

Press release
Marseille, 6 December 2019

[MED'INNOVANT AFRICA]
Euroméditerranée reveals the names of the winners of its new competition dedicated to African startups and technological innovation: SEN OR'DUR and PROMAGRIC

This Thursday, 5 December, was the day of the awards ceremony for the winners of MED'INNOVANT AFRICA 2019 – the innovative solutions competition for sustainable Mediterranean and African cities. The ceremony was organised by the Euroméditerranée Urban Development Agency on the occasion of the “Emerging Valley” summit dedicated to African companies and taking place in Aix-en-Provence.

Following the analysis of 129 applications and interviews of the 5 finalists by the jury, the startup SEN OR'DUR was rewarded for its innovative solution. It thus wins €5,000 of funding and is given the opportunity to test out its innovation on Euroméditerranée's 480-hectare ÉcoCité-certified site, while taking advantage of support from the local entrepreneurial ecosystem.

The jury also rewarded the startup PROMAGRIC with the “Jury's Favourite” prize.



“The massive use of digital technology in the management of tomorrow’s cities is now assured. It will offer a wide range of uses, be accessible to the largest number of people, as well as reduce costs. By developing the Euromed 2 project, EUROMEDITERRANÉE has already integrated this new way of conceiving the city and its use by its future inhabitants. The upcoming Africa-France Summit – that will be held in June 2020 and focus on the “sustainable African city” – captured our attention. Today, we are convinced that we can play a role in bringing together the African developers of technological solutions and the “crafting” of tomorrow’s African city. From the very beginning, this has driven our commitment in the “Emerging Valley” operation – a partnership which has intensified for this third edition. Our goal: sparking the interest of African startup creators for urban development issues; promoting their integration in the sustainable African city development programme; giving them access to the reflections of the Urban Development Agency and the experiments it has conducted in the Marseille area, a large number of which could readily be reproduced on the African continent.”

Hugues Parant, CEO, Euroméditerranée

The award winners were given the opportunity to present a 5-minute pitch at the MED'INNOVANT AFRICA Award Ceremony, within the framework of the 3rd EMERGING VALLEY summit (thecamp – Aix en Provence). The awards were presented by **Hugues Parant, CEO Euroméditerranée**.

What prizes for the award winners?

Personalised coaching and funding of €5,000 for the “Jury Award”

The jury was composed of the following associate partners: EMERGING VALLEY, the French Development Agency (AFD), AFRICA/link, Accélérateur.M, the FIDAL law firm, and the Marseille Provence Chamber of Commerce and Industry (CCI). After having interviewed the 5 finalists, the jury awarded prizes to:

- The startup **SEN OR'DUR** will receive funding of €5,000 to support its development.
- At the same time, a “**Jury's Favourite**” prize was awarded to **PROMAGRIC**.

To cater to the different aspirations of these promising African startups and enable them to expand their smartcity service offering, **Euroméditerranée will be providing them with personalised coaching:**

- **A two-hour workshop** with the CEO of Euroméditerranée to define the ways in which the award-winning solution will be implemented in the EcoCité Euroméditerranée development area;
- **Three weeks of soft landing** within Accélérateur.M, the startup accelerator based in the heart of the “Cité de l'innovation et des savoirs Aix-Marseille”;
- **A week of support** within the AFD's acceleration programme – **the Social & Inclusive Business Camp (SIBC)**. Every year, the SIBC enables some sixty social entrepreneurs from Africa to accelerate the social impacts of their projects and join a dynamic community;
- **Legal assistance** from the FIDAL law firm for a total of 4 hours (intellectual property and IT law, distribution law, and company law);
- **The organising of a business meeting** with the regional promotion agency Provence Promotion.
- **One year of visibility** in Euroméditerranée's communication channels (press, social media, website, newsletter, trade shows, ITW video, etc.)

Visibility and support for the “Jury's favourite”

- **A 1-hour meeting** with the CEO of Euroméditerranée to see how the award-winning solution can be best adapted to the EcoCité Euroméditerranée development area
- **3 weeks of soft landing** within Accélérateur.M, the startup accelerator based in the heart of the “Cité de l'innovation et des savoirs Aix-Marseille”;
- **A week of support** within the AFD's acceleration programme – the Social & Inclusive Business Camp (SIBC) – from 30 Nov. to 5 Dec. 2019). Every year, the “SIBC” enables some sixty social entrepreneurs from Africa to accelerate the social impacts of their projects and join a dynamic community;
- **Legal assistance** from the FIDAL law firm for a total of 2 hours, usable within a period of 6 months from the date of the award ceremony,
- **One year of visibility** in Euroméditerranée's communication channels (press, social media, website, newsletter, trade shows, ITW video, etc.)

Jury Award SEN OR'DUR



SEN or'Dur is a completely new innovative solution in Senegal which can be used to solve the problem of plastic waste, through modernisation of a plastic bottle collection system by installing collection machines.

To find out more: senordur.com



Jury's Favourite PROMAGRIC



The CLINICPLANT application can be used by farmers to rapidly diagnose crop diseases and instantly obtain the appropriate biological treatments from a simple photograph of the plant. It uses leading-edge artificial intelligence technology for high quality image recognition, and provides farmers with good prevention practices.

To find out more: clinicplant.prom-agric.com



129 applications submitted, and confirmed enthusiasm for this first competition

In 2018, Euroméditerranée opened up its MED'INNOVANT competition to international entrepreneurs. Over 50 applications from African entrepreneurs had then been examined and a Jury's Favourite prize was awarded to Kouran Jabo, a Chad startup focused on renewable energies.

Building on this success, this year, the agency launched the **MED'INNOVANT AFRICA competition aimed at startups, SMEs and African project initiators who develop innovative urban solutions**. The goal of the competition is to detect, promote and accelerate startups who want to develop innovative, sustainable initiatives that can be implemented in the Euroméditerranée development area.

Reserved for African innovators, this competition is aimed at startups whose goals are to improve the urban experience, offer a pleasant urban living environment, and make the city more energy-efficient and environment-friendly.

Nearly **129 applications from 23 different countries** were received this year. They came from Cameroon (28), Côte d'Ivoire (17), Nigeria (15), Morocco (13) Senegal (11), and Tunisia (8).

With this competition, Euroméditerranée wants to capitalise on its experience as a public developer to support the development of the "African smart city".

About Euroméditerranée

For over twenty years, the Euroméditerranée Urban Development Agency has designed, developed and built the sustainable Mediterranean city of the future in the heart of the Aix-Marseille-Provence metropolis. Euroméditerranée received the “Éco-Cité” label in 2009, and has a 480-ha (1,200-acre) activity area that serves as a veritable experimental laboratory for testing innovative solutions, services and systems that will become an integral part of the sustainable Mediterranean city of the future.

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



Press contacts

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