



Rules of the Call for Applications AFIDBA 2021



Table of Contents

Article 1. Program partners and definitions	3
Article 2. Purpose of the call for candidates	4
Article 3. Procedure for the call for candidates	5
Article 4. Conditions of participation and eligibility	5
Article 5. Project evaluation.....	7
Article 6. Decision of the final selection committee and publication of the results	8
Article 7. Commitments of candidates	8
Article 8. Abandonment of the program	9
Article 9. Advertising.....	9
Article 10. Intellectual property.....	9
Article 11. Guarantees	9
Article 12. Acceptance of the Rules	10
Article 13. Responsibility of the Participants	10
Article 14. Limitation of Liability of the Incubator	10
Article 15. Force majeure, reserve for extension	11
Article 16. Evidence agreement	11
Article 17. Personal Data.....	12
Article 18. Applicable law and interpretation.....	12

AFIDBA (AFD for Inclusive and Digital Business in Africa) aims to contribute to the economic, inclusive and digital development of the African continent through a multidisciplinary program, which brings together 12 actors around common values and missions.

Article 1. Program partners and definitions

1.1 Program partners

The French Development Agency (abbreviated AFD) is a public financial institution which implements France's development policy, acts to combat poverty and promote sustainable development. Present in Africa, Asia, the Middle East, Latin America, the Caribbean and the Overseas Territories, this public establishment finances and supports projects that improve the living conditions of populations, support economic growth and protect the planet.

Hereinafter called "the lessor"

Bondy Innovation in charge of implementing the program is an association under the 1901 law, declared to the Seine Saint Denis Prefecture on July 26, 2011 under number W931009436 - SIRET: 53443505200012, represented by Céline Charpiot Zapolsky, president of Bondy Innovation, whose the head office is located at the IRD France-Nord Campus, 32 avenue Henri Varagnat, 93143 Bondy Cedex.

Hereinafter called "the leader"

Positive Planet International in support of the implementation of the program is an association governed by the law of July 1, 1901, declared to the Paris police prefecture on October 8, 1998 (OJ of October 24, 1998), currently registered at the prefecture of la Nanterre under n ° W931004024, SIRET 421 020 033 00062, whose head office is located at 1 place Victor Hugo, Courbevoie, France, is represented by Lyes BOUABDALLAH, in his capacity as Managing Director having the power to sign these , conferred by delegation of power from the President of the association on September 18, 2019.

Hereinafter called "co-applicant"

Hereinafter Bondy Innovation and Positive Planet International will be collectively called "Coordination".

In partnership with:

- The following incubators: **Make Sense Africa & Concree** (Senegal), **Impact Lab** (Morocco), **La Fabrique** (Burkina Faso), and **Innohub** (Ghana) (hereinafter referred to as the "Incubators")
- Technical partners: **Orange, Investors & Partners (I&P), Institute for Research for Development (IRD) and Care France**
- The "**Digital Africa**" initiative

1.2 Definitions

- The term "call for applications" designates the participation form for the AFIDBA program;
- The "candidate (s)" or the "promoter (s) of the project" designates the persons responding to the call for applications;
- The "project" means the entrepreneurial project subject to the call for applications;

- The “main sponsor” designates, from among the candidates constituting each team having submitted a project, the person who will participate in the program if he / she is selected. He is a founding person of the start-up or with a power of representation and decision in the strategy and operations of the start-up;
- The “selection committee” designates the selection jury responsible, in each country, for selecting the projects that will participate in the 5-week bootcamp (on the basis of the forms submitted) then in the 6-month acceleration program of AFIDBA 2021 edition (based on the results of the bootcamp and a pitch).
- The "bootcamp" designates all the activities in which the candidates selected by the "selection committee" will participate for a period of 5 weeks, before the 6-month acceleration program;
- "The AFIDBA acceleration program" is a capacity building program for entrepreneurs 6 months
- The "winners" designate the projects which will be selected after the 5-week bootcamp and which will participate in the acceleration program. The number of laureates is fixed at five (5) on average per country and per year. The winners, if they follow the entire course, may submit a request for evaluation by the AFIDBA financing committee;
- The “Inclusive business” is defined by the G20 as the following: “Inclusive Entrepreneurship (or Inclusive Business) provides goods, services and livelihoods, with a viable economic approach, on a large scale, to people living at the base of the economic pyramid (BoP), integrating them into the company's value chain, as suppliers, distributors or customers. Concretely, and in accordance with the definition indicated in the social and inclusive business strategy of AFD¹, AFIDBA is looking for projects which:
 1. Integrate the BOP populations (base of the pyramid - that is to say vulnerable populations, with little or no access to essential goods and services) in their value chain as customers, suppliers, intermediaries or employees with the aim of responding to a social and/or environmental need.
 2. Have a sustainable business model or one that aims for sustainability
 3. Have an efficient and structured organization, with classic governance.

