



# CALL FOR PROJECTS

# COMPETITION TERMS

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## **PREAMBLE**

The consideration of issues related to women and youth is at the heart of the Corporate Social Responsibility (CSR) of the ACTIVA Group through its foundation; The ACTIVA Foundation.

Indeed, over the next 03 years, the ACTIVA Foundation wishes to:

- Directly impact at least 30,000 women (field actions).
- Support at least 150 women entrepreneurs in developing their activities.
- Impact at least 10,000 young people.
- Support 01 innovative project from secondary school youth per year in each of the ACTIVA Group's countries of operation.

The objectives that the ACTIVA Foundation seeks by supporting projects aimed at improving the living conditions of women and/or youth are:

- They represent an important economic potential that is often under-exploited. Also, the economic empowerment of these groups stimulates overall growth.
- Young people are often a source of new ideas and innovative solutions, which, through concrete actions, facilitate and promote youth entrepreneurship.
- Contributing to reducing inequalities between genders and generations and promoting equal opportunities for all.
- Women play a crucial role in community resilience in the face of crises and young people bring dynamism and adaptability.
- Contributing to improving public health because women and young people are vulnerable. Acting to improve maternal and child health, reduce risks related to early pregnancies, fight against sexually transmitted diseases and the various health problems to which they are exposed, contributes to achieving this objective.
- Contributing to improving the education system by increasing enrollment and school success rates as well as developing skills for future employment.
- Thus, through these actions, the ACTIVA Foundation invests in the future and creates the conditions for more inclusive and sustainable development for all.

## **ARTICLE 1: OBJECTIVES**

1.1. The competition aims to promote social innovation that stimulates the spirit of creativity, with a positive impact on projects that improve the daily lives of women and/or young people. It seeks to support the development of solutions or the resolution of one or more problems faced by women and/or young entrepreneurs, thus improving their professional conditions.

1.2. This competition encourages creativity among young people, men and women. It establishes a rigorous legal and ethical framework to encourage innovation in all its forms, beneficial to women and young people, by recognizing excellence, supporting the development of new solutions and finally, ensuring fair and transparent competition between participants.

## **ARTICLE 2: ACCEPTANCE OF CONDITIONS**

2.1. Participation in the competition implies full and unreserved acceptance of these conditions.

2.2. Any breach of the rules established for this competition may result in the disqualification of the submitted project.

### **ARTICLE 3: MODIFICATION AND CANCELLATION**

3.1. The organizer reserves the right to modify the terms of the competition if necessary, while respecting the initial objectives, without prejudice to the participants, ensuring to communicate any modification transparently and to inform participants before the closing of project submissions, if the modifications impact the content of the project. Submitted projects may be modified accordingly to allow for their alignment and an additional delay will be communicated, if necessary. The jury's decisions are final and without appeal.

3.2. The organizer reserves the right to cancel the event if circumstances require it, without this giving rise to any compensation for the participants.

3.3. In case of force majeure, generally defined as an event that meets all 03 (three) of the following characteristics: cannot be foreseen (unpredictable), cannot be overcome (irresistible), an external fact beyond the control of the person concerned (understood here as the organizer of the competition), The organizer may cancel the competition, without obligation of financial compensation to the participants. The automatic cancellation of the competition will occur after 02 (two) weeks from the beginning of the occurrence of this force majeure, if the latter persists.

### **ARTICLE 4: CONFIDENTIALITY AND DATA PROTECTION**

4.1. Personal information collected in the context of the competition will be protected in accordance with the legislation in force on personal data protection in the country concerned.

4.2. Documents and information submitted by participants will be treated confidentially. The organizer commits to maintaining the confidentiality of sensitive information provided by participants.

4.3. Participants are responsible for protecting their intellectual property and are encouraged to take all necessary measures before submission.

4.4 Information shared in the context of the competition will be treated confidentially, except for what is necessary for the evaluation and promotion of the competition.

### **ARTICLE 5: PARTICIPANT COMMITMENT**

5.1 By submitting a project, participants confirm their understanding and acceptance of the competition conditions.

5.2 Participants agree not to submit illegal, defamatory content, or content that violates the rights of others.

## ARTICLE 6: PROJECT ASSIGNMENT

6.1 Selected or non-selected projects remain the property of the submitter. However, if they wish to transfer it, they must inform the ACTIVA Foundation.

## ARTICLE 7: INTELLECTUAL PROPERTY

7.1 The results of the project must be freely shared.

## ARTICLE 8: PARTICIPATION AND ELIGIBILITY

8.1 Participants: The competition is open to countries where there is at least one subsidiary of the ACTIVA GROUP: Cameroon | Ghana | Guinea Conakry | Democratic Republic of Congo | Liberia | Sierra Leone | Ivory Coast.

8.2 Eligibility:

Candidates must be:

- Registered local associations,
- National NGOs,
- Social enterprises,
- Formal community groups,
- Individuals applying alone.

having as main leader a young person aged at most 30 years or a woman at the time of their registration.

