



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*



They are building the Africa of today

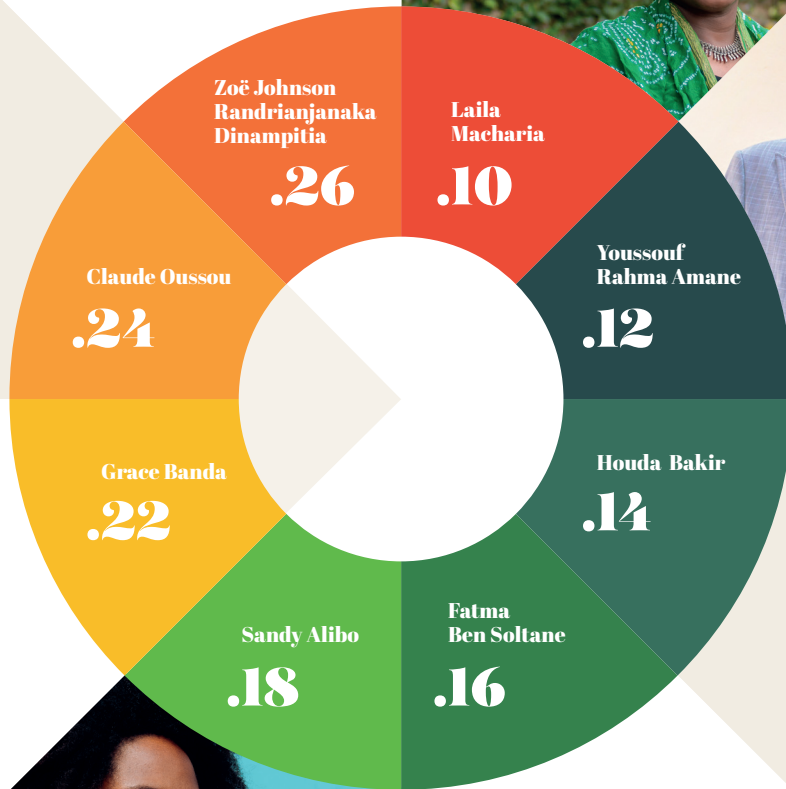
and preparing for the Africa of tomorrow ...

