

ENTREPRENEURS  
du Monde

PRESS KIT

More than  
**20 years**  
in actions

[www.entrepreneursdumonde.org](http://www.entrepreneursdumonde.org)





**With next to nothing, change practically everything!**

**When entrepreneurship enables the poorest people to escape poverty in the long term and face the major challenges of our society**





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# I. A human adventure: starting a business to enable the poorest to in turn start a business

## EDITORIAL

**Armelle RENAUDIN**

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### ENTREPRENEURS DU MONDE'S THREE PILLARS



#### **1. Business can be at the service of people and the planet**

I have always wanted to help the weakest, through associations or politics, but at the same time, I was also attracted by a career as a "business girl". I studied at EDHEC and then worked for 3 years in the classical business world to continue learning. It gave me a good foundation to lead a project efficiently, and always with the will to bring more fairness to populations that greatly need it. So, with my husband Franck Renaudin, also a graduate of EDHEC and driven by the same aspirations, we created the NGO Entrepreneurs du Monde.

Since 1998, we have believed that economics and business can serve people and the planet, and that the poorest people, through entrepreneurship, can escape poverty in a sustainable way and face the challenges of our societies. Entrepreneurs du Monde proves that this is possible!

#### **2. Cultivating innovation, testing and adaptation to achieve strong impacts on the poorest**

Guided by a deep desire to assist the poorest people living in slums or rural areas, we have developed an entrepreneurship support methodology adapted to the most vulnerable.

This desire to meet the needs of the poor and to remove the obstacles to their socio-economic integration has pushed us to go further: access to solar energy, professional integration for young people and support for farmers who are already facing climate change on the front line.

Looking at an unmet need, we innovate and we test. Our pilot projects are daring and they sometimes fail, so we change our approach to find another more effective solution. What seemed impossible finally becomes possible!

#### **The creation and incubation of local organizations to sustain our action**

To sustain this support, we create and incubate local social enterprises that work with beneficiaries on a daily basis. We recruit the teams, train them, equip them and finance their first steps. Our goal is to guide these social enterprises towards operational and financial autonomy. And it works! These teams become autonomous within 5 to 8 years: they can operate without us, while maintaining rigorous management and quality of services as well as increasing the number of beneficiaries. This approach is what makes their action sustainable!



## II. Entrepreneurs du Monde, an extraordinary NGO

Founded in 1998, the Lyon-based NGO Entrepreneurs du Monde supports people in very precarious situations in Africa, Asia, Haiti and France.

**The NGO helps them start their own business, access energy and adapt to climate change in order to emancipate themselves.**

To achieve its mission, Entrepreneurs du Monde creates and incubates local organizations until they become autonomous.



The beneficiaries of Entrepreneurs du Monde's actions are people in very precarious situations, who live below the poverty line and/or are vulnerable to various risks. These risks can be related to health, the environment, economic activity, energy, discrimination, etc.

Because it supports the most vulnerable people and those least likely to find employment, Entrepreneurs du Monde mainly reaches women: they make up 88% of its beneficiaries!

