

# Annual Report

## Foreword

Dear readers, members and partners,

### Welcome to our latest Annual report.

While last year we were gazing back to 2019 in a nostalgic way, we could certainly not foresee what was in store for EVPA and the impact ecosystem in 2020. The pandemic was just unfolding and the hope it would not last long, quickly made way to a prolonged period of uncertainty and multiple challenges, external as well as internal. At the same time, our community of investors for impact showed strong signs of resilience, often taking the lead in acting quickly and on an unprecedented scale to support Social Purpose Organisations impacted by the worldwide sanitary crisis.



During the early days of the pandemic, in April 2020, EVPA reached out to its colleagues in Europe (EFC, Dafne, NEF and the European NABs) to join forces and create **UNITUS**, a COVID-19 portal, to coordinate between European philanthropy and social impact investing networks in order to accelerate experience sharing and peer learning, bridge supply with demand, and speak with one voice. EVPA also joined some global initiatives, such as the COVID Response Alliance for Social Entrepreneurs initiated by WEF and created together with its IVPC sister-organisations (AVPN, Latimpacto, AVPA) the Global Hub to better coordinate cross-regional efforts.



We reinvented our activities and programs, almost fully switching to an online model. The **TRAINING ACADEMY** swiftly switched to 'online only', accelerating the redesign of its e-learning platform started in 2019. The (physical) Annual

Conference in Porto was postponed and replaced by EVPA's first online flagship event, successfully delivered, despite some technical challenges, with close to 700 registrations from 50 countries, and 200 speakers. Building on these learnings, the team designed a more novel, online, and interactive format for the C-Summit in December, which was very well received by the 172 participants despite the online meetings' fatigue kicking in towards the end of the year.

Meanwhile, the team continued to deliver the highly relevant and appreciated member programs for corporate social investors, foundations operating along the spectrum of capital, and impact funds. The Public-Private initiative (PPI) was redesigned to build capacity for transformative cross-sector collaboration (CoLab), the Knowledge Centre did a major effort in redesigning its well-known bi-annual **MARKET SURVEY**, making it more interactive and sizing, for the first time, the Investing for Impact market in Europe (+6 billion €).



On the Policy level, we strengthened our **RELATIONS WITH THE EUROPEAN COMMISSION**, realising some breakthroughs in the collaboration with different DGs and related EU financial institutions (DG Employ, DG Grow, EIB). We are also proud we were able to sign an important five-year contract with DG NEAR to raise public awareness and promote social innovation and social entrepreneurship in the Eastern Neighbourhood and Russia. This will enable EVPA to play a fully-fledged market builder role in the region operating for the first time across the demand, supply, and policy side of the ecosystem.

Internally, the pandemic triggered a wider EVPA transformation. With the **NEW CEO**, appointed in September, the team has been working on a strategic roadmap, laying out EVPA's evolving role in an ecosystem in flux, streamlining focus on mobilising resources for impact and aligning the organisation behind three strategic objectives: build capacity, develop a thriving impact eco-system and raise the investing for impact sector profile.



Despite a slight net decline of memberships (-7%), driven by the challenging financial situation, we welcomed 36 **NEW MEMBERS** to the EVPA family. An overwhelming 83% of our members still believes that their knowledge in various fields deepens due to our work and thanks to an 'all-hands-on-deck' spirit, we closed the year with positive financial figures and a healthy pipeline. All in all, EVPA has emerged well after a very challenging year which required a lot of energy and resilience from the whole team.



More importantly, our work continues to be widely appreciated by the impact community, EU institutions and our extraordinary long-term partners. Our community is our biggest asset and a thriving ecosystem our biggest achievement as we embark on the recovery and transformation of our society.

Thank you for building a more inclusive world with us.



