

THE IMPACT PROGRAMME

21/22



THE CANDIDATES

MAY 17TH 2022

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ABN·AMRO

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THE PROGRAMME

Introduction

The Impact Programme 21/22: "Scaling Positive Change for People and Planet" is an impact accelerator for entrepreneurs who want to scale their impact in the field of climate change and circular economy. It is co-created by Accenture BeLux, ABN AMRO Private Banking Belgium and Ashoka Belgium.

Through the programme we want to identify & support leading Changemakers who aim to scale their systemic solutions to achieve more depth in fighting the profound planetary crises the world is facing today. In order to achieve this, the Impact Programme is supporting entrepreneurs through different levels linked to developing and refining their scaling strategy.

After a jury selection, 11 chosen entrepreneurs, will benefit from individual coaching, workshops, access to circular economy experts, networking opportunities and pitching opportunities to new partners. The entrepreneurs showing the highest development curve will receive continued support provided by Accenture, ABN AMRO and Ashoka.

Building a Scaling Strategy

Throughout the programme the entrepreneurs participated in several workshops that were co-designed by the partners in collaboration with experts. Amongst the collaborators were Sociale Innovatie Fabriek, ABN AMRO Sustainable Impact Fund, ATOLO, Accenture BeLux, Impact Lawyers, Sea Ranger Service, Billie Cup, Too Good To Go, Solifin, Ashoka's Impact Transfer Team and Awaris.

The topics of the seminars were the following:

- Theory of Change and Impact Modelling
- Business Modelling
- Strategies to Scale Impact
- Raising Finance & Investment for Scale
- New Leadership

The seminars consisted of different formats that challenged the entrepreneurs' assumptions, provided latest insights, gave space for peer discussion or networking. As an outcome of the seminars, the entrepreneurs were required to deliver a Scaling Plan, that guided the jury decision.

Each entrepreneur received weekly coaching by two coaches (1 from ABN AMRO, 1 from Accenture) who supported the entrepreneur through the programme and worked with them on their individual strategic challenges.

Awards Ceremony

During the awards ceremony, three entrepreneurs will receive the following awards:

- **Ready to Scale Award:** The winner will receive 100 staff days of consultancy to continue implementing their scaling strategy.
- **Ready to Invest Award:** The winner will be prepared to present their solutions to investor rounds organised and facilitated by ABN AMRO
- **Public Choice Award:** For the most popular solution decided through a public vote. The winner will have the opportunity to join of Ashoka's multiple learning modules (e.g. Systems Change, Social Finance, Collaborative Leadership,...)

THE ENTREPRENEURS

In this year's edition of the Impact Programme 11 social entrepreneurs were selected to develop their scaling strategies. In the following pages, we invite you to learn more about their work, impact and ambitions.





LOUIS DE JAEGER

Commensalist

“ IF EVERYONE IN THE WORLD BECAME A LITTLE BIT MORE ‘COMMENSALISTIC’, THE WORLD WOULD BE A BETTER PLACE. IT’S ONE OF THE MOST BEAUTIFUL WAYS OF LIVING TOGETHER. ”

THE ORGANISATION

Commensalist is landscape architecture bureau, specialized in futureproof food forest, farm, garden and landscape design. The team's goal is to heal degraded soil and reconcile nature and people by designing multigenerational edible landscapes.

THE IMPACT

One third of the earth is threatened with desertification and one quarter of the planet is degraded. This impacts nature, but also communities living nearby, in countries far away, but also in Belgium. It is Commensalist's mission to make this land fertile and build thriving communities around this. To date, Commensalist have turned 400 hectares of land into edible landscapes - so called Food Forests.

THE NEXT STEPS

The Commensalist team is currently establishing a programme to train people worldwide, with their proven design method, to become food forest designers. This way they create an army of landhealers that will contribute to exponentially growing their impact.

To make it easier for companies and schools to implement a food forest, Commensalist will also be working together with the Food Forest Institute to create a one-click food forest packages: design, education and planting. This method can be copied all across the globe.

THE ENTREPRENEURS

Commensalist's founder and eco-entrepreneur **Louis De Jaeger** has spent five years travelling the world and was shocked by the amount of degraded land he saw. He decided to make it his life mission to restore as many acres as possible. Upon his return to Belgium, he studied agrobiotechnology and founded Commensalist in 2018.

Louis wrote two books about sustainable agriculture and food forestry, more than 50 op-ed's, made an award winning documentary about food forests and is an international keynote speaker.

