

Project ERASMUS+ Yabda (يبدأ)

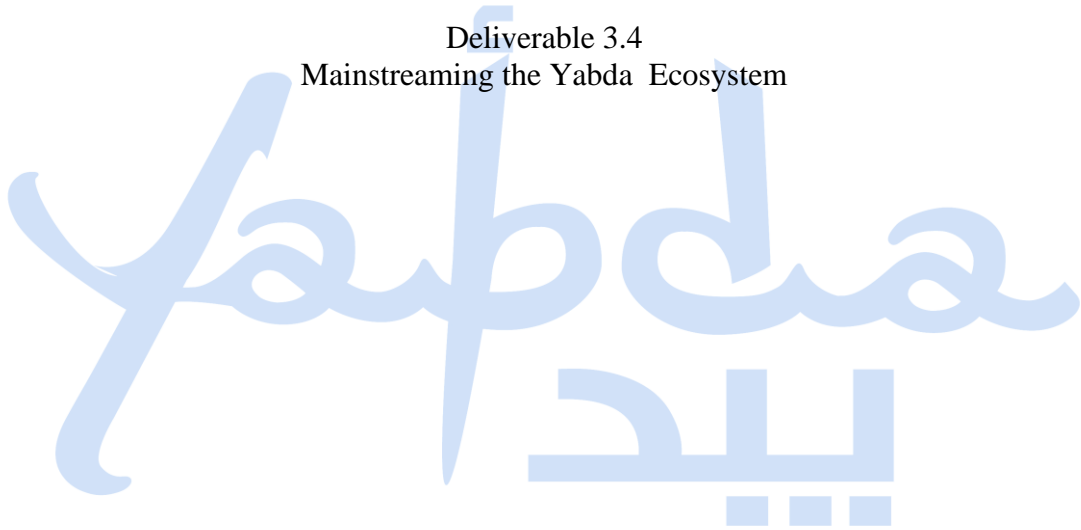
“Strengthening of relations between higher education and the wider economic and social environment”

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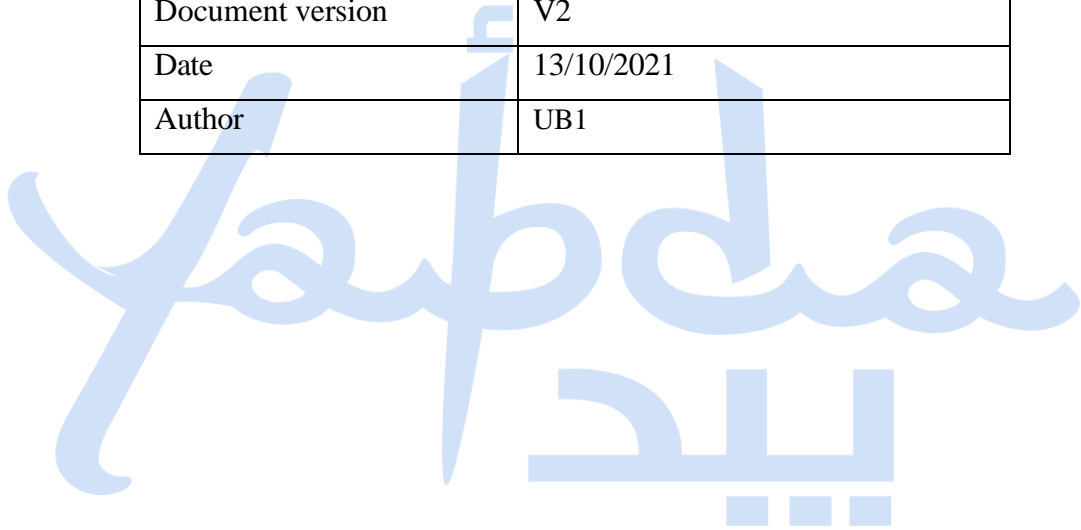
WP 3

Mainstreaming the Yabda Ecosystem

Deliverable 3.4
Mainstreaming the Yabda Ecosystem



WP 3	Mainstreaming the Yabda Ecosystem
Task 3	Yabda Entrepreneurship prize
Deliverable 3.4	Yabda Entrepreneurship prize
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Introduction

Within the context of WP 3, the Yabda training program that combines entrepreneurship education, frequent coaching and mentorship was developed. The Yabda Training Program's goal was to establish itself as a top entrepreneurial program in the Maghreb region, encouraging the formation of new businesses **and the establishment of the Yabda entrepreneurship prize** and fostering a bottom-up commitment to the Yabda project's goals.

