



CASTEL
ALGERIE



PIERRE CASTEL AWARD

RULES AND CALENDAR

2023

ENCOURAGING AND SUPPORTING
AGRICULTURAL ENTREPRENEURSHIP IN AFRICA



“ The demographic challenges facing Africa are unique in human history. It is the duty of those who are committed to the continent to support its people in this evolution and to encourage the development of its youth. ”

Pierre CASTEL, Founding President

SUMMARY

I. Principles and goals	p. 4
II. Award endowments	p. 5
III. Eligibility criteria	p. 6
IV. Constitution of the application files	p. 6
V. Selection process	p. 7
VI. Files evaluation criteria	p. 7
VII. Timeline and modalities	p. 8
VIII. Appendices	p. 9
IX. Partners	p. 11



I. Principles and goals

The Pierre Castel Fund was born from the meeting between Pierre CASTEL and Pierre De Gaétan NJIKAM, united by their attachment to Africa and their common commitment to the entrepreneurial youth of this continent. Their desire: **contribute to the development of the agricultural and agri-food sectors, and to support the creation of value on the territory.**

Since 2017, the Pierre Castel Fund - Acting with Africa has been part of this commitment by encouraging and supporting the development of agricultural and agri-food initiatives led by young African entrepreneurs and public and private institutions invested in the general interest.

The Fund works with its partners to provide funding, training, and networking opportunities to make a concrete contribution to the current and future challenges of Africa's agricultural and food systems and entrepreneurship.

Since 2018, the Pierre Castel Award identifies and accompanies young agri-entrepreneurs whose activities actively contribute to the socio-economic and environmental development of their country.

The 2023 edition of the Pierre Castel Award is organized in 6 African countries:

Algeria, Burkina Faso, Cameroon, Côte d'Ivoire, Madagascar and the Democratic Republic of Congo.

in collaboration with Castel Africa subsidiaries : Castel Algérie, Brakina, SABC, Solibra, Star Madagascar et Bracongo.

Through this award for African agricultural entrepreneurship, the Fund and its partners share and defend the values of solidarity, recognition of merit, a taste for effort and work, and a sense of initiative and boldness.

II. Award endowments

The Pierre Castel 2023 Prize rewards 36 entrepreneurs (6 per country).

The endowments awarded are intended to **support the growth of companies selected** for their quality and their impact on their economic, social and environmental environment. They also aim to promote the development of entrepreneurs, knowledge sharing and networking through the community "Bâtisseurs Africains".

As soon as they are selected, the 36 entrepreneurs become part of the "Bâtisseurs Africains" network, a community of talents serving the development of the African continent.

 **1st prize winners** : €15,000, a sponsorship and a coaching program

 **2nd place winners** : €10,000, a coaching program

 **24 finalists** : Participation in the Young Hopefuls Award - For Sustainable Agriculture and Food* and access to e-learning entrepreneurial training courses with the International Trade Centre in Geneva (ITC).



* **The Young Hopefuls Award - For a sustainable agriculture and food** is organized in partnership with the **Interacademic Group for Development (GID)** and the **Higher School of Agronomy (ESA)** of Yamoussoukro (Côte d'Ivoire). Open to the 4 finalists from each country, this complementary scheme aims to congratulate the potential of young entrepreneurial start-ups and to support them in their development through the lever of excellence training.

III. Eligibility criteria

Any agri-entrepreneur wishing to apply for the Pierre Castel 2023 Award must meet the following eligibility criteria :

-  **Having the nationality and reside in one of the countries concerned by this edition** (Algeria, Burkina Faso, Cameroon, Côte d'Ivoire, Madagascar, Democratic Republic of Congo) ;
-  **Being between 18 and 45 years old ;**
-  **Having a business in the agriculture, agri-food or related sectors ;**
-  **Having at least one year of activity ;**
-  **Justifying the legal existence of your company ;**
-  **Having a project that is part of the development of its business,** and that has a measurable social, economic and/or environmental impact on its territory.

