

2021

# activity report



## 2021 - Action, the best remedy to the crisis

The covid crisis makes you lose track of time but, let's remember... In 2021, we are back and still in the thick of it: masks, confinement, curfews, telecommuting, hydro-alcoholic gel and vaccines are part of our daily life. In the summer, the carefree life that starts again with the opening of the terraces, in the fall, the backlash. For a year, our organization has adapted, anticipated, caught the wave and never lost its course: to give back to everyone the power to act.

This year again, the world has rocked and our boat has resisted. Better still, it has proven that the ingredients of its modes of action make it possible to get through the crises. By combining collective action with individual development, makesense has shown that it is possible to transform dramatic crisis into positive actions that regenerate in every sense of the word. More than ever, our organization has worked for an inclusive society where every individual has found a role to play and has seen his or her contribution valued.



## Key figures

2632

**PARTICIPANTS** on the  
makesense TV

+7000

**EMPLOYEES** of organizations  
involved in the transition  
process.

+2000

Number of **SOCIAL  
ENTREPRENEURS** supported  
worldwide in 2021

1250+

Number of online  
**EVENTS** organized  
worldwide

18 000

Number of **PARTICIPANTS** to  
our events worldwide

**make\_sense  
\_for citizens**



## Executive summary

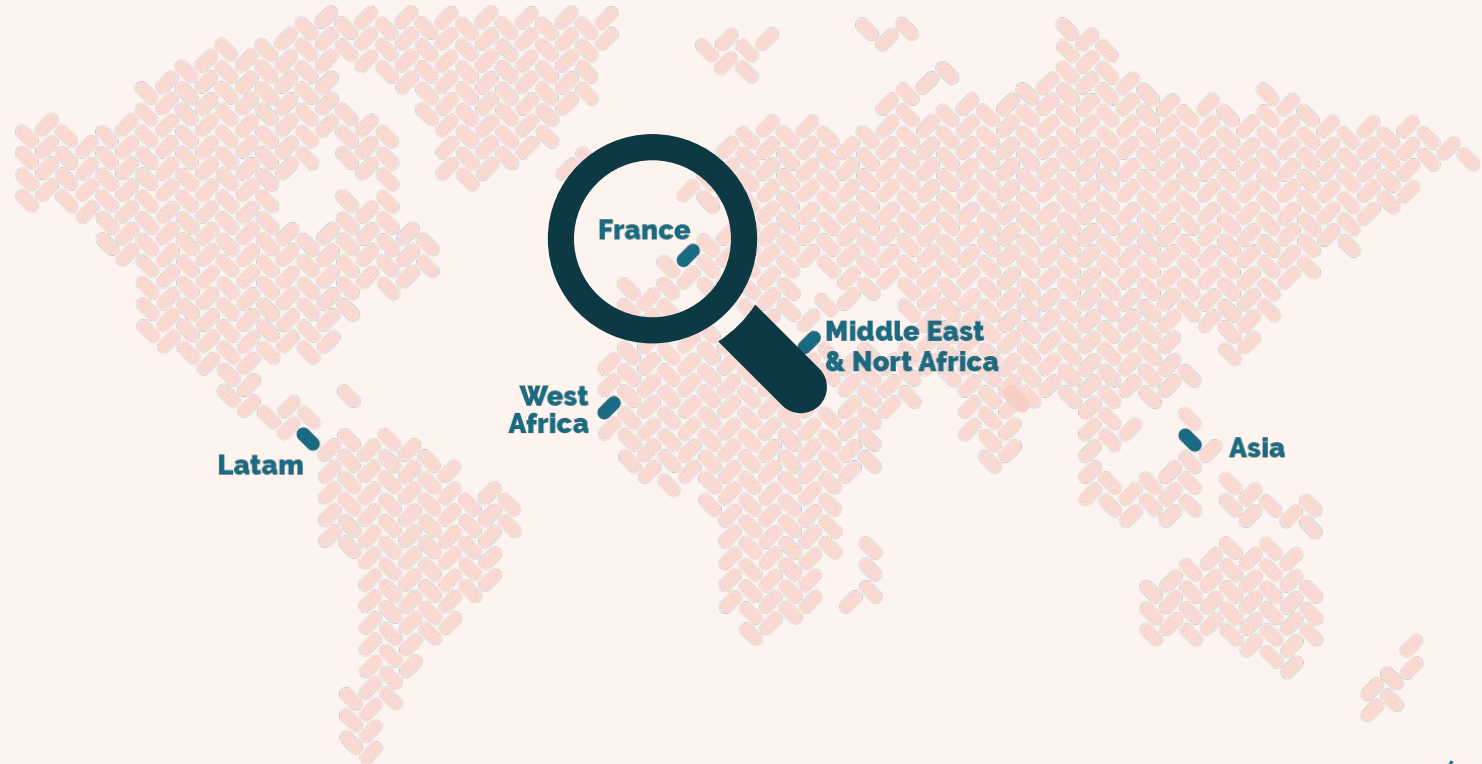
# make\_sense \_for citizens

At makesense, we know about citizen mobilization. In 2020, the covid made us adapt all our programs to face the emergency and help the most destitute people. ré\_action was born and has made little ones all over the world. In 2021, we have continued to build on our momentum and have made our programs sustainable in order to face long and deep crises: climate change, the reception of refugees, the isolation of homeless people, seniors...

This is how the special climate re\_action program was born in January 2021, which has been acclaimed by our volunteers. All year round, in France, our commitment formulas have been adapted to the Afghan crisis, to periods of extreme cold, and to the increasingly alarming situation of senior citizens. Thanks to partnerships with local associations (such as the Petits frères des pauvres), we have strengthened our expertise and sharpened our methods of action...

The year was also marked by a number of events, such as Thedaysafter, an international campaign designed to encourage people to take action after COP 26. Finally, all over the world, our hubs invented and developed new formats to raise awareness of environmental and social issues among young people (podcasts, meetings, yacathons, etc.), to get them moving, to give them the desire to act and to enable them to take their place in the city.





## Master in Design for Social Impact



Paris College  
of Art

**How can designers change the world?** Seeking to answer this question, Paris College of Art reached out to makesense, and together we created a new Master's degree in 2017: **Design for Social Impact**. When they join the MA in Design for Social Impact, students learn how to employ their designer's background, and soft skills **to develop impactful projects, solve social and environmental challenges, and contribute to the greater good.**

During academic year 2021, makesense and Paris College of Art supported two promotions of **international students** to acquire the theoretical knowledge, resources and tools to address urgent needs at a local scale, thanks to 5 different classes: design thinking, governance, leadership skills, social entrepreneurship, and an individual project that aims to the creation of a social impact initiative. We were able to maintain online classes under Covid-19 circumstances!



*This program reassured me that there is a place for us in the real world!*

**Cage Pierre, MDES's student**

## Key figures

12

Students

180

Impact-driven hours of class

4

Months of weekly immersions  
in social enterprises

## Innovation Game IMT-BS



During **2,5 days**, **340 students** from IMT-BS (management school) divided in **60 teams** worked together for **7 organisations** in order to help them on a specific challenge related to a social and environmental issue.

Big organisations such as **Allianz, SETEC, BNP** or **CGI** but also smaller non-profit and local projects (**VoisinMalin, Grand Paris Sud, Mairie de Grigny**) offered to the participants a great opportunity to express their creativity.

After many workshops of **collective intelligence and design thinking**, the teams pitched their ideas in front a **professional jury** composed of members of the organisations and **topic experts**. The 7 best projects were put to the vote to elect the winning project of this Innovation Game!



*I really enjoy the ideation phase, the coaching by makesense and the intense teamwork that allow us to create a solution in only 2 days!*

**Laura, a participant**

## Key figures

340

Students involved

60

Teams

7

concrete challenges

2,5

days of programme

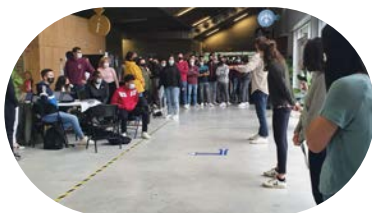


## Semaine LTE IMT-BS



During **4 days**, **300 students** from IMT-BS (management school) divided in **35 teams** fictionnaly represented a french territory and worked on its local climate plan to develop their leadership and ability to manage the ecological transition.

Thanks to **strong scientific inputs** and a variety of exercises and workshops (such as debate exercise and a Climate collage), they put themselves in the position of various stakeholders linked to the territory and analyzed its strengths, weaknesses, risks and opportunities related to **climate change**.



*The diversity of the sequences : quizz, Climate Collage, teamwork, workshops and conferences helped us to give 100% of our energy in this event!*

**David, a participant**

## Key figures

**300**

Students involved

**35**

Teams

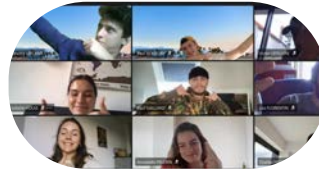
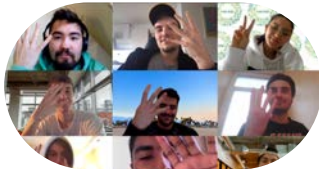
**4**

days of program

300 Rennes School of Business students divided into 9 teams, attended **a personal development workshop around their ikigai**. The aim was to help them get to know themselves, discover what drives them & makes them want to get involved in the world, and develop their ability to make society in a desirable world.

Inspired by different formats of makesense (Paumé.e.s, Combo, 100% Inclusion...), makesense offered students individual times of introspection, collective exchanges and meditation, all online!

The students appreciated having class time dedicated to asking questions about themselves, which allowed them to exchange with each other in a playful way in a context of distance.



*It was really nice because I really went deeply into my thoughts and seriously reflected on myself. I am surprised that I have more potential than I thought.*

**A student**

## Key figures

**300**

students involved

**9**

teams,  
in French and English

**27**

hours of online facilitation

## Biom'impact week ESME Sudria



More than **500 students** in **4 different cities** were involved in the Biom'impact Week (or "Rentrée Biom'impact") : **5 days** of program in which they discovered **biomimicry**, the approach of learning from Nature in order to **innovate in a sustainable and regenerative way**.

At the meeting point of several methods and disciplines, the students discovered current **societal and environmental challenges** with a particular focus on **climate change**, they reconnected to Nature through an outdoor activity called "**deep time walk**", worked on their **personal development** with **non-violent communication, ikigai**, and tools for **collaborating in teams**, and eventually went through **2 final days of Creathon**, a creative program that tackles societal challenges by generating innovative concepts inspired by Nature. **A premiere !**



*I really loved the team work, learning to cooperate and distribute the tasks, as well as the approach of Biomimicry*  
A student

## Key figures

**530**

students involved

**110**

teams

**5**

days of program

**80**

facilitators, mentors & speakers involved

## Biom'impact Creathon UPPA & L'Oréal



L'ORÉAL  
Recherche & Innovation

The **first program around Biomimicry for Master Students**, **4 sessions of 4 hours each**, during which they discovered the method of **Biom'impact Creathon** to **tackle societal and environmental challenges**. The UPPA University of Pau partnered up with makesense, Ceebios and L'Oréal for this new program that connects students and collaborators.

The new feature ? They were given challenges by the R&D Team of **L'Oréal**, who kickstarted the Creathon and followed the whole program **throughout a month**, to help students understand the real problems behind their activities, and help them come up with **innovative and feasible solutions**. Plus, they discovered the "Climate Fresk" to deepen their understanding of climate change's crisis.



## Key figures

10

master students involved

22

hours of collective  
intelligence

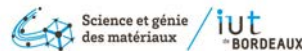
3

concrete impact and  
bio-inspired solutions

6

industrial experts  
as Mentors

## Other Biom'impact actions in 2021



A 2-day online Creathon with engineer students of the ESME Sudria over a weekend during the lockdown, to design innovative impact solutions inspired by Nature



8

days of Creathon over the year

20

professors trained over the year

100+

bio-inspired ideas generated over the year



A 2-day Creathon for students in Agriculture and Geology at the UniLaSalle Institute, combined with the visit of a sustainable farm and project incubator.

A training for professors of the University of Bordeaux, to gain skills in Creathon facilitation and discover the tools of bio-inspired innovation for their students.

Institut Français support thanks to its "Labs" **youngs around the world** who want to have an impact on a cause that matter to them.

In 2021, Institut Français, makesense and Eloquencia teamed up to propose to **45 people from all around the world** to take part in a **3 months intermittent programm about Children's rights**.

Thanks to **workshops, conferences, debates and trainings**, the group had the opportunity to precisely define a issue inked to Children's rights and **developp a solution** to participate to its resolution.

This **online lab** closed on a ceremony with all the partners, youngs and Claire Hédon, the French Defender of Rights, to name the **10 laureate project that will come a week to Paris in 2022** in order to continue the developpement of their action.



*"I am very proud of what we accomplished! I am looking forward to continue this project and act for a better future!"*

**Benjamin, a participant from Salvador**

3

months of intermittent  
online program

45

participants

37

countries

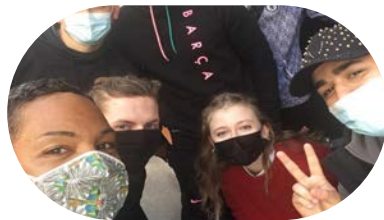
**100% Inclusion**



With the non-profit APART, makesense organised a tailored short program **to help 50 new youths increasing their employability** on 3 aspects to continue the actions started a year ago:

- a better self-knowledge
- a better oral expression
- a better ability to valorise themselves

In order to do so, workshop with 3 to 8 participants where organised **to allow them to train, try and improve many of their professional skills** thanks to the implication and energy of several facilitators.



*Thanks for this afternoon together, I learned a lot about how to explain who I am and what I want!*  
**A participant.**

**Key figures**

**50**

participants

**25**

hours of workshops

**7**

Facilitator

## MENTORS PROGRAM



We launched the mentors program at the beginning of April 2020. The main objective was to support actively social entrepreneurs and to engage citizens through their competences during COVID crisis.

The process is very simple : every entrepreneur looking for advices in marketing, branding, web development, sales or fundraising can send a request through [spot.makesense.org](https://spot.makesense.org)

Mentors are trained by makesense via an online sessions and asked to select a project they want to support. Mentorship can last from 1 day to 1 year, depending on mentors and entrepreneurs' needs and commitment.

From January to June 2021, makesense has matched over 160 projects with mentors, with a satisfaction ratio of 9.1/10.



*Excellent ! The project led by Vincent appears to be highly disruptive in its societal, environmental and economic impact. Exchanges are fluid, cordial, open and focused on the objectives established during the meeting to follow.*

Cyril, mentor at makesense

## Key figures

300

entrepreneurs helped by mentors

300

mentors trained by makesense

9,1/10

satisfaction score (positive feedbacks)

8

events organized for mentors



## SPRINT MOBILIZERS

make sense  
**=sprint**



**For 2 and a half years now, we train and support citizens to support social entrepreneurs in their first steps. They receive a short training and then support by pair a group of 10-12 wannabe entrepreneurs for a few weeks.**

Every 2 months, we proceed to a call for applications and a small selection within makesense volunteers community, offering an opportunity to be trained to the basis of Design Thinking, Lean startup, community building and online facilitation applied to social entrepreneurs needs.

This experience has proven to be highly useful and effective for volunteers who are in a process of professional reorientation, especially in the field of coaching or facilitation.

This year, the raise of participants volume pushed us to redesign the selection and training process for our volunteers as well as the key roles we needed :



*This program was for me a very nice experience, full of light and stimulating moments, which led to action. I liked the size of the "classes", the goodwill within makesense and the values that everyone involved stood for. I was able to learn about concrete social entrepreneurship topics, but also about myself, I really liked the fact that I could motivate the troops and help in my own way.*

**Guillaume, volunteer for the Sprints**

## Key figures

(from January to June 2021)

**448**

projects supported

**95**

volunteers involved, trained  
and supported

**1**

New training path

**2**

New roles tested : "captain"  
and "super mobilizer"

## SPRINT MENTORS



As we launched a new Sprint format, the “Sprint Expérimentation”, we launched along with it a new engagement format for our volunteer.

Starting January, we offered the possibility for some mentors of the makesense community to :

- receive a 2 hours training on best practices to coach social entrepreneurs
- join a 6-weeks program during which they would be in charge of mentoring 1 project among a group of 10 entrepreneurs
- can join support sessions throughout the 6 weeks along with the other sprints mentors

The difference with Spot here is that mentors are more selected, they receive more training and support from makesense and they get involved in a more frames mentorship (in time and in terms of objectives with the entrepreneur).

**The experiment is already a success ! 1/3rd of the mentors decided to get involved again after their first experience, and at least 20% of them decided to keep supporting the project they were matched with even after the 6-weeks program officially ended.**



*Very enriching experience, it allows you to broaden your horizons, to get out of your comfort zone.*

*It taught me how to adopt a mentor's posture, how to accompany a project and to go beyond the imposter syndrome. Thank you makesense!*

**Vanessa, mentor for the Sprint XP**

## Key figures

(from January to June 2021)

46

projects supported

32

mentors involved, trained and supported

9/10

average satisfaction rate

## Citizen engagement programs

### Our citizen engagement program to allow anyone to get engaged on actions of solidarity or for the planet.

The **Re\_action program** was launched at the beginning of the lockdown in France in 2020 to allow anyone to get to action to help vulnerable populations during the covid crisis. It is designed with partner NGOs who are experts on the field and who helped us design the useful actions to put in place to help the homeless people, the isolated elderly, the newcomers (refugees for example) or to act against climate change.

More than 60% had never act on the cause they engage on and more than 35% never did any form of volunteering. This two weeks program enable them to discover this subject and take action. We have more than 80% of satisfaction through the whole year. We are proud that 95% want to keep taking actions and more than 50% have actively done so !



*I met an "ultra connected" 82-year-old lady. This meeting had filled me with so much emotion, that after hanging up, I burst into tears. We have so much to learn from these people, too often isolated, and the idea of being able to (re)experience this every week pushed me to continue the program.*

**Vincent**

## Key figures

5 680

Participants

265

Unique Mobilizers

16

Partner NGOs

+52%

Are still taking actions 3 months after

# Re\_action program - online closing celebration!

Benoît Leleu BRIVET Mathias CAMILLE COTON... Camille Demange Camille Meuriot Capucine Coat Aurélie Curnier Axelle Gelineau Bassot Noé

Charlotte COTTI... Christel Guidal Christelle Garcia Christopher Lesc... Clémence Heurt... Clément Kovalen... Cyril Pisios Danielle VOIRIN Delphine B

Dominique Fau... Elisabeth Gras Elodie CHAPUIS You Emmanuelle BO... Eva Chaveta Florian francoise ariann... Françoise D

Gaëlle Gaëlle Batoux Hortense Tiberg... isabelle Isabelle Ribeiro Jérôme Alessan... Julie Naulin Juliette MATRAS Justine Del

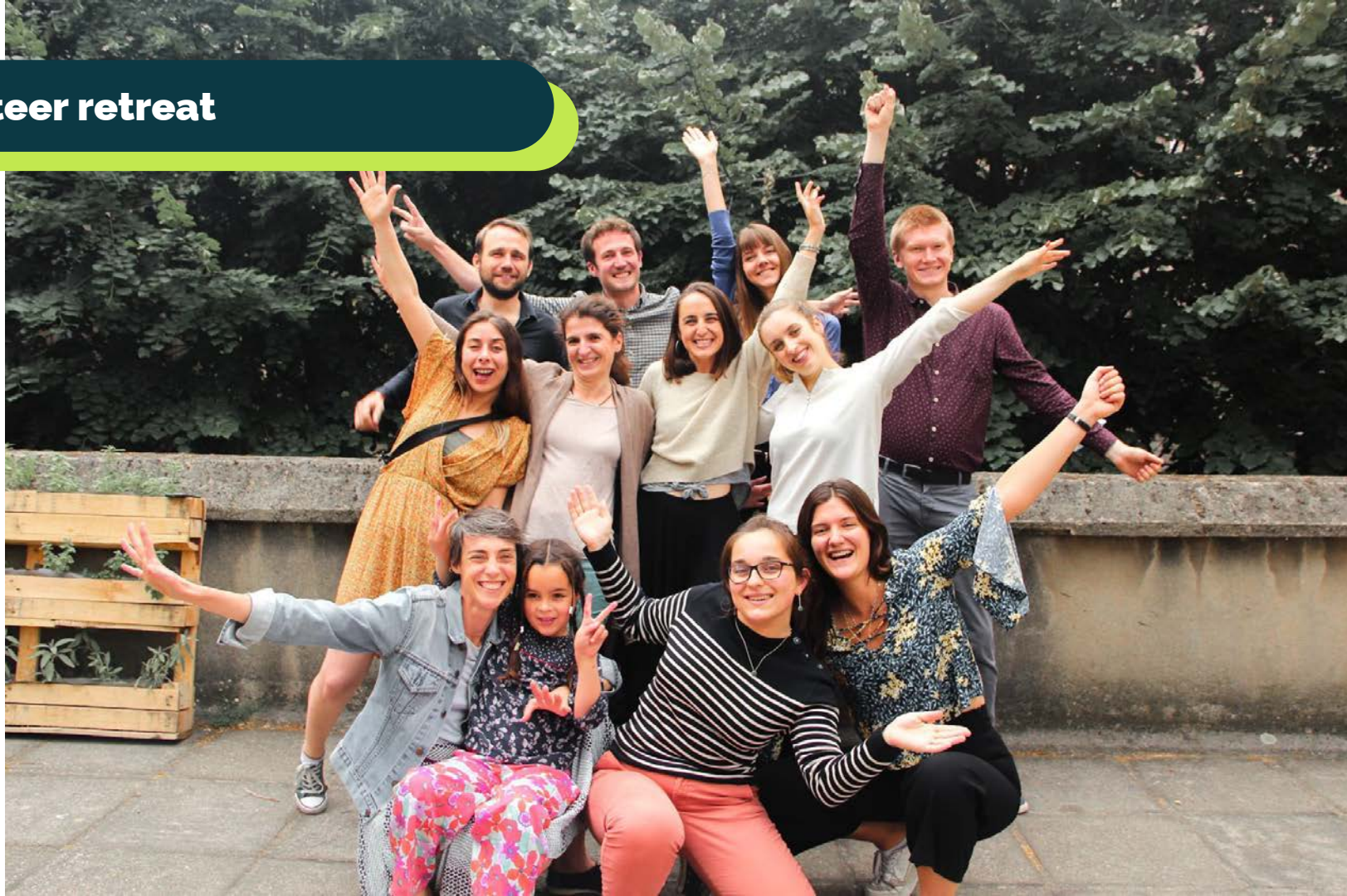
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Marianna Pastore Marie Leloup Marie Milville Marine Mathilde Cervel Méлина Paralte Monbelange Cart... Nassim Merzouk Nathalie

Nicolas Vergne Patrick Lejoille Pauline Azemar Philippe Jansen piaulet laetitia pimentel sylvie Romain Lembo sandrine hidalgo Sarah Brièr

Siham chater Simon Thilliez Sophie Bastos Thomas Chaigne... Thomas Delage Tom Van den Ma... Valérie DEFRAN... Vincent Bonnelye vincent ma

# Volunteer retreat



# Volunteer retreat



## Our platform for events in the makesense community

The platform has three years now. It survived the multiple lockdowns thanks to the makesense TV and organizing a lot of webinars or online meetups. It build a strong resilience of the community and let creativity free with volunteers and partners like Imago doing online projections, La Cloche organizing trainings for people to know how to help homeless people or like La Fresque du Climat to sensitize at climate change.

- We have a variety of events for citizens, entrepreneurs and organizations. Our three targets can gather here
- **90%** satisfaction to our events from the participants. 80% recommendation to our events
- More and more regular partners using the platform to post all of their events through the year.
- A momentum #TheDaysAfter for post COP26 events to take actions on climate change gathering 100 events in one week throughout the world.

*"The lockdown felt like the time to take time to better understand ourselves and others. makesense TV helped me do exactly that with tools and inspiration!"*

**A participant**

## Key figures

**38,047**

Total sign-ups for the online events

**17,976**

Unique participants

**1,263**

Events organized through events

**284**

organizers

paumé.e.s

[Podcasts Link](#)

## A community for people asking themselves more questions than they have answers...

We created an **attractive program** to **support people being in transition** within their life and recruit new volunteers for makesense formats. Here some results:

**\_100,000 people listened** to the podcast Paumé.e.s, a podcast with a monthly episode **giving inspiration and concretes advice** on “How to slow down?” or “How to be more aligned with your values?”

**\_1000 people participated to 290 events**

**\_20 000 people interacted daily** in the facebook makesense community, telling their stories, sharing tips, events and meaningful jobs.

**\_ The book published in April 2021 at Editions Marabout, Hachette : “Le Guide des Paumé.e.s”** that sold more than 3 000 volumes



*“We are deeply convinced that to change the world, you need to be aligned with yourself.”*  
**The Paumé.e.s team**

## Key figures

**+3000**

Books

**100,000**

Listeners of the podcast

**130**

Events in the Paumé.e.s momentum

**+20,000**

Online community members



La Brèche



## A two weeks program to let people address concretely changes in their lifestyle

**La Breche** was launched and took place for 6 months between january and june 2021. It is a program dedicated to do some introspection about topics such as a job with more meaning, leaving the city, deconstructing privileges (antiracism, feminism...)

*"makesense offered a playground to test a new program to change the perspective in this post covid world. The program helped hundreds of people talk from their couch of topic they had been afraid to address "*

**A mobilizer**

## Key figures

1100

Participants

83

Mobilizers

8

Editions

## Tech for Good Tour

3rd edition

### Tour de France to raise awareness around technological innovation serving the general interest and take action

This Tour was put out by **makesense** and **Latitudes**. Its third edition took place during the month of April 2021. It was supported by the Devoteam Foundation, SAP, MAIF and La French Tech.

The idea behind this tour was to **raise awareness** as well as **creating new interactions between the actors that made the social and environmental innovation and the actors that made the technological one.**

During this third edition, we had a full online agenda because of COVID-19: \_we met **students** of different tech schools and universities to help them understand and experience tech for good, \_we met **social entrepreneurs** and other structures that act for good in order to help them understanding how tech could help them magnifying their impact and who could help them assessing these techs, \_we organized **conferences** and **meetups** for **citizens** that had an interest in the topic where we organized round tables and supported the participants' move to action on different Tech for Good topics.



*Working and discussing with you gives even more energy and positive vibes.*  
**a speaker from one of the events**

## Key figures

1,852

tech talents  
sensitized

+ 77%

of the participants want to  
commit more afterwards

49

events  
organized

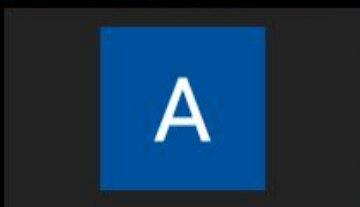
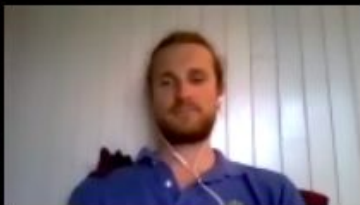
62

local partners  
in our different cities

# Tech for Good Tour (3rd edition)



Alexandra Darras



Quentin Parisy - MAIF



Sarah - Fondation D...



Tauvel



Maité

## Youth prospective

### Series of workshop to define a vision of what the world would look like in 2101 and the steps to be taken to get there.

To celebrate the AFD group's 80th anniversary, we worked together in gathering **15 young people from all over the world that use their potential for good: activists, entrepreneurs, artists, psychologist, etc.**

Once gathered, the panel went through a 3 steps methodology:  
\_traveling to 2101 by imagining what could be the main events shaping the future on 8 main themes,  
\_exploring what health, environment and education could look like in 2101 in a positive world and taking into account different realities,  
\_drawing the portraits of 3 young people who would live in this futuristic and realistic utopia.

