

Rules and regulations - Call for applications Afrique Créative – Edition 2023

Article 1 - Presentation of the programme

Afrique Créative is an acceleration programme financed by the Agence française de développement (AFD) and implemented by a consortium led by the Belgian non-profit organization Africalia with I&P Conseil from the group Investisseurs et Partenaires (I&P) (a pioneering 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.

For the third edition of the programme, we want to support companies in the following 13 countries: Benin, Burkina Faso, Cameroon, Ivory Coast, Democratic Republic of Congo, Ghana, Guinea Conakry, Kenya, Morocco, Senegal, South Africa, Tunisia and Uganda.

This third edition will also rely on the expertise of local Entrepreneurship Support Structures (ESS) in terms of their ability to support the acceleration of cultural and creative enterprises in their countries.

The selection of entrepreneurs for the programme is carried out in two stages:

- A first selection, which is the subject of this call for applications, allowing 30 entrepreneurs to participate in a pre-incubation phase for three months
- A second selection phase based on an oral presentation (pitch), allowing fifteen (15) entrepreneurs to participate in an incubation phase.

All information on Afrique Créative is available on the website <https://afriquecreative.fr/fr>.

To submit their application, candidates must complete and validate an electronic form before **November 16th 2023**, which can be accessed via the website: <https://afriquecreative.fr/fr>.

Article 2 - Purpose of the call for applications

The call for applications aims to select the entrepreneurs who will participate in the pre-incubation phase of the programme (January to April 2024).

Selection for the pre-incubation phase does not guarantee that the successful applicants will participate in the entire programme.

Following the pre-incubation period, a new selection phase will take place to select the entrepreneurs who will participate in the incubation (June 2024 to May 2025).

The selection is entrusted to:

AFRICALIA asbl-vzw

Whose registered office is at 13 Rue du Congrès, 1000 Bruxelles, Belgium

SIRET : 0474.198.059

This call for applications is open to all entrepreneurs responding and:

- Whose cultural and/or creative structure is active in one of the fields such as design, audiovisual or musical production, performing arts, etc. (exhaustive list). (non-exhaustive list)
- Whose structure is established in one of the following thirteen (13) countries: South Africa, Benin, Burkina Faso, Cameroon, Ivory Coast, Ghana, Republic of Guinée Conakry, Kenya, Morocco, Uganda, Democratic Republic of Congo, Senegal, Tunisia
- Whose structure justifies a minimum of two years of existence
- Whose structure is legally registered with the competent national authorities and has legal statutes

The following are not eligible:

- Individual applications
- Public or semi-public organisations (state-owned enterprises, government agencies, public-sector schools, etc.).

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 of his or her cultural or creative business. The project presented will include a set of actions to achieve the set objectives.

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 operation¹

Access to the call for applications is free of charge.

Article 3 - Timeline

- October – November 2023: submission of applications
- November 2023 – January 2024: examination of applications and selection of 30 pre-incubated applicants
- January – April 2024: Pre-incubation phase
- April 2024: Final selection of entrepreneurs for participation in the rest of the programme
- May 2024: Announcement of the winners and start of the incubation period
- June 2024 – May 2025: Incubation phase

We recommend that applicants ensure that they are available for the duration of the programme, and that they are able to travel to potential boot camps.

In any case, the schedule is subject to change by the program organizers in case of major events or events beyond the control of the organizers. In this case, these modifications will be brought to the attention of the public and the candidates on the programme's website.

Article 4 - Terms of participation

Only natural persons can participate in the Afrique Créative.

Candidates represent their company and are preferably the founders of the project or at least in a position to make strategic decisions for the company.

Applicants for the call for applications must meet the eligibility criteria and obligations set out in the present rules and regulations.

Article 5 - Selection process

¹ <https://www.afd.fr/en/ressources/exclusion-list-afd-group-foreign-countries>

In order to participate in the pre-incubation period of the programme, the applicant must complete the application form and submit in annex:

- The budget of the project presented
- The document about the “evolution” of the structure
- Letter of commitment to actively participate in the whole programme
- Detailed CV of the project leader

The applications filled in by the applicants to the programme as well as the deliberations of the juries are confidential. Those who have knowledge of the content are bound by the strictest professional secrecy.

The organisers have the right to refuse incomplete applications.

The organisers and juries associated with the programme cannot be held legally responsible for the protection of ideas, patents, files, models or trademarks invented by the applicants.

Applications will be processed as follows:

- A first reading of the applications by the organisers to retain the eligible applications and reject the non-conforming applications.
- In a second stage, the applications are re-read and scored according to pre-established criteria by national juries composed of a member of the national partner incubator, an institutional representative (AFD, French Embassy, French Institute), and a partner from the entrepreneurial ecosystem (recognized entrepreneur from the cultural and creative industries, investor, etc.).
- The best applications are presented to a central committee composed of one representative from each entity of the programme implementation consortium, one representative from AFD, one representative of the Ministry of Europe and Foreign Affairs and one external partner expert in cultural and creative industries. The central committee is led by Agence Française de Développement. It selects the entrepreneurs who will participate in the pre-incubation phase of the programme.

