



For a Human Sustainable Development Integrating Protection of the Environment

NEWSLETTER N°27

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EDITORIAL

SHARING OF EXPERIENCE

TWO NEW TECHNICAL SHEETS TO DOWNLOAD

WFP

'Sanitation as a Business' (SAAB) is a methodology bringing together supply and demand in the sector of sanitation, to respond – as closely as possible – to the needs expressed by the local population. This technical sheet builds on the on-going experiences conducted in Peru, alongside the poorest families.

GERES

Conceived and tested on the ground by Geres, the technique of 'artificial glaciers' relies on the formation of glaciers during winter. It allows vulnerable populations living in high-altitude zones to adapt to climate change, by helping to cope with diminishing water supply.

Download these technical sheets from:

www.fondationensemble.org/News/Publications

Dear Reader,

Facing the dominant crisis climate, it is nice to remind on the onset of this new year, that there are sectors which are doing rather well. This is the case of social entrepreneurship, which the European Commission did not hesitate to include explicitly in its 'European Strategy 2020'. Let us however recall its beginnings. How many were they, only five years ago, who dared to get involved? It took audacity, let's not deny it, to break with the traditional thinking. Audacity, to put oneself at the crossroads: in a business logic on the one hand, and in a social and solidarity reality on the other hand. Audacity, for organizations and investors alike.

As our Foundation is launching a new Call for Proposals, focused on Social Entrepreneurship, we are particularly happy, in this issue, to give voice to one of our College of Experts members, Florence Goudchaux. Her experience at the PhiTrust Partners Investment Fund, and with us, nourishes a precious testimony.

The crisis is here and calls for new paradigms. The examples of social entrepreneurs given in this issue (see P.3), demonstrate that the approach works very well. How can we support these new models of success change in scale? It is clear that subsidies will not be enough. Solutions must be found elsewhere. There are more and more private investors wishing to become involved in meaningful projects. In search of social and environmental impact, they accept a lower return. The time has come to decompartmentalize. We must think with one mind. I have confidence in each one to find the right course, and wish you all the best of success for 2013.

Jacqueline Délia Brémond
Executive Vice President

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INTERVIEW



Ecodair,
One of the 19 social entrepreneurs supported by PhiTrust Partners.
55 disabled employees,
11,439 computer materials sold in 2011.



See social entrepreneur testimonies and examples of partnerships supported by PhiTrust Partners on:

www.phitrustpartenaires.com

'A Business Plan Should Not Be a Bottomless Pit for Subsidies'

Since 2005, Florence Goudchaux, Director of Solidarity Analysis at PhiTrust, has been supporting companies and NGOs working for a fairer and more sustainable society. As we are launching a new Call for Proposals, the Foundation wishes to share her experience and vision of social entrepreneurship.

PhiTrust Partners was created seven years ago. You have been one of the first to offer venture capital to companies devoted to solidarity. Tell us more.

This Investment Fund is dedicated to structures offering a response to precise social needs for disadvantaged populations. We are here both to respond to their request for financing and to assist them in their perspectives for development. Our mission is to study together the conditions of viability of their project and its growth model. Our approach is not only financial. Whilst our clients expect a return on investment, they know that it will be lower (between 3 and 5%), and many of them find a meaning in this. This choice can also be less risky than investing in the stock market. Today, PhiTrust Partners is working with 19 social entrepreneurs. This represents 8 million Euros of investment. The growth is slow, but encouraging!

Why did you create in 2012 an Endowment Fund dedicated to social entrepreneurship?

We have observed through our experience that this sector walks on two legs: what we call in our jargon the 'non-profit' and the 'for profit'. It is essential to take into consideration this specificity in the sector of social entrepreneurship in order to have the capacity to respond with appropriate funding.

This Endowment Fund was therefore created to complete your Investment Fund. How do they complement each other in concrete terms?

Here are two examples to illustrate their complementary nature. Our PhiTrust Partners Investment Fund was set up following a request from an NGO specialized in psychological handicap, which wanted to develop an economic activity in reconditioning computers. Their originality being to propose progressive course of employment, based on the level of disability. We conceived together a development model. The people, whose handicap is greater, work in an Associative Structure (ESAT), whereas those who have better aptitude work in an Adapted Enterprise (EA) and an Integration Enterprise (EI), which are Simplified joint stock companies (SAS). Therefore, it became possible to inject capital and loans into the SAS through our Investment Company and thus finance the development of the activity, while the ESAT can be financed by grants from the Endowment Fund.

The grants that we give from our Endowment Fund always aim for this objective of sustainability. This fund functions along the same lines as our Investment Fund: Funding and support. But it intervenes in non profit social entrepreneurship structures. We often intervene in the initial phase of social projects which have to be viable over the long term. Recently, for example, we have taken on an original integration project based on recycling containers in offices and homes. This project is being developed by an NGO whose mission is a 'think tank' for developing integration activities. The idea attracted us not only by its originality but equally by the anticipated social and environmental impacts. The Endowment

Fund came spot on to fund a prototype and a market study. In early 2013, we shall receive the results of this study. We shall then be ready, if all goes well, to support the development of this new integration activity, with our Investment Fund.

