

REPUBLIQUE DU CAMEROUN

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MINISTRE DES POSTES
ET TELECOMMUNICATIONS

CABINET DU MINISTRE



REPUBLIC OF CAMEROON

Peace – Work – Fatherland

MINISTRY OF POSTS AND
TELECOMMUNICATIONS

MINISTER'S CABINET

**Under the Distinguished Patronage of the President
of the Republic**

ICT INNOVATION WEEK

NATIONAL COMPETITION FOR THE BEST ICT PROJECT

From 27 May to 27 June 2025, Yaoundé

**THEME : “Mobilising artificial intelligence for an
ambitious digital transformation that meets the needs
of our Country, Cameroon”.**

TERMS OF REFERENCES

I- BACKGROUND AND JUSTIFICATION

“The challenge of artificial intelligence is commensurate with current and future challenges: artificial intelligence is a multiplier of development, growth and democratisation, provided it is used ethically”

H.E. Paul BIYA, Pour le Libéralisme communautaire. Une pensée dynamique à la mesure des temps présents (A Dynamic Thought for Our Times) (Lausanne Edition Favre, 2024 p.82).

A perusal of the presidential messages of the last 25 years reveals a constancy in the Head of State's vision of the digital economy: it remains the keystone of our economic revolution, hence the pressing need for today's generation of young Cameroonians to fully embrace this sector of activity, a genuine *‘historic challenge for the future of the nation’*.

Cameroon's highest authorities rightly see the digital economy as a tremendous opportunity for job creation and a lever for the country's economic growth.

The President of the Republic is undoubtedly the one who has best addressed these issues, and articulated the stakes, when he declared on 15 September 2011 at the 3rd Ordinary Congress of the CPDM:

“Information and communication technologies are opening new avenues for youths to express themselves and unlock their potential. As you can see, there is a wealth of employment opportunities for youths, on condition that they contemplate life with determination, humility and probity, endurance and abnegation, intelligence and observation to be able to take advantage of the changes that are happening in the world. It is not by waiting, or hoping that the State will provide everything, that they will find a solution. So I urge them to: INNOVATE, CREATE and, above all, DARE! ”.

In response to this Revered Call, young people in Cameroon are now increasingly involved in the ever-growing use of ICTs, seizing the opportunities offered by this sector to create micro-enterprises.

Support for these initiatives was also the subject of a Very High Call by the President of the Republic, on 10 February 2016, in his message to the youths, with the aim of creating genuine digital SMEs. This support is an essential part of the structural transformation of our economy, to create jobs and boost growth.

There are many ideas, projects and digital start-ups that, if properly supported, would not only become real job-creating companies, but would also use their inventions to boost the competitiveness of the national economy.

This is a real challenge that the public authorities need to address urgently and sustainably.

The Government, under the coordination of the Prime Minister, is committed to giving substance to this vision of the Head of State and to implementing all appropriate measures to promote the development of young people in the field of ICT.

With this in mind, the Ministry of Posts and Telecommunications has since stepped up its initiatives to support young people. In concrete terms, this has involved developing a digital ecosystem that is conducive to identifying and supporting talent, with a view to setting up digital businesses on the one hand, and promoting digital entrepreneurship on the other. This will be achieved through the following actions :

- The interactive videoconferencing between the Head of our ministerial department and the youths, in a bid to identify their needs and working toward meeting them;
- ICT holiday camps, to popularise ICTs in rural areas and promote the responsible use of social media, as well as the

Digital Divisional Matinées, aimed at encouraging the best students in ICT-related subjects;

- The Digital Globetrotter, which is designed to help young project holders transform their ideas into genuine projects through counselling;
- Institutional support for young start-ups: coaching, mentoring/tutoring, partnerships with international institutions for the training of young people involved in ICTs;
- Institutional support for start-ups on Buea's Silicon Mountain by creating an environment that supports innovation among young ICT entrepreneurs, with a view to the emergence of a truly digital economy.
- The creation of a Cameroon Digital Innovation Centre to identify and support ICT project holders from the idea stage to a viable business.

THE ICT INNOVATION WEEK is one of the most important of these initiatives.

In order to mobilise all the young Cameroonians in these initiatives and at the same time increase their importance, the Very High Office of the President of the Republic has been formally associated with the event. The prizes awarded to young people for the best ICT projects reflect the interest of the highest authority in this field and give them a certain prestige.

The ICT Innovation Week is therefore placed under the **DISTINGUISHED PATRONAGE OF THE PRESIDENT OF THE REPUBLIC**. Its main activity is the National Competition for the Best Digital Innovation Project of the Year, as well as the award of a Special Prize of the President of the Republic to the Best Project.

Following the success of the first three editions, held in 2019, 2020 and 2021, this year's ICT Innovation Week takes place against the backdrop of the emergence of artificial intelligence and the Government's commitment to addressing the current issues related to these innovative technologies.

The Government's actions in this context are aimed at understanding how AI can be integrated responsibly and effectively into the various sectors of our society, and at reflecting on the development of a concerted and effective strategy for the development of AI in Cameroon.