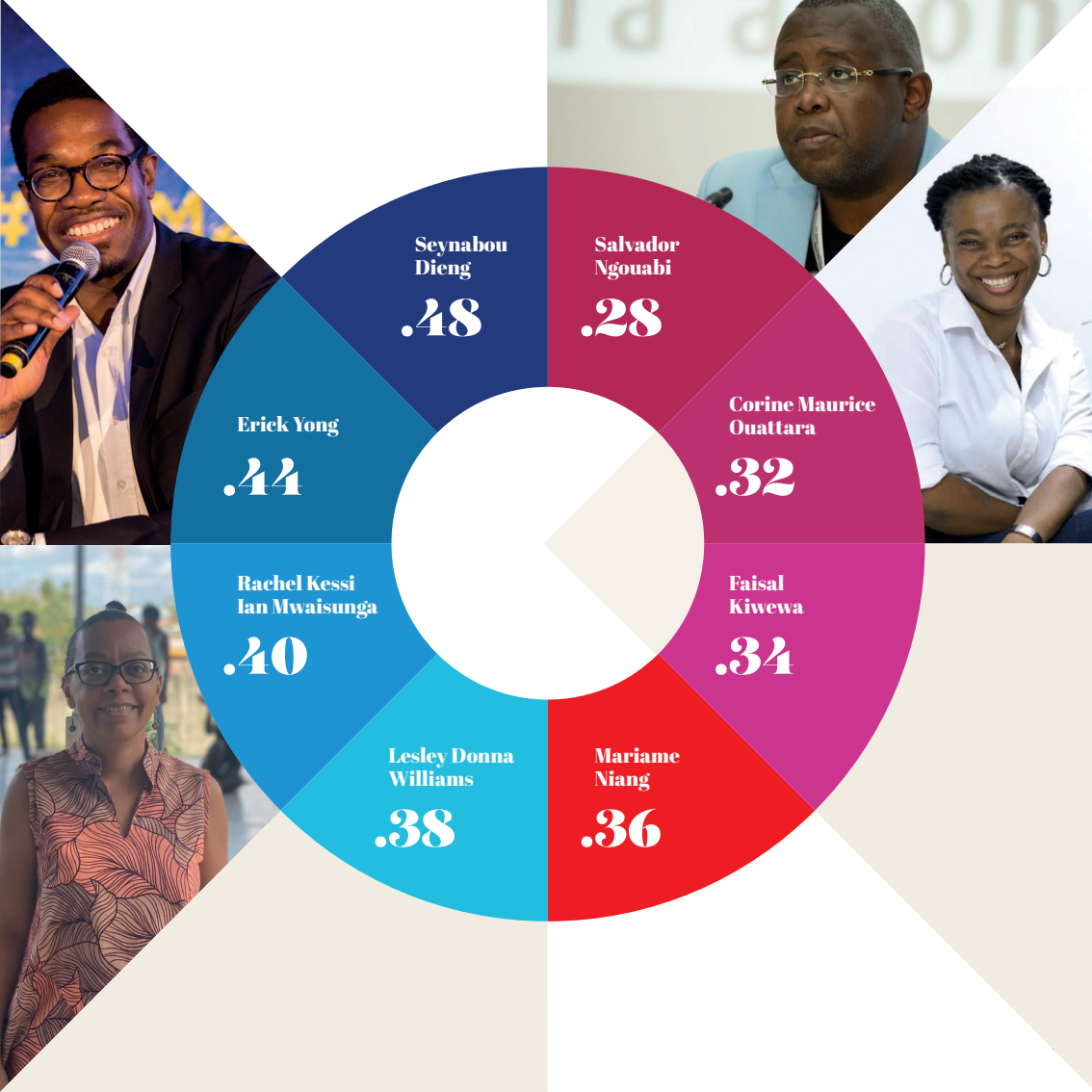


**Years
by your
side**

#WorldInCommon

Summary





Seynabou
Dieng
.48

Salvador
Nguabi
.28

Corine Maurice
Ouattara
.32

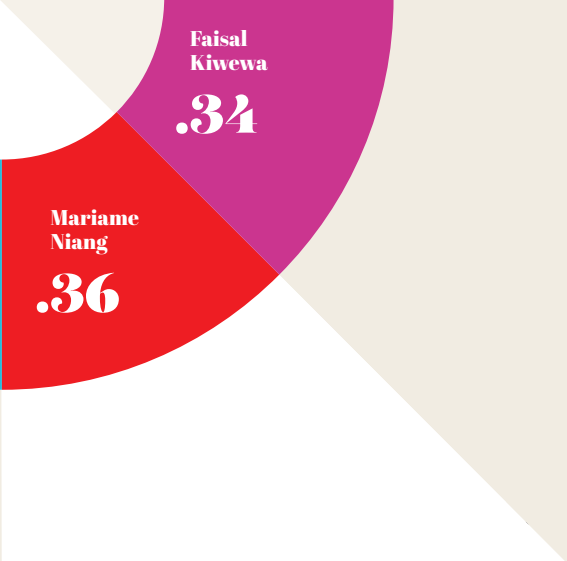
Erick Yong
.44

Faisal
Kiwewa
.34

Rachel Kessi
Ian Mwaisunga
.40

Lesley Donna
Williams
.38

Mariame
Niang
.36





Preface

**Christian
Yoka**

Director of the Africa Department

Agence Française de Développement has just celebrated its 80th anniversary. Africa has been the focus of AFD's activities for just as many years. With 60% of Africans under the age of 24, we must position ourselves as a driving force for change to assist the entire continent on its path to sustainable and inclusive development.

In the run-up to and during the New Africa-France Summit in Montpellier on October 8, 2021, we listened to the testimonies of our partners and recipients in Africa. Young, creative, committed, always innovative, and sometimes visionary. It is important to listen to them so that we can make a strong impact on African communities by relying on locally based stakeholders.

Other events in 2022 will make it possible for us to continue seeding the new sectors recently opened up and provide society with the space it is entitled to. On February 7-8, health conditions permitting, the Mediterranean Worlds Forum will be held at the Palais des Congrès in Marseille, welcoming stakeholders from civil society on both sides of the Mediterranean. AFD will host a "Projects and Solutions Village". At the end of February, the European Union-African Union summit will be held in Brussels, under the French presidency of the EU, which will be an opportunity to forge stronger, more strategic ties between the two continents and reinforce the Team Europe Initiative approach. The World Water Forum will be the focal point of attention in Dakar in March. Then Egypt will host the COP 27, with a clear commitment to meeting Africa's expectations concerning climate change issues.

Finally, in 2022, AFD Group will finance even more initiatives by and for youth in the areas of sports, cultural, and creative industries, entrepreneurship, and support for African tech ecosystems through a wide range of programs that are described in the subsequent pages, without neglecting our more traditional sectors of intervention (infrastructure, social sectors, basic public services, etc.). Here are some past (and future!) success stories that we are proud to have contributed to, working hand in hand with our African partners.

**WHAT
COMMITMENTS
WERE MADE TO
AFRICAN YOUTH
AT THE AFRICA-
FRANCE SUMMIT?**



Sport

Support for sports academies in Africa to facilitate the professional integration of young people.

With an additional contribution of 4 million euros to the initial budget of 20 million euros, this program will increase the impact of the pilot phase and ultimately support thirty academies and directly reach 5,000 young people: enhancing the training provided at these academies, structuring sustainable business models, creating women's sections, sports and educational facilities, and raising awareness of social and sustainable development issues.

Signing of a partnership agreement with the French federations for team sports (basketball, handball, volleyball).

This agreement aims to extend federations' initiatives internationally, build a joint portfolio of development through sports projects in Africa and promote sports as a vehicle for education, resilience to health challenges, social cohesion, and empowerment of girls and women.



Cultural & creative industries

Reinforcing Accès Culture and Afrique Créative.