The organizers reserve the right to contact applicants whose applications are not clear enough to provide further details.

The indicative criteria for the evaluation of applications are as follows:

- Positioning and contributions to the cultural and creative sector
- Social and environmental impact and contribution to the Sustainable Development Goals (SDGs), including gender inclusion and youth employment and disadvantaged people
- Maturity of the organisation and management capacity
- Potential of the business model and strategy for scaling up² (the business has already generated income of at least EUR 50,000 per year)
- Usefulness of the Afrique Créative programme and potential for development

² A structure in the process of scaling up has already passed the start-up phase and is looking to expand rapidly to reach its full potential. The organisation already has a proven business model and a solid customer base, and has experienced rapid and sustained growth for several consecutive years.

Article 6 - Applications

The application is accessible from the website <https://afriquecreative.fr/fr> from October 19 to November 16, 2023.

Applications must be completed online from October 19 to November 16, 2023 at midnight (Paris time) on the application platform.

Once the account has been created, you can reconnect to your application at any time until final validation. Only complete files are considered.

Applications must be fully completed. They must include all the requested documents (proof of legal registration, financial statements for the last three years, detailed CV of the project leader). Any incomplete file is rejected and consequently not validated. The files will be forwarded to the members of the jury. Please be careful with your spelling.

Eligible applications will be compiled in a file that will be presented to the selection committee, which will choose the final cohort. In order to ensure maximum objectivity on the grades attributed to the candidates, the files are evaluated by at least 3 juries, before pooling the grades.

Article 7 – Selection Committee

The national juries are composed of three jurors per country:

- A representative of the national partner incubator
- An institutional representative (AFD, French Embassy, or French Institute)
- A partner from the entrepreneurial ecosystem (recognized cultural and creative industries entrepreneur, investor, etc.)

The central committee is chaired by the Agence Française de Développement (AFD) and composed of

- A representative of each entity of the programme's organising consortium (Africalia, I&P Conseil, Zhu Culture, Bayimba Foundation and Tshimologong)
- A representative of AFD
- A representative of the Ministry of Europe and Foreign Affairs
- An external partner expert in cultural and creative industries invited for the occasion.

Eligible applications are sent to the members of the national juries, then to the central committee at least one week before the committee meeting. Each jury member is informed of the applications and the pre-established ratings before the meeting. The central committee is a time for discussion and deliberation around the applications in order to agree on a cohort of 30 participants. This final selection considers the overall balance of the cohort: sectors, genders, nationalities, etc.

Jury members are sovereign in their decisions and are not obliged to give reasons for their decisions, which are without appeal.

Article 8 – Announcement of winners

Entrepreneurs selected for the pre-incubation phase are notified by e-mail and/or telephone during the second half of December 2023. A list of the selected entrepreneurs will be published afterwards. The cohort will be officially announced on the Afrique Créative website and social networks.

A reserve list will also be drawn up in the event of either entrepreneur being unable to participate in the programme (unfavourable due diligence, incapacity, etc.).

Article 9 – Commitment of candidates

Every candidate for Afrique Créative commits to:

- Read and accept these rules and regulations fully and without reservation.
- Provide accurate information in his or her application file. If it turns out that all or part of the information provided by the candidate is untrue, the candidate may be eliminated immediately from the competition without any possible complaint. Moreover, any selected candidate who has provided false information will have his or her selection cancelled and may be sued for reimbursement of any sums received.
- Not to reproduce and/or use the trademark, company name, logo or any distinctive sign of a third party without its formal agreement.
- Not to infringe the privacy and image rights of a third party. Not to transmit elements that infringe the intellectual property rights or the rights of third parties and in particular trademark law, patent law, personal rights or copyright. It is expressly understood that each candidate guarantees the organisers against any recourse by a third party claiming that the candidate has not complied with one or more of the above rules.
- Participate actively, if selected, in the pre-incubation phase: weekly coaching sessions at a local incubator and follow complementary e-learning modules with the other entrepreneurs in the cohort.
- Participate, if selected, in the second selection phase on the basis of an oral presentation (pitch).
- Expressly authorise, in the event of selection, the organisers to exploit, use and disseminate their name, first name, image, city and country, via all media, print and internet, as well as the characteristic elements of their activity and project. They renounce only for the needs of this contest to claim any right on their image and accept in advance the diffusion of the photographs that may be taken, and videos shot during the boot camp.
- To take part, in case of selection, in public and press relations operations relating to the programme, and to answer questions from journalists with whom the organisers may put them in contact.
- For a period of one year at the end of the programme, the selected entrepreneurs commit to inform the organisers of the evolution of their business and the achievements of their companies.