CONNECT

<https://commensalist.com/>

BEL ALBATROS



**GRÉGOIRE HUPIN
& GUILAIN SEVRIÈRE**



“ THE BEAUTY OF THIS BRAND-NEW AND INNOVATIVE MATERIAL IS THAT IT CAN BE WORKED LIKE WOOD WHILE AT THE SAME TIME BEING WATERPROOF, THERMOFORMABLE (EASY TO SHAPE USING HEAT AND PRESSURE), AND COLOURFUL. ”

THE ORGANISATION

Bel Albatros offers support to companies that care about their environmental footprint and that are working towards responsible management of their plastic waste. All according to the principles of the circular economy.

They recover plastic waste directly from local shops and small companies in the Brussels-Capital Region. From this material, they manufacture large-size plastic panels (3m x 1m, up to 6m long) that are used by the construction and furniture design industry. Bel Albatros also offers a custom machining service.

THE IMPACT

Bel Albatros is having two types of impact.

On the one hand it improves the local recycling rate by dealing with typically hard-to-manage plastic waste: urban, soft, light or high volume for instance.

On the other hand it introduces a 100% recyclable construction material as an alternative to wood and stone, with its own properties and competitive characteristics.

So far they have already transformed 9.2 tons of plastic waste.

THE NEXT STEPS

Building on their know-how, Bel Albatros is now looking for local implementors in new locations to spread the impact on waste management and show a real significant contribution.

THE ENTREPRENEURS

Guilain Sevrière graduated with a master's in Business and worked in the distribution and construction sectors. He then ran his own business in plastic recycling before founding Bel Albatros. He mainly focuses on the strategy, sales and production.

Grégoire Hupin is an electromechanical engineer. He joined Guilain on building the first DIY machines. He is more focused on the technical part of the project, handling the transformation process and production.

CONNECT

<http://belalbatros.com/>



THE ORGANISATION

CONSCIENT reinvents everyday products for a safer household by developing powder products without plastic or harmful preservatives. It tackles three categories: paint, cleaning supplies, and personal hygiene products.

CONSCIENT's natural paint "Candide" is a preservative, COV, and plastic-free alternative to industrial paint. Using circular starch and an innovative mix of chalk, marble, and kaoline, they have developed a 100% biodegradable powder paint without titanium dioxide.

CONSCIENT's cleaning products "Limpide" is also a preservatives-free and plastic-free alternative to common cleaning products. "Lucide", their soon-to-come cosmetic brand, follows the exact same principle as "Limpide", by offering a powder refill solution replacing shampoo and soap by a safer formula.

THE IMPACT

CONSCIENT does not only have 3 product ranges it also has 3 impact objectives: sanitary, social and ecological.

Candide alone has, during the past year, helped to prevent 60 000 g of VOCs to be released in people's homes with products that spare about 50% of CO2 in production and transport emissions for a price range 40% more accessible than other well-known bio-sourced brands. At scale, Limpide and Lucide will additionally have the opportunity to spare the world up to 10 000 plastic bottles to end up in our landfills every year.

THE NEXT STEPS

CONSCIENT's goal is to place itself as one of the main brands for safe in-home products in the European market.

THE ENTREPRENEURS

Determined to offer a healthier, greener and more ethical way of consumption, Anas and Sirine Ksabi created CONSCIENT.

Sirine handles the branding and the communication, while Anas takes care of the technical and commercial development of CONSCIENT.

CONNECT

BE: <https://conscient.be/>

NL: <https://beconscient.nl>

Global/FR: <https://beconscient.com>

FARMING FOR CLIMATE



THE ORGANISATION

Farming for Climate vzw, founded in 2019, wants to accelerate the agro-ecological transition by guiding transition projects with Belgian farmers supported and financed by companies that want to make a positive, local and visible contribution to the environment.

By building bridges between agriculture and business, Farming for Climate aims to play a key role in safeguarding and promoting biodiversity, improving soil quality, mitigating global warming and producing healthy food locally. Farming for Climate provides farmers with additional resources and guidance where needed. Farmers propose to Farming for Climate their agroecological transition projects, with a duration of 5 years, to move away from conventional intensive farming.

THE IMPACT

Farming for climate Launched in 2021 with 5 pilot farm projects totalling more than 100 hectares. In 2022, the size will be more than doubled, with up to 400 hectares of supported projects.

THE NEXT STEPS

Farming for Climate's ambition is to enlarge its impact steadily in the coming years with the ultimate goal to support "1000 Farmers for Climate" in Belgium by 2030.

