

AUF



PROGRAMME

ENTREPRENDRE



AUF - Révélateur du génie de la Francophonie scientifique

AGENCE UNIVERSITAIRE DE LA FRANCOPHONIE



PROGRAMME ENTREPRENDRE

AUF AND ENTREPRENEURSHIP IN NUMBERS

5400 STUDENTS SUPPORTED

1425 PROJECTS

24 BENEFICIARY COUNTRIES

111 UNIVERSITY INNOVATION SPACES

8 INCUBATORS AND **3** FABLABS CREATED

271 START-UPS

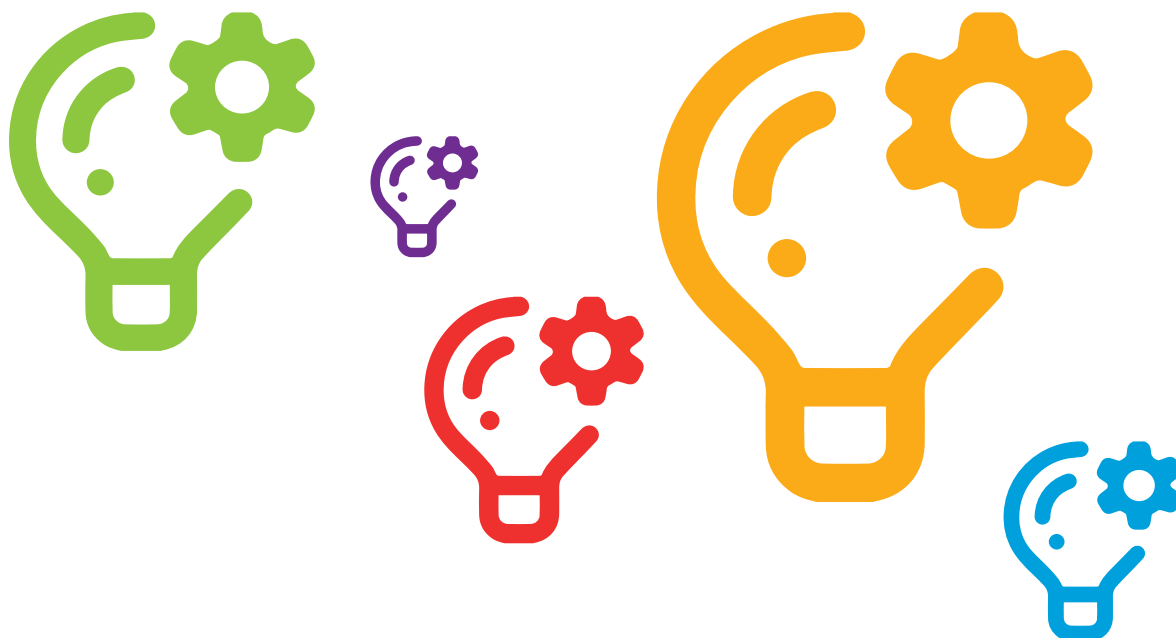
IDEATION

Designed and financed by the *Agence Universitaire de la Francophonie (AUF)*, ENTREPRENDRE is a structuring program that falls within the framework of the pillar “Employability and entrepreneurship” of its 2021-2025 strategy. It represents a concrete response by the AUF to a need expressed by all higher education players in the French-speaking world (cf. *Le livre blanc de la francophonie scientifique*) in terms of structuring, supporting and promoting entrepreneurship among students and young graduates from member institutions.

Indeed, when the local and regional labor market is unable to integrate graduates, the development of entrepreneurial skills among this population becomes a crucial issue for youth empowerment, innovation and wealth creation.

True to its “Standard-Adapted” approach, the AUF proposes to co-construct this system with countries wishing to implement it, taking into account their specific characteristics in a concerted, partnership-based approach.

This partnership approach is first built within a contractual framework with the responsible ministry, which expresses its interest to the AUF, and then integrates all the key players concerned: universities, employment agencies, local authorities, etc.



10 THINGS TO KNOW

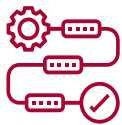
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OBJECTIVES

1. Developing student entrepreneurship through innovation and research
2. Strengthening young people's skills
3. Strengthening the skills of supervisors and tutors
4. Promoting cooperation between innovation actors to strengthen entrepreneurial ecosystems

2



METHODOLOGY

1. Mapping the country's ecosystem
2. Diagnosis of existing services
3. Co-production of national models for entrepreneurial training courses
4. Co-construction of a national student-entrepreneur status adapted to the country
5. Supporting ministries in promoting the socio-economic role of universities

3



BENEFICIARIES

1. Students
2. Teachers - supervisors
3. Ministries in charge of higher education
4. Higher Education Institutions
5. Local authorities

4



PARTNERS

1. National support structures: Employment agencies...
2. Socio-economic actors
3. Civil society actors
4. Funding agencies

5



KEY ELEMENTS OF THE PROGRAM

1. Setting up training plans for students and tutors.
2. Implementing a Student-Entrepreneur Program (SEP) with public authorities.
3. Creation of pre-incubation centers in partnership with the Francophone Employability Centers (CEF).

