



Call for cultural entrepreneurs “Création Africa” South Africa / Lesotho / Malawi

Issued by the Embassy of France in South Africa

Deadline: 26th January 2024

Date of Issue: 14 December 2023

All questions related to this call for incubators should be submitted via e-mail to:
UVUAccelerate@uvuafrica.org cc: projectofficer.faec@frenchinstitute.org.za

About Création Africa:

Création Africa is a groundbreaking initiative by the French Ministry of Europe and Foreign Affairs, coordinated by the Embassy of France and the French Institute of South Africa (IFAS). The project aims to boost and support cultural entrepreneurship in South Africa, Lesotho, and Malawi.

Création Africa: South Africa, Lesotho and Malawi is based on a holistic approach that combines mentorship, incubation, training, funding and networking to support cultural entrepreneurs at all stages of their journey, but with a focus on entrepreneurs at the ideation phase and early-stage.

Création Africa aims to support a vibrant and sustainable ecosystem for cultural entrepreneurship in Africa by collaborating with local and international incubators and businesses, institutions and partners.

Création Africa will operate under the oversight of Team France, ensuring effective governance and strategic guidance.

For this project, we have established a partnership with the South African incubator UVU Africa, to implement and oversee both the mentoring phase and the incubation programme. With their substantial experience in scaling up startups, they bring valuable expertise to the initiative.

Objectives of Création Africa: South Africa, Lesotho and Malawi:

1. Stimulate and support cultural entrepreneurship in South Africa, Lesotho and Malawi.
2. Bolster the CCI in South Africa, Lesotho and Malawi.
3. Promote international cooperation, business development and external investment.
4. Connect entrepreneurs with their peers in Africa and Europe through an immersion programme.
5. Encourage cultural entrepreneurs to adopt sustainable practices in their projects and businesses.

6. The initiative understands the barriers faced by CCI entrepreneurs ready for global scalability: limited resources, high tech costs, network and infrastructure access.

Phases of the Création Africa Project:

1. Call for Cultural Entrepreneurs: from 14th December to 26th January 2024 / 6 weeks

- Entrepreneurs across the cultural and creative industries (CCIs) are invited to participate in the programme by submitting their entrepreneurship project.
- Selection Criteria: Innovative concepts, sustainability, alignment with CCI sectors, impactful, and revenue potential. See below for full list of criteria.

2. Mentorship Programme: from 12th February to 8th March / 4 weeks

- The top 40 selected projects will undergo a tailored mentorship programme of about 8 weeks to enhance their business skills, refine their project ideas and get ready for a pitching session.
- The mentorship programme aims to equip entrepreneurs with tools, guidance, and expertise necessary to refine their business models.

→ A pitch day is scheduled at the conclusion of the mentorship programme to be selected for the second phase: incubation. During this event, you will have the opportunity to present your project in front of a jury.

3. Evaluation and Final Selection: Mid-March

- From the first mentorship phase, 12 projects will be chosen based on their pitch, their progression through the mentorship programme, readiness for incubation, and potential for sustainable growth in the cultural and creative industries.

4. Incubation Phase: from 18th March to 31st July 2024 / 20 weeks:

- Out of the 40 projects, the 12 most promising projects will advance to the incubation phase.
- The incubation phase offers comprehensive support, mentorship, resources, and guidance to scale the projects into thriving cultural enterprises.

- Tailored Programme: Each selected project or business will receive customized support depending on its needs, including, access to networks, investors, mentorship, strategic guidance and financial support as a leverage effect to scale up the business.

→ Kindly be informed that a pitch day is scheduled at the conclusion of the incubation programme. During this event, you will have the opportunity to present your project in front of a jury.

5. Grants and Financial Support:

- The 12 projects selected will receive financial support as a leverage effect to scale up their businesses in the form of grants from the French Embassy/French Institute.
- Grant Allocation: The amount disbursed will be determined by the incubator and the jury based on the specific needs and potential outlined by the project owners or entrepreneurs to scale up.

6. Immersion (acceleration) programme / The immersion programme will start in between the incubation programme and will run till the end of September:

- The Immersion Programme, facilitated by BPI France through their platform Euroquity, is an integral component of the Création Africa project. This initiative is designed to provide comprehensive support and preparation for entrepreneurs gearing up to present their projects to potential investors and key industry players in Africa and Europe.
- Through the Immersion Programme, entrepreneurs selected for the Création Africa project will receive tailored guidance, mentorship, and networking opportunities. BPI France, leveraging its Euroquity platform, will play a pivotal role in empowering entrepreneurs, equipping them with the necessary skills and connections crucial for their project's success and growth in the vibrant and dynamic cultural entrepreneurship landscape of Africa and Europe.