The African cultural and creative industries (CCI) will receive an increase of 5 million euros in 2022 for two flagship programs that already support cultural projects across the continent:

- Accès Culture, a program to finance cultural micro-projects with a powerful social impact carried out by pairs of Franco-African associations in partnership with the Institut Français.
- Afrique Créative, an incubation program for entrepreneurs in the cultural and creative industries wishing to develop their business model, structure their company, and raise private funds.

While nearly 70 recipients have already been supported over the past two years under these two programs, this new funding will facilitate identifying new associative project leaders whose activities could be economically profitable.



Private sector & innovation

130 million euros for supporting African start-ups.

To meet the needs of entrepreneurs, particularly at the start-up stage of their business, the Choose Africa initiative led by Proparco, AFD Group's private sector subsidiary, will offer African start-ups financing and support tailored to the early stages of their development in 2022. A total of 130 million euros will be allocated between now and 2025 to African digital start-ups thanks to the merger between Digital Africa and Proparco.

Launch of a new community of entrepreneurs to network African SMEs and VSEs.

This initiative will create a favorable environment for exchanges between African private stakeholders and connect them with international investors.

A portrait of Laila Macharia, a woman with dark skin and her hair styled in braids. She is wearing a green patterned shawl over a black top and a silver necklace. The background is a blurred green foliage. The image is overlaid with a graphic design consisting of several overlapping circles in white, red, and dark red. The word "Kenya" is in the top white circle, a quote mark is in the top right red circle, her title is in the middle red circle, and her name is in the bottom red circle.

Kenya

“

President of
Africa Digital
Media Group

Laila Macharia

The Africa Digital Media Institute provides training to enable young women and men to acquire the most up-to-date digital skills and to be attractive in the international market of new technologies.

President Macron himself launched our partnership with AFD during his visit to Kenya in 2019. We have a grant of 900,000 dollars whose objective is to build an animation and video game industry here in Nairobi in partnership with the French animation and design school Rubika. During my last visit to Rubika in Valenciennes, we discussed the strong dynamic of feminization of the animation industry in Europe, which has not yet happened in our country. I now want to demonstrate that women have a place in this industry.

AFD thinks long term and thus enables us to have the means for our ambitions to change the entire digital ecosystem.

We currently have over 45 students enrolled. We are working on creating forums for animation professionals to collectively discuss various topics, such as greater recognition of their profession.

AFD approached us when eight of our students were part of the team that made an Oscar-nominated film. The agency's teams came to visit us and we brainstormed solutions for developing

the creative industry. I was surprised to see AFD's flexibility, whereas we know that in large international organizations, there are many strict procedures to follow. AFD is truly a partner that we work with on an equal footing. We learn from our mistakes together.

Our program creates hope. We want to enable young people around the world, including Africa, to be known in the international job market.

After having had a strong impact on the training opportunities in Kenya, we now need to work on developing a local job market in our digital industry. Up to now, it is mainly companies based abroad that employ our alumni remotely, thanks to the links we have forged with them. This situation must change.





Our association was created in 2015 with AFD's support in order to promote employment, especially through youth entrepreneurship.

Beit el-Nadjah is an organization that provides entrepreneurs with technical, financial, and organizational solutions. An initial grant of 1.5 million euros from AFD enabled us to launch our business and set up our approach to supporting small businesses, including assisting them in implementing their business plans. We had good results and AFD decided to renew its confidence in us by granting us a further 10 million euro grant, which gave us the opportunity to set up several additional mechanisms.

The reason why AFD has deployed significant resources to support us is also because it has financed demographic studies that showed the extent to which youth unemployment was a real time bomb for the country's social and security situation.

I view the relationship between France and African countries through my field of business, which is developing the entrepreneurial ecosystem. Based on my personal experience, I want to show that development aid has a real impact. I want to share this experience: thanks to our association and AFD's support, hundreds of Chadian companies have been able to develop their economic activities.

I have noticed that AFD is now placing more trust in civilian communities, associations, and NGOs.

I also participated in AFD's innovative programs Lead Campus and "Sahelian 2040". The latter brought together 25 nationals from six Sahelian countries to discuss the future of the Sahel and the actions needed to make it a reality. We work with AFD as equals: we define strategies together, without any form of fixed operational partner/donor relationship.

Tchad



Managing Director
of the Beit el-Nadjah
Association

**Youssouf
Rahma Amane** ”




Houda Bakir

**Co-founder
of HistoriAR**

“

We have set up a mobile app that allows you to travel in time: it is a window to the past.

I have a PhD in electrical engineering. I co-founded HistoriAR with Jihed Makni in 2019, a startup that brings innovative XR experiences to cultural, archaeological, and heritage sites. Using augmented reality and artificial intelligence, we offer virtual tours through different eras. We were one of the three winners of the Start'Act Business Accelerator that same year.



The Wiki program is one of the few that encourages innovation in Tunisia by supporting pre-seed start-ups.

HistoriAR was incubated as part of the Wiki program, in partnership with Carthage Business Angels, the first network of "angel investors" in Tunisia supported by AFD. Along with six other start-ups, we benefited from six months of advice and coaching sessions on various topics (marketing, business, tech, etc.). The skills I learned there are essential for developing our brand: how to present a product, how to speak in public, etc. Beyond the training program, we were also introduced to various partners and potential future clients.

Tunisia

The country is having trouble keeping its talent, which is leaving the country. But this can be fixed.

The training program is backed by a seed fund of about 40,000 euros, which is essential to encourage innovation: we don't have any customers yet, but we need resources to demonstrate the full potential of our project. This is one of the first mechanisms for encouraging entrepreneurship and innovation in Tunisia.



Fatma Ben Soltane

Tunisia



Today there is much more support for young start-ups than in the past, especially in the fashion industry.

I've been working in the textile and fashion industry for about ten years now. I first created Soltana, a luxury women's ready-to-wear brand that combines traditional and modern embroidery techniques for unique, original results.

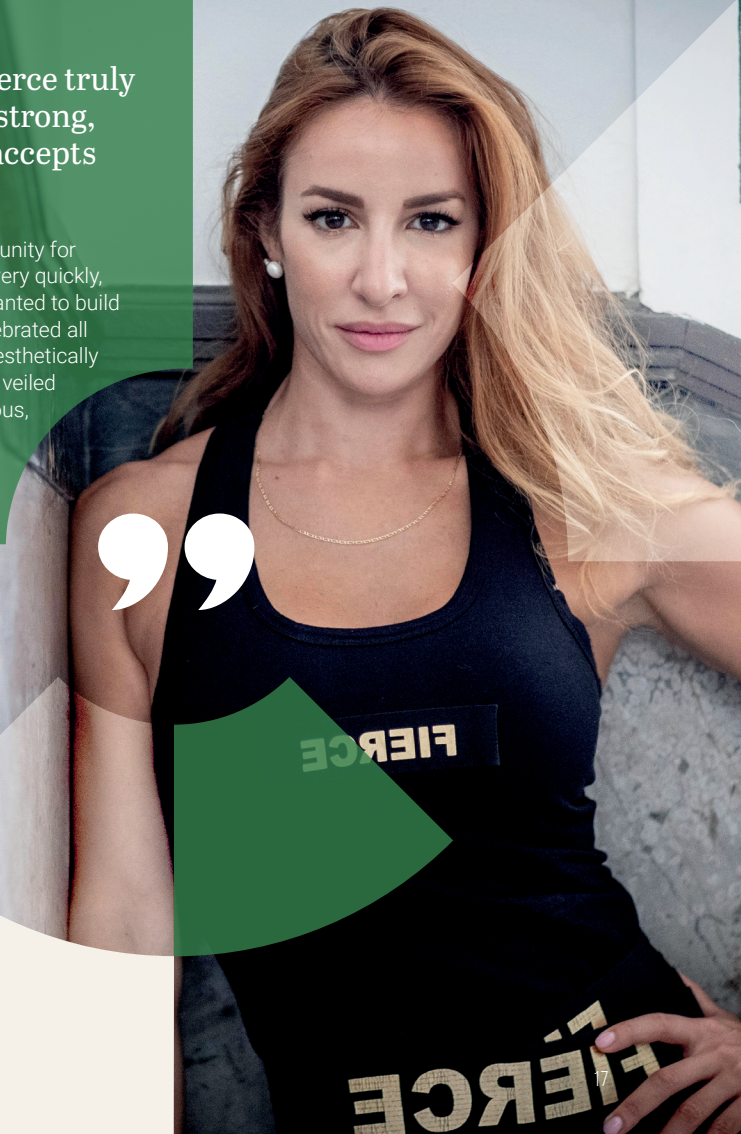
Creator of the textile brand Fierce

My second brand, Fierce, has been the beneficiary of various incubation and support programs, including the Afkar program funded by AFD.

I dealt with a burnout during the development of Soltana. At that time, I found myself alone in front of major industrialists and potential investors, and it was often difficult to be considered a credible partner in their eyes, especially as a young woman. To get back on track, I took refuge in sports, and that's how I realized that there was a lack of original, reasonably priced active wear. That's why I created Fierce, my second start-up, which is a sportswear brand. This project received indirect support from AFD, through its ENLIEN program: ENtrepreneuriat et LIEN social (meaning ENtrepreneurship and Social LINK).

Beyond the product, Fierce truly conveys the vision of a strong, beautiful woman who accepts herself and others.

Fierce is now a brand "of the community for the community", which has grown very quickly, spontaneously, and organically. I wanted to build a brand that was inclusive, that celebrated all women, and that offered original, aesthetically pleasing sportswear alternatives to veiled women. Fierce is also a conscientious, sustainable brand.



FIERCE



“


**Founder of
Surf Ghana**

Ghana

Sandy Alibo

With our French partner, Board Skate Marseille (BSM), we promote social integration through skateboarding and seek to enhance the African presence in board sports.

I worked at a telecommunications company in France for a long time before discovering Ghana during a vacation and falling in love with it. Our association's goal, which was created in 2016, is to empower women through skateboarding, but also to raise awareness about all the professions in the skate and surf industry: coach, photographer, journalist, director, board carver, or even skate shop manager. We organized second-hand sports equipment collections in France. Then we widened our target of beneficiaries to any young person likely to be interested in sports entrepreneurship in Accra.



