

SOLIDARITY Bankers

Mission to support Plastic Odyssey's business development (Egypt)

– Terms of Reference (ToRs) –

Mission: Support business development of Plastic Odyssey in Egypt

Location: The mission will be carried by 1 Solidarity banker (or a team of Solidarity Bankers) based in Egypt.

Important: The mission is **open only to Crédit Agricole employees based in Egypt**

Duration and date: One day per week during 16 weeks, Q1-Q2 2021

Beneficiary Organization: Plastic Odyssey

CONTEXT

THE FOUNDATION AND SOCIAL ENTERPRISES

Theorised by Pr. Yunus, Peace price Nobel in 2006, the social business concept, or social enterprise, is a business model where the social mission drives the financial and economic performance. It uses the business dynamics to answer social, environmental and development issues.

Created in 2008, at the joint initiative of Crédit Agricole and the Nobel Peace Prize Laureate Professor Muhammad Yunus, the [Grameen Credit Agricole Foundation](#) (GCAF) is a cross-business actor committed to promoting financial inclusion and social entrepreneurship. Investor, funder, technical assistance coordinator and funds advisor, the Foundation has more than 80 partners (microfinance institutions and social enterprises) in 40 countries with a portfolio of more than €93 million. Women and rural populations represent respectively 88% and 84% of the 7.3 million beneficiaries of the institutions funded by the Foundation.

THE PLASTIC ODYSSEY ADVENTURE

Every minute, 19 metric tons of plastic enter our oceans and 80% of marine pollution comes from coastal towns and cities in the world's poorest countries. [Plastic Odyssey](#) aims to make recycling plastic waste into a profitable business that creates new jobs.

The project is based on a round-the-world voyage aboard a boat that acts as an ambassador for open-source recycling technologies. The boat will be making stops in emerging countries where these solutions will be used to recycle available waste to help create and grow plastic recycling microbusinesses. The expedition is due to set sail at the end of January 2021.

Crédit Agricole S.A., CA Regional Banks¹ and subsidiaries² decided to support the project back in 2018 by financing the construction of a prototype boat. In 2019, the Group maintained this commitment and will provide a total of €1.2 million over 5 years.

The Grameen Crédit Agricole Foundation supports Plastic Odyssey in the development of its business model and the project of structuring a social impact recycling branch during the expedition. The Foundation will also put the Plastic Odyssey team in touch with local recyclers and entrepreneurs to foster the emergence of social business models.

¹ Alpes Provence, Aquitaine, Atlantique Vendée, Charente-Maritime Deux-Sèvres, Finistère, Nord de France, Normandie-Seine and Provence Côte d'Azur

² CA Assurances, CACEIS, Crédit Agricole CIB, CA Immobilier, BforBank, CAMCA Mutuelle, Crédit Agricole Poland and Crédit Agricole Italy

MISSION'S OBJECTIVES AND DELIVERABLES

Plastic Odyssey (PO) will start its journey through the Mediterranean Sea, and needs to update its knowledge of the plastic waste value chain and to identify partnerships opportunities with social entrepreneurs. PO looks for local social SMEs to improve the efficiency of the actors of the value chain so as to increase and improve recycling capacities and economic empowerment of the local actors.

The Solidarity banker(s) based in Egypt will have 3 main objectives:

1. Identify the key actors of the plastic recycling value chain in Egypte
2. Analyze the business model of targeted social enterprises and their success factors
3. Identify development opportunities for PO

Action 1: Value chain and business analysis

- Make an assessment of the plastic waste sector and map out the actors (from collector to users)
- After analyzing the plastic value chain, identify the informal and formal social entrepreneurs which could be relevant partners for PO
- Deliverables:
 - PPT on the value chain analysis
 - Mapping out of actors (PPT)
 - Report on the possible partners

Action 2: Social entrepreneurs analysis

- Analyze supporting needs of social entrepreneurs
- Define technical conditions to the success of these entrepreneurs
- Recommend business and financial conditions
- Define key success factors
- Deliverables:
 - PPT on the social entrepreneurs needs analysis, Excel if needed
 - Report on technical, business, financial conditions and key success factors

Action 3: Development opportunities for PO (before and after the stop-over)

- Recommend an entry point (main partner organization) for PO to enter the plastic value chain in Egypt
- Propose a cooperation scheme template between PO and its local partners (including if relevant Crédit Agricole and the Grameen Crédit Agricole Foundation)
- Assess the necessary resources to establish the cooperation schemes
- Recommend a funding scheme and business development services for the social entrepreneurs
- Deliverables:
 - PPT on the development opportunities for PO
 - Cooperation scheme template
 - Report on the resources necessary to establish the cooperatives schemes and recommendations about a funding scheme and business development services for social entrepreneurs.

CALENDAR AND LOGISTICS

LOCATION

- The beneficiary organization is in France, but the mission will take place in Egypt from Q1 2021. The Solidarity bankers will be based in-country: Egypt (no field mission given the Covid-19 context).

DURATION AND WORK LOAD (For reference)

- The Solidarity bankers will dedicate a total of 16 working days to the mission. The experts will dedicate the equivalent of 1 day every week to the mission.
- Given the workload and the schedule of the mission, proposing a team of expert is possible
- The mission can be held during the Solidarity bankers' working time (skill-based sponsorship by the Solidarity bankers' employers) AND/OR holidays (volunteering).
- Deliverables will be shared step by step during the mission
- The boat will be based in Egypt in May 2021
- The mission shall take place prior the boat arrival, and can continue shortly afterwards.

CALENDAR (For reference)

- **SELECTION PROCESS (October)**
 - Publication of the mission's ToRs at Crédit Agricole website.
 - Selection of the Solidarity bankers: the candidates will be interviewed by Grameen Credit Agricole Foundation.
- **SIGNATURE OF THE CONVENTION AND PREPARATION OF THE MISSION (November)**
 - A Convention is signed between the beneficiary organization, the Solidarity bankers, the Foundation and the employers (if there is skill-based sponsorship).
- **BEGINNING OF THE MISSION (Q1 2021)**
 - One day per week, during 16 weeks.

PROFILE OF THE EXPERT

The experts are Credit Agricole staff, willing to engage in the "[Solidarity Bankers by CA](#)" programme, with the following expertise / experience:

- Expertise in business development & strategy
- Expertise in SME's finance and management
- Interest in plastic recycling and circular economy
- High proficiency in English and in French is required; proficiency in Arabic will be an advantage
- Previous experience in technical assistance or advisory work in developing country would be helpful.

CONTACTS

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