

AFRILANTHROPY ANNUAL REPORT 2024



Building bridges, delivering impact, Together

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1. About Afrilandropy

Afrilandropy was established to promote and support social entrepreneurship across Africa. The organization's mission is to support the thriving of the most promising homegrown ventures that have tangible social and environmental impacts.

Since 2022, as a response to the massive inflow of refugees in Europe, Afrilandropy has also begun delivering impact locally in its headquarters location and beyond, thanks to the Riding the Rainbow initiative, a solidarity app which connects local citizens with people in need while fostering the re-use of preloved sports and other hobby-related items.

In 2024, the organization deepened its work and visibility in Luxembourg and beyond, thanks to expanded partnerships and collaborations. The organization's focus in 2024 was on implementing its first online program for female social entrepreneurs in Sub-Saharan Africa, and launching a series of European Union-funded projects focused on sports for development and solidarity.

Core Activities

TECHNICAL SUPPORT

Strategy and fundraising guidance to early-stage and growing impact-focused African enterprises.



CAPACITY BUILDING

Through specialized programs, we offer training and skill development opportunities to social entrepreneurs and vulnerable communities across Africa.

PROMOTING SOCIAL INTEGRATION AND SOLIDARITY LOCALLY

*Further developing of the solidarity app *Riding the Rainbow*, including new features, and expanding the scope to vulnerable communities beyond refugees. *Riding the Rainbow* is becoming a one-stop-shop for solidarity, used by 30+ nonprofits to promote their events and volunteering opportunities. It has also become a tool to educate and inspire youth to be changemakers in their community.*

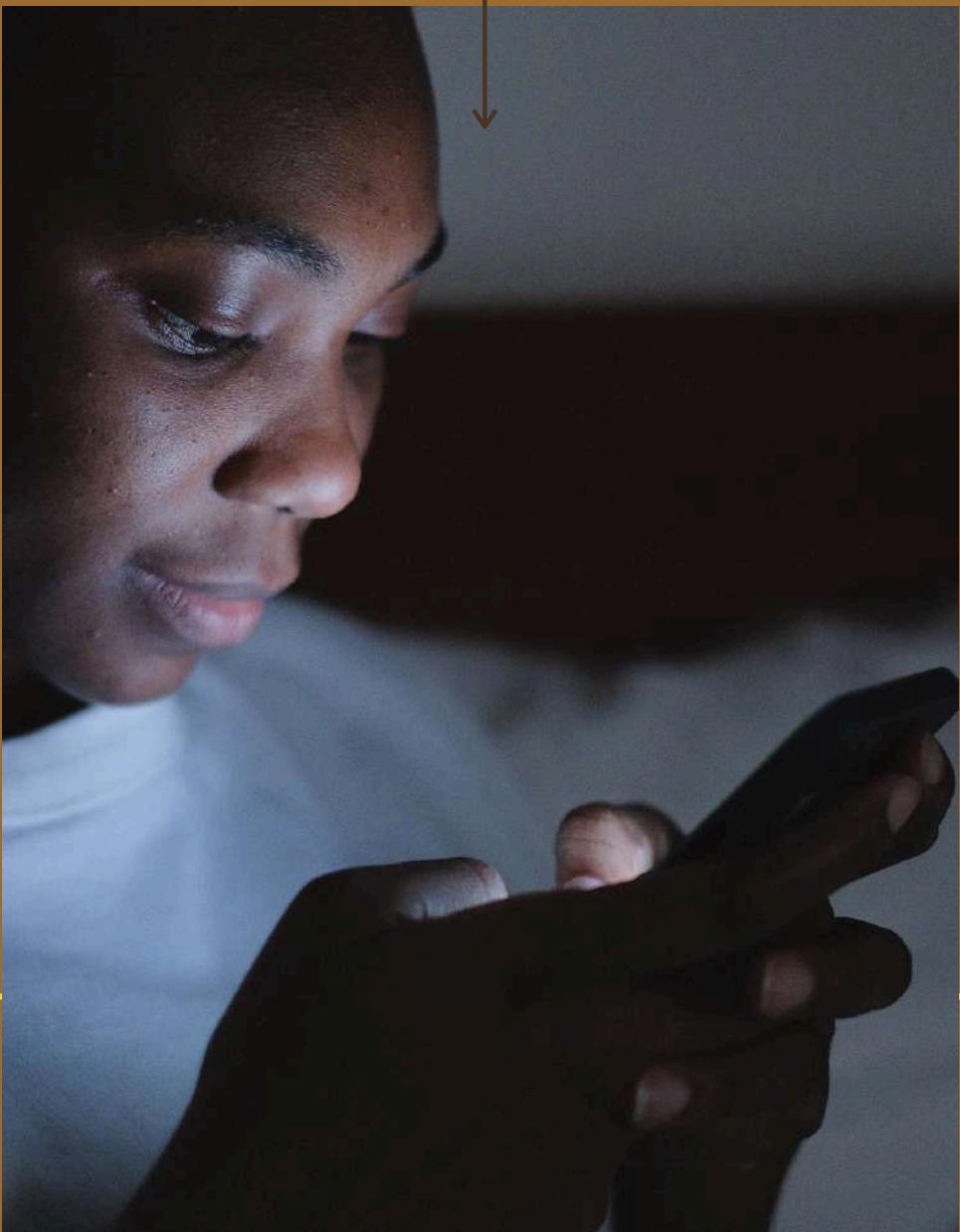


EU-FUNDED PROJECTS

*Having received funds from *ERASMUS+*, the organization started implementing projects that promote solidarity, and women's empowerment and wellbeing across Europe.*