AFD understands that the development of sports infrastructure is necessary for the country's development.

A few years ago, I think that AFD would not have considered financing the construction of a skate park. By listening to us and seeing the project grow, they were finally convinced... AFD is receptive to this new generation's expectations. This will be the first sustainable skate park in West Africa: a sports facility with additional services that will generate income to maintain and finance job creation. In October 2021, six Ghanaians went to Marseille for an intensive skateboarding course, which allowed them to learn how a skatepark is run and how professional sports coaching works. They will be able to manage the future Freedom skatepark in Accra independently!

Crédit photo : Nana Kwadwo Agyei Addo

AFD helps us create synergies with other sports professionals

AFD, through its program "Sport en Commun" is one of the first partners of Surf Ghana which has given us access to key contacts. We met with the biggest international organizations in extreme sports and with the International Olympic Committee. We were able to discuss with them the future of board sports in Africa and the inclusion of skateboarding in the Olympic Games. These conversations concern the near future, especially with the Youth Olympic Games that will be held in Dakar in 2026.

”





Zambia



**Executive Director
of the Barefeet Theater**

Grace Banda

Our mission is to give a chance to these broken youth, from underprivileged backgrounds, to help them build a better future.

Barefeet Theater is an organization devoted to caring for and assisting young people from the most vulnerable communities. We work mainly in Lusaka and target communities living below the poverty line, young people who come from broken homes and are often still on the streets. Through our various programs, such as the Outreach Program, the Performance Company, the Youth Arts Festival and the Children's Council, we create platforms for learning, expression, and advocacy for local children.

A dynamic partnership with AFD

As part of our partnership with AFD, our goal was to train 30 people in musical arts. In the end, we surpassed these goals. We also had the opportunity of partnering with Samba Résille, a center for cultural and civic initiatives based

in Toulouse and working in similar activities to ours. This allowed us to learn from each other through a true cultural, people-oriented exchange.

Our efforts are aimed at empowering local youth to express themselves and create local, shared value.

This work also involves setting up awareness campaigns and activism platforms on social issues facing our members, such as poverty, violence, and sustainability. We had a cholera outbreak a few years ago, probably caused by the careless dumping of garbage. Our youth launched a public space clean-up campaign, encouraging the community to come together on a specific day to help, with the support of local businesses that provided sanitation equipment.

These children and teenagers also have the opportunity to contribute to our work of helping local people through our Performance Company, which is the revenue generating arm of the association. Aside from the funds used to pay the artists, all proceeds from the performances are reinvested in social welfare activities.



A portrait of Claude Oussou, a Black man with a short haircut and a slight smile, wearing a dark suit jacket over a light-colored shirt. The background is white with large, abstract geometric shapes in orange and light grey. The text 'Claude Oussou' is written in a large, white, serif font in the top right corner. Below the name is a large orange quotation mark. To the right of the quotation mark is the text 'Founder and Managing Director of Scientia Africa' in a smaller, orange, sans-serif font. At the bottom right, the word 'Gabon' is written in a white, sans-serif font on an orange background.

Claude Oussou

“

**Founder and
Managing Director
of Scientia Africa**

Gabon

Our company operates in the field of education: we have created a platform to develop the quality of school support, from primary to high school.

We are based in Gabon, but we work in two other African countries: the Comoros and the Ivory Coast. The pandemic enabled us to go international: most countries did not have the means to ensure the continuity of the courses, whereas our platform makes it possible.

AFD's Lead Campus Program provides a real window to the world, enabling you to expand beyond what you learn in your own country.

I have been participating in AFD's Lead Campus program since 2019. It is coordinated by HEC Paris in partnership with other higher education institutions in Africa. It is a program that aims to build the capacity of African private sector stakeholders on management and business management, with a major focus on sustainable development. I was impressed by the extraordinary quality of the lectures. And since the participants are from all over the continent, it is an opportunity to compare the realities of the participants' experiences to the theories.

I believe that a continent can only grow if the human capital in the nation grows.

For a long time we believed that our wealth in Africa would come from our raw materials alone, but if we don't know how to use our raw materials, how can we grow? To do this, we must be able to rely on our human capital and our skills.

I am very pleased to see that AFD is setting up new financing mechanisms to support the drivers of change in Africa.



Zoë Johnson Randrianjanaka Dinampitia

“

When I returned to Madagascar in 2005, after my training at the Ecole des Sables in Senegal, I wanted to devote my time to children, to share my artistic knowledge, and to help talented children become professional artists.

I am a dancer, choreographer, and artistic director. I created an association, the Tahala Company, which initially trained 150 children. The project grew into the Mitsaka Festival, which attracted 4,000 spectators at its inaugural event in 2005, and exceeded 10,000 spectators at our last event in 2020.

I noticed that, faced with economic difficulties, solidarity tended to diminish, which led to an increase in delinquency and anti-social behavior.

