

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

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

COMPETITION GUIDELINES

Introduction

The World Bank’s Development Marketplace (DM) is a competitive grant program that rewards creative and innovative development projects through recognition, grant prizes, cross-learning and networking. To date, the DM has awarded more than \$40 million to over 1,100 projects through Global, Regional and Country-level marketplaces.

The **Development Marketplace for African Diasporas in Europe (D-MADE)** aims at supporting forms of investments geared to achieving economic and social benefits targeting the poor in Sub-Saharan Africa. For the first time, such a Development Marketplace will target Sub-Saharan Africa-wide members of the diaspora living in Europe.

D-MADE seeks proposals from diaspora business entrepreneurs with a social mission by generating employment, business support, training and incomes for the poor and disadvantaged. It follows a process of consultations with African diaspora organizations in Belgium, The Netherlands, France and other European countries, to generate momentum around innovative ways in mobilizing diaspora support towards their countries of origin.

Theme

The D-MADE theme, *Entrepreneurship*, focuses on promoting diaspora investment projects and innovative entrepreneurial activities in Africa.

Micro, Small and Medium Sized Enterprises (MSMEs), involving the diaspora, will demonstrate their ability to impact on the social welfare of local communities through profitable businesses, be it through job creation, investment in local infrastructure, technical assistance etc. Proposals can focus on a variety of sectors, from the agro-industry, ICTs, manufacturing, education, water, sanitation, health, etc, as long as they are sustainable and profitable.

Eligibility Criteria

The competition is open to individuals or organizations emanating from the Sub-Saharan African diaspora currently living in Europe and active in Sub-Saharan Africa.

- **Organization type:** entrepreneurs, private investors, NGOs, civil society organizations, foundations, research institutes, academic institutions, etc.
 - Start-ups are eligible.
 - Organizations that are looking into new services or products for expansion are eligible.
 - Applying organizations must be legally registered in Europe or in Africa.
 - Organizations that are not yet legally registered may also participate in the competition, provided they agree to become legally incorporated before any prize money is made available to them.
 - Qualifying firms of an entrepreneur, including private micro, small and medium scale enterprises, would have up to 50 employees.
- **Individuals are also eligible** on condition that they partner with an organization based in Africa.
- **Partnership:** Project proposals must be submitted in partnership with local actor(s) based in Africa. The local partners can be local governments and their units, other NGOs, enterprises (both domestic and international), foundations, research institutes and academic institutions, subject to the conditions below:
 - both parties cannot be individuals;
 - both parties cannot be academic/research institutions, as no pure research projects will be considered.
- **Eligible sectors:** All sectors are eligible as long as they demonstrate a profit orientation.

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

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

- **Eligible countries:** D-MADE is open to SSA applicants living in any European country who are implementing a project in any Sub-Saharan African country in partnership with a local partner based in sub-Saharan Africa. For a list of countries, please visit the website at www.dmade.org.
- Proposals must be **profit-oriented** and demonstrate **social benefits**.
- **Implementation time frame:** Projects should be implemented within 12 months of receiving the first grant payment.
- **Results:** The results of projects should be measurable within the timeframe of implementation and have a direct impact on the social welfare of local communities. Projects with the primary output of research or knowledge, such as publications or conferences, are not eligible for the competition.
- **Award size:** The award size will range from €10,000 to €40,000. Awards to winners will vary according to the needs outlined in their proposals; however requests should not be greater than €40,000 or less than €10,000.
- **Winning counterpart contributions:** Prize winners will be expected to make counterpart contributions in the range of 5% to 25 % of the award won. This percentage will be needs-determined on a case by case basis.
- **Past Development Marketplace winners:** If your project is already being funded by the World Bank Group or if you are a past DM winner (at global or country-level), project proposals for this competition must be significantly different from the project or idea for which you have received funding. The same idea or project may not be re-submitted. If you have any questions, please contact the D-MADE team at the following email: info@dmade.org.
- **Language:** Proposals must be submitted in English or in French.