2. INITIATIVES AND PROGRAMMES

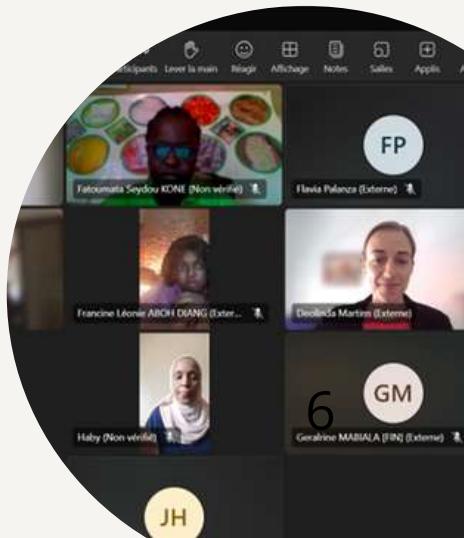


2.1. Online Entrepreneurship Accelerator Program for Women

In 2024 Afrilandropy launched and implemented its first online Entrepreneurship Accelerator Program for Women in francophone Sub-Saharan Africa. Developed in partnership with and supported financially by the the Cartier Women's Initiative (CWI), the 6-month program extended from April to October 2024. Further to its success, CWI asked Afrilandropy to run a second edition of the program, which started in October 2024 and will end in April 2025. The “Women4Women” Entrepreneurship Accelerator Program graduated 10 female entrepreneurs in October 2024, promoting a unique gender-sensitive approach that uses a women-only team to deliver the training and mentor the entrepreneurs.



The program is a critical part of Afrilandropy's broader efforts to promote gender equality and social innovation across the continent. It aims to empower women-led enterprises with the tools and training necessary to scale their positive social and environmental impact. Afrilandropy mobilized a set of lecturers, guest speakers, mentors and coaches from within and outside its membership, and developed a tailor-made program for this target group.



Online Entrepreneurship Accelerator Program for Women

From a combined total of 161 applicants, 11 women entrepreneurs were selected to participate in the first cohort, with 10 completing the program; 9 women are currently participating in the second cohort. All participants have been running their businesses since no earlier than 2019, focusing on creating meaningful social or environmental impacts within their communities and beyond. Several participants are exploring opportunities to expand regionally and internationally.



The entrepreneurs represent diverse sectors and operate from various locations across the region, including Niger, Côte d'Ivoire, the Democratic Republic of Congo (DRC), Republic of Congo, Togo, Mali and Cameroon. Their ventures span industries such as food and beverage, personal care, sustainable agriculture, aquaculture, recycling, and creative industries.

Cartier
W O M E N ' S
I N I T I A T I V E

The Curriculum

The program, conducted online between April and October 2024, included 37 hours of group training and 10+ hours of personalized mentorship. The program covered critical areas of business development, namely:

- Vision and strategic impact
- Value proposition and market research
- Business modeling and financial analysis
- Governance and team management
- Marketing and communication
- Pitching

This robust curriculum ensured a holistic approach to entrepreneurial growth, blending theoretical knowledge with practical application through exercises.

The program received strongly positive feedback, collected through an anonymous survey to ensure transparency and responsiveness. All 10 participants and respondents involved in the first cohort confirmed they had made adjustments to their businesses based on lessons learned during the program, showing that the program had a direct impact on their businesses.

Entirely run by women, the program showed how a gender-sensitive approach can foster trust, create strong connections, and address the true challenges of the beneficiaries. This success has fueled the organization's ambition to scale the approach continent-wide.



Spotlight on Bébé Green

Bébé Green is an innovative social enterprise in Togo that addresses the critical issues of food waste and child malnutrition by transforming surplus produce into nutritious baby purees.

Founded by Adissa Sant'anna, the company offers a range of products for babies aged 6 months and older, including fruit compotes, and fortified porridge flour. All products are 100% natural, ensuring that babies receive high-quality, nutritious food without artificial additives.

Bébé Green's approach resonates with parents seeking healthier options for their children, and by using locally sourced ingredients, the company supports local agriculture while providing a sustainable solution to food waste.

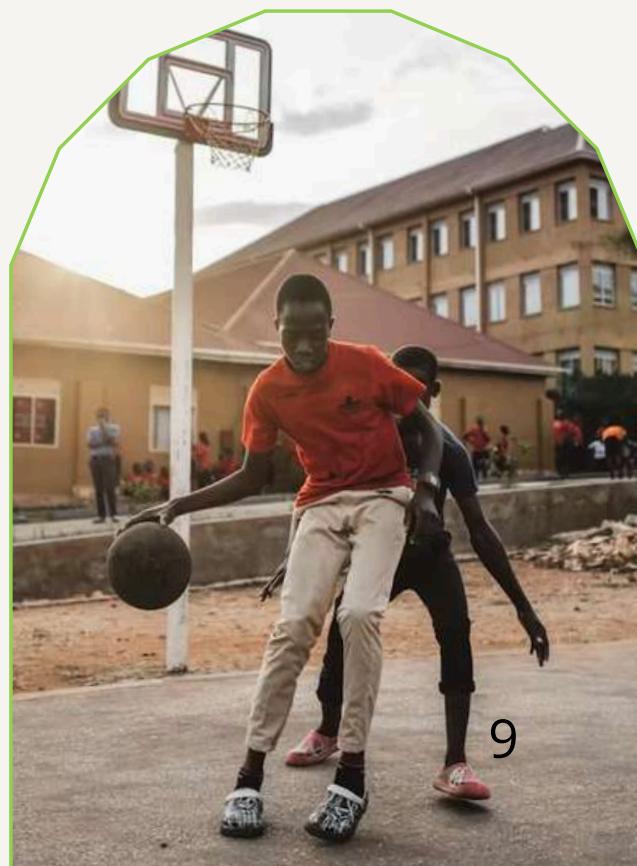
The company's innovative concept has gained attention beyond Togo's borders, as evidenced by its showcase at the West and Central African Youth Summit on Climate-Smart Agriculture, organized by CORAF in October 2024.

