

# AFRIQUE CREATIVE

CULTURAL AND CREATIVE BUSINESS INCUBATION PROGRAMME

## CALL FOR APPLICATIONS

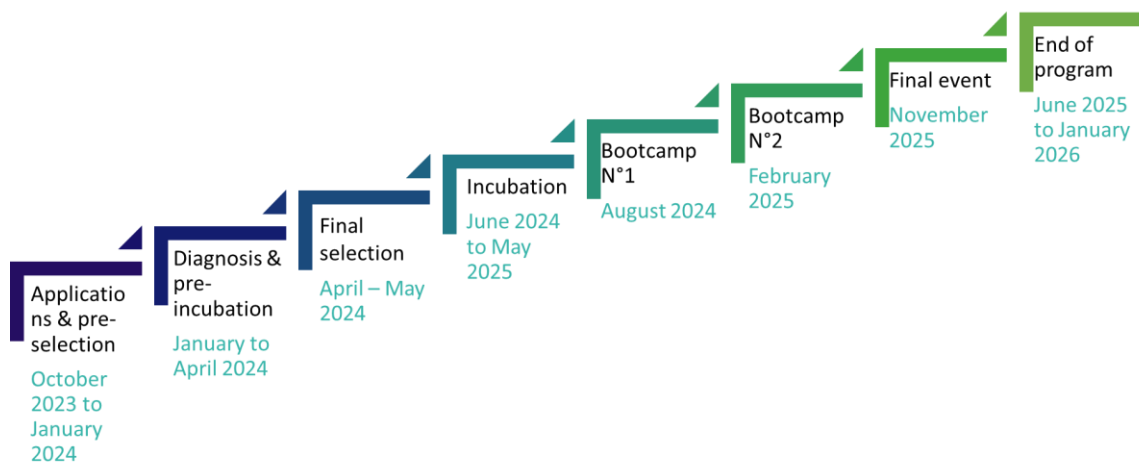
Third edition

### The call for applications in brief...

**Objective of the Afrique Créative programme:** To support the emergence of cultural and creative industries (CCIs), which create jobs, generate growth, and bring change.

**Objective of the call for applications:** To identify a pool of entrepreneurs who could join the Afrique Créative programme

**Estimated timetable:**



**The following will be provided:**

**Technical support**, in terms of both entrepreneurial capacity-building and creative and cultural coaching

**Financial support** to accelerate the organisation's development and consolidate its business model.

**Target countries:** South Africa; Benin; Cameroon; Ivory Coast; Democratic Republic of Congo; Ghana; Republic of Guinea Conakry; Kenya; Morocco; Uganda; Senegal; Tunisia

**Target group:** Cultural and creative organisations

The call is open from October 19<sup>th</sup> to November 15<sup>th</sup> 2023

## Background and objectives

Afrique Créative<sup>1</sup> is an **acceleration programme** financed by the Agence Française de Développement (AFD) and implemented by a consortium led by the Belgian non-profit organisation Africalia with I&P Conseil from the group Investisseurs et Partenaires (I&P) (a pioneer group in impact investment in Africa), Zhu Culture (a cultural engineering consultancy based in Senegal), Bayimba Foundation (a cultural production structure based in Uganda) and Tshimologong (a technological innovation hub within Wits University in South Africa).

This programme aims to support African cultural and creative businesses in their development to maximise their impact locally, nationally, and internationally. Cultural and creative industries (CCIs) are still an embryonic industrial sector in Africa and constitute a considerable economic lever.

Afrique Créative is part of an approach to support cultural and creative entrepreneurship by training, supporting, and networking creative businesses.

This call is open to cultural and creative enterprises from the following 12 countries: Benin, Cameroon, Ivory Coast, Democratic Republic of Congo, Ghana, Guinea Conakry, Kenya, Morocco, Senegal, South Africa, Tunisia and Uganda.

A selection in two stages:

- **Pre-selection** on the basis of the evaluation of applications (see criteria and modality below) and participation in a **pre-incubation** phase for 3 months for 30 entrepreneurs;
- Selection based on an **oral presentation** (pitch) and participation in the incubation and acceleration phases of the programme for 15 entrepreneurs.