The concept was the following:

The competition began with a call for applications to students and administrative and technical staff as well as educational staff of partner universities to submit their entrepreneurial ideas according to a template that was developed by UB1. Then, there was the selection of the participating projects among the received projects. The selected candidates followed the Yabda online training in entrepreneurship on the Yabda project platform (March 2021). Also, and in order to develop the entrepreneurial skills of the candidates and to accompany them to finalize their projects and prepare for the national competition of each country, two-month training sessions led by speakers and experts from the socioprofessional and academic world were organized in the presence of academic coaches. This phase was followed by personalized coaching sessions. A local final was organized at the level of each university, then a national final was organized at the level of each country. Then the winner of each national final represented his/her country at the Maghreb final on the 6th of October.

Finally, the Yabda Entrepreneurship prize was awarded to the best, innovatory idea that was evaluated by the Project's Expert Advisory Board.

Aim & Scope of the Competition

The aim of the Yabda entrepreneurship prize was to strengthen the entrepreneurial capacities of students from ten partner universities. The competition aspired to create a network of entrepreneurship training that would meet the challenges of employability and innovation with a multiplier effect at the level of the Maghreb region.

Call for Applications

The first step towards the development of the WP 3, was the call for applications for participation to the **Yabda entrepreneurship prize**. Participants had to submit their entrepreneurial ideas, organizing and representing them in the context of a potential and descriptive project. The Call for "Innovative Projects" Applications initially started from 25th December 2019 to 25th March 2020. Due to the

circumstances and delays that the Covid-19 pandemic imposed, the renewal of the call for applications was defined from 25th October to 25st December 2020.



Call for applications

Initially, the first movement of the actualization of this deliverable were the links of the calls for projects in the three Maghreb countries as listed below:

- Version Arabe: bit.ly/2IJAQ90
- Version Française: bit.ly/349irdN
- Version Anglaise: bit.ly/3o4mMH7



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As it concerns the applications and their submission, it is remarkable that many of the applicants were students (BSc, MSc, Phd) that did not join the face-to-face communication and held meetings, but they were present through computer applications in programmed platforms, as developed in the duration of the program.

Submission Form

Those who were interested in submitting their entrepreneurship ideas, according to the proposal, had to participate in the project's training. Thus, a common form of submission was designed, that was divided into specific parts and helped participants present their entrepreneurial ideas clearly and descriptively.

The first part of the form is presented below:

Project

Intitulé de l'initiative *

Nom complet et acronyme de l'organisation porteuse de l'initiative *

Nom de ou des organisation(s) partenaire(s) *

max : 1500

Lieu de l'initiative *

Durée de mise en oeuvre (en mois) *

Montant de la subvention sollicitée *

Entre 5 000 et 15 000 €

Entre 15 001 et 60 000 €

Montant précis de la subvention sollicitée *

Thématique prioritaire *

- L'autonomisation économique et sociale des femmes
- Le soutien aux femmes qui contribuent au développement durable dans ses dimensions sociales, économiques et environnementales

Résumé de l'initiative *

max : 1500

The second part of the form was the main and most important task for the applicants because there. they had to explain and describe more precisely their project idea. The main pillar was the definition of the context of their idea by justifying their initiative and including the actors of its realization. They also had to describe in detail by answering some questions about the gender, the beneficiaries of the projects and justifying their answers with a detailed explanation. The objectives, results, and the intervention logic were also parts that had to be completed in order for the project to have a clear orientation and targeted results. The last request was the risk analysis, which was considered necessary for the implementation of their proposed projects.

The main part of the form as described is listed below:

1. Contexte

État des lieux des besoins et justification de l'initiative *

- *Décrire le contexte global du pays et/ou du lieu de mise en œuvre. Insister sur les problématiques rencontrées par les femmes et les filles.*
- *Analyser, de manière plus spécifique, les principaux obstacles (sociaux, fiscaux, réglementaires, technologiques, financiers, écologiques, institutionnels, etc.) auxquels font face les femmes et les filles dans la zone d'intervention de l'initiative.*