Hence the theme chosen for this 4th edition of the ICT Innovation Week: ***“Mobilising artificial intelligence for an ambitious digital transformation that meets the needs of our Country, Cameroon”***.

II- OBJECTIVES AND CONDITIONS

1- Overall Objective

- To create a centre of interest to mobilise young Cameroonians working in the digital sector at a point in time, place and action.
- Rewarding the most innovative projects presented by youths, during the year,

2- Secondary objectives

- Identify the best ICT innovation projects of the year and provide them with support;
- Stimulate creativity and healthy emulation among the stakeholders in the digital ecosystem, within a context of the development of artificial intelligence and, at the same time, encourage a competitive spirit among young people and their international projection;
- Capacitate young people with ICT ideas or projects through training, coaching and counselling sessions;
- Popularise Cameroonian ingenuity in the digital sector;
- Encourage the emergence of genuine local ICT entrepreneurship.

III - TARGETS AND EVALUATION CRITERIA

Competition for the Best ICT Project

- Target

- Young people with ICT ideas or projects in all ten regions of Cameroon meeting the following criteria:
 - Be of Cameroonian nationality;
 - Have an innovative ICT project;
 - Reside in Cameroon.
- **Assessment criteria**
 - Level of differentiation of the innovation project in the broadest sense (product, process, marketing or organisational innovation);
 - Business model: clear, well-defined revenue-generating model;
 - The team: expertise, complementarity, knowledge of the business and the market;
 - The market: well-defined, sizeable market;
 - The offer: meets a clearly identified need or problem / positive market response to the offer presented;
 - International potential: project capable of international development;
 - Job creation potential.

N.B :

- *Start-ups that are already up and running (operational) are not eligible for the competition.*
- *Applications from women are strongly encouraged.*

IV- PROCEDURES

- **For the competition for the best ICT project**
 - a special on-line registration site will be set up for candidates wishing to participate in the competition;
 - an internal committee will be set up to shortlist the best applications;
 - Setting up a jury including the best experts in the field, which will draw up its own rules of procedure and define the rules of the competition, to be approved in advance by the Minister of Posts and Telecommunications;
 - Capacity building (coaching, counselling and preparation for the pitch talk) for the pre-selected candidates in a boot camp;
 - Organising a prize-giving ceremony for the winners.
- **For the ICT Innovation Week**

- Organisation of discussion forums: public conferences on topics related to the theme of the week and workshops led by experts for young people involved in ICTs.

- Exhibition of innovations.

V- ORGANISATION: DATES AND PLACES

1- Organisation

- The ICT INNOVATION WEEK is organised by the Ministry of Posts and Telecommunications;
- It is under the Distinguished Patronage of the President of the Republic;
- The main activities of the ICT INNOVATION WEEK are :
 - **The National Competition for the Best Digital Innovation Project of the Year, as well SPECIAL PRIZE OF THE PRESIDENT OF THE REPUBLIC** to the best project.
 - An exhibition of the best projects selected is planned to allow young people to showcase their knowledge and know-how;
 - Discussion forum, conferences - debates, thematic workshops and various training courses are planned throughout the week.
- The ICT Innovation Week activities will take place face-to-face and/or via videoconferencing.

Dates and Venues

- **The national competition for the best ICT project** will take place from 27 May to 27 June 2025.
- **The ICT Innovation Week (proper)** will take place from 20 to 27 June 2025, in different locations as needed:
 - La Conference Hall of MINPOSTEL;
 - SUP' PTIC Business Academy;
 - The National Institute for Training of Trainers and Programme Development (MINFOP);
 - The Cameroon Digital Innovation Center (CDIC);
 - The Yaounde Sport Complex / Conference Centre.

VI- PROGRAMMING OF ACTIVITIES

- **27 May 2025 : Launch of the competition for the 2025 best ICT project.**
 - **Press briefing at MINPOSTEL (live broadcast).**
- **From 28 May 2025 to 17 June 2025**
 - **Online registration**
- **From 02 June 2025 to 18 June 2025.**
 - **Sessions of the internal committee responsible for short-listing projects.**
- **18 June 2025: Publishing of the list of short-listed projects.**
- **From 20 to 22 June 2025 : Arrival and installation of participants in Yaounde.**
- **From 23 to 27 June 2025 : ICT Innovation Week.**
 - **Boot camp**
 - **Public conferences (broadcast throughout the national territory)**
 - **Start-up day : coaching,...**
 - **Setting up the competition jury.**
- **26 June 2025: Final pitch.**
- **27 June 2025: Official awards ceremony (in person and relayed by videoconference throughout the national territory).**
 - **Exhibition of the selected projects.**
 - **Award of the **SPECIAL PRIZE OF THE PRESIDENT OF THE REPUBLIC** to the best ICT project of the year 2025.**
 - **Award of the other prizes to the competition winners.**
 - **End of the ICT Innovation Week.**