

# Adie's advocacy work at national level

“Demystifying advocacy at EU-level”, Vienna, 7<sup>th</sup> June 2019.



# Adie's main objectives since its creation

30 years ago, Adie was created in order to :

- To **finance** entrepreneurs without access to traditional banking loans
- To provide business development services (**training, coaching**) to entrepreneurs, aiming to start and/or develop their entrepreneurial project

But also :

- To **advocate** for a more favourable legal framework for Microfinance and for (micro) entrepreneurship, in France and in Europe

# Examples of past influence on many public decisions

## Three main amendments obtained by Adie :

- An amendment to the Banking law allowing non-bank microfinance institutions to borrow and lend (2001)
- Self-employment and business creation are recognized as a vehicle of economic and social inclusion (2005)
- Self-employed people are allowed to postpone paying social tax until their business has generated a profit (2007)

And many other positive changes ...like the new upper limit of loan (12,000€ since 2015).



# Where we are now

- For over 30 years, Adie's board of directors has been conducting ongoing advocacy actions towards public authorities: from members of the French Parliament, to representatives and members of the Government itself.
- But beyond the governance of the association : none of the 500 employees and 1 300 volunteers had been involved in advocacy actions.

In 2017 we adopted a new strategic plan encouraging us to simultaneously :

- Increase our awareness,
- Involve our network of employees and volunteers, in advocacy actions, making each individual an active stakeholder and spokesman.



Coucou, c'est le Mégaphone de l'Adie !

# What is “Le Mégaphone” ?

1. A survey addressing our clients, to know more about the difficulties they have to face during the creation of their business, or as an entrepreneur.
2. Headings of the survey linked to parliamentary agenda.
3. Client verbatim coupled with Adie’s proposals to solve their difficulties
4. These proposals can concern different targets : parliament or government members, traditional banks, partners of entrepreneurship





THANK YOU FOR YOUR ATTENTION!

adie