## III. Entrepreneurs du Monde in figures

### Key figures 2020



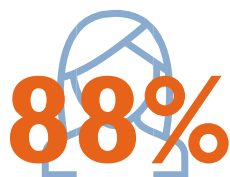
countries



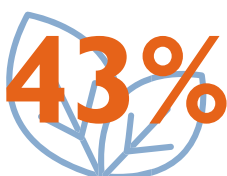
employees in the field



microentrepreneurs supported



of women

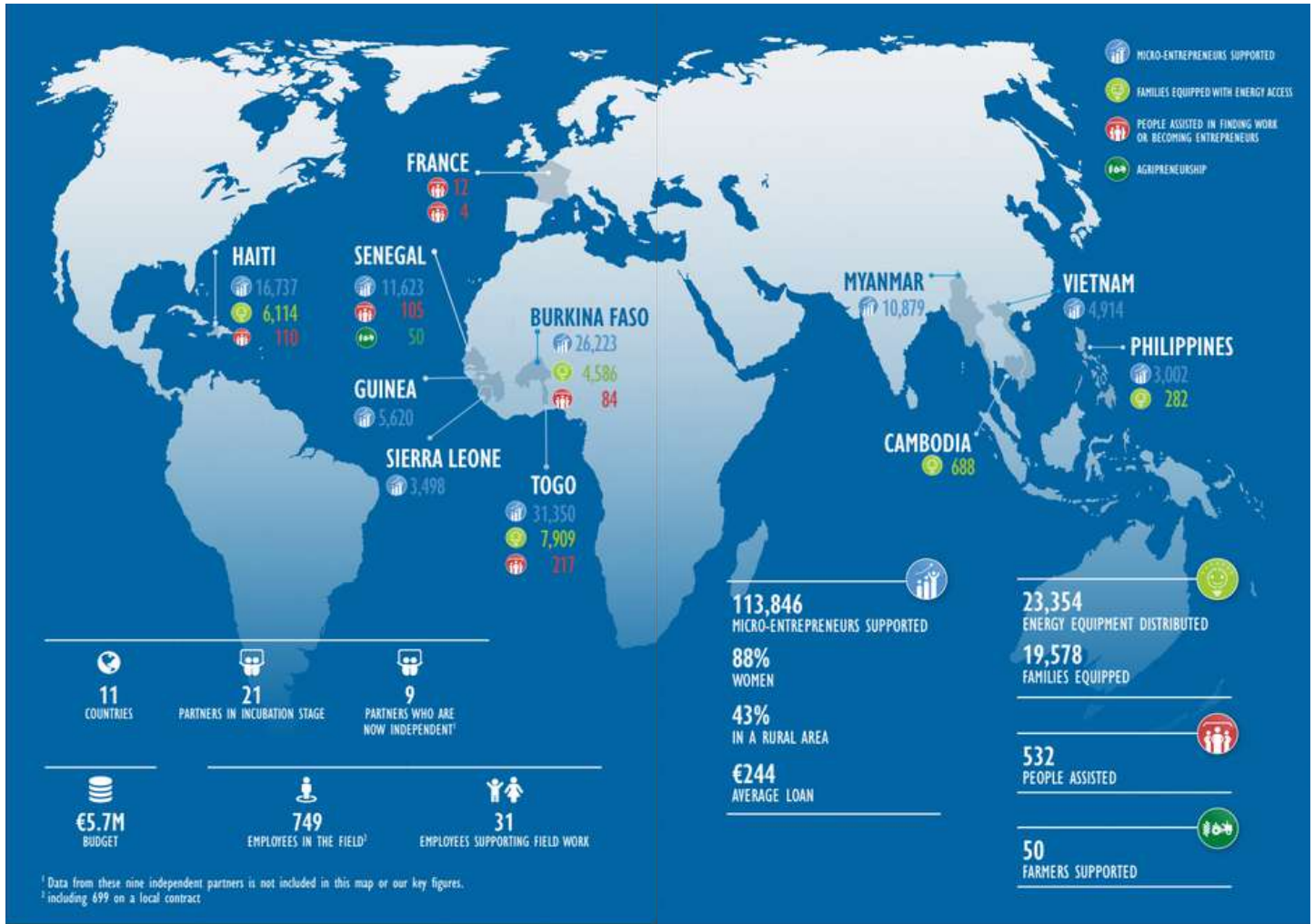


in rural zones



average loan

## IV. Entrepreneurs du Monde “in the world”



# 25

### EMPLOYEES IN THE HEAD OFFICE

They help local teams reach operational autonomy and implement a sustainable economic model.

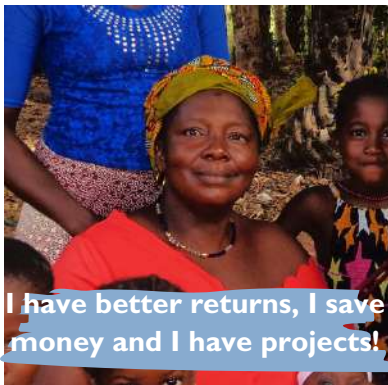
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### PEOPLE IN THE FIELD

Among them, 734 are local individuals who work directly with the beneficiaries. They work within local organizations created and incubated by Entrepreneurs du Monde and have to face the challenge of supporting and responding to the needs of the most vulnerable in their area, as well as finding an economic model that will eventually allow them to earn revenue from their social activity.

And 15 of them are expatriate employees who accompany the local teams in the field to facilitate discussions and ensure relevance through proximity.

