



### prize

The 3 winners will receive a financial grant (25K€, 15K€, 10K€) and they will also benefit from a 6-month mentoring by management experts.

 StarAfrica.com

## Orange launches the African Social Venture Prize

The project aims at promoting social innovation for development, thanks to information and communication technologies. In this context, Orange AMEA with Innovacom and the CSR divisions are willing to foster new businesses through financial and management support.

### rewarding ventures using technology for development purposes

The African Social Venture Prize will reward three projects or enterprises addressing needs of the 'bottom of pyramid' market in Africa through technology. The digital projects range from e-health and mobile banking to digital and mobile applications for education or agriculture. They therefore represent huge opportunities for social development.

### an initiative part of a larger Innovation strategy and Corporate Social Responsibility policy

Orange has commercial operations in 17 countries in Africa. This project is at the crossroads of its Corporate Social Responsibility policy and its Innovation strategy.

By promoting social ventures, Orange aims at raising awareness about the role that Information and Communication Technologies can play in development.

### how to participate

Participants, regardless of nationality, must be over 21 years old and can either be students, entrepreneurs or new businesses operating since June 2008. The companies or projects are required to target at least one of the African countries of Orange's footprint. Their core business has to use technology in an innovative way to enhance living conditions of local populations.

The prize-giving will take place at the AfricaCom Awards in Cape Town, November 9th.

### applications accepted from June 8th to September 30th 2011

For further information and to submit your project, visit:

**[www.starafrika.com](http://www.starafrika.com)**

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