Identifier les besoins des femmes et des filles bénéficiaires.
1500



Cartographie des acteurs *

- Présenter la plus-value et l'expérience de la structure porteuse de l'initiative au regard de ce contexte.
- Décrire le rôle des structures partenaires et la pertinence de leur intervention.
- Identifier les différentes parties prenantes (pouvoirs publics, autorités locales, bénéficiaires indirects, ou tout groupe d'individu qui pourrait être impacté positivement ou négativement

par l'initiative). max : 1500

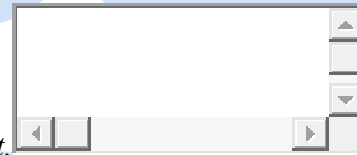


2. Description du projet

Descriptif et justification de l'initiative *

- Décrire globalement l'initiative. Expliquer comment elle répond aux besoins des femmes et des filles vulnérables. Indiquer de quelle manière l'initiative s'inscrit dans le contexte local et préciser la façon dont les bénéficiaires ont été associées dans son élaboration.

- Décrire brièvement la théorie du changement.



Marqueur de genre et justification *

Renseigner la catégorie du marqueur genre (0, 1 ou 2) et justifier comment l'initiative prend en compte l'égalité femmes/hommes.

Se référer au marqueur de genre du Comité d'Aide au Développement de l'OCDE pour plus d'informations.

- 0 - L'égalité de genre n'est pas ciblée dans le projet
- 1 - L'égalité de genre est un objectif significatif
- 2 - L'égalité de genre est l'objectif principal

Cohérence avec les politiques nationales, régionales et internationales en matière d'égalité femmes-hommes *

Indiquer dans quelle mesure l'initiative prend en compte et s'articule avec les engagements pris en faveur de l'égalité Femmes-Hommes (EFH) aux niveaux national, régional et

international.  max : 1500

Bénéficiaires et public(s) cible(s)

Les bénéficiaires constituent le public qui va tirer profit de manière directe ou indirecte de l'action. Les groupes cibles sont ceux par qui passera l'action (association, institutions, ménages...).

Préciser le nombre de femmes bénéficiaires directes *

Préciser la nature des bénéficiaire directes *

Préciser le nombre de bénéficiaires indirects *

Préciser la nature des bénéficiaires finaux ainsi que les groupes cibles de l'initiative. *

Réponse apportée aux thématiques de l'appel à projet

Sélectionner au moins une des deux thématique et le.s sous-axes.s correspondant.s poursuivi.s par le projet

Renforcement de l'autonomisation économique et sociale des femmes

Indiquer comment l'initiative répond à au moins une des deux thématiques de cet appel parmi les suivantes :

- Renforcement des activités génératrices de revenus
- Lutte contre les violences
- Participation à la vie publique et à la prise de décision
- Accès à la scolarisation et aux formations professionnelles
- Accès aux soins et à la santé

et des filles du lieu d'intervention.

- Exprimer les résultats attendus en lien avec les objectifs spécifiques énoncés ci-dessus.
- Proposer des indicateurs de performance à la fois qualitatifs et quantitatifs.

max : 1500

Mesure d'atteinte des objectifs spécifiques du Fonds *

Indiquer quelle est la thématique du Fonds "La Francophonie avec Elles" poursuivie par l'initiative. Choisir au moins deux objectifs spécifiques, compléter les indicateurs ci-dessous qui correspondent à l'objectif choisie et indiquer les valeurs cibles qui seront atteintes à l'issue du projet.

- Objectif spécifique 1 : Renforcer l'accompagnement des femmes en situation de vulnérabilité les soutenir en vue du développement d'activités génératrices de revenus (AGR) et de leur formation professionnelle
- Objectif spécifique 2 : Accroître l'information des femmes et leur offrir une plateforme d'expression sur les pandémies, la santé en général et la prévention des maladies, et les former sur les moyens de s'en prémunir, de bénéficier de soins de santé, et d'accéder à une citoyenneté pleine et entière
- Objectif spécifique 3 : Favoriser l'éducation et la formation professionnelle des femmes, ainsi que la scolarisation de leurs enfants

4. Logiques d'intervention

Activités *

- Décrire les activités prévues et les résultats spécifiques attendus au terme de chaque activité.
- Préciser de quelle manière l'initiative intègre la masculinité positive et l'usage pertinent des technologies numériques.
- Préciser de quelle manière les activités prennent en considération et anticipent les

contraintes liées à la pandémie et ses possibles évolutions. max : 1500

Mécanismes de mise en œuvre *

Présenter les modalités de mise en œuvre des activités, le rôle et l'implication des partenaires, les procédures de suivi-évaluation, ainsi que la structure organisationnelle et les

Dernier rapport financier annuel publié *
Taille max : 10 Mo,Formats acceptés: pdf

Vos réponses sont enregistrées après chaque modification. Vous pourrez y revenir ultérieurement, même si vous n'avez pas encore validé cette étape.

