

# WeMed Mediterranean Sustainability Award 2024

# 01 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.

# 02 WEMED AWARD MISSION

The WeMed Award is organized by MedWaves, the UNEP/MAP Regional Activity Centre for SCP and 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 award also offers visibility to the contributions on behalf of ventures within the green, Blue and Circular Economy to the Sustainable Development Goals (SDG) in the Mediterranean region. 2021 was the first edition of the award that take place periodically with different thematic focus and categories. See past edition [here](#).

# 03

## WEMED AWARD EDITION 2024

In this fourth edition, organized by MedWaves, the award recognizes success stories of sustainable businesses in the Blue Economy sector. This edition is supported by the EU-funded SwitchMed Programme. The project 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. This edition is implemented in SwitchMed's Eligible Areas (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia) by MedWaves.

The aim of the current edition is to:

# 1

Recognise successful cases of start-ups with sustainable business models within the Blue Economy in the Mediterranean region

# 2

Inspire other start-ups/entrepreneurs contributing to the Blue Economy in the Mediterranean Region into integrating environmental and social innovations within their business models.

# 3

Emphasize the need to promote transformations on the governmental and political level in the Mediterranean area to support the entrepreneurial network in adopting environmental and social improvements in the marine ecosystems.

The award will also offer visibility to the contributions on behalf of ventures within the Blue and Circular Economy to the Sustainable Development Goals (SGD) in the Mediterranean region.

# 04 WHO CAN APPLY?

In this edition, the WeMed Award is targeting early and growth stage sustainable ventures in the Blue Economy sector established in one of the Mediterranean eligible regions within the SwitchMed Programme:

Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia.

# 05 CATEGORIES

The WeMed Award 2024 is addressed to entrepreneurs or companies in the Blue Economy sector that have integrated environmental and social values into their business models, in addition to having developed an economically viable business model and that are constituted in a Southern Mediterranean country (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia).

## CAT 1

### EARLY

#### Early-Stage Entrepreneurs Category

Entrepreneurs or start-ups with less than 2 years of work that have integrated environmental and social values into a validated business model and prototype with a promising economic outlook in the Blue Economy sector. Companies may be generating early-stage revenue but might be not profitable yet.

## CAT 2

### GROWTH

#### Growth Entrepreneurs Category

Entrepreneurs or start-ups with from 2 to 10 years of work that have integrated environmental and social values into a viable business model in the Blue Economy. The entity must have a validated business plan and marketed services/products (profit margins and growth trend).

# 06 THE PRIZE

The prizes for each category are:

## EARLY

Early-Stage  
Entrepreneurs

**1st**

Gold Soft Landing services.  
Valued at **10.000 €**.

**2nd**

Silver Soft Landing services.  
Valued at **8.000 €**.

Soft Landing services include marketing support services and technical assistance, including travels to Europe and other Mediterranean Countries to connect, learn and discover new potential markets.

## GROWTH

Growth-Stage  
Entrepreneurs

**1st**

Gold Soft Landing services.  
Valued at **10.000 €**.

**2nd**

Silver Soft Landing services.  
Valued at **8.000 €**.

Soft Landing services include marketing support services and technical assistance, including travels to Europe and other Mediterranean Countries to connect, learn and discover new potential markets.

# 07 TIMELINE

The call will open on the 26th of April and will close on the 19th of May at 23:59 GMT+2. Any candidature submitted after this date won't be evaluated.

# 08

# REQUIREMENTS

## 1 **Be a circular or sustainable start-up of the Blue Economy sector.**

A sustainable business is the one taking into account the inter-dependence between the environment, society and the economy. A sustainable business provides viable, innovative products and services that create environmental value (by responding to environmental challenges and reducing environmental impacts) and social value (by responding to social needs) by implementing formulas based on eco-innovation, improving the life cycle of the product or service, and eco-design.

