

# SB4A



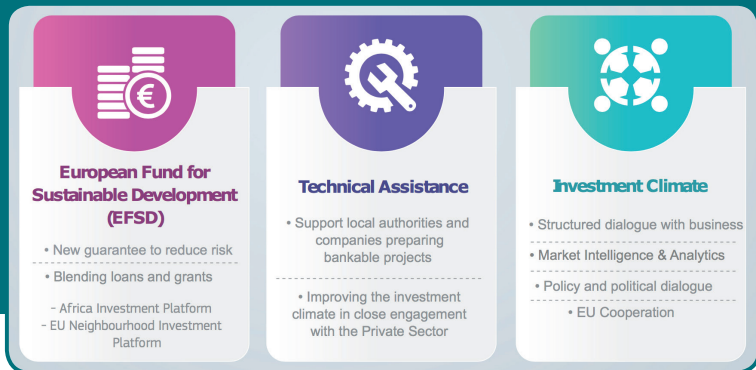
## Sustainable Business for Africa Platform

### The External Investment Plan

The External Investment Plan (EIP) was adopted in 2016 by the European Commission to catalyse more private investment in partner countries in Africa and the EU Neighbourhood region and contribute to the Sustainable Development Goals (SDGs). It aims at increasing sustainable decent job creation in particular for youth and women.

In order to achieve this, the EIP provides for a comprehensive and integrated approach, linking investment mobilisation (pillar 1) with technical assistance (pillar 2) and investment climate (pillar 3) to remove constraints to private investment in partner countries and to support priority reforms.

#### The three Pillars of the EIP



### The Sustainable Business for Africa Platform: **SB4A**

The **SB4A** is an overarching structure for existing and new structured dialogues with the private sector. Its ultimate objective is to contribute to decent job creation – in particular for youth and women – 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.

The **SB4A** is an essential building block of pillar 3 of the EIP (“investment climate”). It operates at country, sector and strategic levels to pull in the African and EU private sector’s perspective and ownership of the EIP.

Sustained dialogue with the private sector – and other key players – enables to identify barriers to private investment and support priority reforms. It also enables to better design tailored packages of EU support programmes to respond to the priority needs of specific countries and specific sectors.

# SB4A at the 6<sup>TH</sup> EU-AFRICA BUSINESS FORUM



*The SB4A is being launched at the 6<sup>th</sup> EABF in Abidjan on 27 November 2017, together with several initiatives linked to it.*



We are launching a **new partnership of SB4A with the “Active Growth & Youth Programs” (AGYP)** in order to respond to our most pressing challenge of creating decent jobs for youth and women, which is the overarching theme of the Business Forum.



**“Active Growth & Youth Programs” powered by MEDEF** is a unique network which gathers stakeholders of both continents from businesses and their ecosystems, from youth, training and education, job creation and entrepreneurship. It aggregates and accelerates existing actions (such as meetings of business organisations of Europe and Africa or stakeholders coordination of the business ecosystem)

and adds complementary elements (such as training actions, or the Stars in Africa awards for young entrepreneurs). It brings into the dynamic renowned hands-on actors around entrepreneurship and youth. This unique dynamic has been created among African and European continents with the objective of creating decent jobs for youth and promoting entrepreneurship for inclusive growth.

One of the key concrete actions of this Do Tank is the **“Stars In Africa”**, an international Forum dedicated to Youth & Entrepreneurship between Africa and Europe and engaging MEDEF, IOE, Business Africa and Business Europe.

The European Commission is as well launching **sectoral structured dialogue with the private sector platforms** between Europe and Africa, on the three sectors highlighted during the Business Forum: digital, agribusiness and sustainable energy.

## Digital4Development (D4D)

The initiative D4D of public-private structured dialogue has been proposed by a group of major European technology companies (Ericsson, Orange, Nokia, Royal Philips and SAP) to foster Digital Transformation for Development in Africa (as a first iteration). It will identify synergies between private sector business activities and the EU Development activities and join forces between private and public sectors, NGOs, local authorities and communities.

## High Level Platform on Sustainable Energy Investments in Africa

The objective of the High Level Platform is to help build a strong economic case for accelerated private sector investments in improved access to sustainable energy in Africa by means of structured and continuous engagement between the public and the private sectors of Europe and Africa. The Platform will facilitate knowledge-sharing on policy and regulatory frameworks, showcase innovative governance, business and financing models and best practice on public finance leveraging.

## The EU-Africa Agribusiness Platform

Building on the Agri-business Investment Forum and the EU-AU Agriculture Ministerial Conference of 1<sup>st</sup> and 2<sup>nd</sup> July 2017, the AU-EU Agribusiness platform will involve both public and private partners from Africa and Europe. It will provide a better understanding and improvement of the investment climate and aims at scaling-up cooperation between African and EU businesses and consider how to build an AU-EU Agricultural Business Platform.

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