Participation

In the following chart, there is a presentation of the number of participants, per partner country and university in the training sessions. The program's participation was active throughout the training, and there was a lot of curiosity, as seen by the participation list presented below.

Pays	Nombre de formés	Nombre de certificats
Maroc	114	76
Algérie	216	44
Tunise	68	16

Participants had the opportunity to take part in constructive debates, discussions, and presentations of their entrepreneurial projects and ideas. Those activities were held among others to support the preparation of the participants' projects and to coordinate them for the deliverable 3.4 which was a competition for the best entrepreneurship idea.

Participation in the Contest

Participation to the contest was beyond the expectations of the consortium. The high numbers of participants highlighted the need in the region for more initiatives in the entrepreneurship sector.

In total **914 project ideas** were submitted; a great number and even greater in terms of content quality and originality. There is also provided attached a detailed excel with the participants details.

Bellow is a list of the participations per organization:

Université	Nombre de candidature	Femelles	Males
US Sfax	42	20	22
UTEM	31	16	15
UB1	122	65	57
UB2	117	62	55
UC3	105	56	49
UMAB	86	46	40
UAE	100	53	47
UCA	47	25	22
UH1	124	66	58
UH2C	140	74	66
Total	914	438	431

Fouad El Biaali ANAPEC Settat
Yassine Baskoun CEO of the startup Endo SMART

Results of local competition :

Ranking Project	leader Project	Titel of the project
1	Fatima Ezzahra ZERRAD:	Mobile solar and wind energy kit
2	Fatima Zahra SITI	composting organic waste
3	Hind LOQMANE	Food Innovation

Cadi Ayyad University (Morocco) ;

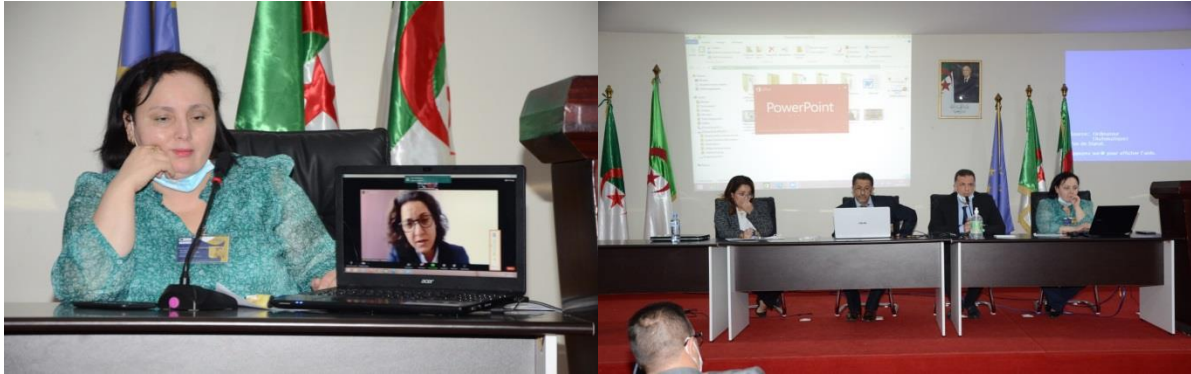
Local Members of the jury:

- Zineb BENHASSI : Professeure
- Mohamed ELAQIYH ; administrateur
- Mohammed KHALADI : Directeur de la Cité d'Innovation

Ranking Project	leader Project
1	Mme Sara CHAKIR et Mme BELAMKADEM UCA (Marrakech) classée N° 3
2	Mme Hafsa BOUKHRISS UCA (Marrakech) (CAMELY) Classée N°5

➤ National competition for Algeria, Morocco, and Tunisia*

The national ranking was made through a joint commission of experts (teachers and stakeholders). The mixed national Jury for the evaluation of innovative Yabda projects was selected from the local juries of each partner university/country.



