

# LAUNCHING OF **LA FRANCE S'ENGAGE AU SUD**

24 April 2015

**LA FRANCE S'ENGAGE AU SUD** («France commits to the South») is the first offshoot of **LA FRANCE S'ENGAGE**, an initiative launched by the French president in 2014 and coordinated by Patrick Kanner, Minister of Urban Affairs, Youth and Sport with responsibility for Voluntary Organizations. The innovative programme is run by Patrick Kanner and Annick Girardin, Minister of State for Development and Francophonie.

## ABOUT **LA FRANCE S'ENGAGE**

**LA FRANCE S'ENGAGE** seeks to identify, promote, support and facilitate the expansion of socially innovative initiatives developed by charities, foundations and businesses. The projects awarded the **LA FRANCE S'ENGAGE** label bring new solutions to the challenges facing our society, for example by facilitating access to culture with a multimedia library kit that opens in less than 20 minutes; by enabling those with least access to the labour market to receive training and employed at a local concierge service, which, as well as providing useful services for local residents, helps strengthen social ties; or by encouraging harmonious co-existence and countering religious prejudice through actions designed for children and youth.

The presidential programme is designed to enable isolated but promising projects like these to expand through active support and management capacity from public authorities.

**LA FRANCE S'ENGAGE** is a permanent call for projects, which every six months selects 15 prizewinners.

The programme offers prizewinners:

- enhanced visibility;
- support, especially financial support;
- assistance in developing their projects from recognised partners and public bodies.

After the success of the first two rounds of **LA FRANCE S'ENGAGE**, in June 2014 and March 2015, the French president decided to extend the programme to social innovation in countries in the South, to strengthen partnerships and promote projects initiated in the South and that can encourage the emergence of innovation closer to home.

**LA FRANCE S'ENGAGE AU SUD** helps **project initiators from Africa, the Middle East, Latin America and Asia** to grow their initiatives, by providing them with **visibility, partnerships and support**. By expanding, these social innovations can benefit more and more citizens.

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## PROMOTING SOCIAL INNOVATION AROUND THE WORLD

All over the world, social innovation is bringing tangible solutions that make life better for communities at local, regional, national and international level. By promoting social innovation in the South and encouraging partnerships with France in this area, **LA FRANCE S'ENGAGE AU SUD** is helping to build a more innovative, more caring and more sustainable world.

**€ 500 000** will be earmarked each year to supporting initiators of innovative projects in the South that benefit the community.

To promote the competition, the French government is mobilising its diplomatic network (embassies, French Development Agency), educational and cultural network, NGO sector, business community (companies and experts) and scientific community (researchers).

The call for applications for **LA FRANCE S'ENGAGE AU SUD** starts on **24 April 2015**. Applications will be assessed by a selection committee in July, then by a panel consisting of figures from the NGO, humanitarian, business, cultural and media sectors. The 2015 prizewinners will receive their awards in late September.

The projects will be assessed on the basis of five criteria:

- social benefit ;
- innovation ;
- capacity for expansion and duplication ;
- outcomes and sustainability ;
- existing partnerships.

## WHO CAN APPLY ?

**LA FRANCE S'ENGAGE AU SUD** is open to all initiators of innovative, socially beneficial projects living in Africa, the Middle East, Latin America or Asia.

The programme is an ongoing call for projects, the first round of which will take place in 2015. Applications can be submitted online at [www.lafrancesengage.fr](http://www.lafrancesengage.fr).

The applications undergo an initial assessment, after which applicants are notified of their admissibility. A selection committee then shortlists the applications. The initiators of the shortlisted projects are asked to submit a more detailed application. A panel then assesses these applications and selects the winners. The winners are announced once a year, starting in September 2015.

The prizewinners can benefit from promotion, assistance and financial support.

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## THE PANEL



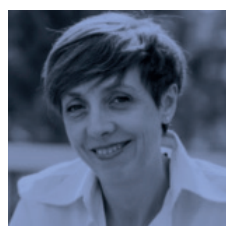
**Martin Hirsch**

Panel Chair  
Director General of the *Assistance  
Publique – Hôpitaux de Paris*  
President of *Institut du Service public*



**François Soulage**

Chair of the *Collectif Alerte* association  
of anti-poverty charities



**Stéphanie Rivoal**

Chair of hunger relief charity *Action  
Contre la Faim*



**Jean-Michel Severino**

Director of *I&P investment group*, and  
Chair of *Convergences*, a thinktank



**Bénédicte Hermelin**

Executive Director of *Coordination  
Sud*, a federation of French overseas  
development NGOs



**Momar Nguer**

Senior Vice-President, Africa/Middle  
East, at *Total Supply & Marketing*



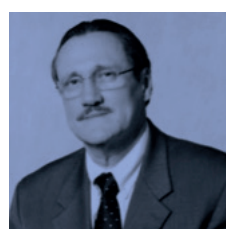
**Laureen Kouassi-Olsson**

Investment Director of *Amethis  
Finance*, and France Chapter Head of  
*Africa 2.0*



**Karine Guldemann**

Managing Director, *Elle Foundation*



**Claude Périou**

Managing Director, *PROPARCO*,  
private-sector funding subsidiary of  
France's Development Agency



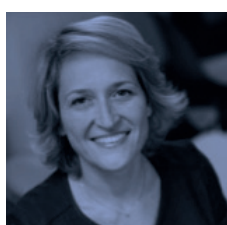
**Bénédicte Faivre-Tavignot**

Bénédicte Faivre-Tavignot, Co-founder  
and Director of *the Social Business/  
Enterprise and Poverty Chair* and the  
*Master's in Sustainable Development  
Management* at HEC business school



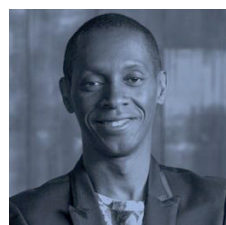
**Luc Behaghel**

Research Supervisor at *France's  
National Institute for Agronomic  
Research, INRA*, and Associate



**Isabelle Hennebelle**

Journalist with *L'Express* and Editor of  
the Special Series on «Pioneers who  
change the world»



**Claudy Siar**

Presenter of *Couleurs tropicales* on  
*Radio France Internationale*