2.2. Capacity Building in Uganda



Afrilandropy has been involved in vocational training initiatives in Uganda, offering support to educational institutions and young entrepreneurs thanks to donations received through the platform “Global Giving”. A key focus in 2024 was maintaining the support to the vocational training program at the Don Bosco Training School in Lira, Uganda, which provides skills training in areas such as carpentry, mechanics and construction.

This capacity-building initiative is part of Afrilandropy’s broader strategy to promote skill development and job creation for youth in Africa. The training programs are designed to give young people the tools they need to build sustainable careers and contribute to their local economies.





2.3 Business Advisory and Cooperation

Supporting Coffee production businesses in East Africa

In 2024, Afrilandropy also continued its partnership with a business support organization focused on coffee producers in East Africa: The African Fine Coffees Association (AFCA). The partnership is focused on finding public financing opportunities for the association so that it can better serve its mission. AFCA's mission includes helping establish Grower and Business Support systems that will enhance the performance of the producers and improve efficiency in market access and working for the common good of its members and the coffee industry in the region.



Clean cooking in Mozambique

Afrilandropy both connects investment-ready African businesses with impact investors and helps micro and small businesses develop the capacities needed to attract investors. The organization offers tailored technical support to impact-focused, early-stage businesses that show significant growth potential but need guidance to prepare for investment.

One of the focus areas in 2024 was working with Leonardo Green, a social enterprise operating in agribusiness, energy and the environment, based in Mozambique. The company is launching an innovative pyrolytic cookstove using biomass that not only reduces environmental pollution but also creates biochar, a fertilizer, as a byproduct.

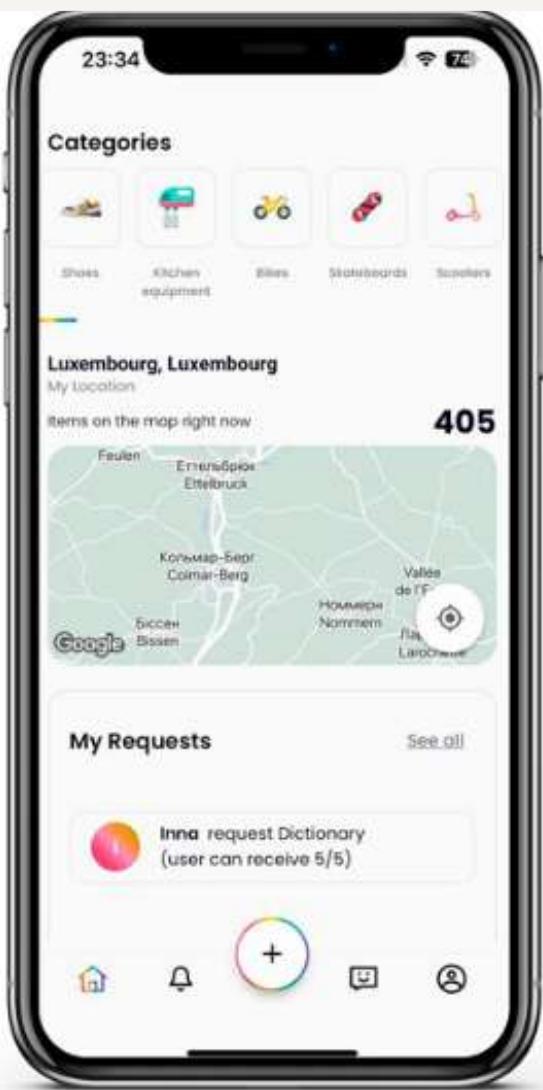
Afrilandropy advised the company on how to reach new financing opportunities, create a pitch deck for the project, and become ready to take advantage of potential funding opportunities. Afrilandropy's support was key to ensuring the scalability and sustainability of the project, as well as its enhanced social impact in Mozambique.



2.4 Impact for Refugees in Europe: Riding the Rainbow

In 2024 Afrilandropy expanded the solidarity app *Riding the Rainbow*. In partnership with the Luxembourg Ministry of Family, it created a solidarity map enabling various organizations to feature their activities and providing alerts on their activities to both refugees and regular residents through an interactive map and an instant notification system.

In 2024, the app reached a record of nearly 2700 users and facilitated nearly 1000 donations of preloved items and connections between local residents and refugees. Several new functionalities were integrated, including the possibility to send instant alerts on volunteering opportunities and solidarity events to the growing *Riding the Rainbow* community.



In 2024 the project became an instrument to promote the circular economy and interculturality within schools and inspire the younger generation. Afrilandropy initiated a group of young "ambassadors" at the European School of Kirchberg. Thanks to this group of volunteers, Afrilandropy was able to spread awareness of the app within the school community and beyond.