IV. Constitution of the application files

Applications must be submitted on the [platform](#) dedicated to this purpose on the Pierre Castel Fund website. (*Prix Pierre Castel 2023 | Fonds Pierre Castel (Fonds-pierre-castel.org)*)

Ils doivent contenir les éléments ci-dessous et être présentés dans l'ordre indiqué :

-  **A CV** (*background, experience, motivations and ambitions*) ;
-  **A copy of the identity document ;**
-  **A legal presentation of the company** (*date of creation, legal form, registration number in the trade register of the country concerned, governance, number of employees...*) ;
-  **A commercial presentation of the company** (*offer, environment, market, customers, distribution, marketing...*) ;
-  **A presentation of the financial elements of the company for the year N-1** (*balance sheet or operating account...*) ;
-  **A detailed presentation of the development project to be supported** (*development perspectives, social, economic and environmental impacts, job creation, material needs...*) .

 Incomplete applications or those that do not meet the criteria will be rejected by default.

 The application file must be completed in French or English.

V. Selection process

The Fund carries out its activities in the countries concerned in coordination with Castel Africa subsidiaries, Chambers of Commerce and Industry, Chambers of Agriculture and national organizations to examine and identify eligible applications.

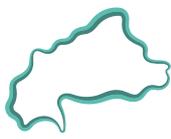
National committees and juries meet to select 36 agri-entrepreneurs among the applicants. **These committees and juries are sovereign**, they are chaired by the general managers of Castel Afrique subsidiaries organizing this 6th edition. They are made up of personalities from the local economic fabric. Their decisions are without appeal.

- ! Each country reserves the right to make adjustments to these rules according to local constraints. The candidate must therefore pay attention to the information provided concerning his country.

(Click on a map to access information about the award in your country).



Algeria



Burkina Faso



Cameroon



Côte d'Ivoire



Madagascar



DR Congo

The Pierre Castel Fund guarantees the probity, impartiality and integrity of its committee and jury members.

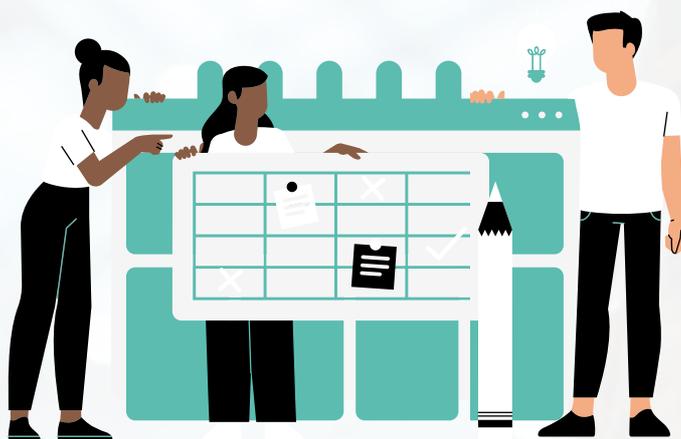
- 1 Identification of eligible applications and selection of 6 projects/countries by the selection committees
- 2 Validation of selections through field visits
- 3 Hearing of the candidates retained by the national juries and selection of the 12 finalists (2/country)
- 4 Definition of plans for the use of financial allocations with coaching organizations
- 5 Audition of the finalists in videoconference by the Grand Jury chaired by Pierre CASTEL and distinction of the 1st and 2nd prize winners

VI. Files evaluation criteria

Evaluation and selection of candidates is based on:

-  **The entrepreneurial mindset**
-  **The adequacy between the offer and the need identified on the territory**
-  **The experience of the entrepreneur in his or her sector of activity**
-  **The socio-economic and environmental impact of the activity**
-  **The quality of the submitted file**

VII. Timeline and modalities



APRIL 03 TO MAY 03

CALL FOR APPLICATIONS



MAY 04 TO 12

REVIEW OF APPLICATIONS
AND SELECTION OF 36
CANDIDATES (6/COUNTRY)



MAY 15 TO 26

FIELD VISITS



MAY 30 TO JUNE 07

AUDITIONS BY THE JURIES
AND SELECTION OF THE 12
FINALISTS (2/COUNTRY)