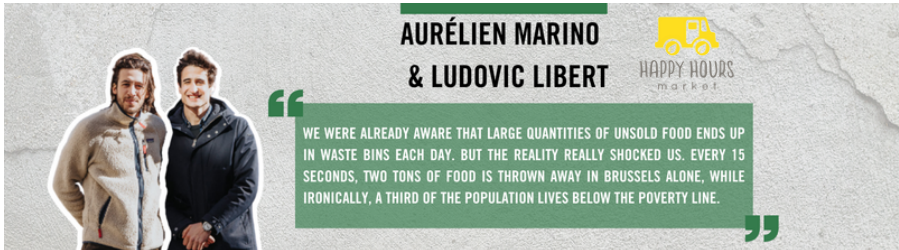
THE ENTREPRENEUR

Passionate by the transition to sustainable and regenerative society, **Johan Lambrechts** is an economist-ecologist. He graduated with a master's in Applied Business Economics from KULeuven, and complemented with an additional master's in Landscape Ecology and Nature Conservation in Germany. He started his career at Lidl Belgium as a sustainability coordinator. He is now the Project coordinator at Farming for Climate.

CONNECT

<https://farmingforclimate.org/>

HAPPY HOURS MARKET



**AURÉLIEN MARINO
& LUDOVIC LIBERT**



“ WE WERE ALREADY AWARE THAT LARGE QUANTITIES OF UNSOLD FOOD ENDS UP IN WASTE BINS EACH DAY. BUT THE REALITY REALLY SHOCKED US. EVERY 15 SECONDS, TWO TONS OF FOOD IS THROWN AWAY IN BRUSSELS ALONE, WHILE IRONICALLY, A THIRD OF THE POPULATION LIVES BELOW THE POVERTY LINE. ”

THE ORGANISATION

Happy Hours Market fights against food waste by allowing access to retailers' food that often ends up unsold. Their application provides daily access to supermarkets and wholesalers' food products near the end of their shelf life, at a very attractive price. All the goods that are not sold via the app are delivered, on a daily basis, by Happy Hours Market directly to charities and food banks.

With this model, everyone is winning. Firstly, supermarkets' revenues related to short dated products increase significantly. Secondly, users of the app, mostly people with very limited financial resources, are able to save a significant amount of money. Their grocery shopping expenses are reduced by about 50%. Thirdly, charities, often lacking resources and volunteers to supply all their beneficiaries, benefit from free logistical support. And finally, all the synergies generated within this triangle of stakeholders benefit the society as a whole since food waste at the retail level is minimised.

THE IMPACT

In concrete terms, over the last year, Happy Hours Market prevented wasting more than 3 millions Euros of consumable food, buying it directly from retailers and improving their revenues by doing so.

1,7 million Euros were delivered for free to charities and food banks, while the other 1,3 million Euros were sold at a very attractive price to individuals and households in financial need.

During this period of time, and according to the FAO (Food and Agriculture Organisation of the United Nation) estimations, Happy Hours Market's activity allowed to reduce carbon emissions by more than 800 tons.

THE NEXT STEPS

With the model having been validated in Brussels and Namur, Happy Hours Market now aims at consolidating its position in these two cities, while scaling its impact, by duplicating activities at a much larger scale in every Belgian city as well as in other European countries.

THE ENTREPRENEURS

Aurélien Marino graduated with a degree in Business Engineering from the Solvay Business School (Brussels) and started working in consultancy. Wanting to have a bigger and positive impact on his environment, he founded Happy Hours Market with Ludovic in 2019.

Ludovic Libert also graduated from Solvay Business School and holds a degree from Vlerick Business School. He started his career at Solvay group, in the strategic department of the company. From there he went straight on to co-founding Happy Hours Market

CONNECT

<https://www.happyhours.be/fr/>



THE ORGANISATION

Natura Mater aims to fasten the transition of the building industry by advising professionals on the choice, purchase and use of sustainable building materials.

Starting from the baseline that each stakeholder has different needs, Natura Mater targets developers, architects and contractors separately so as to lift any barriers that might exist for the uptake of sustainability in real-estate projects, thanks to an innovative business model combining consultancy and trade.

THE IMPACT

Natura Mater's aim is to make sustainable building materials the new standard so every building becomes an ally against climate change, by stocking CO2 and avoiding waste. Up to today they have helped more than 20.000m² become more sustainable.