Riding the Rainbow: Enhancing Digital Inclusion

In 2024 Afrilandropy partnered with Amazon volunteers to deliver a Job Tech Skills Training Event to empower refugees through digital skills training. Specifically, the event involved:

- a session on CV optimization and interview strategies;*
- an in-depth tech workshop covering Python, Data Analysis and Microsoft Excel;*
- mentorship sessions connecting Amazon volunteers with refugees and asylum seekers interested in careers in IT.*

The event also helped expand the reach of the Riding the Rainbow app.

Training refugees in digital skills with Amazon



Connecting with the digital inclusion ecosystem

In 2024, Afrilandropy had the privilege of presenting the Riding the Rainbow app at the Salon de l'Inclusion Numérique, an event dedicated to fostering digital inclusion in Luxembourg. The initiative was made possible through the support of the Ministry for Digitalisation, which provided a platform to showcase how Riding the Rainbow is bridging the gap between refugees and access to essential digital tools and opportunities.

The event brought together a remarkable cohort of innovators and organizations working towards a more inclusive digital landscape in Luxembourg. Their collective efforts underscored the importance of technology in empowering marginalized communities and enhancing access to education, employment, and social integration.

Afrilandropy was honored by the visit of Minister Stéphanie Obertin, whose engagement reaffirmed the government's commitment to digital inclusion as a pillar of social cohesion. Through this collaboration, the project continues to make a tangible difference in the lives of refugees in Luxembourg and beyond, reinforcing Afrilandropy's mission to create sustainable pathways to inclusion and opportunity through technology.

2.5 EU-FUNDED PROJECTS

In 2024 Afrilandropy expanded its impact and its source of funding by being awarded two EU-funded projects focusing on sports and solidarity.



Having two projects selected to be implemented demonstrated the organization's growing relevance as a local NGO capable of attracting funds from the European Union and of implementing valuable and impactful projects.

Athletes for Change

Alliance of lead athletes



With financial support from ERASMUS+, the project is led and coordinated by Afrilandropy. It aims at creating a digital platform where professional athletes can easily access a pool of possible philanthropic initiatives to support.

Athletes for Change (A4C) seeks to connect and create a pan European movement of change makers among elite professional athletes across various disciplines by assisting them in delivering philanthropic interventions. Each athlete change maker will pledge to undertake a number of actions and join the platform with his or her dedicated profile, connected to his or her main social media accounts, where they can promote their philanthropic activities and areas of interest, both thematic and geographical.

Under the leadership of the Afrilandropy and its partners, athletes will be offered a tailored portfolio of social impact initiatives in the sports sector and beyond, across a number of vetted NGOs or social enterprises. Interested athletes will also be offered the opportunity to co-create initiatives and be part of a community of practice learning from respective experiences, hence creating a movement for change, which can further attract sports companies, clubs and federations to deliver greater impact.



WE.Bike



The project aims to promote the autonomy of women with fewer opportunities, using the bike as a tool for emancipation. WE.Bike promotes the use of cycling as a sustainable means of transportation and as a possible means to build social connections for women from the Afghan community of Rome, for women from the inner rural areas of Romania (particularly Roma), and for migrant women in Luxembourg.

Thanks to the project, Afrilandropy will extend the use of the Riding the Rainbow app to the cities of Rome and Bucharest, helping connect local community members with women with fewer opportunities, with the aim of making it easier for the latter to be active participants in sports and city life.

Through the app, citizens will be able to upload a photo and the basic features of the sports object they wish to donate, which will appear on a map based on their approximate location.

Project objectives

Sustainable alternatives to pollutant urban mobility options and reduced waste through circularity



Social inclusion of beneficiaries through the use of bicycles as a tool for socialization



Promotion of safe engagement in sports. Bike riding training and promote inclusion through RtR



3. AWARENESS-RAISING AND EDUCATION

In addition to its core services described above, Afrilandropy worked on increasing public awareness around social entrepreneurship and its impact across Africa and Luxembourg. This was achieved by either leading or participating in a series of events described below.



3.1 YOUTH ENGAGEMENT

TEDx event

The youth engagement journey began with an inspiring TEDx event organized by Athénée de Luxembourg, where Afrilanthropy had the opportunity to engage with young minds eager to explore sustainability and innovation.



Student ambassador Program in partnership with the European Schools of Kircherberg

The first-ever Student Ambassador Program in collaboration with the European School of Kirchberg was launched.

This dynamic group of students brought fresh enthusiasm, creativity, and commitment, reinforcing our belief in the power of youth-led initiatives to drive meaningful change. Their dedication and innovative ideas remind us that young people are not just the leaders of tomorrow but vital contributors today.

Their efforts and contributions will be fundamental to expand the organization's impact in Luxembourg, promoting inclusion and integration.



3.2 PROMOTING INCLUSION

Migration Festival



Afrilandropy actively participated in the Festival of Migration in Luxembourg, hosting its own stand to engage with visitors. This event provided a valuable opportunity for attendees to connect with our team, gain insight into our mission, and explore our initiatives that promote social inclusion both in Luxembourg and beyond. It was also an occasion to showcase our work in Africa, highlighting the continent's richness, resilience, and potential while emphasizing the importance of promoting meaningful cross-cultural connections.