Candidates selected for the second selection phase (pitch) commit during the incubation and acceleration phases, in addition to the above points, to

- Actively participate in virtual and face-to-face boot camps.
- Actively participate in weekly coaching sessions by local incubators.
- Actively participate in e-learning sessions organised by the consortium.
- Actively participate in creative mentoring.
- Actively participate in fundraising mentoring.
- Provide 1/3 of their own contribution in addition to the grant offered in the programme.
- Submit to regular reporting to the consortium as specified later.

Article 10 – Responsibility

The organizers cannot be held responsible for any routing problems or communication cuts, connection difficulties, etc.

Participation in the programme implies knowledge and acceptance of the characteristics and limitations of the Internet.

Consequently, the organisers cannot be held responsible under any circumstances, without this list being exhaustive:

- for the transmission and/or reception of any data and/or information on the Internet
- for any malfunction of the Internet network preventing the proper conduct/operation of the call for applications
- for the loss of any data
- for the consequences of any virus, computer bug, anomaly, technical failure
- for any damage caused to a candidate's computer
- for any technical, hardware and software failure of any kind that prevented or limited the possibility of participating in the programme or damaged a candidate's system.

It is specified that the organizers cannot be held responsible for any direct or indirect damage resulting from any interruption or malfunction for any reason whatsoever, or for any direct or indirect damage that would result, in any way whatsoever, from a connection to the Digital Africa platform.

It is the responsibility of each applicant to take all appropriate measures to protect his or her own data and/or software stored on his or her computer equipment against any attack. The connection of any person to the Digital Africa platform as well as their participation is done under their full responsibility.

Article 11 – Disqualification

The organisers reserve the right to disqualify any candidate whose actions or words in the context of this programme are indicative of inappropriate behaviour towards other candidates, including bad faith, lack of fair play, etc.

Article 12 – Consultation of the rules and regulations

The present rules are available on request from the organisers by e-mail and can be consulted on the website <https://afriquecreative.fr/fr>, under the heading "Rules and regulations".

Article 13 – Personal information and right of access

In accordance with the provisions of Law No. 78-17 of January 6, 1978 relating to computers, files and freedoms, participants have the right to access and rectify the information provided by contacting:

Afrique Créative

Rue du Congrès 13

Bruxelles, 1000

Belgium

Article 14 – Personal data

The personal data concerning candidates collected in the context of the call for applications are compulsory and necessary for the processing of their application and the management of the operation.

The processing of these personal data is justified by the legal basis of carrying out pre-contractual formalities, which are measures prior to the signature of a contract and which facilitate the conclusion of a contract.

The personal data are intended solely for the use of the programme organisers, the associated consortium members, the Agence Française de Développement and the members of the selection committee.

Persons with access to the files are bound by professional secrecy with regard to this data. However, the organisers shall be authorised by the participant to communicate data concerning him/her to subcontractors and/or service providers for management purposes relating to the programme. The information communicated in the context of the programme shall be used solely for the purposes of the programme.

No other use of personal data will be made. No profiling will be carried out and, more generally, no automated decisions will be taken on the basis of the data collected.

Furthermore, no commercial use will be made of these data.

The storage period of personal data will be limited to the time necessary to achieve the purposes for which they were collected, namely the selection of candidates to participate in the SIBC programme. These data will not be retained after the programme has ended.

The organisers undertake, with regard to the persons concerned, to take all useful precautions to preserve the security of the information and in particular to prevent it from being communicated to unauthorised third parties.

The personal data may give rise to the exercise of the right of access, rectification, opposition under the conditions provided for by Law No. 78-17 of January 6, 1978 relating to computers, files and freedoms by writing to: Africalia asbl-vzw

13 Rue du Congrès,

1000 Bruxelles,

Belgium.

Participants may also exercise their rights to the removal, limitation of processing, portability of their data and define guidelines applicable after death, by writing to the address indicated above. Any participant also has the right to file a complaint with the *Commission Nationale de l'Informatique et des Libertés* (CNIL).

Article 15 – Miscellaneous provisions

In the event of circumstances beyond their control, the organisers of Afrique Créative reserve the right to postpone, shorten, extend or cancel this programme without being held liable for this. For the purposes of these regulations, pandemics, natural disasters, etc. and the governmental measures that relate to it and/or are the consequence of it constitute circumstances beyond their control.

Similarly, the organizers of Afrique Créative cannot be held responsible for any changes affecting the terms and conditions of the program.

Any modification of the present rules will come into force from the moment they are put online, and any candidate will be deemed to have accepted them by the simple fact of participating in the programme, from the date on which the modification comes into force.

Any violation of these rules will result in the cancellation of participation in the programme and the reimbursement of any sums paid, without any possible claim by the candidate.

In the event of a dispute relating to the provisions of the present rules or the application of the latter, the difficulty raised will be settled by the Agence Française de Développement, the programme's sponsor.

Failing this, only the Tribunal de Grande Instance de Paris will be competent to hear and rule on this difficulty.