



**Lab de la Tech For Good  
et de l'Innovation Positive  
en Méditerranée**

## **EMERGING Mediterranean officially announces the first year of its springboard programme to accelerate Mediterranean Tech For Good leaders**

At the Summit of the Two Shores, initiated by French president Emmanuel Macron, EMERGING Mediterranean was selected as one of the projects to achieve Sustainable Development Goals in the Mediterranean. The programme fits perfectly into EMERGING Valley's vision of making the Mediterranean the Tech For Good and positive innovations lab between Europe and Africa. During the "Bootcamp of the Two Shores", organised between France and Morocco, 10 promising start-ups will come together for a seventy-two-hour-training camp. Five of them will then be selected by a jury during the EMERGING Mediterranean digital conference on December 7, 2020. They will win the support of the EMERGING Mediterranean programme and get a place on the prestigious Social Inclusive Business Camp programme (SIBC); a unique opportunity to scale up their companies. The laureates will also be invited to participate in the EMERGING Valley international summit on April 7 and 8 at the Palais Pharo in Marseille where they will meet international digital stakeholders and investors. This specialised Mediterranean programme is part of the Digital Africa dynamic – a presidential initiative to support inclusive development with innovations designed across Africa.

EMERGING Mediterranean is the collaborative result of the Summit of the Two Shores preparatory forums that brought together civil societies from the 5+5 countries in Marseille and the President of the French Republic on June 24, 2019. EMERGING Mediterranean is one of great initiatives recognised by the commitments for a new Mediterranean ambition and signed by the Ministers of

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Foreign Affairs of the 5+5 dialogue countries during the Summit of the Two Shores. EMERGING Mediterranean was created in the wake of the SIBC programme (designed and funded by the French Development Agency – AFD) to identify, accelerate and raise awareness about digital Tech For Good gems in the Mediterranean, enhance their impact, highlight their success models and, ultimately, help make their societies more resilient. The initiative is financially supported by the French Development Agency and the Ministry of Europe and Foreign Affairs.

### **The Maghreb – the land of digital innovation and resilience**

“EMERGING Mediterranean builds on the history and legitimacy of EMERGING Valley between Europe and Africa and aims to enhance the impact of Tech For Good in the Mediterranean by identifying the leaders of tomorrow and providing them with solid backing. The programme will showcase entrepreneurs from northern Africa who develop positive solutions and strengthen their societies with their commitment to e-Health, territorial resilience, agritech, climate, mobility and social and financial inclusion. Another strong component of the programme is the hot topic of female entrepreneurship. We want to underpin the efforts of the Mediterranean champions of tomorrow to inspire future generations while strengthening Afro-European bonds and collaboration,” explains Samir Abdelkrim.

EMERGING Mediterranean has been implemented in 5+5 countries from northern Africa (Algeria, Libya, Morocco, Mauritania and Tunisia), is supported by a network of operational field partners who are all involved in these countries, and the summit focusses on three main areas:

- Identifying emerging Mediterranean digital talents and coaching them with a high-level acceleration programme involving many international partners
- Connecting the most promising digital gems with investors, sponsors and sources of funding
- Strengthening the dialogue between Mediterranean governments and start-ups (Mediterranean Digital Dialogues) to promote the creation of a legal and fiscal tool to foster entrepreneurship and help bring out a

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competitive and inclusive Mediterranean digital ecosystem that meets people's basic needs

### **The Bootcamp of the Two Shores: three days of collective intelligence and a digital conference at the Stade Vélodrome to discuss Tech For Good in the Mediterranean and select the five EMERGING Mediterranean 2020 laureates.**

The Bootcamp of the Two Shores will launch the first ever EMERGING Mediterranean summit from November 27 to 29, 2020, between Marseille and Morocco, in partnership with the Start-up Factory in Casablanca. The event will promote open innovation between start-ups, researchers, institutions and major accounts with a series of conferences and hybrid activities combining live webinars and off-site workshops between start-ups, a dozen mentors and high-level experts. It will also serve as a basis for Tech For Good and Positive Innovation advocacy that will be unveiled during the EMERGING Valley Summit on April 7 and 8, 2021.

The Bootcamp of the Two Shores will also hold unique coaching sessions between the start-ups and our experts. This intensive course will end with a pitch competition where 10 start-ups will be selected to participate in the EMERGING Mediterranean digital conference on December 7, 2020 at the Stade Vélodrome in Marseille in a new format that combines face-to-face and digital presentations. Besides high-level plenary sessions and workshops, the EMERGING Mediterranean conference will host the final of the pitch competition in front of a prestigious jury made of representatives from the French Development Agency (AFD) who will select the 5 winning start-ups.

To achieve these goals and quickly scale up, EMERGING Mediterranean has built a strong network of local stakeholders who are committed to positive innovation, including the Start-up Factory (Morocco), the Junior Chamber of Commerce of Mauritania, Expertise France (Tunisia and Libya), the Algerian Confederation of Citizen Employers, Connect'Innov (Tunisia), the Agence Universitaire de la Francophonie and the Mauritanian incubator Hadina RimTIC.

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### Acceleration and scaling-up

EMERGING Mediterranean laureates will each be awarded a €7000 grant, a two-day Full Pass to EMERGING Valley, a Demo Day in front of a panel of investors and an invitation to participate in the Mediterranean Digital Dialogues.

*"The laureates will win more than just prize money, although of course this will be a valuable aid in the current Covid-19-induced recession. Their companies will be boosted and made more visible in business and investor ecosystems. Thanks to EMERGING Mediterranean, the SIBC programme, EMERGING Valley and the help of all our partners, we are proud to help these entrepreneurs take the next step on their journey", concludes Samir Abdelkrim.*

Entrepreneurs have until November 20, 2020, to submit their application to the EMERGING Mediterranean programme at the following link:

#### About EMERGING Valley:

The EMERGING Valley summit was created by Samir Abdelkrim in 2017 (author of "Startup Lions") and brings entrepreneurs, decision-makers and global digital experts to the Aix-Marseille-Provence area. This zone is the perfect meeting point between Africa and Europe. EMERGING Valley wants to promote emerging digital ecosystems in the Aix-Marseille-Provence region. EMERGING Valley is supported by the Department of the Bouches du Rhône, the Aix-Marseille-Provence Metropolis, Euroméditerranée, the Marseille-Provence Chamber of Commerce and Industry and the City of Marseille, and helps build bridges between African start-ups and French, European and international innovation networks.

To learn more about EMERGING Valley, visit: [www.emergingvalley.co](http://www.emergingvalley.co)

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