From this series of workshops, the deliverables (*2 poems, 3 portraits, 1 written + audio letter from the future, 10 drawings*) were used by the AFD group to organize a drawing competition broadcasted to the world, feed their social networks with a series of posts inspired by this work, and to set up an exhibition at the Austerlitz station in Paris to present it all.



*It has been a great adventure of learning.  
I have met really inspiring people, so so supportive.*  
**Memory Benda, children's rights activist  
who participated in the program**

**15**

young inspiring  
people

**+20**

deliverables on the  
utopia designed

**Key figures**

Since Jan. 2021

**500 000**

Unique visitors  
(Candidates & Recruiters)

**2 500**

Recruiter spaces  
created

**13 600**

Jobs published

**23 000**

User account

**100.000**

Applies

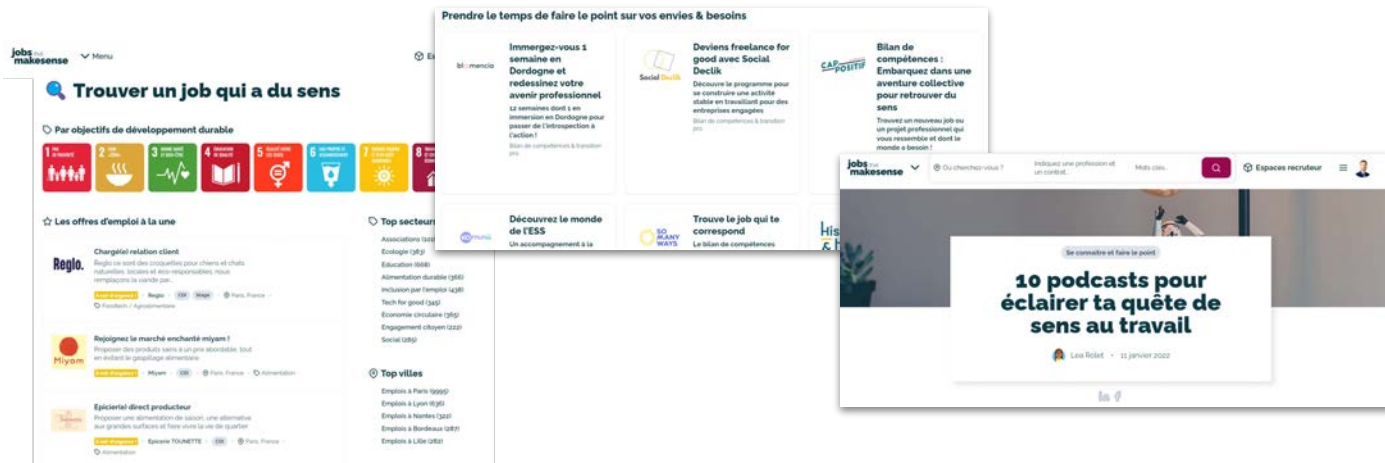
## Visitors & candidates

Our goal is to **help people doing their transition to a purpose-driven career.**

We are an answer for all of those who are looking for the more sense in their job and want to work with a positive impact on planet and people.

To achieve this mission, we developed :

- **a jobboard** of purpose-driven jobs posted by recruiters (associations, social startups, ...)
- **a catalog of programs**, trainings & skills assessments
- **contents** to help in the transition for impact career



## Key figures

500k

Uniques visitors

23k

Registered Users

14k

Job offers

100k

Applies

## Recruiters

Our goal is to help every impactful recruiters to recruit qualified profiles in record time.  
We recruited Anne-Cécile as a CSM to take care about them.

We also developed 2 offers :

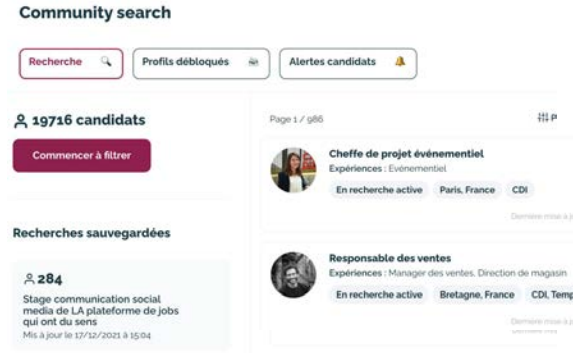
- **Pro membership** :
- **Visibility multiplied by 3** (showcase of the offers on the platform and in the candidates newsletters)
- **Career page** to improve the employer brand and gain visibility.
- **Hunting for profiles in our database** of +19,000 candidates, with the possibility of unlocking 40 profiles / month and creating alerts
- **Statistics** and **templates**

The recruiter can subscribe to this membership for 39€ excl. VAT / month or for the year at 276€ excl. VAT.

- **Boost** : Visibility multiplied by 7 during 7 days

*We had a lot of candidates on the platform with qualified profiles who are interesting in the sustainable development sector. The platform is easy to use and we recruited within 15 days !*

**Donna, Recruiter for Ose ZD**



## Key figures

2 500

Recruiters

314

boost

350

offers published  
per week

53

monthly membership

## Trainings

We created a **catalogue of programs, trainings & skills assessments** in december 2020.

**Our goal is double :**

- 1) help our retraining visitors to **know the best programs** to develop their competences to work in a job with positive impact
- 2) help the programs to be know in the eyes of our qualified audience & **fill easier their promotions**

We want to become **the reference site of training that help to do his career change in the social economy**



[Discover the partnership](#)

## Key figures

30

Programs

4

Types of programs (Career adviser, Soft skills, Sustainability, Hard Skills)

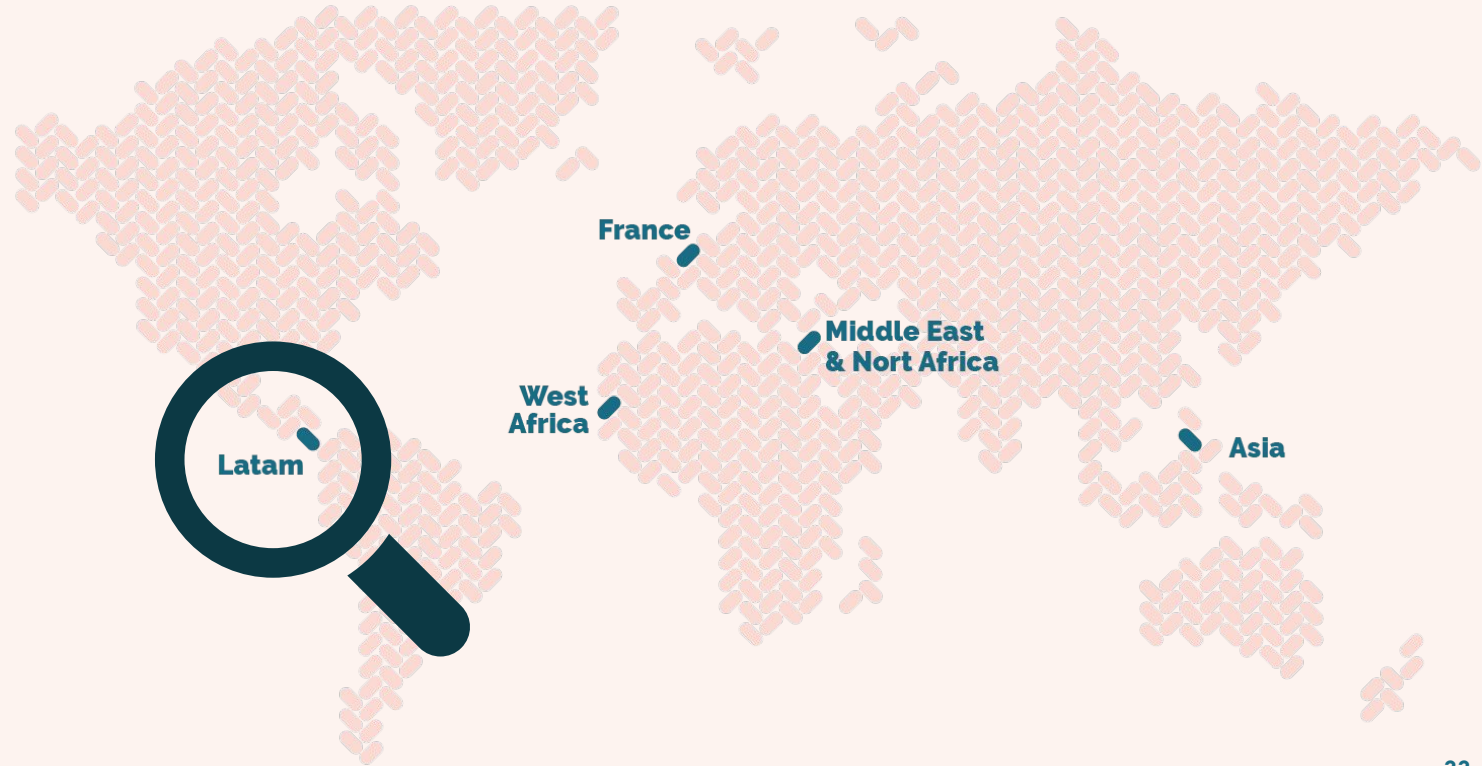
50k

Visitors on the catalogue

3200

Connections Visitors ↔ Programs





## Active Citizens Azteca & Jalisco



## Key figures

### Active Citizens Azteca

Training for the **creation of facilitators** with the Active Citizens methodology of the British Council **focused on social entrepreneurship**

It was the first British Council training delivered with a hybrid combination. **Charo Lanao master facilitator** was in Ireland for the 5 days of the facilitation. It was also the first Active Citizens training in immersive face-to-face (retreat-type) in times of pandemic.

Training for **17 entrepreneurs**, for 5 days with a remote master facilitator and 3 on-site facilitators.

16 feedback formats were obtained, of which **14 rated the program with 10/10**, and 2 with 9/10

### Active Citizens Jalisco

Virtual **training for social leaders** of the State of Jalisco to strengthen their citizen participation skills. Collective impact between the **Secretariat of Citizen Participation** and the **British Council** (government), citizens and entrepreneurs.

22 trained people from **different civil society organizations** and from the **Jalisco state government**. 5 training sessions for **social leaders** with a methodology **validated worldwide**.

39

people trained

14

Participants rated the program  
with 10/10

sense\_camp 2022

At our annual festival of socio-environmental innovation, we inspire, incite action and create collaborations between citizens, entrepreneurs and organizations to rethink the **Future of Impact**.

**The first hybrid makesense program!** A gamification platform was created in which the people who earned the most points were rewarded with a face-to-face bootcamp and virtual prizes.



## Key figures

+25

inspired organizations

965

inspired people

20

virtual events



## Hold-Ups

Training and support in design thinking to **solve the challenges of social entrepreneurs in the UK**, thus reinforcing the practice of English and the cultural exchange of British students with the UK community. Program dictated 100% in English.

Through different virtual sessions, the **teams learned about social entrepreneurship and acquired virtual innovation and facilitation tools.**

**24 participants** selected from **212 applicants.**

**82%** said they felt more confident in skills issues, online facilitation and Design Thinking application.



## Key figures

**24**

participants

**212**

applicants

**82%**

felt more confident in skills issues in online facilitation and application of Design Thinking

**Odisea XXI**

**Deloitte.**



**Promote the future employment of young people** by teaching them the skills of the 21st century.

More than **5,000 young people willing to improve their future job**, enrolled in the program from all corners of Mexico. We gave 100 scholarships for persons with low internet access!

Upon the completion of the full course, **930 young people were certified by Odisea XXI** in group 1

**145 entrepreneurship were created** into the program.

## Key figures

**5,000**

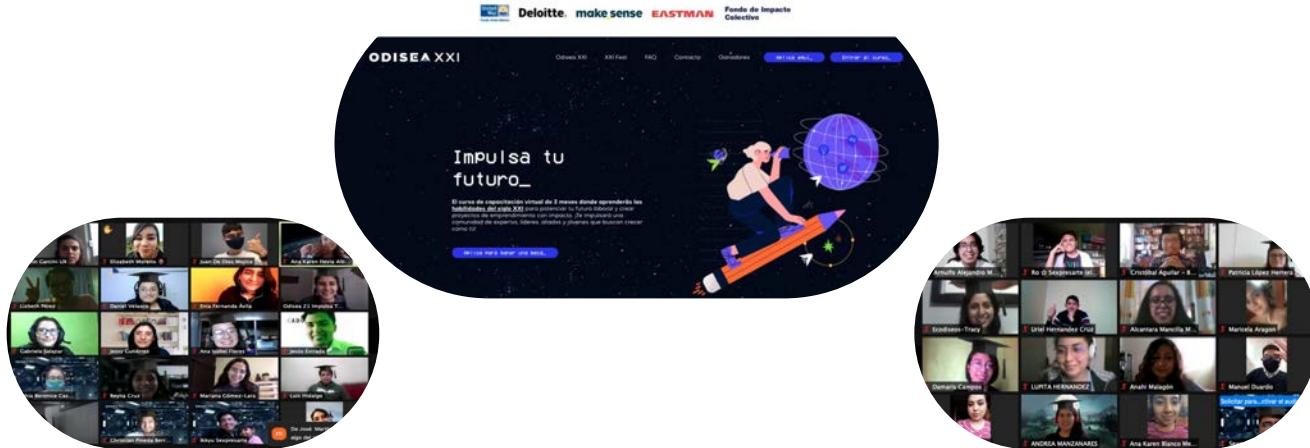
people willing to improve their future work

**930**

people certified by Odisea XXI

**145**

entrepreneurships created in the program



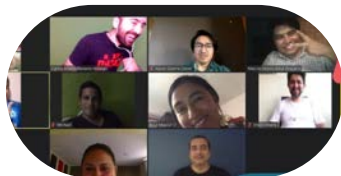
A virtual volunteering program for **generating concrete actions to face the most urgent challenges of today.**

Actions to **solve gender violence, climate change, education, inclusion among other issues.**

**638 volunteers mobilized** during the program.

This year the Laidlaw Scholars that participated in the re\_action for climate programme **spread the makesense message across 6 different countries**, mobilized **54 other citizen volunteers**, and contributed to our organization's mission of empowering citizens.

**5 Climate Action Themes achieved:** Climate Change Awareness Through Difficult Conversations, Fast Fashion in Relation to Waste and Sustainability, Local Approaches to Sustainable Practices, Food Insecurity & Climate Change, Locally-Grown Food for a Lower Carbon Footprint



# re\_acción



## Key figures

30

impact communities

435

volunteers mobilized

6

different countries



## Makesense TV

Citizen inspiration through virtual meetings and online content

We have trained people from more than **20 organizations** to inspire their community.

From February to August, we inspire more than **1,200 people attending makesense TV virtual events.**



make\_sense



## Key figures

+20

inspired organizations

2632

inspired people

66

virtual events

## Inspiring people



The Climate  
Reality Project

### The Climate Reality Project

Train climate leaders in the **use of Design Thinking** to generate climate action. The host was **Al Gore**, Nobel Peace Prize winner. **3,000 people inspired**.

### 5a Jornada Conectate Chiapas

To inspire young entrepreneurs to help them structure their projects in a socio-environmental entrepreneurship format.

We had the participation of young people from Tzotzil and Tzeltal-speaking communities. **2,000 attendees** during the event.

**33,000 impressions on social networks** after the session.

### Encuentro Virtual Comunidad que Inspira 2020

To inspire young **BBVA Foundation** scholarship holders on **how to contribute to the Sustainable Development Goals** in their daily lives.

One **participant said**, "...in the future I would like to start a social business in which I can help my municipality..."

**1,000 BBVA Foundation** scholarship holders, young participants.

## Key figures

**6,000**

people inspired



Fundación  
**BBVA**





## Re\_action for Citizens

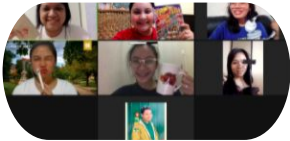
Q1 & Q2

**mobilizing first-time volunteers virtually to tackle issues highlighted by Covid-19**

The Re\_action program continues to emphasize how citizen-led initiatives are crucial amidst the pandemic. This is why we continued to run the program in 2021, with some changes to the structure and strategy, rooted in both feedback from our community members and in the changing landscape of the pandemic.

Earlier this year we tested several strategies for the Re\_action program including partnering with a well-known celebrity influencer in the Philippines, employing a “black friday sale” strategy to recruitment, and running 2 online “streams.” **All this testing has informed the current structure of the program, which we now call, the Re\_action+ program, to be more robust in objective, structure, and output.**

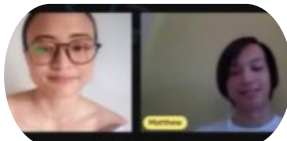
### Supermobilizers



### Volunteers



### Partners



### Beneficiaries



### PR Partner



*“The best thing about being a Re\_action volunteer is that it **creates clear impact** for the organization, beneficiary communities, and to us volunteers. It was so fulfilling to be a re\_action volunteer and contribute to social change **even in an online setting!** The Re\_action program empowered me to advocate for three passion points – education, sustainability, and technology, and **my talents and abilities were blended with others to contribute to social change.**” — Carriza, volunteer*

## Key figures

274

number of active volunteers

40

number of Supermobilizers

4

themes being tackled

28,000+

vulnerable people supported so far

### WOMEN EMPOWERMENT

#### Subthemes tackled:

- Women in Arts
- Violence against women
- Women in Sports
- Women in STEAM

#### Our impact:

- **4000+ women supported**
- Created **4 modules** on computer systems and programming for young girls
- **70 job opportunities** for women and more!

### ACCESS TO EDUCATION

#### Our impact:

- Supported 8 beneficiaries with tablets/laptops for school
- Echo the voice of unheard individuals and minority groups
- **Supported 2,000 individuals** and empowered them to continue with their education education
- Supported **1,000 children** by providing them with **school kits**

### PLASTIC WASTE

#### Our impact:

- **Collected 100+ kilograms of unused HDPE/LDPE/PP plastic**
- Educated **5,000 people** on environmental issues and how to solve them
- Empowered **3,000 individuals to practice sustainable waste management**
- Promoted systemic change of plastic waste management

### EMPLOYABILITY

#### Our impact:

- Organized a 4-day series of webinars and workshops for more than **500 young individuals** struggling with their career development in social impact

#### Upcoming thematics to be tackled:

- **Supporting Local Artists**
- **Basic Needs**
- **Social entrepreneurship**
- **Poverty**

#### Relevant links:

- [Re\\_action 3.3 Impact Report \(March 2021 Run\)](#)
- [Re\\_action 5.5 Impact Report \(May 2021 Run\)](#)
- [Re\\_action+ Program brief \(August-November 2021 Run\)](#)

## Re\_action for Citizens

Q3 & Q4



More tests were run in the program structure of the Re\_action program to learn from citizen movements in the new context of 2021. These tests include:

- **Longer sign-up periods** to accommodate for personal timelines and availabilities throughout 3 months (as opposed to the 1-day sign-up period earlier in the year)
- Deepening the **responsibilities of Supermobilizers** from group leaders to project organizers
- **No influencer marketing** was used for recruitment
- **Testing rewards systems** for the topnotch Supermobilizers: an intimate call with our celebrity ambassadors
- Presented CTAs as **missions** that needed to be accomplished
- Had **7 thematics** in total, as opposed to the 1-2 earlier in the year (Careers in Social Impact, Supporting local artists, Equipping more community developers, Climate action, Access to Education, Poverty, Sexual & Reproductive Health)
- We ran an online **Sensecamp** this year

*"As someone who doesn't like working with others because of a series of negative experiences, I felt supported by my fellow volunteers and I was constantly impressed by their contributions." - Margarita, Re\_action+ Volunteer*

## Key figures

492

number of active volunteers

16

number of Supermobilizers

7

themes being tackled

89,065+

vulnerable people supported so far

## Imagining Healthy Futures Program



# training the youth to improve access to healthcare for underprivileged communities

The Imagining Healthy Futures Program is the product of the Health 4 All Coalition after dialogues that mapped out major gaps in the Philippine healthcare system, some solutions to those challenges, and **the vital role the youth plays as a bridge to those solutions.**

Through this program, we are gathering **young health leaders--students and young professionals** to be part of a 1.5 month program that trains them on data gathering, community building, and program design.

During the pilot a total of 80 volunteers were able to launch 11 campaigns to increase health literacy within their chosen communities. The program proper launched 23 campaigns, spearheaded by 143 volunteers from all over the country.

### Supermobilizers



### Coalition Stakeholders



### On-the-ground communities



*"Being in IHF has pushed me to **go outside of my comfort zone.** It has been an **empowering and eye-opening experience** that helped me **learn more about the "real world"** while giving us **concrete ideas** and actions on how to do the projects we envision while being surrounded by **supportive people.**"*

*-Ereca Debalucos, Imagining Healthy Futures Volunteer*

## Key figures

193

Volunteers mobilized

12

Out of 17 Regions in the PH Reached

15

Immunization & Preventative Health Campaigns

6

Sexual and Reproductive Health Campaigns

7

Mental Health Campaigns



## Pilot Run (Q1)

### IMMUNIZATION

Our impact:

- **3 online campaigns** supporting local vaccination efforts
- **1 in-person educational campaign**

### SEXUAL AND REPRODUCTIVE HEALTH

Our impact:

- **3 online campaigns** promoting safe sex
- **1000** people reached and educated

### MENTAL HEALTH AND VIOLENCE PREVENTION

Our impact:

- **3 online campaigns** on Mental Health and Violence against women
- **1 in-person campaign**
- **5 youth and government partners**
- **11000+** reached online

**12,000+**

people informed & educated through online campaigns

**11**

volunteer-led activities implemented online and in-person

Relevant links:

- [IHF Pilot Closing Call](#)
- [IHF 2021 Impact Report](#)

## Imagining Healthy Futures Program



SANOFI 

## Actual Run (Q2-Q4)

### IMMUNIZATION AND NUTRITION

#### Our impact:

- 11 **online and offline campaigns** supporting local vaccination efforts and nutrition programs
- A database to aid in scheduling and registering for COVID-19 Vaccination
- Community Nutrition programs through local gardens
- Campaigns to increase pediatric COVID-19 Vaccination
- Farmers Market to aid in food insecurity

### SEXUAL AND REPRODUCTIVE HEALTH

#### Our impact:

- 4 **online and offline campaigns** promoting safe sex and menstrual health
- Localized information campaigns
- Distribution and education on menstrual and birth control products

### MENTAL HEALTH

#### Our impact:

- 8 **online and offline campaigns** focused on mental health education
- Support groups for survivors of gender-based violence
- School-based support mental health groups.
- Support group targeted to women entrepreneurs

### Relevant links:

- [IHF Pilot Closing Call](#)
- [IHF 2021 Impact Report](#)

## Key figures

**9,000+**

people directly supported on the ground

**40+**

volunteer-led activities implemented online and in-person

**12,000+**

people informed & educated through online campaigns

## New Strategies

More tests were run in the program structure of the Imagining Healthy Futures program to learn from citizen movements, specifically health projects in the context of 2021.

These tests include:

- **Supermobilizers** were deeply involved as leaders of teams, and liaisons between the teams and makesense
- A **Mega Homebase** was implemented during the 2nd run of Imagining Healthy Futures as an easy way to monitor teams' progress as well as their outputs for each training sessions.
- **Microinfluencers** in who create content in the niche of medical school activities, and health-related career paths were engaged for marketing the program to their followers.
- **The IHF Awards** is a micro-grant to which all participants of Imagining Healthy Futures were eligible to join. This was created in order to incentivize teams as well as boost the most promising ones with coaching and financial support for the first 2 months of 2022.

## Imagining Healthy Futures Grant Awardees

### 1st Place: Vacc-to-Bakuna

An effort to increase paediatric COVID-19 vaccination in Olongapo through online and offline information drives + the provision of transportation and kits to successful registrants

### 2nd Place: Libsug Kabataan

An initiative to aid malnourished children 0-59 months old in Tacloban through the revamp of a community garden and informational sessions

### 3rd Place: Paralaya

A subsidized farmer's market in Pampanga to increase access to healthy and affordable ingredients for the community of displaced farmers and fisherfolk.



## makesense Studio

**Stories shape how we think, and we act on what we think.** When used for good, storytelling can shift policy, transform communities, and help us imagine better futures. It can change the world.

**Makesense Studio** is the Philippines's free creative program designed to engage communities challenging the status quo through narrative change.. We trained young participants aged 18-30 from all over the Philippines in digital campaigning and story-based strategies to craft messages that make people want to take action. This year we engaged 40 participants around 4 themes: **health & wellness, women's empowerment, voters education, and education.**

### Asynchronous modules



**Free resources, videos, and activities** on story-based strategy and narrative change for accessible learning.

### Radical collaboration



**Diverse groups** gathered from all over the Philippines - students, community organizers, creatives - to collaborate with each other & people on the ground.

### Online & offline campaigns



Instead of single pieces of content, groups released **full campaigns in social media or offline spaces**, such as hosting virtual events or distributing flyers in their barangays.

*"It's a good program for someone who wants to make an impact but doesn't know where to start. The concept of starting with the narrative stuck with me and I think I'll apply it to other things that I work on."* - **Participant**

## Key figures

4

no. of groups and campaigns produced

40

total citizens trained on social impact storytelling

50%

of participants from outside Metro Manila

16k+

people advocated online

## Storytelling for Social Impact

**Stories shape how we think, and we act on what we think.** When used for good, storytelling can shift policy, transform communities, and help us imagine better futures. It can change the world.

**This Narrative Change Storytelling course** was created train citizens in the importance of storytelling, narrative change, and effective campaign strategies to craft messages that make people want to listen and take action. Running a total of 2 hours, the course aims to:

1) Get bold ideas and inspiration from the best social impact communicators, 2) Learn how to do generative exercises to ideate effective communication ideas, 3) Be able to create standout campaigns that challenge the status quo, and 4) Understand storytelling principles at your own pace with the opportunity to join the makesense community of changemakers after completing the program!



*Beautiful, beautiful, beautiful! Simple, clear, grounded, straight to the point, very helpful and informative." - **Matthew Gregor, Student***

## Key figures

4.8

Course Rating

654

total students trained on social impact storytelling

68

number of countries taking the course

9

number of lectures produced

## Kofi Annan Foundation 'Extremely Together' South Asia Regional Conference

The Kofi Annan Foundation's **'Extremely Together'** initiative works to counter global violent extremist narratives, and efforts by violent extremist groups worldwide to recruit young people in particularly vulnerable situations. **This global network of young leaders aims to fill the gap in international and national efforts aimed at preventing violent extremism (PVE) by promoting the leadership and central role of young people as enablers of peace.**

Makesense co-designed and co-facilitated their hybrid regional conference from October 19 to 21 that brought together leaders from CSOs all across South and South-East Asia for online workshops and youth leaders working on PVE from the Philippines, Pakistan, and Bangladesh for in-person workshops. The conference was held to foster an open and honest conversation about the successes and challenges of working in youth-led PVE action and ignite a discussion about the opportunities which lie ahead.