The rectors of the Algerian Universities partners of YABDA project during the award ceremony



Algerian National Jury list

Full name	Position
FENINELH Abdelkader	President – U. Mostaganem
BEKKADOUR Hakim	Director ANADE Mostaganem
BENBOU HADJA Assa	BLEU- UC3
LANNANI Balhmi	Stakeholder – ANADE Blida
FRAGA RABAH	The National Agency for the Valorization of Research Results (ANVREDET)
BELLALI Mounir	Professeur (ENSM) -
TABET Ahmed	Director ANADE-BATNA

MERRAKA Mounia	BADR bank representative
TAGHBET Abdelghani	Professeur- U.BATNA1

Photos from the Tunisian National competition July 14th, 2021

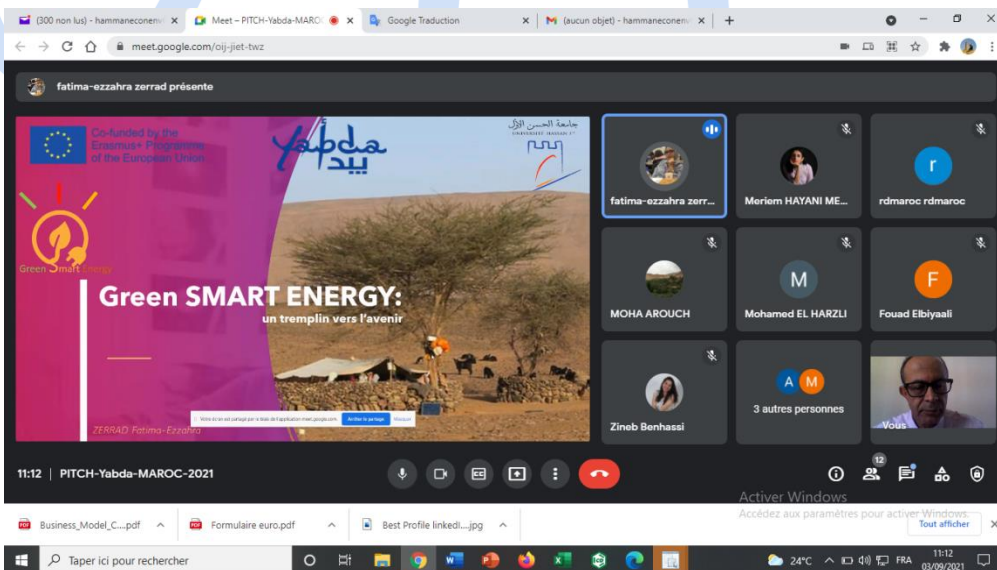
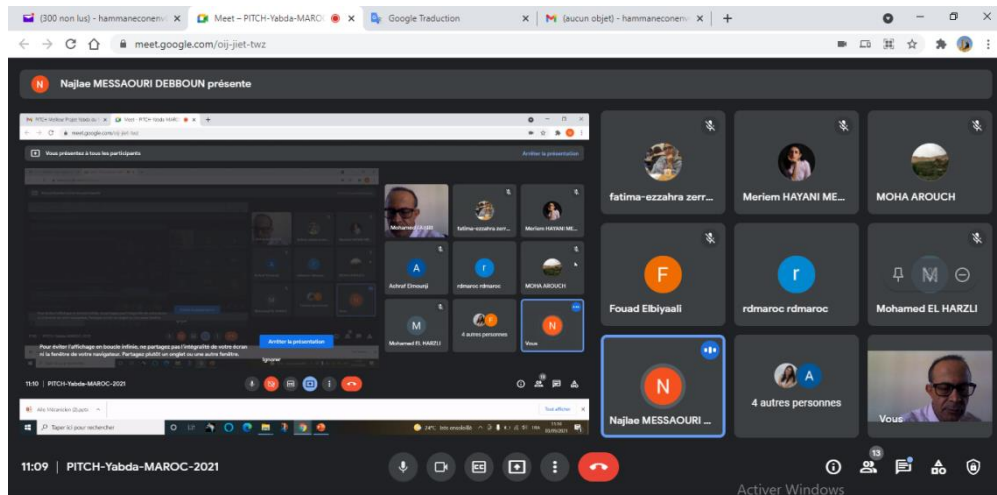