Entrepreneurs selected for the pre-incubation phase will be coached by local incubators (*see partner incubators section*) for 3 months to:

- (Re)structure their business models
- Establish their scale-up strategy and define their acceleration targets
- Rework their acceleration project and funding application submitted to Afrique Créative
- Work on their financial projections related to this acceleration project
- Preparing to pitch their acceleration project in front of the final jury

During this phase, in addition to the support of the incubators, the entrepreneurs will have to participate in e-learning modules (HR management, marketing, etc.). The aim is to ensure that all selected entrepreneurs are suitable to participate in the rest of the programme and that all will start on the same basis. Also, a diagnostic tool will be proposed to the incubators, developed by I&P Conseil and used in collaboration with the incubators.

Following the pre-incubation period, each candidate will have to pitch his or her acceleration project (via Zoom) before the final jury. Based on the scoring grid and criteria previously established and shared with the entrepreneurs, the jury deliberates to select the **15 best projects**, while ensuring a balance within the cohort (gender, nationality, creative industry, etc.).

The 15 winning entrepreneurs will benefit:

- An **initial collective online training seminar (bootcamp n°1)** focusing on entrepreneurial structuring and business model consolidation;
- A **collective face-to-face training seminar (bootcamp n°2)** in one of the programme countries, focusing on scaling up and including in-depth sessions led by I&P Conseil on investment readiness and impact;
- Weekly **business coaching** sessions by local incubators to refine and implement the strategy developed in the acceleration project presented to the jury;
- At the end of the incubation phase, **consolidation of learning** is planned in the form of monitoring by the incubators;
- **E-learning sessions** organised by the consortium - the themes of these sessions will be adapted according to the levels and needs of the cohort and will also include sharing the experience of other creative entrepreneurs;
- **Creative mentoring** by renowned professionals in their field;
- **Business monitoring** by professionals. These monthly sessions will help entrepreneurs to achieve the objectives they have set themselves for their growth: reaching a certain level of sales, raising a certain amount of funds, managing a geographical expansion, etc.;
- **Quarterly monitoring** by the consortium to assess that the support provided is in line with the needs of the entrepreneur, and to provide advice and suggestions.
- An acceleration grant:
  - > The **grants will amount to 30 to 60 thousand euros** per company - Within this amount, a fixed budget will be allocated to pay the local incubator for support.
  - > The amount of the grant will finance 2/3 of the total budget of the business acceleration project; **the entrepreneur will have to make a 1/3 own contribution** during the programme.
  - > **Disbursements will be progressive** by tranches, according to quarterly developments.
  - > Each entrepreneur will have to demonstrate in its financial projections the expected leverage effect through the investments it plans to make.

### Type of actions targeted by the Afrique Créative programme

For the purposes of this call, a “**cultural or creative enterprise**” is:

- > An organisation with a business model allowing to generate income and not to depend on subsidies in a structural way;
- > An organisation active in a cultural and/or creative field: Radio; Music; Film; Television; Performing arts; Design; Crafts; Fashion; Visual arts; Photography; Architecture; Cultural tourism; Video games; Publishing; Production of creative content for the digital industry
- > An organization that has a strong social and economic impact: job creation, innovation, etc.

Each candidate applies to the Afrique Créative programme by presenting an acceleration project (a development project for scaling up the organisation)<sup>1</sup> of his or her cultural or creative business. The project presented will include a set of actions to achieve the set objectives.

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<sup>1</sup> A company in the process of scaling up has already passed the start-up phase and is looking to expand rapidly to reach its full potential. It already has a proven business model and a solid customer base, and has experienced rapid and sustained growth for several consecutive years.

### Examples of actions to be included in the project (non-exhaustive list)

- > Prototyping of a new product or service;
- > Studies, research, training to strengthen the capacities of the company's personnel in order to professionalize it or improve its efficiency;
- > Activities to set up a new sector or enter a new market;
- > Recruitment of qualified personnel to increase the company's productivity;
- > Staff training and/or awareness raising actions for users or beneficiaries in order to boost the social and/or economic impact and scope of the company's activities;
- > Acquisition of equipment that will save time / resources or improve the quality of the offer, and ultimately increase profits;
- > Innovative activities to integrate the digital dimension into the business model;
- > Marketing actions to promote the company's products or services and increase its sales;
- > Communication and graphic design activities to improve the company's brand image;
- > Testing new methods, tools, systems to improve the company's profitability;
- > Legal and/or tax services to professionalize the organization's operations;
- > Activities required to prepare for fundraising.

