

The Development Marketplace for African Diaspora in Europe (D-MADE)

“Promoting Diaspora Investment Projects and Innovative Entrepreneurial Activities in Africa”

D-MADE is a grant giving competition that will reward the innovative entrepreneurial African diaspora in Europe for projects implemented in Sub-Saharan Africa.

There are two components of the D-MADE:

1. A **Competition** of innovative projects that will grant 10-15 prizes to implement profit-making projects that empower the disadvantaged, are results-oriented, and scalable. Technical assistance will also be extended to the winners for one year during the implementation of the project.
2. A **Knowledge Exchange Forum** that brings together the Diaspora, civil society organizations, government, the business sector and development agencies to explore ways to work together in partnership to fight poverty in Africa. Its objective is to leverage the ideas and skills brought together through the competition to cause new thinking and collaboration that will continue beyond the competition.

Theme: Entrepreneurship is the key theme for this first development marketplace targeted at African diaspora in Europe. Micro, small and medium sized enterprises, will demonstrate their ability to impact on the social welfare of local African communities through profitable businesses, through job creation, investment in local infrastructure, technical assistance, etc.

Eligible participants to the competition can be individuals or organizations emanating from the Sub-Saharan African diaspora, currently living in Europe and active in Africa. Applicants can be entrepreneurs, private investors, NGOs, civil society organizations, foundations, etc. They can be start-ups or already operating. Proposals must be profit-oriented and demonstrate social benefits. Proposals can focus on a variety of sectors, from the agro-industry, ICTs, manufacturing, to social sectors such as education, water, sanitation, health, etc, as long as they are sustainable and profit-making. Proponents will be required to make counterpart contributions in the range of 5% to 25 % of the award sought.

Evaluation criteria. Projects should: (1) be **Innovative** and demonstrate value added vis-à-vis markets, products, services, or the way they are delivered; (2) demonstrate **Entrepreneurship**, i.e. the capacity to meet performance targets in a profitable business; (3) promote **Partnerships** between the African diaspora in Europe and a sub-Saharan African partner, as projects must be implemented in Africa; (4) demonstrate operational and financial **Sustainability** within a reasonable implementation period; (5) demonstrate potential for **Replicability** of projects, which must have a potential to be scaled up to reach additional beneficiaries or replicated elsewhere.

Awards: The award is composed of 1) a **financial award** that will range from **€10,000 to €40,000** and will vary according to the needs outlined in the proposals. This percentage will be needs-determined on a case by case basis; 2) **Technical Assistance** to help build the capacity for the sustainability of the winning business; and 3) **Monitoring** during implementation for a period of 1 year.

How to Apply: Detailed application instructions are available on the D-MADE website at www.dmade.org.

Timeline and Key steps:

September 2007: D-MADE Launch - Call for proposals.

November 2007 – February 2008: Review of proposals by assessors.

February 2008: Announcement of finalists.

March 2008: Orientation workshops for the finalists.

April – May 2008: Submission of finalists' business plans.

June 2008: Marketplace & Knowledge Exchange Forum in Brussels, Belgium.

June 2008-June 2009 – Technical Assistance, Monitoring and Evaluation.

D-MADE - The Development Marketplace for African Diaspora in Europe
For more information, please send an email to info@dmade.org or visit www.dmade.org.