5.1 BUILDING SKILLS

Young entrepreneurs will be trained in all the aspects (legal, marketing, financial...) needed to master to transform their idea into a viable business project. Mentors and tutors will be trained in the following areas/ coaching, mentoring, investment preparation...

5.2 THE STUDENT-ENTREPRENEUR PROGRAM



- This program leads to the creation of the National Student-Entrepreneur Status, a recognition granted by the French Ministry of Education and operated under delegation by the university.
- It enables students to gain recognition for the work they put into developing and implementing an entrepreneurial project. To this end, they are supported by an Entrepreneurship-Student hub.
- This status enables young people to benefit from schooling arrangements and support services to enable them to carry out their project with greater safety and visibility.

5.3 CEF AND ENTREPRENEURIAL PRE-INCUBATION



The network of Francophone Employability Centers (CEF) is a structuring project of the AUF's 2021-2025 employability and entrepreneurship strategy. This network is made up of more than 70 service centers in nearly 60 countries, dedicated to strengthening student employability. The CEFs will be connected via an integrated, collaborative global platform that will be operational in 2023.

1. Advice, guidance and job mentoring
2. Complementary training in soft skills
3. Professional certifications: languages, digital, project management, etc.
4. **Entrepreneurial pre-incubation**

SEE ITEM 6

6



THE CEF ENTREPRENEURIAL PRE-INCUBATION CENTER

CEFs welcome student-entrepreneurs selected on the basis of the quality of their project and their potential. The status will be defined in advance with the Ministry of Higher Education and officially recognized by the university.

These students will receive support and training in areas such as creativity, feasibility studies, economic model and business plan design, project presentation techniques and sources of financing. This hub will support the ENTREPRENDRE program.

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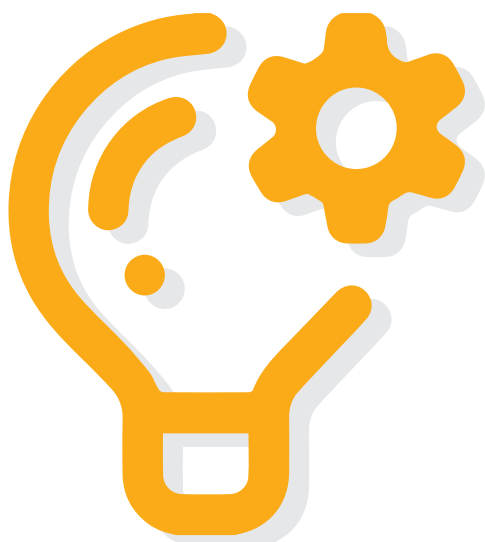


ORIGINS OF THE ENTREPRENDRE PROJECT

The AUF has piloted, and continues to deploy, three major projects in the field of entrepreneurship, which led it to:

- Building a pool of international experts
- Developing transferability matrices
- Test a calibrated methodology to systematically measure the impact of its actions

These are the SALEEM (Morocco, Tunisia), DEEL (Lebanon) and SAFIR (MENA) projects. In addition, the *Entreprendre* program is currently being implemented in **10 countries**. It aims at creating 17 hub (1 pilot hub in 9 countries + 8 hub in Guinea) for entrepreneurial pre-incubation within AUF CEFs.



Benin
Burkina Faso
Cambodia
Cameroon
Congo
Côte d'Ivoire
Guinea
Haiti
Mauritius
Senegal

8



BUDGET (2022 - 2024)

- AUF budget for ENTREPRENDRE pilot countries: 2.6 M euros over 3 years
- AUF budget for the deployment of CEFs in Morocco and Tunisia: 400,000 euros
- MESRSI (Morocco) budget for CEFs in Morocco: 350,000 euros

9



PROGRAM PROGRESS (2021 - 2024)

Last quarter of 2021:
Mapping of the entrepreneurial ecosystem in each country by local external experts.

January 18th and 19th 2022:
Online launch of the ENTREPRENDRE program

April 2022 to April 2023:
Organization of workshop to co-construct national action plans

December 6 - 8, 2022: 1st STEERING COMMITTEE bringing together representatives of the ministries and pilot universities, organized in Rabat and Casablanca (Morocco) in partnership with the Moroccan Ministry of Higher Education (MESRSI) and the SALEEM poles at Mohammed V University in Rabat and Hassan II University in Casablanca.

March 7, 2023:
STEERING COMMITTEE (online)

3 - 5 May 2023: Brainstorming seminar on hub structuring in Dakar (Senegal) to draw up a strategic and operational plan for each university to create pilot entrepreneurial pre-incubation hub.

May 24 - 26, 2023: Training for hub teams in Beirut (Lebanon) to enhance the skills of hub teams and academic advisors in supporting entrepreneurial projects in pilot entrepreneurial pre-incubation hub.

