

Dag van de 4de Pijler
Workshop



From Local Stories to Global Impact

Learning from Entrepreneurs in Loreto (Peru)

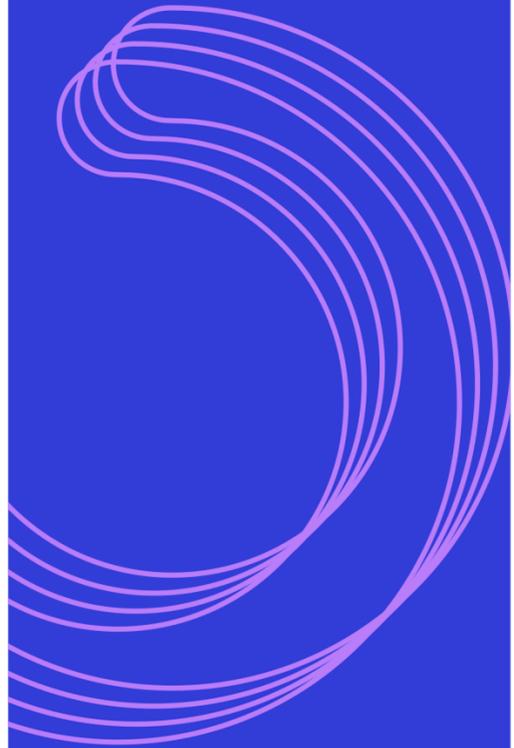
TPSI – The Peruvian Social Incubator

28-FEB-2026

Melanie Medina
Co-Founder & CEO - TPSI

Agenda

- 1** TPSI Peru & TPSI Belgium – Building Bridges North to South
- 2** Mini-documentary framing & screening
- 3** Entrepreneur reflection
- 4** Group reflection
- 5** Plenary dialogue
- 6** From projects to ecosystems – closing reflections





1 Section

TPSI Peru & TPSI Belgium – Building Bridges North to South

TPSI Peru

“ We transform the Peruvian business ecosystem through the incubation of **sustainable businesses** that enhance the economic, social, and environmental conditions of Peru

Mission: Educate to transform, promoting social entrepreneurship in Peru
Vision: Foster an inclusive and sustainable entrepreneurial ecosystem

TPSI Timeline



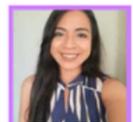
Our Team



MELANIE MEDINA
 Co-Founder & CEO
 @MelanieMedina



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 Co-Founder & General Manager
 @SergioCasquero



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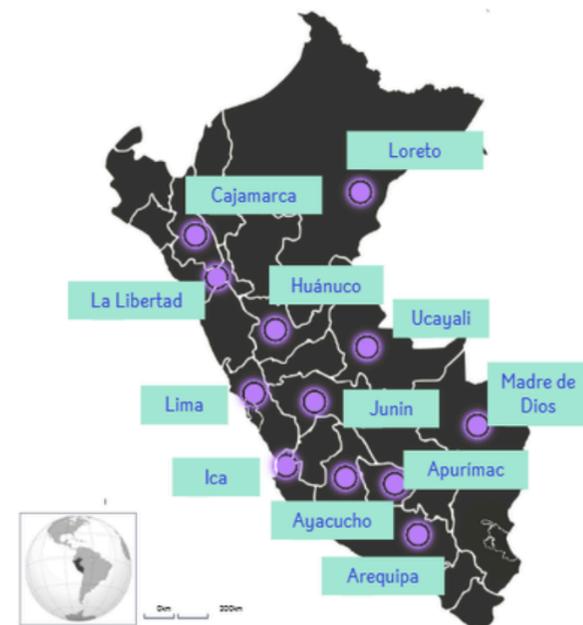


ALEXANDER VAN DE VELDE
 Strategic Business Advisor
 @AlexanderVanDeVelde



LUIS PORTOCARRERO
 Entrepreneurship Consultant
 @LuisPortocarrero

TPSI Impact



Expansion to 12 regions

>135 enterprises incubated

75% led by women

>10,000 empowered people



What We Offer

1. INCUBATION & ACCELERATION

Access to practical and structured advice

2. SUSTAINABILITY PROGRAMS

Access to sustainable supplier-readiness

3. FUNDING ADVISORY

Access to funding pathways and guidance.

4. STRATEGIC ALLIANCES & NETWORKS

Access to national & international networks

5. CONSULTING & MENTORING

Access to go-to-market consulting

6. TRAINING & CAPACITY BUILDING

Access to business and innovation training



TPSI België

Missie:

De economische, sociale en milieumomstandigheden in Peru verbeteren in overeenstemming met de SDG's, evenals het sociaal en duurzaam ondernemen te versterken in zowel Vlaanderen als Peru.

