



Program

10.15 - Opening speech

10.30 - Overview of European microfinance sector

11.00 - Perspectives on *microStart* by its founding partners

11.10 - Key learnings of *microStart* impact study

11.50 - Panel discussion with micro-entrepreneurs

12.10 - Q&A session

12.25 - Closing remarks

12.30 - Walking lunch



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Opening speech



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Overview of European microfinance sector



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Perspectives on microStart by its founding partners



Max Jadot
CEO van BNP Paribas Fortis



Maria Nowak
Founder of Adie

Key learnings of microStart impact study



HEC Liège
Management School - University of Liège



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SOCIAL IMPACT OF *microStart* 2017 (update)



I.2 METHODOLOGY

Five-step process:

Define microStart's
social objective

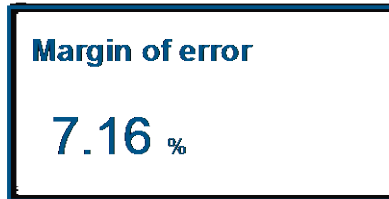
Understand the environment in
which microStart operates

Identify and gather
data

Verify and analyze
the obtained results

Report the results

I.4 SAMPLE



II.1 SURVIVAL / SUSTAINABILITY

Survey

78 %

Businesses aged 1.5 to 4.5 years

Starters (84% of clients)

75 %

Businesses aged 1.5 to 4.5 years

Survival rate per year of becoming client

	Survival rate
2013	68%
2014	75%
2015	83%
TOTAL	78%

Survival rate by year of start

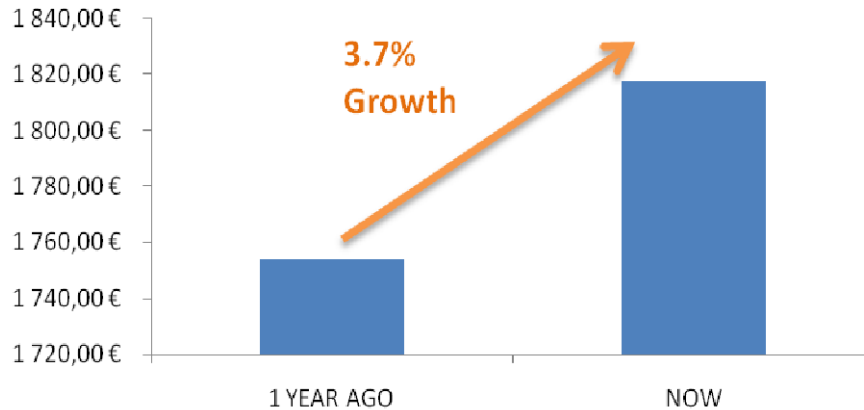
	Survival rate
2013	64%
2014	71%
2015	81%
TOTAL	75%

