7th edition of the Challenge App Afrique
An initiative to boost the emergence of African innovations

Launched in 2015, the Challenge App Afrique (CAA) is an innovation competition led by RFI and France 24 to support the development of innovative digital applications to address an African issue.

This is the time for startups and developers of the continent to benefit from visibility and support and encourage the integration of new technologies into the daily lives of people.

The Africa App Challenge benefits from the editorial support of RFI and France 24 through two flagships programs.

For this 7th edition, the startups of the continent will have to answer the following thematic:

“To develop a digital solution for sustainable agriculture, contributing to the continent’s food self-sufficiency and improving producers’ yields.”
The « Challenge App Afrique » is…

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<tr>
<th>1&lt;sup&gt;st&lt;/sup&gt; edition</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; edition</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; edition</th>
<th>4&lt;sup&gt;th&lt;/sup&gt; edition</th>
<th>5&lt;sup&gt;th&lt;/sup&gt; edition</th>
<th>6&lt;sup&gt;th&lt;/sup&gt; edition</th>
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<tbody>
<tr>
<td>« Health at the service of populations »</td>
<td>« Girl’s education »</td>
<td>« Sustainable development »</td>
<td>« Smart City »</td>
<td>« Fight against epidemics »</td>
<td>« Digital education for children »</td>
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**BOGOU**
by Pr. Cheick Oumar Bagayoko

Medical tele-expertise tool available via a computer connected to the Internet. It allows doctors practicing in remote areas to request a remote opinion from specialists.

**LUCIE**
by Raissa Banhoro

LUCIE (Unique Lesson Designed for Innovation in Education), an application that enables young girls who have not had the opportunity to go to school to learn to read and write.

**SAAGA**
by Serge Auguste Zaongo

SAAGA (Autonomous Automatic Drip Irrigation System) consists in irrigating the necessary quantity of water according to the need of the crop.

**MY CRAFTMAN**
by Kevin Cédric Sesse

Platform of connection between craftsmen and customers. It allows the professionalization of the craftsmen’s activities, particularly those of the building.

**AFRIQCARE**
by Amara Diawara et Mariam Coulibaly

Online consultation management and appointment scheduling platform providing access to an electronic health booklet for Malian and Guinean health professionals and patients.

**PRENEZ LES FEUILLES**
by Christelle Kouamé

Platform that provides access to the curriculum in the form of course summaries by chapter and subject, followed by a series of multiple-choice questions to assess understanding.

3 500 project leaders since the initiative’s creation in 2015

An average of 900 candidates per edition

6 winners supported by experts’ challenge
A 7th edition dedicated to agriculture

« Develop a digital solution for sustainable agriculture, contributing to the continent's food self-sufficiency and improving producers' yields »

AFRICA IS HOME TO 60% OF THE WORLD'S ARABLE LAND

- An increase in production of +4.3% against a world average of only +2.75%.

- To create a new agricultural and agri-food model for Africa, in the context of global warming, which can be compatible with the urbanization of the planet, and which allows to feed the populations in the best conditions.

- Technological innovation will make it possible to create new sustainable models adapted to the different African territories, to have access to information on the entire value creation chain in agriculture and food products.
A 7th edition supported by two flagships shows

The Africa App Challenge will be supported by these two shows that will relay the news of the competition. Depending on the topic, the competition, the participants and the innovations may be the subject of dedicated topics. This support will increase the visibility of the competition in Africa and internationally.

Presented by Valériane GAUTHIER
With reports from France24’s correspondents in the field and interviews with leading personalities, find out about this moving and changing Africa... Saturday at 2:15 pm, Paris time.

Hosted by Anne-Cécile BRAS
A program dedicated to the environment about the issues of today and tomorrow around the world.
Thursday and Friday at 4:10 pm, Paris time.
The partner will benefit from the Branded Article format

3 REASONS TO USE THE BRANDED ARTICLE

VALUES

The branded article, a format which allows you to speak out for your values at the heart of the editorial of a well-known and approved media.

POWERFUL

Benefit from the power of the most followed news media in French-speaking Sub-Saharan Africa: communicating on France 24 ensures visibility and power.

TAILOR-MADE

A tailor-made campaign according to your needs and communication targets. Our teams will accompany you from the briefing to the online publication.