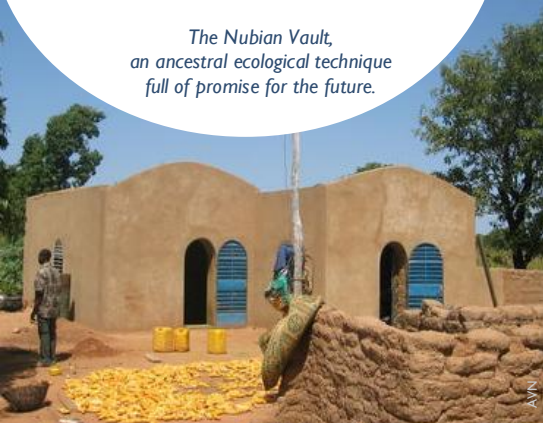
Based on your experience, how do you appreciate the vitality of the social entrepreneurship sector?

When we started in 2005, there were very few actors in the marketplace. We have always been present in the European networks, at the forefront of current thinking. In seven years, the landscape has changed considerably. The sector has become extremely professional. We nowadays receive many more projects and especially projects into which our Investment Fund is ready to put € 500,000 to a € 1 million. It is a rapidly maturing market.

You are a member of the College of Experts of the Foundation. What advice would you give to NGOs that will reply to our Call for Proposals ?

It is essential to think carefully about the business model, in order that it does not become a bottomless pit for subsidies. One has to dare have a business logic. The profits generated will favor development and impacts. The project has to be set up on a viable model, a necessary condition for their replication. This is in the interest of all the actors: the project bearers, the beneficiaries and the social investors.

The Nubian Vault,
an ancestral ecological technique
full of promise for the future.



FOCUS ON PARTNERS



Forest conservation
Source of revenues for the poorest
rural communities.

Three Social Entrepreneurship Projects have been Selected within the Program Funds in 2012

Access to drinking water, reforestation, sustainable agriculture, protection of biodiversity, eco-habitat, waste processing, eco-tourism... All the actions supported by Fondation Ensemble provide the link between protection of the environment and human development. Based here on a social entrepreneurship approach, local development is made the priority for the poorest populations.

A Roof, a Skill, a Market

Still today, 70% of the Sahel population has no access to a decent home. What solution can be put in place for the poorest, while wood, the basis of traditional structures, is disappearing in an alarming way? The NGO La Voûte Nubienne, is promoting an ancestral technique, at minimum cost, using raw dried earth, locally available. The houses are more comfortable, less expensive and cleaner ; also more attractive. So many reasons to explain the success already achieved, on a small scale, by this technique : more than 1,628 Nubian Vaults built, 261 masons trained in Burkina Faso.

The Foundation, already a partner of the NGO, has chosen today to support its scaling up. The aim is to expand this technique over several zones in Burkina Faso and Benin, on the basis of a sustainable economic model: 'A roof, a skill, a market'. More than 1,000,000 Euros of local economic returns are expected over the next three years.

www.lavoutenubienne.org

Produce More Rice Whilst Consuming Less Energy

This program is implemented by SNV in Cambodia, in the region of Tonle Sap and the Mekong plain. It aims to optimize the profitability of rice production by encouraging producers to invest in low energy consumption technologies, notably in rice husk gasification. This technique allows the recuperation of the gas emitted by a high temperature thermo-chemical reaction. By 2015, 150 rice mills will function with this technology. SNV is planning for the implementation of a sustainable value chain with adequate economic and environmental indicators, facilitating the replication of the model at national level. The objective: 20,000 tons of rice husk used as fuel each year. Thus, 4.5 million liters of diesel saved and the annual equivalent of 43,000 tons of CO2 not emitted.

www.snvworld.org

Protecting Their Forest Provides a Living for the Community

The program of Conservation International is situated in Peru, in one of the richest ecosystems on the planet, at the heart of the Alto Mayo forest. Numerous endemic species live here, including a large variety of orchids and trees, as well as endangered monkeys. This zone, protected for several decades, is still seriously threatened by deforestation and agriculture, and each year attracts numerous settlers. How to limit their number and encourage, in the communities already in place, an approach to conservation? The teams of CI have established a set of solutions including practical and financial initiatives for deve-



lopment. This formula for support of families aims at recruiting among them the first sentinels of the forest patrimony. While watching over it carefully, they acquire the means for setting up a value chain of certified coffee, produced on site, under forest cover. In all, 1,200 producers will sign a conservation agreement and will be trained to improve their practices and their income. Thus, 1,200 families will benefit directly, but also 10,000 inhabitants of surrounding villages, whose water resources depend so closely on the conservation of the forest. And on top, of course, the resident fauna.

www.conservation.org

SOCIAL ENTREPRENEURSHIP AT THE HEART OF THE FOUNDATION'S NEW CALL FOR PROPOSALS

Each year, the Foundation puts particular emphasis on an important theme. In 2013, the Foundation will give preference to the funding of projects having an entrepreneurial approach.

