

PUM.

A close-up photograph of a smiling woman with dark skin and braided hair. She is holding her hands up, with her fingers interlaced to form a heart shape. Her face is partially visible behind the heart, showing a bright smile. The background is blurred, suggesting an outdoor setting with greenery.

Hans Blankert Fund

Annual report 2024

Preface

Driving growth, innovation and sustainability

In 2024, the Hans Blankert Fund continued to play an important role in collaborating with entrepreneurs and organisations worldwide. As part of PUM's mission to empower ambitious entrepreneurs in building a better future for their community; socially, ecologically and economically, the fund has provided crucial financial support to clients seeking to invest in their future—whether through acquiring machinery, equipment, or tools.

Named in honour of the former chairman of VNO-NCW, Hans Blankert, this fund gives PUM experts the opportunity to co-finance client's (capital) investments following an advisory project. The overall aim of a grant from the Hans Blankert Fund is to facilitate businesses. This year, the fund provided 56 grants, amounting to a total of €266,428, with an average contribution of €4,775.

Reflecting PUM's strong commitment to fostering inclusion and diversity, we are proud to report that 52% of these grants were awarded to female entrepreneurs. This achievement underscores the fund's dedication to nurturing female entrepreneurship, which PUM considers a cornerstone of sustainable economic development.

The Hans Blankert Fund exemplifies how small but strategic investments can create lasting impact. These grants not only enable businesses to achieve tangible growth but also contribute to broader social, ecological, and economic advancements. From improving working conditions and enhancing sustainability to empowering communities, the fund's impact reaches far beyond individual companies.

In this report, we share not just the numbers but also the stories behind them - stories of resilience, innovation, and transformation. Through these leading examples, we celebrate the remarkable achievements of our clients and the role of the Hans Blankert Fund in building a structurally better future.

As we reflect on 2024, we reaffirm our commitment to empowering entrepreneurship, particularly female-led initiatives, and to ensuring that every grant contributes to a more sustainable and inclusive world.



ARIETTE BROUWER
CEO PUM



PETER BONGAERTS
COO PUM

HANS BLANKERT FUND

FUNDING

Hans Blankert Fund

- ✓ 56 grants provided
- ✓ 52% to female entrepreneurs
- ✓ With a total of 266.428 Euros

AVERAGE

4.775 Euros

Total activities per region

Africa	33
Asia	16
South America	7

56

Total activities per sector



52% ♀

48% ♂



Story

Investing in youth education in Rwanda



Electricom Ltd, a private company based in Kigali, Rwanda, has long been a cornerstone in the fields of construction, electrical installations, and renewable energy. In 2024, Electricom extended its mission by focusing on equipping the next generation of Rwandan professionals with essential technical skills.

By collaborating with PUM and thanks to financial support from the Hans Blankert Fund, Electricom launched an ambitious training programme to enhance youth employment opportunities in solar irrigation technologies. Rwanda's agricultural sector faces pressing challenges that require innovative

solutions, particularly in water management and energy utilisation. While theoretical knowledge of solar irrigation technologies was available, a critical gap in practical application persisted. Electricom identified this need and developed a specialised training programme to provide hands-on experience in solar-powered irrigation systems.

Bridging theory and practice

In May 2024, PUM experts Jan Peters (energy) and Harrie van Rosmalen (irrigation) traveled to Rwanda to implement a "Train the Trainer" programme. Over two weeks, they engaged in theoretical sessions, practical demonstrations, and collaborative evaluations.

The first week focused on preparation, including consultations with Electricom staff, visits to the company's model farm, and discussions with local stakeholders like ECM, a supplier of solar pump systems. The second week emphasized practical training. Participants, including Electricom employees, explored topics such as solar energy systems, irrigation techniques, and borehole pump integration.

Initially, the training programme focused on equipping technical school teachers and company representatives working with solar energy. However, it soon became evident that there was a strong demand for additional practical exercises, both in theoretical instruction and hands-on equipment use. To address this, a follow-up training was organised in November 2024. This session included not only trainers but also approximately 50 students, significantly expanding the programme's reach and impact.

Hans Blankert Fund grant

During the first training, it became evident that there was a need for practical exercises in solar-powered irrigation. The Hans Blankert Fund stepped in with a grant that allowed Electricom to acquire a dedicated demo set for solar irrigation. In November, the newly acquired solar-powered irrigation demo set, played a crucial role during the training. The equipment allowed participants to engage in extensive hands-on exercises, including system assembly, sensor integration, and troubleshooting.

The enhanced focus on practical learning ensured that students and trainers alike gained a deeper understanding of solar irrigation systems.

'Investing in youth education goes beyond sharing knowledge; it's about equipping them with the tools to build a sustainable future for themselves and their communities. The small-scale solar pump model we acquired with the support of the Hans Blankert Fund has been incredibly beneficial for the training sessions.'

SIXBERT UWIZEYIMANA
PROJECT MANAGER AT ELECTRICOM





Story

Sustainable beekeeping in northern Peru

Through various projects, PUM expert in beekeeping, Marco van Hees, has contributed to the sustainable development and professionalisation of the regional agribusiness ecosystem in northern Peru. This started with developing a unique training programme for beekeepers. And was followed by securing a grant from the Hans Blankert Fund to partly finance a local laboratory aimed at improving products and genetic material.

The role of honeybees in the global shift towards a healthier, more sustainable, and plant-based food system is often not fully understood and severely underestimated. Vegetables and fruits require pollination, and large-scale production without effective pollination by honeybees is almost unimaginable.

In many emerging economies, such as Peru, beekeeping provides an attractive source of income for local family businesses, making it an important and growing economic activity.

