

## Frequently Asked Questions about D-MADE

**What is D-MADE?** The Development Marketplace for African Diaspora in Europe comprises two components: the first is a **Competition of innovative projects** that will award prizes up to €40,000 in cash to innovative entrepreneurial Diaspora groups and individuals for projects in Sub-Saharan Africa. Award winners will be provided with relevant support during implementation.

The second is the **Knowledge Exchange Forum**, which will bring together the diaspora, civil society organizations, government, the business sector, development partners and donors to exchange views, best practices, and explore ways to work together in fighting 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.

**When and where will it be held?** The competition will be launched on September 17th, 2007 in Brussels, Belgium. From that date, applications can be submitted through November 23rd, 2007.

After a thorough review by business and development experts, the final round of the competition will take place on **June 24-25, 2008** in Brussels. Finalists will present their projects in a marketplace, which is open to all registered members of the public. Visitors will be able to talk with the finalists in person and visit the different project booths that display further information about the proposed projects.

During the Marketplace, finalists will be interviewed by a panel of jurors comprising diaspora, donors, entrepreneurs and other private sector representatives, academia, non-governmental organizations, etc. who will then select the 10-15 winners which will be announced at the closing ceremony on June 25th, 2008.

**Who is financing this initiative and what is the role of the World Bank?** D-MADE is a partnership initiative, financed primarily by the governments of Belgium, France, and The Netherlands. The World Bank will cover the administrative expenses to prepare for and hold the competition and administer the program thereafter. Other donors are still being sought to contribute to increase the award pool and to provide technical assistance to winning projects for one year after the competition.

**How many proposals is D-MADE accepting?** There is no limit to the number of proposals accepted. We encourage any Sub-Saharan African in Europe with an innovative idea to apply.

**Is D-MADE support a one-time event?** D-MADE is the first development marketplace targeted at the African diaspora in Europe. A successful implementation of D-MADE might encourage donors to consider similar future activities.

**I have won a Development Marketplace award in the past. Am I eligible to send a proposal?** Award winners in past Development Marketplace Competitions and Country Innovation Days are eligible to submit a proposal that is significantly different from the project or idea for which they have previously received an award. They may not submit the same idea or project.

**What are the key steps and timeline for D-MADE?** The overall process of D-MADE is as follows:  
17 September – 23 November 2007: *D-MADE Launch - Call for proposals*  
26 November 2007 – 11 February 2008: *Review of proposals by assessors*  
February 2008: *Announcement of finalists*  
3 - 28 March 2008: *Orientation workshops for the finalists*  
1 April – 16 May 2008: *Submission of finalists' proposals*  
24-25 June 2008: *Development Marketplace for African Diaspora in Europe & Knowledge Exchange Forum, Brussels, Belgium*  
June 2008 - June 2009 – *Technical Assistance, Monitoring and Evaluation*

**Who can apply to D-MADE?** 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.

**Are ongoing businesses eligible to participate to the competition?** Yes. Organizations that are looking into new services or products for expansion are eligible.

**Are students eligible?** Everyone must meet the eligibility criteria regardless of temporary status. A 'student' is a transient occupation.

**What sectors are eligible?** All sectors are eligible as long as they address the D-MADE theme, '*entrepreneurship*' in a profitable way while demonstrating social benefits.

**I don't have a partner in Africa but I have a good project. Can I apply and find a partner later?** No. The projects have to be implemented in a Sub-Saharan African country with a local partner. Having a partner before applying is a prerequisite.

**Can the proponent be in Africa and submit a proposal with a partner from the Diaspora in Europe?** No. The focus is primarily on the contributions of the Diaspora to home countries, so the proponents must be residing in Europe but implementing their project in a sub-Saharan African country, with a local partner.

**Do partnerships have to involve a financial relationship?** No, but a partner (whether an individual or organization) must contribute some form of resources to the implementing team. These resources could be financial support, but they could also be technical expertise, in-kind assistance, donated equipment, office space, or other expense items.

**Does the local partner have to provide counterpart contribution as well?** The Diaspora in Europe is the primary proponent along with the local partner group in Africa. The counterpart funding does not differentiate between the Europe-based African Diaspora proponent and the local partner organization in Africa provided the financial plan for the joint business venture is a strong and realistic one.

**How can I apply?** For instructions and detailed information on how to apply, please visit the D-MADE website at [www.dmade.org](http://www.dmade.org). If you are unable to access our website please contact the D-MADE team at +32 2 552 00 49 (phone), +32 2 552 00 25 (fax) or send an e-mail to: [info@dmade.org](mailto:info@dmade.org). The D-MADE Team must receive your proposal by November 23<sup>rd</sup>, 2007, 4.00p.m. (Brussels time). Proposals received after the closing date and time will not be considered.

