

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

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

Development Marketplace for African Diaspora in Europe

What is the Development Marketplace for African Diaspora in Europe (D-MADE)?

D-MADE highlights and supports forms of investments geared to achieving economic and social benefits targeting the disadvantaged, which have the potential to be expanded or replicated. The finalists will convene in Brussels on June 24-25, 2008 to participate in a marketplace and knowledge exchange forum of development ideas.

Why hold a Development Marketplace for the African Diaspora?

- ❖ Identify & support entrepreneurship and innovative actions amongst Sub-Saharan African migrants in Europe, who can play a catalytic role in creating employment and economic growth in Africa.
- ❖ Promote transfer of technology and knowledge as well as stimulate economic, social, political and cultural exchanges between Europe and Africa.
- ❖ Provide networking opportunities and create partnerships between Africans in the diaspora and other key constituencies (private/public sectors) in Europe and Africa.
- ❖ Mobilize public opinion around key development issues.

What does D-MADE entail?

- ❖ **High profile initiative** to improve the welfare of poorer communities while generating financial returns. (Development Marketplace has awarded approx. US\$40 million to more than 1,100 projects)
- ❖ **Prominent, public event** that directly alleviates poverty through partnership of leaders in private sector, government, and development
- ❖ **Senior-level panel of jurors** select winners in a collaborative, objective, and fair process
- ❖ **Physical marketplace of finalists** representing most innovative, sustainable ideas selected by development experts inside and outside of the World Bank
- ❖ **Effective small grants** to support grassroots community-driven projects by Africans
- ❖ **Monitoring and support** of grantees provided by the World Bank
- ❖ **Significant interest** from the development community with media attention and communication in the broadest sense.

Why should I participate?

As a member of the D-MADE, partners will benefit in a number of ways:

1. **Collaborate with the World Bank and a variety of development stakeholders** on a development program with no operating cost to your organization. All financial contributions will go to grants in the form of cash money or technical assistance support—the World Bank will cover both administrative expenses and supervision costs for winning projects;
2. **Distinguish yourself as an innovative leader** with a commitment to the public good in Africa;
3. **Support innovative, sustainable project ideas from Sub-Saharan Africa-wide members of the diaspora living in Europe** with potential for replication and/or scaling-up;
4. **Join a larger, progressive network** of high-level jurors from the private sector, government, and development field;
5. **Access to diverse range of technical experts**, contacts with networks, individuals, and service providers from a variety of sources and working on key issues and projects of interest to the organization.

How can I participate?

1. **Cash Contributions to Award Pool**
2. **Special Awards:** Donors may give special awards during the competition which may represent specific thematic interests of the partner or donor.
3. **Contributions in-kind:** Sponsors may give contributions in-kind or provide services that help defray the costs of the competition. Examples include providing technical assistance; media coverage; hotel accommodation and travel arrangements for finalists; competition and knowledge forum venue and related costs; etc.