Agribusiness ecosystem

For example, in northern Peru, beehives are rented out for the pollination of crops like avocados and blackberries. Additionally, the sale of honey and cosmetic and medicinal products derived from bees to local markets and tourists provides a welcome supplement to family incomes. The vocational institute 'Instituto de Educacion Superior Tecnologico Publico de Illimo' approached PUM to develop a unique training programme for beekeepers, the first of its kind in Peru. PUM expert Marco van Hees led intensive workshops in Illimo, known as the bee capital of Peru.

He mapped out the interests, roles, and knowledge needs of the various stakeholders. The data collected from these workshops and company visits formed the basis for the joint development of a new and unique beekeeping curriculum for the institute. Masterclasses were also provided for students at the university of Cipan in Chiclayo, at the vocational institute in Illimo, and for professionals at an international online conference.

Hans Blankert Fund grant

Marco also worked with a local family business, Abiel Del Norte del Peru S.A.C., run by a third-generation group of beekeepers. The company produces, processes, and sells conventional bee honey and related products. Additionally, in recent years, it has provided pollination services to agro-industrial companies in northern Peru. The company has signed support agreements with the Faculty of Zootechnics Engineering of the Pedro Ruiz Gallo University and with the Technological Institute of Illimo, aimed at supporting the beekeeping sector in the region through their research.

Sustainable business models

In collaboration with an international student team from Northumbria University and the University of Amsterdam, Marco and the business owners developed a quality management plan including sustainable business models.

PUM's Hans Blankert Fund awarded co-funding for the establishment of a local laboratory to improve product quality and genetic material. At a reception that was held at the National Congress of Peru in Lima, the laboratory facilities were officially handed over to Abiel del Norte, and PUM and HBF received special thanks from Professor Anna Guerrero Milliones, a representative from the vocational institute in Illimo.

'The project emphasises the importance of increased collaboration and quality education to build a future-proof and inclusive agricultural sector, where local SME family businesses play a key role!'

MARCO VAN HEES, PUM EXPERT BEEKEEPING





Story

Empowering youth through bakery courses in the Philippines

The Culinary Arts of First Academy (CAFA) in the Philippines is dedicated to the art and science of baking and pastry making. The programme aims to develop young adults into world-class bakery artists and has collaborated with PUM to establish a robust curriculum. After an initial visit, PUM expert Allard Jacobs introduced the academy to the Hans Blankert Fund, resulting in co-funding for essential course equipment.

The First Academy in Bacolod City, Philippines, offers comprehensive culinary training through its CAFA programme. This vocational course covers everything from fundamental to advanced culinary techniques, kitchen management, and food presentation. Students benefit from hands-on training and theoretical knowledge. CAFA actively participates

in the local community, contributing to the culinary culture of Bacolod City by participating in food festivals, charity events, and other community activities. Additionally, the faculty supports job placement and career advancement for its graduates.

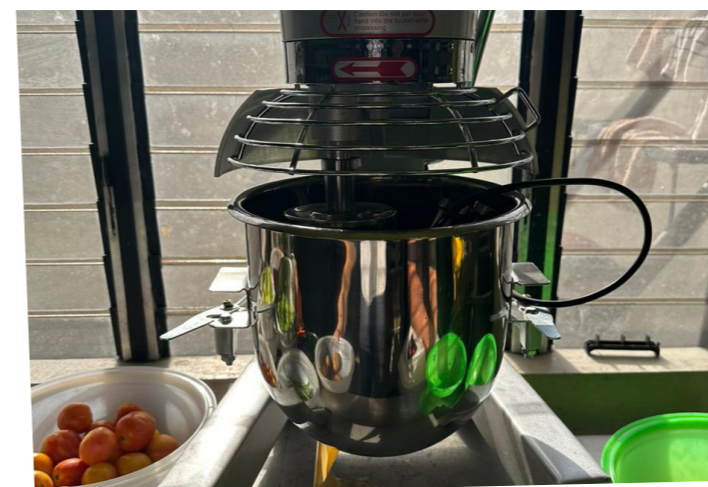
Baking and Pastry Arts

While pastry had already been part of the curriculum for training cooks, the academy aspired to establish a separate Baking and Pastry Arts course. To achieve this, they contacted PUM representative in the Philippines, Nancy Pestano and were matched with bakery expert Allard Jacobs, who visited the school at the end of last year. This new programme focuses on the art and science of baking and pastry making, including bread, cakes, pastries, and dessert creation.

Allard's visit aimed to set up a basic bakery training and provide workshops on the basics of 10 bread baking products. The selected products were familiar to the Philippines and utilised locally available raw materials. The theoretical component covered the basics and importance of kneading, rising, forming, and baking dough and bread.

Hans Blankert Fund grant

Allard noticed that the academy's equipment was not optimal for baking high-standard bread and professionalising the course. He connected the academy to PUM's Hans Blankert Fund (HBF) to secure co-funding. HBF is dedicated to supporting clients in investing in growth, innovation, and sustainability. They awarded a grant to CAFA for purchasing modern equipment, such as a planetary and spiral mixer to adequately energise the dough and a professional oven to brown the dough perfectly and achieve a beautiful golden colour. The academy has since purchased and installed the recommended equipment. The Culinary Arts of First Academy, as a premier institution for culinary education in the region, is highly satisfied with the collaboration with PUM.



'The enhanced curriculum makes the programme an excellent choice for aspiring bakery professionals. Our graduates will be better prepared for careers in the culinary industry and as food entrepreneurs, now also including roles as bakers and pastry chefs.'

Through our strong connections with the local culinary industry and Bacolod City's vibrant food scene, the students engage with industry trends and we can provide them with valuable internship opportunities and job placements.'



Recelyn Dormido
CAFA School President

More information about the Hans Blankert Fund?

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CONTACT US

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Together we grow 