JUNE 09 TO 25

DEFINITION OF PLANS FOR
THE USE OF FINANCIAL
ENDOWMENTS



WEEK OF JULY 03

GRAND JURY AND
DESIGNATION OF THE
WINNERS



SEPTEMBER 14TH

PAN-AFRICAN AWARD
CEREMONY IN CAMEROON

VIII. Appendices

RESPONSIBILITY OF THE PIERRE CASTEL FUND

The Pierre Castel Fund reserves the right to modify, shorten, extend or cancel this contest if circumstances so require. The Fund cannot be held responsible for this. Any change will be notified by publication on the Fund's website www.fonds-pierre-castel.org.

ACCEPTATION DU RÈGLEMENT

By sending his or her application, the candidate expresses his or her unreserved agreement to all the clauses of these rules. Any breach of the rules and more generally, any fraud or attempted fraud will automatically result in the elimination of the candidate.

The rules can be downloaded from the Pierre Castel Fund website www.fonds-pierre-castel.org. They may be modified at any time by the Fund. The amendment comes into force as soon as it is put online and will be deemed to have been "accepted" by the simple fact of the candidate's participation in the competition.

Upon entering the competition, the candidate agrees to abide by the rules of the Code of Conduct (as adopted by « BGI » - Brasseries et Glacières Internationales S.A et « BIH » - Brasseries Internationales Holding Limited), which can be consulted on the Internet at [Publications | Castel Afrique \(castel-afrique.com\)](#).

PARTICIPATION FEES

The competition is free of charge and there is no obligation to purchase or to pay any administration fees. The costs related to the presentation of the application (preparation of the file, presentation to the juries, travel expenses, etc.) are the responsibility of each candidate. No reimbursement of expenses will be made.

COMMUNICATION AND IMAGE RIGHTS

Candidates and promotional structures authorize the organizers and partners to publish general information about them as part of the communication activities of the PIERRE CASTEL AWARD during and after the edition.

APPLICABLE LAW - JURISDICTION

The present rules are subject to French law. Any dispute relating to its interpretation and application shall fall under the sole jurisdiction of the Administrative Court of Bordeaux.

DATA PROTECTION AND USE

The data collected within the framework of the Pierre Castel 2023 Award are intended for the institutions below :

- 🌿 Pierre Castel Fund - *Acting with Africa*
- 🌿 Castel Africa subsidiaries that organize the Prize: Castel Algerie, Brakina, SABC, Solibra, Star, Bracongo
- 🌿 Local partners involved in the organization of the Prize
- 🌿 Partners involved in the support, financing, training and coaching.

USE OF THE DATA

- 🌿 Management and processing of applications
- 🌿 Communication within the framework of the Pierre Castel Prize
- 🌿 Storage in the database
- 🌿 Integration of winners and finalists in the African Builders community
- 🌿 Realization of studies and statistics

All personal datas are kept for the entire duration of the existence of the Pierre Castel Fund.

DATA ACCESS

Any agri-entrepreneur applying for the Pierre Castel 2023 Award has the possibility of exercising his/her rights of access, rectification, opposition and deletion to the processing of his/her data in accordance with Articles 38 to 40 of the Law of 6 January 1978. Pursuant to Regulation 2016/679 of 27 April 2016, the individual may exercise his or her right to limitation of processing, deletion of his or her data and portability from 25 May 2018.

These rights can be exercised with the Pierre Castel Fund - *Acting with Africa*, which collected the personal data electronically: : contact@fonds-pierre-castel.org .

IX. Partners



CONTRIBUTE TO THE SELECTION PROCESS OF PROMISING ENTREPRENEURS



SUPPORT THE DEVELOPMENT OF SKILLS THROUGH TRAINING, COACHING AND WORKSHOPS



SUPPORT FOR FINANCING AND COMMERCIALIZATION



RD Congo

Fonds Pierre Castel - Agir avec l'Afrique

Siret : 833 678 022 00025 - Code APE 9499Z
9 cours de Gourgue 33000 Bordeaux

 fonds-pierre-castel.org

 contact@fonds-pierre-castel.org