THE NEXT STEPS

In the next 2 years, Natura Mater wants to replicate its ecosystem in different Belgian and European cities

THE ENTREPRENEURS

Camille Mommer is passionate about innovation and entrepreneurship. After graduating from the VUB (Brussels) with a master's in bio-engineering, she worked for 3 years in financing of innovation. She later joined the lifetech.brussels cluster where she gained experience in the world of entrepreneurship. She then worked for Agoria on company networks and technical lobby portfolios.

Jeremy Boomer studied architecture at ULB in Brussels and graduated with honours and the prize for architecture. He then joined a Brussels-based architecture firm where he managed projects from beginning to end. In 2014 he put his compass away to become technical director of a general contracting company and in 2016 went on to found his own construction company alongside a property developer. After three good years, he looks to the future and now sees it's time for a new challenge, closer to his beliefs and to the impending climate emergency

CONNECT

<https://en.naturamater.eu/>



THE ORGANISATION

Regenacterre is a non-profit association, created 7 years ago, that promotes the development of a regenerative agriculture in Belgium. It provides independent and technical advice to its farmer members, for more agronomy and farming knowledge. It empowers farmers to take back control of their land.

The association also helps build differentiated supply chain that valorises farmer's practices. The Regenerative Agriculture Academy they launched in 2022 aims at filling a skills gap within the agronomist community.

THE IMPACT

As of today, the association regroups more than 75 farmer members who are in the process of transitioning their land to regenerative agriculture on a surface of 5.250 hectares.

THE NEXT STEPS

Regenacterre's ambition is to double that number in the coming years. 2022 is a transition year during which Regenacterre will test and learn from different community engagement activities. Thanks to a mentoring program for example, they plan to recruit 25 new members in the coming 6 months.

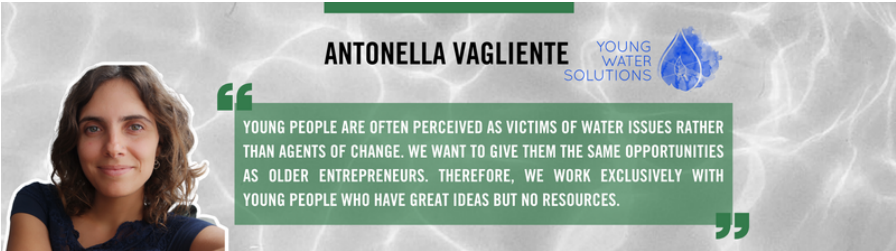
THE ENTREPRENEUR

Marie Bosquet graduated from ICHEC. She has spent 18 years working for communication agencies and global media brands supporting them with business and product development. She joined Regenacterre one year ago with the desire to use her skills for a better cause.

CONNECT

<https://www.regenacterre.be/>

YOUNG WATER SOLUTIONS



THE ORGANISATION

Young Water Solutions is an international non-profit organization based in Brussels that aims to develop and support the potential of young people to contribute to universal water, sanitation, hygiene and water resources management.

THE IMPACT

Young Water Solution's flagship programme is the Young Water Fellowship, that since 2017 has provided technical and financial incubation support to over 90 teams of young entrepreneurs from 31 low-and-middle income countries. The programme helps them validate and launch social businesses that have improved access to water and sanitation to more than 200,000 people.

THE NEXT STEPS

Having implemented a number of ideation, incubation and acceleration programmes, Young Water Solutions now aims to scale its impact by sharing its tools developed and lessons learnt to build capacities in local incubators, so that they will be able to support youth-led water start ups as well.

THE ENTREPRENEUR

Antonella Vagliente first started carrying out environmental projects when she was 15 years old (in Argentina, her home country) as part of a youth-led NGO, Ecoclubes.

When she was 18, she started being part of the Water and Youth Movement (network of water and environmental organizations) and became its national coordinator at 21 while studying for a university degree in Local and Regional Development.

In 2012, she co-founded and coordinated SedCero (ThirstZero), a multi-stakeholder effort to scale-up water access in rural communities of the transboundary region of Gran Chaco (Argentina – Bolivia – Paraguay).

Since leaving Argentina in 2015 to get the Master of Integrated Water Management (University of Queensland, Australia), and after receiving a full scholarship from the International Water Centre, she became Vice President of the World Youth Parliament for Water (2015 - 2017) and co-founded Young Water Solutions in Brussels.

