



In partnership with



Prix Pierre Castel 2021

Rules of the call for application

« Le Fonds Pierre Castel - Agir avec l'Afrique », situated at 9 Cours de Gourgue, 33000 Bordeaux,
which purpose is to support youth's entrepreneurship,
Organises the 4th edition of the PRIX PIERRE CASTEL, from March 1, to May 31, 2021,
In partnership with the different branches of the Group Pierre Castel in Burkina Faso, Cameroon,
Ivory Coast and Democratic Republic of Congo.

These regulations contain 11 articles

I - Principle and purpose

« Le Fonds Pierre Castel - Agir avec l'Afrique » supports financially and through trainings, projects of young African entrepreneurs in the sectors of agriculture and agrifood, sectors with high added value and factors of socio-economic dynamics on the continent.

Created in 2017, Le Fonds Pierre Castel is the result of the meeting between two men, Pierre CASTEL and Pierre De Gaétan NJIKAM, who share the same values and the same vision of African socio-economic development. Through the Fund, Pierre CASTEL wishes to strengthen his commitment to serve the development of Africa and his links of solidarity and exchange with France.

Initiated in 2018, the PRIX PIERRE CASTEL aims to identify and support young entrepreneurs in the areas of agriculture and agrifood, which contributes to the socio-economic and environmental development of their country. It is organized simultaneously in 4 African countries: Burkina Faso, Cameroon, Ivory Coast and Democratic Republic of Congo.

Endowments allocated to entrepreneurs of each country must serve to the development of projects recognized and selected for their quality and their impact on their economic and social environment.

Prize endowments

The 2021 PRIX PIERRE CASTEL rewards 6 entrepreneurs per country:

- The 1st winner receives € 15,000, sponsorship, coaching and one-year training ;
- The 2nd winner receives € 5000, coaching and training of one year ;
- The 4 finalists benefit from a certifying training by e-learning with the Centre du Commerce International de Genève.

II - Conditions of participation

Applicants who wish to apply must meet the following eligibility criteria:

- Have the nationality of the country concerned (Burkina Faso, Cameroon, Ivory Coast or Democratic Republic of Congo) ;
- Be between 18 and 45 years old ;
- Having a firm who does with sectors of agriculture and / or agrifood ;
- Justify the legal existence of his company dating back at least one year ;
- Have a project that is part of the development of your business, and that has a measurable social, economic and / or environmental impact on your territory.

III - Constitution of application files

Applications must be in PDF format and should be submitted on Le Fonds Pierre Castel application platform (<https://www.fonds-pierre-castel.org/prix-pierre-castel/prix-pierre-castel-2021/>).

They should contain the following elements and be presented in the order listed:

- A CV (*background, experience, motivations and ambitions*) ;
 - A copy of the identification document ;
 - A presentation of the company (*date of creation, legal form, registration number in the trade register of the country concerned, governance, number of employees, etc.*) ;
 - A description of the activity of the company (*supply, environment, market, customer, distribution, marketing ...*)
 - A presentation for year N-1 of the company's financial elements (*balance sheet or operating account, etc.*) ;
 - A detailed presentation of the development project to be supported (*development prospects, social, economic, and environmental impacts, job creation, material needs, etc.*).
- ➡ Applications that are incomplete or do not meet one of the criteria indicated will be rejected by default.
- ➡ The application must be completed in French or English
- ➡ Files should not exceed 10 presentation pages (front and back).

IV - Selection process

Le Fonds Pierre Castel works in the countries concerned in coordination with the branches of the Castel Group, the Chambers of Commerce and of Industry, the Houses of agriculture and local Organizations to review and identify eligible candidates.

Committees and local juries meet to select six projects per country among the applications submitted. These committees and local juries are sovereign, they are chaired by the Castel Group branches General Managers organizing the 2021 prize and made up of personalities from the local economy fabric, their decisions are without recourse.

Each country reserves the right to make adjustments to these regulations according to local constraints. The candidate must therefore be attentive to the information communicated concerning his country.

- Burkina Faso: <https://www.brakina-bf.com/>
- Cameroon: lesbrasseriesducameroun.com
- Ivory Coast : www.solibra.ci/prixpierreicastel-189576.html
- Democratic Republic of Congo : <https://bracongo.cd/>

Le Fonds Pierre Castel guarantees candidates the good faith, impartiality, and loyalty of the members of the committees and juries.

- **Step 1** : Identification of eligible applications and selection of 6 projects / country by the selection committees.
- **Step 2** : Audition of the candidates selected by the country's jury and selection of two finalists / country for the finals .
- **Step 3** : Presentation of the finalist's projects by videoconference in front of the Grand Jury of Bordeaux chaired by Pierre CASTEL . Designation of the grand prize winner by country.

V – Files Evaluation Criteria

The holder of the project	8 Marks
<i>Entrepreneurial spirit</i>	4
<i>Experience</i>	4
The Project	12 Marks
<i>Socio-economic and environmental impact</i>	10
<i>Quality of the submitted file</i>	2

VI - Timetable and modalities

- From **March 1** to **April 11, 2021** at midnight : Call for projects - <https://www.fonds-pierre-castel.org/prix-pierre-castel/prix-pierre-castel-2021/> .
 - From **April 12** to **30, 2021** : Selection of 6 candidates / country and presentation of their projects to the country's jury.
 - **May 2021** : Grand Jury of Bordeaux and designation of the grand prize winner by country .
 - **June & July 2021** : Beginning of coaching sessions with the IECD and delivery of endowments
- ➡ Ceremony of the endowments hand over starts after two coaching sessions with the IECD partner.
- ➡ The award ceremony of the PRIX PIERRE CASTEL 2021 is organized locally. The dates have been defined accordingly to countries by Brakina, Sabc, Solibra and Bracongo. They will be communicated later.

VII - Liability of Le Fonds Pierre Castel

Le Fonds Pierre Castel reserves the right to modify, shorten, extend or cancel this competition if circumstances so requires. Its responsibility cannot be engaged for this fact. The results of the jury's deliberations cannot be contested.

VIII - Acceptance of the rules

The candidate manifests by simple sending of his application file, his unreserved agreement to all the stipulations of these regulations. Any breach of these rules and more generally, any fraud or attempted fraud automatically results in the elimination of the candidate.

The regulations can be downloaded from Le Fonds Pierre Castel website : www.fonds-pierre-castel.org

The regulations can be modified at any time by Le Fonds Pierre Castel. The amendment is applicable as from its setting on line and will be deemed «accepted» by the simple fact of the candidate's participation to the prize.

IX - Participation fees

The competition is free of charge and is not subject to any obligation to purchase or to any file management fees. The costs of submission of application (costs of creating the file, for presentation to the juries, travel expenses, etc.) are the responsibility of each candidate. No reimbursement of costs will be made.

X - Communication rights and Image rights

The Candidates and the Promotion Structures authorizes the Organizers and Partners to publish general information concerning them as part of the PRIX PIERRE CASTEL communication actions without being able to claim any rights whatsoever.

XI - Applicable law - Competent court

These regulations are subject to French law. Any dispute relating to its interpretation and application falls within the sole jurisdiction of the administrative court of Bordeaux.