Who can apply?

The application is open to all entrepreneurs within the Cultural and Creative Industries (CCI) from South Africa, Lesotho and Malawi.

Applicants must:

- Be over 18 years old.
- Be residents of South Africa, Lesotho or Malawi.
- Be motivated to complete the entire programme minimum 7 months including the immersion programme.
- Have a cultural entrepreneurship business project in the ideation phase or early stage in the CCI sector.
- Have at least a business model and/or a proof of concept ready even in an early phase
- Be willing to actively engage in all stages of the programme and participate in all hosted events (such as Pitch day, investors pitch, sectorial events, etc.)
- Be prepared to travel to any other designated city or country to participate in an event or workshop. As part of this mission, all necessary travel expenses for events, workshops, or any other related activities will be covered.

The Cultural and Creative Industries (CCI) encompass a diverse range of sectors that contribute to cultural and economic development. The specific sectors can vary, but commonly recognized ones include, but is not limited to, the following:

1. **Visual Arts:** Painting, sculpture, photography, and other visual arts.
2. **Performing Arts:** Theater, dance, music, circus, and live performances.
3. **Film and Television:** Production, direction, and distribution of films and TV shows.
4. **Music:** Composition, production, and distribution of music.
5. **Publishing:** Books, magazines, newspapers, and other printed materials.
6. **Design:** Graphic design, industrial design, fashion design, etc.
7. **Fashion:** Apparel, accessories, and related industries.
8. **Architecture:** Architectural design and related services.
9. **Gaming:** Video games, board games, and related interactive experiences.
10. **Crafts:** Design craft.
11. **Cultural Heritage:** Museums, archives, preservation, and restoration.

12. **Digital Media:** Digital content creation, online platforms, and social media.
13. **Animation:** Animated content for various media.
14. **Software and Interactive Media:** Software development and interactive digital experiences.
15. **Transversal:** Third places (Tiers-lieu), creative space, community centers etc.
16. **Multidisciplinary projects**

Deadlines:

The call for cultural entrepreneurs is scheduled to run from the 14th of December 2023 to the 26th of January 2024 at 23:59'.

The timeline of the project:

- Call for entrepreneurs: From December 14th to January 26th 2024
- Presentation or pitch for the preselected programmes: 29th January to 9th February
- Announcement of results: by the 19th of February
- Mentorship programme: From 12th February to 8th March 2024
- Pitch sessions: From 11th to 15th March 2024
- Incubation programme: From 18th March to 31st July 2024
- Immersion programme: Date to be confirmed as the immersion programme is scheduled to commence in the middle of the incubation programme and will continue until the end of September.

Note: Though the programme concludes with the immersion programme, entrepreneurs will be given the opportunity to continue engaging with investors and peers within the Cultural and Creative Industries (CCI) globally, even after the immersion programme.

How to Apply

Firstly, sign up to the IQOQO Platform at: <https://iqoqo.org/join/> . On completion of registration, you will find the Création Africa: Cultural and Creative Entrepreneurship Programme link. Apply by completing the form at this link and attach all the required documents by or before the 26th of January 2024.

Note: Please note that it is mandatory to register on the IQOQO platform and to record a short video lasting approximately 1 minute and 30 seconds to 3

minutes, introducing yourself and presenting your project for your application to be receivable.

Should you have any question, please send an email to:

UVUAccelerate@uvuafrica.org cc: projectofficer.faec@frenchinstitute.org.za

Any incomplete application will be automatically disqualified.

Please follow our hashtag on social media: #MANSA #creationafrica

Selection:

All applications will be reviewed by a selection panel comprising staff members from the UVU Africa and the French Institute of South Africa.

A jury panel, consisting of experts from the public and private sectors in CCI and business development, will be composed to choose the top 40 projects. Each preselected candidate will be given an opportunity to present/pitch their project to the jury.

To increase your chances of being shortlisted for the Création Africa project, your project should align with the following criteria:

- Creative and Innovative project
- Sustainable
- Have a potential to generate revenue (excellent business model)
- Be scalable
- Have attainable and realistic objectives with a clear vision

How will you know if you are selected:

- Applicants will be notified by no later than the 9th of February 2024.
- In the event that the candidate does not receive any communication from UVU Africa or the French Institute after February 16th, it is advised to consider your application as unsuccessful.

What can lead to the disqualification of your application:

- Incomplete application
- Failure to comply to the selection criteria
- Late application
- No supporting documents

--- We wish you all the best ---