

EUAFRICA

BUSINESS FORUM FACILITY

EBOWN - EBO Africa Workshop

Diagnostic Study and Capacity-Building Roadmap for
Strengthening European Business Organisations in Africa

Date: 3rd June 2025

Time: 3:45-5:50 CET

Location: Brussels

Welcome

By INTPA, EABF Facility, EBOWN

Agenda

Time - CET		
15:40-15:45 pm	Welcome & Opening Remarks - Introduction of EABF	Paolo Baldan - Amanda Sunassee from EABF
15:45-15:55pm	Overview of diagnostic study	Johanna Sandberg (Team Lead)
15:55-16:05 pm	Study Scope, Timeline & Methodology	Julien Ayme (Technical Consultant)
16:05-16:15pm	Capacity Building, Resources & Sustainability	Julien Ayme
16:15-17:20 pm	Open discussion - Cluster Perspectives and priorities	Johanna Sandberg - Julien Ayme
17:20-17:30 pm	Wrap-Up & Closing Remarks	Johanna Sandberg - Julien Ayme

Overview of Diagnostic study

Objectives of the Assignment

This assignment supports the **EU-Africa Business Forum Facility** under the **Global Gateway strategy** and aims to strengthen the role of the **EBOWN African Cluster of EBOs** as a key platform for enhancing European competitiveness by supporting EU and EU Member States' economic diplomacy, advocacy, trade between Europe and Africa, and business partnerships for EU businesses across Africa.

Key Objectives

- A **Diagnostic Study Report** assessing the capacities and services of the EBOs in Africa and actionable strategies and roadmap to enhance EBO operations, sustainability and impact.
- A **tailored training roadmap** to strengthen the capabilities of EBOs, aligned with the Global Gateway strategy and Global Gateway Sector-Specific Topics.

Overview of Diagnostic study

Focus Areas of the Study

1. Institutional Capacity & Services

→ Quality and relevance of services (advocacy, B2B, forums, research)

2. Advocacy & Policy Engagement

→ Influence on policy, Public Private Dialogue, and alignment with EU Delegations

3. Sustainability & Strategic Alignment

→ Financial resilience, EU instrument use, and long-term positioning

How:

- **Assess 18 EBOs** in Africa to map strengths, gaps, and strategic alignment
- **Evaluate service delivery**, policy influence, sustainability, and use of EU instruments
- **Gather insights** from 18 EU Delegations & 36 African BSOs on collaboration effectiveness
- **Design a capacity-building roadmap** aligned with Global Gateway flagship priorities
- **Facilitate a validation workshop** (Nov 2025) to secure stakeholder input and endorsement
- **Deliver a final report** with practical recommendations and training pathways

Study Scope & Methodology

Diagnostic Study – Data Collection Summary

Surveys (via EBOWN Website)

- One online survey for EBOs
- Two additional questionnaires for EU Delegations and African BSOs (ABOs)

Stakeholder Interviews (72 Total via MS Teams)

- 18 EBOs (based on survey input)
- 18 EU Delegations (via EABF coordination)
- 36 African BSOs (nominated by EBOs; 2 per country)
- Led by Johanna (English) and Julien (French/Portuguese)

Case Studies (3 Minimum)

- Highlight strong practices in EBO service delivery, partnerships, and advocacy
- Selected based on impact, innovation, and replicability - cases selected during the interview process

EBO Participation in the Diagnostic Study

Goals for EBO Participation in the Diagnostic Study

1. **Complete the EBO Survey**
 - Provide timely and thoughtful responses to the online survey to support the diagnostic assessment.
2. **Nominate Key Contacts in African BSOs (ABOs)**
 - Identify and recommend two relevant ABOs in your country for interviews, preferably organisations you collaborate with regularly.
3. **Support Stakeholder Interviews**
 - Be available for a structured interview via Microsoft Teams and encourage nominated ABOs to participate in individual interviews.
4. **Share Strategic Insights**
 - Engage in open discussions on priorities, advocacy experiences, and capacity needs to inform the study's findings.
5. **Attend the Final Workshop** (*tentatively scheduled during the EU-AU Business Forum, Nov 2025*)
 - Participate in the validation workshop to review results, provide feedback, and co-develop the capacity-building roadmap.
6. Are you able to finance participating in the validation workshop?

Timeline

Months	Item	Responsible
June 3-4th Brussels	Introduction of study	Paolo Baldan - Amanda Sunassee from EABFF / Julien Ayme (Technical Assistant) & Johanna Sandberg (Team Lead)
11- June - 15 July	Participate in interviews (EBOs & BSOs)	Julien Ayme (Technical Assistant) & Johanna Sandberg (Team Lead)
5th August - 15 October	Analyse survey & interview data, Draft Diagnostic report + Workshop preparation & pre-engagement	Julien Ayme (Technical Assistant) & Johanna Sandberg (Team Lead)
November (TBD)	Joint validation workshop	Julien Ayme (Technical Assistant) & Johanna Sandberg (Team Lead)
November	Provide feedback on workshop outcomes to EABFF & EBOWN	Julien Ayme (Technical Assistant) & Johanna Sandberg (Team Lead)
15 th November	Receive final roadmap & study results	Julien Ayme (Technical Assistant) & Johanna Sandberg (Team Lead)

Open discussion

- Cluster Perspectives and priorities

1. How have you been involved with EU Business forums or EU member states business forums, and in what way?
2. Can you share any recent experiences or challenges you've faced in your advocacy work at national or regional level?
3. What institutional capacity do you have to im terms of service delivery to members and, and what are the key areas where targeted support could enhance your operations, sustainability, and impact?
4. What training or capacity-building support would be most valuable for your team to better align with the EU's Global Gateway strategy and engage in sector-specific opportunities (e.g., green energy, digital, health, transport, raw materials)?
5. In which areas do you feel your organisation most needs targeted support (e.g., service delivery, staffing, partnerships, funding)?
6. What does long-term sustainability look like for your organisation, and what would help you get there?
7. How can stronger partnerships—with EU Delegations, African BSOs, EBOs, or other—better support your mission?

Wrap-Up & Closing Remarks

- Summary of key decisions
- Closing by EABF & EBOWN