Participants must be residents of one of the countries participating in the competition.

Participants can compete individually or in teams.

8.3 Innovation: Participants must propose original projects, not published before the competition, and which target the improvement of the daily life of women and/or young people.

8.4 Priority themes: Projects must be solutions allowing or facilitating:

- Economic empowerment,
- Education and training,
- Health and well-being,
- Technological and social innovation.

## ARTICLE 9: PROJECT SUBMISSION

### 9.1. Project submission process

9.1.1. Registration: Participants must register online, providing their personal information and a summary of their project.

9.1.2. Place of registration and project submission: The official online portal of the competition before the announced deadline.

## 9.2. Project submission conditions

9.2.1. Language: Projects must be submitted in the official language(s) of the competition.

9.2.2. Submissions must include a complete file (Online submission of an application form):

- Concept note (max. 5 pages)
  - Detailed and technical description of the project
  - An assessment of the potential impact on beneficiaries
- Detailed budget
- Implementation plan
- CVs of key team members

9.2.3. Ownership: Participants must own or have filed intellectual property rights related to their project. A waiver may be granted if the participant signs the sworn statement form that it is their project.

9.2.4. Format: Application files must be submitted in electronic (digital) version.

9.2.5. Deadlines: Registrations and projects must be submitted via the official competition platform before the submission closing date announced on the official competition platform.

## 9.3. The calendar

9.3.1. Opening of registrations: Monday, August 05, 2024

9.3.2. Submission deadline: Monday, September 30, 2024

9.3.4. Announcement of finalists: [November 04 - 08], 2024

9.3.5. Project presentation: [November 25 - 29], 2024

9.3.6. Award ceremony and rewards: [December 23 - 27], 2024

## ARTICLE 10: EVALUATION CRITERIA AND SELECTION PROCESS

### 10.1. Evaluation Criteria

Projects will be evaluated based on the following criteria as defined:

10.1.1. Innovation and originality: The degree of innovation and originality of the project. The innovative and creative character of the proposed solution.

10.1.2. Potential impact on beneficiaries: The project's ability to meet specific needs and thus the potential impact on improving the daily lives of women and/or young people.

10.1.3. Feasibility: Technical feasibility and potential for evolution.

10.1.4. Economic viability: Clarity of the economic and commercial model and potential for profitability.

10.1.5. Sustainability: Ethical, social, and environmental considerations of the project.

10.1.6. Project duration: The implementation of the project must not exceed 12 months.

## 10.2. The jury

10.2.1. The jury is composed of collaborators from the ACTIVA Group, of different grades and levels, assisted by a sworn Bailiff.

## 10.3. The Selection Process

10.3.1. Pre-selection phase: The jury will make an initial evaluation of the submitted files to select the most promising projects and after a first deliberation, will transmit the list of projects that will be subject to an oral presentation.

10.3.2. Pitch: Finalists will be invited to present their project before the expert jury.

10.3.3. Final selection: After final deliberation, the jury will designate the 03 best projects per country. The best of all countries will receive the Dr. Marie - Pierre LOWE award.

## ARTICLE 11: GRANT AND PRIZE

11.1. Prize: The three best projects selected per country will receive a grant from the ACTIVA Foundation according to the allocated budget.

These projects will be awarded up to 16,000 EUR (global pot for the seven countries where the ACTIVA Group is present).

11.2. Dr. Marie-Pierre LOWE Award: The best of all countries will receive the Dr. Marie - Pierre LOWE award and special support until its maturation up to the budget that will be allocated to it.

## ARTICLE 12: OBLIGATION OF LAUREATES

- Respect the action plan and calendar proposed in the application file,
- Achieve the objectives set within the given deadlines,
- Formalize the mutual commitment by signing the agreement,
- Provide periodic progress reports (quarterly or semi-annually),
- Collect data to measure the impact of the project,
- Mention the support of the ACTIVA Foundation in all communications related to the project,
- Comply with all applicable laws and regulations,
- Adhere to the ethical standards defined by the ACTIVA Foundation,
- Share lessons learned and best practices,
- Promptly inform the ACTIVA Foundation of any significant changes in the project and obtain its approval,
- Submit to possible financial audits or field visits,

- Retain all documents related to the project for a defined period.

### **ARTICLE 13: CONFLICT RESOLUTION**

13.1. Any dispute relating to the interpretation or application of these conditions will be resolved amicably between the parties, failing an amicable agreement, by amicable mediation or, failing amicable mediation, the dispute will be submitted to the competent jurisdiction according to the applicable legislation in the country concerned.

### **ARTICLE 14: FINAL PROVISIONS**

14.1 This competition is not open to employees of the organizer or partner insurance companies, competitors, or their close families.

14.2 Participation in the competition implies full and complete acceptance of all stated conditions.

14.3. Participation in the competition constitutes a unique opportunity for social impact, learning, and professional development for women and young innovators.