CONNECT

www.youngwatersolutions.org



NOUR & CHÉRINE LAYACHI

“ AT FIRST, PEOPLE TREATED US AS ODDBALLS, BUT AS THE PROJECT WENT ON AND THE RESULTS WERE VISIBLE, WE SAW A SHIFT IN THE MENTALITIES. AND THAT'S BECAUSE WE SHOWED WITH ACTIONS THE VIABILITY AND THE BENEFITS OF WASTE VALORIZATION. ”

THE ORGANISATION

Stalem asbl is an association of shop-owners active in the Stalingrad-Lemonnier neighbourhood of Brussels. It acts on one of the main issue of the area: cleanliness and waste management. Stalem launched a project for the pooling and recycling of waste, together with a training for the merchants' partners.

In addition to the improvement of the cleanliness of the district, the project responds to logistic and environmental challenges. Moreover, it reduces the costs of waste collection for the merchants.

THE IMPACT

In 2020, 23% of the waste collected in the Stalingrad-Lemonnier neighbourhood had been locally "valued". Through Stalem's interventions this is increased to 35% in early 2022. Additionally, now 57% of all the trash is being sorted into different trash bags. Before Stalem started only one type of trash bag existed.

THE NEXT STEPS

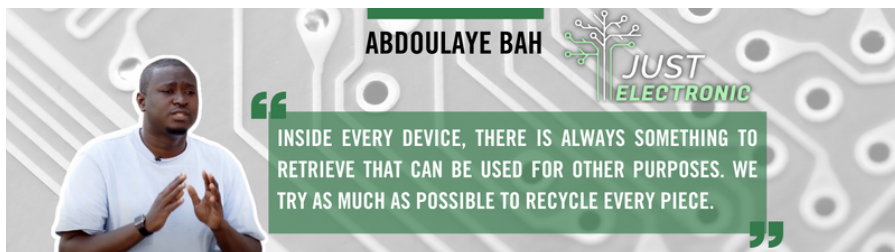
Stalem plans to scale in a triple dynamic: by expanding inside its area of intervention, outside of it and by diversifying its activities.

For this, Stalem aims to grow its customer base of merchants from 40 today to 80 in 2024 and 120 in 2026. To scale outside the Stalem area, they aim to establish consultancy services to spread their model to other neighbourhoods with a high merchant density. Additionally, Stalem plans to create a brand to sell products, based on revalorised organic waste, such as natural cleaners.

THE ENTREPRENEURS

Nour Eddine Layachi graduated with a degree in architecture from Tournai and worked for 30 years in that field. After doing an additional master's in environment at ULB he reconnected with his first passion: nature and conservation. Bringing urbanism and environmentalism together Nour launched Stalem of which he is currently the Chairperson. He works on public relations, partnerships and is responsible for the environmental impacts of the waste pooling program.

Chérine Layachi graduated with a degree in political sciences & sociology in Brussels and worked in citizenship participation and co-creation process before joining her dad in the Stalem journey. She is the project leader of the waste pooling program and is in charge of its social impact.



THE ORGANISATION

Just Electronic is a start-up that aims to reduce premature electronic waste by extending the life of electronic devices by reconditioning worn devices and repairing defective devices. They remove electronic and electrical equipment from “the trash” which can still be used before they go to the recycling stage. Via their work, they also fight against planned obsolescence.

In practice Just Electronic resells refurbished products to people sensitive about their environmental impact and people with limited resources, with varying levels of quality and prices according to customer needs. Additionally Just Electronics offers a repair service for household appliances for individuals (B2C) and businesses (B2B).

THE IMPACT

In 2021 alone, Just Electronic refurbished 16 tons of electronic waste, contributing to a more circular economy in Belgium and giving electronic devices that contain rare materials a prolonged lifetime.

THE NEXT STEPS

Abdoulaye and his team are aiming at scaling their activities in two ways:

They want to develop a rental service of refurbished electronic devices to students. Currently, it is very common for students to buy affordable but very poor quality equipment, which is then replaced once the student graduates.

Additionally, they want to step up production in their refurbishment activities. For this Just Electronic aims to open a factory space to produce reconditioned electrical and electronic equipment at scale for B2B clients. They also want to open a physical shop, to repair and sell goods to B2C clients.

THE ENTREPRENEUR

Abdoulaye Kindy Bah is the founder of Just Electronic. In Guinea, his country of origin, he saw and observed all the activity and the exploitation of iron ore near his home. When he arrived in Belgium in 2012, he decided to fight against electronic waste to ultimately reduce the harmful exploitation of people and resources in other parts of the planet. To do so, Abdoulaye launched Just Electronic in 2020.

