

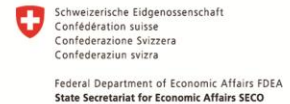


Egypt Development Marketplace 2012

Call for Proposals

*Finance and Technical Support for Social Enterprises in
the Agriculture & Handicrafts Sectors to Scale-up Impact and Create Jobs*

Funding Partners الشركاء الممولون



Technical Partners شركاء الدعم الفني



Deadline to Apply: December 24, 2012

The World Bank and its partners are proud to invite Egyptian social enterprises and inclusive businesses¹ in the rural agriculture and handicrafts sectors to apply for the Egypt Development Marketplace (DM). Winning social enterprises will be eligible to receive funding and technical assistance to help them expand their social and environmental impact and create more jobs. In response to Egypt's needs and inspired by the new spirit instilled by the Egyptian revolution of January 2011, the World Bank Group is committing financial and technical resources towards job creation, poverty alleviation, and promoting an inclusive and, equitable economic development model in Egypt through its DM program.

Partners

The Egypt DM is a collaborative effort supported by several partners. While it is being managed and coordinated by the World Bank Group, including the World Bank, the World Bank Institute and the International Finance Corporation (IFC), several partners are planning to financially contribute to the Egypt DM program. Those include the AlKorra Foundation for Sustainable Development (Egypt), the Australian Government Overseas Aid Program (AusAID), Canadian International Development Agency (CIDA), the Department for International Development for the United Kingdom of Great Britain and Northern Ireland (DFID), the International Labour Organization (ILO), the Ministry of Foreign Affairs of Denmark, the Ministry of Foreign Affairs of Finland, the Sawiris Foundation for Social Development and the Swiss State Secretariat for Economic Affairs (SECO). Additional pro-bono technical support has been committed by other reputable organizations such as Ashoka, the Food and Agriculture Organization (FAO), the International Fund for Agricultural Development (IFAD), the Misr El Kheir Foundation, Nahdet El Mahrousa, the Social Contract Center (SCC) as well as corporate-sector partners including CISCO, Delta Aromatic, Innoventures, Microsoft and Sobh for Food Industries and Coldstore.

What is the Egypt DM?

The Egypt DM aims to contribute to job creation among young Egyptian men and women by providing financial and technical assistance to social enterprises and inclusive businesses within the agriculture supply chain and handicrafts. The Egypt DM is a national program that will start with a national competition. Based on a rigorous, competitive selection process during which applications go through rigorous, merit-based review by panels of development experts from inside and outside the World Bank who short-list a group of finalists from a pool of applications including a Face to Face DM event, the Egypt DM program will support at least 30 social enterprises, enabling them to create more jobs as they continue to grow over the next few years.

Competition & Support Provided

Selected social enterprises will be eligible for funding, training, and mentoring services. Requests for DM funding must not be greater than **150,000 Egyptian Pounds** (equivalent to **US\$25,000**) per social enterprise. Finalists will be eligible for four capacity building workshops while DM winners will be able to receive on-going capacity building and mentoring services for the duration of the Egypt DM program.

¹ The DM defines a social enterprise as a legal entity that aims to fulfill a social mission while following a business model that helps it achieve financial viability, sustainability, and scale. For inclusive businesses, the Egypt DM follows the IFC definition of legal entities that “expand access to goods, services, and livelihood opportunities for those at the base of the global economic pyramid in commercially viable, scalable ways.”

Who is eligible to apply?

The Egypt DM will support projects of existing social enterprises that have a potential for scaling-up/replication, hence creating more jobs and expanding their impact. This competition targets social enterprises and inclusive businesses which have been operational for at least two years. Only already registered organizations with a track record of activities of at least two years are eligible to apply. This DM competition is open to inclusive businesses (legally registered as companies or cooperatives) as well as sustainable financially viable civil society organizations (legally registered as NGOs or foundations). Individuals, government and academic entities cannot apply.

How to apply

There are two ways to apply:

- **Via Email:** Proposals can be submitted by email. Only proposals received **no later than Monday December 24, 2012** (by midnight Cairo Local Time) will be considered. Proposals should be sent to: DMEgypt@worldbank.org
- **Via Registered Mail:** Paper proposals can to be delivered by registered mail to the World Bank Cairo Office **no later than Monday December 24, 2012** (by 6pm Cairo Local Time). The full mailing address is:

**Egypt Development Marketplace
World Bank Office
World Trade Center
Corniche El Nile - 15th floor, Cairo**

Applications can either be submitted in Arabic or English. Only complete applications that respect the page and word limit will be reviewed.

Application

An electronic copy of the proposal is downloadable from the [Egypt DM website](#).

Competition Key Steps & Timeline

Key Steps	Timeline
Egypt DM competition launched (and open for 6 weeks)	First week of Nov, 2012
Road show and promoting Egypt DM in key governorates	Nov. 11 - 19, 2012
Pre-selection capacity building workshops (<i>4 workshops for finalists</i>)	Jan. 2013
Selection committee chooses and publicly announces winners (DM Event)	Feb. 2013
Grants disbursement & post-selection technical assistance services start	Mar. 2013
Post-selection capacity building and on-going mentoring	Mar. 2013-June 2014
Conclusion of Egypt DM	June 2014

Evaluation & Selection Process²

Proposals will undergo a thorough assessment process involving social entrepreneurs, investors, donors, corporate sector, independent youth representatives and World Bank and IFC development experts. Below is a listing of the key criteria that the jury will be considering while assessing and evaluating the applications. DM's focus is on assisting operational social entrepreneurs in accessing growth finance and enterprise management services to enable them to go to scale in a financially viable manner. All proposals will be evaluated based on the following criteria:

- **Demonstrated Impact and Results:** Has the organization achieved concrete development results on the ground?
- **Objective & Target Group:** Does the project focus on creating jobs in the rural agriculture supply chain or handicrafts sector?
- **Growth and Scale-up Potential:** Is there potential for expansion? Can the project be replicated elsewhere?
- **Realism:** Is the implementation time frame and budget realistic? Does the organization have the capacity to implement the project?
- **Financial Sustainability:** Does the project have the potential to be financially and institutionally sustainable beyond DM funding?

Important Note: In addition, all successful projects have to be compliant with the World Bank's environmental and social safeguards requirements. Goods and services financed by the Grant will be procured using the Bank's applicable guidelines, and including its Anti-Corruption Guidelines

Contact Us

For further details about the competition, application guidelines, and selection criteria, visit the [DM website](#) or contact the DM team by writing to: DMEgypt@worldbank.org

² A more detailed list of criteria is provided in the Frequently Asked Questions section