*"As youth activists, it's very important we work on ourselves and we can't do it alone. When we share with practitioners from varying countries with their different narratives, we start to see how we can address this challenge in each context."* - **Arizza Nocum, Founder of KRIS for Peace Philippines**

## Key figures

9

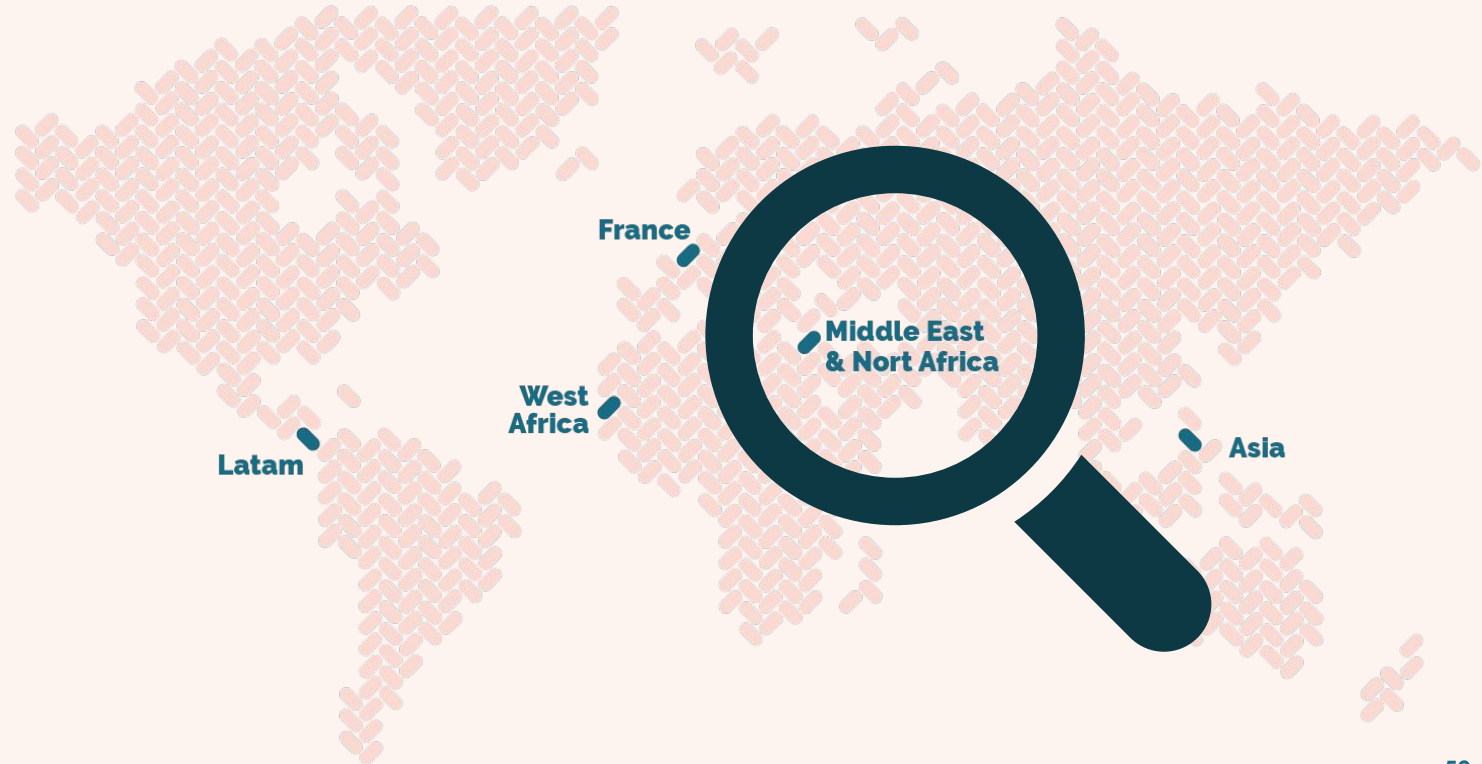
Youth activist leaders  
trained in person

15+

Countries represented  
through in-person and  
online workshops

60+

Leaders involved from CSOs  
across South and SouthEast  
Asia





## Ollay II



## Key figures

5

workshops

16

participants

2

program induction sessions

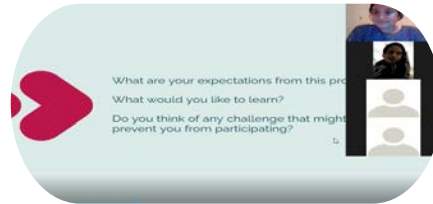
OLLAY is a **3 months** (4 phases with 3 different partners) **online educational program fully in arabic**. It aims to raise awareness of youth in Shatila camp about social entrepreneurship and collect some good ideas of social innovations that could be incubated later.

Due to the great result of the first batch in 2020, **Basmeh & Zaitouneeh** decided to re-do the program with makesense,kiron,and DOT in 2021;

makesense led the **1st phase (inspiration) and the last phase (ideation)** where a series of workshops was delivered to the mentioned beneficiaries.

The inspiration phase covered the following topics: **role & characteristics of social entrepreneur,concept of social entrepreneurship,social innovation,and design thinking.**

The ideation phase supported the participants in: **identifying a community challenging,framing the challenge,brainstorming ideas, and defining the solution.**



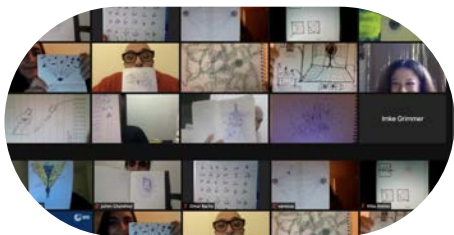


FANTASMEEM



The FANTASMEEM online program was designed to provide **29 design entrepreneurs with 4 training topics to help them develop their entrepreneurial journey.**

makesense facilitated the program as well as the community of entrepreneurs **by equipping trainers with the needed tools to deliver engaging online workshops**, developing a **community and system of info-sharing and partnerships within the entrepreneurs** and **organized community building sessions to draw paths between the trainers, the beneficiaries and the Goethe Institute team.**



## Key figures

15

Workshops

29

Designers

5

Countries involved



EBTEDY



Key figures

17

Workshops

10

Creative entrepreneurs

4

Countries involved

The “Business Development for Creative Entrepreneurs in Times of Crises” was an online program delivered to **10 creative entrepreneurs with 4 training topics to enhance their entrepreneurship and cooperation skills in order to meet the current challenges faced. It also aimed to achieve medium and long-term goals by promotion the participants' work and activities in a sustainable way.**

makesense facilitated the program as well as the community of entrepreneurs **by equipping trainers with the needed tools to deliver engaging online workshops, developing a community and system of info-sharing and partnerships within the entrepreneurs and organized community building sessions to create a strong and reliable collaborative community and network.**



14 Juillet

The French Embassy of Lebanon, for the occasion of the 14th of July, wanted to gather Youth and listen to their proposals for a better society. With makesense, they organized a brainstorming **workshop inviting over 80 social and environmental activists and experts** to address the current crises in Lebanon.

makesense's role was to animate and facilitate working groups on **6 different key topics**: health, education, politics, circular economy, culture and gender equality.



Key figures

80

Activists

6

Crisis topics



## “Jeunes et Medias”

Jeunes et Medias is a project to **sensibilise youth to the role of journalism and independent media in Lebanon today**. The program reached **200 youth aged 14 to 16 years old**, and is animated by journalists working for local independent media (labneh & facts, megaphone).

### It focus on three main parts:

- Today's media landscape in lebanon: the interdependency between media and politics/economics
- How to practise self criticism toward medias in general: fake news, how to decrypt them?
- Digital literacy: how to protect oneself online



## Key figures

24

Workshops

200

Attendees

8

Schools

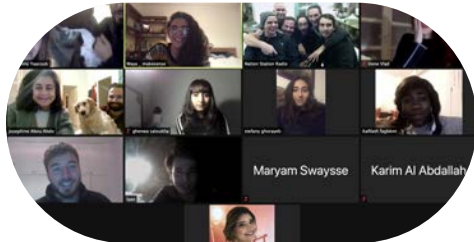
3

Experts

## Kater El Kheir

Kater el Kheir was a program launched in 2020 to support a grass root citizen-led project born after the beirut blast. Most of the activities took place in 2020 (we do, we do with you). **In the beginning of 2021, we were in the "you do" phase - we handed over all the volunteers materials and knowledge to the NS team who continued with the weekly volunteer program until end of May.**

makesense also provided **team building workshops** during the covid induced lockdown to make sure the volunteers are still excited about the project and ready to support once lockdown is lifted.



## Key figures

36

Weekly volunteers

31

Weeks of Kater el Kheir program

20,000+

Meals distributed

500+

Houses assessed

## YACathon

Youth Against Corruption (YAC) is a startup supported by the makesense OMDI program. As part of their mission, they organized an online YACathon - **a series of sense fictions that would support citizens in coming up with anti-corruption ideas, backed by experts in the socio-political fields.**

makesense supported YAC in providing **team building trainings, brainstorming sessions, and trainings of facilitators to organize the online sense fictions.**

The YACathon had 6 tracks - where 10 citizens discussed challenges, solutions and potential initiatives with the help and guidances of local experts. At the end of the YACathon - a pitching ceremony was held and 2 initiatives were selected to be incubated by the YAC team and their partners.



## Key figures

6

Team training

2

Sense fiction / Hackathons

13

Sense fiction facilitators

60+

Sense fiction attendees



**HALAQA community program** is an online program on circular economy designed by makesense to improve the understanding of **environmental and social engagement**, discuss information on the topics of **circular economy, waste and social entrepreneurship** as well as share tips and tricks to live a **more sustainable lifestyle in Lebanon**.

The learning series included 5 topics:

- A general introduction to Circular Economy
- Refurbishing and upcycling
- Food waste
- Waste management
- "Who wants to be a millionaire" competition



## Key figures

**12**

Workshops

**630+**

Attendees

**5**

Topics

**4**

Experts



## LU x Hult Prize



Centre de Métiers  
d'INnovation et  
d'Entrepreneuriat

As part of a yearly partnership with the (only public university) Lebanese University and Centre Mine, **makesense provides trainings and support to student led startups who are participating in the Hult Prize global entrepreneurship competition.**

**The 17 startups received general support during workshops** as well as one-on-one coaching sessions to help them better prepare for their pitching.

**4 startups won the national competition** and were invited to represent Lebanon in the global competition.

## Key figures

3

Workshops

750+

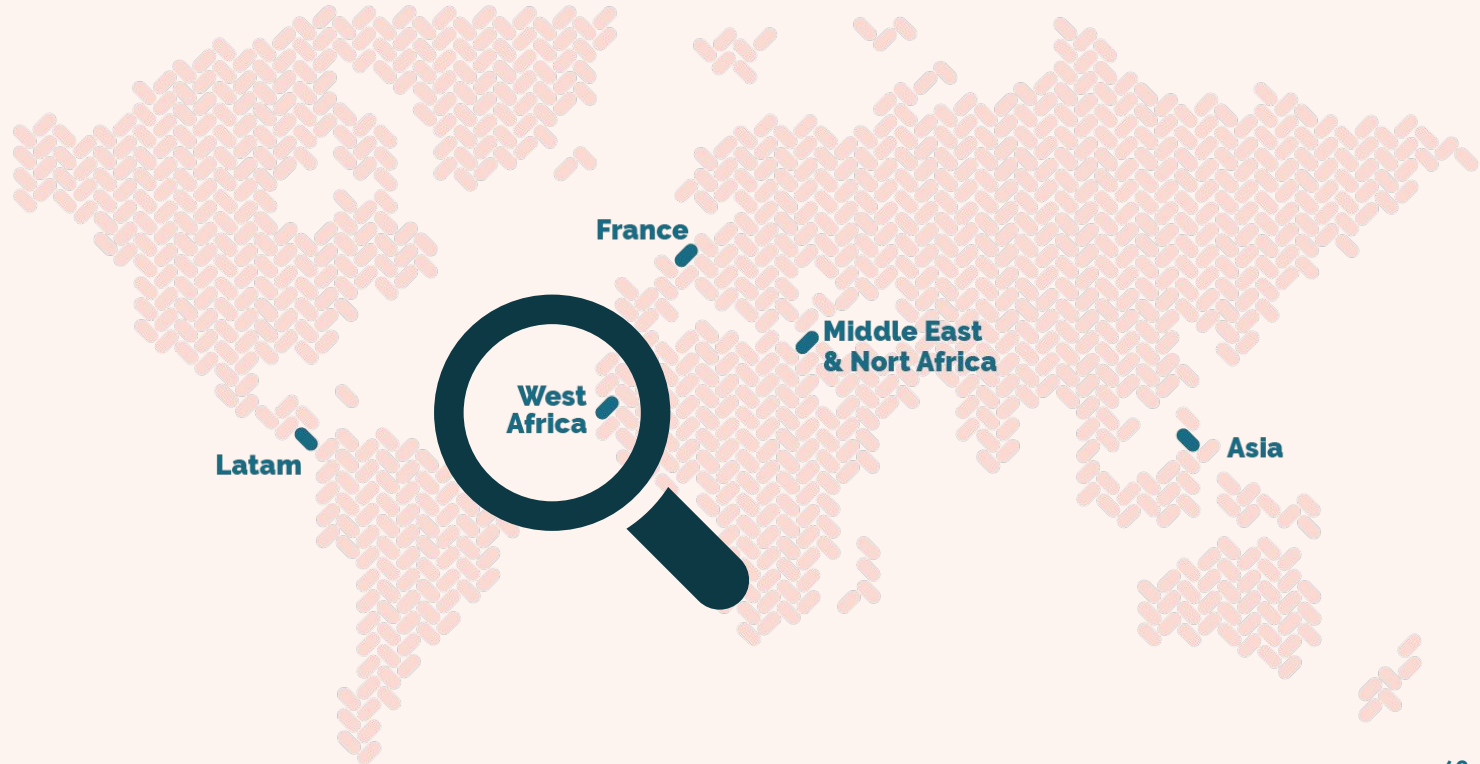
Attendees

17

Startups

4

Startups selected to represent  
Lebanon



## Collaboration Zéro Déchet



HEINRICH BÖLL STIFTUNG  
DAKAR  
Sénégal



As part of the **zero waste transition project** on the island of Ngor, led by the association les amis de l'île de Ngor, in partnership with Association Zéro Déchet Sénégal, the UCG, the cabinet EDE, the Mairie de Ngor-Almadies and financed by the Heinrich Boell Foundation, makesense Africa **conceived and animated a workshop.**

**This workshop intent to enable the emergence of co-constructed solutions** by the stakeholders of the island in order to replace **5 everyday plastic wastes** (plastic bottles, food sachet, coffee cup, plastic bag and water bag)

### Objectives :

- **Involve the island's stakeholders** (boatmen, restaurant owners, shopkeepers, beach owners, etc.) with **private organisations** (Miya, Kirène) in the project by **mobilising them in the construction and the delivery of these solutions.**
- **Eliminate 80% of the volume of 5 wastes** (plastic bottles, water bags, plastic cups, plastic bags and food bags) by **organising the implementation of these alternative solutions**



## Key figures

62

participants

10

Multi-stakeholders solutions  
created

5

Categories of plastic waste to  
remove



The Tech4Sahel project aims to create inclusive and sustainable perspectives for Sahelian youth by developing the employability of young people through training in digital technical professions and training in entrepreneurial skills, by arousing vocations among young people and women and by offering the ecosystem opportunities to develop collaborative projects that respond to local social, societal and environmental issues and to issues arising from research

## Objectives

- 750 people, 75+ organizations and 30+ research actors sensitized and engaged in a "tech for good" movement in the Sahel, 40 actors from the scientific community involved
- 200 young people trained in digital professions, Design Thinking, agility and project management



Thanks to the Hold-up, we were able to reframe our project, we refined it much more with more relevant objectives ... The hold-up is wonderful, it's a free consultation ...! **It allowed us to think of other features suggested by potential users**  
**Team WOEVER/ RESOLUTION GAMES**

## Gnamé Bagayogo, ambassador of Mali

"Thanks to the various tools and modules that I've been trained to, I've strengthen my skills and I feel confident to mobilize youth to attend to a workshop, to facilitate it and to frame challenges ."

Key figures  
1st YEAR

3486

People mobilized

234

Organizations mobilized

41

Ambassadors

70

Challenges resolved

22

SenseAct

19

Hold-up

3

Communauté Tech4Good (en cours)



Citizen Connections II is proposing to **contribute to youth participation and citizen control of public action** by promoting **civic tech** knowledge while enhancing the ability of stakeholders to implement and promote their initiatives. It is also an inclusive project with a strong ambition to promote gender equality.



 make\_sense

25 x 2

hacktivistes supported

### Project's beneficiaries :

- Young people providing digital citizens' solutions
- The potential civic tech user and producer base that is online in the target countries
- Public authorities, the media and civil society organisations (CSOs)
- People in the target countries receiving the civic tech

14 x 2

countries targeted



8

makesense ambassadors  
trained

**Targeted countries :** Benin, Burkina Faso, Cameroon, Chad, Côte d'Ivoire, DR Congo, Guinea, Madagascar, Mali, Niger, Republic of the Congo, Senegal, Togo and Tunisia.

# Collaboration Zéro Déchet Ngor



**make\_sense  
\_for entrepreneurs**



## Executive summary

# make\_sense \_for entrepreneurs

Entrepreneurship for the common good is the challenge of all our support programs around the world. As an example, the Incubation program of makesense Asia has become more intentionally diverse and inclusive in 2021. "It was the first year that we incorporated pragmatic gender lens framework in our Incubation design and facilitation. We also started supporting non-profit projects (not just social business entrepreneurs) into the program. Despite a tough couple of years, the makesense Academy proudly supported 600+ innovators and entrepreneurs across Asia."

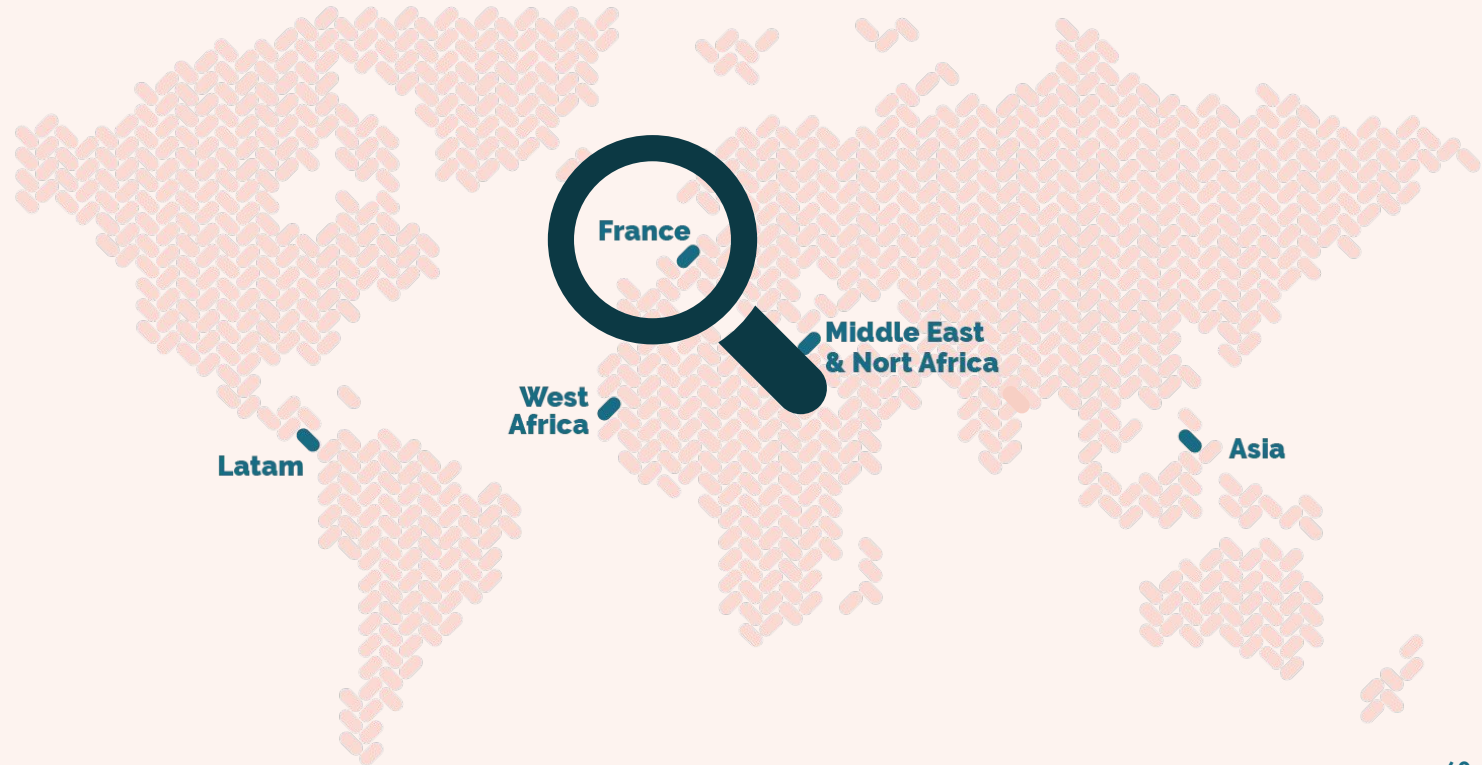
In Lebanon, amidst the multi-layered crisis that country is facing, the Lebanese Hub focused all its entrepreneurs-programs on one major topic: collaboration. "We supported entrepreneurs to work together, help each other, co-design their milestones and share their challenges. 20 social entrepreneurs were incubated, 35 micro-entrepreneurs supported with coaching and fundings, and 16 collaborations have been created."

In West Africa, the focus has been on specific coaching according to the stage of maturity of the entrepreneurs and a first investment fund of 150K euros allows for the granting of interest-free loans.

Finally, in France, new programs have been designed and a new investment fund of more than 80 million euros has been created. Let us introduce you to Racine2 in 2022?



# make\_sense \_for entrepreneurs



## Skill-based volunteering programme

makesense operated a skill-based volunteering programme organising **3 problem-solving workshops with around 20 consultants and developers** every 3 months with the Devoteam Foundation.

During the 3 hours of these Lab #TechForPeople, It enabled to bring **concrete solutions to the technical challenges of various social entrepreneurs** and in turn to help them maximise their impact!



*Thanks again for the organisation of this Lab Devoteam, we really liked the dynamism and implication of the consultants on our challenge!*

**Marie DOUE GOSSAN, founder of Metishima**

9

workshops

9

projects helped

60

consultants involved

Talents 2024

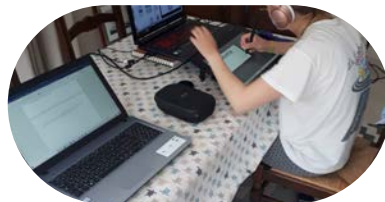


## Individual 6-month support program

In the framework of a startup prize set up by the City of Paris and the Olympics, **4 projects** have been coached by makesense and received prizes: **60K€** split amongst the **4 projects**,

For the past 6 months, we coached the projects on: structuring, internal organization, networking and other specific challenges. Most of them are early-stage projects.

For the first time, the individual support was extended to 4 finalists instead of 3, highlighting the ambition of the City of Paris and the Olympics regarding the youth in social entrepreneurship.



*The monthly coachings allowed us to formulate clear ideas, persist in the project even when in difficult circumstances*

**Florie & Noémie, Réal Des Mêmes**

Key figures

4+

entrepreneurs involved

4+

mentors involved

30

hours of individual coaching

8/10

participant recommendation rate

**SPRINTS x POLE EMPLOI**



## Online 8-weeks program to help jobseekers structure an impactful idea into a real career opportunity

In partnership with the French employment agency, we deployed our Sprint format to help job seekers in Ile-de-France to test themselves to entrepreneurship.

The main target was people in the course of a professional transition towards a more impactful career.

The program was set in collaboration with 8 Pôle Emploi agencies and communication supported by local counselors. Thanks to its pedagogical approach and its collective dynamique, the program enabled participants to get more confident in their willingness to become social entrepreneurs, or at least to put more sense in their career.



*The program is very exhaustive to train and express an idea. It allow a fructuous integration, whatever the level of development of the project is at the start. It's a real opportunity to learn and share a lot with others in a very short period of time!*

## Key figures

**8**

local agencies in  
Ile-de-France

**60**

job seekers involved

**15**

agencies ambassadors  
involved

**9/10**

participants  
recommandation rate






## 8 weeks to target and test a business model


For the second time, makesense organised in partnership with BNP Paribas a combined program with both an 8-weeks collective Sprint program managed by makesense and the individual support of a mentor (a bank counselor specialized in social and environmental economy).

This program allowed local entrepreneurs from Lille in growing phase of their project to get to the next level of development, by identifying promising leads of business model, test them and expand their network with the support of the group of entrepreneurs and their mentor.



**Antoine FRANCOIS**, mentor de Clément Hostache (Share And Smile)

« Accompagner un-e porteur-se de projet est extrêmement enrichissant intellectuellement et humainement. Notre rôle de mentor nous amène à découvrir et comprendre le cœur de l'aventure entrepreneuriale. Cela nous permet de mettre à profit et à partager, en toute bienveillance, nos expériences, conseils et réseaux pour aider au mieux la construction d'un projet. Mentorat est une formidable expérience qui permet au mentoré de recentrer et booster un projet d'entreprise. Je conseille à tou-te-s les porteur-se-s de le vivre ! »



Share and Smile est une Entreprise Solidaire d'Utilité Sociale, qui a pour but de prendre soin des ressources de notre planète. Nous aidons les citoyens et les organisations à mieux utiliser leurs ressources, en facilitant le partage et la coopération. Cela se traduit concrètement par deux champs d'actions :

- Des plateformes de partages : shareathon.com pour le prêt de matériel sportif entre particuliers, ou shareajob.pro pour le partage de talents entre employeurs
- Et des prestations de conseil pour accompagner des démarches de meilleure utilisation de ressources dans des territoires, réseaux, entreprises...

**8**

**Local entrepreneurs from Lille**

**10**

**mentors**

**9/10**

**recommandation rate**



*The program enabled us to confirm our 2 main objectives and the commercial offers to succeed thanks to great tools to think and take action ! The link with our mentors was very valuable too, as it allowed us to identify strengths we didn't notice and expand our network!*

**Léa (Possible)**

## Sprint + mentorship program



### A double added value for young entrepreneurs all across France

Thanks to the Fondation GRDF, makesense operated a **4-months training and mentoring program between GRDF employees and young social entrepreneurs all across France**. The mentors role essentially held in helping the entrepreneurs structure their project (framing the project, putting some objectives and deadlines, making connections with their network etc.). In addition to the skill-based volunteering, the entrepreneurs were granted an 8-week collective and online program operated by makesense to help them structure and experiment their business model.

**Training and supporting mentors.** The maksense team offered a 2-hours training to the mentors and a monthly meeting to help them in their role

**Supporting and training the entrepreneurs through our methodologies.** The entrepreneurs started their 4-month mentorship by participating in a 2-month collective program facilitated by a makesense coach.

*Très beau résultat pour notre mentorée, Marjory qui a reçu une bourse initi'active Jeunesses 31 pour son association Hyper sens avec les félicitations du jury ! Nos échanges au cours de ce mentorat ont été riches et très rafraîchissants. Cela permet de sortir la tête du guidon. Super expérience à conseiller !*

**Marie-Claude Thomazeau, mentor GRDF**

## Key figures

7

french regions represented

22

projects

30

mentors trained and mobilized

## Promote social entrepreneurship among young people in France

La Social cup is a **free 6-month program** initiated in 2014 by makesense, Kisskissbankbank, La Banque Postale, and in partnership with the GRDF Foundation. It aims at educating young people from all backgrounds and under 30 years old on social entrepreneurship.

### Sensitization



#### Meetings and discoveries

In partnership with local structures within the 12 territories of la Social cup, we organize creative workshops to increase young people's skills and confidence in themselves while introducing them to social entrepreneurship.