Doel:

TPSI Peru in staat te stellen zelfredzaam en zelfvoorzienend te worden, zodat TPSI Peru haar missie autonoom kan voortzetten en de nationale benchmark voor sociaal ondernemerschap in Peru kan worden in alle 24 regio's.

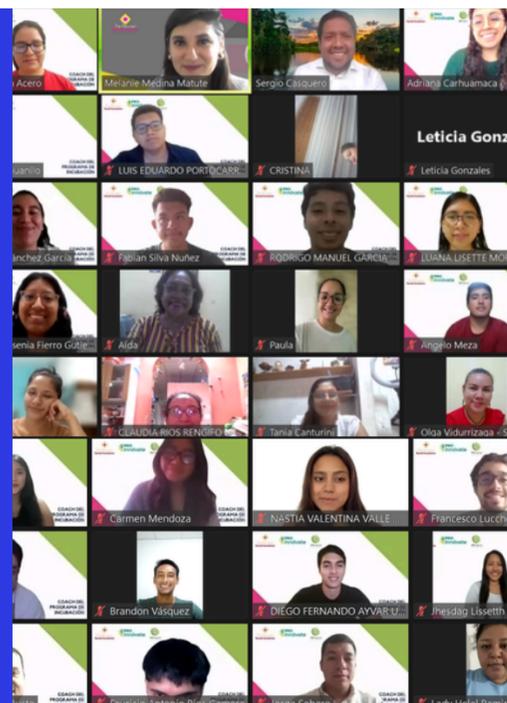


Netwerkmogelijkheden:

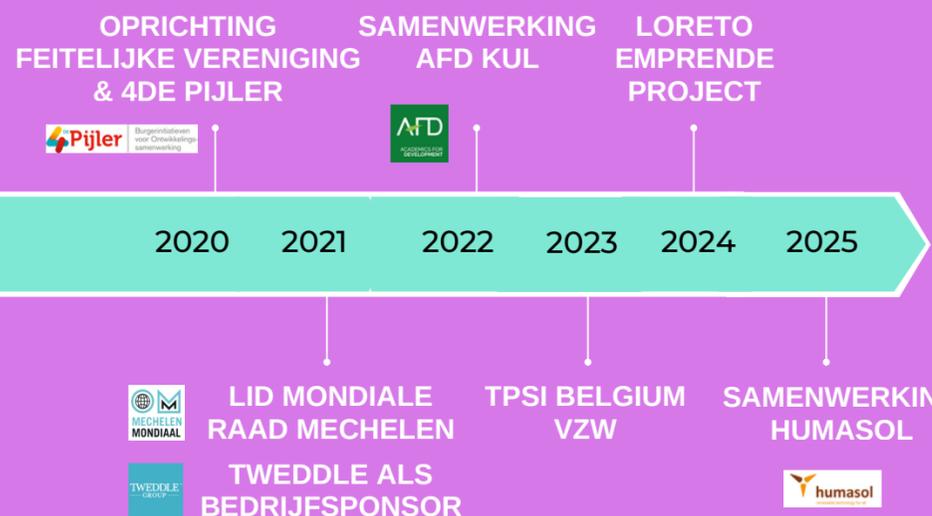
TPSI Belgium faciliteert ook netwerkmogelijkheden om waardevolle connecties en samenwerkingen te bevorderen.

Hoe?

- Hulp aan TPSI Peru bij aanbieden van incubatieprogramma's
- Financiële ondersteuning
- Delen kennis & expertise
- Begeleiding programmaontwikkeling
- Adviesorgaan voor
 - strategische planning
 - operationele efficiëntie