Therefore, I created the ALIFO project with the objective of promoting access to artistic techniques and the mastery of one's own body in places where there was no other opportunity. But due to lack of funds, I was on my own to shoulder the burden of this project, and it never got off the ground.



Alliance Française, our partner for the Mitsaka festival, told us about Accès Culture.

Accès Culture's guiding principle is to work in pairs. So we created the project with the hip-hop dance company "Dyptik" based in Saint-Etienne, which had already come to our festival and with whom we have a close relationship. Our annual budget is 30,000 euros and AFD finances half of it. Our main contact is the Institut Français in Paris to whom we can communicate our needs.

Creator of the Tahala dance company



Angola

**President
of the basketball club
Formigas do Cazenga**



Salvador Ngouabi



Basketball is one of the most popular sports and a source of national pride in Angola, as we are ranked among the best African teams.

I have been working in the public sector professionally for twenty years in Angola, but my real passion is the work I do as president of the Formigas do Cazenga basketball club. It was founded twenty years ago to promote the social inclusion of young girls and boys through sports. Our project with the club focuses on the Cazenga neighborhood, one of the poorest and most populous in the capital city. Through sports, we want to teach the region's youth values associated with good citizenship, respect, punctuality and teamwork, and encourage the development of Cazenga in a more general way.

This program is a light at the end of the tunnel for many children and teenagers in Cazenga.

This project is a source of real hope for the club members. It is a small voice telling them that with hard work, dedication and effort, they can achieve a better life. We want to show them that, despite the conditions they face and the neighborhood they grew up in, there are opportunities to build a brighter future for themselves and their families.

We offer our top members the opportunity to develop as professional players, as well as receive scholarships. With the support of the French Embassy and AFD as part of this project, we have also been able to allocate the necessary resources for the educational reintegration of 200 out-of-school children.

Just because they were born in a poor neighborhood and into a low-income family does not mean they have to accept this as a foregone conclusion.

One of our members has had her life transformed through our partnership with AFD and the Tony Parker Adéquat Academy. Sarah Caetano was born in Cazenga and started playing for the club when she was still very young. She has now become one of the best African players of her generation, and one of the first girls to join the Academy. In addition to professional basketball training, she was able to be involved in a high-level academic program. Nowadays, she is an inspiration for many, a source of pride, and proof that a different future is possible.



Corine Maurice Ouattara

Managing Director
of Pass Mousso



“

Ivory Coast

**I am an entrepreneur
in the field of e-health:
we are working on digita-
lization, paperless patient care,
and providing information
to medical professionals.**

I worked for eight years at an electronic security company and that's how I developed a passion for new technologies. I took the risk of quitting my job when I had two children and I only had seven euros left in my pocket when I heard about an entrepreneurial competition, which in 2012 resulted in a one-year training and funding from the World Bank. It was in 2014 that I created the "Mouso Health Pass", a health record that you would always have on you in the form of jewelry, i.e. a connected bracelet. It has been a great success, making a real impact on public health. Tested at a clinic in Abidjan during its trial phase, the bracelet is now listed in about 20 hospitals and nursing homes in the country and is used by 200 doctors and worn by 10,000 people.

**AFD's assistance is not only
financial, but also institutional.**

I was one of the 54 winners of the Women in Africa award in 2019. In 2020, I benefited from AFD's support through the Social and Inclusive Business Camp (SIBC), organized by the AFD Campus in Marseille, which has become a key event for African social entrepreneurs. It's a comprehensive program that does coaching, training, fast-tracking, and technical support. We've created a community of alumni and that to me is the biggest added value.

**At SIBC, no one hesitates to share
their experiences and this can
sometimes help a drowning
entrepreneur get their head
above water.**

I consider myself an ambassador of the SIBC. The value I take away is that of sharing, because we were able to meet together in France and a sense of brotherhood was born, even though we were not from the same countries and did not work in the same fields. We all met again at the Africa-France Summit in a very friendly atmosphere.

Faisal Kiwewa

**Founder
and Director
of the Bayimba
Foundation**

Uganda



**Artistic creation is as important
as economic growth.**

I was a member of the Institute of Arts Management in Washington, D.C. and the International Society for the Performing Arts. I felt that the Ugandan arts scene was a bit stale. With my team, we worked hard to revitalize it, train, support, and create many platforms celebrating the arts, organizing festivals, ranging from music to theater and film.

As UNESCO has written, "Culture makes us resilient and gives us hope." It reminds us that we are not alone. We need a multilateral, global effort to support artists and ensure access to culture for everyone.

**Only the implementation
of bottom-up movements will
allow local communities to benefit
from a long-term impact and learn
how to create value in a sustainable
manner.**



We are beneficiaries of AFD's "Creative Africa" program, supporting small and medium-sized creative businesses through investment, training, and assistance. The recipients are located in several countries across the African continent. This is why it was important for the project's success to have local collaborators with a thorough knowledge of African issues. I am pleased to see that France has broadened its vision beyond French-speaking Africa in recent years, with more and more programs offered for the entire continent.

The special inclusion of youth is crucial and has been a key element of my collaboration with AFD.