Celebrating Refugee cultures

In 2024, Afrilandropy organized an event to promote circular economy and refugee cultures via culinary experience in partnership with Amazon. We invited refugees from Latin America, Middle East and Ukraine to showcase their cultures and cook at an event, where Amazon staff could also donate preloved items and learn more about refugee cultures. Sparking and intercultural dialogue among local residents



Celebrating International Women's Day

On International Women's Day 2024, Afrilandropy joined a global celebration of the strength, resilience, and achievements of women. The event served as a powerful reminder of the ongoing journey toward gender equality and the collective responsibility to bridge the gender gap for a more inclusive future. Afrilandropy's President, the only male speaker, shared stories of various women which marked his and the organization's journey, alongside other keynote speakers such as Sasha Baillie and Stéphanie Damgé

3.3 CELEBRATING AFRICA



Invest in Africa Summit

On April 16-17, Afrilandropy participated in the Invest in Africa Summit in the Netherlands, bringing together passionate advocates for Africa's growth and innovation. The event served as a valuable platform to exchange ideas, connect with African changemakers, and explore opportunities to drive sustainable development across the continent.

Afrilandropy founder and president, Emanuele Santi, contributed to the discussions by sharing key insights on impact investment in Africa and the organization's role in supporting social innovators. communities.



Recognizing Afrilandropy's Commitment in Africa

In 2024, Afrilandropy was honored with an Excellence Award at the 2nd Salon des Arts Traditionnels de la Côte d'Ivoire in Luxembourg. This recognition highlighted Afrilandropy's long-standing dedication to supporting Africa, and particularly Côte d'Ivoire, through impactful initiatives that foster social and economic inclusion.

The award also reflected the deep and enduring connection between Afrilandropy and the African continent, despite the geographical distance.

The event provided a valuable opportunity to engage with key advocates for Africa and social integration. This recognition strengthens Afrilandropy's commitment to fostering meaningful partnerships.

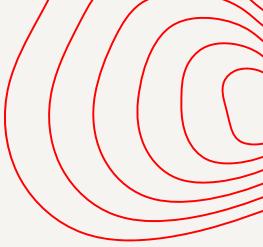
Tunisia Day in Luxembourg



Afrilandropy was proud to participate in the 2nd Edition of the Tunisian Day in Luxembourg – JOURNÉE TUNISIENNE "3ASLEMA", a vibrant celebration of Tunisian culture and entrepreneurship. With our own stand, we engaged with visitors, shared our mission, and highlighted our work in social inclusion both in Luxembourg and across Africa.

The event showcased Tunisian cuisine, traditional crafts, and live Arabic music, bringing together entrepreneurs from Tunisia, Morocco, and Italy. It was also an opportunity to connect with Luxembourg's Minister of Interior, Mr. Léon Gloden, and discuss the role of the Tunisian community.

3.4 OTHER EVENTS



Earth day

On April 22, in celebration of Earth Day, Afrilandropy joined a collective of civil society organizations in a March for the Earth, uniting voices to advocate for urgent environmental action.



Together, we called for the preservation of our planet and a fundamental shift in how we live and interact with our environment. The march served as a powerful reminder of the need to build more resilient, respectful, and sustainable societies.



Afrilandropy and Sports 4 Impact

In April, Afrilandropy had the honor of participating in the International Symposium on Impact Investing in Sports and ESG Emerging Standards, organized by Sport 4 Impact. The event brought together an exceptional lineup of speakers from around the world in a dynamic exchange of ideas, highlighting the growing intersection between sports, impact investing, and sustainability.

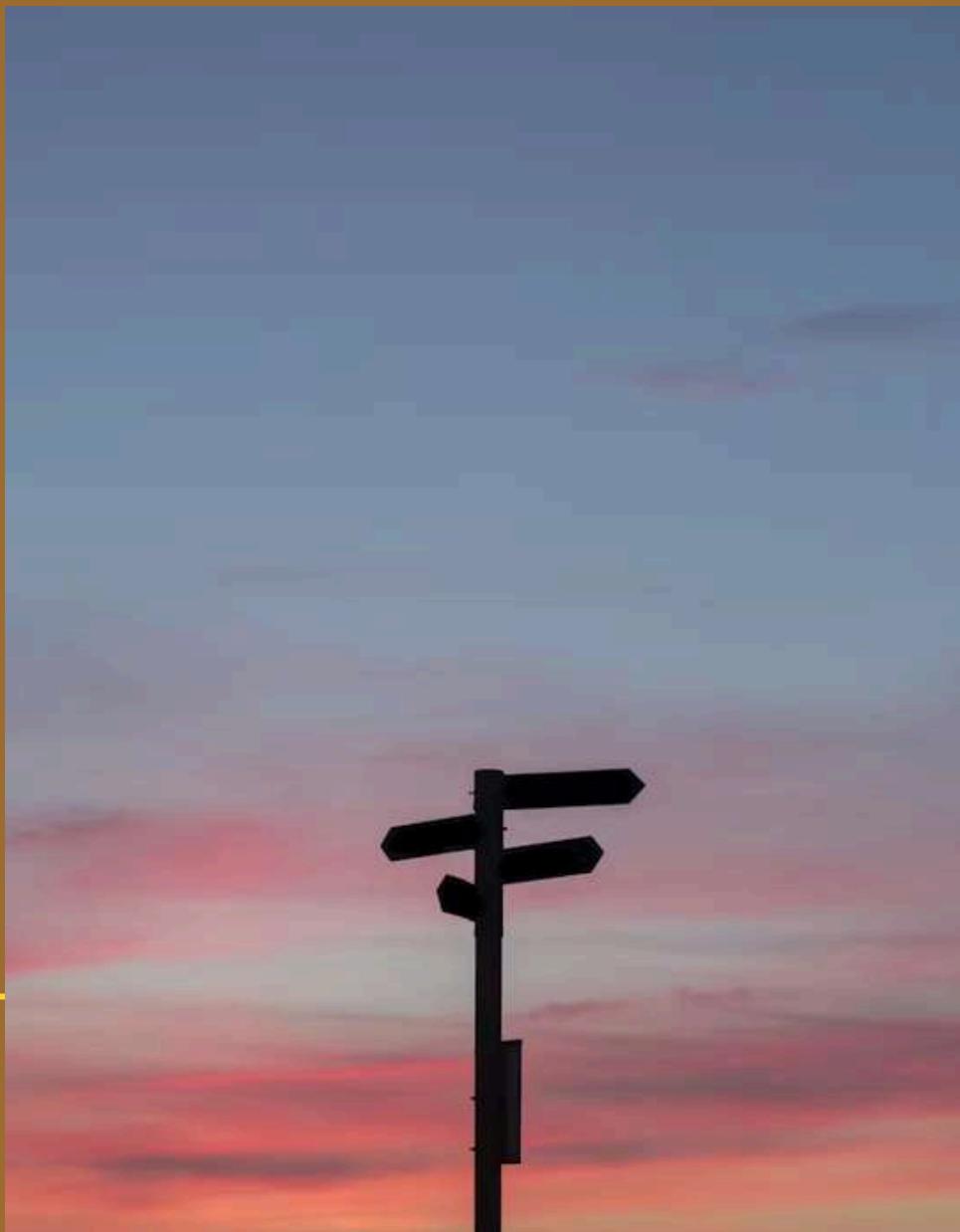
As part of the discussion, Afrilandropy showcased its work in empowering communities through sports, presenting projects such as Riding the Rainbow and Progetto Colors in collaboration with S.S. Lazio Basket, a Sports for Development programme based in Mozambique. These initiatives demonstrate how sports can be a powerful tool for inclusion, resilience, and opportunity.