II.2 INCOME

Business income

monthly on average per business

Average income before tax per company

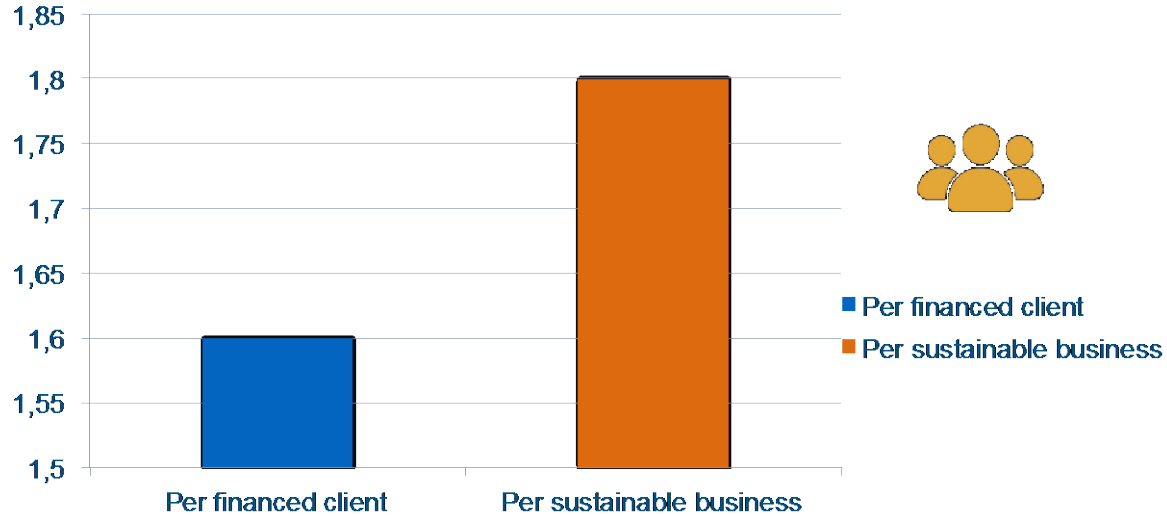


Average income per active business

€ 1,818 per month

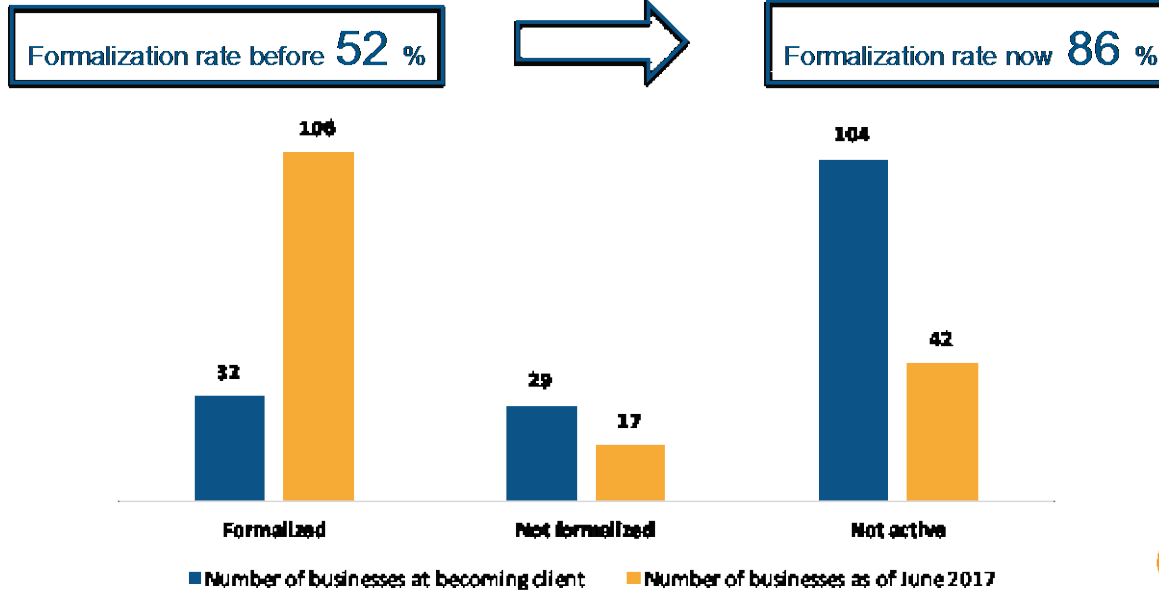
II.3 JOB CREATION

Each customer creates
on average 1,6 (1,8) jobs including their own

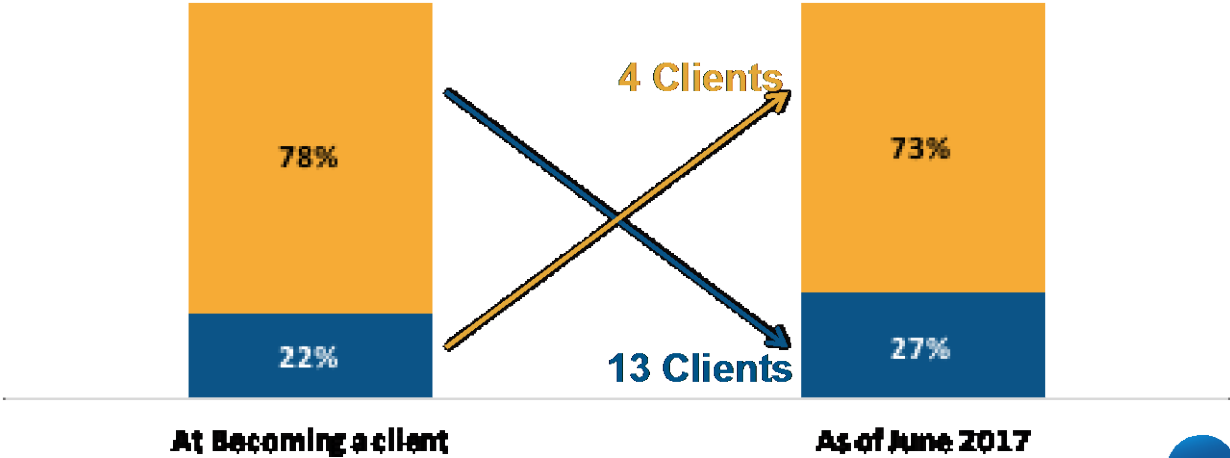


