

MED'INNOVANT AFRICA: **Euroméditerranée launches the first edition of its competition for African start-ups with solutions for the smart and sustainable Mediterranean city**

Over the past 10 years, MED'INNOVANT, the innovative solutions competition for the smart and sustainable Mediterranean city, organised by Euroméditerranée, has already raised the profile of over 30 start-ups. Inspired by this success, the developer, in partnership with the Emerging Valley Forum*, is launching the first edition of the competition exclusively reserved for African Tech actors. Open to submissions from 1 July 2019, MED'INNOVANT AFRICA aims to identify, promote and test in real conditions innovative urban projects. The initiative organised by Euroméditerranée in Marseille, France's second city, will give winners a test ground in which to experiment their innovation and open up their business to European markets.

MED'INNOVANT AFRICA, a springboard for promoting African entrepreneurs

Euroméditerranée and its partners are looking to promote the pool of African talent by creating forums where the two continents can meet and come together. The MED'INNOVANT AFRICA competition provides them with a privileged setting to test out their innovations on the scale of a European metropolitan area.

Candidates can apply for this first edition on line via the www.euromediterranee.fr website from 1 July to 30 September 2019.



Euroméditerranée, a test ground for African start-ups

Open to start-ups, SMEs, project developers and innovation creators with a head office in Africa or to African businesses incubated in France, this new competition targets start-ups looking to:

- Improve the urban experience through digital tools and connectivity: urban digital services, mobile applications, contactless technologies, connected objects, etc.
- Create a pleasant and hospitable urban environment: services, facilities or systems that contribute to the quality of public spaces, living together, the security of people and property, etc.
- Make the city less wasteful and more environmentally friendly: design solutions that reduce the city's environmental impact (energy, water, waste, space).

Winners selected by the competition jury will then have the opportunity to test out their innovations within the catchment area of the 'operation of national interest' conducted by Euroméditerranée. The Marseille EcoCité will therefore serve as a large-scale laboratory for developing and improving their solutions.

With MED'INNOVANT AFRICA, Euroméditerranée is looking to transform Marseille into an urban test ground open to African entrepreneurs who can go on to expand their market share in Europe.

**Emerging Valley is the annual summit, which each year brings together African Tech leaders, investors and African and other international innovation experts in Provence.*

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Dedicated support for winners with the entrepreneurship ecosystem

The four or five finalists will be invited to pitch their solution to a jury during the Emerging Valley Forum set to take place on 4 and 5 December at thecamp (Aix-en-Provence). The winner will receive a financial reward of **€5,000** from Euroméditerranée, funding intended to accelerate the selected project and contribute to boosting visibility during the project's first year. They will also be offered three weeks of support at Accélérateur M, a start-up programme based at the CITAM (Aix-Marseille innovation and knowledge centre), to develop their solution on local and international markets. The winner will also be given legal assistance from solicitors firm FIDAL.

MED'INNOVANT AFRICA will put start-ups in the spotlight to help raise their profile. A chance to grow your reputation in Europe with the ultimate aim of generating sales and finding investors and industry partners.

FOCUS: KOURAN JABO, Jury's African Favourite 2018 at MED'INNOVANT 2018

In the words of Ali Mbodou Youssouf, founder and CEO, "Med'Innovant is a competition unlike any other. You are pitted against other innovative entrepreneurs and appraised by a jury composed of professionals working in the 'sustainable city' industry. Winning this competition was a huge privilege for us and we've benefited in so many ways. Today, although it is based in Chad, Kouran Jabo is earning a growing reputation in Aix-Marseille-Provence's entrepreneurship ecosystem boosted by the media coverage MED'INNOVANT attracts."



Calendar and selection process

- **1 July to 30 September:** Applicants to send their applications via www.euromediterranee.fr/medinnovantafrica
- **1 to 18 October:** Long-listing of 15-20 applications by the technical committee
- **22 to 24 October:** Short-listing of 4-5 applications
- **4-5 December:** Interviewing of finalists and presentation of awards to the two winners at the [Emerging Valley 2019 Forum](#)

Associate partners on the MED'INNOVANT AFRICA competition jury alongside Euroméditerranée:



About Euroméditerranée

Euroméditerranée is the public development agency in charge of the largest urban renewal operation in Europe consisting of the regeneration of 480 hectares (1,200 acre) in the centre of Marseille. With these ambitious plans, Marseille is set to become one of the biggest metropolitan areas in Europe. Euroméditerranée received the 'Éco-Cité' label in 2009, and serves as a large-scale laboratory for testing innovative solutions, services and systems that will become an integral part of the sustainable Mediterranean city of the future.

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