CONNECT

<https://www.just-electronic.be/en>



DELPHINE LEFEBVRE, PHILIPPE LOVENS & RENAUD SARRAZIN

urbike

“IT'S NOT ALWAYS EASY BUT WE ARE CONVINCED THAT IT'S POSSIBLE TO OFFER THE SAME LEVEL OF SERVICE AND VOLUME OF DELIVERIES AS MOTORIZED TRANSPORT. AND ALL OF THIS WITHOUT AFFECTING THE QUALITY OF AIR AND LIFE IN A CITY, AND EVEN GENERATING OTHER OPPORTUNITIES FOR POSITIVE CHANGE.”

THE ORGANISATION

Urbike is a cycle logistics cooperative that positions itself as a change accelerator in urban logistics by stimulating the use of cargo bikes instead of vans and light trucks for last-mile deliveries.

Its mission is to transform mobility and quality of life in the heart of cities by making bike delivery innovative and competitive. In addition, with its meaningful cooperative model, urbike shows that it is possible to combine logistics innovation, operational efficiency and the guarantee of respectful working.

Since 2018, urbike offers 4 complementary services to achieve its mission: delivery, consulting, training and sale of material. Urbike offers businesses bike delivery services for all types of goods to their private and professional customers. Urbike's experts help companies and public organizations in their logistical transition projects and in the implementation of new bike delivery services. The cooperative rents and sells materials designed for biking logistics.

THE IMPACT

The cooperative urbike wants to turn the climate and mobility challenges facing cities (in terms of air quality, traffic noise pollution and danger) into an opportunity to create hundreds of quality local jobs. Quality means salaried jobs providing a decent wage, security, good working conditions and the opportunity to participate in the governance of the company. By the end of 2021 they were employing 40 people (19 FTE) and made 150.000 deliveries. In the long term, urbike aims to further realise the potential of cycle logistics, namely to replace one in three vans for goods deliveries in cities.

THE NEXT STEPS

urbike wants to consolidate its position as a reference player in carbon-free and socially responsible last-mile delivery by developing its activities in Brussels and then replicating its model with a social economy franchise model in other Belgian and European cities. By 2026, in Brussels alone, urbike plans to deliver 600.000 parcels per year, with a team of 90 people, avoiding the emission of more than 100 tons of CO2.

THE ENTREPRENEURS

Business Engineer with an Executive master's in Finance, **Philippe Lovens** co-founded in 2014 CityDepot, the smart city distribution specialist, later acquired by bpost. Philippe Lovens puts his energy, his curiosity, his pragmatism at the service of innovation and the concretisation of systemic solutions working for the global improvement of our society.

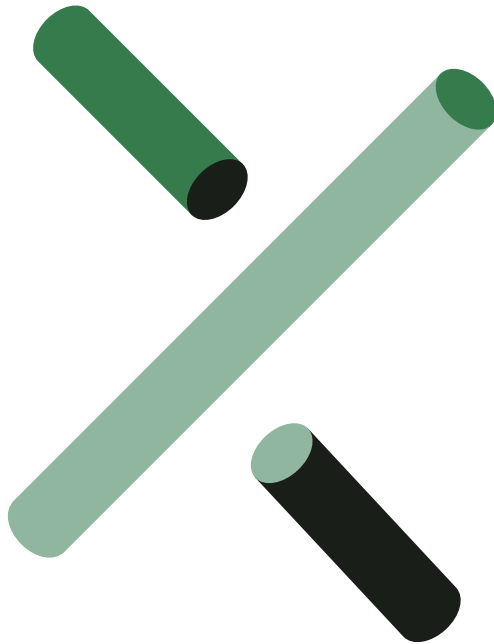
Delphine Lefebvre is a graduate in germanic philology (UCL) and in management sciences (Université de Namur). She gained a very generalist experience thanks to her 5 years as a PMO in SME's active in the IT sector, followed by 10 years in a large insurance company as PMO and as business analyst. She's now in charge of human resources, administration and legal questions at urbike, and always interested to contribute to transversal topics and projects.

Holder of a PhD in Engineering Sciences, **Renaud Sarrazin** is an expert in urban logistics. Thanks to his strong expertise in mobility and urban logistics, Renaud leads urbike's research projects and consulting missions. He is also responsible for communication, marketing and press relations.

CONNECT

<https://urbike.be/>

SCALING POSITIVE CHANGE FOR PEOPLE AND PLANET



Connect with us:
E • ashokabelgium@ashoka.org