## V. Real faces, concrete actions



### TESTIMONIES



## VI. Four areas of activity

### A. SOCIAL MICROFINANCE



Entrepreneurs du Monde offers microfinance with a strong social dimension that avoids the abuses observed in traditional microfinance:

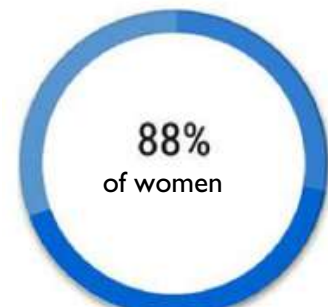
- **Micro-credits accessible to the poorest:**

In order to be able to reach vulnerable entrepreneurs who are excluded by other microfinance actors, it grants them loans without any surety or guarantee. The NGO also provides a savings service completely free.

- **Trainings:**

To manage their business but also on nutrition or prevention of malaria, cholera as well as domestic violence, women's rights, child protection...

In addition, families in great difficulty benefit from specific support provided by a social worker and entrepreneurs who are experiencing difficulties in their activity benefit from a personalized follow-up.



2020 Figures



[FIND OUT MORE](#)






## B. SUPPORT FOR THE CREATION OF VSB / PROFESSIONAL INTEGRATION



2020 Figures

[FIND OUT MORE](#) 

Entrepreneurs du Monde supports and encourages the poorest to develop a very small business or find a sustainable salaried job.

In West Africa and Haiti, the majority of the population is under 25. Young people are particularly hard hit with unemployment and are forced to turn to the informal sector or to leave the country.

**Support for the creation of VSEs:** Entrepreneurs du Monde supports people who wish to create businesses that will generate added value and employment in precarious neighbourhoods. These people follow a pathway for the creation and development of their VSE: business plan advice, training, support and help in finding financing.

**Professional integration:** Entrepreneurs du Monde helps people who are least likely to be employed to improve their knowledge and technical skills, to define their professional project and then to look for a sustainable job with a local company.

**Company schools:** Entrepreneurs du Monde also creates businesses that train and employ unemployed individuals and support the creators of VSEs in promising sectors with social and environmental added value: waste management, agricultural transformation into local products and services geared to individuals including childcare.



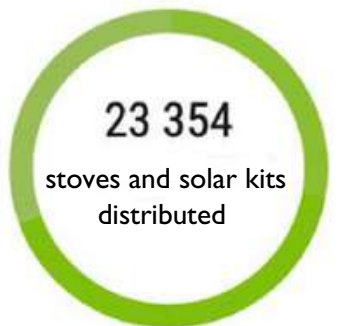


Entrepreneurs du Monde facilitates access to clean and economical cooking and lighting equipment to improve the living conditions of vulnerable populations and help them develop income-generating activities. These solutions are accessible through financial services and local distribution networks that offer good customer service.

In developing countries in particular, access to energy is a daily challenge for families: more than 80% of them rely on woody biomass for cooking needs, and less than 30% have access to the electricity grid.

The equipment offered by Entrepreneurs du Monde's teams allows households to reduce their energy costs, while improving their living conditions (less fatigue, less smoke) and preserving the environment (less cut wood and greenhouse gas emissions).

Moreover, to meet the needs of entrepreneurs regarding access to productive energy, Entrepreneurs du Monde is developing a range of equipment such as egg incubators and solar pumps for farmers, refrigerators for shopkeepers, etc.

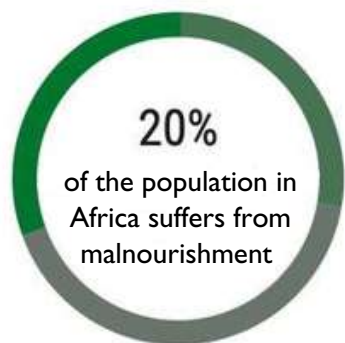
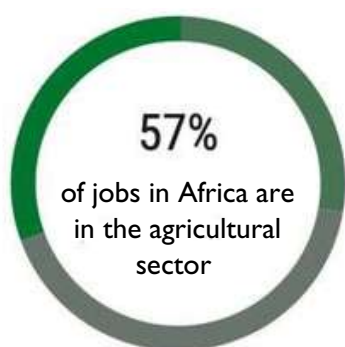


2020 Figures

[FIND OUT MORE](#)



## D. AGRO-ENTREPRENEURSHIP



2020 Figures

[FIND OUT MORE](#)



Farmers in African countries south of the Sahara are facing great difficulties (climate change, rampant desertification, lack of conservation infrastructure...) which explain their low yields and incomes. These small producers are the first to suffer from undernourishment and/or malnutrition.