### Action



#### A giant creativity marathon online

In teams while in the shoes of a social entrepreneur, participants can:

- 👉 find a solution to a problem that affects them or others
- 👉 help an existing structure take a leap forward by solving one of its challenges

### Competition



#### A call for projects

The opportunity for any young person leading social or environmental projects of any maturity to gain funding, visibility, feedback on their project and support from local partners of the program. 12 finalists compete in a pitching event called : Final Battle!

## Key figures

363

participants at our  
creativity marathons

+ 92%

of the young people met want  
to commit more afterwards

243

applications to the  
call for projects

35K

online views of the line event  
of our final battle (1.7K votes)

# La Social cup *(7th edition)*



## Promote social entrepreneurship among young people in France

La Social cup is a **free 6-month program** initiated in 2014 by makesense, Kisskissbankbank, La Banque Postale, and in partnership with the GRDF Foundation. It aims at educating young people from all backgrounds and under 30 years old on social entrepreneurship.

### Sensitization



#### Meetings and discoveries

New for edition 8: develop and offer a volunteer program  
Train citizens in facilitation and social entrepreneurship so that they can sensitize the young people around them.

### Action



#### Creativity marathons

In teams while in the shoes of a social entrepreneur, participants can:

- 👉 find a solution to a problem that affects them or others
- 👉 help an existing structure take a leap forward by solving one of its challenges

### Competition



#### A call for projects

The opportunity for any young person leading social or environmental projects of any maturity to gain funding, visibility, feedback on their project and support from local partners of the program. 12 finalists compete in a pitching event called : Final Battle!

## Key figures

2712

young people sensitized

270

participants at our  
creativity marathons

45

active volunteers throughout  
France

251

applications to the  
call for projects

# La Social cup (8th edition)



#lasocialcup

la Social cup

COMITE DE FRANCE  
DES JEUNES  
ENTREPRENEURS SOCIAUX

sur les réseaux :

lasocialcup.com  
@lasocialcup  
lasocialcup

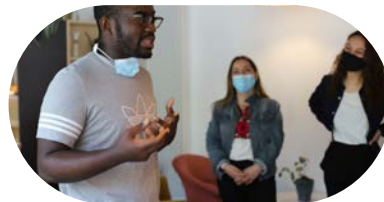
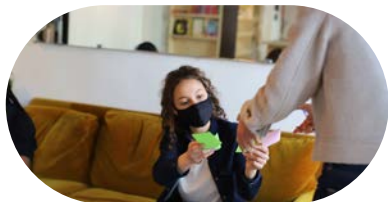
make sense

GATDF

# Entrepreneurial program for young isolated entrepreneurs wannabe

Eclaire Jeunes is a new program dedicated to young entrepreneurs wannabe who do not usually relate to support programs. Either coming from deprived areas or being unemployed, makesense designed a program to help them **test the entrepreneurial adventure**. The purpose: either allow professional aspiration to grow, or develop useful skills to boost employability.

In 2020, the first edition was launched with a **first 4-months phase to explore entrepreneurship** with collective training sessions and individual coaching. The young entrepreneurs can keep developing their project during a 6-months incubation phase afterwards, if they want to. In the meantime, makesense processes the second edition, aiming to double the number of participants!



*I really enjoy being part of the entrepreneurial program. It makes me feel like my project actually exists and there is someone I can share my questions and doubt with all along. **Céline, a young entrepreneur***

## Key figures

7

Projects coached

30+

Applications

4

Training sessions

30+

Hours of individual coaching

## COGNACQ-JAY

# An acceleration program and a communication bootcamp for the projects Prize winners

This year makesense was main partner of the Cognacq-Jay Prize to :

- **Accelerate 5 projects** during 6 months through workshops or individual coaching depending on the need
- **Deliver a communication support** (video, landing page, commercial brochure...) for each project Prize-winner, through a communication bootcamp and individual coaching

The 5 accelerated projects :



## Key figures

5

Projects incubated

10

Participants for the bootcamp

3

different workshops

3

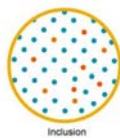
Communication supports



## An acceleration program and a communication bootcamp for the projects Prize-winners

Examples of communication supports delivered :

- MigrantBus : graphic charter
- Grandir dignement - article



**Le Service Civique  
Adapté, s'engager pour se  
(re)trouver**

*"Coaching was particularly useful to help us put the project in perspective. We received tools and methodologies which facilitated project building. We are also very lucky to get the communication supports thanks to the bootcamp, it will save us a precious time.*

**Valérie, co-founder of Plateforme d'échange Holikap**

Key figures

5

Projects incubated

10

Participants for the bootcamp

3

different workshops

3

Communication supports

Shemakes

shemakes



Financé par l'Union européenne

# Empowering future female innovators of the sustainable fashion industry through inspiration, skills and networks.

Shemakes is a **two-year European-Union funded initiative** with a consortium of ten partners in seven countries. The lead partner is CEDECS-TCBL, a French innovation and business development consultancy that is the service company of the TCBL Foundation. **Makesense** is one of the 10 partners, especially involved in **3 work packages** :

## Learning paths



**Interviews** with 5 fashion entrepreneurs from makesense network in order to create a learning program for women innovators in the T&C sector.

## Business Engagement



A **Challenge solving workshop** with 2 emerging entrepreneurs and 6 experienced fashion mentors to generate new opportunities and test their business concepts.

## Community engagement



A **Barcamp** event on inclusive entrepreneurship, in order to exchange on how to create an enabling environment for women entrepreneurs.

## Key figures

2

years  
research-action project

10

European partners

40+

Entrepreneurs involved

2

projects mentored

**makesense\_accelerate**

make\_sense  
**SEED I**

**Key figures**  
since the beginning  
of the program

## 3 workshops to accelerate social business and raise funds

The makesense\_accelerate program was launched, together with makesense Seed I investment fund, two years ago in March 2019.

It aims at challenging and supporting strong social or environmental impact projects in their commercial, HR and financial development to help them become investment ready ! It is 3 workshop program, designed and run by the investment team of makesense.

We support projects through monthly strategic coachings, sharing of resources and trainings, and linking with our network of mentors and investors. The most promising projects can have access to our investment fund.

Since it started, we received more than **973 projects applications**, accelerated **80** and funded **15** !



*"Nothing to report, keep it up!"*  
*"Thank you for your kindness"*

**973**

**applications**

**80**

**Projects accelerated**

**678**

**Qualified mentors and  
investors in our network**

The first French Impact Investing fund dedicated to social and environmental start-ups in the pre-seed phase. Since 2019, we invested in 15 promising projects :



**Waste reduction**

4



**Preserve natural resources**

4



**Fight against pollution**

3



**Act for more inclusion**

1



**Fight against inequalities**

1



**Improve the living conditions**

2



**Key figures**

**15**

investments

**3**

reinvestment done this year

**50%+**

projects outside Paris area

**2 248**

K€ invested

## WIDE AUDIENCE SPRINTS



The makesense\_sprint is an **online, collective and easy to access program to support people with an idea for a social enterprise**. Launched in January 2019, it allowed to support **more than a thousand projects** all across France and involve **200 volunteers** (mobilizers or mentors) to support them on 3 different topics essential to start a social business.

### Big news for 2021's first semester

#### #1 - Receiving Europe financial support

As Sprints are mainly supporting women in Ile-de-France (75% of participants) toward social entrepreneurship, the program was granted a 55 000€ support over 2 years to continue to offer accessible resources to anyone who wants to test an idea and social entrepreneurship.

#### #2 - Launching a new program including a new business model

In order to answer entrepreneurs demand and to continue towards financial balance, we tested a new format associated to a new revenue model: the "Sprint Expérimentation" is a 6-weeks paid program combining collective AND individual support to help sprinters design the first concrete version of their solution and launch their activity. This program can be financed by individuals training account (the Compte Professionnel de formation - CPF).



*My crowdfunding campaign is over. I am proud because I exceeded my goal by more than 150% and raised 6K. This will allow me to launch my first production of products made from leftovers. This would not have been possible without the help of makesense and my mentor throughout the training.*

**Floriane, Sprint XP, 5st edition**

## Key figures

(from January to march 2022)

**708**

Projects supported

**+200K**

€

Budget

**1,5**

permanent position created

**51/100**

Average recommandation rate (NPS), cross Sprint programs



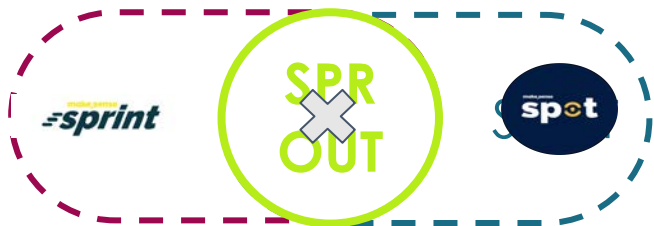
# spot is a collaborative platform made for and by social entrepreneurs.

[spot.makesense.org](https://spot.makesense.org) exists to support and save time (#efficiency) for social entrepreneurs wherever they are through the strength of the makesense community (#collaboration).

spotlight exists since March 2020

the first half of 2021 has been dedicated to the development of a freemium version of the platform.

We dedicated the second part to merge spot & sprints.



*As a member of spot I feel like I'm in a cocoon, I can ask all my questions in the forum without fear of someone stealing my ideas or feeling judged.*

**Katia Leclerc**



## Key figures

**9200**

subscriptions

**4200**

positive impact projects submitted

**300**

Connexions between mentors and entrepreneurs

**3000**

Active users per month

# Sprints memories

## Sprint XP mentors



*I loved this collective format: It boosts, it helps, it allows not to feel alone... these meetings have given me a great breath of fresh air in my project! These 4 weeks go by quickly and are a bit of a challenge, but I found it very enriching. An other big asset : the clarity of the trainings and canevas. They allow to frame the work well, with a clear and well explained method.*

**Alysson, Sprint 20th edition participant**

## Sprint cible volunteers



## Sprinters - 20th edition



## COMBO



élan interculturel

### “combo académie” - incubation phase

After 4 months of collective trainings, 12 migrant & refugee entrepreneurs started the incubation phase of combo académie program. From January to July, the incubation phase includes:

- Collective trainings & workshops
- Individual coaching
- Individual mentorship
- Scholarship
- Access to makesense resources and community

We set up a wide skill sponsorship program with our partner Columbus Consulting and private mentors to offer a tailor-made support for each entrepreneur.



## Key figures

12

incubated entrepreneurs

80+

hours of collective trainings

106+

hours of individual coaching & mentorship

25

mentors involved



Fondation Gratitude  
SOUS EGIDE DE LA FONDATION CARITAS FRANCE

sage Foundation



FAIRE  
REFUGEE ENTREPRENEUR





COMBO



élan interculturel

## “combo accéléré” - 1st edition launch

This year, we tested a new combo incubation program dedicated to more advanced entrepreneurs: “combo accéléré”, a 4-month training about how to find the first financements for a project. We tested the program with a first batch of 5 entrepreneurs made of combo 2019 alumni and new entrepreneurs in our community. The program took place from april to july 2021 and included:

- Weekly collective sessions with trainings, workshops, coaching and peer-to-peer development
- Individual weekly or monthly mentorship for each participant

This first batch was not a success because of a too wide gap between participants & projects maturity. However it enabled us to test a new coaching pedagogy and a new peer-to-peer facilitation. Eventually, we haven't tackled a lot the financement topic but we provided resources and support on marketing, sales and communication, which were the priority of the participants.

We'll use this new coaching pedagogy and peer-to-peer facilitation in the next combo académie program in septembre 2021 to go further in tailor-made support and we'll launch a new batch for combo accéléré with a better recruitment process to select entrepreneurs with a common goal: find financements for their project.

## Key figures

5

incubated entrepreneurs

5

mentors involved

25

hours of collective trainings

75

hours of individual mentorship



Fondation Gratitude  
SOUS EGIDE DE LA FONDATION CARITAS FRANCE

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REFUGEE ENTREPRENEUR



## INCLUSION & RURALITY



# Support inclusion in rural areas

In 2021, makesense launched a new incubation program in partnership with the French agricultural social security. The program's ambition : to **support 15 rural entrepreneurs through France to develop inclusive projects** and to **participate in the revitalization of isolated areas**.

During the next 3 years, we accompany entrepreneurs through **collective workshops** and **individual coaching**. To do so, we collaborate with **various and complementary actors** within the rurality and employment inclusion ecosystems (ARES, FAS, Avise...)

One of the principal accompaniment objectives is to create a **strong community of rural entrepreneurs** to break with the isolation and loneliness feeling they usually face. Twice a year, we gather through **2 days highlights to foster collaboration**.



*"Workshops allow us to compare our practices and ideas, and bring a lot of reflection: it has changed things in my way of seeing and managing my organization"* **Lucie, an entrepreneur of the program**

## Key figures

15

Projects supported

13

collective workshops

25

MSA employees trained to our coaching methods

2

2-day launch seminars

## DÉCOLLÂGES

# Collective support program for better-ageing entrepreneurs

For the past 3 years, makesense has been partnering with L'Assurance Retraite (the organism that manages pension insurance in France) to develop Décollâges, a collective support program aiming at bringing out innovative solutions. It is divided in three blocks:

- a **3-month program to accompany the entrepreneurs** in the development of their project through trainings, workshops, peer-to-peer, connection with seniors, mentors, ... to crash test their ideas
- a **community** gathering professionals, experts, social entrepreneurs, and seniors, where **good practices** for the development of better-ageing innovations can be shared;
- an **online toolbox** made of media content, trainings, and canvases, to equip entrepreneurs willing to develop a solution for the preservation of seniors' autonomy;



*To be within a group was so motivating, thank you for the support to all the members of the community who helped !  
**Nicolas, an entrepreneur of the program***

## Key figures on the 4th edition

**11**

Projects supported

**15+**

Members of the community involved (alumni, mentor, ...)

**15**

Trainings and workshop organized

**100%**

Recommandation rate

## TEST & LEARN 11

# An incubation opportunity : 12 months to prototype your project

Test&Learn program supports **young impact entrepreneurs in prototyping their solution**. At the end of the program, they have validated their **value proposition**, tested their **business model** and engaged first **investors** for their project development.

Our program relies on a thorough and comprehensive ecosystem towards entrepreneurs: **financial support** (BNP Paribas, Mairie de Paris), a **mentoring volunteer network** and **skills sponsorship actors** (SAP, The Machinery, Germinal io, Google, Deloitte, E-Cube), as well as an **impact investors network** (business angels, investment funds).

Test&Learn program offers cycles of **collective weekly formations**, **fundraising events** (demoday, MardiMoney), **individual weekly coachings**, **resources** (formation, perks, mentors) and **promotion meetings** with other supported start-ups. [More info here.](#)

**This year** we wanted to go further in our program, to have a better accompaniment and provide better opportunities for our entrepreneurs, we decided to focus on 3 thematics :

### Test & Learn Transitions

for all entrepreneurs who act for the environmental transition through the circular economy

### Test & Learn Générations

for all entrepreneurs who act for the environmental transition through the circular economy

### Test & Learn insertions

for all entrepreneurs who act for the environmental transition through the circular economy

## Key figures

18

Project incubated

375

Applications

120

Hours of formation

254

hours of coaching

## TEST & LEARN 11

Few examples of incubated startups :

### Test & Learn Transitions



### Test & Learn Générations



### Test & Learn insertions



Partners :



*"Thematic focus is essential to understand the sector and to share solutions with other entrepreneurs of the cohort"* **Marcia, an entrepreneur of the programme**

## Key figures

18

Project incubated

375

Applications

120

Hours of formation

254

hours of coaching

TEST & LEARN

company logo

employment & social inclusion

## A thematic focus : supporting projects in the field of employment

For the first time this year, we have decided to select cohort with specific thematic : 8 projects tackling **employment inequalities** were selected, in partnership with **Pôle Emploi** and **Activ'Action** (a former incubée). In addition to the usual Test&Learn resources, our objectives is to give better understanding of the issues of unemployment, to foster bridges between projects and to connect them with the stakeholders of their sector.



**CHAUSSETTES SOLIDAIRES**  
QUAND RECYCLAGE ET SOLIDARITÉ RIMENT AVEC MODE ET CRÉATIVITÉ



**Tirelires  
d'Avenir**

**GHETT'UP**

**REFUNK**



*"Thematic focus is essential to understand the sector and to share solutions with other entrepreneurs of the cohort" **Marcia, an entrepreneur of the programme***

## Key figures

30

hours of thematic workshops  
about unemployment

10

thematic partners committed  
in the programme

224

hours of individual coaching

3

events providing thematic  
opportunities for  
entrepreneurs

## TEST & LEARN

ageing well thematic

# Support program for impactful projects aiming at helping better aging of the population

Objectives of this program are :

- to facilitate the **comprehension of the sector**
- to create **opportunity for entrepreneurs** (for example webinars, press publications, business meeting, ...)
- to create easily **links between the entrepreneurs** (they share contacts, informations, ...)

To concentrate on one thematic make it easier for us to accompany the entrepreneurs, because we accumulate knowledge on specificities of the sector, contacts and network that will be useful for the other batches.



*Those thematic opportunities are time saving for us !  
Sabrina, an entrepreneur of the program*



*It was really helpful to get advice from Victor who's a former establishment manager !  
Sylvana, an entrepreneur of the program*

## Key figures

3

Projects supported in the 2021 batch

43

Applications

100+

hours of individual coaching

40

Mentors on the thematic

## Devenir un hub

# A hands-on training program to help 15 organizations become an entrepreneurship hub

“Devenir un hub” is a 6-month program that **aims to decentralize support to entrepreneurs in the regions of Senegal** by training existing organizations (NGOs, Workspaces, Associations) in the key skills to become financially self-sufficient, support entrepreneurship and engage youth around future entrepreneurship through a physical space.

Through practical online and offline training programs on tools and know-how, **organizations will be able to set up coaching programs themselves to become entrepreneurial hubs.**

### Content

- #sprint to build the business model of your hub
- #Technical trainings to support local entrepreneurs
- #Workshops to mobilize a community and animate my space
- #Individual coaching to model the hub's offer

This program ended in April with a event gathering all the hubs supported in Dakar.



## Key figures

6

Months of support

22

people trained

6

Regions addressed (Dakar, Saint-Louis, Kaolack, Thies, Fatick and Ziguinchor)

10

organizations trained



## A call for projects to support intergenerational initiatives

In partnership with **La France Mutualiste** (a French insurance group) this call for projects aims at spotting, supporting and accompanying projects working in favor of **solidarity between generations**.

5 applications were rewarded with **financial prizes** (from 5 000€ to 15 000€) and **coaching** (from 6 months to 1 year).

Even if we only accompany 5 projects, we could discover **144 initiatives across France** (all the regions were represented) thanks to the call for projects.

### The 5 projets :



contes rendus

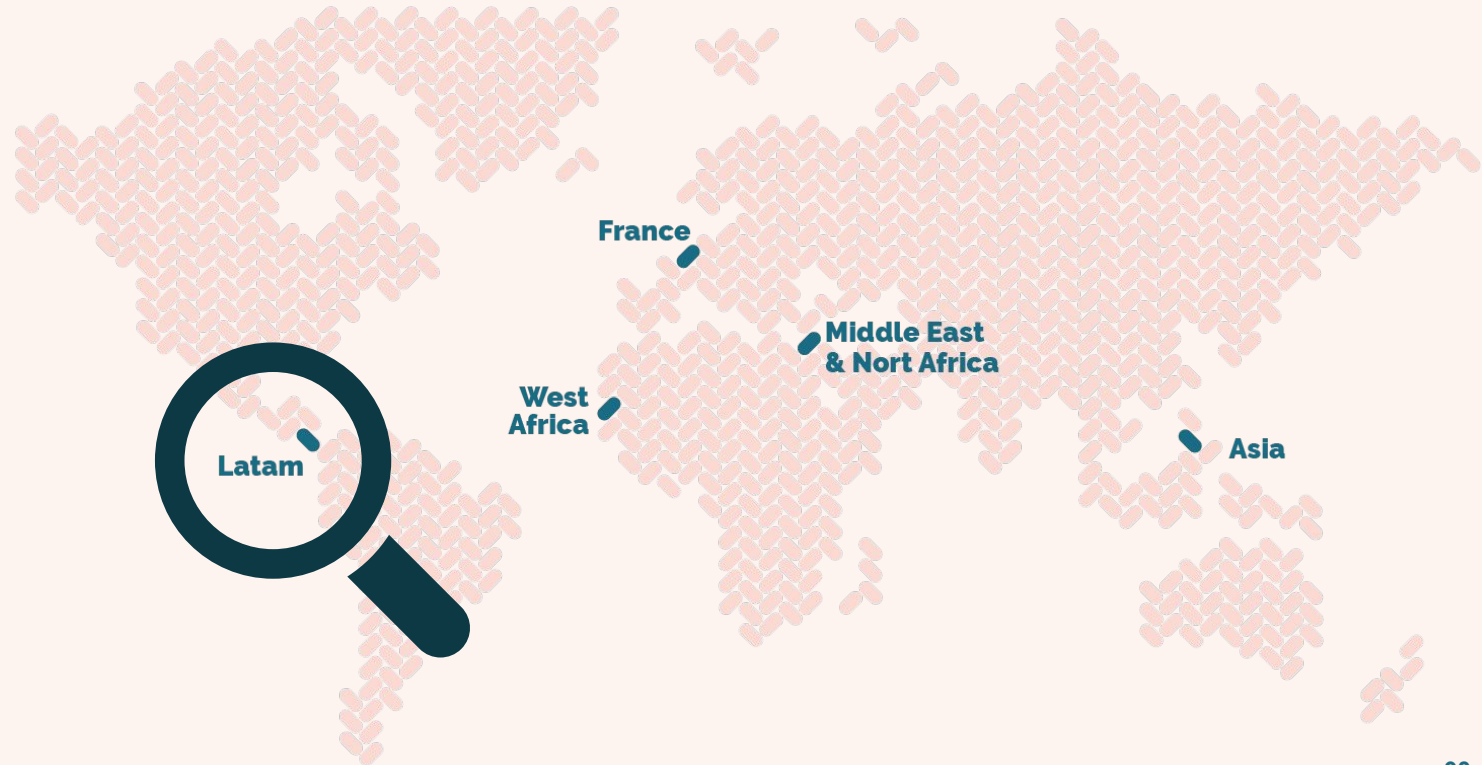
**144**

Applications

**5**

Projects selected

# make\_sense \_for entrepreneurs



WIL 2021

## Training on socio-environmental entrepreneurship

Training on socio-environmental entrepreneurship for **60 people in Mexico and Canada**, providing tools to transform their projects into ventures.

We offered **2 workshops to WIL Mexico - Canada 2021** participants to continue their journey towards socio-environmental entrepreneurship!

**3 days of creative experience**

**1 virtual Open Space workshop facilitated by makesense**

**2 training sessions (one in ENG and one in ESP) / 9 participants**



## Key figures

+ 60

people enrolled  
in the program

2

workshops

3

days of creative  
experience



Edufin



## Personalized support for social and environmental entrepreneurs

Provide dynamic and personalized **support for social and environmental entrepreneurs** with company projects in the ideation and development stage of the initiative.

The winning entrepreneurs of this acceleration program come from an Entrepreneurship Diploma given by ITAM and won among **7 other social impact initiatives**.

**2 startups with 1 pilot run.**



### Key figures

2

startups with 1 pilot run

7

social impact initiatives



## G8 Programa de Impulso



# Support for more sustainable cities

Provide dynamic and personalized **support for social and environmental entrepreneurs** with early stage company projects with projects that serve one or more of the 7 axes of sustainable cities: Urban Water, Circular Economy, Mobility and Urban Design, Social Fabric, Sustainable Food, Reactivation and Clean energies.

We received **more than 100 applications** from 20 states of Mexico and 2 countries in addition to Mexico. 48% of the applications were by women and **50% of the enterprises that make up the G8 have women in charge.**

**8 startups** starting their accompaniment program.



## Key figures

**100+**

applications

**20**

states of the Mexico

**8**

startups

**50%**

of the enterprises have women in charge.



Bankathon El Salvador

## An innovative Bitcoin-based banking solutions

By facilitating a Hackathon we build **innovative Bitcoin-based banking solutions** that can unlock access to better financial services for Salvadoran citizens.

Teams from various countries participated! **Online and face-to-face facilitation from El Salvador!**



Bankathon Bitcoin -  
El Salvador

Key figures

21

initiatives created

# make\_sense \_for entrepreneurs

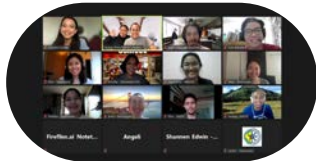


## From entrepreneurs to innovators: opening the Academy to non-profit organizations

With the need to **create wider and deeper social impact among citizens**, we decided to include non-profit organizations in the incubation program. These organizations drive as much social impact as their social enterprise counterparts and were in need of the same support in order for them to succeed.

This means the way the makesense Academy was conducted needed to be revised. **Terminologies were updated** to be more inclusive, **the curriculum was restructured** in order to address the overlapping gaps of the innovators, and **mentors are chosen according to their expertise on a topic and the value that their insight can bring to each group**.

All Academy activities have been conducted **100% online**. From the feedback gotten from last batch, we implemented a mix of **asynchronous and synchronous modes of facilitation** in order to lessen Zoom fatigue while ensuring quality of output of both the MKS team and the innovators.



*Before, we were really new and really cautious as founders. It was scary and exciting. It's more exciting now thanks to the support and guidance.*  
**Kim, Co-founder of Feastsaver**

### Key figures

30+

social innovators and entrepreneurs supported in the Solution Sprint

2

non-profit organizations included in incubation

25

social innovators represented by the 5 teams

10

batch activities conducted by midyear



## Inspiring citizens through innovator storytelling

Coming from Academy Batch 3's Closing Sensenight, we wanted to continue to **talk about the value of radical collaboration** in our audience members. Apart from introducing the participating innovators to makesense's ecosystem and audience, it was through the groups' **relatable and moving stories, grounded on the unique Filipino experience** that we were able to capture the attention of Facebook users that had not interacted with makesense before.

To craft each group's narratives, they were **each coached at least twice on content and delivery**. In writing their stories, they applied the **storybrand framework** that was developed by our Communications Director. Half of the speakers chose to **deliver their speeches either in Filipino** or a mix of Taglog and English. **Filipino Sign Language interpreters were employed** to translate alongside the speakers in order to aid our hard-of-hearing audience members. Lastly, we patterned the event like a TEDx talk to create the atmosphere of open sharing and active listening.

[Link to Sensenight Video](#)



*A lot of people talk down on Filipinos but many efforts go unnoticed and I found Sensenight a great opportunity to showcase and celebrate those local efforts.*

*Margarita, Academy Sensenight viewer*

## Key figures

1.5k

total views

977

total engagements

33.5%

of viewers are from Facebook recommendations

53.2%

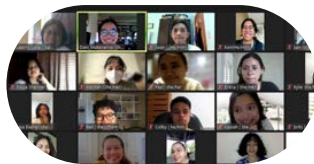
of viewers are from followers of the MKS Facebook page

# co-building solutions to bridge gaps in the Philippine healthcare system.

Engaged in 3 dialogues last year, the Health4All Coalition co-designed the Imagining Healthy Futures program to address 3 main challenges: to **provide channels of correct health information** to reach individuals, to **build trust** around this information, and to scale impact by **increasing the number of actors empowering our communities**.

Piloted in February, and launched in July, the coalition has worked together towards creating a program geared towards equipping youth leaders with the necessary skills on data gathering, program design and sustainability in order to kickstart their community projects.

