

## [MED'INNOVANT AFRICA]

**Euroméditerranée is launching the second edition of its competition aimed at African start-ups developing innovative solutions to create more resilient and sustainable cities for the future.**

Euroméditerranée Urban & Economic Development Agency is pursuing its outward-looking policy by targeting Africa with its MED'INNOVANT AFRICA competition, now in its second year. Its objective is to rise to the environmental and economic challenges of regions, and accelerate the development of eco-innovative projects proposed by start-ups to bring long-term solutions to problems facing the Mediterranean and African sustainable city. With this new edition highlighting the need for resilience, African start-ups and project developers are invited to submit their applications between 1 July and 31 August. After the submissions are assessed and selected by a jury of experts, two winners will be given a chance to trial and deploy their solution in Euroméditerranée within France's second-biggest metropolis! The prize package includes individual support and funding of up to €7,000. The winners will also be given a chance to pitch their project to an audience during the Emerging Valley international summit (7-8 December in Marseille), an ideal forum for promoting your solution with fantastic networking opportunities.



**MED'INNOVANT AFRICA, the competition designed to shape resilient and sustainable regions in Africa and the Mediterranean**

Founded in 2019, MED'INNOVANT AFRICA is an innovative solutions competition to imagine the Mediterranean sustainable city of tomorrow while giving a boost to African start-up projects invested in creating innovative urban solutions. For the second year running, the MED' INNOVANT AFRICA competition will provide them with a privileged setting to test out their innovations on the scale of a European metropolitan area.

After a successful first edition that attracted the participation of 180 African start-ups and singled out three of them bringing inspiring projects to the table, Euroméditerranée has this year chosen to focus its competition on promoting resilience in Mediterranean and African regions. In the wake of the Covid-19 pandemic, Africa continues to prove its spirit of innovation thanks to the plethora of solutions developed such as the start-up [Citylocker](#), one of the 2019 finalists.

Open to African start-ups and small and medium enterprises showing strong growth and which have developed a solution to promote the development of resilient and sustainable regions, **for this second edition candidates will be able to enter online via [the competition website](#) from 1 July to 31 August 2020.**



## **Euroméditerranée, a 500-hectare open-air laboratory to test out solutions from African tech start-ups**

The purpose of this innovation round-up is to identify, promote and accelerate to the next level project developers looking to bring to market innovative initiatives that are in line with the new development and sustainability goals of Mediterranean and African regions. These start-ups will then be able to, where applicable, set up operations in the catchment area of Euroméditerranée and more broadly Aix-Marseille Provence Metropolis. Projects with high potential may also receive support outside the scope of intervention stated by the partners associated with the competition (France, African continent, etc.).

By centring this new edition on resilience, the goal is to meet three major challenges shared by the greater Euroméditerranée area and African regions:

### **Develop the shock-resistance of cities by making them more resilient and more sustainable:**

- Social innovation and solidarity mechanisms in the city,
- Design solutions for assuring continuity of public utilities (energy, water, waste management, etc.),
- Systems that facilitate urban management and mobility, and cost efficiency.

### **Use new digital technology to improve response capacity:**

- Modular and adaptable urban services or facilities,
- Early warning and response mechanisms and applications,
- Solutions or facilities promoting the coordination and interaction of multiple actors.

### **Facilitating crisis communication at the local level:**

- Services or facilities that contribute to improving information in public spaces, safe communities, and the security of people and property,
- Contactless technologies, smart objects, mobile apps.

## **Dedicated support for winners with the entrepreneurship ecosystem**

After the short-listing process, the four or five finalists will be invited to pitch their solution to a jury during the Emerging Valley international summit set to take place on 7 and 8 December at the Palais du Pharo in Marseille. A brilliant opportunity for the companies to raise their profile and forge partnerships to boost their international development. Euroméditerranée will select two winners: one for the **Jury Award** and the other for the **Jury's Favourite Award**. In addition to receiving a financial boost of up to €7,000, the winners will be given support navigating the regional entrepreneurship ecosystem with the long-term view of finding investors and industry partners, both European and African.