To help strengthen the autonomy of small producers, the team provides them with:

- refrigerated storage buildings with sustainable architecture
- quality seed nurseries, forest nurseries to slow down desertification and improve food security
- loans adapted to harvest cycles
- technical advice in agroecology
- support for agricultural sectors

In the medium term, Entrepreneurs du Monde is in the process of creating a farm-school to allow small producers, both men and women, to learn about agroecology, agroforestry, small cattle breeding and fish breeding techniques.

**Discover the testimony of Taïbou KANDE:**



## VII. An incubator for social enterprises

In order to offer a sustainable and qualitative service to the populations, Entrepreneurs du Monde sets up reliable and competent local teams within structured local organizations, capable of operating autonomously within 5 to 8 years.

### 1. INITIATION (12 months)



Entrepreneurs du Monde assesses local needs through remote and on-site studies. A program manager is then recruited.

The manager is sent onsite to start the program. He/she begins the process of creating a local entity under local law and recruits the first members of his/her team. Entrepreneurs du Monde's technical experts work with the manager to train this young team and set up the services or products, procedures and tools. A steering committee meets every month.

### 2. CREATION (6 to 12 months)



### 3. DEVELOPEMENT (6 to 8 years)



The team starts working and extends its services to a growing number of beneficiaries. Entrepreneurs du Monde's technical experts continue their regular support until the team has mastered the activities.

To scale up and reach more families, the local entity requires significant amounts of capital. The NGO opens the capital to new investors while maintaining governance control over the social mission. Today, five entities are already carrying out their mission without depending on external support!

### 4. CHANGING SCALE



"The contribution of Entrepreneurs du Monde has been decisive in Nafa Naana's journey: everything is done to help us develop our skills and become an autonomous social enterprise. We appreciate that very much!"



**Sayouba GUIRA**

Directeur de Nafa Naana,  
programme créé par  
Entrepreneurs du Monde for access  
to energy in Burkina Faso

## VIII. Entrepreneurs du Monde' s timeline



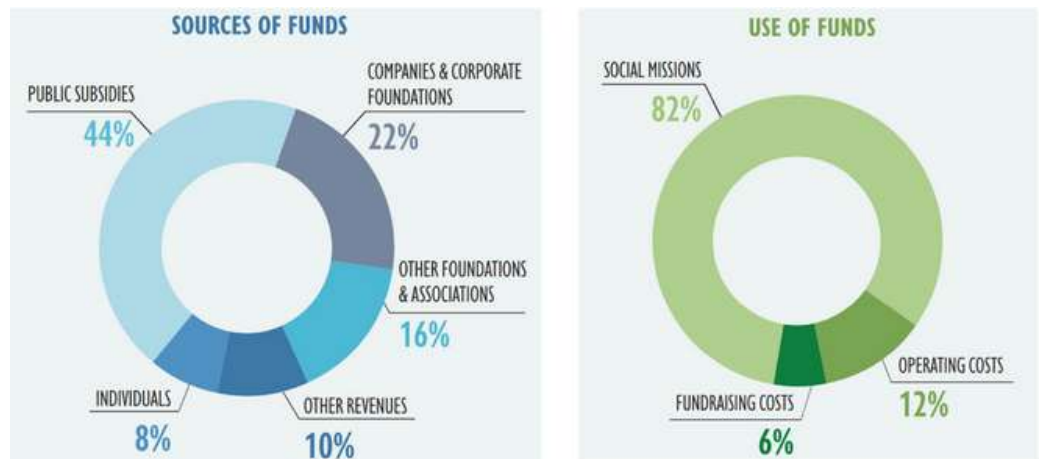
## IX. Impact measurement and transparency of the model

### IMPACT MEASUREMENT

Entrepreneurs du Monde rigorously measures the social performance of its actions. It establishes a clear framework to evaluate the level of poverty of the entrepreneurs and the changes observed in their living conditions over the course of their journey. Finally, satisfaction surveys and social audits are regularly conducted

### FINANCIAL TRANSPARENCY

#### 2020 FIGURES



Entrepreneurs du Monde is approved by the Charte du don en confiance. Its financial report is audited by a KPMG auditor



### COMMITTED PARTNERS



## X. Entrepreneurs du Monde, ways to give and get involved

### As an individual



- Make a donation
- Solidarity savings for the benefit of our association
- Become a volunteer or an employee
- Follow the NGO on social networks
- Etc.



### As a business



- Mobilize your employees and/or customers
- Offset your carbon emissions
- Improve the living conditions of your suppliers
- Offer sponsorship
- etc.



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