

7th edition of the
Challenge

App Afrique



An initiative to boost the emergence of African innovations

Challenge App Afrique



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 the 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”.

Sinatou SAKA

FMM Journalist / CAA Project Manager



The « Challenge App Afrique » is...

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

An average of 900 candidates per edition

6 winners supported by experts' challenge

1 st edition	2 nd edition	3 rd edition	4 th edition	5 th edition	6 th edition
« Health at the service of populations »	« Girl's education »	« Sustainable development »	« Smart City »	« Fight against epidemics »	« Digital education for children »
<p>BOGOU by Pr. Cheick Oumar Bagayoko</p> <p>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.</p> 	<p>LUCIE by Raissa Banhero</p> <p>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.</p> 	<p>SAAGA by Serge Auguste Zaongo</p> <p>SAAGA (Autonomous Automatic Drip Irrigation System) consists in irrigating the necessary quantity of water according to the need of the crop.</p> 	<p>MY CRAFTMAN by Kevin Cédric Sesse</p> <p>Platform of connection between craftsmen and customers. It allows the professionalization of the craftsmen's activities, particularly those of the building.</p> 	<p>AFRIQCARE by Amara Diawara et Mariam Coulibaly</p> <p>Online consultation management and appointment scheduling platform providing access to an electronic health booklet for Malian and Guinean health professionals and patients.</p> 	<p>PRENEZ LES FEUILLES by Christelle Kouamé</p> <p>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.</p> 

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.

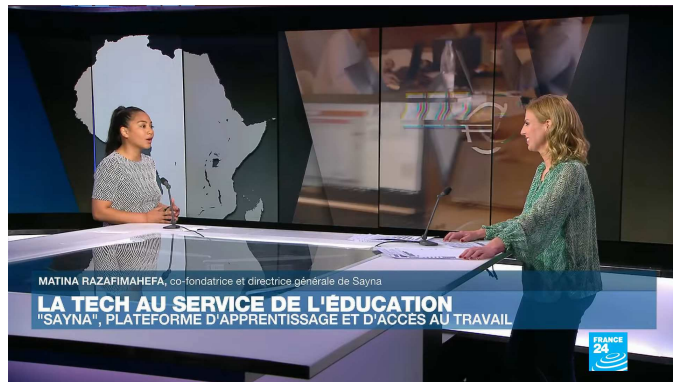


A 7th edition supported by two flagships shows

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**.



AFRIQUE HEBDO



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.

SPONSORSHIP OF PROGRAMS

GOLD OFFER



C'EST PAS DU VENT



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.

Des mythologies écologiques... à la souveraineté alimentaire du Burkina Faso



Publié le : 22/04/2022 - 15:08 Modifié le : 22/04/2022 - 15:09

Audio 48:30 Podcast Ma playlist Ajouter à ma playlist



Blandine Barkas, coordinatrice de l'association Yekemem. © Sayouba Traoré/RFI

The partner will benefit from the Branded Article format



SPONSORED CONTENT

ARTICLETHEMATIC

presented by **LOGO**

Content produced by France Médias Monde's advertising department. The editorial staff did not participate in their realization.

TITLE OF THE BRANDED ARTICLE



Publié le : 05/02/2022 - 10:39



Photo / Video title + image credit

Written by: XXX

« **ARTICLE'S TAGLINE** »

Ergo ego senator inimicus, si ita vultis, homini, amicus esse, sicut semper fui, rei publicae debeo. Quid? si ipsas inimicitias, depono rei publicae causa, quis me tandem iure reprehendet, praesertim cum ego omnium...

THE VISUAL IS NOT CONTRACTUAL

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.

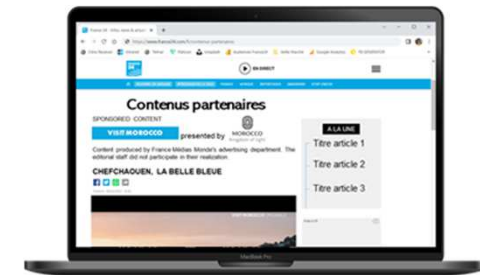
TAILOR-MADE

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

SILVER OFFER

GOLD OFFER

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

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

Challenge App Afrique RFI – France 24 : l'Ivoirienne Christelle Hien-Kouame lauréate de la 6ème édition

Par CIO MAG | 18 mars 2022 | 927 Vues



L'Ivoirienne Christelle Hien-Kouame remporte la 6^{ème} édition du « Challenge App Afrique RFI – France 24 », consacrée à l'éducation des enfants en Afrique francophone, avec son projet « Prenezlesfeuilles ».



Become a partner of a major innovation competition in Africa



A differentiating speech

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.



Discover innovative projects

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.



Support the talents of tomorrow

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



	A max of 1 partner		A max of 1 partner
	BRONZE OFFER	SILVER OFFER	GOLD OFFER
	30 000€ VAT excl.	60 000 € VAT excl.	120 000 € VAT excl.
« Call for application » campaign TV : France 24 FR – 40 spots with partner logo WEB : RFI.fr – 1 Million impressions (Africa IP) <i>Presence: Partners logo</i>	Included	Included	Included
Social networks Facebook « Challenge App Afrique » : 20 posts with mention of the partners on each network. Twitter « Challenge App Afrique » : 20 posts with mention of the partners on each network. <i>Presence: hashtag and/or logo</i>	Included	Included	Included
France Media Monde press release Mention of partners in press releases about the Challenge App Afrique (min. 3) <i>Presence: Partners mention</i>	Included	Included	Included
Challenge App Afrique website Sections « Jury » and « Partners » <i>Presence: Jury member photo (Name + Title + Company), partners logo</i>	Included	Included	Included
RFI & France 24 digital environments Finalist announcement: 1 article on each website Winner announcement: 1 article on each website <i>Presence: Partners mention</i>	Included	Included	Included
Digital environments: website & app France 24 : 1 000 000 Africa IP prints / 2 weeks of website design RFI : 1 000 000 Africa IP prints <i>Presence: MPU, banner and interstitial</i>		Included	Included
Branded Article Creation of a brand content video in interview format (1 min 30) with an article written by experts. Implementation of a promotional plan towards the branded article: display campaign, facebook with audience boost <i>Presence: Partner interview + logo</i>		Included	Included
Sponsorship of the programs that carry the project (6 months) France 24 : sponsorship Afrique Hebdo – 144 billboards of 8” RFI : sponsorship of « C’est pas du vent » - 144 billboards of 5” and 10” <i>Presence: Opening and closing credits</i>			Included
Spot campaign Challenge App Afrique / Partner A 30" spot produced exclusively around the Challenge App Afrique x Partner partnership to highlight the actions of our groups in Africa <i>Presence: Broadcast of 56 spots (30 on France 24 FR and 26 on RFI)</i>			Included

Partnership subject to validation by France Médias Monde.