*“Just as Miami is positioned as the gateway into Latin America, and Hong Kong and Singapore give special access to Asia, Marseille holds all the cards to offer international companies an ideal base from which to reach African markets with the focus on one medium-to-long-term objective: make the Aix-Marseille-Provence Metropolis the innovation and digital hub bridging Europe and Africa,”* **says Hugues Parant, CEO of Euroméditerranée.**

## **Associate partners comprising the jury of the MED' INNOVANT AFRICA competition 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 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 has a 480-hectare catchment area that 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.

#### Press contacts

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### Appendix: support packages for winners



## The Jury Award

**FINANCIAL BOOST** : €7,000 of funding;

#### **BUSINESS TOUR:**

- **-One-week Business Tour in Marseille** to meet the organiser of the Euroméditerranée competition, take part in the Emerging Valley summit, and attend the Social & Inclusive Business Camp (SIBC).

#### **ACCELERATION PACKAGE:**

- A **testing ground** for trialling and demonstrating the resilience innovation: the Euroméditerranée EcoCité (480 hectares within the 1st, 2nd, 3rd, 14th and 15th arrondissements in Marseille);
- A two-hour workshop with the **CEO of Euroméditerranée** to define the ways in which the award-winning solution will be implemented in the Euroméditerranée EcoCité development area;
- **4 weeks of soft landing** within **Accélérateur.M**, the start-up accelerator based in the heart of the CISAM (Innovation & Knowledge Centre in Aix-Marseille);
- Finalists entered into the **SIBC acceleration programme** organised by the AFD and a **€1,000 grant** awarded to the winner of the Jury Award;
- **Legal support from law firm Fidal**: four hours of training on intellectual property and information technology law, distribution rights and company law.

#### **NETWORK PUSH & PROMOTION:**

- **AFRICALINK sponsorship**: introduction to a **business leader in the network**, based in the winner's home country and working in a similar sector;
- **One year's free membership** to the **AFRICALINK network**;
- **Mentoring**: introduction by AMP's ITC to an **elected official of the ITC in the winner's home country** to provide assistance developing the winning solution;
- A **business meeting** with the regional development agency **Provence Promotion**;
- **Promotion**: press communications, social media, websites, trade fairs, etc.;

- A **video interview with the winner** presenting their innovation, to be broadcast on the Euroméditerranée YouTube channel.

#### **TWO-DAY EMERGING VALLEY PASS:**

- Full two-day access to the Europe-Med-Africa emerging tech summit: **1,350 participants, 45 countries, 50+ high-impact investors**, 140 start-ups, 130 speakers and 50 tech hubs in 2019;
- A **5-minute pitch** at the MED'INNOVANT AFRICA award ceremony during the 4th edition of the **Emerging Valley** international summit on 7 and 8 December in Marseille.



### **Jury's Favourite Award**

**PRIZE MONEY:** € 2,500 of funding;

#### **BUSINESS TOUR:**

- **-One-week Business Tour in Marseille**, to meet the organiser of the Euroméditerranée competition, take part in the Emerging Valley summit, and attend the Social & Inclusive Business Camp (SIBC).

#### **SUPPORT PACKAGE:**

- A **one-hour meeting with the CEO of Euroméditerranée** to see how the award-winning solution can be best adapted to the Euroméditerranée EcoCité development area;
- 4 weeks of **soft landing within Accélérateur.M**, the start-up accelerator based in the heart of the CISAM (Innovation & Knowledge Centre in Aix-Marseille);
- Finalists entered into the **SIBC acceleration programme** organised by the AFD and a **€1,000 grant** awarded to the winner of the Jury's Favourite Award;
- **Legal support from law firm Fidal**: two hours of training on intellectual property and information technology law, distribution rights and company law.

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