The Coalition have been involved in different capacities in the rollout of Imagining Healthy Futures--as the steering community (the main co-creators of the project), resource speakers for training sessions, and also as mentors, using their expertise to provide even more specialized knowledge to set teams up for success.



*"I'm so happy to have been a mentor! I'm enjoying how the team and I have great dynamics, and I appreciate the opportunity to share what I know with them."*

**Charlotte Marasigan, Youthlead, H4A Coalition Member**

## Key figures

27

Coalition Members

21

Organizations represented

4

Steering Committee Members

14

volunteer mentors

## UNDP Human Mobility Innovation Challenge

YOUTH  
CO:LAB

Project Co-Leads



Citi Foundation



# Supporting up-and-coming social enterprises from across the Asia-Pacific region.

The Human Mobility Innovation Challenge was a hackathon that ran from July 5-13 that was designed to support **youth-led social enterprises committed to uplifting the lives of migrants and internally displaced people.**

We were able to support **39 social enterprises from Afghanistan to Australia improve their solutions and business models.** This whole project was initiated by the UNDP Asia-Pacific office, designed and facilitated by makesense, and supported by IOM-UN Migration, UN Habitat, Migrant Forum in Asia, and Asia Pacific Refugee Rights Network.

We are currently **supporting the top 5 winners** of the hackathon validate key assumptions by disbursing **grants worth a total of PHP 200,000** and by enrolling the 5 teams in a **2-month mentorship program.**

**1st place**  
**Borneo Komrad**  
Malaysia

*Providing education and employment opportunities to stateless children*

**2nd place**  
**Peacebuilding Project**  
India

*Selling eco-friendly sanitary products made by Afghan women refugees*

**3rd place**  
**Garbageman**  
Bangladesh

*Providing stable employment to trash collectors through B2B trash collection*

**4th place**  
**RADIC**  
Philippines

*Providing mobile micro-housing units to the homeless*

**5th place**  
**Liberty Society**  
Indonesia

*Eco-friendly fashion brand employing refugee women*

## Key figures

14

Countries represented

39

Social enterprises supported

92

Youth Participants Engaged

79

Mentors and volunteers onboarded

## Ramon Magsaysay Award Foundation: NextGen Leadership Program

YOUTH  
CO:LAB

Project Co-Leads



Citi Foundation



# Inspiring the next generation of social innovators, leaders, and community movers.

The NextGen Leadership Program was created to accelerate the development of the next generation of Asian leaders in alignment with the United Nations' Sustainable Development Goals. Makesense was involved to train the young leaders in creating innovative solutions through an issue analysis workshop.

Through this workshop, the participants, mostly beginners to social innovation were equipped with the mindset through a **workshop on Wicked Questions**, and framework through makesense's **issue analysis canvas** with which they will be able to identify the root of the issues they want to tackle.

Through this, they were able to lay the foundation of their batch project to be incubated by the Ramon Magsaysay Award Foundation set to impact lives all over Asia.

### Thematics

- Inclusive Education, Cultural Development and Indigenous Peoples' Rights
- Sustainable Environment,
- Social Entrepreneurship
- Mental Health and Universal Healthcare
- Social Justice and Engaged Citizenship

## Key figures

33

Asia Youth leaders trained

8

Asian Countries Represented

5

Thematics

## Circular Cities Asia: Circular Campus Programme

YOUTH  
CO:LAB

Project Co-Leads



Citi Foundation



# Empowering university students across Asia to create circular solutions for their campuses.

The Circular Cities Programme is a 2-week ideathon workshop and competition hosted by Circular Cities Asia, wherein **students from across Asia were introduced to innovation and circularity concepts** and tasked to create circular solutions for problems they've identified within their universities.

Makesense was tapped to **co-design the program's educational toolkit, facilitate 2 workshops on problem identification and solutions brainstorming, and mentored and deliberated on the program's finalists.**

Through makesense's mentorship and facilitation, the mentored team was **chosen to be one of two teams to participate in Circular Cities Asia's 3-month incubation program.**

Participants of the Circular Cities Programme are further given support through their membership in the Makesense Academy Homebase.



## Key figures

300+

Students supported through ideation workshops

10

Teams given free access to MKS PH's Storytelling MOOC

5

Countries represented

4.6/5

Average workshop rating

## UNDP x BYC: Ideation Impact Challenge

YOUTH  
CO:LAB

Project Co-Leads



Citi Foundation



# Supporting local youth leaders in developing peacebuilding community mobilization solutions.

The Ideation Impact Challenge was designed to **empower youth leaders** of the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) **to develop long-term, scalable solutions to combat the rampant cases of violent extremism** in the region. The solutions are designed to provide the youth, who are the most vulnerable to participating or becoming victims of violent extremism, with opportunities to alternative livelihood, education, and participation in advocacy-driven programs.

Through the program, Makesense was able to **establish community partners in the BARMM region, provide a platform to 60 youth leaders** to voice their struggles and insights as a community, and **supported 27 teams in the creation of their project plans.**

In 2022, Makesense will **support the top 5 winners** of the ideation challenge through a series of **monthly coaching sessions in the course of 3 months.** The coaching sessions will focus on monitoring the **implementation of the winning teams' project plans.**

**1st place**  
N'DITARUN TANO

**2nd place**  
Responsive and  
Proactive Youth  
Serving  
Organization

**3rd place**  
KAKASIE - Youth  
Serving  
Organization

**4th place**  
Reyousable is  
Possible

**5th place**  
ProYouthActive  
Philippines

## Key figures

60

Youth leaders trained in innovation principles

4

Teams mentored on partnership development

5

Teams to receive post-program mentorship from Makesense

19

Teams to receive grants to fund the pilot of their solutions

## Our 2022 Mission

By the end of 2022, makesense Asia will be a driver for massive, people-driven movements that change the status quo on crucial socio-environmental issues.

How? By activating 100,000 youth in radical collaboration impacting 1,000,000 lives.

## Our Main Focus

### RISE for Youth

In partnership with Citi Foundation, makesense aim to **reduce inequalities on skills and employment** for at-risk, underserved Filipino youth.

### makesense Academy

makesense will continue to **incubate and foster a new breed of social innovators and entrepreneurs** across Asia.

### Health For All

Continuing our 4-year effort on **improving health access for all Filipinos**, makesense will support communities by aiding young health professionals.

### NOYPI 2025

Building on the coalition work done in 2021, makesense will scale its efforts on **fighting the sachet culture of the Philippines**.

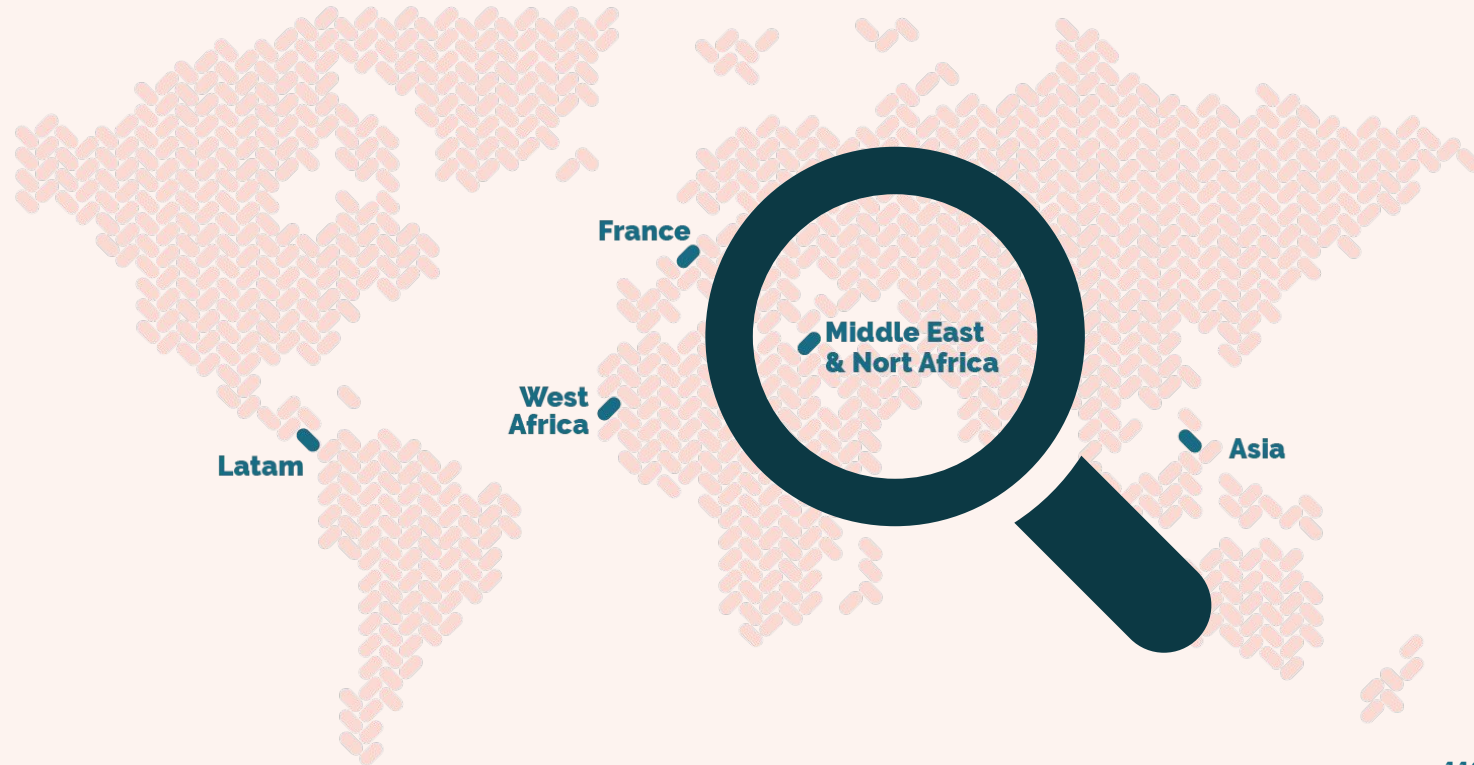
### Act For Impact

Youth involvement continues to be a key ingredient in impactful social movements. makesense will run **volunteer programs** throughout 2022.

### Storytelling for Impact

Aside from scaling our communication reach, makesense will provide platforms to **amplify the voices of the underserved and marginalized**.

**make\_sense**  
**\_for entrepreneurs**





A program to support youth-led initiatives trying to solve a local challenge in Lebanon supported by the French Embassy and the French Institute of Lebanon and implemented by makesense!

### Main checkpoints:

- Sprint 1: 10 training sessions + 1:1 mentoring
- Sprint 2: 60 coaching sessions + 100K grants (in progress)
- Team Building: offline gathering in the garden of the French Institute
- A [video](#)
- 3 articles covering 3 projects: [YAC](#), [Plastic Lab](#), [Gold Clinic](#)
- 2 successful naming holdups with the help of the community:  
**PermaVert & BeeHouse**
- Graphic Designer: 2 new logos, graphic content creation, pitch decks, business cards, email signatures, etc.



*2021 was an extremely challenging year with tears, disappointments, and almost daily arising crises. Yet with your support, we managed to make the best out of it where we continuously met people who refused to give up, were eager to be productive and proud to have a job that also helps someone else.*

**Tripulley Team**

## Key figures

27

Entrepreneurs

13

Projects supported

129K

Grants for social entrepreneurs

11

Mentors

60

Coaching Sessions

10

Training sessions

Agrytech/Cleanergy

# Berytech

The Ecosystem  
for Entrepreneurs

## A program to scout entrepreneurs working on environmental topics

makesense worked as an **outreach partner for Berytech's accelerator programs, Agrytech (January) - and Cleanergy (June)** to scout social entrepreneurs working on Agriculture, Clean and Renewable Energy, Water, and other environmental topics.

As a way to spread the opportunity to the highest number of entrepreneurs - makesense organized a total of **6 sense fictions** and **30+ one-on-one coaching sessions** to support the 92 entrepreneurs to better write their application form and maximize their chances of getting accepted.



*Just wanted to let you know that I got accepted in the Agrytech accelerator phase 1.  
I want to thank you and makesense for your efforts and guidance in helping me and my team.*

**Toufic, an entrepreneur applying to Agrytech**

## Key figures

6

Workshops (sense fictions)

92

Entrepreneurs

30+

Coaching sessions



## Social Kitchen

Fondation  
de  
France

## Key figures

### Creating a Social Kitchen

In partnership with Fondation de France and Mada, makesense helped Nation Station in **improving and preserving their support to the community in the post-blast Geitawi neighbourhood**. The aim of the project is to **develop the structure, legal, and procedure in turning the initiative into an income-generating activity by creating a social kitchen**.

makesense organized 3 holdups to gather the Social Kitchen team and help them brainstorm a business model. It also provided them with coaches who were helping them secure the needed documents to allow them to operate as a social kitchen.



*The brainstorming session was amazing!  
We are all very happy to have taken part of it, the team left motivated and we're still discussing the ideas shared between us and looking forward to more with you!*

**Josephine Abou Abdo, Co-Founder**

3

Hold ups

3

Coaching sessions

13

Team members



Dareb



adie

## Support micro entrepreneurs in the Bekka region

YCMA, EDF, Adie and makesense joined forces to **support micro entrepreneurs in the Bekaa region in Lebanon**. Dareb is a program for **40 young Lebanese and Syrians** who want to develop their impactful micro business through capacity building, training and mentoring, while being connected to an ecosystem of local public and private partners.

makesense **recruited and trained 10 coaches to mentor 40 micro entrepreneurs**. Each coach was matched with 4 micro entrepreneurs where he/she will provide a total of 15 coaches sessions (one-to-one & collective)

makesense also organized community meet-up for coaches to enhance sharing and knowledge exchange.



### Key figures

10

coaches

40

micro-entrepreneurs

5

coaching of coaches sessions

60

coaching sessions

3

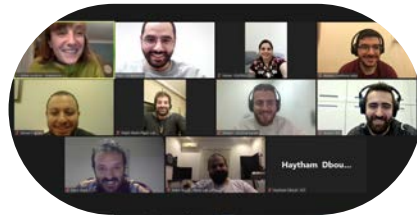
community meet-ups

## Supporting circular economy and creating employment

**HALAQA for Entrepreneurs** is a program launched by makesense, in partnership with **Bloom**, to support SME businesses working in the **circular economy** value chains and **create employment** through accelerated workshops and enterprise support

10 enterprises were shortlisted for a 2-week Pre-Halaqa workshop, receiving support on roadmapping in times of crisis & investing for employment, before concluding with an online pitching day! **5 SMEs** were **selected** to be part of the Halaqa program, receiving technical expert support with **\$10K no-equity funding** each!

The program, launched in November 2021, is set to run until the end of 2022. A **support phase**, concluding in June, will include **individual and collective** training and coaching **sessions, on-demand mentoring**, as well as **community building events**. A **monitoring phase** will follow until December 2022, where makesense will look to assess the durability of the support given in the first semester, insuring the sustainability of the jobs created.



## Key figures

5

SMEs

29

Entrepreneurs

17

Workshops

\$50K

Grants

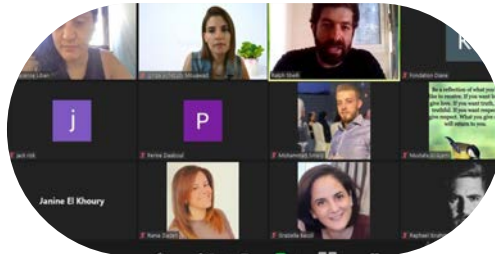
GIMED

**Berytech**  
The Ecosystem  
for Entrepreneurs

## Green Applied Research And Innovations Support Program, an EU funded program - Led by Berytech

The objective of this program is to **support green entrepreneurs working on Green Applied Research and Innovations**, to support them to better access finance and markets, contributing to creating green jobs opportunities and stimulating the region's green economy.

makesense **delivered capacity building workshop**, following the switchmed methodology, to support green entrepreneurs in developing their green business models.



Key figures

31

green entrepreneurs

9

green businesses

8

workshops

2

facilitators

## Standup

STAND Up, Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean, an EU-funded project under the ENI CBC Med programme - led by Berytech

makesense provided **green business model training**, following the Switchmed methodology, with some other trainers **as part of the capacity building phase** (green business model canvas, eco-design, circular economy)



## Key figures

42

green entrepreneurs

22

green businesses

5

workshops

2

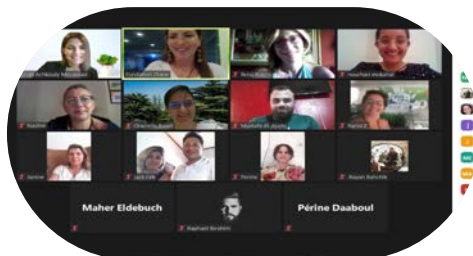
facilitators

# “Switchers Support Programme”

In the Framework of eco-sustainability, Fondation Diane and EcoSwitch Coalition launched "Switchers Support Programme" to **support green innovators who can bring a positive change to the world.**

The program falls under SwitchMed, a Programme funded by the European Union, and facilitated by the Regional Activity Center for Sustainable Consumption and Production (SCP/RAC).

makesense, member of EcoSwitch Coalition, **provided workshops and coaching sessions that aim to develop Green Business Model of the green projects and eco-design products/services, using the "Switchers Online Toolbox"**



## Key figures

14

green entrepreneurs

10

green businesses

11

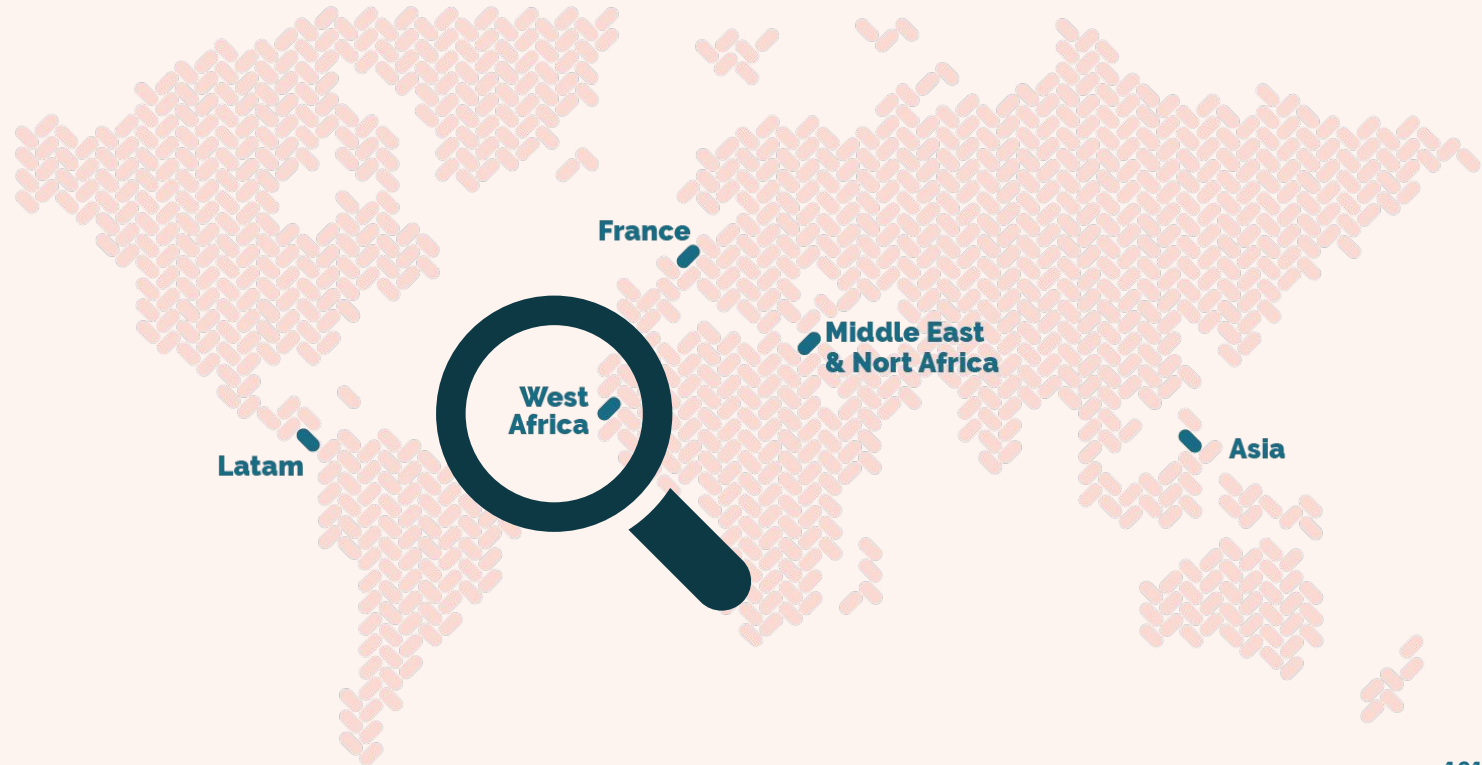
workshops

2

facilitators



# make\_sense \_for entrepreneurs



## Support entrepreneurship in Senegal regions

Thanks to the support of the French Embassy in Senegal, we developed a national entrepreneur support program which aims to **promote socio-economic development and the decentralization of entrepreneurs support services**.

Makesense was in charge for the support of the entrepreneurs located around Ziguinchor (southern Senegal). After 2 years, the program ended in July 2021. During the last 6 months our objectives were to :

- **boost the entrepreneurs development** through coachings and trainings
- support entrepreneurs in **their applications for fundings**
- **train entrepreneurs coaches** located in Ziguinchor to be able to support entrepreneurs in the long run



*L'accompagnement de makesense nous a permis de mieux structurer notre projet, d'avoir des objectifs bien précis et d'apprendre à mieux vendre notre projet.*

**Ousmane Niamadio - Mon Abeille mon Or**

Key figures

2

Years

3

Partners

6

areas impacted

30

Entrepreneurs supported

AFIDBA 2021



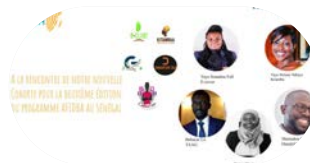
## Accelerating, inclusive and digital businesses in Africa

The AFIDBA Program (AFD For Inclusive & Digital Business in Africa) is a 3 year program dedicated to the scaling up of startups in Morocco, Burkina Faso, Senegal and Ghana.

It consists in:

- **Organizing and strengthening** the capacities of a network of African incubators on digital and inclusive business related topics
- **Developing a supporting offer** to help african startups in their scaling up process
- **Developing and implementing** a hybrid financing device (**50% loan on trust, 50% subsidies**) to contribute to the scaling up of our digital and inclusive business champions.

We just concluded the third year of the program, some startups will be the first beneficiaries of the makesense africa investment fund called **SENSEFUND**



*This program is what i needed to reach the next step of my vision, thank you makesense for the opportunity.*

**Mamadou Fofana, Founder, CEO Dinaf of Biz**

## Key figures

16

entrepreneurs supported

6

months

15k€

Brief description of the figure

3

partners

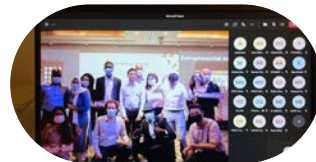
## Supporting the creation of an incubation program in Morocco

Expert incubation is a multi-incubator program to **support the development and the test of a pilot incubation project**. This incubation project then aims **to support entrepreneurs from foreign diasporas and returning to Morocco**.

The program took place over a period of 3 months (April, May, June 2021) in partnership with Singa.

What we did :

- We organized an event to **share experience between incubators** in 3 African countries and to enable **networking between incubators**
- We **supported the creation of a pilot incubation program** for entrepreneurs from foreign diasporas returning to Morocco
- We helped to **create a practical community of inclusive entrepreneurs**



### Key figures

**3**

Moroccan incubator supported

**1**

multi-incubator pilot incubation program supported

**1**

practical community of inclusive entrepreneurs is launched

**+15**

Project leaders from the diaspora of partner countries indirectly impacted

Pareel



## Market access for women SMEs

Financed by the World Bank, Pareel (“be ready/prepared” in Wolof) is a **capacity building program** aimed at **women-led SMEs** in Senegal and piloted by Deloitte alongside We-Fi. The ambition of the program is to **accompany 150 SMEs** on public and private market access.

Throughout Pareel, makesense's mission is to :

- **Train the trainers** and SMEs
- **Pilot the SMEs networking activities**, create collaborations and link them to potential clients and suppliers
- **Raise awareness** to the program to attract SMEs
- **Coach** some SMEs



## Key figures

150

SMEs accompanied

5

Senegalese regions targeted

2

Cohorts

6

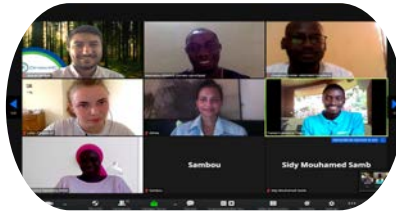
months project

## Turn your green idea into a successful start-up

ClimateLaunchpad is a **global green business ideas competition**. The competition creates a stage for those ideas. ClimateLaunchpad is a 3-4 months program ran by a central team, located in the Netherlands, which is supported by national teams who organise the competition in different countries. The program is funded by different parties including EIT Climate KIC and the TU-DELFT,

The program started in july and the national pitch will be in september and consist in:

- implementing a **Mini-course** for all applicants
- organising a 3 days **Boot Camp**
- organising **coaching Sessions**
- organising a **National Final**.



*I really need these training and tools to improve the way  
I run my start-up.*

## Key figures

**24**

entrepreneurs supported

**+90**

applications

**3**

Selected entrepreneurs

**2**

bootcamps

# Support the first steps of entrepreneurs in West Africa

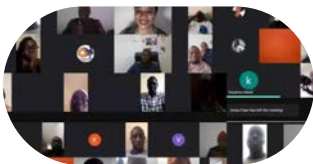
During the COVID-19 crisis makesense launched a digital program to support impact entrepreneurs in French-speaking Africa : 100% online !

The objective is through short programs to allow young entrepreneurs to lay **the foundations for their impact businesses, to test their model and more broadly to formalize their idea.**

The makesense africa Sprint is a **mix of collective and individual times** and access to the community to meet the needs of entrepreneurs. We offer 2 different courses :

- Get to know your target market (6 weeks program)
- Build your business model (8 weeks program)

Thanks to a partnership with *Association Zero Déchet Sénégal*, we tested one cohort with a **ZeroWaste module** to sensitize entrepreneurs on the consequences of plastic usage in the business field.



## Key figures

4

Cohorts

50+

Entrepreneurs supported

8

Countries

139

Applications in 2021

## Test&Learn

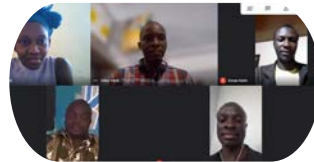
### 6 months program to support impact entrepreneurs in Africa

Test&Learn is a **6-months online program** to support entrepreneurs from African countries to accelerate their development. We used the French incubation program and adapted it to our entrepreneurs needs. We decided to run the first test edition online.

We **supported entrepreneurs to validate their market and business model through our testing methodologies** (using lean startup and design thinking). Also, we helped them to formalize and structure their business.

We offered them :

- Individual **coachings**
- Collective **trainings** (business model, finance, lean startup, sales, etc...)
- **Mentoring** thanks to our network
- **Connexions** with our community



*Thanks to makesense, we are technically supported to structure our project with an action plan based on Design Thinking methodology.*

**Hola de Commune de Zanguéra sans déchets**

## Key figures

5

entrepreneurs supported

71

applications

5

countries

30+

mentors mobilized



## World entrepreneurship week

During november 2021, the world entrepreneurship week took place. Thus, makesense africa incubator organized a **2-days workshop at Alliance Française de Ziguinchor** (Southern Senegal). This workshop targeted **young entrepreneurs**, mostly students, at the beginning of their projects.