**What language(s) must proposals be written in?** Proposals must be submitted in English or in French only.

**Can I send any additional materials along with my proposal?** No. The D-MADE team anticipates a large number of applications from all over Europe and will be unable to review any additional material other than your proposal. Any proposal sent with additional material will not be considered.

**Can I submit more than one proposal?** No. We suggest that groups submit proposals based on their core competencies and areas in which they deem themselves most suited to the eligibility criteria.

**Is any support foreseen in preparing the project proposals?** Yes. The participating diaspora organizations will be introduced to the Capacity Enhancement Needs Assessment (CENA) methodology and approach which has been designed and piloted by the World Bank Institute (WBI) in several countries. Generally, applicants will learn and apply the five basic steps of the CENA in assessing and evaluating their proposals; use the acquired skills and knowledge to design projects, implement, track and monitor progress during implementation, and undertake detailed evaluation upon completion of the projects. Information will be made available on the website in due course. Additional resources are made available online (such as sample project proposals).

**Who will participate in the international jury that will select the winners in D-MADE?** As in Development Marketplace Global Competitions, the international jury for D-MADE will be comprised of high profile representatives from the diaspora, donors, private sector, academia, non-governmental organizations, etc. Details about the jury members for D-MADE will be available on the website and at the event.

**Will there be an evaluation committee per country or is it the same committee that will evaluate for each European country?** Proposals from all the participating countries will be selected by the same pool of assessors and jurors.

**What is the award won?** The award is composed of:

1. A **financial award** of up to €40,000, which will be deposited in minimum two tranches in a bank account.
2. **Technical assistance**, designed to help build the capacity for the sustainability of the winning business. It will be tailored to address the specific needs of each winning project.
3. **Monitoring** during implementation of the winning projects for a period of one year.

**What is the total number and amount of awards in D-MADE?** D-MADE expects to provide prizes of varying sizes to about 10-15 winners selected by an international jury. The maximum award amount is €40,000. Prizes may also consist of recognition awards or honorary titles, both excluding cash.

**How will the counterpart contribution percentage be determined?** 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 and based on self-assessment information provided by the participating entrepreneurs. The information would be used by the D-MADE Award Team to determine the percentage of contributions each organization would make as counterpart funds. The objective here is to avoid across the board stipulations, and be driven solely by needs and demands given the fact that the operating conditions of each enterprise would be different. There will be a provision to waive this condition in only exceptional cases which will be determined by the Award Team.

**Are there quotas or limits on the number of winners or proposals by country or topic/sector?** No. Finalists are chosen based on their ideas and their implementation plan, without regard to country of origin or residence. Proposals must reflect the theme of D-MADE, *Entrepreneurship*.

**What is exactly included in the support for implementation?** Local Monitoring Teams (LMT) will be established in each country where winning projects will be implemented. The LMT will be a key contact for the award-winning D-MADE projects, reviewing reports, guiding fund disbursement and facilitating project support and technical assistance during implementation. The LMT will also conduct site visits during this implementation period.

**What happens if the project size is smaller than €10,000 or larger than €40,000?** There is no limitation to a project size, as long as the proponent(s) can guarantee own/other matching funds. D-MADE prizes are limited and may not cover the full costs of operating a project successfully. Award size will vary according to the needs outlined in the proposals; expected funding requests will have to be between €10,000 and €40,000. Any request below or above these amounts will not be considered.

**What is D-MADE's strategy for consulting the African diaspora?** The D-MADE team started preparations for the development marketplace with public consultations and workshops in

several European countries, which served as publicity and outreach events for the D-MADE. Consultations were held in Bonn, Germany, Brussels, Belgium, The Hague, The Netherlands, Rome, Italy, Paris, France and London, UK in June and July 2007.

**Do you guarantee the confidentiality of the ideas/projects submitted?** Yes. The project proposals submitted will be managed in a confidential way and in accordance with the generally allowed standards of respect of intellectual protection. Should you be selected as a finalist, however, information on your organization's operations may be shared in the form of a case study that you will have the opportunity to review and approve prior to dissemination.

**What happens after the D-MADE competition?** Winners of the D-MADE Competition will sign a project agreement that includes a milestone and disbursement schedule for the award grant. Grant payments will correspond to the milestones specified in the winner's proposal. Each project will receive technical assistance and will be monitored for a period of one year. The performance and lessons learned of the projects will be disseminated to the broader Diaspora and development communities.