**Steven Serneels**  
Chair, EVPA Board



**Roberta Bosurgi**  
CEO, EVPA



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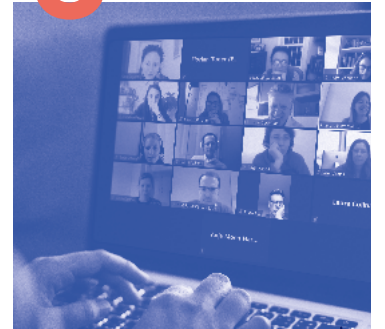
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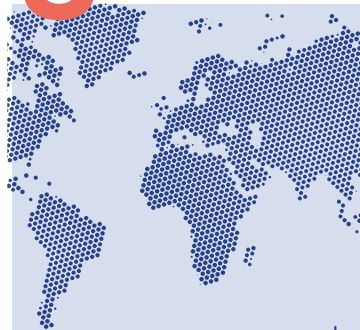
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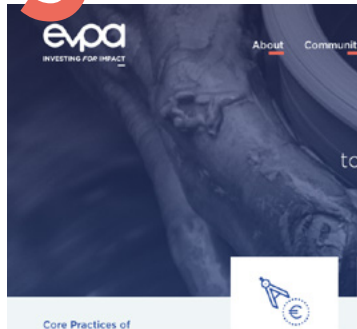
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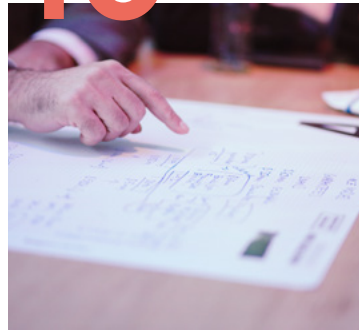
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# Our Impact In Numbers —

Despite the financial impact of COVID on our community, we continued to deliver highly appreciated content and research. We also engaged with our members through various platforms and initiatives, such as the Impact Funds Initiative, the working group of Foundations along the Spectrum of Capital, and the Corporate Initiative.



“

*What I like most about being an EVPA member is the valuable knowledge of the ecosystem, availability of the staff and networking opportunities*

Joao Machado,  
Portugal Social Innovation

*What I like most about being an EVPA member is to have deeper reflection about investing for and with impact. It really helps us to explain what we do when we have to convince new investors.*

Stephanie de Beaumont,  
PhiTrust

”



## In 2020 EVPA continued to build relationships with prospective members and existing members across markets.



36 new members



mainly from Belgium, France Germany and Spain



12+ regional informal meet-ups



1 Member Survey in Q4-end 2020



1 online Annual General Meeting with 139 attendees



24 webinars/e-talks

## OUR OUTCOMES:



Increased clarity and scope of investing for impact and knowledge of the venture philanthropy approach



Increased collaboration among stakeholders towards VP/SI activities

83%

expressed that their knowledge of trends and approaches had deepened thanks to our research on best practices



89%

believe that being part of EVPA's community directly helped develop professional relationships with other organisations



And of those professional relationships with other organisations:

45% advanced their ideas and practices



24% formed new partnerships



7% found co-investments



## TOP THREE EVPA SERVICES USED:



Large networking events



Research and publications

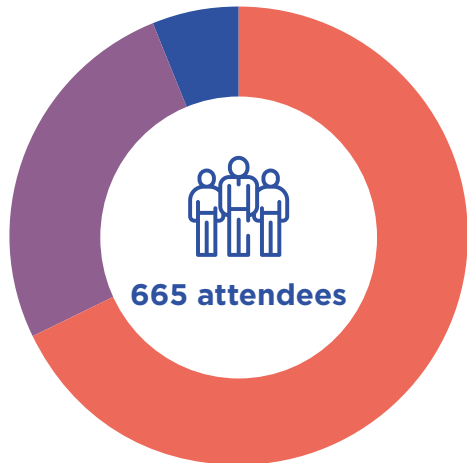


Sub-communities i.e. Corporates Initiative, Impact Funds Initiative

Source: EVPA Membership Survey 2020, 47 respondents

# Annual Conference\_

As a lively community of investors for impact keen on networking and meeting for peer-learning activities, EVPA showed its resilience through agile conversion of events into online formats. From our flagship Annual Conference, to meet-ups and training courses (page 9), all our key gatherings were successfully digitalised.

