



IN PARTNERSHIP WITH  
THE EUROPEAN UNION  
AND THE AFRICAN UNION



# STARS <sup>IN</sup> AFRICA

EU-AFRICA YOUTH & ENTREPRENEURSHIP FORUM



*Making youth the pillar  
of inclusive and  
sustainable growth  
of the African  
continent*

**EDUCATION AND TRAINING**

**EMPLOYMENT AND EMPLOYABILITY**

**ENTREPRENEURSHIP AND BUSINESS**

**A 3-YEAR MOMENTUM  
2018-2020**



International Organisation of Employers  
Organisation Internationale des Employeurs  
Organización Internacional de Empleadores  
*The Global Voice of Business*

# BUILDING A 3-YEAR MOMENTUM (2018-2020)



The actors of Stars in Africa share a common analysis regarding youth demography, youth access to entrepreneurship and talent management: Africa is for decades to come the youngest continent of the world: more than half its populations will be under 25 by 2050. This giant is also a land of many talents and amazing opportunities. Still, employment is a challenge. Entrepreneurship is the answer to the future stakes that African countries are going to meet. Entrepreneurship offers jobs, training, skills, values, objectives. Together Africa and Europe should seize the opportunity brought by 4 great disruptions of the century:

- ▶ Globalization
- ▶ Digital transformation
- ▶ Environmental transition
- ▶ Social mutations (demographic stakes, development of next generations will start businesses and populations aging).

In such a context, organizations and network members of the Active Growth and Youth Programs share a common vision for the continent by 2030 formalized in the Africa 2030 Declaration (2030africa.org).

*“Making youth the pillar of inclusive and sustainable growth of the African continent”*

is the ambition of *Stars in Africa* (SIA), a dynamic that aims at fostering youth entrepreneurship in Africa around six axes of growth and through Education and Training, Employment and Employability, Entrepreneurship and Business.



The SB4A is the overarching structure under which existing and new structured dialogues with the private sector are managed. Its ultimate objective is to contribute to decent job creation in African partner countries. Its purpose is to enable and scale up structured dialogue with the private sector and other key players in the field of decent job creation for youth and women and investment climate improvement in each partner country.

Transforming our ambition into results

## THE EXPECTED ECONOMIC AND SOCIAL IMPACT OF THE STARS IN AFRICA MOMENTUM

Stars in Africa promote a unique readability around entrepreneurship and youth by bringing together recognized field actors and networks.

### ADVOCACY

- Elaborate a programmatic policy platform favoring youth entrepreneurship and lobby policy makers to make it happen
- Invite successful young entrepreneurs to play positive role models

### EMPOWERMENT

- Within the educational system, engender an entrepreneurial culture among youth
- Reduce structural issues affecting African educational systems
- Forge skills and improve youth employability in Africa

### POLICY

- Foster policies through education; business support; business capital; ICT
- Coordinate policy designers, decision-makers, and implementers that support youth entrepreneurship

## THE SIX AXES OF GROWTH



## THE ANNUAL STARS IN AFRICA FORUM

Through concrete actions the Stars in Africa Forum aims at empowering the African young entrepreneurs as key agent of inclusive and sustainable growth of the African continent.

2018  
SIA FORUM

2019  
SIA FORUM

2020  
SIA FORUM

AFRICA 2030

### ATTENDANCE

The 2 days forum will welcome 1000+ selected African, European and International companies, startups, business communities, employers' representatives, institutional organizations, academics and youth.

SIA will gather more than 70 African and European business networks (ap. 12.000 stakeholders) and their ecosystems.

### CONTENT

Bring together, aggregate and accelerate existing actions:

- Meetings of employers from Europe and Africa
- Networks of fast growing companies with the UP40 index
- Business Africa Award with the Institut Choiseul (France)
- High-level business delegations
- Coordination of actors of business ecosystem

Add complementary elements to perfect it:

- Ecosystem connection
- Stars in Africa award
- Trainings

## MAJOR OUTCOMES

### TWO AWARDS

The Business Africa Entrepreneur of the Year Award, granted to four entrepreneurs by a jury made up of presidents of employers' organizations, in partnership with the Institut Choiseul.

The Stars in Africa Awards will grant projects that compete during the yearly forum start-up contest in six categories corresponding to the six axes of growth: digital, agribusiness, culture, energy-environment, health.

### THE ANNUAL STUDY

Exclusive SIA annual report by KPMG providing facts and figures, discussing trends – sectors, countries, technologies - and showcasing success stories of fast growing companies in Africa.

FIRST EDITION  
MARCH 2018  
NAIROBI  
KENYA



Education  
& Training



Health/  
Better life



Energy/  
Environment



Culture



Agribusiness



Digital/Tech





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## THE CONVENERS



The MEDEF is the leading network of entrepreneurs in France. Over 95% of the businesses belonging to the MEDEF are SMEs. The MEDEF places job creation and sustainable growth at the heart of its action.



Constituted as an association, AGYP is powered by the Medef to bring together entrepreneurs, business networks and leaders and the actors of education and training of Europe and Africa.



MEDEF's branch dedicated to international markets. 40% of its activities with Africa 5000 active leaders in Africa representing 2100 French companies in its Africa committee.

## A FRUITFUL PUBLIC-PRIVATE PARTNERSHIP



International Organisation of Employers  
 Organisation Internationale des Employeurs  
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*The Global Voice of Business*



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