients.

I was also able to recruit a person in charge of delivering stock. AGreenLab had the impact of increasing my monthly revenue from 250,000 FCFA to 1,230,000 FCFA and my customers from 15 to 2755!”

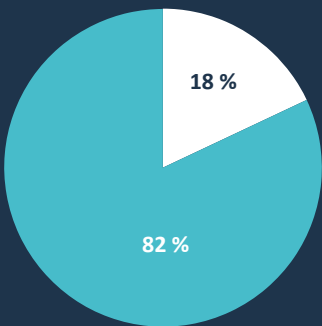
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OUR HUMAN AND FINANCIAL RESOURCES

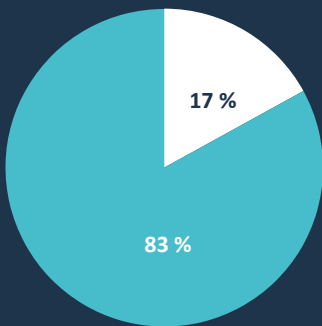
DISTRIBUTION OF FUNDING BY PROJECT TYPE

- Service contracts
- Grant contracts



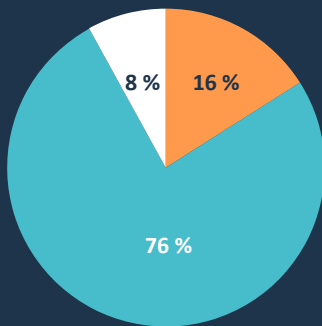
DISTRIBUTION OF FUNDING BY DONOR TYPE

- Private funds
- Public funds

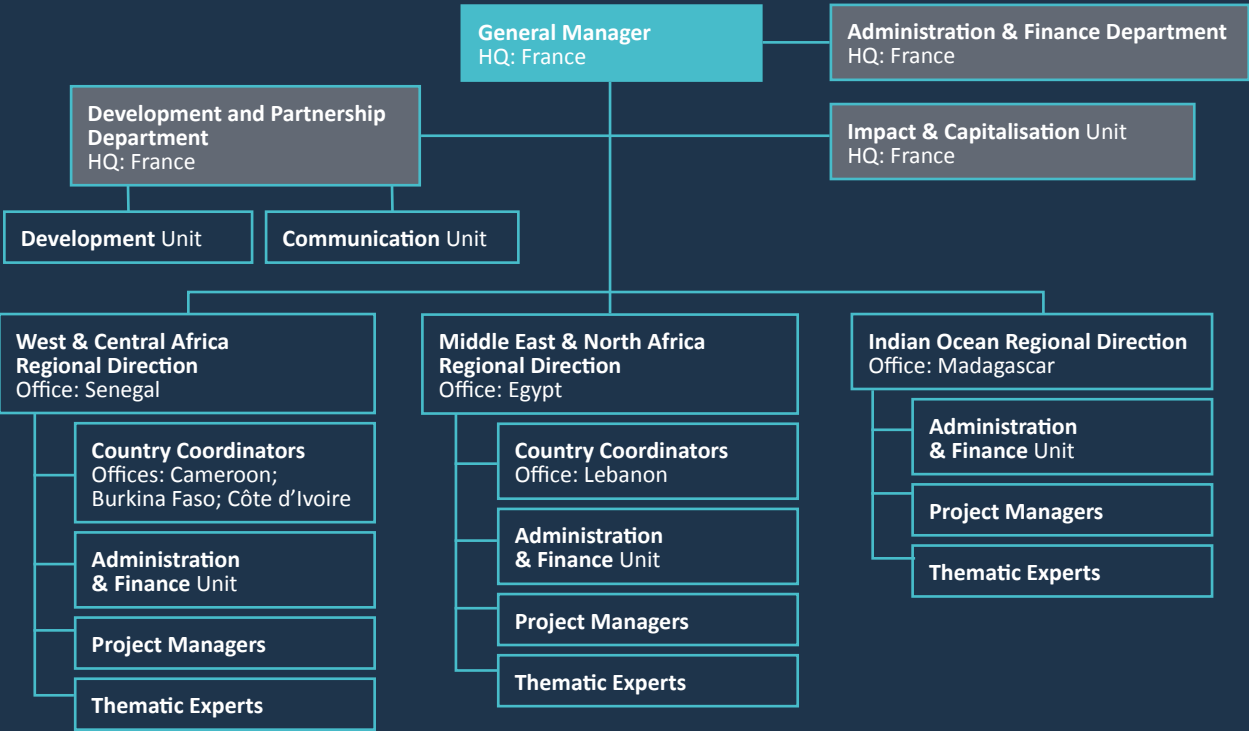


DISTRIBUTION OF FUNDING BY REGION

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



The governance of PPI consists of a President and sole member of the Board of Directors, Nicolas MESSIO. He serves as the permanent representative of the association. The General Assembly of PPI has two active members who are legal entities: the association “Union du Groupe SOS” and the association “Groupe SOS International”.



THEY WORK ALONGSIDE US

This is all in large part thanks to the support of our financial and operational partners that we are able to pursue our mission for a more sustainable and resilient world. This report is an opportunity to warmly thank them for their confidence and their contributions.



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