Evolutie van TPSI Belgium in de laatste 6 jaar





2

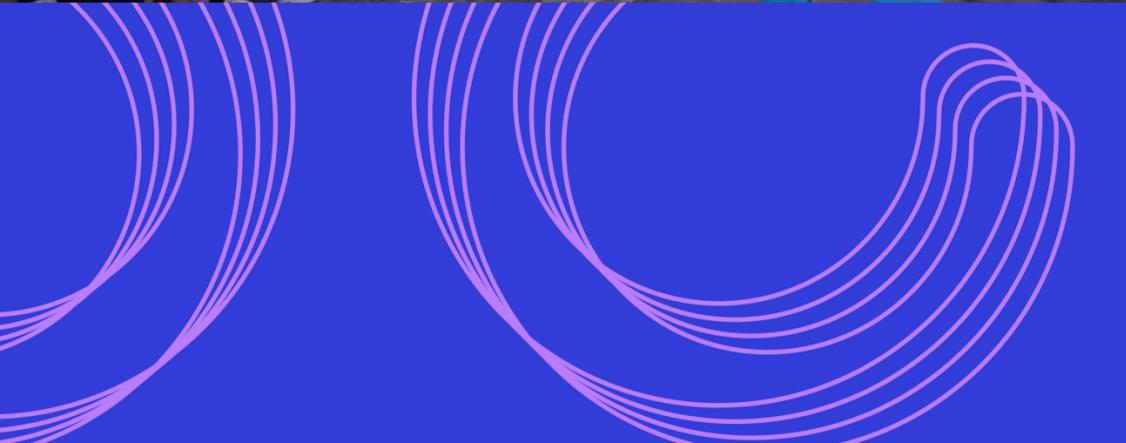
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Mini-Documentary Framing & Screening



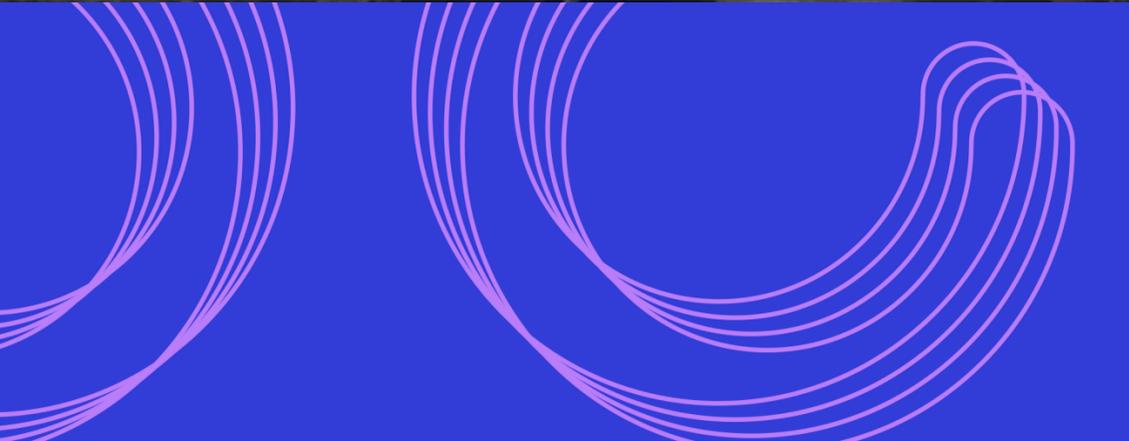
Why a Documentary?

- Stories as situated knowledge, not anecdotes
- Documentaries help grasp complexity beyond numbers
- Learning through reflection and dialogue



Who are the Entrepreneurs?

- Strong presence of Women-led initiatives
- Crafts, agro-industrial, and educational/cultural sectors
- Purpose-driven, sustainable models
- Economic actors and value creators, not beneficiaries



Key Challenges Highlighted

These are not individual limitations, they are systemic conditions

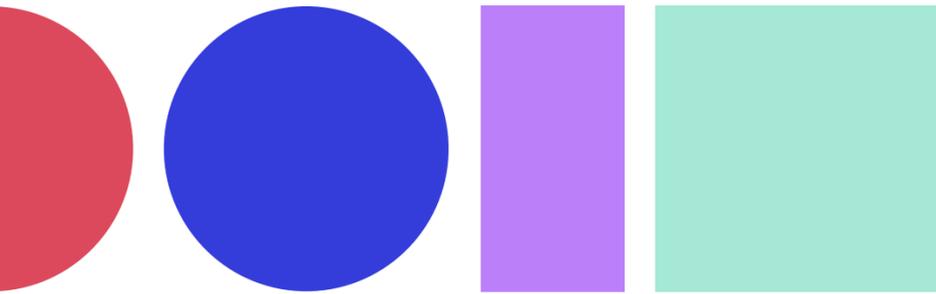
Geographic isolation & logistic
fragility

Limited local market absorption
capacity

Identity preservation vs commercial
scaling tension

Structural disconnect between
formal education and territorial
realities

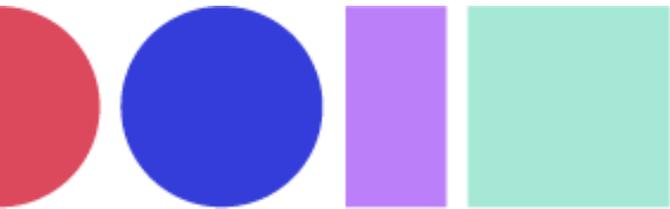
Institutional instability & policy
discontinuity