Bayimba Foundation's assistance offers a real opportunity for young African entrepreneurs to achieve their dreams without having to resort to immigration, in addition to creating value locally. In some difficult socio-economic contexts, youth are faced with the difficulty of providing for themselves and a lack of professional prospects, particularly in the arts and culture fields. This program brings hope to these young people and allows them to make a living from their passion.





Senegal

Mariame Niang

“

I came back to Senegal and opened my business in 2017 because I realized that my fishing neighborhood of Nguet Ndar in Saint-Louis offered professional opportunities.

I lived in Guadeloupe and Paris, where I worked in the restaurant business. Before leaving Senegal, I already had a small inn, but I had few customers and my income was low. When I returned to my country, I decided to transform this 20 m² area into a fish processing facility.

**Fish market
entrepreneur**

I heard about a call for projects in my region from the Bureau de mise à niveau, which is the state institution in charge of implementing and monitoring the development plans of Senegalese companies to make them competitive.

I discovered that AFD was one of the partners when I received a visit from the French ambassador to Senegal. Over the past 15 years, AFD has invested more than 15 M EUR to set up incentives for material investments and SMEs, to enable them to develop, conquer new markets, and create jobs. As I progressed through the stages of my business plan, the financing arrived, which covered about 40% of my costs. I agreed beforehand that I would reach certain goals. I now have a 400-square-meter production room, where I employ six people under contract and have up to 30 day workers. I am a feminist, so I employ a majority of women!

It is difficult for small Senegalese businesses to access credit through traditional commercial banks

Recently, I bought a dugout canoe to get the fish for processing myself, and I acquired four hectares of land for fish farming. But it is an industry that requires a lot of investment and we have suffered as a result of the pandemic. At this time, I do not have access to new sources of financing. However, I hope that the future will bring some pleasant surprises.



Lesley Donna Williams

**Managing Director of the
Tshimologong Precinct
at Wits University**

I have been working with entrepreneurs for almost 20 years, as I am passionate about leadership development, social change, and entrepreneurship in Africa.

In 2010, I founded Africa's first Impact Hub to support social entrepreneurs in South Africa. I am now the Managing Director of the Tshimologong Precinct at Wits University in Johannesburg, a digital business incubator. Our mission is to enable the emergence of excellent African digital entrepreneurs who can compete in the international marketplace. We started working with the Institut Français d'Afrique du Sud shortly after my arrival in 2017 focusing on three main areas: skills development, incubation programs,

Afrique du Sud

and market access issues. Our biggest success to date is our animation academy: it gives us the opportunity to showcase African excellence. We also created the Fak'ugesi African Digital innovation festival, which is a way to display the continent's capabilities in the digital sector.

We are not always aligned with AFD: we discuss every issue that arises, based on friendship and mutual understanding.

I visited the AFD offices in Paris: it is a large, daunting building, where it is very clear that one is at an international development bank, and you feel the importance of decorum at such an agency. It is a completely different impression when we are with the team based in South Africa: the meetings are held on a regular basis and we interact very freely. Working with us is also beneficial for AFD, as there are useful institutional lessons to be learned as part of expanding its activities in this sector.

I think that AFD should systematically take into account local expertise in its projects.

Often local expertise is contextually more relevant. If we don't work with the right local experts, the project will not be sustainable. We share a common vision in this regard with our French partner, the École de l'Image des Gobelins, which relies on our existing networks for its expansion across the continent.





**Co-founder
and director
of Muda Africa**

“


**Rachel
Kessi**



Tanzania

Ian Mwaisunga

**Founder of the Dance Festival
in Dar es Salaam**



It is important to combine artistic and creative profiles with others more focused on planning, finance, and administration in order to make progress in the cultural sector.

The Dance Festival was started in Dar es Salaam in 2007. In 2008, we held a fundraiser and the Muda Africa school was founded in 2013. Today, we train 30 young people over three years and turn them into professionals. We allow them to develop their artistic skills but also seek resources, master the financial aspects, create a marketing strategy, etc.

Many artistic project leaders do not know about AFD: the Agency must communicate more about the financing opportunities it offers, because it addresses the immense need for capital.

We heard about the "Accès Culture" program through our relationship with Alliance Française in Dar es Salaam. We submitted a project online. We did not know about AFD at the time. As part of Accès Culture, we chose to work on the issue of deforestation through dance. We use dance or theater to address social issues: we try to stimulate the audience to think. We also try to be a platform for youth expression.

With the Accès Culture program, choosing the right French counterpart is key.

We started working with sixteen of our students on a performance art piece. The French company Hip Hop Evolution from Mayotte will soon join us and we will put on our performance with six French students and six Tanzanian students. We chose to work with a partner from Mayotte to create greater cooperation across the Indian Ocean. We were not familiar with the island before we started our project, but we have great cultural similarities due to our Swahili history. We also face similar climate change issues.



