



# SUPPORTING INNOVATORS AND ENTREPRENEURS ACROSS REGIONS THROUGH CAPACITY BUILDING

## PROGRAMME SNAPSHOT

- **Client:** European Union
- **Years:** 2017 to 2021
- **Number of participants:** 130 mentors, 33 entrepreneurs and innovators
- **Participating countries:** Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine Territories and Tunisia
- **Name of the programme:** The Next Society (TNS)

Strengthening entrepreneurial capacity and leadership through structured, regional mentoring programmes

## THE OBJECTIVES

THE NEXT SOCIETY (TNS) is a four-year EU-funded initiative launched in 2017 to strengthen inclusive entrepreneurship ecosystems across seven countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. Led by ANIMA Investment Network and a 30-partner consortium, the project prioritised youth and gender empowerment, targeting 50% of entrepreneurs under 30 and 25% female participation. The Human Edge led the regional Mentoring Programme, training 130 mentors and matching 34 high-potential innovators with mentors to:

The programme was designed to:

- Develop the leadership and mentoring skills of ecosystem enablers—mentors drawn from across the region
- Support high-potential entrepreneurs to build their confidence, grow their businesses and create jobs
- Embed mentoring as a long-term support mechanism within national innovation ecosystems by strengthening local pools of trained mentors

## THE CHALLENGE

Entrepreneurs across the region often face limited access to trusted guidance, local networks and long-term support. Many operate in volatile markets like in Lebanon and Tunisia at the time. Building effective, trust-based mentoring relationships across borders required cultural sensitivity, strong facilitation and clear alignment of expectations.

## OUR APPROACH:

The Human Edge delivered **8 mentor training programmes over four years** and **3 regional programmes** that included a mentee preparation session, matching and pairing and setting up of 34 mentor-mentee relationships. Each cohort began with a Kickstart workshop and was supported through regular peer calls, refresher training and end-of-programme evaluations.

The programme design emphasised cultural relevance, relational depth and measurable impact—both for entrepreneurs and mentors.

### Impact driven design

Grounded in culturally attuned facilitation and relationship-building, with a strong focus on measurable business and leadership outcomes

### Capacity building for growth

Equipping both mentors and entrepreneurs with the skills and confidence needed to engage fully in the mentoring process.

### Comprehensive delivery

Delivered 8 mentor training programmes and 3 regional cohorts, establishing a strong foundation for cross-border mentoring and ecosystem support

### On-going Support

Supported mentoring pairs with quarterly peer calls, regular check-ins, refresher training and end-of-programme evaluations

## KEY OUTCOMES FOR PARTICIPANTS

### General Impact



100%  
of participants felt that the programme was beneficial to them



100%  
of entrepreneurs would consider becoming a mentor in the future



92%  
of entrepreneurs credited the mentoring network with helping them create new business partnerships



90%  
of the relationships remained active at the end of each programme



The Human Edge programme opened my eyes to various aspects of mentoring that I had previously overlooked. I had an opportunity to practice and enhance my mentoring skills. Since then, I have observed a marked improvement in my mentoring sessions and my mentees' performance. I was also able to learn from my mentee, other mentors and of course The Human Edge trainers. The entire experience was amazing and so beneficial.

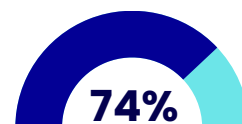
**Hatem El Shamma, CEO at Jovi Tronix, Egypt**



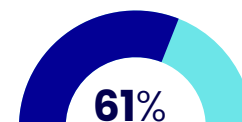
I have learned a lot from expert mentors, and from innovator startups about how to behave in the difficult situation that I will face through my startup journey, as we call it "Hero's Journey" on a personal and professional level! There was an inspirational, and supportive environment from all participants! The workshop made me more ambitious, enthusiastic, and insistent to develop and achieve my personal and business goals

**Shahed Jaber, Entrepreneur**

### Personal Growth and Strengthening of Leadership



74%  
of mentors have made changes in their professional life as a result of mentoring



61%  
of entrepreneurs gained additional technical expertise through the network

**Contact us to explore how mentoring can strengthen your organisation's leadership, support entrepreneurs to thrive and drive inclusive, sustainable impact across regions.**

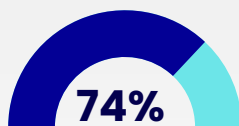
## KEY OUTCOMES FOR PARTICIPANTS

### Business Growth, Sustainability, and Success

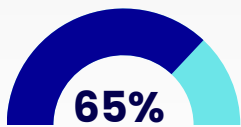


of the entrepreneurs' enterprises are still operational

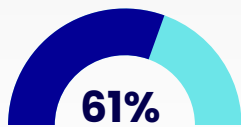
£350,093



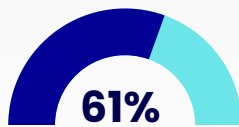
of entrepreneurs increased their business profits



of businesses started operating in a new country, 55% of which attribute it to mentoring



of entrepreneurs were approached by an investor since being mentored



of entrepreneurs have expanded their client list since being mentored

### Economic Growth, Job Creation and Retention

**100%**

of jobs held at the start of the programme were retained

**116**

new jobs were created across the 3 cohorts, increasing total employment from 149.5 to 265.5

**3.5**

jobs created per entrepreneur on average across the 3 cohorts

Mentoring played a vital role in building the leadership and relational capabilities of mentors across the Mediterranean while supporting high-potential entrepreneurs to grow their confidence, strengthen their businesses and explore new markets. Through cross-border, trust-based relationships and structured support, the programme enabled mentors to develop key people-centred skills and empowered entrepreneurs to make better decisions, overcome personal and professional barriers and create sustainable growth.

In a region where inclusive entrepreneurship is central to long-term economic stability, this programme demonstrated the power of mentoring to strengthen local ecosystems, build leadership capacity and contribute to job creation, resilience and regional collaboration.

**Looking to strengthen innovation ecosystems through mentoring?  
Partner with us to build local capacity, empower entrepreneurs and  
develop the leaders driving inclusive economic growth across regions.**

**Contact us now!**