How to Watch the Documentary

1. People – motivations and agency
2. Territory – geography, culture, infrastructure
3. Ecosystem – support actors and relationships

- Watch for decisions, not only emotions
- Notice what is present and what is missing
- Think beyond the individual story





Mini-Documentary Screening (19min)

[YouTube Link](#)



Director: César Galindo



3

Section

Entrepreneur Reflection

Leticia González



Huambrilla SUPERGALETAS

COMBINACION: ESPIRULINA - CAMU CAMU - MACAMBO.

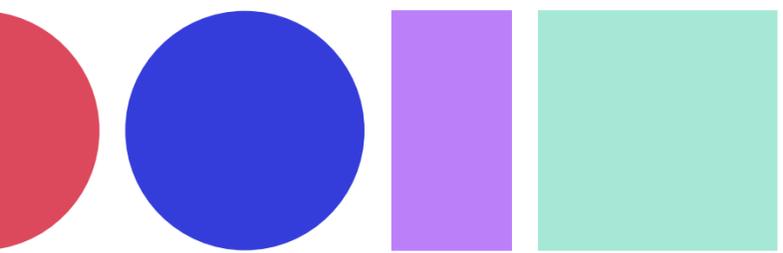
ESPIRULINA: Es un alimento rico en **HIERRO** y Proteína.

MACAMBO: Tiene un alto poder Energético que beneficia al cerebro, además contiene omega 9,6,3.

CAMU CAMU: Alto Índice de vitamina C, facilita la absorción de **HIERRO**.

PREVIENE LA ANEMIA REFUERZA EL SISTEMA INMUNOLOGICO

983214457





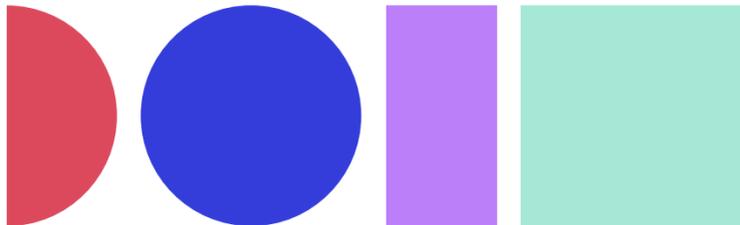
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Section

Group Reflection

From lived experience to collective reflection

- One voice ≠ one reality
- Stories are entry points, not conclusions
- We now step back to analyse the system



Group Reflection - 18 min



*We now move into group discussion. Reflect together on the 04 questions.
Choose one spokesperson to share your main conclusions afterwards*

1

Which structural conditions (beyond individual effort) most shape the possibilities of these entrepreneurs?

2

What tensions do you recognise between local identity and economic growth?

3

In your projects, where do you see similar structural constraints?

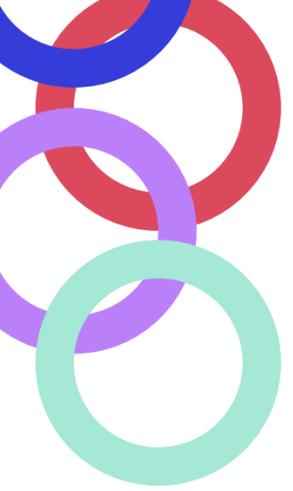
4

What local capacities and relationships are essential for long-term continuity?

Plenary Dialogue

1. Which structural conditions (beyond individual effort) most shape the possibilities of these entrepreneurs?
2. What tensions do you recognise between local identity and economic growth?
3. In your projects, where do you see similar structural constraints?
4. What local capacities and relationships are essential for long-term continuity?

