THE AFD INNOVATION LAB
FOR THE INCLUSIVE ECONOMIC ACTORS

Play it Creative

Live in your Zone of Genius

Act Together

You truly are a Leader of Innovation

play

AFD
AGENCE FRANÇAISE DE DÉVELOPPEMENT
Welcome!

The whole team at the French Development Agency in charge of the Innovation LAB PLAY is looking forward to welcoming you in Marseille from April 16 to 20.

This tailor-made workshop is dedicated to innovation and collective intelligence for your projects in the field of inclusive economy.

This LAB is first and foremost a real acculturation to innovation thanks to:

1. The discovery of techniques to stimulate the dynamics of collective innovation and apply them in your practices. On the agenda, for example, the «creative process»: how to bring out new solutions to the challenges faced by your respective institutions?

2. Experimentation with the postures of the innovation facilitator: this workshop will awaken the coach who is dormant in you! True «innovation incubator», the LAB will also allow you to grow your own projects, through various phases of acceleration to help you clarify, convince and «sell» them effectively, thanks to the art of the PITCH. This LAB is also a moment of sharing and collective emulation, based on a participative and playful pedagogy. So you will quickly feel part of a true «community» of innovators. A lively and dynamic community, which can continue its exchanges especially through a Facebook group, where everyone can regularly share information on innovation, leadership, collective Intelligence or creativity; and where innovators will be able to consult each other.

Elodie Parent & Caroline Rozières,
AFD / VAL, Sustainable Development Campus
Discover tools and postures to be a leader of the Inclusive Economy

Explore the power of collective Intelligence

Unleash your Creativity and strengthen your ability to Innovate

Expand your field of action!
Our Top Speakers

Elodie Parent

Learning project manager and Rapid Transformation Coach
AFD/VAL, Sustainable Development Campus

Elodie Parent started her career in development during her work experience with the UN in the office of the High Representative of the Least Developed Countries. Since 2004, Elodie has worked for the French Development Agency (AFD) where she started her duties in Morocco, in charge of the development of microfinance activity.

Between 2007 and 2013, she was senior investment officer at Proparco, the spearhead of the AFD Group for financing the private sector. As head of the microfinance unit, she worked on the coordination of investments in the sector. In particular, Elodie conducted equity investment, debt and guarantee operations for inclusive financial institutions. Since September 2013, she became a Rapid Transformation Coach (member of International Coach Federation) to lead coaching and trainings on Leadership and Innovation. She facilitates the community of the innovation facilitators of AFD Group.

Caroline Rozieres

Learning project manager and Trainer in Creativity Thinking
AFD/VAL, Sustainable Development Campus

Caroline is a Learning Project Manager at AFD, where she creates and facilitates customized training programs in the fields of Financial Inclusion, Creativity and Innovation. After starting her career as an advocacy officer in non-profit organizations, Caroline joined the AFD group in 2008. As an adviser to AFD CEO, she collaborated to several publications on international development aid.

Then she worked within AFD’s operations team as a microfinance investment officer. In 2014 she joined AFD’s Development Campus (former CEFEB) where she leads a dozen trainings a year, using different types of creativity and collective intelligence techniques in order to foster collaborations and nurture innovation. Caroline is a certified trainer in Creative Thinking.
CONSULTANT – JOUE LA COMME WILLIAM

Specializing in cultural mediation, public relations and conception of cultural projects, Charlotte Jeanmonod has made the performing arts her favorite subject. After working for 10 years at the Théâtre du Rond-Point in Paris on events and cultural projects, she created Joue-la comme William ! (in reference to Shakespeare) and specializes in pedagogy through detour. Because performing arts and theatre are an ideal illustration to talk about our relationships with others, she uses them above all for their relational dimensions. She also works as a trainer for various organizations, including the KPMG Foundation, which works for the professional and social insertion of young people in difficulty.
**THE PROGRAM**

**MONDAY 16. 04**

**START**

13h00 WELCOMING COFFEE AT CEFEB

13h30 WELCOMING ADDRESS AND INTRODUCTORY BRIEFING

14h30 SURPRISE INNOVATIVE SESSION
Charlotte Jeanmonod/Joue-la comme William

15h45 BREAK

16h00-17h30 ACCELERATION PHASE 1
YOUR PROJECT CLARIFICATION

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**TUESDAY 17. 04**

**PLAY IT CREATIVE**

**SURPRISE LOCATION**

09h15 CREATIVE PITCH

10h00 COMPREHEND THE KEYS TO CREATIVITY SERVING INNOVATION

10h45 BREAK

11h15 APPREHEND THE CREATIVE PROCESS & adopt creative techniques in order to disseminate them (part 1)

12h30-14h00 GROUP LUNCH

14h00 APPREHEND THE CREATIVE PROCESS & adopt creative techniques in order to disseminate them (part 2)

15h30 BREAK

16h00-18h00 OVERVIEW AND WRAP-UP: CREATIVITY

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**WEDNESDAY 18. 04**

**LIVE IN YOUR ZONE OF GENIUS**

09h15 DISCOVER An ecosystem of innovation

10h00 EXPLORE Your zone of genius (1/2)

10h45 BREAK

11h15 EXPLORE Your zone of genius (2/2)

12h30-14h00 FREE LUNCH

14h00 DISCOVER THE MAIN COMMITMENTS OF CONSCIOUS LEADERS to facilitate team dynamics

15h30 BREAK

16h00-17h00 ACCELERATION PHASE 2
CO-COACHING Experiment coach techniques & postures

18h00-21h30 SPEED-COACHING & GROUP DINNER

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**THURSDAY 19. 04**

**ACT TOGETHER**

09h15 LOOK AT THE BIGGER GLOBAL PICTURE In complex environment and facilitate high performing teams

10h45 BREAK

11h15 MENTAL PREPARATION To unleash your leadership potency

12h30-14h00 GROUP LUNCH

14h15-16h15 ACCELERATION PHASE 3
MEDIA TRAINING AND GET READY TO CONVINCE! (1/2)

16h15 BREAK

16h45-18h00 MEDIA TRAINING AND GET READY TO CONVINCE! (2/2)

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**FRIDAY 20. 04**

**YOU TRULY ARE A LEADER**

09h15 ACCELERATION PHASE 4
SOFT LANDING ON YOUR ROADMAP!

10h00 CREATIVE WRAP-UP

11h30 CONCLUSIONS AND EVALUATION

12h30 END
« The Innovation LAB PLAY equipped me with many practical tools to implement, practice and transform myself into an innovative Leader. PLAY also prepared me to drive innovation and creativity into my institution, for big impact both socially and financially. »

- **Mak Vichet** / Head of Financial Services / AMRET Microfinance Institution  ☀️ **Cambodia**

« I didn’t expect learning and having so much fun at the same time. Thanks to the facilitators of the Innovation LAB PLAY, I now have new tools to deal with my day-to-day challenges and I feel so grateful for that! I hope it was only the beginning of a journey full of innovation, creativity and leadership! »

- **Aziza Bibeni** / Risk Analyst / ENDA TAMWEEL Microfinance  ☀️ **Tunisie**
PLAY