Article 2. Purpose of the call for candidates

The AFIDBA 2021 call for applications allows:

- On average, 10 candidates (pre-selected on the basis of their application file) to participate in a 5-week bootcamp organized in each of the 4 countries concerned by the call. These bootcamps will be organized by incubators in each country.
- On average, 5 laureates (selected on the basis of bootcamp activities and a final pitch) to join the 6-month acceleration program, join the sub-regional community of AFIDBA entrepreneurs, and prepare their funding request file (note: funding not guaranteed).

These Rules define the rules applicable in the context of the call for applications (hereinafter the "Rules").

¹ <https://www.afd.fr/fr/page-thematique-axe/social-inclusive-business>

Article 3. Procedure for the call for candidates

To apply for the AFIDBA program, each candidate must submit an application file according to the country in which he is located. AFIDBA application forms are available online on April 4, 2021 on the following websites:

- contact@lafabrique-bf.com for Burkina Faso
- <https://www.f6s.com/afidbamorocco2021/apply> for Morocco
- <https://innohub.com.gh/programs/afidba> for Ghana
- <https://makesense.typeform.com/to/BgcTSqxi> for Senegal

All information relating to the call for applications and the program is also available on the website <https://afidba.com/en/call-for-applications/>

All applicants will receive a confirmation email upon receipt and registration of their application.

The call for applications closes for all countries on February 5, 2021 at 11.59pm GMT. After this date, no application can be considered.

For any question relating to the call for candidates, candidates can send an email to the following focal points:

- hello@afidba.com for coordination - France
- Hala EL BOUZIRI, hala.e@impactlab.africa - Morocco
- Lamba KA, lamba@makesense.org - Senegal
- Esther OSEI, esther.osei@innohub.com.gh - Ghana
- Jana BRAHMIA, jana.brahmia@lafabrique-bf.com / contact@lafabrique-bf.com - Burkina Faso

No evaluation of the applications may be communicated outside the Selection Committee (either orally or in writing). The focal points will only answer comprehension questions on the call for applications and on the whole program.

Article 4. Conditions of participation and eligibility

4.1 . Application procedures

Participation in the call for applications is free.

4.2 Eligibility criteria

To be eligible, applicants must meet the following criteria:

- Be of legal age (18 or over) on the date of the launch of the call for candidates mentioned in article 3 of these Regulations;
- Be a citizen of an African country or integrate at least one citizen of an African country into the founding team (with decision-making power over the strategies and operations of the company, as well as a substantial share of share capital);

- Carry out an active project in one of the four countries of intervention (at least), namely, Senegal, Morocco, Burkina Faso or Ghana;
- Be available (founder and his team) and physically present in the country (or digitally in case of confinement measures taken in the country) to regularly follow the entire acceleration program;
- Be the bearer of an inclusive project, as defined in article 1.