Average Number of Jobs Created

II.4 FORMALIZATION



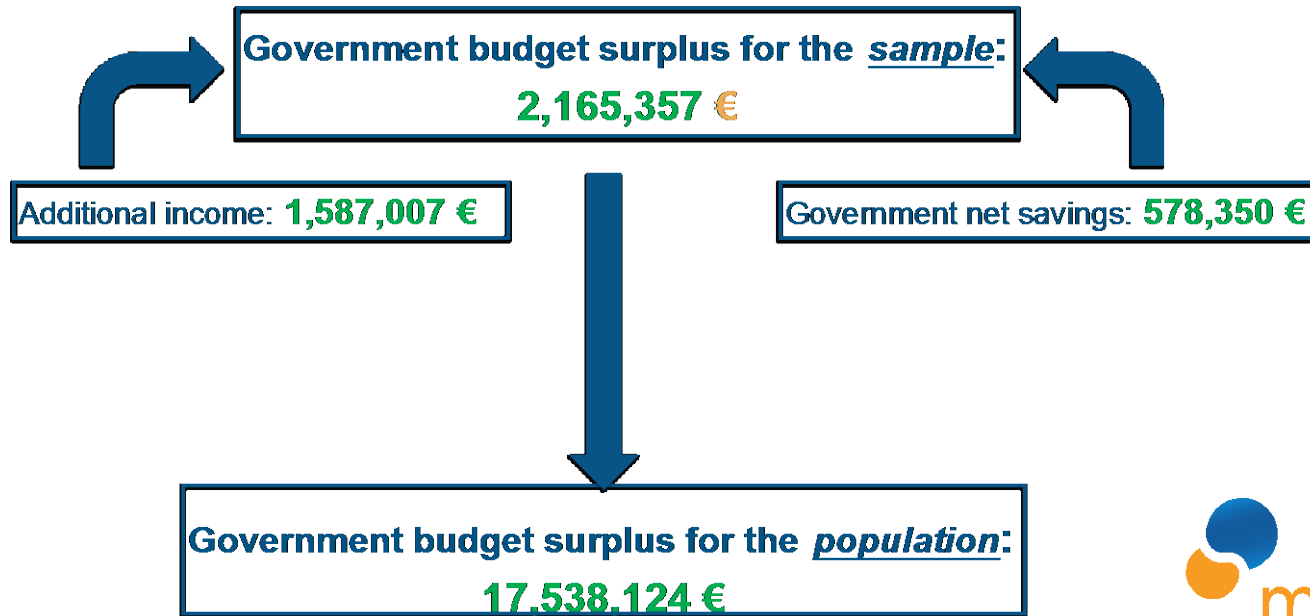
II.5 ACCESS TO BANKING



■ Have Bank Access ■ No Bank Access



IV.2 MACRO-LEVEL SOCIO ECONOMIC IMPACT



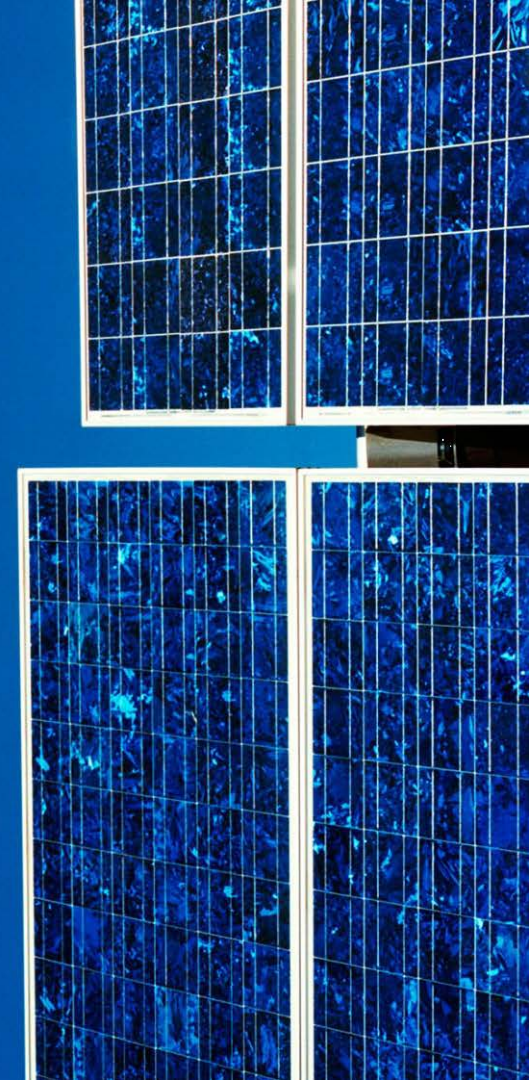


microStart

microStart Economic Impact Analysis

Findings presentation

Oktober 2017

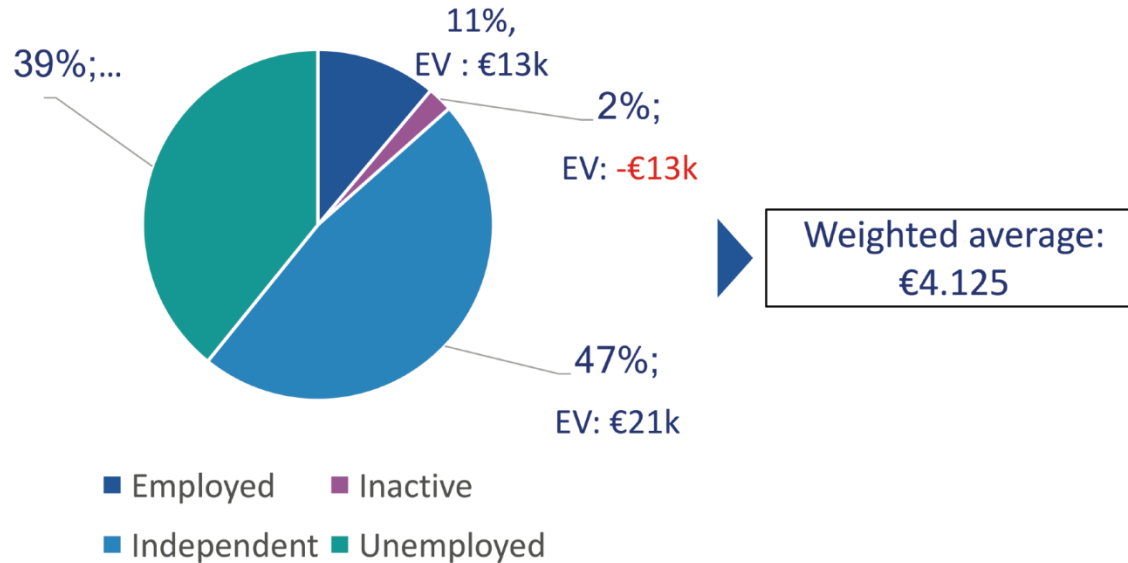