During the symposium, Afrilandropy also unveiled its vision for the TeamUp Impact Investment Fund for Africa.

Impact Finance Forum 2024

Afrilandropy took part in the Impact Finance Forum 2024 that took place in Luxembourg, bringing together key voices in the sustainable finance sector to discuss strategies for driving positive social and environmental impact. Afrilandropy was proud to contribute to the conversation through a panel discussion featuring Flavia Palanza, Afrilandropy mentor on entrepreneurship, and Emanuele Santi, President of Afrilandropy. During the session, they shared insights from the Online Entrepreneurship Accelerator Program for Women, conducted in partnership with the Cartier Women's Initiative. This program has demonstrated the transformative potential of gender-sensitive capacity building, reinforcing the link between investing in women and driving long-term economic growth.

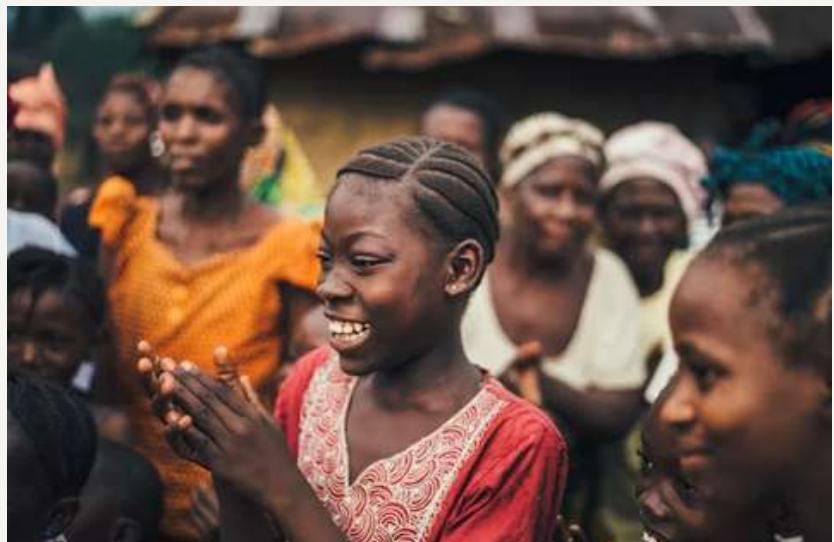
4. STRATEGIC VISION AND FUTURE PLANS



4. STRATEGIC VISION AND FUTURE PLANS

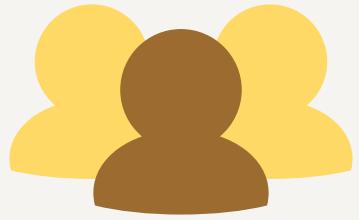
THE ORGANIZATION'S STRATEGIC VISION FOR THE COMING YEARS INCLUDES:

- *Expanding our advisory services on a larger pipeline of ESG-aligned businesses through local research, preparing them to access grants and investment: through country-based research, Afrilandropy aims to grow the number of businesses in its pipeline that are ready to approach grant providers and investors. These businesses must align with Afrilandropy's goal of supporting socially and environmentally responsible ventures.*
- *Giving Riding the Rainbow greater capabilities and, thanks to the EU funds received under ERASMUS+ and CERV, working in the nexus between sports and social inclusion. Expanding its reach to act locally*



- *Developing a Women-for-Women Academy to incubate early-stage, high-impact female-led ventures with a strong potential for impact but who need additional support to refine their business models and attract investment.. Based on the success of the Online Entrepreneurship Accelerator Program for Women in francophone Sub-Saharan Africa, funded by the Cartier Women's Initiative.*
- *Expand EU funding (ERASMUS+ and CERV) to diversify funding for both capacity building in Africa and scaling Riding the Rainbow in other countries.*
- *To sustain long-term impact, the organization is also growing a network of socially driven investors (athletes) and working to secure the capital needed to launch its dedicated impact fund.*

5. MEMBERSHIPS



In 2024, Afrilandropy expanded its reach and solidified its position as a key player in fostering sustainable development and social justice both locally and internationally. These collaborations and projects aim at enhancing the organization's ability to advocate, share knowledge, and work collectively towards a more inclusive and sustainable future.