4.3 Exclusion criteria

The following activities are not eligible for the AFIDBA 2021 call for applications:

- Production or trade of any illegal product or illegal activity under the laws of the host country and France or international regulations, conventions and / or agreements;
- Production or activity requiring forced labor or child labor;
- Trade in animals, plants or any natural product that does not comply with CITES provisions;
- Fishing activity using a driftnet over 2.5 km long;
- Any operation involving or requiring the destruction of critical habitat, and any forestry project not implementing a sustainable development and management plan;
- Production, use or trade of dangerous materials such as asbestos fibers or products containing PCB6;
- Production, use or trade of pharmaceutical products, pesticides / herbicides, products destroying the ozone layer⁷ or any other dangerous product, subject to international prohibition or progressive elimination;
- Cross-border trade in waste, except that which is accepted by the Basel Convention and the regulations which underpin it;
- Production or trade: of arms and / or ammunition; tobacco; strong alcohol intended for human consumption;
- Gaming houses, casinos or any equivalent business;
- Any trade related to pornography or prostitution;
- Any operation causing an irreversible modification or significant displacement of an element of critical cultural heritage;
- Production and distribution or participation in racist, anti-democratic media or advocating discrimination of a part of the population;
- Exploitation of diamond mines and marketing of diamonds since the host State has not joined the Kimberley process (note, this concerns Senegal, Burkina Faso and Morocco);
- Any sector or any service which is the subject of an embargo of the United Nations, the European Union and / or France in a given State, without restriction of absolute or relative amount.

All the exclusion criteria can be viewed on the site: there are exclusion criteria that you can find on the AFD website: https://www.afd.fr/sites/afd/files/2017-10/exclusion_list-afd.pdf

4.4 Identity of applicants and uniqueness of applications

For each application, the applicant must be the co-founder, the majority partner or a person with power of representation and decision within the company which they must justify.

Participation is strictly nominative. It is strictly forbidden to apply under several user names, with several e-mail addresses or on behalf of other participants. Any submission duplicated by the same person (same

name, same first name, same IP address), under different company names in different Incubators, will cancel the participation of the candidate and the teams concerned.

By accepting the Rules for the call for candidates, the Participant authorizes the Incubators and its partners to make all the necessary checks with regard to the identity, contact details, registration or date of birth of the Participants. The Incubator reserves the right to ask participants to provide the necessary supporting documents during the selection committees.

Any candidate who refuses to provide supporting documents will be excluded. Any incorrect, incomplete or fraudulent information will result in the cancellation of participation in the call for candidates.

Article 5. Project evaluation

5.1 Selection criteria

The selection of winners is based on the following main criteria:

- Motivations of the entrepreneur
- Relevance of the team profile
- Inclusive nature of the company with social and/or environmental impact
- Viability and sustainability of the business
- Relevance of products / services

The following criteria are valued:

- Digital dimension
- Pro gender dimension

5.2 Selection process

Step 1: Evaluation of the application files

Based on the above criteria, an initial pre-selection of 10 projects on average per country will be made by a first selection committee to be held before end of February 2021. An email notification will be sent to applicants by the Incubators within eight (8) days of the written selection committee's decision.

Step 2: Bootcamp and final selection

The shortlisted projects will then be further evaluated during a Bootcamp which will be held physically or digitally (in case of confinement measures). At the end of the five (5) weeks of Bootcamp, the Incubators will organize an oral selection committee made up of AFIDBA and external partners. Applicants must present their project in the form of a pitch to select the profiles most suited to the program. The degree of development of the entrepreneur between the start and the end of the bootcamp is one of the selection criteria of this oral selection committee.

Step 3: Integration into the acceleration program

The winners of the program will be informed by email notification with the incubation contract to be signed by the Incubator.

Unselected candidates

Unselected candidates will also be informed by the Incubators. The Incubator cannot be held responsible for the non-receipt of email notifying the selection of a project when it is due to an email address error indicated by the candidate on his application form, a change address or failure of the Internet service provider or Internet network. In case of serious problems, the AFIDBA coordination can be consulted.

Unsuccessful participants will also be informed by email and may request further information from the Incubator if necessary.

Unsuccessful participants may, if they wish, participate in other Incubator programs.

Article 6. Decision of the final selection committee and publication of the results

The selection committees are sovereign. All decisions of the final selection committee are final.