Measuring the Economic Impact of microStart's microfinancing

$$\text{Economic Impact Ratio} = \frac{\left(\begin{array}{c} \text{Revenues for the community per beneficiary} \\ + \\ \text{Avoided social costs per beneficiary} \end{array} \right)}{\text{Costs for microStart per beneficiary of a loan}}$$

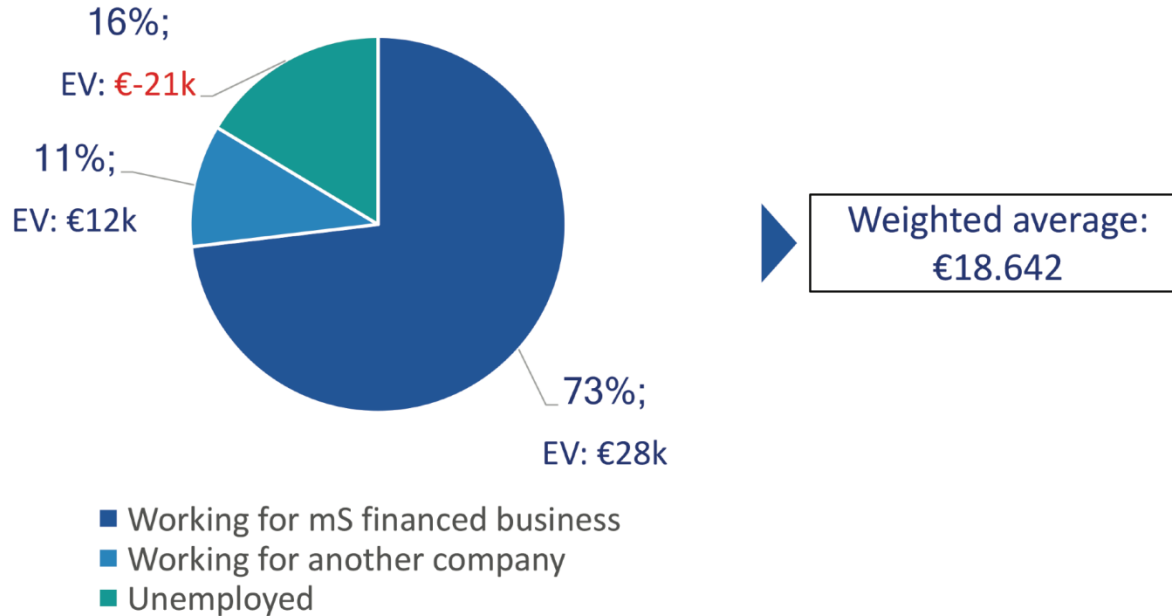
Measuring the Economic Impact of microStart's microfinancing

