

LAUNCH OF THE WEB-DOCUMENTARY *SMALL IS POWERFUL*: FIGHT AGAINST STEREOTYPES ON SUB-SAHARAN AFRICA

The project *Small is Powerful*, initiated by Joan Bardeletti and Investisseurs & Partenaires, takes a major step forward with the launch of a dedicated web-documentary at the Forum Convergences, in Paris, and during the debates organized by the *Monde Afrique* in Abidjan. Broadcasted in partnership with *Le Monde Afrique* and *RFI (Radio France Internationale)*, this new tool challenges some misconceptions on African economy and society, relying on five first-hand reports on African SMEs.

ACCESS THE WEB-DOCUMENTARY

OVERCOME THE STEREOTYPES ON SUB-SAHARAN AFRICA

From the beginning, *Small is Powerful* is driven by the ambition to show a new facet of the African continent. The web-documentary is one of the key tools developed by the project team and questions some of the most common stereotypes on development issues in Sub-Saharan Africa.

Is access to infrastructure and healthcare as limited as we might think? Is the informal sector the only source of job creation on the continent? : These are a few examples of the questions asked by the web-documentary. Based on recent studies and the extensive field experience of partners of the project (I&P, the French Development Agency, PROPARCO, the government of Monaco, the CFAO...), the web-documentary adopts a nuanced approach on these issues and puts them in perspective with the projects developed by five SMEs who partnered with the project.

AN ADVOCACY PROJECT: PROMOTE THE REALITY OF AFRICAN ENTREPRENEURSHIP

Five enterprises collaborated on the project *Small is Powerful* and each of them respond, on its own scale, to the development issues the African continent is facing: the clinic NEST offers a complete monitoring of women and children in Senegal, IOT supports remote fishing communities in Madagascar and helps preserve the marine environment, CDS eases access to water and electricity services to rural population in Mauritania, Wecyclers brings an innovative recycling solution for informal urban settlements in Lagos, and Agrisatch is structuring a strong local poultry sector in Benin.



Nest, Senegal



IOT, Madagascar



CDS, Mauritania



Wecyclers, Nigeria



Agrisatch, Benin

These enterprises are representative of the key role played by African SMEs in the development of the continent: most of them answer to a local need and bring essential goods and services, create permanent jobs and actively contribute to social redistribution. To find out more, [please download the press release](#).

ABOUT INVESTISSEURS & PARTENAIRES

Investisseurs & Partenaires is an impact investment group dedicated to small and medium enterprises in Sub-Saharan Africa. Since its inception in 2002, I&P has supported about 60 companies located in 15 African countries and operating in various sectors of activity (health, transport, microfinance...). These enterprises create local “added value” and long-term employment, and generate important social, environmental and governance impact.

Beyond investment, I&P provides technical and strategic support to meet the growth needs of its portfolio companies. The team develops long term partnerships with entrepreneurs, sharing management expertise and knowledge that is useful for improving business strategy, structuring, and success. I&P manages three impact funds: I&P Développement (IPDEV), IPDEV2 and I&P Afrique Entrepreneurs (IPAE)

Created by Patrice Hoppenot in 2002 and headed by Jean-Michel Severino since 2011, the I&P team comprises about **twenty collaborators in Paris and in its six African offices in Cameroon, Côte d'Ivoire, Senegal, Ghana, Burkina Faso and Madagascar.**

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