The results of the pre-selection and the final selection will be communicated:

- On social networks (Facebook page of each of the incubators and AFIDBA page)
- On the websites of each incubator
- On the website www.afidba.com
- By email to all applicants

Article 7. Commitments of candidates

7.1. Commitments during the call for candidates

The participants in the call for applications undertake to:

- Show sincerity and good faith by filling out their application form and presenting their project;
- Respond to all requests for additional information sent to them during the selection process;
- Sign the documentation which will be offered to them if they wish to participate in the different stages of the program (Charter of commitment to the Bootcamp, Incubation contract etc.)

7.2. Commitments after selection at Bootcamp

The project leaders selected for the Bootcamp agree for a period of five (5) weeks to:

- Make oneself available for Bootcamp activities, training and entertainment
- To deliver the work deliverables
- To participate in the final pitch which closes the bootcamp
- To be transparent in case of possible difficulties

7.3. Commitments after selection to the acceleration program

The project leaders selected for the acceleration agree to sign an incubation contract for the duration of the program.

In addition, they agree for a period of six (06) months from the signing of the contract to:

- Deploy the necessary means to carry out their project with a view to achieving the objectives within the framework of support for the AFIDBA program;
- Make oneself available and participate in training programs, events and events directly implemented by the Program;
- Deliver the requested deliverables;
- Respond to communication requests so that their projects are promoted by the coordination as well as the program partners.

Article 8. Abandonment of the program

Any entrepreneur wishing to leave the AFIDBA program before its closure must signify and justify his decision by delivering a letter addressed to the Director of the incubator concerned, with extension to the coordination team. This abandonment makes him ineligible for the AFIDBA financing program.

Article 9. Advertising

The Incubators and the Coordination reserve the right to organize promotional operations and advertising events related to the call for applications, the Bootcamp and the acceleration. In this case, an authorization from the winners will be requested so that the Incubators and the Coordination can reproduce and use the names, first names, name of the company / project and the web link, the e-mail address of the participants and subject of the Project in such operations without this use giving rise to any consideration.

Image authorization will be offered to applicants who will participate in the Bootcamp as well as the acceleration program.

Article 10. Intellectual property

The members of the selection committee and other persons having access to the forms submitted within the framework of the call for applications are required to treat all information relating to the projects as confidential.

The Participants remain owners of the Projects submitted within the framework of the program.

Participants acknowledge that participation in Bootcamp and acceleration implies that their Projects can be the subject of a generic communication.

In accordance with the laws governing literary and artistic property rights, the reproduction, representation or exploitation of all or part of the elements making up the Site, the call for applications, and the contents of the Bootcamp and the acceleration are strictly prohibited.

Article 11. Guarantees

The Participants undertake that the Projects submitted as part of the call for applications will in no case infringe the rights held by third parties, regardless of the legal basis.

Article 12. Acceptance of the Rules

Participation in the call for applications implies the unconditional acceptance by the Participants of these Rules in their entirety, the rules of ethics in force on the Internet, as well as laws, regulations (including tax) and other texts applicable in the 4 countries concerned by the AFIDBA 2021 Program.

The Participants will indicate their acceptance of these Rules and the grant of rights resulting therefrom by checking the boxes provided for this purpose when registering online on the participation form.

Participation in the call for applications implies knowledge and acceptance of the characteristics and limits of the Internet, in particular as regards technical performance, response times to consult, query or transfer information, the risks of interruption, and more generally, the risks inherent in any connection and transmission over the Internet, the lack of protection of certain data against possible misappropriation and the risks of contamination by possible viruses circulating on the network.

Article 13. Responsibility of the Participants

Participants are required to comply with these Rules of this call for applications and in particular the ban on creating a false identity or usurping that of a third party as well as the provisions of the Rules.

Participants must comply with all of the rules listed in the Rules. With this in mind, each Participant undertakes to:

- not to defame, attack, or violate the rights of third parties;
- not to cause a breach of public order and morality (in particular, praise of crimes against humanity, incitement to racial hatred, pornography, etc.);
- not to create a false identity or to usurp the identity of a third party;
- not to reproduce and / or use the brand, corporate name, logo or any distinctive sign of a third party without their formal agreement;
- not infringe the privacy and image rights of a third party;
- not to carry out a project contrary to the interests of the Lessor and the Incubators.