### The following types of projects will not be eligible for funding:

- > Events of a religious or political nature.
- > Projects related to sponsorship.
- > Pre-existing one-off projects that are not profitable (e.g. festivals, etc.).
- > The applicant's operating costs (only costs related to the project are eligible).
- > Debts and obligations.
- > Projects consisting mainly of covering capital expenditure in infrastructure and equipment.
- > Projects only intended to promote the project manager's visibility.
- > Projects with significant and/or moderate environmental and social risks in their development and operation

### Eligibility criteria

To be eligible, candidates must:

- ✓ be a **cultural and/or creative organisation**
- ✓ be a **private legal entity** (company, association etc.)
- ✓ be based in one of the following twelve countries: **Benin; Cameroon; Ivory Coast; Democratic Republic of Congo; Ghana; Republic of Guinea Conakry; Kenya; Morocco; Uganda; Senegal; South Africa; Tunisia**
- ✓ have existed for **at least two years**
- ✓ be **legally registered** with the competent national authorities and have legal status as well as a governance body (board of directors, management committee, etc.)
- ✓ fill in the **application form** and provide all the requested documents in French or English

*Particular attention will be paid to companies owned by women and/or involved in a gender equality approach.*

The following are not eligible:

- ✗ Individual applications
- ✗ Associations without a business model or profitability objective
- ✗ Public or semi-public organisations (state-owned enterprises, government agencies, public-sector schools, etc.).

## Application dossier

The dossier must include the following documents:

- > [Application form](#)
- > [Annexes:](#)
  1. Detailed budget for the project presented: estimated expenses in euros
  2. Evolution of my structure
  3. Signed letter of engagement to participate in the whole programme
  4. Detailed curriculum vitae of the project leader

## Submission of applications

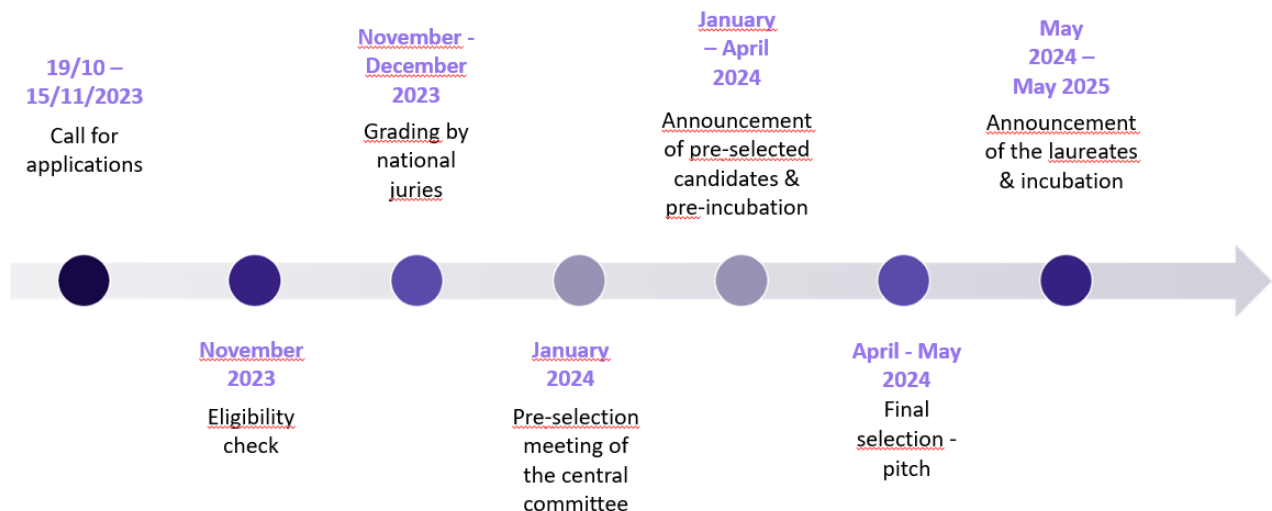
Applications are open **from October 19<sup>th</sup> to the November 15<sup>th</sup> 2023**. All information and details are available on the website: <https://afriquecreative.fr/>