Evaluation Criteria

The project proposals will be assessed according to the following criteria:

- **Innovation.** Projects should be innovative and must demonstrate non-conventional and creative approaches that, for example, link micro, small and medium enterprises with local, national or regional markets; connect the rural poor to the rest of the economy; advances Africa’s women, young, or indigenous entrepreneurs; provide new prospects for growth; develop new products and services; increase job opportunities and incomes; link enterprises with repositories of knowledge and skills and lead to a knowledge-driven transformation of local MSMEs; or offer a high potential impact on poverty reduction and economic development.
- **Entrepreneurship.** Proponent organizations must demonstrate capacity to meet performance targets (i.e. relevant operational, financial and social development indicators) in a profitable business, be it through job creation, investment in local infrastructure, technical assistance etc. Proposals will have to demonstrate through measurable results the ability of the entrepreneur to grow and thrive in the local and/or regional economy.
- **Partnership.** Project proposals must be submitted with a local partner (organization or individual) that is based in the country of implementation. In addition, the project should ideally entice networking and partnership amongst Sub-Saharan Africans in the diaspora across Europe.
- **Sustainability.** Projects must demonstrate the ability to be self-sustaining (covering its financial and operational costs) within a reasonable implementation period. Implementing

The Development Marketplace for African Diaspora in Europe (D-MADE) “Promoting Diaspora Investment Projects and Innovative Entrepreneurial Activities in Africa”

organizations/individuals should demonstrate a track record or relevant experience in the field of their project idea. They should also display a realistic implementation strategy that demonstrates the eventual viability of the project beyond the support extended under D-MADE.

- **Replicability.** In order to have a real and sustainable impact on the development process of the countries of origin, projects must be expandable, with a potential to be scaled up to reach additional beneficiaries or replicated elsewhere. Projects should demonstrate tangible results within a defined timeframe to the benefit of the target group. Projects that have only a limited local reach will not be eligible.

Awards

D-MADE expects to reward 10-15 winning projects selected by an international jury. Award size will vary according to the needs outlined in the proposals. The award is composed of: (1) a **financial award** of up to €40,000; (2) **technical assistance** tailored to address the specific needs of each winning project; (3) **monitoring during implementation** of the winning projects for a period of one year. Prizes may also consist of recognition awards or honorary titles, both excluding cash. Other prize categories may be announced prior to the event or at the event.

Prize winners will be expected to make counterpart contributions in the range of 5% to 25 % of the award won. This percentage will be needs-determined on a case by case basis.

How to Apply

Proposals must be submitted through the D-MADE email address: competition@dmade.org. For detailed application instructions please visit our website at www.dmade.org. If you are unable to access the website, please send an email to: info@dmade.org. **The D-MADE Team must receive your proposal by 4 p.m. Brussels time on November 23rd, 2007.**

Timeline and Key steps

17 September – 23 November 2007: D-MADE Launch - Call for proposals

All proposals should be submitted through the D-MADE address: competition@dmade.org, by 4.00pm (Brussels time) on November 23rd, 2007.

26 November 2007 – 11 February 2008: Review of proposals

Proposals will go through two rounds of assessments.

February 2008: Announcement of finalists

Assessors will select approximately 70 finalists.

3 - 28 March 2008: Orientation workshops for the finalists.

All finalists will be provided with technical assistance in order to improve their proposals and prepare a business plan.

1 April – 16 May 2008: Submission of finalists' business plans

All finalists will be asked to submit a 20-page business plan by 16 May 2008. Finalists will be invited to the Marketplace where they will publicly showcase their project in a booth. D-MADE will cover the cost for one representative from each finalist team to attend the event.

24-25 June 2008: Development Marketplace for African Diaspora in Europe & Knowledge Exchange, Brussels, Belgium

At the Marketplace, an independent jury comprised of high profile representatives from the diaspora, the private sector, civil society, academia, foundations and donor institutions will evaluate each proposal and be expected to select 10-15 winners.

To take advantage of the presence of a variety of development actors together in one place, D-MADE will also organize a Knowledge Exchange at the event to share ideas and engage finalists with other representatives of the development community.

The Development Marketplace for African Diaspora in Europe (D-MADE) *“Promoting Diaspora Investment Projects and Innovative Entrepreneurial Activities in Africa”*

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

The winners will receive technical assistance for one year after receiving their award. Progress on the implementation of the winning projects will be monitored and evaluated during site visits over this one year period; in addition, financial and narrative reports will be prepared and shared with the D-MADE partners

Acknowledgement

We would like to thank the partners involved in the organization of D-MADE. These include the [Belgian Development Cooperation](#) (DGDC), the [Dutch Ministry of Foreign Affairs](#) and the [French Development Agency](#) (AFD) for the financial support; as well as the [International Organization for Migration](#) (IOM) offices in Brussels and The Hague, the [Forum des organisations de solidarité internationales issues des migrations](#) (FORIM), and the [Mouvement des Entreprises de France](#) (MEDEF) for the outreach activities.