These projects will encourage local sustainable development, based on the creation of social micro-enterprises/cooperatives, respectful of the environment and creating jobs. They will also seek solutions for access to financing, in particular through micro-credit (preferably through partnerships with IMF), always with concern for sustainability and expansion. Initiatives integrating a market activity will have studied in depth and optimized the business model.

Do you wish to respond to this call? Check carefully that your proposal falls into one of the Intervention Sectors of the Foundation: Water, Sanitation, Sustainable Agriculture, Renewable Energy, Eco-Habitat and Biodiversity Conservation.

For this Call for Proposals, the Foundation is mobilizing its two intervention funds: the Program Fund and the Small Grants Fund. Do not fail to check the eligibility conditions specific to each fund before sending your application.

For further information
[www.fondationensemble.org/
aactu_rapp.php](http://www.fondationensemble.org/aactu_rapp.php)

€ 1,025,000 of Additional
Co-Financing in 2012

In addition to the three projects of social entrepreneurship, signed in 2012 (see P.3), the Program Fund selected four new initiatives (including one still to be signed). This represents a total of seven programs participating in an overall budget of € 6,518,902.

PROTOS - ECUADOR

Integrated Management of Water Resources and Good Governance of Water

In the cantons Ona and Saraguno situated in the watershed of the Jubones river, one person out of two has no access to drinking water and sanitation facilities. The project of Protos aims to implement an integrated management of water resources, based on a participative, equitable and sustainable approach. Planting in water spring areas, increasing irrigated areas, more rigorous implementation of infrastructures and more rational management of the water flow are planned, conceived with a preservation of natural resources approach. Significant results are expected in the quality of life for families (income, health...) and in climate change risks mitigation.

www.protos.be



FAUNA AND FLORA INTERNATIONAL CAMBODIA

Community Management of the Primary Forest in the Mountainous Areas of the Cardamoms

This program is situated in one of the richest natural heritage sites on our planet. It targets directly 34 villages in the districts of Veal Veang and Samlout and their 18,000 inhabitants. These rural families are among the poorest in the country. FFI will make available to them, in partnership with the local authorities, technical, managerial and economic skills, allowing them to consider the protection of the surrounding biodiversity as a source of new income. This new initiative follows up on a previous program supported for 3 years by Fondation Ensemble.

www.fauna-flora.org

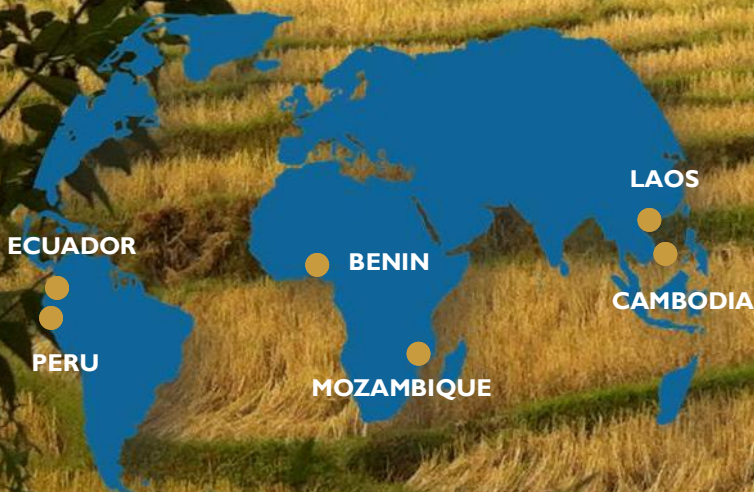


AVSF - LAOS

Community Development and Sustainable Management of the Nam Phaak River Watershed

In the Province of Oudomxay, certain communities, living traditionally in the forest, have been displaced to the side of the roads. AVSF intervenes in 48 villages to help these vulnerable populations develop new income generating activities. Micro-irrigation, anti-erosion techniques, rehabilitation of poor soil, re-introduction of varied crops (corn, vegetables, beans, galanga, cardamom...) and fodder are envisaged here in an approach respectful of the environment. In all, 6 value chains, generating jobs, will be launched. The inhabitants will be trained in the integrated management of their resources and encouraged in their conservation actions. Emphasis will also be put on the protection of certain endangered species like gibbons, pythons, and gaurs.

www.avsf.org



SINCE 2012, THE PROGRAM FUND FOCUSES ON
SIX INTERVENTION COUNTRIES

For information about the 2013 Call for
Proposals :

[www.fondationensemble.org/
aactu.rapp.php](http://www.fondationensemble.org/aactu.rapp.php)

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