The sustainable Blue Economy framework encompasses various sectors, each playing a crucial role in promoting resource efficiency and waste reduction. The sectors identified for consideration in this edition include, but are not limited to:

1. Fisheries and Aquaculture
2. Maritime Transport and Logistics
3. Tourism and Hospitality
4. Coastal Infrastructure and Urban Development
5. Renewable Energy
6. Waste Management and Recycling
7. Biotechnology and Marine Bioproducts
8. Blue Tech and Innovation

Examples of concrete business activities are:

- Aquaculture / aquaponics
- Sustainable production and use of algae
- Sustainable diving services including waste collection
- Valorization of fishing by-products
- Recycling of fishing nets

## 2 **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.**

### EARLY

Entrepreneurs or start-ups with less than 2 years of work that have integrated environmental and social values into a validated business model and prototype with a promising economic outlook in the Blue Economy sector. Companies may be generating early-stage revenue but might be not profitable yet.

### GROWTH

Entrepreneurs or start-ups with from 2 to 10 years of work that have integrated environmental and social values into a viable business model in the Blue Economy. The entity must have a validated business plan and marketed services/products (profit margins and growth trend).

## 3 **Be legally established** and/or constituted in one of the eligible regions of SwitchMed Programme.

Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia

# 09 JURY

The entries will be assessed by a qualified jury set up for this purpose. The jury will be assessing the 10 proposals with the highest score pre-selected by MedWaves.

The jury will be gender-balanced and composed by experts specialized in the field of Blue Economy from the SwitchMed Programme countries.

# 10 EVALUATION CRITERIA

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No. of criterion	Description
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1

**Innovation and Creativity:** The degree of originality and inventiveness in addressing environmental challenges in one of the sectors mentioned above with a direct positive impact in the marine ecosystem.

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2

**Environmental Impact:** The extent to which the startup's activities contribute to preserving marine ecosystems and reducing ecological footprint.

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3

**Social Responsibility:** The efforts made to enhance community well-being, promote inclusivity, and support local livelihoods.

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4

**Economic Viability:** The potential for sustainable growth and profitability while adhering to ethical and environmental standards.

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5

**Scalability and Replicability:** The feasibility of scaling up the venture's model to other regions and sectors, maximizing positive impact.

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# 11 OTHER

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- 1 The same person or legal entity cannot submit more than one entry. Each entry must expressly state which sub-category it is to be judged in; only one of those listed may be specified.
- 1 Entries must be presented individually for each person or legal entity participating, according to the sub-category of award in which they are competing.
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- 2 Each entry will have a single representative, who will be the person or legal entity submitting it. The representative will receive all notifications regarding the awards, and the diploma and prize money or honorary prize, if the entry should win. On the entry form, representatives may, if they wish, mention other individuals or entities who have taken part in the project.
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- Candidates will not be eligible if:
- 3 They submit entries simultaneously for more than one of the categories established, using the same approach or different approaches.  
A member of the jury has been actively involved in the entry.
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- 4 Representatives are fully responsible for the entries they submit. Candidates must not infringe third-party intellectual and/or industrial property rights in any way. If any such infringement occurs, the participant will be held responsible.
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- 5 Participants may give their consent to appearing in photographs, videos and promotional activities related to the event.
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- 6 Applicants may provide additional documentation that will assist in verification of the information provided on the application form (articles, photos, videos, etc.). The number of annexes containing additional information must not exceed 5 for each "File upload" space (maximum 1GB per file). If the annex is a report, it must not exceed 30 pages. This documentation will be considered in the second stage of assessment, after the entries to be assessed directly by the jury have been selected.
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- Mandatory documentation:
- 7 Tax Identification Document of the applicant entity or  
Identification document of the entity representative  
Document certifying the capacity of the representative to act as an agent of the entity
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The candidate understands and recognises that any falsehood in the data or information provided and/or a negative verification report will exclude the entry from the process.

In all cases, the Technical Secretariat for the awards reserves the right to request the originals of the documentation submitted in electronic format in order to verify its content.

No changes will be allowed after the closing date for the submission of entries.  
If additional information is required, MedWaves will contact the candidate at the e-mail address specified in the application.

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