Afrilandropy's new membership in key local and international networks have strengthened its role in both local and global solidarity movements.

Cercle de Coopération des ONG de Développement



This umbrella organization unites development NGOs across Luxembourg, fostering collaboration, advocacy, and resource-sharing to amplify the impact of humanitarian and development efforts worldwide. Acquiring this membership was one of our 2024 goals.

CLAE Services



As part of this multicultural network, we engage with migrant communities and civil society organizations promoting inclusion, diversity, and active citizenship within Luxembourg.

Anna Lindh Foundation



As a member of this Euro-Mediterranean network, the organization is now part of a broader dialogue on intercultural cooperation, fostering exchanges that strengthen mutual understanding and solidarity across borders.

6. TEAM



Management



Emanuele Santi
Co-Founder & President



Chara-Allegra Tsitoura
Co-Founder &
Vice-president



Maureen Nakamura
Business Advisory
Services Lead

Country Advisors



Deolinda Martins
Cabo Verde



**Olivia Mukam
Wandji**
Cameroon



**El Dahshan
Mohamed**
Egypt



Sylvain Saluseke
Democratic
Republic of Congo



Jihane Hakimi
Morocco



Simone Santi
Mozambique



Sonia Barbaria
Tunisia



**Samuel
Kalonde Mutna**
Zambia

PROGRAMMES TEAMS

Advisory



**Maureen
Nakamura**



**Deolinda
Martins**



**Ranieri
Portilho
Rodrigues**



Sonia Sanchez

Riding the Rainbow



**Emanuele Santi
Project Coordinator**



**Eszter Horvath
Community Outreach**



**Bence
Chief Technical Officer**



**Cornelia Walder
Communication**



**Tanya Endshpill
IT Support**



**Aurore Rössler
Project Manager**

EU Projects Team



**Chiara
Crosio**



**Francesco
Mascitelli**



**Maria Luisa
Saponaro**



**Odette
Boya**

Women 4 Women Team



Deolinda Martins
Project Coordinator



Douja Gharbi
Lead Trainer



Jihane Hackimi
Trainer



Maureen Nakamura
Trainer



Camille Quenard
Trainer



Faiza Ghazali
Trainer



Chara Tsitoura
Trainer



Alessia Lorenti
Trainer



Flavia Palanza
Trainer

Support team



Claudio Piazzini
Web master



Francesco Mascitelli
Project Officer



Emir Basri Altay
Marketeer

7. FUNDING AND PARTNERS



OUR PARTNERS

In 2024, Afrilandropy developed new collaborations and strengthened existing ones in Luxembourg and across Africa.



Our work could not have been possible without the support of various organizations and the generous contributions of many individual donors who supported us with small donations, either directly or via Global Giving, our preferred crowdfunding platform.



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Famille, des Solidarités et du Vivre ensemble et de l'Accueil

