



Press Release | Paris, May 2020

## The Social & Inclusive Business Camp (SIBC) accelerates and commits itself alongside entrepreneurs operating in Africa to address the Covid 19 crisis.

After being imagined and incubated by the AFD Campus du Développement, the SIBC will be piloted over the next three years by I&P Conseil and its partners - African Management Institute, ScaleChanger and StartupBRICS - to accelerate its deployment, particularly in Africa. This hybrid coaching program dedicated to entrepreneurs in their scale up stage and producing societal impacts will be organized by the consortium with the close support of the AFD and the programme's historical partners. This year's Covid-19 crisis shows that our societies must take responsibility for environmental and social inclusion issues. We need to rapidly develop capacities for resilience and societal innovation, and to do this we need innovative social entrepreneurs more than ever.

Therefore, for its 2020 edition, the SIBC is committed to working alongside entrepreneurs to strengthen their capacities for growth and resilience in the face of an unprecedented economic and health crisis, notably through the construction of an ad hoc "SOS Covid" course, available in English and French, for all candidates to the programme as well as the existing community. This 4th edition, still focused on societal innovations, will once again highlight the themes of environmental responsibility, technical innovations to serve the most vulnerable through e-health or ed-tech.

### THE SIBC, A KEY EVENT FOR AFRICAN SOCIAL ENTREPRENEURS

Since the first edition in 2017, the SIBC has supported nearly **150 entrepreneurs with a strong societal impact in Africa** in their **transition to scale up**. From the outset, SIBC has pursued a dual vocation: (i) to support entrepreneurs with strong societal impacts in Africa in their growth and also (ii) to draw inspiration from their dynamism and strong resilience by offering them a high international visibility and by helping them emerge as strong role models for inclusive and agile entrepreneurship.



In order to best prepare them for this delicate stage in the life of their company, the programme consists of **10 weeks of e-learning training** built as peer coaching, followed by a **boot camp in Marseille** supported by the EMERGING Valley Summit. In addition to the thematic trainings, the SIBC draws its value from **the strength of its community** by bringing together high-level sponsors and mentors, as well as by benefiting from the support and experience of its alumni from one year to the next. Finally, the boot camp in Marseille is also an opportunity to **meet corporate partners and potential investors during a "speed pitching"**.

## A COHESIVE CONSORTIUM TO IMPLEMENT THE PROGRAMME

The AFD has placed its trust in a consortium composed of I&P Conseil, African Management Institute (AMI), ScaleChanger and StartupBRICS to implement the programme. The consortium will continue to **benefit from the support and experience of the Campus teams** in future editions.

In addition to supporting entrepreneurs, the consortium will be committed to structuring the galaxy of players in the field of entrepreneurship support, in order to enable the deployment of their potential.

With a **solid teaching team** and a **detailed knowledge of African entrepreneurship**, the consortium will promote the values of the SIBC in order to convey the dynamics of an ecosystem that is now essential to the development of the continent.

- [Learn more about the programme](#)



## SIBC 2020, SUPPORT FOR GREATER RESILIENCE AND SOCIAL RESPONSIBILITY

More than ever, the SIBC's mission is to **work alongside entrepreneurs** to strengthen their resilience in the face of an unprecedented economic and health crisis. This fourth edition, still focused on social innovations, will highlight the themes of **environmental responsibility (in particular biodiversity), technical innovation for the most vulnerable through e-health or edtechs and the resilience of territories.**

**Entrepreneurial communities are and will be at the forefront of building a more resilient world.** The SIBC wishes to continue its commitment to these actors of change on the continent, equipping them to **face the consequences of future crises.** Given the particular context of crisis this year, the SIBC is committed to supporting young entrepreneurs in this time of crisis by providing them with the necessary management and reflection tools. Each entrepreneur who validates his/her application will have free access (market value 7500 euros) to a crisis business management kit developed with AMI, a partner of the SIBC. They will be able to exchange during a

collaborative webinar, access management tools on the AMI platform for 2 months and thus join a community of qualified peers to accompany them during this uncertain period.

This year in particular, the SIBC community is taking on its full meaning in its ability to collectively structure itself in the face of the crisis. The SIBC must be **the springboard for impact businesses to boost their individual and collective resilience, to the benefit of our societies.** It will also allow to put forward inspiring, resilient and agile models developed by entrepreneurs operating on



the African continent, sources of inspiration.

[The registration link for the 4th edition, on the Digital Africa platform](#)

## ABOUT

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The **Agence Française de Développement** (AFD) Group is a public establishment that implements France's policy on development and international solidarity. The Group is involved in more than 4,000 projects with a high social and environmental impact in the French Overseas Communities and 115 countries, thus contributing to France's commitment to the Sustainable Development Goals (SDGs). <https://www.afd.fr/>. Through its Marseille-based campus, the AFD works alongside its partners and counterparts to strengthen human capital and entrepreneurial ecosystems in its countries of operation, particularly in Africa. By using the latest methods of active pedagogy with a learning community approach, the campus contributes to accelerating learning curves and opens the AFD networks to these actors of change. **Contact** : Isadora BIGOURDAN – [bigourdani@afd.fr](mailto:bigourdani@afd.fr).



**Investisseurs & Partenaires** is an impact investment group dedicated to Sub-Saharan African SMEs. Since its creation in 2002, I&P has invested in more than 120 companies based in some 15 African countries. Since 2016, I&P has been developing a consulting activity in order to contribute to the improvement of the business environment in Africa. One of **I&P Conseil**'s main activities is focused on accelerating and training start-ups and entrepreneurs. [www.ietp.com](http://www.ietp.com) - **Contact** : Cécile CARLIER – [c.carlier@ietp.com](mailto:c.carlier@ietp.com)



**African Management Institute** (AMI) is a women-led pan-African social enterprise that leverages technology to enable ambitious businesses across Africa to thrive. AMI has already trained over 27,000 people in business and management skills through 75+ programmes. Founded in 2014, AMI uses an innovative blend of web and mobile content, interactive workshops and practical hands-on application and has rolled out programmes across 15 African countries. <https://www.africanmanagers.org/>



**ScaleChanger** is a company that supports organisations with social and/or environmental impact in their change of scale in order to maximise their impact. To do this, the company offers strategic and operational support in all phases of development: from the consolidation of the model to the deployment of the project. ScaleChanger acts in Europe and Africa, in a process of sharing and networking between the actors of social innovation. <http://scalechanger.com/>



**StartupBRICS** is an innovation consulting firm specializing in African and emerging markets whose core business is based on ecosystem analysis, startup sourcing and facilitating connections between startups and key accounts. StartupBRICS relies on a powerful network of experts and key players in the field, which gives it a privileged connection to the digital ecosystems of

developing countries, and more particularly those of the African continent. The company is behind the EMERGING Valley Summit. <https://startupbrics.com>