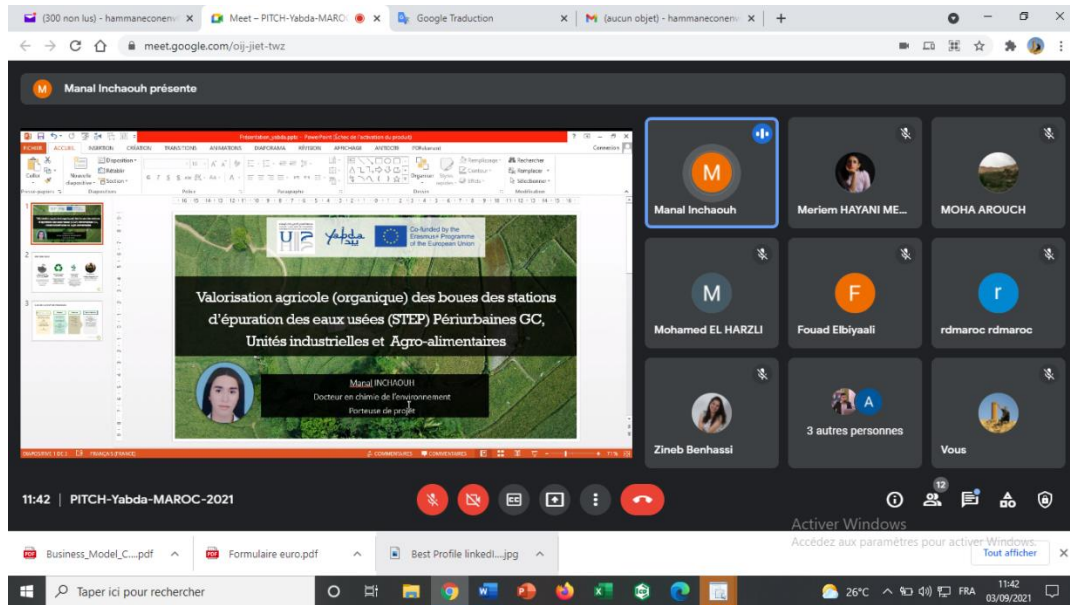
Tunisian National Jury list

Full name	Position
Dr. Yassine AYDI,	Lecturer at ISAMS
Dr. Mohamed Belhadj	Director of PEES, Université de Sfax
Dr. Rafik kossentini	Lecturer l'ISAMS
Mme. Melika Euchi	Lectruer ISBS

Photos from the Moroccan National Competition September 03rd, 2021

-Pitching through google meet -





Moroccan National Jury list

Full name	Position
Pr. Mohamed TAHIRI ,	UH2C (Casablanca)
Pr. Moha AROUCHE	UHP (Settat)
Pr. Zineb BENHASSI	UCA (Marrakech)
Pr. Meriem HAYANI MECHKOURI	UAE (Tetouan)
Pr. Mohamed EL HARZLI	UAE (Tetouan)
*Mme Fadwa ETTALBI	: RD Maroc (Casablanca)
Mr. Fouad ELBIAALI	ANAPEC (Settat)

Candidates from Moroccan partner universities:

Mme Sara CHAKIR et Mme BELAMKADEM UCA (Marrakech)

Mme Hafsa BOUKHRISS UCA (Marrakech)

Mme Najlae MESSAOURI DEBBOUN UAE (Tetouan)

Mme Fatima Zahra ZARRAD UHP (Settat)

Mr. Bassam AL NAHARI UH2C (Casablanca)

Mme Manal INCHAOUH UH2C (Casablanca)

Mme Oumaima ASSOUKA UH2C (Casablanca)

Results of the Erasmus + Yabda Morocco 2021 National Entrepreneur Competition

Full name	Score 1	Score 2	Score 3	Score 4	Score 5	Score 6	Score 7	Total
Mme Sara CHAKIR et Mme BELAMKADEM UCA (Marrakech)	13	12	14	13	13	13	14	92
Mme Najlae MESSAOURI DEBBOUN UAE (Tétouan)	11	15	16	14	12	12	13	93
Mme Fatima Zahra ZARRAD UHP (Settat)	13	16	12	11	14	15	11	92
Mr. Bassam AL NAHARI UH2C (Casablanca)	12	14	13	12	14	12	15	92
Mme Manal INCHAOUH UH2C (Casablanca)	12	11	10	11	12	10	12	78
Mme Oumaima ASSOUKA UH2C (Casablanca)	16	14	12	16	13	13	16	100
Mme Hafsa BOUKHRISS (UCA) Marrakech	11	10	12	11	10	14	10	78

Final round/ Yabda International Conference

After the pre-final rounds at a national level, the international final round was organised in hybrid mode on October 5th at 2 pm online. The event began with the introduction made by the coordinator of the YABDA project at the Maghreb level. The opening words of the President of Hassan II University, followed by the words of the President of Cadi AYADH University kicked off this closing meeting of the ERASMUS+ Yabda Project in Casablanca. The vice-president of the University of Tunis El Manar made her intervention online, followed by the intervention of the director of the ERASMUS+ National Office in Morocco. A general presentation of the project results highlighted the main achievements that allowed the different work packages previously defined to be realized.