The objectives of the workshop were to :

- Make entrepreneurs **talk about their project** to others (to get feedback and to practice to pitch)
- Think of and design their **main target**
- Think of and design their **business model**
- Understand why it is important **to test its project** and how to do it
- Go on the fields and **test a MVP to get feedback** and share them to the group



## Key figures

2

days workshop

10

participants

3

topics addressed

XXX

Brief description of the figure

Sensefund

## The impact business finance fund

Since July 2021, makesense africa incubator launched its **investment fund to support impact entrepreneurs in Senegal**.

Envelopes between **3 and 12 million FCFA** are offered to impact project leaders as well as technical support to solve their development challenges.

The fund aims to support projects **in rural areas and carried out by young people and women**.

We offer them:

- financial support
- technical support
- access to makesense community

The funds offered are **zero interest loans**. Funds will be granted by the end of January 2022 and entrepreneurs will have to give them back before July 2023.



## Key figures

1

Online information session

79

applications

100

Million of CFA

10+

entrepreneurs funded

## Becoming a hub & Tech4Good community

The Tech4Tchad project aims to make the digital and the entrepreneurship sectors development levers to **meet the challenges of youth training and employability, gender equality and to contribute to triggering a digital shift in Chad**. Tech4Chad aims to offer the ecosystem opportunities to bring out collaborative projects responding to local social, societal and environmental issues.

Makesense's mission is to strengthen the actors supporting entrepreneurs in Chad with the Becoming A Hub program and create a Tech4Good community

### Objectives

- 500 people and 50+ organizations sensitized and engaged in a "tech for good" movement, 25 actors from the scientific community involved
- 20 corporate and NGO employees discover the tech4good ecosystem and digital innovation solutions through mentoring from entrepreneurs



*The supports were very clear and also I appreciate the availability of listening of the trainers. After the training, we could apply it to our project by determining our support model. The group atmosphere was great, we became a family.*

**A Creathon's participant**

## Key figures

10

innovation  
and entrepreneurship hubs  
strengthened

50

new projects will be  
accelerated

20

corporate and NGOs  
employees mobilized

1

Tech4Good community  
initiated to promote digital  
innovation for the SDGs



**Teranga Tech Incub**

**make\_sense  
\_for organizations**



## Executive summary

# make\_sense \_for organizations

2021 was a year of diversification in our work with small and big organisations. Our objective is still the same: inspire, train and support people within public and private organisations to change the way they operate, both internally and with partners. We believe in people inside being a great force for change - pushing the management and stakeholders for change.

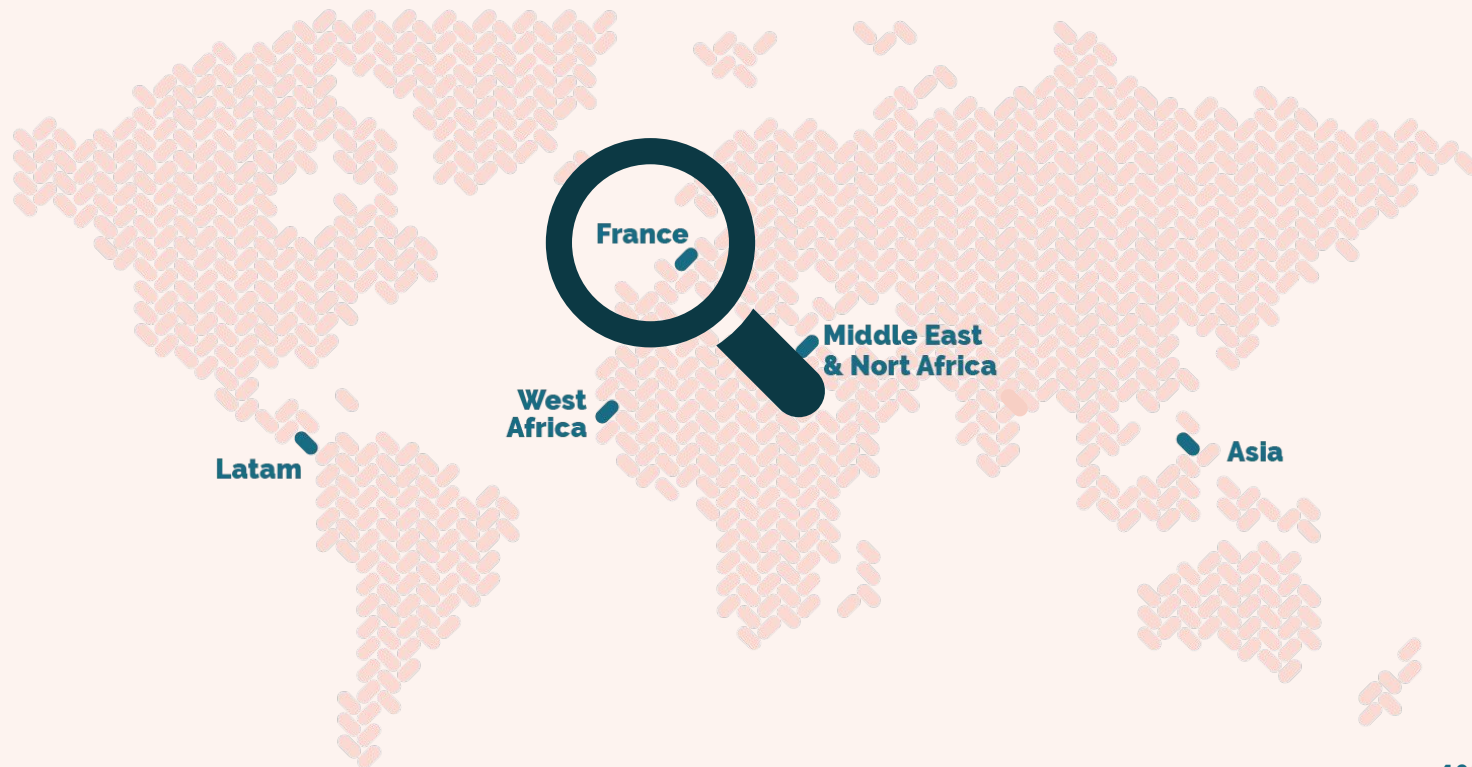
We launched our "Club des Communautés", a club for professionals working on community dynamics and engagement issues, whether in the corporate world, startup ecosystem or NGOs sector. Being part of the Club gives them access to a series of trainings and masterclasses, peer to peer exchanges and celebration events. More than 80 organisations are already part of it.

We accelerated the development of our jobing platform - [jobs.makesense.org](https://jobs.makesense.org) - as a fundamental tools to attract and spot talents for organisations working on social and environmental issues. More than 3000 organisations used it in 2021.

We improved our methodologies to foster collaborations between traditional companies and social innovators. We developed our programs with public institutions such as cities, departments and regions. We foster collaborations and social innovation projects at a local scale. We're for instance glad to partner with the french development agency to work in 6 french overseas territories.

We continued our work with european institutions with 3 european projects working and youth & employment, sustainable fashion and civic security in fashion. All of this wouldn't have been possible without our 8-people partnership team working from Paris, Marseille and Frankfurt!





**The Challenge:** *At makesense we believe in the power of communities, but today professional working to develop and build this collectives are often alone. Our goal is to gather community building professionals from various organizations so they can get support and share their good practices and experiences.*

**#LEARN.** Every month we gather on during a training on a specific topic our work. Members get some key learning that they can apply on their own community.

**#SHARE** Members can exchange on an online platform circle.so to share success, questions and failures.

**#TRANSFORM.** Coaching for each specific communities to help them improve their impact

*Thanks to the onboarding workshop, we realized that it was sorely lacking for the reception of our members in the label vie network and that this step was missing. We're doing our first pilot next week!*

**Isabelle Ly Mihelich, head of development for Label vie,  
a network of environment friendly daycare facilities**

## Key figures

60

community professionals

34

organisations

15

online and offline sessions in  
2021



## Community building - training and coaching

**The challenge:** *makesense developed these training as a way to share the community building expertise we've developed over the past ten years. This year the main challenge with the covid crisis was to change the format to a two half/day training online.*

Since 2019, we have regular, daylong trainings for professional community builders from different organizations

**#ACTION-ORIENTED APPROACH** all participants leave the training with a detailed 3-month action plan. The syllabus mixes concrete advice from our 10 years of community building expertise, coaching, diverse examples, theory, canvases, and practice!

**#PEER LEARNING.** Each session gathers 5-8 participants from different organizations (large companies, social startups, NGOs, institutions). Being surrounded by peers and receiving advice from them is a strong value-add of this training. Participants realize that even if their context is different, they all share similar challenges and can consequently learn from each other (and stay in touch)!

**#FOLLOW-UP** we organize an individual coaching session about one month after the training day. This session aims to celebrate what has been accomplished, share advice, and support participants with roadblocks that may have emerged along the way!

*If makes sense to give meaning to a community: the star model is so simple and helps to start the creation of a community at the right level! Thank you for this inspiring and operable training.*

**Pantchika cordova van houtte Executive Coach Certifiée,  
Coaching Individuel, Equipe & Organisation**

## Key figures since 2019

110

participants have attended the training

18

Learning session online and offline

70

companies and organizations engaged up until now

4000

Participants at our community webinars and/or trainings

## FONDATION EY



**The Challenge :** *Getting EY employees to take action around social and environmental issues thanks to the re\_action program format.*

**#BRINGTOGETHER. Creating small groups** to foster bonds between participants and create collective excitement.

**#TAKEACTION. Pushing participants to carry out one action per day** related to the main topic (inclusion and environment, aid to migrants). How? By developing a kit in which they find all the resources needed to take action.

**#CELEBRATE. Valuing the actions carried out** during mid-term and celebration calls.

## Key figures

3

editions of the program from the end of 2020 to 2021

115

participants

95.8%

said it contributed to the feeling of pride and belonging to EY

88,4%

were satisfied or very satisfied with the program

## Prévention Routière



**The Challenge :** *The association is engaging volunteers every year as “Service Civiques”. After their internship, youths have gained a lot of experience and skills, but do not remain active in the activities of the association. How can we keep them involved?*

#**CREATIVITY** workshop to design the activities of the community

#**TRAINING** for the project team so they know how to run their community of volunteers

## Key figures

60

Youth joined the community

2

Professionals trained

4

Workshops

## Business France - Trainings



**The Challenge :** Help 45 network manager within Business France to organize and expand the reach of their community

**#UNDERSTAND. 1st part exchanges with various community facilitators** to understand their challenges, specificity and imagine the training agenda

**#TRAIN. 2nd organize small group training** to get the chance to exchange good practices and identify concrete action plan to build their community with the time they have available.



*A great training which alternates theoretical moments with moments of very regular exchanges, in groups or in pairs. This is the first time that I have this type of training which really allows everyone to express themselves on their problems*

Mickael Nechachby Chef de projet Animation de Communauté / French Tech 120

## Key figures

45

participants to our training

5

online training session

8/10

makesense training  
responded to the participants  
needs

VINCI



**The Challenge:** Since 2017, ecowork is an organic community gathering all kind of employees at VINCI, the french leader of building, energies and infrastructures. This group of collaborators aims at getting awareness, methods and support to transform their practices and put their expertise into sustainable projects.

**#RAISE AWARENESS.** Our signature program, Sustainable city actor, targets french-speaking and english speaking collaborators around the world. "Transition leader" is a new course for managers to develop an environmental roadmap.

**#COOPERATE** Thanks to "Booster" program, VINCI's collaborators are encouraged to mobilize their coworkers themselves : challenges, momentums, events... We also train them to apply collective intelligence techniques to day-to-day projects, and learn how to work together.

**#TRANSFORM.** We work closely with the "lab recherche environment" and the Environment award to foster good environmental practices.



*The ecowork community is a real strength for VINCI: it brings together the Group's employees committed to environmental issues, allows meetings, discussions, and progress together on our issues. The strength of the collective at the service of our ambition*

Isabelle Spiegel, Head of Environment

## Key figures

600

members in the community

4

training programs

100

autonomous actions run by our members in 2021

65

% of our participants have made key encounters in their journey within VINCI thanks to ecowork

**The Challenge :** *La Ruche qui dit oui ! is a network gathering local farmers and foodmakers, with consumers of various cities. The community is structured around local ambassadors and regional managers. The challenge is to mobilize consumers for loyalty, but also to help volunteer ambassadors and managers share their community building practices across regions.*

**#ANALYSIS** We have conducted an analysis with the head of community and various community builders in charge of different territories, in order to understand the stakes and challenges encountered.

**#TRAINING** One-day community building training with tailor-made workshops to professionalize their community building strategy.

15

community ambassadors  
trained

## Ré\_action Monoprix



**The Challenge:** *On the occasion of the Solidarity Week organized every year within Monoprix Company, the Monoprix Foundation wanted to offer a week of collective training for action in favor of the homeless. One week to discover each day concrete actions to be carried out and to exchange with other employees of the head office, the stores and the warehouses!*

**#GATHERING** A promotion of 10 employees gathered in a WhatsApp loop to share their experience

**#CONTENT.** 1 email per day for 1 week to understand the issues and discover the resources to act

**#CONNECTION.** Regular calls to meet associations that are taking concrete action and share their experiences

**#ACTION.** Ideas to take action every day

## Key figures

1

Week of mobilization

1

Action per day

1

Promotion of ambassadors

## Mano Impact



## Key figures

**The challenge:** *Make commitment opportunities visible to employees who feel the need to get involved and empower the team so that everyone can integrate into their roadmap the social, environmental and cultural issues that make ManoMano an even more responsible organization.*

**How?** On the occasion of each ManoMano's Values Day, more than a hundred employees are gathered. We organized a workshop where everyone could:

**#AWARENESS** Better discover today's issues and understand tools such as the Social Development Goals with games and practices that put them in situation.

**#FEEL CONCERNED** Link their sector and jobs to the global issues to understand what is the impact they will have if they do nothing and why it matters that they start committing and perhaps reinventing their jobs and everyday practices.

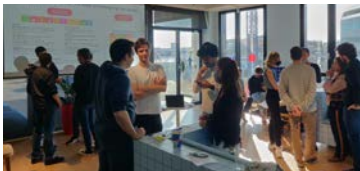
**#ACT** Participate in sub-workshops either to define clear next steps to engage in actions already carried out by the CSR, or to think about new measures to put in place, or even intrapreneurship projects to transform the company for good.

**+10**

workshops organized

**+300**

participants in  
our workshops





## Inoco Day - Inoco



**The Challenge :** *Raise employees' awareness of CSR and generate impactful ideas that Inoco can co-construct with them*

**#INSPIRATION. One presentation** and raise awareness the Inoco employees on the challenges of society (social and environmental) through a playful and interactive format

**#WORKSHOP. One workshop** to generate ideas and proposals to be implemented in Inoco's CSR policy



**"Thank you makesense for your support in defining concrete actions in line with our RSE commitments and our values !"**

Elodie Brasey, President, co-founder, Inoco

## Key figures

**22**

Employees who volunteered to join the workshops

**4**

Project proposals proposed by employees to be implemented in the CSR policy

## Bigger than Us

BIGGER  
THAN  
US

**The Challenge:** *Bigger than Us* is a documentary about young adults tackling social and environmental issues in various countries around the world. In order to mobilize citizens and have a massive interest in the documentary, the production team wanted to organize citizen debates in the theaters. We trained ambassadors to be able to facilitate these sessions and help spectators take action after seeing the movie.

**#CONCEPTION & TEST** We worked with the documentary team on the conception of a program to mobilize citizens around the documentary promotion. We experimented and iterated on the format to create a specific methodology.

**#ACQUISITION & COMMUNICATION CAMPAIGN.** We provided contents and communication advice in order to gather volunteer ambassadors.

**#TRAINING.** We mobilized and trained 100+ volunteers during a 3-week program, to grow facilitation and communication skills.

**#ACTION & SUPPORT.** We provided help and confidence to the volunteers thanks to a whatsapp support group and hotline Q&A sessions.

## Key figures

100

Volunteer ambassadors

10

training sessions

1

screenings MCed by citizens

AG2R



AG2R LA MONDIALE

**The Challenge :** *AG2R La Mondiale wants to develop its collaborators commitment on transversal topics such as handicap, autonomy or social activities. Thematic referents have been appointed to mobilize collaborators and get them to learn about the topic, create more synergies and apply good practices together.*

**#ANALYSIS** We interviewed 8 people and their team leader in order to design the training program.

**#TRAINING** A 1-day training session with adapted workshops and a focus on co-development and methodologies to grow expertise as a team.

**#COACHING** We keep following their development through coaching sessions and support of their team leader.

## Key figures

10

thematic referents

1

day training

6

months coaching

## Intra - LEX KPMG



**The Challenge:** to organize an event gathering 30 intrapreneurs and alumnis. The aim of the event is to federate the community and get feedbacks about the implication of the managers and the workspace of the incubator.

**#INSPIRATION:** overview of makesense, its gouvernance and managerial practices, visit of the space and introduction to makesense values.

**#DIALOGUES:** with a former intrapreneur of the Société Générale about the ways to integrate managers into the intrapreneurial journey; and with Anne of makesense on the working habits and how to put impact into his/her job on a day to day basis.

**#WORKSHOPS:** animation of 2 creativity workshops (using holdup's methodology) in subgroups about the topics of workspace and manager's journey.



**"The feedbacks from participants were super positive, both for the inspiring inspirants and the workshops"** *Séréna Lach, Responsable Innovation & Intrapreneuriat*

## Key figures

30

Participants

3h

of learnex, including 1h30 of workshops

2

Thematics workshops

6

Speakers including 4 facilitators

## Intra - LEX BNP



**The Challenge:** to organize 2 learning expeditions about social entrepreneurship. One for intrapreneur's managers of People'sLab4Good (15-ish people) One for the intrapreneurs of People'sLab4Good (15-ish people)

**#INSPIRATION :** overview of makesense and visit of the space. From an intrapreneur point of view : the various support program. From a manager point of view : governance of makesense, and managerial habits

### #ECHANGES :

Lex intrapreneurs : with a former intrapreneur (Cyprien Noble) and a entrepreneur (Yasmine of la consigne greengo).

Lex managers : Anna de makesense et Kareen de Kippit.

### #WORKSHOPS :

Lex intrapreneurs : 2 sessions of codev on the topics of MVP and economic model.

Lex managers : holdup feedback using the Six Thinking Hats



**"Once again, we were super happy to visit the makesense's space with our intrapreneurs and managers. It was a dynamic and engaging morning!"**

*Maribelle Mendanha, Innovation Shaker et Program Manager,  
People'sLab4Good*

## Key figures

30

Participants

6h

of learnex, including 3h of workshops

4

Thematics workshops

7

Speakers including 4 facilitators

## Intra - LEX CNAM



**The Challenge:** to organize a workshop which goal is to discover makesense and social entrepreneurs, to sensitize training managers to impact business.

**#INSPIRATION:** overview of makesense, our history and our various activities (focusing programs which included organizations)

**#DIALOGUE:** with Augustin Courtier of Latitudes about his entrepreneurial journey, the tech4good, etc.



**"I've been regularly organizing learnex with makesense in order to sensitize to the fields of social entrepreneurship and impact for nearly 10 years"** Lionel Roure, Maître de conférences chez CNAM

## Key figures

**15**

Participants

**1h30**

of learnex

**2**

Speakers including 1 extern

## Collab - PLACO ET ISOVER



**The Challenge:** a prospective workshop to help them to imagine their future on sustainable issues (with the global warming), and the activities they should prioritised to be carbon neutral toward 2050

**#ANALISYS** of the climate issues that could have an impact on PLACO's activities, and synthesis of 4 issues

**#PROSPECTIVE** "Futur Possible" workshop on those scénarios to help them to think out of the box, and select project they should lead to be neutral carbon toward 2050

## Key figures

30

employees

4

climate issues

4

hours of workshop

## Intra - MI Symbi'Ose

**The Challenge:** support the creation of an intrapreneurship program related to the Sustainable Development unit. Support for the structuring of projects, their ideas, and deployment.

**#SCOPING:** Help with the implementation of the complete system: methodology and different steps, application process and selection criteria, resources available to project managers (time allocated, potential budget, etc.)

**#IDEATION:** 2-day online creation to help 20 pre-selected project leaders refine their project ideas. Animation of the jury to select the 10 projects.

**#EMERGENCE:** Tailor-made sprint of 9 weeks to help project leaders to make their project emerge. Individual coaching. Creating an engaged community of agents around transition issues that collaborate for more impact.

**#ACCELERATION:** 2 projects selected to experiment on a larger scale, and deploy.



**"We have been lucky to be supported by makesense, it really helped us structure the program, and the impact on intrapreneurs was impressive"**  
*Noémie Bernard, Head of the Sustainable Development Mission*

## Key figures

150

People from the Ministry of the Interior involved at a time in the programme

10

Participants on the emergence stage

70

Hours of individual coaching

24

Hours of workshop and collective training



## Intra - Radiall



**The Challenge:** *assistance in the creation of an intrapreneurship program: support for the structuring of the different stages, the choice of themes, the implementation of operational and strategic governance, challenge of training modules.*

**#WORKSHOPS:** workshops to frame and structure the accelerator:

- > With the strategy holders to refine the themes for the call for ideas.
- > With the innovation team to define governance and structure the path.
- > With members of the Executive Committee to challenge governance and refine the course.

**#DESIGN:** from the program (inspired by the sprint program) thanks to a half day to review the planned training course, challenge the modules, and identify the coaching axes for follow-up.

**#COACHING:** recommendations, sending of resources and regular follow-up with 10 hours of coaching with the innovation managers. (starts in 2022)

## Key figures

25

Participants in the structuring workshops

2

Innovation Responsible coached

6

Hours of workshops

10

Hour of coaching

## Intra - Setec



**The Challenge:** help in the identification of impact hypotheses and the implementation of an impact measurement method. Coaching of the innovation manager in a period of transition and internal repositioning of the program.

**#STRUCTURATION:** 3 workshops over the year:

- > January: masterplan for implementing an impact measurement method
- > January: workshop to define impact hypotheses and theory of impact
- > November: masterplan to define a new vision of innovation and prioritize the work of internal repositioning of the program

**#COACHING:** regular monitoring of innovation managers, challenge of proposals, sending of resources.

**#WORKSHOP:** introduction to intrapreneurship with the new promotion

## Key figures

10

Hours of coaching

3

Workshops with the innovation  
responsables

2

Impact measurement  
launched

1

Workshop with the  
intrapreneurs

## Intra - Coaching and training

**The Challenge:** coaching and training of 2 project-team of intrapreneurs around new services, and coaching of the innovation team about the program strategy



**#Training** 2 action - workshops of 1 day to coach on design thinking, MVP, and innovation project management

**#Coaching** 3 sessions of coaching to help intrapreneurs on their needs (how to take feedbacks of users, how to decide of the direction of a project, how to pitch the idea, etc)

**The Challenge:** 1 day of training and coaching for 20 collaborateurs on their intrapreneurship projects



**#Workshop.** action - workshop to train and help 20 employes on 4 digital projects for Enedis. They specifically worked on the different methodologies to collect user insight and create their own tool

## Key figures

10

Intrapreneurs

2

Projets

20

collaborateurs

3

projets

## Intra - Suez



**The Challenge:** *Testing for this 6th edition a new way of launching intrapreneurial projects by identifying thematic raised by the BUs, deployable on a large scale*

**#DIAGNOSTIC** : 10 interviews conducted to identify needs in the Middle East and India on various pre-identified themes such as reducing carbon impact or improving the quality and performance of water distribution networks...

**#PRIORITISATION** : Collective definition of 2 themes to be prioritised according to criteria common to all countries (link with strategy, business relevance, etc.) and then exploration of the opportunities of these 2 themes.

**#COACHING** : a collective workshop and an individual workshop conducted to challenge the problematic of the thematic customer experience, and define the project targets.

## Key figures

10

Interviews

17

employees mobilised

3

collective workshops

2

individual coaching

**The Challenge:** *Seek alternatives to plastic and the use of single-use plastic through support and collaboration with social entrepreneurs. In 2019/2020: selection of projects, support, training of the Perrier team and then coaching entrepreneurs*

**#COACHING:**

- > Making connexions to the network of internal mentors to makesense to help entrepreneurs be more competent on topics related to collaboration
- > Guidance for operational governance of individual projects.
- > Operational monitoring as a trusted third party between the large group and the contractor.

**#WORKSHOPS:** facilitation of structuring workshops or training for entrepreneurs according to their needs (governance, business development, economic model, etc.).

3

Entrepreneurs coached

55

Hours of coaching

10

Workshop organized

## Collab - IKEA

[Article](#)



**The Challenge :** *In the regions where IKEA is located (stores and associated delivery areas), the group's mission is to become more inclusive and sustainable. On the stages of its value chain that are operated by providers (such as last-mile services), IKEA must work with entrepreneurs/social organizations to achieve this goal. in 2021, we deployed Micro Hub project in 7 cities )*

**#DEPLOYMENT STRATEGY.** definition of IKEA deployment strategies, validation of the modele, of the entrepreneurs consultations, criterias and conditions for the stores.

**#SOURCING.** sourcing of 50 social entrepreneurs in 6 big cities for IKEA, thanks to our network of partners, our database, communication and Q&A sessions

**#SELECTION.** implementation of the selection process, integration of IKEA members (jurist, auditors, ISR, etc), coaching of 12 entrepreneurs, and selection of the 6 entrepreneurs. Then we helped to launch the project thanks to the IKEA collaborators.



**makesense has allowed us to take a step forward in our work on local communities both on the definition of a concrete vision and on how to collaborate with new partners**

*Magnus Westerberg, team project lead Social Business France*

## Key figures

70

employees

7

cities deployed

50

entrepreneurs sourced

20

partners identified

**The Challenge:** *deploy the open innovation approach tested in 2019-2020, by involving other mall managers in the process. Structure the process to be able to communicate.*

**#DEFINITION** with the executive committee of the ambition of the collaboration program, the vision and the objectives. Recommendations on the structuring of the follow-up and assistance in the preparation of the call for proposals.

**#WORKSHOPS and SUPPORT** of the 8 mall directors involved in the process to source entrepreneurs, structure the partnership approach, etc.

**#FORMALIZATION** of the method to set up a collaboration project through a launch kit, which takes up the methodologies used during the coaching

**#COMMUNICATION** around the program through the creation of a name, charter, manifesto, and press release.

## Key figures

16

Individual coaching

13

Structures of the social and solidarity economy where partners

8

Mall managers involved in the program

5

Structuring workshops organized

**The Challenge:** *structuring the open innovation approach with startups emerging from territories, and structuring the “collaboration booster” and the organization of the community of ambassadors.*

**#DIAGNOSTIC** : Methodological support and coaching of the team to make a diagnosis of the needs of ambassadors who have running open innovation projects (identification of targets, hypotheses and questions to ask, analysis of results, etc.)

**#WORKSHOP** : Workshop with the social innovation team and other key internal people (project leaders, influencers, methodologies holders, support functions, etc.) to define together the Collaboration Booster, and determine the main needs

**#COMMUNITY** : Redesign of the community of local ambassadors who carry out partnership projects with local incubators, and are likely to carry collaborative projects with startups (community identity card, onboarding process, etc.)

**#TRAINING** : Creation of a training kit for ambassadors with different tools to help them diagnose local needs, issues of entrepreneurs, opportunities for collaboration, etc.