September 14, 2023:
STEERING COMMITTEE (online)

November 13 -14, 2023:
Immersion and exchange visit by hub managers to Paris and Tours (France)

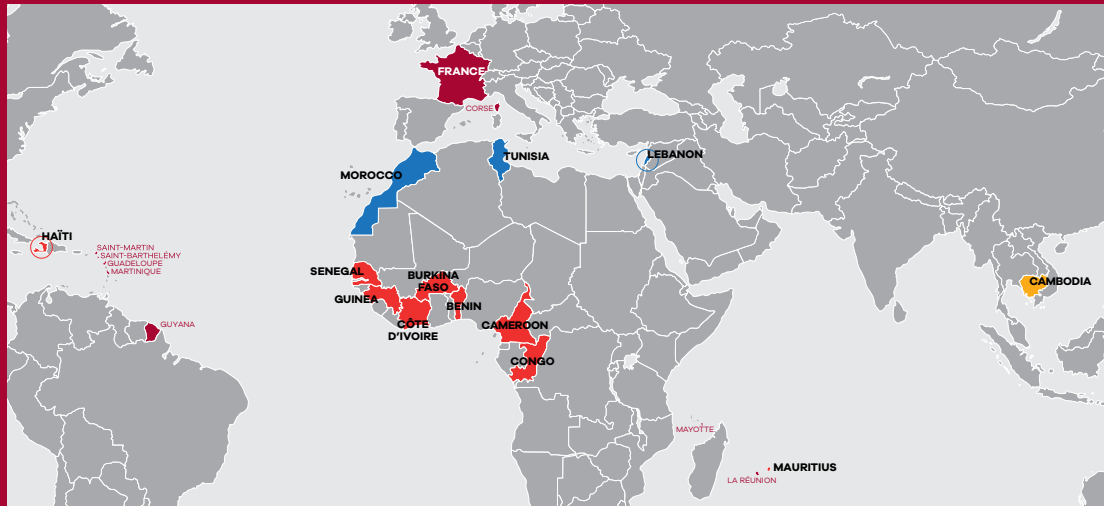
January 29-31, 2024:
2nd STEERING COMMITTEE in Cameroon

Begining of June 2024:
Online STEERING COMMITTEE

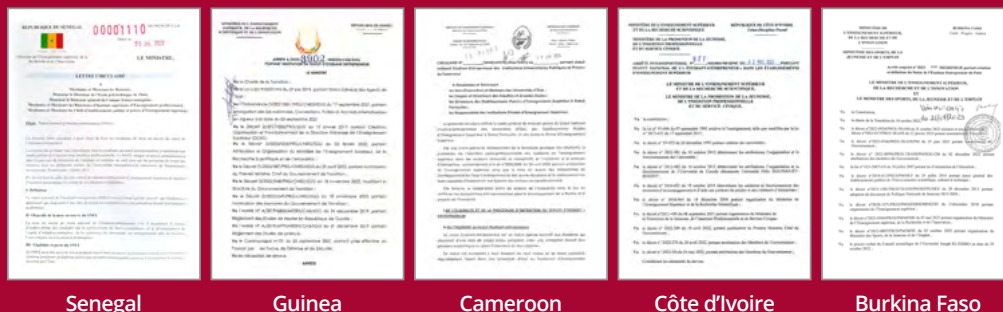
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ACHIEVEMENTS - ADOPTION OF THE NATIONAL STUDENT ENTREPRENEUR STATUS



- In **Senegal**, the Circular was signed on July 25, 2022, and the official launch was organized on January 24, 2023.
- In **Guinea**, the Ministerial Order was signed on December 30, 2022.
- In **Cameroon**, the Circular was signed on January 13, 2023 and the official launch was organized on February 3, 2023.
- In **Côte d'Ivoire**, the Interministerial Circular was signed on May 2, 2023.
- In **Burkina Faso**, the interministerial order was signed on August 4, 2023.
- On October 13, 2023, the **Republic of Congo** issued a circular officially adopting the National Student Entrepreneur Status.
- In **Haiti**, the inter-ministerial circular was signed on January 24, 2024.
- In **Benin**, the joint rectoral decree was signed on May 30, 2024.
- In **Mauritius**, the National Policy Document was signed on June 28, 2024.



Senegal

Guinea

Cameroon

Côte d'Ivoire

Burkina Faso



Republic of Congo

Haiti

Benin

Mauritius



KEY ACHIEVEMENTS



- > Creation of a national status for student entrepreneurs in Morocco, Tunisia and Lebanon
- > Mapping of student-entrepreneur support and financing schemes in Morocco and Tunisia
- > Drawing up a best practice guide for supporting student-entrepreneurs
- > Free access to a platform of courses on entrepreneurship
- > Design of an expert report on support for women entrepreneurship
- > Building a transferability matrix
- > Creation or consolidation of innovative spaces in **18** higher education institutions
- > Set up a network of 8 local incubators, which will consolidate and standardize their support methodologies
- > **5000** student-entrepreneurs supported in **12** countries
- > **271** startups created



ENTREPRENDRERE

AUF



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