



**INNOVATING
FOR
THE CITY OF
TOMORROW**

USER GUIDE

Apply from September 1st to 30th, 2022
www.medinnovant.fr

In partnership with



MED'INNOVANT CONTEST 2022



ABOUT THE CONTEST

The **MED'INNOVANT** contest is organized by the Euroméditerranée urban and economic development agency, which is conducting the largest downtown urban renewal and economic development operation in southern Europe.

For 25 years, Euroméditerranée has been designing, developing and building a comprehensive model for the Mediterranean sustainable city. In an area of 480 hectares right in the center of Marseille, France's second-largest city, the development program brings together public services, retail, offices, housing, transport and parking infrastructures, public parks and more to create a new way of living together.

Home to over 5,300 businesses and providing 45,200 jobs, Euroméditerranée is now the third-biggest business district in France.

The renewal project, which has been awarded the 'EcoCité' label, serves as a test bed for urban planning where innovative services and technologies can be tested, developed and deployed to concurrently meet objectives such as connectivity, convenience, quality of life, cost efficiency and environmental performance. To support its ambitious plans, Euroméditerranée turned to innovative companies for ideas, creating the MED'INNOVANT contest over 10 years ago.

MED'INNOVANT IS AN INNOVATION CONTEST DESIGNED TO HELP ACCELERATE THE DEVELOPMENT OF ECO-INNOVATIVE PROJECTS.

ITS AIM IS TO DISCOVER START-UPS THAT CAN MEET THE NEW DEVELOPMENT AND SUSTAINABILITY REQUIREMENTS OF MEDITERRANEAN REGIONS.

APPLICABLE THEMES FOR THE SUSTAINABLE MEDITERRANEAN CITY

Euroméditerranée is developing a comprehensive open innovation strategy that covers the following areas:



**MULTI-ENERGY
SMART GRIDS**



**URBAN
DIGITAL SERVICES**



**NATURE, THE CITY
AND PUBLIC SPACES**



**DEMONSTRATOR
BUILDINGS**



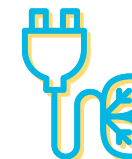
**OPTIMIZATION
OF THE WATER CYCLE**



**WASTE
MANAGEMENT**



**LAND AND
MATERIALS MANAGEMENT**



**SOFT, LOW-CARBON
TRANSIT**



**SOCIAL
ECONOMY**

MED'INNOVANT is part of an operational vision to launch pilot and demonstration projects, in the short- to medium-term, within the Euroméditerranée Eco-City and more broadly the Aix-Marseille Provence Metropolis.

The contest also has the backing of **industrial partners** that support Euroméditerranée in its **OPEN INNOVATION** strategy and are looking to team up with innovative and creative enterprises!



INNOVATORS: INVENT SOLUTIONS FOR OUR RAPIDLY CHANGING WORLD!



TACKLE ONE OF THE FIVE CHALLENGES TO WIN A YEAR'S SPONSORSHIP BY ONE OF THE CONTEST PARTNERS!



CHALLENGE #1

Create solutions to promote circular economy in urban planning and development

TOPIC: CONSTRUCTION AND MATERIALS

SPONSOR: SAINT-GOBAIN BÂTIMENT DISTRIBUTION FRANCE



CHALLENGE #2

Develop solutions that promotes decentralized management and the reuse of water in the city at the scale of an eco-district or a building, within the sustainable mediterranean city context

TOPIC: WATER IN THE CITY

SPONSOR: EIFFAGE & SAINT-GOBAIN BÂTIMENT DISTRIBUTION FRANCE



CHALLENGE #3

Determine cooling and refreshing needs of an already existing building as part of a future connection to an urban cooling network

TOPIC: ENERGY NEEDS

SPONSOR: ENGIE



CHALLENGE #4

Provide solutions to better control costs at the scale of a building or a block

TOPIC: SUSTAINABLE BUILDING

SPONSOR: REDMAN



CHALLENGE #5

Set-up conditions for a relocation of the industry at the local urban scale and organize its connectedness

TOPIC: THE MANUFACTURING CITY

SPONSOR: ICI MARSEILLE

► **HIGH-VALUE PACKAGES FOR 1 YEAR** COMBINING A CASH INJECTION AND BUSINESS SUPPORT

► **TARGETED NETWORKING AND PROMOTIONAL PUSH TO BUILD CONCRETE FOUNDATIONS FOR YOUR BUSINESS!**

CASH INJECTION

- **€50,000** to be shared between the winners
5 challenges = 5 Jury Awards

REGIONAL ACCESS PASS

- a **laboratory for testing** and demonstrating the innovative solution: the Euroméditerranée Eco-City*
- A **personal tour of the** Urban Development Agency's scope of work with a Euroméditerranée representative to assess the potential **field of application for the winning innovation**

PROMOTIONAL PUSH

- **5 Minutes pitch** delivered to a broad audience during the **2022 Challenges - Jury Awards** ceremony (November 22 at La Coque - Marseille)
- **Communications:** press and social media, website, trade fairs
- A video interview with the winner presenting their innovative solution on the **Euroméditerranée YouTube channel**