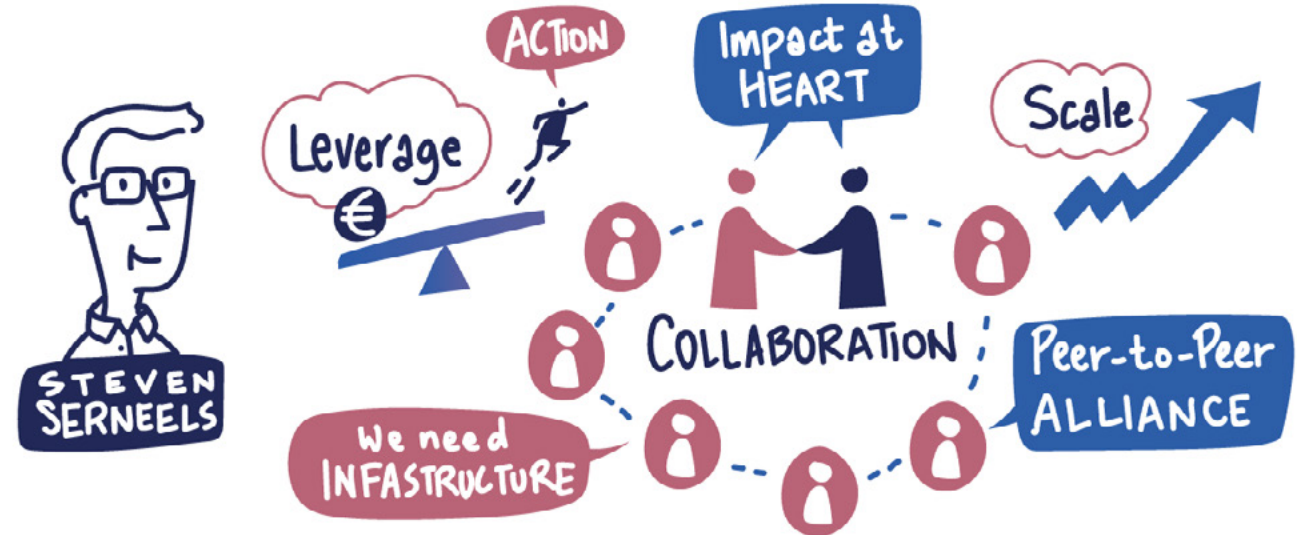


- 68% members
- 26% non-members
- 6% EVPA staff & media

EVPA Annual  
Conference - slide  
from keynote  
-  
© Steven Serneels

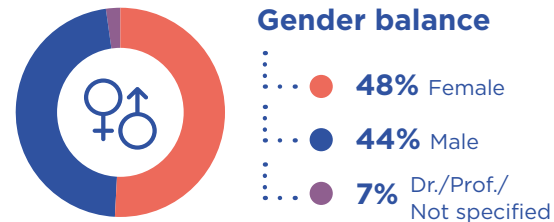
evpa  
16<sup>th</sup> ANNUAL  
CONFERENCE  
INVESTING FOR IMPACT

#EVPA20



200 speakers

50 countries represented



## FAVOURITE SESSION FORMATS:



Workshops



Keynotes



Roundabouts

# KEY ACHIEVEMENTS 2020



## Stanford Social Innovation Review article

published "The Rise of the Corporate Social Investor" presenting EVPA's strategic alignment research.



## 6 new materials on strategic alignment

published including four case studies, [available here](#).



## Going Global:

Events & webinars co-organised with Asian and Latin-American sister organisations AVPN and Latimpacto.



## Angels & Demons Article Series

showcasing a series of interviews with Corporate Initiative members exploring the advantages and tensions of aligning with the related company.



## Collective Corporate Impact Strategies Leaflet

describing how companies with multiple corporate social investors can join forces to enhance their social impact, [available here](#).



## 4 Corporate Initiative Meet-Ups

to discuss the latest corporate social investing trends with our members in a small-scale setting.



We welcomed **5 new members** to the Corporate Initiative.



*What I really liked is that [the C Summit] is one of the few moments when you can talk to people who truly understand your job. [...] This is the opportunity to get feedback from the people who truly understand what you do and I truly value this*

Kirsten Ottens, ING Netherlands Foundation



# Corporate Initiative

Building on last year's work, our Corporate Initiative further developed expertise on Corporate Social Investing and how to leverage corporate resources for social impact. We pursued research work on strategic alignment, while also exploring the new topic of collective corporate impact strategies. We continued to engage with and connect our CI members through regular online meetings, and successfully delivered an online edition of the C Summit, together with our partner Dafne.

## First online C Summit successfully hosted



**172** participants from 24 countries



**4** outstanding keynotes and 27 speakers



**C Summit E-Magazine** published in collaboration with Pioneers Post



# Impact Funds Initiative (IFI)

The Impact Funds Initiative (IFI) started in 2019 when a group of Impact Funds identified nine challenges they were facing while running a social investment fund. Thanks to our engaging community of impact funds, we've been able to build a vibrant community of fund investors in 2020, despite the challenges the pandemic put in our way.



Pictures on this page:  
IFI gathering 2019  
© EVPA



80 IFI members from 18 countries

4 online meetups to discuss:



- Data for Impact Funds
- Nurturing pipeline development: identifying dealflow
- Covid-19 responses and learnings
- [EVPA Industry Survey](#) results for Impact Funds

4 working groups on dealflow on the following topics:



- Pipeline sharing
- Deal syndication & follow-on investing
- Impact Funds database

**Partnership with Russell Reynolds Associates** to conduct a survey about Talent in the Age of Impact Investing, which started in 2020 and ran into 2021, when results were presented.



The Impact Funds Initiative was made possible in 2020 thanks to the support of DOEN, IVPC, and Impact Capital.

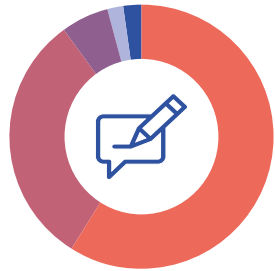


## SURVEY

### 2020 Investing *for* Impact

Through the [EVPA Industry Survey](#), which in 2020 reached its 7th edition, we provide statistics on the practices and strategies of European investors *for* impact.

The main novelty of this edition is the creation of **five questionnaires** tailored to different categories of capital providers that invest *for* impact: (i) foundations/engaged grant-makers, (ii) impact funds, (iii) financial institutions, (iv) equity crowdfunding platforms, and (v) other organisations active in the space, such as development finance institutions and incubators/accelerators. To boost response rate and improve efficiency we pre-filled the questionnaires with past responses and we signed an ad-hoc partnership with ESADE and the Spain NAB, which, despite the global pandemic, allowed us to collect **112 responses**, split as below:



- **59%** Foundations/engaged grantmakers
- **31%** Impact funds
- **6%** Financial institutions
- **2%** Crowdfunding platforms
- **2%** Others

We also diversified the dissemination materials to make our analysis and results more accessible and customisable compared to the past, using online interactive PDFs and Power Bi dashboards. The materials produced for the 2020 Investing *for* impact Survey include:



#### **Interactive Report** (launched in 2021)

a large number of results and statistics of the industry survey can be accessed interactively to better navigate the different sections and access further insights. Throughout the report there are icons you can click on to dive into key trends or focus on specific capital providers



#### **Infographics series**

the main results are also included in the series of three infographics. The first two infographics are dedicated to the two main capital providers of the investing *for* impact space: (i) foundations and engaged grant-makers and (ii) impact funds, while the third infographic provides a general overview of the main trends and statistics on the whole sector

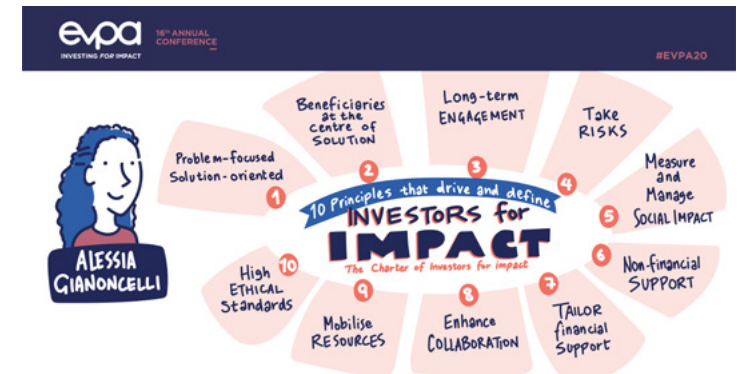


#### **Dynamic dashboards** (launched in 2021)

the three dynamic dashboards show how practitioners are measuring and, more importantly, managing their own impact and the one of their investments

## Research

We continued to act as a hub for knowledge, peer-learning and thought leadership on investing for impact and provide tools to support practitioners in the impact community. We published new research on incubators and accelerators, conducted our bi-annual industry survey, and built on previous content to create a new comprehensive toolkit for investors for impact.



## TOOLKIT

### Investing *for* Impact

Building on EVPA's [report](#) "A practical guide to venture philanthropy and social impact investment", we have produced the "[Investing for Impact Toolkit](#)". This document summarises the steps for setting up an organisation investing *for* impact and starting to adopt the venture philanthropy approach, according to EVPA's new [narrative](#) and aligning with the principles of the [Charter of Investors for Impact](#). The toolkit also displays each step of the different frameworks developed by EVPA, - including the venture philanthropy practices and the exit strategy process - throughout the investment journey.

## PAPERS

### Impact Decoded Series

In 2019 we launched the "Impact Papers", a series of web articles in partnership with Pioneers Post. This year we launched the second edition of the Impact Papers: the "**Impact Decoded**" series, in which thought leaders share their views and experiences linked to the Charter of investors *for* impact. The web articles published within the "Impact Decoded" series are:

- **Alessia Gianoncelli – EVPA:** "[Impact Decoded: How the core principles of investing for impact can help us fund smart through uncertain times](#)".
- **Daniel Brewer – Resonance:** "[Invest and Strengthen has become our motto](#)".
- **Daniel Brewer – Resonance:** "[If it feels like an add-on, you're in the wrong business](#)".
- **Elena Casolari – OPES-LCEF:** "[We invest in solutions that are still being moulded into shape](#)".

These articles are also published [in the EVPA website](#).



Investing *for* impact  
Ordinary Work  
for Extraordinary People



## REPORT

### Enablers of impact: the role of incubators and accelerators in bridging investment and solutions

This report, produced together by EVPA and MAZE looks into the added value that incubators and accelerators can bring to the social purpose organisations they support. It also analyses the role of incubators and accelerators in the impact ecosystem, identifying trends along specific characteristics, and concluding with five recommendations for incubators and accelerators.

## WEBINARS

### Research Webinars

- [The Charter of Investors for Impact: What do we stand for?](#) (29.01.2020)
- [Enablers of impact: the role of incubators and accelerators in bridging investment and solutions](#) (13.05.2020)
- [Investing for impact in practice: how to build successful investment strategies?](#) (28.10.2020)

## DOCUMENTARY

### Success Stories

The EVPA [success stories](#) showcase how investors *for* impact use the venture philanthropy approach to support social purpose organisations in achieving and maximising societal impact. In 2020, we launched a short **documentary** "[Investing for Impact: Ordinary Work for Extraordinary People](#)", based on the success story of our member Ferd Social Entrepreneurs and their investee Unicus. **Two teasers** were also produced to promote the documentary on social media, one focusing on the investee and the other on what investing *for* impact means.



**Documentary:**  
1,015 views



**Teasers:**  
728 views



**Success Story article:**  
481 unique pageviews

## Collaboration with Latimpacto

We have collaborated with [Latimpacto](#) for the translation of different EVPA research materials to Spanish and Portuguese. The materials translated are:

- Report: "[A Practical Guide to Venture Philanthropy and Social Impact Investment](#)"
- Report: "[Financing for Social Impact – The key role of tailored financing and hybrid finance](#)"

We have coupled the launch of these reports with the following webinars, co-organised by EVPA and Latimpacto:

- [Venture Philanthropy and Social Impact Investment – Practical Cases from Europe and Latin America](#) (20.05.2020)
- [Innovative financing mechanisms for social impact – Perspectives from Latin America and Europe](#) (10.06.2020)

## CONTENT DISSEMINATION

### Research Circle

- We have kept updating our [library](#) of external publications, uploading 63 external publications. We have promoted 20 of these publications through our social media
- We engaged in 5 ad-hoc partnerships to combine research efforts within the impact ecosystem
- We processed 54 requests, which can be divided in 42 research enquiries, 10 connections and 2 advices
- We have been cited in 18 different publications: 9 reports, 6 web articles, 1 impact report, 1 journal and 1 video

### Events

In 2020, we represented EVPA at 5 external research-oriented events and we presented our content at 8 events, including 2 trainings and one keynote speech. We also participated in 7 research groups.

# Training Academy

Our Training Academy team digitalised and delivered all our courses, following Covid-related travel restrictions, while maintaining high-quality and varied learning opportunities for the impact community. Participants' satisfaction rate even increased slightly compared to 2019.



**156**  
participants trained



**7**  
Training Academy  
courses delivered



**98%**  
satisfaction rate reported  
by attendees



*A tour de force in the Social Impact Measurement and Management world, with excellent resources and international perspectives, it is the ideal online course to really get to grips with Impact Measurement and Management.*

Zoe McDonagh (Fondazione CRT, Italy) on the *Impact Measurement and Management Online Course*

*The Fundamental Course on Venture Philanthropy and Impact Investing can accelerate your knowledge and access in the ecosystem while getting a hands-on experience from real case studies and leading practitioners in the sector. While igniting collaborations with your fellow classmates!*

Eleni Theodorou (We Share Ventures, The Netherlands) on the *Fundamental Online Training on Venture Philanthropy and Impact Investing Course*

*An excellent balance between the theory behind impact measurement & management and practical case studies, plus the latest on sector trends and challenges.*

Deirdre O'Sullivan-Winks (DOSW Consulting, Denmark) on the *Impact Measurement and Management Online Course*



**57%** of participants were represented  
by members



**10** scholarships assigned to members to access  
Training Academy courses



**20** members showcasing their work, success  
stories & case studies in our courses



In 2020 the Training Academy offered  
a fully-fledged e-learning curriculum with  
**over 60 hours** of interactive live sessions  
and an innovative e-learning platform

# Policy –

EVPA plays a crucial role in promoting effective EU and national policies that support a well-functioning ecosystem for social impact. Through webinars, policy briefs and public funding best practices, we facilitated conversations on key policy topics and voiced the concerns and expectations of our network to policy makers. Feedback received on our policy work indicates that knowledge on specific topics has increased, and most importantly many more stakeholders (EVPA members and not only) became actively involved in policy discussions during 2020.

## INVESTING IN CLIMATE-NEUTRALITY AND SOCIAL INCLUSION



A series of interviews with representatives from EU institutions about the EU Just Transition towards climate-neutrality, showing the importance of public-private synergies, and opportunities for the impact ecosystem

evpa  
INVESTING FOR IMPACT



### Series of 5 interviews

Investing in Climate-Neutrality and Social Inclusion.



### 1 policy research paper

for the contribution to the public consultations on the Action Plan for the European Pillar of Social Rights



### 1 Policy session at AC2020

"Policy Session within the EVPA Online Annual Conference: Leveraging Eu Funding for Social Finance Providers (workshop)

38

participants



### New partnership

Official partnership with the EIB on Social Outcomes Contracting to build synergies between social investors' networks and key public stakeholders.



### 3 Policy briefs

on topics like InvestEU and ESF+, Incubators and Accelerators, impact measurement and social proofing

669

total unique  
pageviews

126

unique  
downloads



### EU Funding webpage

updated and made publicly available

20+

EU Funding  
opportunities

3,643

total unique  
pageviews



### 3 Policy webinars

Free webinars to connect policy makers and social sector actors around key policy topics such as **ESF+ and social investment ecosystem, COVID-19 and the EU Response, Just Transition in Climate-Neutrality and Social Inclusion.**

131

live participants

180

views of the  
recordings



### Policy Nexus

8

exchanges  
with more  
than 5  
national  
policy experts

5

documents  
published  
on the EVPA  
Policy Nexus  
section of the  
website

664

unique  
pageviews of  
the landing  
page

## EXCHANGES

### 38 with EU officials:

with relevant EU and  
multilateral authorities

### 31 with EVPA members:

with relevant EU and  
multilateral authorities

### 4 in-depth exchanges

with the team conducting  
the SBI impact study -  
interviews and discussions



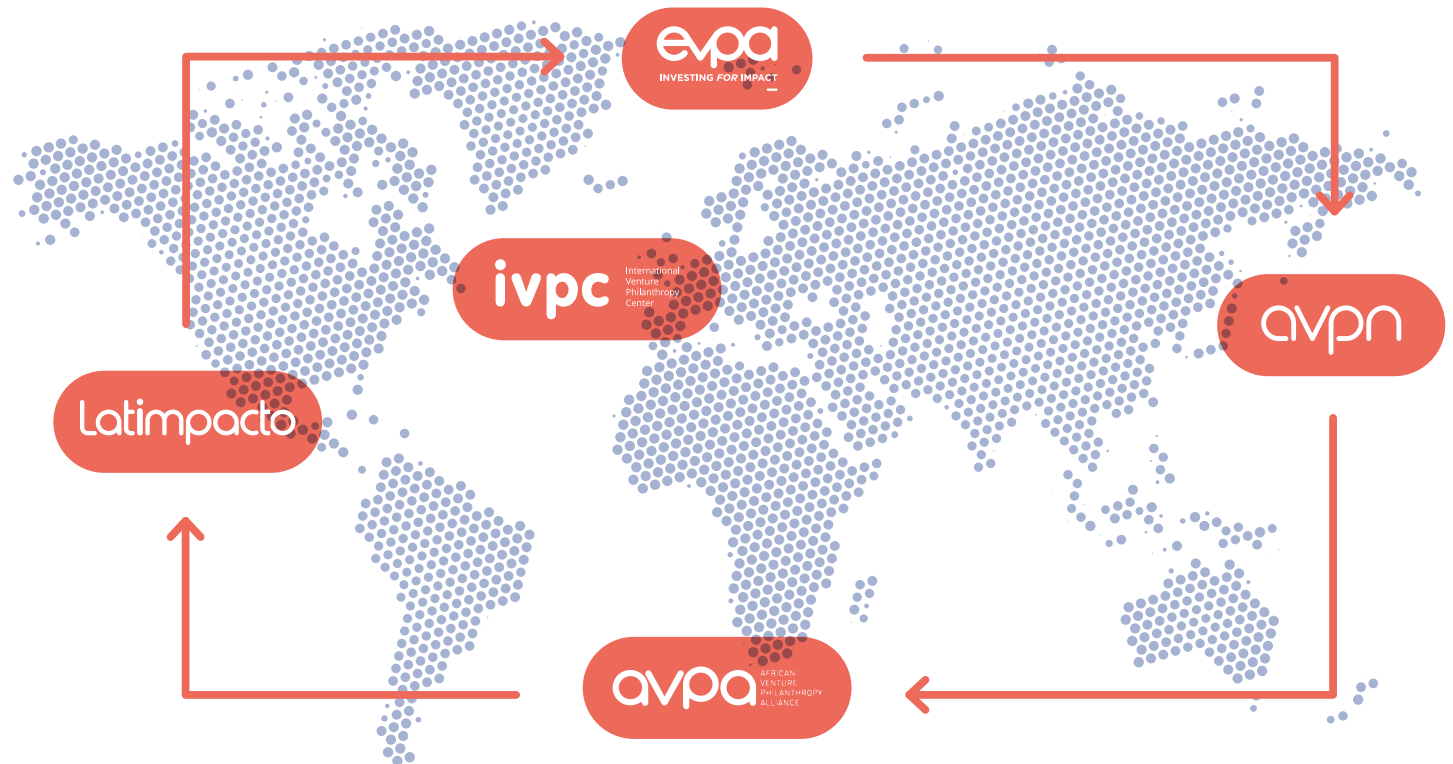
# Partnerships and network

Our role as an ecosystem builder was strengthened despite a challenging year. We have increased our collaboration with the EU institutions, as well as with other networks.

We reached out to and collaborated with other market building organisations



but also our sister organisations under the IVPC umbrella: AVPN, Latimpecto, and AVPA.



In addition to our existing partnership with the European Commission's Employment Directorate-General (DG EMPL) for the "Access to finance" programme, we have signed three new partnerships:



a new strategic collaboration with the **European Commission's Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR)** to help build the social impact ecosystem in the Eastern Partnership countries and Russia.



a one-year partnership with the **European Investment Bank (EIB)** to develop social outcome contracting in Europe.



and another partnership with DG EMPL for the **Better Incubation project**, in collaboration with the European BIC Network, Impact Hub and Caritas.

## Monthly Newsletter



was sent to an average of **10,000 contacts**  
had an **open rate of 19%**  
and a **click rate of 4.7%**

## Websites



**Main website:** 163,200 visits **(+35)**  
**Conference website:** 19,500 visits **(+336)**  
**Success Stories website:** 3,500 visits **(+27)**

## Social Media



**40% growth in follower base** on  
our social media platforms reaching **17,000  
followers**



**40% increase in total impressions** on  
our social media platforms reaching  
**5,000,000 impressions**

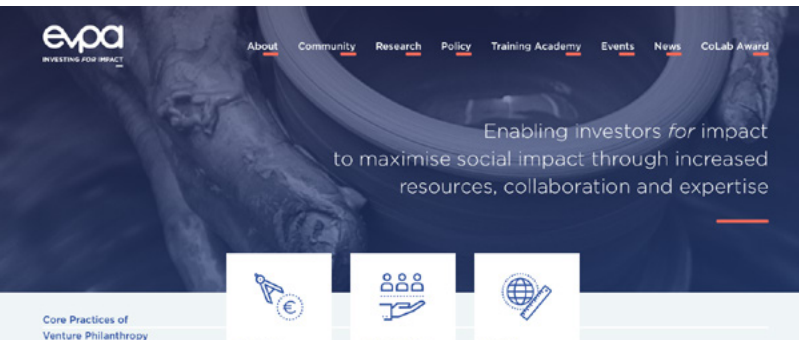
## Media & Partnerships



**362 mentions** in the media in 2020  
**55 cross-promotion partnerships**

# Marketing & Communications

EVPA continued to raise awareness of investing for impact and to engage with the impact community and beyond through its various communication channels – social media, website, newsletters and media. In a year of digitalisation, we increased our online reach, especially on social media and our website. We developed a successful media partnership with Pioneers Post, resulting in a series of articles sharing insights from impact thought leaders and showcasing the work of our community.

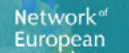


## Unitus Europe

### European Philanthropy and Social Investing Impact Hub

*Your gateway to effectively support society's survival and revival in times of COVID-19*

A joint initiative by:



## Unitus Europe

The COVID-19 emergency surfaced and dramatically intensified the systemic gaps in our societies. This is why DAFNE, EFC, EVPA, GSG and NEF came together to create "Unitus Europe". The aim was for this hub to be a space for sharing concrete information resources, contributing good practices to inspire other actors, gaining new perspectives and insights through peer-learning and identifying opportunities on the demand and supply side.



**86** items published on [Unitus Europe](#)

## PROFIT & LOSS IN EURO

	2020		2019	
	ACTUAL	%	ACTUAL	%
INCOME from FEES	834.053	41%	1.106.670	47%
● Membership fees	671.750		674.650	
● Conference fees	30.577		273.910	
● Services fees	87.910		60.449	
● Training fees	43.816		97.661	
● INCOME from EC	599.994	29%	592.123	25%
● INCOME from GRANTS	578.280	28%	639.754	27%
● OTHER INCOME	25.891	1%	12.700	1%
<b>Total Income</b>	<b>2.038.218</b>		<b>2.351.248</b>	
<b>Total Cost</b>	<b>2.003.878</b>		<b>2.338.904</b>	
<b>profit / (loss)</b>	<b>34.340</b>		<b>12.344</b>	

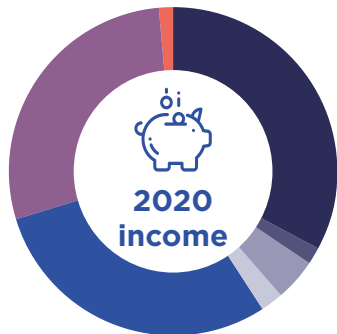
## BALANCE SHEET IN EURO

	2020	2019
	ACTUAL	ACTUAL
FIXED ASSETS	78.703	90.634
CURRENT ASSETS	2.737.491	1.067.026
Cash	2.645.929	885.016
Other Current Assets	91.562	182.010
<b>TOTAL ASSETS</b>	<b>2.816.194</b>	<b>1.157.660</b>

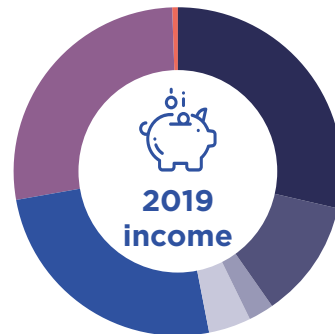
TOTAL EQUITY	703.275	668.935
AMOUNTS PAYABLE < 1 YEAR	262.443	355.686
ACCRUALS & DEFERRED INCOME	1.850.476	133.039
<b>TOTAL LIABILITIES</b>	<b>2.816.194</b>	<b>1.157.660</b>

# Financials \_

In 2020, we had an income of €2,038,218, which is -13,3% compared to last year. Income from fees were lower than budgeted, especially the Conference and Training Fees. This was due to the Covid-pandemic, which forced us to switch to online events for both income streams. On the other hand, we were able to control the costs, due to a cautious management of business and HR costs. This enabled us to end the year with a positive result of €34,340 (versus €12,344 in 2019).



- 41% fees
- 29% EC
- 28% grants
- 1% other



- 47% fees
- 25% EC
- 27% grants
- 1% other



## EVPA Team



**Roberta Bosurgi**  
Chief Executive Officer

### Knowledge, Community & Market Development Team



**Alessia Gianoncelli**  
Head of Knowledge,  
Community and Market  
Development



**Ewa Konczal**  
Central & Eastern Europe  
(CEE) Manager



**Sophie Faujour Le Bon**  
Head of European Corporate  
Initiative Development and  
Country Manager, France



**Martijn Blom**  
Manager for Benelux &  
Impact Funds Initiative  
Coordinator



**Anja Koenig**  
D/A/CH Representative



**Peter Cafferkey**  
Representative for the UK  
& Ireland



**Nicolas Lahaye**  
Community Associate



**Lucia Badea**  
Community Associate



**Henrik Eduardo Barros**  
Billing and Customer Care  
Officer



**Gianluca Gaggiotti**  
Research Manager



**Arnau Picón Martínez**  
Research Associate



**Ludovica Piergiovanni**  
Research Analyst



**Karoline Heitmann**  
Corporate Initiative  
Manager



**Nicolas Malmendier**  
Corporate Initiative  
Associate

### Marketing & Communications Team



**Jorgos Papadakis**  
Marketing  
& Communications Director



**Georgina Siklossy**  
Communications  
& Partnerships Manager



**Caroline Cornil**  
Creative Manager



**Juliane Unger**  
Marketing and  
Communications Associate

### Policy Team



**Bianca Polidoro**  
Senior Policy and EU  
Partnerships Manager



**Cătălina Papari**  
Policy and EU  
Partnerships Associate



**Sona Dilanyan**  
DG NEAR Project  
Coordinator & Policy  
Associate



**Tim Jacobs**  
Policy and EU  
Partnerships Intern

### Operations Team



**Gunther Volkaert**  
Head of Finance



**Natasha Medvedeva**  
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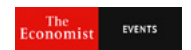
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