Erick Yong

**CEO and co-founder
of Greentech Capital**

Cameroon

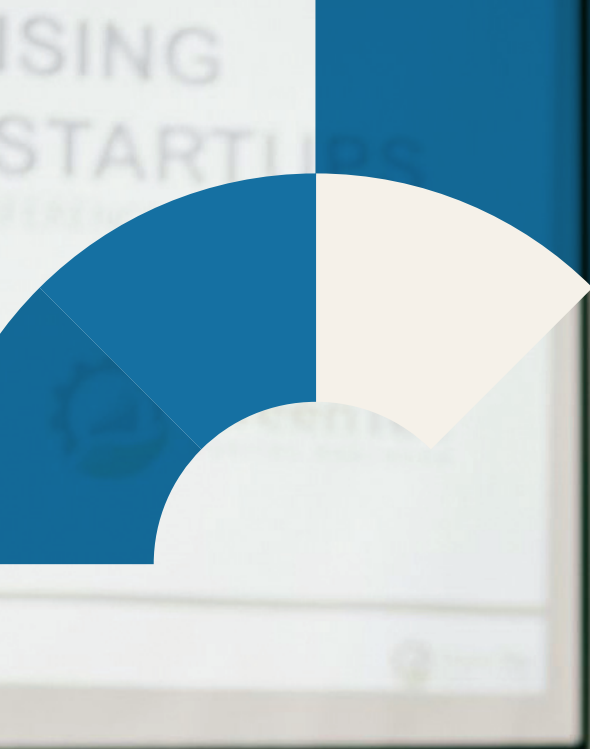
“

Many start-ups receive funding, but do not receive appropriate assistance in terms of operational management.

We are linked with AFD as part of Digital Africa, our program aims to invest in capacity building of young African start-ups. It has already led to the creation of about 700 new jobs. We provide our expertise and our network to assist in the operational development of companies, through a support approach based on the venture-building model that we have developed at Greentech Capital. Our work also empowers beneficiaries, helping them to optimize their operational performance and thus attract new investors more easily.



#M201



In the wake of the pandemic, we developed a special segment dedicated to digital support for start-ups.

The Covid 19 pandemic made us realize the importance of digitizing processes. This situation forced us to think about the kind of support companies need to develop and monetize their digital presence. It was an inevitable evolution, but one that has been accelerated by recent events.

Today, there is a challenge of matching resources (mostly in the hands of foreign stakeholders) with the continent's needs.

At Greentech, we wish to represent an interface between the various international key stakeholders and the young African companies. For the latter, it is very difficult to attract foreign investors who prefer working with parties with whom they are more familiar. It is therefore essential to create a relationship of trust, to be able to provide them with guarantees of the companies' performance and transparency.

We are therefore trying to develop innovative tools and an attractive investment platform. In creating Greentech Capital, it was also essential for us to value social and environmental issues and to invest in a responsible manner. For example, at least 75% of the companies we assist have women in their top management.



Mali

“

Seynabou Dieng

Founder of the
Maya company



With my company Maya, we have developed an inclusive model with significant participation from small local producers.

At Maya, we process locally produced spices and grains. Through our activities, we have impacted a total of 11 co-ops and 3,000 farmers, and trained 250 producers. Our products are distributed in four countries in the sub-region. We have a range of natural products: instant baobab juice, honey caramel sauce, vegetable broth, pre-cooked gluten-free fonio, and even an anti-mosquito ointment. AFD finances the Hub IIT project in Mali which assists engineers and technicians in the agribusiness sector.

Maya was founded out of a desire to reconcile the African consumer with their local products.

I first studied at a business school in France. I came back to Mali because I wanted to contribute to the development of my country and Africa. I have worked with the Agency through three different projects which have had a direct impact on my business. These programs have been very generous and open-minded, with the possibility of changing the content depending on the needs of the beneficiaries.

AFD has helped create opportunities for me.

I first benefited from the Social Inclusive Business camp which immediately enabled me to attract a private investment of 15,000 euros. I gained more knowledge about financing tools, and this enabled me to convince an angel investor. I also built a network of African entrepreneurs there that I could count on when I developed my business in Burkina Faso. In November 2019, I participated in the Bootcamp in Marseille and I met someone there who helped me raise 70,000 euros. This year, I am returning to Marseille, but this time as a mentor in order to share my experience.





Crédit artistique : Sofia Douline
Crédit contenu : Euros / Agency Africa,
Ndeye Diarra Diobaye, Lina Ben Hamida
Coordination AFD : Adrien Absolu

Merci à l'Agence Française de Développement,
ainsi qu'aux photographes et aux personnalités interrogées.

Imprimé en France par l'imprimerie centrale de Lens.



Towards a world in common

AFD Group implements France's policy in the areas of development and international solidarity. The Group includes Agence Française de Développement (AFD), which finances the public sector and NGOs, as well as research and education in sustainable development; its subsidiary Proparco, which is dedicated to private sector financing; and Expertise France, a technical cooperation agency. The Group finances, supports and accelerates transitions towards a fairer, more resilient world.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis. We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustain



<https://www.afd.fr/en>

Twitter : @AFD_en - Facebook : AFDOfficiel - Instagram : afd_france

5, rue Roland-Barthes -75598 Paris cedex 12 -France

Tél. : +33 1 53 44 31 31