Population and Economic Value before receiving a microStart loan



Measuring the Economic Impact of microStart's microfinancing

Population and Economic Value after receiving a microStart loan



Measuring the Economic Impact of microStart's microfinancing

$$\text{Economic Impact Ratio} = \frac{€18.642 - €4.125}{€3.593} = 4,04$$

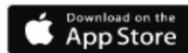
“1 euro invested in microStart pays 4,04 euro to the community after 2 years”



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DONNONS DU SENS À NOTRE ÉCONOMIE

MICROSTART EVALUATION D'IMPACT



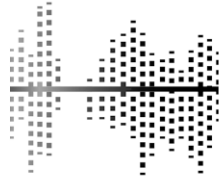
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VISES

**Avec le soutien du Fonds européen de développement régional
Met steun van het Europees Fonds voor Regionale Ontwikkeling**

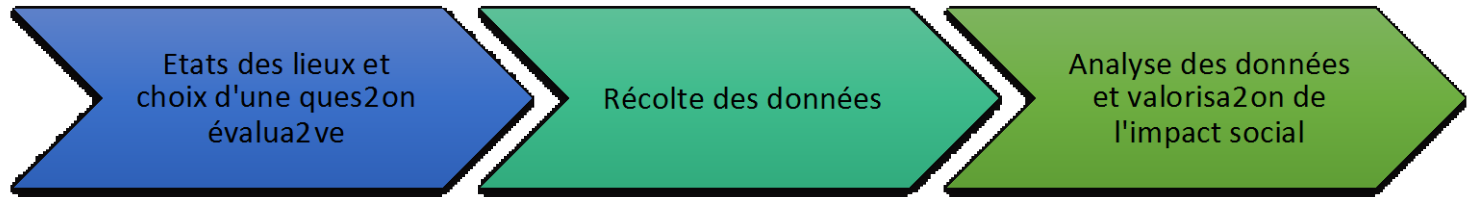


Valorisons ensemble l'IMPACT SOCIAL de l'Entrepreneuriat Social
De MAATSCHAPPELIJKE IMPACT van de sociale ondernemingen samen valoriseren

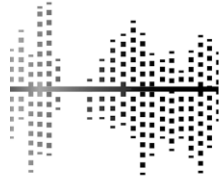


METHODOLOGIE

- **VICES** : recherche-action + 21 partenaires
- + 69 entreprises-testeuses



- **Principes du dispositif d'accompagnement :**
- participation + « faire avec »



QUEL EST L'IMPACT SOCIAL SUR LES CLIENTS DU SUIVI PROPOSÉ PAR MICROSTART ?

Des enseignements...

- Notion de « Crédit chaud »
- Rôle de déclic joué par MicroStart
- Impacts dépassent la création d'activité et l'amélioration de la situation financière et confiance soi, image des autres, compétences...

Pour aller plus loin ?

- Rapport à MicroStart diffère en fonction des publics
- (critère d'origine ? De niveau de formation ?)

Chef de file et coordinateurs
Projectleider en coördinator



Partenaires Opérateurs
Projectpartners



Partenaires Associés
Geassocieerde projectpartners



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Met de steun van



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Panel discussion with micro-entrepreneurs



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Q&A SESSION



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EUROPEAN
MICROFINANCE
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Thank you!



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