BENEFITS FOR WINNERS

ACCELERATION PACKAGE

- A **two-hour working session** with the Business Development Director and the Innovation Manager of Euroméditerranée to define the ways in which the winning solution will be implemented in the Euroméditerranée Eco-City
- A **two-hour meeting with the key sponsor** of the selected challenge (ad hoc steering committee to track implementation of the winning solution)
- Free soft landing for **three months at the P.Factory accelerator**
- **Legal support** by **Cabinet Fidal** to include a two-hour work session covering intellectual property and information technology law, contract law, company law and property law
- Three months' access to the **ICI Marseille** collaboration factory and its "Coup de main" (Helping Hand) program for the winner of Challenge #5 (one month for the winners of the four other challenges)
- **Targeted introductions** to contest partners and associated organizations (incubators, accelerators, competitiveness clusters, etc.)
- Membership in **EMUL** (Euroméditerranée Metropolitan Urban Lab), a network of Euroméditerranée's industrial partners working to develop innovative solutions on the themes linked to the resilient and sustainable Mediterranean city
- Free one-year **membership to La Cité des Entrepreneurs d'Euroméditerranée** (business association co-financed by Euroméditerranée which organizes and connects over 250 business entrepreneurs who wish to be involved in the business dynamics driven by Euroméditerranée)
- **2 hours of tailor-made advice/coaching** in press relations and corporate communication by the TBWA agency (1x2h or 2x1h)

TERMS OF REGISTRATION AND PARTICIPATION

- The contest is open continuously from **September 1ST at 8 AM to September 30TH, 2022 at 11:59 PM (UTC+1)**, for start-ups, micro-enterprises and SMEs based in France and abroad. Temporary consortia are permitted (see terms in the contest rules).
- Candidates must apply online from a dedicated page on the website: **www.medinnovant.fr**
Any documents sent for the purposes of the contest shall be held in the strictest of confidence and shared only with jury members. Information will be exclusively for the purpose of assessing the application.

CALENDAR

DURING THE WEEK OF OCTOBER 1ST, THE CONTEST ORGANIZER WILL OPEN THE APPLICATIONS AND CONFIRM THEIR ELIGIBILITY

(applications must be complete, cohesive, and easily understood by a person outside of the project)

- **SEPTEMBER 1ST TO 30TH:** Applications submitted
- **OCTOBER 7TH:** Pre-selection of eligible applications
- **OCTOBER 27TH:** Selection of a shortlist of 10-15 applications
- **NOVEMBER 22ND:**
 - Finalists interviews at Euroméditerranée - Marseille
 - Awards ceremony honoring the winners at La Coque - Marseille

SELECTION CRITERIA

- **Expression of need:** applicant's ability to explain the need they have identified.
- **Proposed solution to solve the problem:** value proposition.
- **Impact on the testing ground:** the solution must be feasible for implementation within the Euroméditerranée Eco-City.
- **Business model:** applicant has provided a cohesive and realistic business model, technical feasibility, income projections.
- **Technological maturity of the solution:** the solution has moved beyond the ideation phase and presents developments in a significant environment or, at minimum, a working prototype (technology readiness level ≥ 6).
- **Quality and credibility of the team:** the project team has the relevant skills and is able to conduct the project.
- **Innovative nature of the solution:** innovative product, service, or process, social or organizational innovation, etc.

TESTIMONIALS



NICOLAS CRUAUD
PRESIDENT OF THE NÉOLITHE
COMPANY
MED'INNOVANT 2021 WINNER

“Néolithe develops the third pathway of waste treatment: fossilization. We transform non-recyclable waste into reusable aggregates for construction. After winning the “Coup de Cœur” award in 2018, which allowed us to gain visibility with the different market stakeholders, we really wanted to be part of this year's edition. We are very proud to receive another award for this challenge. The implementation of the Néolithe's Fossilizer within this Mediterranean territory would be a concrete opportunity for us to test our innovation on a larger-scale.”



PATRICK CALLEC
CEO AND CO-FOUNDER
OF IMMOBLADE
MED'INNOVANT 2022 WINNER

“It is a great pride to be awarded by the trio of partners for this challenge. This makes sense for our solution because we have: glass with Saint-Gobain, promotion with REDMAN and construction with Eiffage. These are three players with whom we can probably achieve a lot. Marseille has a significant need for construction and renovation and our glazing solution with solar protection is applicable in both cases. This MED'INNOVANT competition promises great opportunities.”

LET'S WORK TOGETHER TO BUILD THE SUSTAINABLE MEDITERRANEAN CITY OF THE FUTURE!

OUR ASSOCIATE PARTNERS IN 2022



OUR AFFILIATED PARTNERS IN 2022



EUROMÉDITERRANÉE
Urban Development Agency - Marseille

For more information, please contact:

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Contest organized by the **Euroméditerranée Urban Development Agency**.

For more information, visit:

WWW.EUROMEDITERRANEE.FR/MEDINNOVANT