**“We greatly appreciated the flexibility and methodology of makesense. It really helped us to structure our project and go further”** Lise Penillard, Project Manager, Social Innovation

## Key figures

20

Persons audited during diagnosis

1

Open Innovation course

3

Workshops to structure the community

1

Training kit on social and solidarity economy and open innovation with impact



## Territories - AFD Mouv'outremer



**The Challenge:** Help economic and social actors of the overseas countries and territories to support the development of such projects and the creation of a dynamic community of innovative and collaborative actors in these territories. A 3 years consortium program with Kedge business school and local partners.

In 2022, La Réunion and Mayotte have been the territories makesense lead their program (after Martinique and Guadeloupe, and before Tahiti and Nouvelle Calédonie in 2023)

**#ADAPTATION.** Of the program depending the local needs and the feedback received. In particular, we added to the "formation-action" program a collaborative methodology to help entrepreneurs in their partnerships

**#ANIMATION AND TRAINING.** Launch of the local community : lots of workshop animated, contents, coaching on their projects, links with the local ecosystems, facilitation of seminars (online), and selection of "referents" among the entrepreneurs to foster the communit

7,3 / 10

of satisfaction

8,6 / 10

of recommendation

Discover the [Mouv'outremer](#)

## Key figures

1

promotion

2

Overseas territories

40

entrepreneurs coached

100

members of the community

## Collectivité - WWF Rouen & Toulouse



toulouse  
métropole  
COMMUNAUTÉ URBAINE



**The Challenge:** In Rouen, the challenge was engaging economic actors on environmental challenges. To move from commitments to action, WWF called on makesense to co-organize collaborathons: collective intelligence workshops allowing these actors to prioritize concrete solutions to be implemented with local entrepreneurs.

**#CO-ORGANISATION:** of the events : planning design and project management. Sourcing of entrepreneurs, brief.

**#CO-ANIMATION** of the workshops

- > Design of a collective intelligence workshop canvas to identify projects and then define objectives and an associated roadmap to explore them
- > Facilitation of the workshops: reminder of context and objectives, coaching of participants

**The Challenge:** In Toulouse, the metropolis wanted to mobilize private organizations on environmental issues (in covid context).

**#CO-ORGANISATION** of events: on-line adaptation of the pandemic format, co-organisation of 2 webinars with biodiversity experts and creation of a website for Toulouse.

**#CO-ANIMATION** of the workshops and webinars organized: biodiversity fresco, discovery of tools to identify the first steps of a biodiversity approach

**#TRANSMISSION** of Learnings: creation of [a website](#) for companies wishing to take action to reduce their impact on biodiversity.

## Key figures

145

Participants in the 2 collaborathons

5

Thematic tables

28

Entrepreneurs sourced

3

Engagement formats: website, webinar, workshop

## Collectivity - SQY



**The Challenge:** *Better understanding, promoting, and supporting the CSR dynamics of companies located on the territory. .*

**#FRAME AND PRIORITISATION** : Planning conception, project management and prioritisation workshop with a dozen people from the agglomeration community to align with the objectives of the survey, and prioritise 3 key issues of the territory (out of 7 that had been identified): youth orientation, health & well-being and digital inclusion.

**#DIAGNOSTIC** : Diagnosis of the territory's challenges through a quantitative questionnaire and individual interviews to :  
> learn more about the issues on which the territory's companies are engaged, their current projects and their needs to take their CSR strategy further.  
> define specific issues on which companies wish to engage or deepen their action.

## Key figures

10

participants to the aligning workshop

50

Responses to the questionnaire

10

planned interviews

3

pre-identified thematic

## Training trainers to support social entrepreneurs



**The Challenge:** enable people outside of makesense willing to structure the way they support projects to train themselves to our Sprint program

**#CONCEPTION.** Conception of a 2-month **program** on prototyping a solution

**#TRAINING AND ASSISTING.** Training the Parc employees on our facilitation and coaching methods to enable them to facilitate themselves groups of young entrepreneurs based on the design thinking and lean startup approach and on our own theoretical and practical tools. Assisting them in the process of finding and selecting projects and dealing with the first batch of participants.

**#LICENCING.** In the long run, enable them to access our pedagogical resources and to ensure a minimum support service during their future programs they should lead autonomously.



*The Sprint program and the support we got from makesense, in addition to structure the way we support local entrepreneurs, was a real opportunity for our team to get trained and create a collective dynamic within it.*

*Xavier Stephan, Fabrik of the Parc coordinator*

## Key figures

35

applications

10

projects supported

5

thematics specific to the partner's sector

6

employees of the Parc Naturel trained to our Sprint methods

## Community-based engagement program



**The Challenge:** A two-week workshop to initiate impactful projects and initiatives in line with EDHEC's 2025 strategy: "Impact Future Generations".

**#DESIGN an engaging, action-based** program with a mix of workshops, inspiring emails and community exchanges to develop new impactful projects to serve the Alumni community.

**#TRAIN mobilizers from the Alumni community** to facilitate the workshops themselves using collective intelligence methodologies, and learn community building techniques to inspire their teams to take action.

**#EMPOWER participants** to imagine and take concrete action that bring together the EDHEC Alumni community around social or environmental issues.



**"The program pushed Alumnis out of their comfort zone and helped us get to know them better ! It was also a great opportunity to create bonds between Alumnis outside of the traditional networking events."**

Stéphanie Painchault, Alumni Relations Manager, EDHEC Alumni

## Key figures

2

Weeks of workshops,  
info-packed emails and  
e-meetups

231

Participants

29

Trained mobilizers

25

Initiatives and projects  
developed

## Training on facilitation techniques and collective intelligence



**The Challenge:** *A hands-on training curriculum to maximize the impact of SSE support programs leaders all over France*

makesense partnered up with l'Avise, a national agency that coordinates support schemes for social utility organizations (Social and Solidarity Economy) for a 100% online training program.

**Our mission:** **train and support local Avise representatives from all corners of France** to feel at ease with online facilitation tools, discover collective intelligence methodologies to solve their challenges and learn from each other thanks to peer-to-peer support.

### 3 modules

Module n°1 - ONLINE FACILITATION TRAINING

Module n°2 - GROUP FACILITATION TECHNIQUES

Module n°3 - DESIGNING AND ORGANIZING A CHALLENGE RESOLUTION WORKSHOP

## Key figures

43

collaborators trained

20+

hours of online training

## Mano Impact

## Key figures

**The challenge:** *Make commitment opportunities visible to employees who feel the need to get involved and empower the team so that everyone can integrate into their roadmap the social, environmental and cultural issues that make ManoMano an even more responsible organization.*

On the occasion of each ManoMano's Values Day, more than a hundred employees are gathered. We organized a workshop where everyone could:

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**#ACT** Participate in sub-workshops either to define clear next steps to engage in actions already carried out by the CSR, or to think about new measures to put in place, or even intrapreneurship projects to transform the company for good.



**+10**

workshops organized

**+300**

participants in  
our workshops

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**#INSPIRATION. One presentation** and raise awareness the Inoco employees on the challenges of society (social and environmental) through a playful and interactive format

**#WORKSHOP. One workshop** to generate ideas and proposals to be implemented in Inoco's CSR policy



**"Thank you makesense for your support in defining concrete actions in line with our RSE commitments and our values !"**

Elodie Brasey, President, co-founder, Inoco

## Key figures

**22**

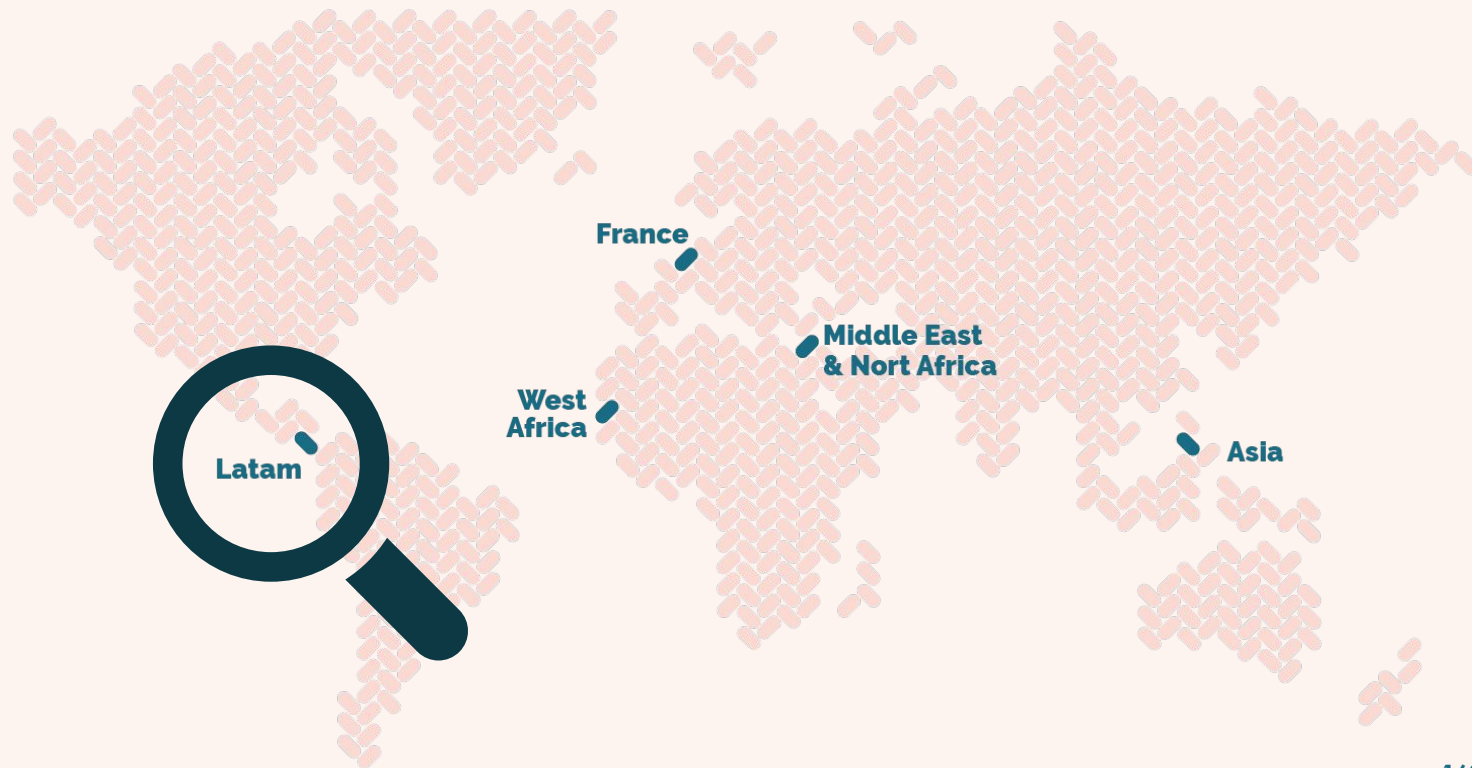
Employees who volunteered to join the workshops

**4**

Project proposals proposed by employees to be implemented in the CSR policy



**make\_sense**  
**\_for organizations**



## Mejorando vidas



**During 2021, several projects have been made with BID majorando vidas**

### CAN

**The Challenge:** *Generation of communication materials for the dissemination of the innovation strategy in the region and regional linkage activities.*

Through the materials, community or project **progress has been made on issues such as gender, climate change and diversity.** The materials have **supported the dissemination and adoption of internal technological tools.** The materials have **accompanied the region's strategy for change.**

### Innovación Panamá 2021

**The Challenge:** *Design and facilitation of a collaborative process to identify the most efficient execution mechanisms for project management, considering the institutional and legal context in Panama.*

Through the facilitations, the future of project management in Panama has been explored. **Three proposals for project implementation mechanisms were co-created in Panama.**

### COMODIN

**The Challenge:** *Facilitation of innovation workshops and co-creation workshops in several countries of the Bank's IDC region.*

The workshops **help strengthen internal roles in the Bank** and seek **new value propositions for employees.** **An internal BOT was launched to streamline internal practices. 10 countries** exchanged experiences and collectively **built an Educational Trajectory Protection System** for Mesoamerica.

## Key figures

**+5**

cultural transformation initiatives and innovation initiatives were communicated in the material.

**+5**

employees received news through the graphic material

**3**

co-created proposals for project implementation

**10**

countries exchanged experiences

**During 2021, several projects have been made with BID majorando vidas**

**SIGED**

**The Challenge:** *To facilitate a creative workshop to devise potential virtual meetings to disseminate the SIGED report on Educational Information and Management Systems in Latin America and the Caribbean.*

Participants from Latin America and the Caribbean **devised innovative ways to communicate the results of the report. Three potential formats were generated for multisector virtual meetings** to showcase the benefits and impact of LEDIS in the region.

**CONNECT 2021**

**The Challenge:** *Position the Smart Space platform so that IDB collaborators can learn a way to streamline their collective work.*

We made the first video game with our partner Pixpik to promote Smartspace within the IDB.

**190 people participated** in the launching of the SmartyvChallenge **80 completed the 5 steps** of the Smarty Challenge increasing their interaction with Smartspace

**Cutting Edge**

**The Challenge:** *To open a space for discussion and exchange on Innovation in Higher Education for the Education Sector within the IDB in Latin America and the Caribbean.*

The event was attended **by 5 special guests, experts in educational innovation.** From representatives of universities such as Tec de Monterrey to representatives of digital educational platforms such as Platzi.

**Key figures**

**+600**

registered people to the launch of SIGED

**37**

education specialists from the IDB

**3**

co-created proposals for project implementation

**10**

countries exchanged experiences

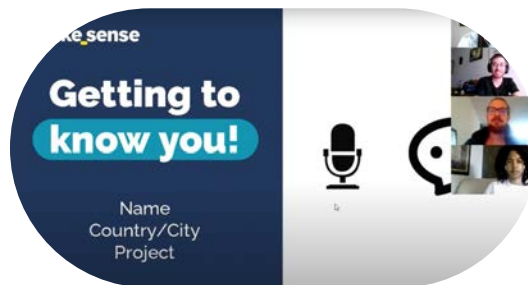
## EDU



**The Challenge:** *Strengthen the Trajectory Protection System in the Mesoamerican region.*

10 countries involved in strengthening educational inclusion in Mesoamerica in the context of COVID-19, exchanging challenges and exploring opportunities for innovation in the Trajectory Protection Systems of the region.

*"I think the methodology used is excellent"  
"It allows us to know actions that are developed in different countries, which becomes an opportunity to improve what we are doing, to rebuild, to rethink education in my country" / "I think the methodology used is excellent"*



## Key figures

**100**

countries involved

**+70**

participants

**8**

creative workshops

## Mejorando vidas



### During 2021, several projects have been made sponsored by BID mejorando vidas

**The Challenge:** *Generation of communication materials for the dissemination of the innovation strategy in the region and regional linkage activities.*

Through the materials, community or project **progress has been made on issues such as gender, climate change and diversity.** The materials have **supported the dissemination and adoption of internal technological tools.** The materials have **accompanied the region's strategy for change.**

**The Challenge:** *Design and facilitate a collaborative process to identify the most efficient execution mechanisms for project management, considering the institutional and legal context in Panama.*

Through the facilitations, the future of project management in Panama has been explored. **Three proposals for project implementation mechanisms were co-created in Panama.**

**The Challenge:** *Facilitation of innovation workshops and co-creation workshops in several countries of the Bank's IDC region.*

The workshops **help strengthen internal roles in the Bank** and seek **new value propositions for employees.** **An internal BOT was launched to streamline internal practices.** **10 countries** exchanged experiences and collectively **built an Educational Trajectory Protection System** for Mesoamerica.

## Key figures

+5

cultural transformation initiatives and innovation initiatives were communicated in the material.

+5

employees received news through the graphic material

3

co-created proposals for project implementation

10

countries exchanged experiences

Can

Innovación  
Panamá 2021

COMODIN

## Foro Oaxaca Lab



Implemented by



## Key figures

90

participants

Develop the **innovation ecosystem among Oaxacan youth** to **boost their capabilities and soft skills** and **boost the state's economy**.

The Oaxaca Lab Forum has **encouraged Oaxacan youth** from different parts of the state and different **contexts** and **socioeconomic levels**, the motivation to incorporate innovation for the development of socio-environmental initiatives and contribute to the development of their community.

**90+ participants** in the Oaxaca Lab Forum.

**15% of attendees with disabilities, 30% with indigenous descent and 10% with afro descent were accepted.**

\*The use of this company's logo outside of this presentation should be consulted prior to use.\*

## Learning Journey



Implemented by



**The challenge:** *Facilitate a series of multi-sector meetings to co-create pathways and actions to drive innovation in a post-pandemic scenario in parliaments in Mexico and Germany.*

**Participants** will include members of governmental organizations, decision makers, academics and experts in public policy and innovation **from +5 countries.**

It was the **first time** that the staff of the **German parliament participated** in an event collaborating with other parliaments **using innovation and design thinking tools.**

At the opening event we had **leaders in parliamentary innovation, Dr. Andy Williamson.** The **Vice-president of the Bundestag, the German parliament,** and also the **president of the Mexican Chamber of Deputies.**

More than **70 participants, 9 countries** such as Germany, Mexico, Chile, Canada, and **3 continents participated.**

**Participants included NGO leaders, MPs, academics, parliamentary leaders, researchers and more.**

## Key figures

3

continents

9

countries

+70

participants

## Innovation Factory



Implemented by



**The challenge:** *Strengthen 3 projects in Mexico through personalized sessions on marketing, digital products, financial strategies and other topics.*

This project is part of a global effort by GIZ to promote and strengthen innovative projects that are generating impact.

4-month program **100% customized for each of the participating startups**, with mentoring, consulting and tailor-made workshops, flexible and adaptable to changes.

**5+ marketing, theory of change and impact measurement, financial and web development strategies for venture enhancement**



\*The use of this company's logo outside of this presentation should be consulted prior to use.\*

## Key figures

**+10**

venture partners

**+5**

measurements



**CEDUC**



Implemented by



**Key figures**

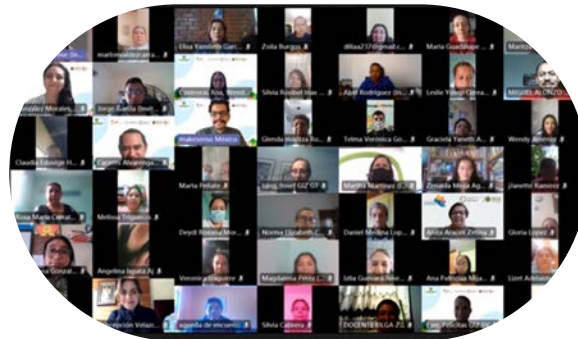
**793**

**participants registered**

**The challenge:** *Creative facilitation of makesense applied to the meeting for the exchange of good practices in educational inclusion for migrants.*

**A total of 793 participants were registered, of which 607 connected from Guatemala, 165 from Honduras, 16 from El Salvador, 5 from Mexico and 1 from another location (not specified).**

We collected the opinions of **225 participants** and obtained an average **satisfaction rating of 4.7 out of 5.**



**\*The use of this company's logo outside of this presentation should be consulted prior to use.\***

## Transformación Interna



**The challenge:** *Strengthen the skills of the Veolia employee community through the design of internal initiatives that strengthen the CSR strategy and are aligned with Veolia's purpose and Inspire 200 Sanofi employees on biodiversity and ecosystem conservation to create environmental awareness.*

More than **30 collaborators** from all over Mexico participated to the design of internal initiatives. **4 socio-environmental innovation projects** were promoted in Veolia's internal community. Three internal initiatives were designed in the **areas of recycling, environmental education and responsible consumption.**

**The community was trained in innovation, tools, methodologies and skills to develop and promote their socio-environmental projects.** The initiatives **involve multi-sectoral actors** such as municipal agencies, schools and NGOs.



## Key figures

**+30**

collaborators

**4**

social-environmental  
innovation project  
were promoted

**+200**

employees inspired



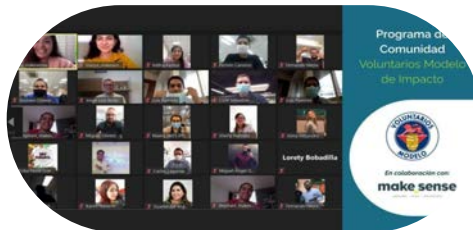
## Voluntarios Modelo

**The Challenge:** *Develop the skills and capabilities of the internal community to strengthen the organization's corporate volunteering efforts.*

A reward system was structured so that leaders could feel motivated to carry out the activities; and progress was mapped within an activation curve to determine the strategy needed to boost the will and commitment of the model volunteers.

**75% of the leaders have sufficient tools and information to guide and accompany the community of collaborators in solving challenges.**

**90% of ambassadors and leaders have motivated someone within Grupo Modelo to get involved in scaling up Model Volunteers initiatives.**



## Key figures

**90%**

ambassadors and leaders have motivated someone to get involved in initiatives

**75%**

of the leaders have sufficient tools to guide the community in solving challenges

NOSC



Key figures

+50

participants

**The Challenge:** *To promote and influence the defense of the right of access to information in Mexico, through a space for dialogue and collective reflection.*

**Collaborative reflections** were made **by government actors, CSOs, international authorities** and **private initiative** with proposals for **actions to defend the right of access to information.**

**50+ participants** proposed collaborative solutions to defend access to information.

¿Cuáles son los principales problemas que enfrenta el gobierno abierto en México?



## Lean Policy

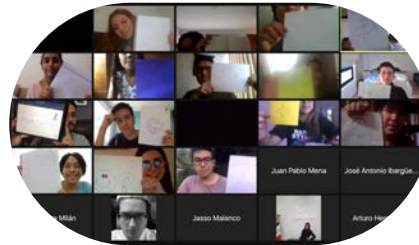


**The Challenge:** *To inspire the students of the Universidad Anáhuac's Sinergia program to seek a sustainable future using tools such as Lean Policy.*

The students were very participative and at the end were proactive in making groups for a final presentation to the program manager.

**30 students from the program participated**

**An inspirational talk and a creative workshop on the Lean Policy methodology were held.**



## Key figures

**30**

students  
from the program



## Policython

**The challenge:** *Develop a space for exchange and co-creation between experts and key actors in the country to identify strategic axes, best practices and recommendations in areas such as the design of future cities with a focus on mobility, health and gender, taking as a spectrum the opportunities and challenges in the context of Covid-19.*

**Innovation efforts were promoted to strengthen the design of public policies in Mexico,**

**27 expert decision makers** and decision makers in future cities participated in the event.



## Key figures

**27**

expert decision  
makers

## Speed Mentoring

**The Challenge:** *Generate a space for dialogue between professionals and leaders from different sectors to share their experience with promising young women. A speed\_mentoring is a collaborative methodology to contribute ideas to specific challenges faced in the 21st century.*

**iParticipating female leaders from Mexico, Guatemala and El Salvador!**

**101 outstanding young women from the community of the British Embassies of Guatemala and El Salvador participated in the event.**



## Key figures

**+3**

countries

**101**

young women  
participated

**make\_sense**  
**\_for organizations**





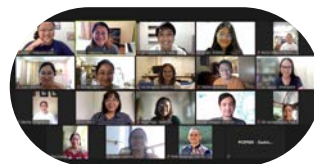
## NOYPI Coalition Building



**The Challenge:** *Eliminating sachets in the Philippines through radical collaboration*

NOYPI (No Other Year for Plastics Initiative) is a **coalition creation project** done in partnership with The Incubation Network. It aims to create alternatives to single use plastics by **gathering organizations from different sectors** (social enterprises, environmental policy firms, climate change movements, MSMEs), **gathering their insights**, and **directing them towards the same solutions and initiatives**.

Through this initiative, we are able to better **understand the depth of the problem**, **identify which existing initiatives can be scaled**, and **create solutions through a grassroots approach**. We aim to have engaged with the stakeholders in problem identification and ecosystem mapping by the the end of 2021.



GREENPEACE



parabukas

Let us continue to be agents of change. Together, we can be better. And hopefully, we live up our mission with nobody being left behind. **-NOYPI volunteer**

## Key figures

11

organizations in the coalition

4

sectors represented

3

experts from different sectors consulted in awareness campaign

### The Challenge: *Mobilizing Citi employees for Women Empowerment and Employability*

**EQUIPPING CITI EMPLOYEES TO ENGAGE IN VOLUNTEERING:** Citi employees have skills that they wanted to utilize for social impact, but were unsure of how to do so. Through our customized Re\_action program, we were able to guide and equip them in that.

**PARTNERING WITH LOCAL ACTORS:** We then partnered with 2 organizations, Girls Will Code and Liyab, to create bite-sized tasks that would positively benefit their respective communities through the help of Citi Employees. **For Girls Will Code, we asked the volunteers to translate and subtitle STEM materials to local Filipino languages.** Meanwhile, **for Liyab, we paired the volunteers with young university students who needed advice and guidance in their career development.**

**IMPACT:** through all this, we were able to support young women in their journey in the STEM Field and support university students and fresh graduates in their employability. At the same time, we were able to cater and develop Citi employees into becoming more active participants in civic engagement.



The instructions are straightforward and easy to understand. I did not have a hard time browsing through the links. It was fun and educational. I also appreciate your org's help for Girls Will Code!

Joselle Claudio, Citi Philippines

## Key figures

117

Citi employees  
volunteering in 5  
weeks

98

Mentorship calls and  
materials translated

485+

Beneficiaries  
impacted

## Re\_action for Corporates: AXA Philippines



**The Challenge:** *Introducing Skills-based Volunteering to AXA Employees*

**Helping axa employees gain a better understanding of skills-based volunteering and its impact for both beneficiaries and volunteers:** through 2 training sessions and the 1-week volunteering period, we were able to help axa employees envision themselves as volunteers and to be excited about the opportunity to be involved.

**Digestible tools provided to each employee:** through several materials, including an exhaustive handbook, axa employees saved time and energy in making sense of the volunteering opportunity).

**Cultivate the culture of volunteering in the long run:** through all this, we were able to strengthen the community between them throughout the volunteering week, encourage and support them to continue the practice even after the program.

The handbook was easy to understand, I appreciate that all your instruction materials are always so well-thought of and concise, yet simple and visually creative. It shows the talent and creativity of the team behind it, so kudos!

Paula Caringas, AXA Philippines

## Key figures

92

Volunteer Sign-ups

180

Workshop Attendees

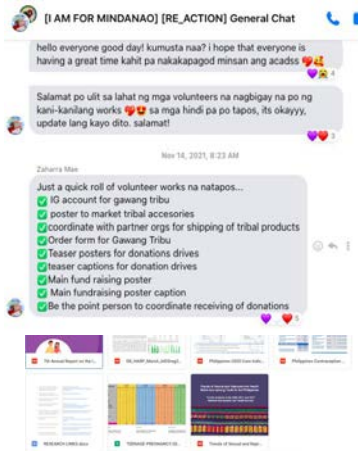
10,023

Beneficiaries impacted

## Re\_action Training in Partnership with ZFF



**The Challenge:** *Helping the Sangguniang Kabataan run their own Re\_action Programs through the support of Zuellig Family Foundation*



We trained **5 youth organizations** from 5 provinces in Mindanao; namely, Charitable Maitum of Maitum, I AM for Mindanao of Columbio, Peer Educators of Kalamansig, Peer Educators of Malungon, Kommunidad ng Bridging Leaders.

We trained them and provided them with all necessary resources to **run their own online Re\_action Programs**. This training and implementation helped them better understand how to mobilize their own volunteers online and provided them with the tools that they lacked access to.

[Feedback translated from Filipino to English] On behalf of the team, I would like to extend our gratitude to Makesense volunteers (for the training and support). Our volunteers are reliable and committed despite difficulties in schedule, and it is helping us a lot.