From Projects to Ecosystems – Closing Reflections



From Projects to Ecosystems



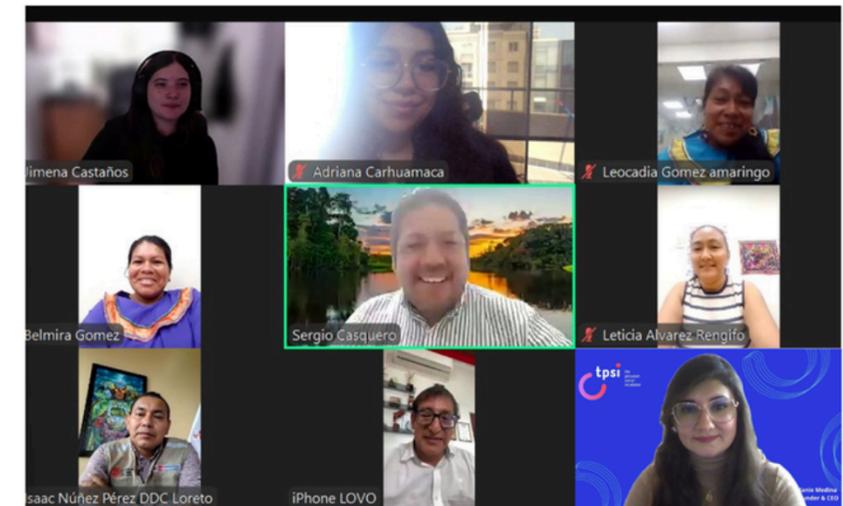
**Sustainable impact is designed,
not extended**

Impact does not happen by staying longer; it is built intentionally through structures, incentives, and local capacity from the beginning



**From implementers to
connectors**

The role of external actors shifts from delivering activities to linking local actors, institutions and markets in durable ways



**From presence to shared
ownership**

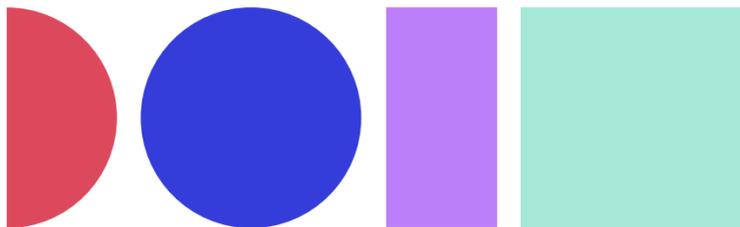
Continuity depends less on external visibility and more on distributed responsibility across local stakeholders

Multi-Stakeholder & Ecosystem Approach*

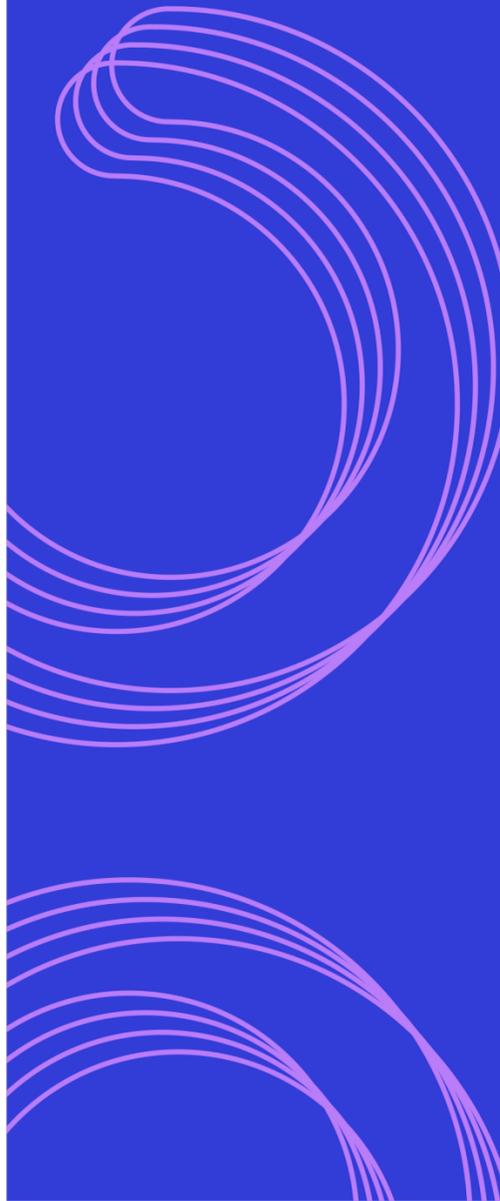
Multistakeholder does not mean 'everyone does everything', it means clarity of differentiated roles



- Entrepreneurs, communities, NGOs, public institutions, private actors, universities
- Shared responsibility and accountability
- Complex challenges require collective solutions



(*) Ansell & Gash (2008), Collaborative Governance in Theory and Practice, JPART



What Enables Continuity Beyond External Presence



1. **Clear local governance structures** (Defined roles, decision-making autonomy)
2. **Aligned incentives across actors** (Public, private, community)
3. **Embedded capacity transfer** (knowledge remains locally)
4. **Market integration** (Economic viability beyond project funding)
5. **Institutional legitimacy & trust** (Recognized by community & authorities)





“Designing ecosystems where entrepreneurship can endure”

Thank You!