Afterward, the intervention of the regional director of ANAPEC stressed the importance of developing entrepreneurial skills among young people to boost business creation and, by the same token, job creation.

Additionally, the three candidates commented on the contribution of the YABDA experience to the development of their entrepreneurial skills and their ability to realize their projects.

Evaluation of the projects and selection of the winner

Moving on to the competition itself, the jury composed of experts from the socio-economic and academic world will rank the projects according to their technical and commercial feasibility.

The final round was held in two stages:

1. Presentation of the projects

- Each team is invited to present its project idea (maximum 15 minutes).
- The presentation team should not exceed 2 participants and the language used should be French or English.

2. Interview with the jury

- The presentation of each team was followed by a question and answer session of maximum 15 minutes.

- Candidates could use any document and tool to answer the questions of the jury members and to defend their projects (video, business plan, CMB, prototype,...)

❖ The maximum score of 100 points was awarded according to the following evaluation criteria

- Time management
- Relevance and content of the presentation
- Pitching skills
- Socio-economic impact (existence of a social or environmental problem, etc.)
- Innovation, creativity and technical feasibility
- Market and consumer understanding (consumer and market identification)
- Market and company potential (market size and growth)
- Revenue model (understanding costs and revenue stream)
- Communication skills (answers to the question "What is the purpose of this project?")
- The prototype (clear explanation of purpose, function, and status)
- Communication skills and answering questions

Each member of the jury individually evaluated these two steps. There was no winning formula, each team was different and had to choose the best way to showcase the potential and originality

of their project through the two phases of the evaluation. In each phase, the jury members evaluated the work done and discovered a new aspect of the project. Each member of the jury had a link to his/her own evaluation form. The president had the right to access all the forms to be able to collect the scores given to the candidates in real time.

Evaluation grid of the final-Yabda

Running order					
Evaluation criteria		Scale	1	2	3
1	Time management	04 pts			
2	Relevance and content	04 pts			
3	Pitching skills	08 pts			
4	Socio-economic impact (existence of a social, environmental problem, etc.)	04 pts			
5	Innovation, creativity and technical feasibility	20 pts			
6	Understanding of the market and the consumer (identification of the consumer and the market)	12 pts			
7	Market and business potential (market size, market growth)	12 pts			
8	Revenue Model (understanding cost and revenue stream, revenue model)	08 pts			
9	The prototype (Clear explanation of the usefulness, operation and state of progress)	20 pts			
10	Communication skills and answering questions	08 pts			
Total score		100 pts			

The YABDA international jury

Last name and first nam	Establishment / Affiliation	Email address	Link to the evaluation grid
PrIrini VOUDOURI	Professeur, Athens University of Economics and	ivoudour@aueb.gr	

	Business-Grèce), Présidente		https://us06web.zoom.us/j/89746423412?pwd=U00wSFVtc1JLK1V6OFBzS2F0ckpKZz09
Pr. Olivier LISEIN	Professeur, HEC Liège - Belgique	o.lisein@uliege.be	
Mr.AbdelmajidSlama	Expert international et membre du conseil d'administration EndaInter-Arabe - Tunisie)	abdelslama@gmail.com magid.slama@fastwebnet.it	
Mr.HakimBendoud	(Algerie)		
Mr.ZaidAhamam	Directeur régional ANAPEC - Maroc	z.ahamam@anapec.org	

Program

2 p.m.-2:30 p.m.: Discussion of the conduct of the interviews by the members of the jury
(Session reserved for the members of the jury)

2:30-4:00 p.m.: Presentations and interviews (Public session)

4-4:45 p.m.: Deliberation (Private session)

4:45-5:00 p.m.: Announcement of results (Public session)

Nomination of Yabda prize

The final took place in two stages:

Stage 1: Presentation of the projects

- Each team was invited to present its project idea (maximum 15 minutes).
- The presentation team should not exceed 2 participants and the language used was French or English.