YOUR ARTICLE VISIBILITY

PUBLISHED IN A DEDICATED SECTION

PREMIUM PROMOTION TO ENSURE MULTIPLE TOUCHPOINTS

HIGHLIGHTING ON EVERY PAGE
DISPLAY CAMPAIGN
FACEBOOK POST

AN ALL INCLUSIVE OFFER

- Integration of the content in our CMS and using our graphic codes
- The content will be posted in the partner contents’ section
- The content will be promoted on each page through a highlighting block
- A website and application display campaign is included
- 1 Facebook post per article with the brand tagged
- Support, project management, online launch and monitoring of results
A 6-month media presence

1. October – December 2022
- Commercial « call for application » broadcasted on F24 and RFI
- Relaying the call for application on partner programs (RFI/ F24)
- Publication on the social networks of RFI and France 24 and the African App Challenge
- Press release

2. January – February 2023
- Examination of the files by the jury
- Announcement of the 10 finalists: on air, on social networks and press release
- Presentation of the projects on the social networks of the Africa App Challenge

3. March 2023
- Realization of the prototypes by the 10 finalists
- Examination of the files by the jury
- Announcement of the 3 finalists

4. April 2023
- Trophy award in Africa
- Extensive media coverage after the winner was announced
- Candidates and winners will be in the news

5. May – August 2023
- Incubation of the 10 finalists

The final, a real highlight!

An award ceremony in Africa with the relocation of the program that carries this project on RFI

A public broadcast to announce the winner at the French Institute of the host country (capacity of 800 people)

A live and deferred broadcast on the group’s TV channels but also on the host country’s media

A unique opportunity for the finalists and jury members to visit the economic ecosystem of the host country and to exchange ideas together

Schedule given as an indication and subject to change
The Challenge App Afrique, the competition that gets people talking!

110 medias talk about the challenge each year
2,000,000 people reached on the social networks of RFI and France 24
80,000 people followed the final on social networks
Become a partner of a major innovation competition in Africa

A differentiating speech

Discover innovative projects

Support the talents of tomorrow

You will benefit from significant media exposure on all the media produced for the challenge.

- Press releases of the Challenge.
- The Africa App Challenge website, all Facebook and Twitter posts related to the Challenge
- The "call for application" spot broadcast on France 24 and RFI: specific spot "Challenge App Africa" / partner to promote the partnership.

It will be an opportunity to discover innovative projects, meaningful and progressive. A real breeding ground of innovations!

- Participate in the entire process of reviewing applications, selecting finalists and the Winner.
- Possibility of accompanying the finalists in the development of their projects.

This is what AAC is above all: a jury of experts who accompany the candidates so that their project succeeds and lasts in time!

- Accompany the finalists* on their visit to the economic ecosystem of the country where the award ceremony will take place. A unique opportunity to network.
- Participate* in the award ceremony which will take place in a public place with economic and political actors

* Travel at partner's expense
# Our partnership offers

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<th>Offer</th>
<th>BRONZE OFFER</th>
<th>SILVER OFFER</th>
<th>GOLD OFFER</th>
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<td>« Call for application » campaign</td>
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<td>TV : France 24 FR – 40 spots with partner logo</td>
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<td>WEB : RFI.fr – 1 Million impressions (Africa IP)</td>
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<td>Social networks</td>
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<td>Facebook « Challenge App Afrique » : 20 posts with mention of the partners on each network.</td>
<td>Included</td>
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<td>Twitter « Challenge App Afrique » : 20 posts with mention of the partners on each network.</td>
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<td>France Media Monde press release</td>
<td>Included</td>
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<td>Mention of partners in press releases about the Challenge App Afrique (min. 3)</td>
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<td>Challenge App Afrique website</td>
<td>Included</td>
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<td>Sections « Jury » and « Partners »</td>
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<td>RFI &amp; France 24 digital environments</td>
<td>Included</td>
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<td>Finalist announcement: 1 article on each website</td>
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<td>Winner announcement: 1 article on each website</td>
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<td>Digital environments: website &amp; app</td>
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<td>France 24 : 1 000 000 Africa IP prints / 2 weeks of website design</td>
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<td>RFI : 1 000 000 Africa IP prints</td>
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<td>Branded Article</td>
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<td>Creation of a brand content video in interview format (1 min 30) with an article written by experts.</td>
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<td>Implementation of a promotional plan towards the branded article: display campaign, Facebook with audience boost</td>
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<td>Sponsorship of the programs that carry the project (6 months)</td>
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<td>France 24 : sponsorship Afrique Hebdo – 144 billboards of 8”</td>
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<td>RFI : sponsorship of « C’est pas du vent » - 144 billboards of 5” and 10”</td>
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<td>Spot campaign Challenge App Afrique / Partner</td>
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<td>A 30” spot produced exclusively around the Challenge App Afrique x Partner partnership to highlight the actions of our groups in Africa</td>
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Partnership subject to validation by France Médias Monde.