In general, do not transmit elements that infringe intellectual property rights or the rights of third parties and in particular trademark law, patent law, human rights or copyright.

It is expressly understood that each Participant guarantees the Incubator against any recourse by a third party claiming non-compliance by the Participant with one or more of the above rules.

Any Participant who does not respect these rules will be excluded from the program.

Article 14. Limitation of Liability of the Incubator

As indicated in Article 12, participation in the call for applications implies knowledge and acceptance of the characteristics and limits of the Internet.

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

- the transmission and / or reception of any data and / or information on the Internet;

- any malfunction of the Internet preventing the smooth running / operation of the competition;
- failure of any reception equipment or communication lines;
- loss of any paper or electronic mail and, more generally, loss of any data;
- routing problems;
- the operation of any software;
- consequences of any virus, computer bug, anomaly, technical failure;
- any damage caused to a Participant's computer;
- any technical, material and software failure of any kind, which prevented or limited the possibility of participating in the competition or which damaged a Participant's system.

It is specified that the Incubator cannot be held responsible for any direct or indirect damage resulting from an interruption, from any malfunction for any reason whatsoever, or from any direct or indirect damage which would result, in some way, from a connection to the online form.

It is up to any Participant to take all appropriate measures to protect their own data and / or software stored on their IT equipment against any attack. The connection of any person to the platform of the form as well as their participation is done under their full responsibility.

In the event of a breach by a Participant of the Rules, the Incubator reserves the right to automatically exclude any participation emanating from the latter, without the latter being able to claim anything.

Article 15. Force majeure, reserve for extension

The Incubator cannot be held liable if, in the event of force majeure or beyond its control, the call for candidates should be modified, shortened or canceled. The Incubator reserves the right in any case to extend the participation period and to postpone any date announced.

Any modification to the Rules will come into force as of their posting and any Participant will be deemed to have accepted them simply by participating in the call for applications, from the date of entry into force of the modification. Any Participant refusing the modification (s) made must stop participating in the call for applications.

No compensation may be requested by the Participants.

Article 16. Evidence agreement

The Incubator has put in place the necessary technical means that can demonstrate the participation or non-participation of an Internet user. It is therefore agreed that, unless there is a manifest error, the data contained in the information systems of the Incubator have probative value as regards the connection elements and the information resulting from computer processing relating to the call for applications.

It is agreed that, except in the case of manifest error, the Incubator may avail itself, in particular for the purposes of proof of any act, fact or omission, of the programs, data, files, records, operations and other elements (such as monitoring reports) or computer or electronic media, established, received or stored directly or indirectly by the Incubator, in particular in its information systems.

The Participants undertake not to contest the admissibility, validity or probative force of the aforementioned elements or in the form of computer or electronic formats or supports, on the basis of

any legal provision whatsoever and which would specify that certain documents must be written or signed by the parties to constitute evidence.

Thus, the elements considered constitute evidence and, if produced as evidence by the Incubator in any contentious or other procedure, they will be admissible, valid and enforceable between the parties in the same way, under the same conditions and with the same probative value as any document which is drawn up, received or kept in writing.

Article 17. Personal Data

Participants are informed that the mandatory personal data concerning them recorded in the context of this call for applications is necessary to take into account their participation in the program.

The personal data collected in the context of this call for applications are processed in accordance with the Data Protection Act of 6 January 1978 amended according to French law. All Participants in the call for applications have the right to access, rectify or delete data concerning them under this law.

Any request for access, rectification or deletion must be sent to hello@afidba.com

Article 18. Applicable law and interpretation

The Rules are exclusively governed by French law.

Any question of application or interpretation of the Regulation, or any unforeseen question that may arise, will be decided sovereignly, depending on the nature of the question, by the AFIDBA Coordination represented by the French association Bondy Innovation, 32 avenue Henri Varagnat, 93143 Bondy - France, in compliance with French law.

