

# WeMed Mediterranean Sustainability Award 2021



WeMed  
Mediterranean  
Sustainability  
Award 2021



# WHAT IS THE WEMED AWARD?

WeMed, the Mediterranean Sustainability Award, is a Flagship Initiative of the Mediterranean strategy for Sustainable Development (MSSD), a strategic guiding document adopted by the Contracting Parties of the Barcelona Convention, for all stakeholders to translate the 2030 Agenda for Sustainable Development at the regional, sub-regional and national levels of the Mediterranean region.

The WeMed Award recognises success stories of sustainable businesses and other actors supporting them. It raises awareness about the role of sustainable entrepreneurs as key drivers for the transition towards a green, circular and blue economy in the Mediterranean, as well as the challenges that they face and the important role of different actors to support them (public authorities, business support organisations, educational organisations, financial actors, civil society organisations...).

The call for applications is open between 15 June and 15 July 2021. The winners will be announced at the Award Ceremony in Autumn 2021.



# WHO CAN APPLY?

2021 is the first edition of the award that will take place periodically. Each edition will have a different thematic focus and different categories of participants. The 2021 edition will recognize:

## **SUSTAINABLE BUSINESS MODELS**

Individuals or legal entities that have integrated environmental and social values into a viable business model may apply to this category. The entity must be legally constituted in a Southern Mediterranean country\*, and have a defined business plan with potential or actual environmental and social benefits, according to the subcategory.

## **PUBLIC AUTHORITIES**

This category will recognize national, subnational or municipal government entities from Southern Mediterranean countries\* that have implemented policies, plans or legislation within the last 5 years, that have positively and measurably influenced the business environment of green, blue and circular economy.

\*The list of eligible countries is available on page 6



# WHAT IS THE PRIZE?

SUSTAINABLE  
BUSINESS MODELS  
EARLY STAGE

10,000 €

Combined with  
coaching services.

SUSTAINABLE  
BUSINESS MODELS  
GROWTH STAGE

15,000 €

Combined with  
coaching services.

PUBLIC  
AUTHORITIES

**HONORARY  
AWARD**

and a stipend for up to 3 government  
representatives to participate  
in a twinning event to facilitate  
peer to peer knowledge  
exchange

# TIMELINE

**15 JUNE**

**APPLICATIONS  
OPEN**

**15 JULY**

**APPLICATIONS  
CLOSED**

**SEPTEMBER**

**FINALISTS  
CHOSEN**

**OCTOBER**

**AWARD  
CEREMONY**

# EVALUATION CRITERIA

## CRITERIA FOR THE CATEGORY A. SUSTAINABLE BUSINESS MODELS

- The business model addresses ecological challenges and reduces environmental impacts. It is a good example of resource efficiency, energy efficiency and productivity. Eco-innovation, product or service life cycle assessment and eco-design, among others, it contributes to pollution prevention, resource saving and a sustainable lifestyle for consumers.
- The sustainable business model addresses social needs, empowers communities and works in a network.
- Have a profitable business model, in accordance with its economic results and its own viability.
- Be an entity that is legally constituted in one of these countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia.
- Be a corporate or cooperative entity, or a self-employed natural person, with a maximum of 250 employees or members. The joint participation of self-employed workers will also be accepted.
- For category A.1 (Business at Early stage): Be operational and have started the business a maximum of 3 years ago. Its business model can show potential environmental and social benefits.
- For category A.2 (Business at Growth stage): Be fully operational and have started the business between 3 and 10 years ago (start date from 1 January 2011 to 1 January 2018. In the event of a change of business model to a sustainable one,

those with more than 10 years of existence will also be accepted. Its business model can show quantifiable environmental and social benefits.

- Having marketed a manufactured product or a service, in exchange for financial compensation.

## DESIRABLE CRITERIA (NOT ESSENTIAL)

- The business model has an equitable and gender inclusive working system and governance, offers decent working conditions or applies a fair cooperative business model or freelance services. The business model has faced socio-economic contextual difficulties through successful coping strategies.
- The business model has a potential for replicability and scaling-up.

## CRITERIA FOR THE CATEGORY B. PUBLIC AUTHORITIES

- Be a state, sub-state or municipal public administration body with competences to design and / or implement policies, plans or regulations.
- Be an entity that is legally constituted in one of these countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia.
- Having started the implementation of the policy, plan or rule submitted to the award no more than five years ago (start date after 1 January 2016).

# PARTNERS

The WeMed Award was created and will be hosted by SCP/RAC as part of the Switchers Support Programme. The WeMed Award is a flagship initiative of the UNEP/MAP Mediterranean Strategy for Sustainable Development. The first edition of WeMed is funded by the EU through the SwitchMed Programme.

## UNEP/MAP - SCP/RAC

The Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) is a centre for international cooperation, working with Mediterranean countries on sustainable development and innovation based on more sustainable consumption and production models. SCP/RAC was established by Spain as a contribution to the institutional framework of the Mediterranean Action Plan (MAP) of the United Nations Environment Programme (UNEP), in order to support the implementation of the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean (Barcelona Convention).

## CATALAN WASTE AGENCY (ARC)

The Catalan Waste Agency, based in Barcelona, hosts SCP/RAC. A public agency of the Autonomous Government of Catalonia, ARC is considered a reference in waste prevention and management and the promotion of circular economy. ARC has organised several editions of the Catalonia Ecodesign Award that inspired the WeMed Award.

## SWITCHMED PROGRAMME

The first edition of the WeMed Award is funded by the SwitchMed Programme, an EU-funded initiative that aims at achieving a circular economy in the southern Mediterranean by changing the way goods and services are produced and consumed.



For more information, please visit our website:  
[www.wemedaward.org](http://www.wemedaward.org)

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