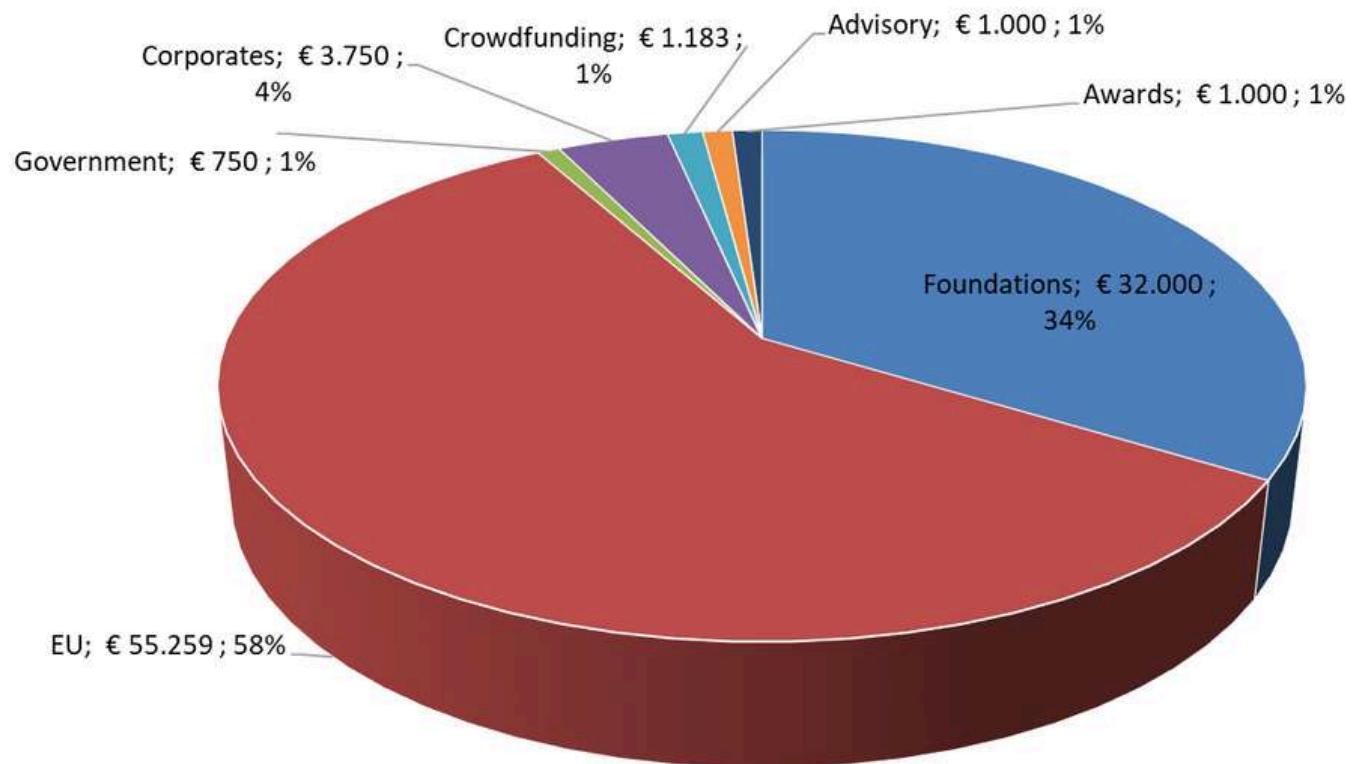


BANQUE ET CAISSE D'EPARGNE DE L'ETAT
LUXEMBOURG

2024 Revenues

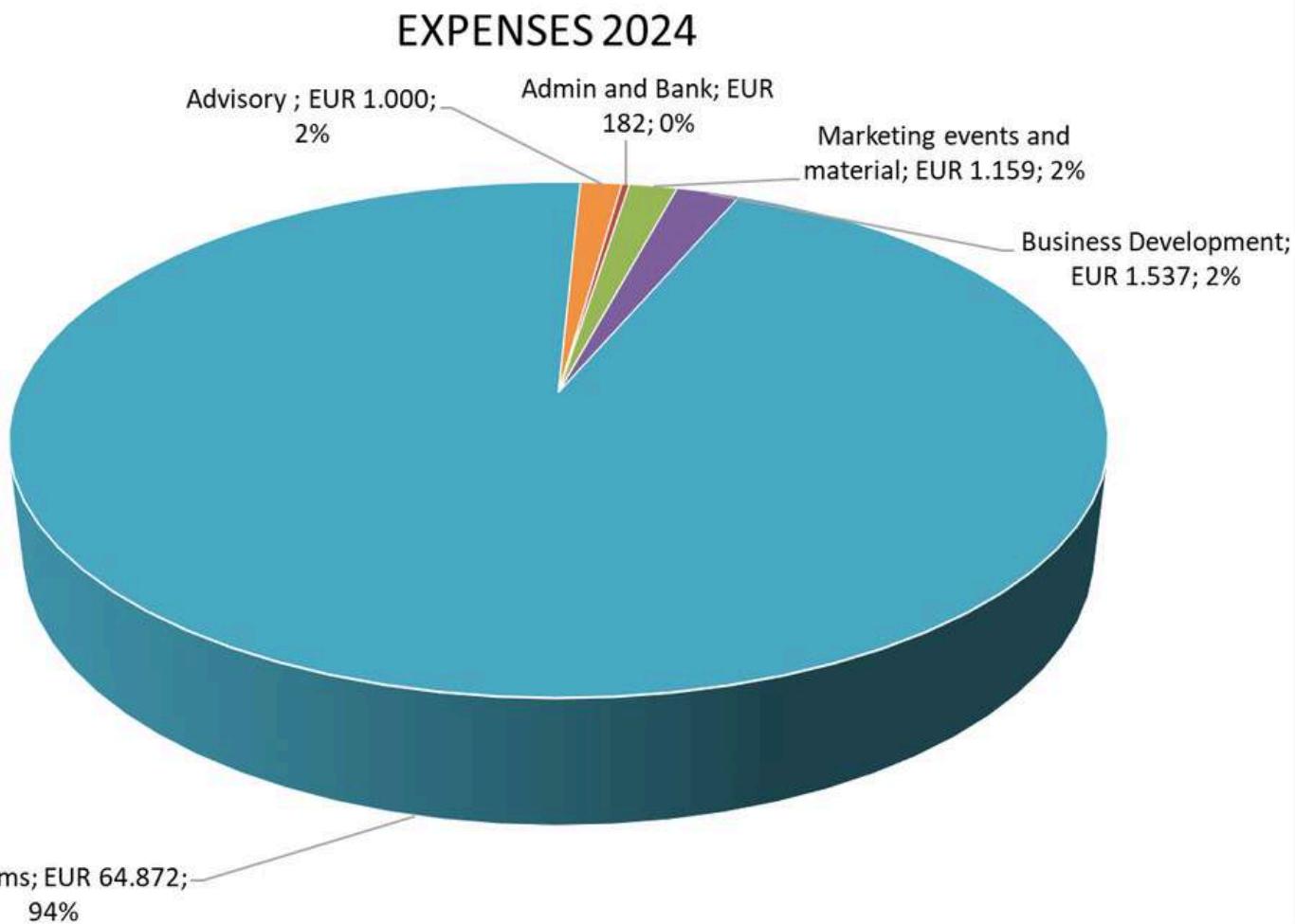
**2024 Total funds
€94,942.00***

REVENUES



2024 EXPENSES

2024 Total expenses
€68,750



Nearly 96% of our expenses are for the implementation of programmes and advisory services

ANNUAL REPORT

2024

AFRILANTHROPY

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***Visit our website for more
information about the
organization and our projects!***