Here is the link to the application form: <https://afriquecreative.fr/candidater-a-lappel/>

*NB: An organisation may only submit one application; breaches of this rule will result in all its applications being rejected.*

## Selection process

The selection of candidates will take place as follows:



## Selection criteria

### 1. Positioning and contributions to the cultural and creative sector

- The organisation produces and/or distributes quality cultural and creative products and/or services.
- The organisation has an audience/clientele and has the potential to reach even more people.
- The organisation is recognised locally, nationally and/or internationally in its field.
- The organisation has a strong network within its sector.

### 2. Social and environmental impact and contribution to Sustainable Development Goals (SDGs)<sup>2</sup>, especially integration of the gender and youth and disadvantaged people employment dimension

- Job creation
- Integration into the employment market
- Contribution to SDGs
- Social and environmental impact
- Gender mainstreaming in the governance of the company and its activities

### 3. Maturity and management capabilities

- The organisation has been in existence for several years and shown continuous growth.
- The organisation has a complementary and competent team.
- The management team is fully engaged in the day-to-day management of the projects.
- The organisation carries out regular activities.

### 4. Potential of economic model and scale up strategy

- Level and progression of key figures (customers, sales, etc.) in previous years.
- Level and progression of profit in previous years.
- Sources of funds mobilised to date.
- Potential for generating own income and mobilising resources.
- An innovative product/service.
- A clear and relevant strategy for scaling up.
- Clear identification of targets and market, and a strategy for them.

### 5. Relevance of the Afrique Créative programme and development potential

- The project owner's commitment to his/her organisation and project
- Motivation for participating in the programme.
- Support requirements that are consistent with what the programme can offer.
- Use of the grant: potential, realism and relevance.
- Strategy for achieving a return on investment.
- The development project presented is clear and has concrete, relevant objectives.

## Partner incubators

Afrique Créative is working with incubators, experts in business support, in the 12 target countries of the third edition of the programme.

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<sup>2</sup> For more info on SDGs, please visit the United Nations' website: <https://sustainabledevelopment.un.org/sdgs>

The incubators will support the selected companies (pre-incubation phase and incubation phase) in refining and implementing the strategy developed in their acceleration project. This support is tailored to the needs of the entrepreneurs.

List of partner incubators :

- South Africa: **Tshimologong**
  - <https://tshimologong.joburg/>
- Benin: **Btech Space**
  - <https://www.btechspace.com/>
- Cameroon : **ActivSpaces**
  - <https://www.activspaces.com/>
- Ivory Coast : **Impact Hub**
  - <https://abidjan.impacthub.net/>
- Ghana : **iSpace**
  - <https://www.ispacegh.com/>
- Guinea Conakry: **Dream for Africa**
  - [https://dream4africa.com/?fbclid=IwAR3eX\\_hCIFtFRDBskbjQ43liWLFUXmanSNJEXOSQPg2N323jk5-peimZlvs](https://dream4africa.com/?fbclid=IwAR3eX_hCIFtFRDBskbjQ43liWLFUXmanSNJEXOSQPg2N323jk5-peimZlvs)
- Kenya: **Santuri East Africa**
  - <https://santuri.org/>
- Morocco : **Bidaya**
  - <https://www.bidaya.io/>
- Uganda : **The Innovation Village**
  - <https://innovationvillage.co.ug/>
- Democratic Republic of Congo : **Kobo Hub**
  - <https://kobo-hub.com/>
- Senegal : **Concree**
  - <http://www.concree.org/>
- Tunisia : **Lab'ess**
  - <https://www.labess.tn/>

#### Information and contact details:

For further information, please contact us by email only at: [afrique.creative@africalia.be](mailto:afrique.creative@africalia.be),

*The answers to the questions asked will be published in the "FAQ" section of the call for applications*