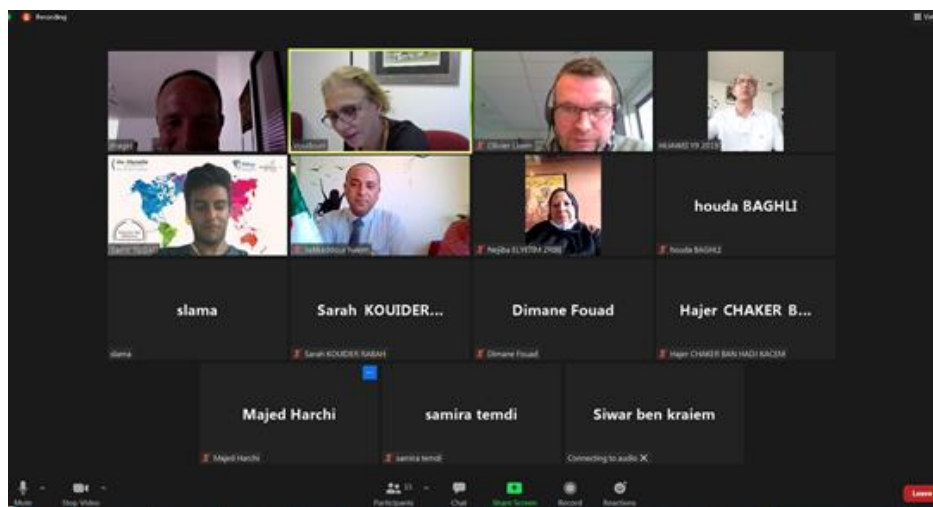
Stage 2: Interview with the jury

- The presentation of each team was followed by a question and answer session of 15 minutes maximum

- Candidates were able to use any document and tool to answer questions from jury members and to defend their projects (video, business plan, BMC, prototype, etc.)

The project leaders nominated for each country are presented in the following table :

Country	Surname and First name	Subjects	Presentation	Interview
Tunisia	Mme SiwarBenkraiem	Une entreprise de production d'aliments concentrés animal en valorisant des sous produits tunisiens	15 min	15 min
Algeria	Mme KadriLouiza	Lait végétal extrait de graines de quinoa pour les enfants atteint d maladie cœliaque de diabète de type 1 et cancer	15 min	15 min
Marocco	Mme AssoukaOumaima	Technologie durable de traitement des eaux usées rurales au Maghreb	15 min	15 min



Presentations and interviews of YABDA International Competition

Evaluation process:

The evaluation took place in three stages:

1. Each member of the jury first proceeded individually to the evaluation of these two stages using the criteria of the evaluation sheet previously discussed.
2. Following the presentation of the projects and the interview, the members of the jury met and each member presented their assessments of the projects in front of the other members of the jury. All panel members agreed that the candidates demonstrated time management skills, pitching skills, and communication and question-answering skills. The three projects were assessed as innovative and having a potential socio-economic impact. The project presented by the candidates of UB1 Algeria (concerning vegetable milk extracted from quinoa seeds) was appreciated as the most mature in terms of the state of progress towards marketing.
3. Each member of the jury proceeded with the classification of the three projects. The result of this individual classification noted (unanimously) as the winning project the project of UB1 Algeria. The projects of UTEM – Tunisia and UH2C – Morocco tied for second place.

Announcement of results of the YABDA international competition

Prize	Name of participant	Title of the project	University
1st prize	Mme Baghli Houda & Mme Kadri Louiz a	Vegetable milk extracted from quinoa seeds for children with celiac disease, type 1 diabetes and cancer	UB1 Algerie
2 nd prize (ex aequo)	Mme Assouka ou maima (UH2C)	Sustainable technology for rural wastewater treatment in the Maghreb	UH2C - Maroc
2 nd prize (ex aequo)	Mme Siwar Benkr aiem	An enterprise for the production of concentrated animal feed by valorizing Tunisian by-products	UTEM - Tunisie

1. The first prize was awarded to an Algerian candidate from the University of Batna 1.
2. The second and third prizes were awarded ex aequo to Tunisia (University of Sfax) and Morocco (Hassan II University of Casablanca)



Photo of the International Conference, Winner



Photo of the YABDA International Competition