Zaharra, President of I Am For Mindanao

## Key figures

5

youth groups from Mindanao

50

Online volunteers from across the Philippines

20+

Tasks completed

## Makesense Asia - Advisory Board



**The Challenge:** *Maturing the development and influence of makesense in Asia by forming a collaborative board of experts*

As the makesense Asia team expands the scope of its impact and grows its reach in Asia, there is an opportunity to widen our vision and also enable key actors alongside us in the public and private sector to similarly grow by involving them in the decision-making and strategy of the hub.

Acting on this opportunity, the hub formed a new advisory board of 8 leaders from diverse backgrounds who could give insight into several aspects of Makesense's growth such as: the impact funding market in Asia, social enterprise support, cross-sector collaboration, private sector perspective, government policy, overall organizational development, and innovating to fill in gaps in the impact ecosystem across the region.



"I like that makesense has bold and audacious goals and I think it's unique in its ability to rapidly bring together various actors across sectors and create shared impact. This is why I wanted to get involved in the advisory board."

Rey Laguda - President & CEO at PBSP  
(Philippine Business for Social Progress)

## Key figures

8

Leaders in the new advisory board

6

Expert leaders from the development sector & impact ecosystem

2

Expert leaders from the private sector

## makesense Asia - Advisory Board



## Maturing the development and influence of makesense in Asia by forming a collaborative board of experts

### Members of the Advisory Board



Angeline Tham  
Founder & CEO at  
Angkas



Coralie Gaudoux  
Co-founder at makesense Global  
& MKS Fund



Karl Satinitigan  
Obama Scholar & Policy  
Innovation Consultant



Love Gregorie Perez  
Director at Xchange



Rey Laguda  
President & CEO at PBSP  
(Philippine Business for Social  
Progress)



David Roos  
SouthEast Asia  
Managing Director at  
Danone Waters



Joanna Duarte  
Senior Director of  
Programmes at Ayala  
Foundation



Tristan Ace  
Chief Product Officer at AVPN  
(Asian Venture Philanthropy  
Network)

## Key figures

8

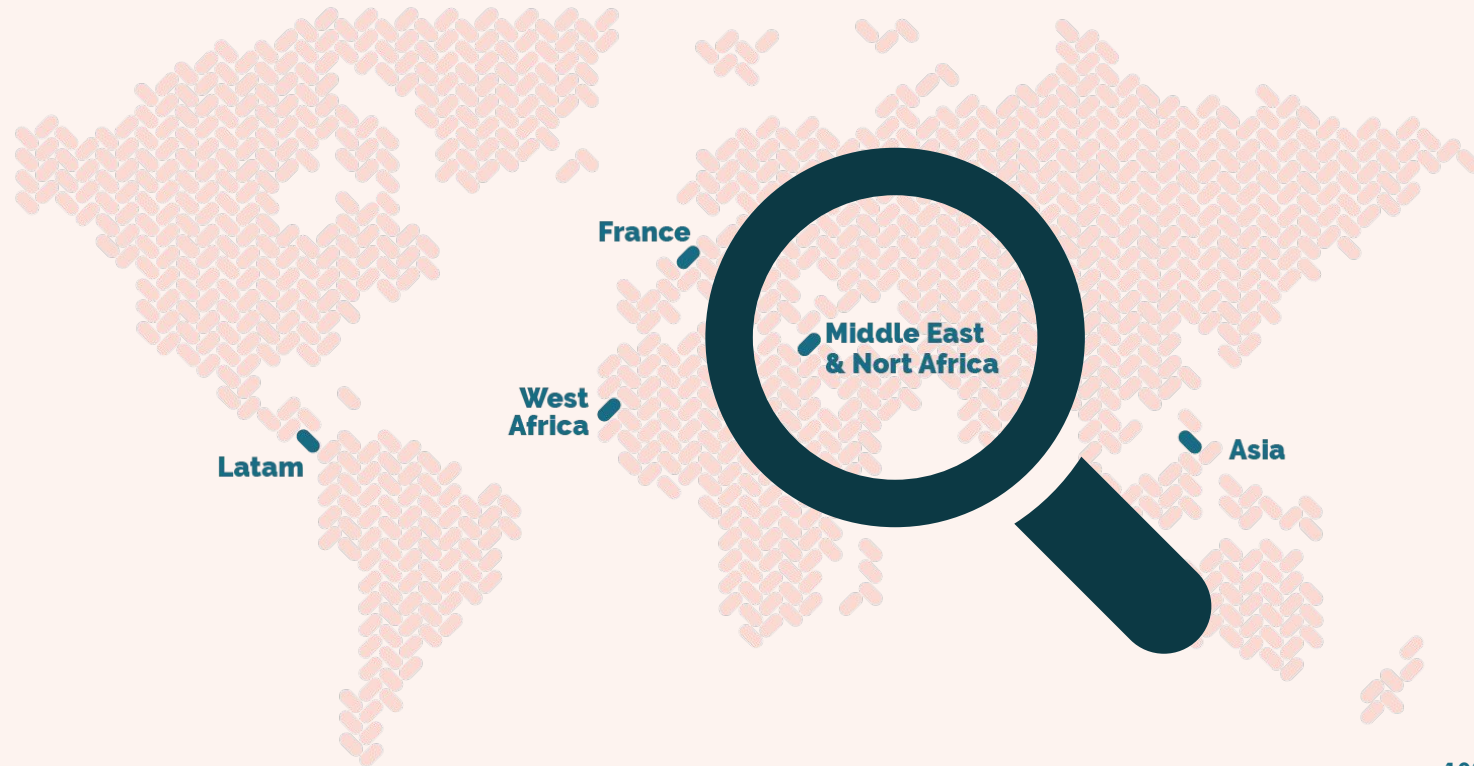
Leaders in the new  
advisory board

6

Expert leaders from the  
development sector &  
impact ecosystem

2

Expert leaders from the  
private sector



## SEE CHANGE



**The Challenge :** *SEE CHANGE* is a 3 years project in Lebanon, funded by the European Union and led by the consortium of OXFAM, COSV and Beyond for Reforms and Development. It aims to build more social and economic justice in Lebanon and to create employment. COSV is the lead on economic justice, and they were looking at local experts to understand:

#How social entrepreneurship could lead to more social justice?

#What are the best ways to support social entrepreneurs in Lebanon?

#makesense, LOST and TEC (Tripoli Entrepreneurs Club) are working on the feasibility study of the project in order to provide their expertise and experience on the field to answer those two questions.

**"We would like to reiterate how lucky we are to work together :)"**

Yasmine Ossaily - Research Coordinator - COSV

## Key figures

3

Organizations

8

Field Researchers

81

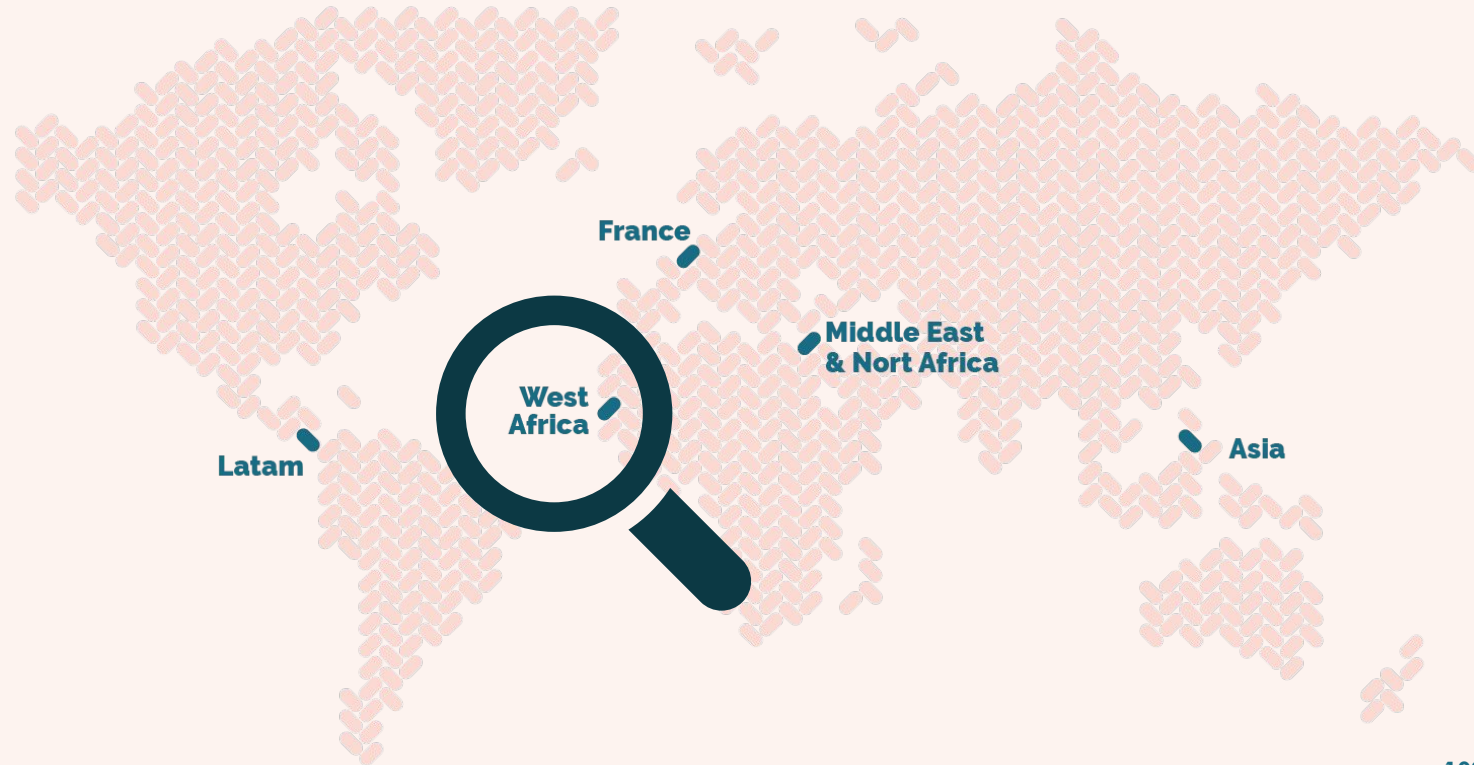
Conducted interviews

320

total interviews planned



**make\_sense**  
**\_for organizations**



## AVENIR - international round-table and collective intelligence workshop

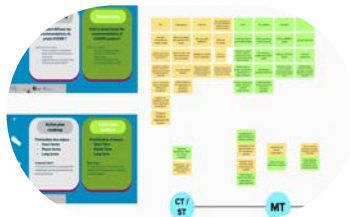


**The Challenge:** *Facilitate a collective intelligence workshop to identify and prioritise the recommendations to organise advocacy in favor of volunteering binomial and volunteering in times of crisis to European Union level and facilitate a round-table to disseminate AVENIR project recommendations with and highlight the recommendations co-created during the collective intelligence workshop.*

Project manager for the **organisation of 2 digital events** and promotion of these events through social networks.

For the collective intelligence workshop: 3 steps enabled **more than 30 participants to produce new recommendations in 2 hours** and to define a set of arguments to be used in a simple advocacy plan.

**The dissemination event focused on the theme of volunteering in times of crisis.** It was punctuated by a photo exhibition, interventions by ambassadors and ministries, and a presentation video of the project.



## Key figures

1

Round-table with 5 panelists and 36 participants

1

Collective intelligence workshop

6

Levels of recommendations to structure an advocacy plan

**The Challenge:** Organisation of 4 collective intelligence and virtual workshops with multi-actors stakeholders (practitioners and theoreticians of the city) to co-create a shared vision of the concept of sustainable urban development in Senegal, as well as its operationalisation on the ground with the aim of sharing skills and knowledge to all city stakeholders.

- Workshop #1 - **Understand the key urban issues** for Dakar and Ziguinchor and **identify the challenges and obstacles related to each** of them.
- Workshop #2 - **Imagine and define a common vision of the sustainable urban city in Senegal** through the consent-based management methodology.
- Workshop #3 - **Identify approaches for more inclusive and sustainable cities** by including the **gender perspective**.
- Workshop #4 - **Identify the actors of sustainable development** in Senegal and their **responsibilities and find ways of convergence and/or collaboration**.

These preliminary workshops are the basis for a **sustainable urban development city guide for Senegal**, to be release by the Heinrich Böll Foundation. This guide will intent to influence the debate so that the concept can really take off.



## Key figures

4

Collective intelligence  
workshop

15

multi-Stakeholders  
participants mobilized

7

Axes of thematic discussed  
with challenge identified

**The Challenge:** Help the Surfrider Foundation Senegal that has just been formed (Nov 20) to structure itself.

They have identified an ambitious calendar of activities for 2021. The founding members are to date the only active members of the association. The aim of these workshops was **to help them define their main activities and action plans for the coming year**, to **structure their operating methods** and to answer the question: "**What roles and levels of contribution for the organisation's members**".

In order to answer this question, **2 collective intelligence workshops** were organised:

- A **masterplan workshop** to **prioritise and define the areas of intervention for the year 2021**, as well as the **expected results at the end of this year**.
- A workshop to **co-construct the internal functioning of the organisation**:
  - Definition of action plans on the axes to be carried out at short term
  - Structuring of governance bodies and operating tools,
  - Demonstration of management by consent to define the vision of the roles and levels of contribution of future members of the association



## Key figures

2

Collective intelligence  
workshops

4

Organisational challenges  
addressed

5

Axes of structuration defined  
and related actions



**The Challenge:** *Political discussion between Ivory Coast and the European Union for a sustainable cocoa in Ivory Coast*

Under the leadership of KPMG, makesense africa led the technical assistance mission to the Technical Secretary of the Coffee-Cocoa Council as part of the Ivory Coast - European Union policy dialogue for sustainable cocoa.

**The mission's objectives:**

- Preparation of the thematic sessions of all the Working Groups (WG) in the framework of the CI - EU policy dialogue on sustainable cocoa
- Facilitation of exchanges during the thematic sessions;
- Recommendations on the format of the minutes, argument notes and the overall report of the working groups;
- The production of the minutes, position papers and the overall report of the working groups;
- Preparing the workshop to present the report.



Facilitation of a thematic session with stakeholders



Design of animation materials for the sessions



preparation of the rooms for the thematic sessions

## Key figures

70

participants per session

05

Thematic Sessions

06

Months

01

confidential report

## AGreenLab - cohort 1



**The Challenge:** *promote and support the development of an inclusive and gender-sensitive ecosystem of impact entrepreneurs in agriculture and renewable energy*

The AGreenLab project is an European Union funded program. The lead of the program is Positive Planet international with makesense Africa and 4 incubators (La Fabrique in Burkina Faso, Impact Hub, Energy 4 Impact & Yeasal Agri Hub in Senegal).

The first cohort incubated includes 41 entrepreneurs. Makesense Africa on its hand, promote and support the development of an inclusive and gender-sensitive ecosystem of impact entrepreneurs in agriculture and renewable energy. This program also aims to develop partnerships and investments between Europe and Africa through the establishment of close collaborations.

### Activities :

- Organisation of **collective intelligence workshops to co-develop a 9-month incubation and acceleration program** focusing on Renewable Energies and Agribusiness
- Launch of a call for applications with over **250 applications** and selection through a **jury process of 43 project leaders**.
- **Raising awareness and promoting impact entrepreneurship** through communication on social networks and the organisation of awareness-raising events, while respecting a gender approach,
- **Benchmarking and feasibility study of platforms** to connect investors and entrepreneurs, in order to develop links between African and European investors and entrepreneurs.

AGreenLab c'est  
41 entrepreneur.es  
réparti.es dans  
4 incubateurs



## Key figures

# 41

Entrepreneurs

# 1364

Participants Sensitized through  
program activities and  
communications

# 1

Co-constructed incubation and  
acceleration program for  
Renewable Energies and  
agribusiness

# 1

Feasibility study for the setting up  
of an investor-entrepreneurs  
matchmaking platform

**The Challenge:** *To transform the mode of emergence and origination of major city projects, through a series of innovative workshops enabling the various actors to connect and to bring out concrete projects and present them to investors and experts.*

City\_lab aims to facilitate the emergence of collaborative projects involving African ecosystems: companies, start-ups, NGOs, local authorities around the sustainable city on 5 themes (Water, Energy, Housing, Transport and Waste).

### Local ecosystem

Ecosystem creation and formation to make sense collaboration methodology

### Collective Innovation

Challenges identification, synergies & emergence of multi-stakeholder project

### Concrete realization

Formalization, support & spotlight of multi-stakeholders projects



## Key figures

300

participants

12

Program ambassadors

08

Multi-stakeholders solutions emerged

13

Project incubated through the program

## CoLAB Food Security

CoLAB



**The Challenge:** After 3,5 years of deployment in Burkina Faso, Côte d'Ivoire and Senegal the CoLAB Food Security program came to an end. Now, the stakes for the CoLAB Food Security is to sustain the approach in the territories

**The program :** First pilot of the CoLAB methodology launched in 2017, the program aims to create a connected ecosystem and to accompany the creation and development of multi-stakeholders projects.

#**CAPITALIZE** the best-practices of the methodology through the writing of 3 White Papers ;  
#**BROADCAST** the methodology through webinars targeting researchers, civil society and incubators and the creation of Resources Center with all the CoLAB tools ;  
#**PUBLICIZE** the program with events and publishing of scientific and media articles and filming of promotional videos of the projects ;  
#**SCALE** the methodology in new territories and thematic : Niger and Mali - Mother & Child Health, Morocco Argan Sustainability, Tunisia - water sustainability in agrosystems and France - sustainable food.



## Key figures

13

Articles published about the CoLAB

1

Resource center developed

1

1 financial prize created in partnership with the Forum Convergences

2

projects have benefited from the CoLAB x Convergence prize



## CoLAB Mother and Child Health

CoLAB



## Key figures

40

New Ambassadors

2

Demoday organized in  
September

7

Events organized by  
Ambassadors

**The Challenge:** *Bring together the stakeholders to enhance synergies and spread a collaborative spirit to allow for the creation of innovative and multi-actors projects to solve the stakes of the sectors.*

**The program :** The **first spinoff of the CoLAB methodology** launched in 2020, the **two-years program** in new countries and thematics in order to **accelerate collaboration and innovation** for Mother and Child Health in Sahel.

As of 2021 : The program is coming to an end with the organization of **Les Journées de la Collaboration**, a 3 days events focusing of collaboration stakes, **including laureates from the Food Security program.**



Septembre 2021

DemoDay and lunch of the  
Acceleration phase for 6  
projects



May-Jan 2022

Workshops organized by the  
Ambassadors from the second  
promotion



Oct-Jan 2022

Hold Up workshops for the  
laureates in the acceleration  
program

## UNICEF Generation Unlimited



MINISTÈRE DE LA PROMOTION DE LA JEUNESSE,  
DE L'INSERTION PROFESSIONNELLE ET DU SERVICE CIVIQUE

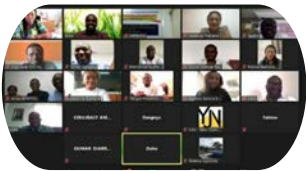
MP/JHSC

**The Challenge:** Under the mandate of UNICEF Côte d'Ivoire, *main sense africa* is conducting a situation analysis of the youth ecosystem in Côte d'Ivoire around key youth challenges.

**The main mission** is to identify and support the scaling up of high-potential solutions to address youth participation, training, and professional insertion.

### Activities carried out:

- Elaboration and dissemination of a questionnaire to collect the maximum of initiatives carried by the youth or for the youth,
- The organization of five workshops of debate and discussion in the 4 major regions of the Ivory Coast,
- Facilitation of an Ecosystem mapping workshop to identify avenues of collaboration between key actors
- Facilitation of 02 collective intelligence workshops to validate the results of the consultations



Workshop to validate the results of the consultation



Ecosystem mapping workshop with key actors of the ecosystem



Sensact workshop with youth organizations



Survey on youth initiatives in Ivory Coast

## Key figures

220

youth organizations reached

09

collaborative workshops

10

Ambassadors

01

Final report

## Study - Kôrylé



**The Challenge:** *Initiate the structuring of the demolition waste management sector in Ivory Coast*

On behalf of the consortium of companies (Bouygues Bâtiment International, Backacia, Valame and Neo Eco), makesense Africa is conducting a study in Ivory Coast on the informal circuit of demolition waste management in Abobo's area.

### The objectives of the mission are :

- To offer a methodology to facilitate field feedback from all informal actors working in the sector in Abobo;
- To source the actors of the "informal" circuit in connection with the management of construction waste flows in the neighborhoods of Abobo



Training of young investigators on the investigator's posture and the terms of reference of the study.



Interview with Abobo demolition vehicle drivers' lead



Survey form for the census of the actors of the informal circuit of the BTP

## Key figures

05

Young investigators trained

30

informal micro-entrepreneurs surveyed

03

Abobo's areas investigated

01

Final report

## CoLAB Water management

CoLAB



**The Challenge:** CoLAB Tunisia intends to accelerate collaboration and innovation for sustainable water management in agrosystems. Water management being a sensitive subject, the challenge is to involve local institutions as well as agricultural groups.

**#CONNECT. Mobilize and sensitize stakeholders** in the sector to the issues of collaboration and identification of common challenges.

**#COLLABORATION. 2nd Support the emergence of collaborative projects**

**#SUSTAIN . Perpetuate the CoLAB approach through the creation of a consortium to support the collaborative approach.**



Sept-Nov 2021

Preliminary mission



December 2021

Official launch of the program



January

Launch of the Emergence Phase

## Key figures

1

Preliminary mission on the field

3

Events organized

50

Stakeholders mobilized

208

Applications for the Ambassador call for candidates



## CoLAB Water Management (TN)

**Nicest things  
heard in 2021**

# Nicest things heard in 2021

*It's great to be able to meet everyone, it makes the program more concrete + it makes me aware of the strength of the network that ré\_action brings to us + creation of a synergy between everyone*

**Marion (Fourmilière)**

*Too happy to be here as a climate smob + rethinking the program and lots of synergy to do + we all have a desire to act + eager to see the continuation and to see how all this will really consolidate*

**Alicia (supermob + Fresque)**

*So cool to see each other in real life  
It was great to interact with different sectors that we don't usually interact with*

**Aurélien (zero waste)**

*I am delighted to be associated with a young, modern and innovative program. It gives me hope to see young people getting active, we all do a lot of things around volunteering and I am convinced that together we will be stronger! I hope to have the opportunity to meet again in more informal times about our ways of getting involved*

**Coline (PFDP)**

# Nicest things heard in 2021 (Re\_action)

*It puts the mind back in place. But my favorite part was having a little something to do every day, it keeps you motivated.*

**Marin, volunteer of the program**

*It's very rich, I learned a lot of things! We had such a good time that we decided to continue to exchange regularly with each other beyond... it's really nice to exchange our tips, to be supported and encouraged, I felt supported by the team and I have already made many changes in my daily life.*

**Claire, volunteer of the program**

*It allows us to get a foot in the door thanks to the kit which is very well done, it makes us think and it gives us a boost of motivation to go and see the actions near us.*

**Louise, volunteer of the program**

*All French people should take action and you should be awarded a Nobel Prize.*

**Steven, volunteer of the program**



# Nicest things heard in 2021

*Frankly, I loved this program! It's a first for me! It allows me to carry out a really concrete mission of social utility, to develop skills and it really gave me a lot of energy!*

**Cathy, volunteer of the program**

*Re\_action changed my life. I remember that first phone call with a hyper-connected grandmother, it upset me... I had signed up thinking I would kill a week of confinement, but like many others I was carried away by the collective emulation, which is why I am still involved in the program today.*

**Vincent, super mobilizer for the program**

*I understood that I could act in spite of the health crisis, thanks to the virtual, thanks to the tools and action kits made available. I met people I would never have met otherwise, I passed on my desire to act and gave them confidence!*

**Leila, mobilizer for the program**

# Nicest things heard in 2021

*I wanted to express my gratitude and renew my commitment. Thanks to the reaction program, I discovered associations, ideas for action and wonderful elderly people, but above all I reconnected with those I already knew and didn't see/call enough. What happiness and what a shot of love I received. This time it's for life.*

*Thanks again. For me the makesense adventure will continue whether I am a mob or a participant. Whatever the theme. There is so much to do and you make it so easy for us!*

**Fatema, volunteer of the program**

*As a mobilizer, my first expectation was to develop my skills and live a human experience. In the end, I gained much more. This group emulation, and this listening and committed community, taught me that citizen mobilization is within everyone's reach, and that no matter who we are, everything is possible. There is nothing better than taking action to realize this.*

**Damien - Mob for the program Climate**

*Thanks to the program, I finally had the courage to approach a homeless person I pass every time I go shopping. While I am by nature quite shy, I also connected with my neighbors by mobilizing them for a hygiene kit drive. It's so rewarding to see that your neighbors are just waiting for you to put up a cardboard box to let their generosity flow!*

**Isabelle, volunteer of the program**

# Nicest things heard in 2021

*"Hello everyone... especially the Odyssey XXI crew.*

*I thank all of you for allowing me to participate in this challenge I took to big letters "THE BEST OF THE BEST"; for a moment I thought I was not selected in the first round of accepted entries if not until the second round and I am very happy about that. For a moment I thought I was not selected in the first round of accepted entries until the second round and I am very happy about that. It was more than taking tips or see it as a course an adventure full of fun and learning where in other places I have taken as bootcamp, seminars, workshops and courses do not compare with Odyssey XXI because this has many shades of color and creative that far from being boring or routine I create motivation and learn more and more ....*

*Finally, I want to ask you for a tip or advice, if it is allowed, how can I be creative like you both in tools, professionalism, trends and content that you do ... Anyway, many things I can say here, I just hope to win with my team and friends I met ... Thank you very much Odysseus, I hope to see you in the next one and I hope to win one of the prizes in the future".*

**-Eduardo Sánchez**

# Nicest things heard in 2021

*Makesense support brought me so much. Thanks to the mentor my mentor recommended me, i found incredible working solutions. This mentor is everything, he gives me advices which are working, he is so great ! Congratulations for the mentors and the support. I am so happy I followed this program. Thank you so so much.*

**Souadou, E-Cover CEO (AFIDBA)**

*Thank you so so much. You managed to give us a real direction and a great dynamic. Everyone understands better our challenges and why we need to be structured from the beginning. We knew were we wanted to go but not how. And now we know what we have to do, with effective actions. I never thought we could do this. Thank you.*

**Team member of Surf Rider Foundation Senegal**

*The work we did thanks to makesense brought us a lot. We now feel ready to put in practice all the trainings we got. Both trainings online and offline were really good quality. We can't wait to run our own support program for entrepreneurs.*

**Aby Diop & Makhtar Ndiaye, CFP  
Dagana (Devenir un hub)**

# Nicest things heard in 2021

*Combo is very interesting thanks to its social and cultural diversity. Despite our differences, we are a family and we support a lot each other. We share our difficulties. The diversity of nationalities is combo strength*

**COMBO**

*The program allows us to benefit from the support of makesense over 3 years. This is precious because the dynamic is very real between the different projects. Our community is more and more alive as we get to know each other. In addition to these times of sharing, the trainings provide us with concrete tools to move forward faster. Training in business prospecting, for example, was a hit!*

**Delphine, an entrepreneur Inclusion & Ruralité**

*Those thematic opportunities are time saving for us !*

**Sabrina, an entrepreneur of the T&L Générations program**

*I was feeling lonely due to Covid and isolation. I found dynamism and energy thanks to the pear-to-pear with the other entrepreneurs and the mentors. Thank you Décoll'âges !*

**Mélanie, an entrepreneur of the program Décoll'âges**