

SusTech4Africa: Sustainable Entrepreneurship in Africa

Selection projects

To make project selection more targeted, OVO developed the 'Sustainable Technology for Africa' accelerator program (SusTech4Africa). We join forces with strong European and African organizations.

For each SusTech4Africa campaign, OVO selects about ten African SMEs with whom we want to establish a long-term partnership. During a Boost Camp and online coaching program, the entrepreneurs present their projects and receive help from experienced coaches to develop a financial and business plan. We also provide additional support to help them manage their businesses more effectively.

1. Selection phase: choosing the right entrepreneurs

Each year, we organize a project call and select the most promising SMEs based on four criteria:

- **Finance:**
At least 2 years of legal operation, African ownership, an annual turnover of at least €20,000, and a financing need of up to €50,000.
- **People:**
Social impact through local employment and inclusive products or services.
- **Planet:**
Sustainability principles such as circular economy and environmentally friendly technologies.
- **Technology:** Innovative and sustainable use of technology.

Selected entrepreneurs participate in the **ST4A Boost Camp**, where they learn essential skills and methods for the further growth of their SMEs.

2. Development phase: from idea to growth plan

Each entrepreneur receives a **personal coach** and access to experts to develop a realistic and ambitious growth plan. This process takes 6 to 9 months and results in two possible outcomes:

- The plan shows that growth can be **self-funded** → continued support through coaching.
- The business requires **external funding** → the business plan is submitted to the ST4A Investment Committee for the label "OVO Certified - Investing for Change."

3. Implementation phase: investing and scaling up.

OVO assists SMEs with the **OVO Certified label** in obtaining a loan.

Our organization identifies suitable financiers and provides ongoing support:

- **Duration: 1 to 5 years**
- **Terms:** Repayment according to established schedules
- **Future options:** Scale-up with a follow-up loan up to **€150,000**
Thanks to this structured approach, **OVO supports African entrepreneurs on their path to sustainable growth and impact.**

