

# WeMed Mediterranean Sustainability Award 2022



# 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 in the textile, fashion and clothing sector. The prize aims at enhancing scalable, replicable and inclusive circular economy ventures in the Mediterranean by developing an ecosystem of business support, innovation, and technology transfer that will lead to sustainable job creation for youth and women.

The call for applications is open between 12 September and 16 October 2022. The winners will be announced at the Award Ceremony in Autumn 2022.



# WHO CAN APPLY?

2022 is the second edition of the award that is taking place periodically. Each edition has a different thematic focus and different categories of participants.

The 2022 edition will recognize:

## **NORTHERN MEDITERRANEAN COUNTRIES BUSINESS MODEL**

Individuals or legal entities in the textile, fashion and clothing sector that have integrated environmental and social values into a viable business model may apply to this category. The individual or entity must be established and/or legally constituted in the eligible regions of a Northern Mediterranean country\*.

## **SOUTHERN MEDITERRANEAN COUNTRIES BUSINESS MODEL**

Individuals or legal entities in the textile, fashion and clothing sector that have integrated environmental and social values into a viable business model may apply to this category. The individual or entity must be established and/or legally constituted in the eligible regions of a Southern Mediterranean country\*.

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



# WHAT IS THE PRIZE?

A

Northern  
Mediterranean  
countries (Europe)

**1st Prize – Golden**  
Acceleration Services:  
20,000 € given in the form  
of “vouchers” including  
coaching services and  
technical assistance

**2nd Prize – Silver**  
Acceleration Services:  
10,000 € given in the form  
of “vouchers” including  
coaching services and  
technical assistance

B

Southern  
Mediterranean countries  
(Maghreb & Mashrek)

**1st Prize – Golden**  
Acceleration Services:  
20,000 € given in the form  
of “vouchers” including  
coaching services and  
technical assistance

**2nd Prize – Silver**  
Acceleration Services:  
10,000 € given in the form  
of “vouchers” including  
coaching services and  
technical assistance

# TIMELINE

12 SEPTEMBER

APPLICATIONS  
OPEN

16 OCTOBER

APPLICATIONS  
CLOSED

OCTOBER

FINALISTS  
CHOSEN

21 NOVEMBER

AWARD  
CEREMONY

# EVALUATION CRITERIA

No. of criterion	Description	Be legally established and/or constituted in one of the eligible regions of ENI CBC Med:
1	The business model is profitable, according to its financial results and viability.	<b>A</b> Category Northern Mediterranean countries:  Cyprus: the whole country France: Corse, Languedoc-Roussillon, Provence-Alpes-Côte d'Azur Greece: Anatoliki Makedonia - Thraki, Kentriki Makedonia, Thessalia, Ipeiros, Ionia Nisia, Dytiki Ellada, Sterea Ellada, Peloponnisos, Attiki, Voreio Aigaio, Notio Aigaio, Kriti Israel: the whole country Italy: Basilicata, Calabria, Campania, Lazio, Liguria, Puglia, Sardegna, Sicilia, Toscana Malta: the whole country Portugal: Algarve Spain: Andalucía, Catalunya, Comunitat Valenciana, Región de Murcia, Illes Balears, Ciudad de Ceuta, Ciudad de Melilla
2	The business model addresses ecological challenges and reduces environmental impact. Efficient use of resources, energy efficiency and productivity are good examples. Eco-innovation, improving the life cycle of the product or service, and eco-design, among other measures, help to prevent pollution, save resources and contribute to a more sustainable lifestyle among consumers.	
3	The sustainable business model addresses social needs, empowers communities and fosters networking.	
4	The business model has an equitable and inclusive system of work with regard to gender and governance, offers decent working conditions or applies a cooperative business model or fair self-employment services. The business model addresses current socio-economic issues via successful strategies.	<b>B</b> Category Southern Mediterranean countries:  Algeria: Tlemcen, Ain Temouchent, Oran, Mostaganem, Chlef, Tipaza, Alger, Boumerdes, Tizi Ouzou, Bejaia, Jijel, Skikda, Annaba, El Tarf* Egypt: Marsa Matruh, Al-Iskandaryah, Al Buhayrah, Kafrash Shaykh, Ad Daqahliyah, Dumyat, Ash Sharquiyah, Al Isma'iliyah, Bur Sa'id Jordan: Irbid, Al-Balqa, Madaba, Al-Karak, Al-Trafilah, Al-Aqaba Lebanon: the whole country Palestine: the whole country Tunisia: Medenine, Gabes, Sfax, Mahdia, Monastir, Sousse, Nabeul, Ben Arous, Tunis, Ariana, Bizerte, Beja, Jandouba
5	The business model can be multiplied and is scalable.	* in the case of having winners from Algeria, the prize will be funded by SwitchMed

# PARTNERS

The WeMed Award was created and will be hosted by MedWaves as part of the Switchers Support Programme. The WeMed Award is a flagship initiative of the UNEP/MAP Mediterranean Strategy for Sustainable Development. The second edition of WeMed is funded by the EU through the SwitchMed Programme and by the ENI CBC Med Programme in the framework of the STAND Up! project – Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean. This second edition is organized by MedWaves and Texfor – Textile Industry Confederation.

## UNEP/MAP MEDWAVES

MedWaves, the UNEP/MAP Regional Activity Centre for SCP is a centre for international cooperation, working with Mediterranean countries on sustainable development and innovation based on more sustainable consumption and production models. MedWaves was established by Spain as a contribution to the institutional framework of UNEP/MAP, 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).

## TEXFOR

Texfor, the Confederation of the Textile Industry, was born in 2010. They represent the textile industry in all areas, economic, technical and political, working for a competitive sector. They are a meeting point for the textile ecosystem, a space to create synergies and enhance cooperation, giving voice to roughly 4.000 companies, most of them SMEs.

## STAND Up!

STAND Up! intends to support textile entrepreneurs and eco-innovative ventures in 5 countries and help them seize the business opportunities that the green evolution will generate. To achieve this ambitious goal, the project undertakes many actions in training, financial grants, market stimulation, technology transfer, IPR protection, etc. STAND Up! is an EU-funded project under the ENI CBC Med Programme.

## ENI CBC MED

ENI CBC Med is the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI). The Programme brings together the coastal territories of 14 EU and partner countries in view of fostering fair, equitable and sustainable development on both sides of the EU's external borders. Through calls for proposals, ENI CBC Med finances cooperation projects for a more competitive, innovative, inclusive and sustainable Mediterranean area.

## SWITCHMED PROGRAMME

SwitchMed is an EU-funded programme that aims at achieving a circular economy in the southern Mediterranean by changing the way goods and services are produced and consumed. In order to achieve this, the initiative provides tools and services directly to the private sector, supports an enabling policy environment, and facilitates exchange of information among partners and key stakeholders.



Mediterranean  
Action Plan  
Barcelona  
Convention



Project funded by  
the  
EUROPEAN UNION



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA



Funded by the  
European Union

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

Follow us on social media:

