



EMERGING
Mediterranean

EMERGING Mediterranean Program

Regulation

Preamble

EMERGING Mediterranean is EMERGING Valley's acceleration program in the Mediterranean area (hereinafter known as the "**Program**"). This Program is intended for entrepreneurs demonstrating important social and environmental impact through their initiatives. The goal of the program is to reinforce the impact of "*Tech for Good*" in the European-African-Mediterranean area by growing the Mediterranean digital leaders of tomorrow.

The Program is open to startups coming from the countries of the 5+5, South Shore: Algeria, Libya, Mauritania, Morocco and Tunisia. It targets Tech For Good startups that are involved in one of the following themes: e-health, agritech, climate change, mobility, and social and economic inclusion. The Program will particularly enhance women entrepreneurship, and therefore encourages applications coming from women.

As part of the Program:

- **Thirty (30) applicants** (the "Shortlisted Candidates") will be selected to participate to the Bootcamp of the Two Shores of the Mediterranean at the end of which **two (2) finalists** (the "Finalists) **per country** will be selected;
- These **two (2) Finalists per country** will pitch (digital pitch) in front of **the Final Jury, who will select the five (5) laureates (the "Laureates")**.

Benefits for the selected candidates are as follow:

-For the thirty (30) Shortlisted Candidates

- Digital participation to the Casablanca acceleration Bootcamp, entitled "*Bootcamp of the 2 Shores of the Mediterranean*", which will happen through a seventy-two hour (72h) intensive online training course;
- This intensive training course will be provided by experts of the sector and will include personal coaching sessions;
- Participation to the Bootcamp Pitch-session that will enable the selection of two (2) Finalists per country who will have delivered the best pitch (the composition of the Jury will be made public and announced to the candidates beforehand).

-For the two (2) Finalists selected per country :

- Participation to the Summer Startup Clinic that will give access to personal mentoring sessions (number of hours to be determined by the Program) for the Finalists;
- Final Pitch (digital pitch) in front of the Final Jury that will appoint one (1) Laureate per country for the best pitch (the final Jury will be made public and announced to the candidates beforehand).

-For the five (5) Laureates:

- A five-thousand-euro grant (5,000 €);
- A visibility-pack and media support;
- Their integration to the Social & Inclusive Business Camp training and coaching program (A three-month-educational program lead by experts that will come to an end with a Bootcamp in Marseille and a speed-pitching session in front of investors);
- The highlight of their project within the framework of the Summit of the Two Shores
- Payment of their transportation and hotel fees for their trip to the EMERGING Valley Summit in Marseille;
- A Full pass to the EMERGING Valley summit
- Participation to the EMERGING Mediterranean Labs

The five (5) Laureates shall have participated to every event making up the Program.

The initial selection of the candidates of the Program will be conducted through this Call for application, which is organized by the EMERGING Mediterranean team in close cooperation with the French Agency for Development (AFD), and Country-Associated Partners of the Program. The Country-Associated Partners are structures which work on the field and which are involved in the digital ecosystem of their country. You can find the list of the Country-Associated Partners on the EMERGING Mediterranean website here:<https://emergingmediterranean.co/nos-partenaires/>

The timeline of the Program is as follow:

- **May 25th to June 27th 2021 (5 weeks)** Call for applications at the end of which six (6) candidates per country will be selected, that is to say thirty (30) Shortlisted Candidates;
- **July 9-10-11th 2021** Bootcamp of the Two Shores of the Mediterranean (digital format organized from Casablanca) with a final Pitch at the end of which two (2) Finalists per country will be selected;
- **August 2021:** EMERGING Mediterranean Summer Startup Clinic with access to online coaching for the ten (10) Finalists.
- **First week of September 2021** (dates TBC): Final Jury, where the five (5) Laureates will be designated.

- **Fourth week of November 2021** (date TBC): EMERGING Mediterranean Summit in Marseille organized within the framework of the Dialogue of the Two Shores initiative, at the occasion of which the projects of the 5 (five) Laureates will be highlighted.
- **Fourth week of November 2021** (date TBC): SIBC Bootcamp
- **First week of December 2021 (date TBC)**: EMERGING Valley summit in Marseille. Participation of the laureates to the EMERGING Mediterranean Labs and to the SIBC speed-pitching.

Article 1: Object of the Program

The Program aims at identifying, promoting, coaching and highlighting Mediterranean entrepreneurs with a decisive social and environmental impact.

Article 2: Candidates allowed to participate o the Program

Submitting an application to participate to the Program is free and open to project representatives who have the following characteristics:

- Being over the age of majority (+18 years old);
- Owning a company with 18 months of existence minimum and that is domiciled in one of the five (5) countries participating in the EMERGING Mediterranean program (Algeria, Libya, Mauritania, Morocco and Tunisia);
- Presenting a project that deals with the themes mentioned in article 3;
- Mastering French **or** English, and accepting to speak one of the two languages during the different events of the program.
- Not having previously benefited from the Program (EMERGING Mediterranean or SIBC alumni)

Article 3: Expected projects

The project of the candidate will have to meet the following conditions:

- promote social and/or environmental impact, **and**
- fit in one on the six (6) themes of the Program : E-health, AgriTech, Climate change, Mobility, Social and Economic inclusion, Women entrepreneurship.

Article 4: Terms and conditions of participation

Registrations to the Program will start on May 25th, 2021 at 00:00 pm (UTC+1). They are made of an online application file that has to be duly completed online by the candidate.

The application file will be available on the EMERGING Mediterranean website at this URL address <https://emergingmediterranean.co/candidater/> through the following google form: <https://forms.gle/WzMFRYs9sK7rmEMUA> or on the relay metaplatfrom F6S:

<https://www.f6s.com/emerging-mediterranean-apply/apply> with relays from our Country-Associated Partners' websites.

The Regulation will be available for download on the website and accessible at this URL address <https://emergingmediterranean.co/candidater/>.

Registration and participation to the Program are free. Each candidate can apply only once.

The application files are to be completed and sent from the EMERGING Mediterranean website available at this address <https://emergingmediterranean.co/candidater/>, through the google form: <https://forms.gle/WzMFRYs9sK7rmEMUA> or from the relay metaplatfrom F6S: <https://www.f6s.com/emerging-mediterranean-apply/apply> before Sunday, June 27th 2021 at 11:59pm (UTC+1), deadline to the receipt of it.

Incomplete or late entries will not be accepted.

Only the application files completed on time through the google form <https://forms.gle/WzMFRYs9sK7rmEMUA> accessible from the EMERGING Mediterranean website at this address <https://emergingmediterranean.co/candidater/> or on the relay metaplatfrom F6S: <https://www.f6s.com/emerging-mediterranean-apply/apply> will be examined.

At the end of the application process, the candidate will receive an email confirming the receipt of his/her file. Any application file finalized and transmitted via one of the two mentioned media (google form or F6S metaplatfrom) will be processed under the same conditions and within the same deadline.

The application files will be given to the judges on June 30th 2021, at the latest.

Article 5: Judging panels

The different judging panels will gather to select the Shortlisted Candidates, the Finalists at the end of the Bootcamp of the Two Shores of the Mediterranean, as well as the Laureates during the Final Jury.

The judging panels for the Shortlisted Candidates, the Finalists and the Laureates are formed of the EMERGING Valley team, representatives of the French Agency for Development (AFD), representatives of the different Country-Associated Partners and independent experts. The identities of all representatives will be at the discretion of each structure.

The exact composition of the judging panels will be announced before their deliberation on the EMERGING Mediterranean website at the following URL link : <https://emergingmediterranean.co>.

Each judge participating to the judging panels of the Finalists and Laureates will have beforehand signed a non-conflict of interest clause and will have promised to be free in his or her judgement during the jury to which he or she will be invited to.

Article 6: Selection criteria

The thirty (30) Shortlisted Candidates will be contacted after the end of the call for applications by the judging panel and its representatives during the first week of July 2021 and prior to the Bootcamp of the Two Shores of the Mediterranean.

The selection of the thirty (30) Shortlisted Candidates and their projects is organized according to **five (5) broaden criteria**, graded on a five-level scale (1 being the lowest score, 5 the highest) :

1. **Presentation of the application file:** a comprehensive file, that is coherent and easily understandable by a person who doesn't know the project. An online presence asserting the existence of the applicant would be a plus.
2. **Status of the solution:** The solution (product, service) has moved on from ideation stage, and has been developed in a significant way or has a functional prototype. The existence of a consistent client portfolio would be a plus.
3. **Business model:** Presence of an existing and coherent business model that has generated revenues or that presents first traction. The existence of a roadmap on the upcoming strategy is a plus.
4. **Team:** Relevant talents have been hired and the team has the ability to develop the project.
5. **Tech For Good Innovation:** The solution must be innovative, have a social and/or environmental impact that can be verifiable, and contribute to a positive Mediterranean vision.

The selection of the Finalists and the Laureates and their project will be organized using the same **five (5) broaden criteria**, and graded according to the same scale (1 being the lowest score, 5 the highest).

Article 7: Benefits for the candidates selected

Benefits for the selected candidates are as follow:

For the thirty (30) Shortlisted Candidates

- Digital participation to the Casablanca acceleration Bootcamp, entitled "*Bootcamp of the 2 Shores of the Mediterranean*", which will happen through a seventy-two hour (72h) intensive online training course;
- This intensive training course will be provided by experts of the sector and include personal coaching sessions;
- Participation in the Bootcamp pitch-session to select two (2) Finalists per country who will have delivered the best pitch (the composition of the Jury will be made public and announced to the candidates beforehand).

For the two (2) Finalists selected per country :

- Participation to the Summer Startup Clinic that will give access to personal mentoring sessions (number of hours to be determined by the Program) for the Finalists;

- Final Pitch (digital pitch) in front of the Final Jury that will appoint one (1) Laureate per country for the best pitch (the final Jury will be made public and announced to the candidates beforehand).

For the five (5) Laureates:

- A five-thousand-euro grant (5,000 €)
- A visibility-pack and media support;
- Their integration to the Social & Inclusive Business Camp training and coaching program (A three-month-educational program lead by experts that will come to an end with a Bootcamp in Marseille and a speed-pitching session in front of investors);
- The highlight of their project within the framework of the Summit of the Two Shores;
- Payments of their transportation and hotel fees for their trip to the EMERGING Valley Summit in Marseille;
- A Full pass to the EMERGING Valley summit;
- Participation to the EMERGING Mediterranean Labs

Article 8: Interpretation and modification of the Program Regulation

The participation in the Program implies the candidates' full acceptance of the terms and conditions set out in the present Regulation. The five (5) Laureates must undertake to respect the schedule mentioned in the preamble and to attend the following events :

- The SIBC program (digital)
- The SIBC bootcamp (in person at Marseille, France)
- The EMERGING Valley Summit (that includes the EMERGING Mediterranean Labs and the SIBC speed-pitching) (in person at Marseille, France).

If a laureate were not to participate in one or several events described in Article 8, the benefits of the Program as described in Article 7 in the present Regulation may be denied to them, that include the support grant of five thousands (5,000) euros.

EMERGING Mediterranean is sovereign for any question relating to the application of these rules or any question that may arise, not settled by these rules. Its decisions are final.

The regulations may be modified by EMERGING Mediterranean at any time in the form of an amendment, in compliance with the conditions stated, and published by an online announcement on the website <https://emergingmediterranean.co>

Amendment will come into force as of its publication and any participant will be deemed to have accepted it by the simple fact of participating in the Program, as of the effective date of the modification. Any participant refusing the modification(s) will not be able to submit their application.

In case of force majeure or events beyond its control, EMERGING Mediterranean may cancel, postpone, extend, shorten, or modify the Program..

Article 9: Responsibility

EMERGING Mediterranean reserves the right to cancel the Program if the circumstances oblige it to do so without having to justify its decision and without its responsibility being engaged in any way.

The responsibility of EMERGING Mediterranean cannot be engaged for any reason whatsoever if, due to events beyond its control, it is forced to cancel, postpone, extend, shorten or modify partially or fully the Program and this Regulation. It will be able to do so without answering to any of the participants' claim for moral or financial damages.

EMERGING Mediterranean cannot be held liable for any problems related to the computer equipment of the participants and/or the non-delivery of their registrations and applications on the Internet caused by bugs, breakdowns and accidental disconnections as well as malicious interventions, human or electrical errors, congestion of telecommunications networks.

Article 10: Legal submission

The present document is available on the website at this address <https://emergingmediterranean.co/candidater/> and upon simple request at this email address contact@emergingmediterranean.co

Article 11: Intellectual Property

All intellectual and industrial property rights attached to the projects presented by the participants remain their property.

The participants certify that they are the owners of the intellectual and industrial property rights or that they do have all the necessary authorizations concerning all the intellectual and industrial property rights attached to the project concerned.

The participants guarantee EMERGING Mediterranean and the Country-associated Partners that in case of any claim coming from any third party concerning the intellectual and industrial property rights attached to their project (including any financial consequences derived from such incident), they will be held personally accountable.

The participants certify that they are not subject to any obligation concerning their project and their related various creations which could limit their participation.

EMERGING Mediterranean cannot be held responsible if a project or their representatives reproduce works or others' protected works. Participation to the call for applications and the Program shall not be interpreted as conferring to EMERGING Mediterranean, the Partners and the persons mandated by EMERGING Mediterranean any authorization or any right to an industrial or commercial exploitation license on the said confidential information.

Nevertheless, EMERGING Mediterranean will have the right to communicate on projects as provided below in Article 12 of this Regulation.

Participants will be able to integrate on their website a link to the website <https://emergingmediterranean.co> and use the name EMERGING Mediterranean in a written and not graphic way.

The graphic use of the EMERGING Mediterranean trademark will require a written authorization from EMERGING Mediterranean specifying the terms and conditions of use.

Participants will be able to communicate on social networks about the Program and its Call for applications on the mainstream media.

Each participant allows EMERGING Mediterranean to use and share the following elements free of charge: their brand, logo and the presentation of their projects as part of their internal and external communication, on all media, including the Internet and social networks during the duration of the program and for a period of three (3) years after the end of the organization of the EMERGING Mediterranean program.

Article 12: Confidentiality

All the elements provided by the participants in their application file are confidential, for the exclusive use of the members of the judging panels. Confidentiality is guaranteed by EMERGING Mediterranean.

EMERGING Mediterranean, the Country-Associated Partners as well as the members of the judging panels, undertake to consider as confidential the information provided by the candidates. This information may not be disclosed to third parties without the prior written consent of the participants.

Nevertheless, by submitting the application form as aforementioned in this Regulation, the participants graciously authorize EMERGING Mediterranean to:

- make public, with the prior agreement of the participant, the essential and non-confidential characteristics of the projects presented, in particular the project pitch written by the applicant in the application form, without compensation of any kind;
- communicate the following: the name of the projects and the participating company, photos of the project and the team, a logo if the participant has one, a link to the company's website or social network, etc.

Each participant is their only judge of the opportunity and terms of protecting confidential information by claiming such rights.

Article 13: Personal data protection

In order to successfully complete the participation and organization of the Program, EMERGING Mediterranean collects and processes the personal data of candidates for the only purpose of the Program .

The categories of functional data collected are personal identification and professional activity data.

EMERGING Mediterranean, in its capacity as data controller, may share the personal data of the participants to third parties who are in charge of the call for applications, such as Partners and press agencies.

The personal data collected by EMERGING Mediterranean concerning a participant may only be used by these third parties to organize and promote the image of the EMERGING Mediterranean program, as well as to carry out the awarding of the prize.

Authorized persons within EMERGING Mediterranean and the Country-Associated Partners can access the personal data of the participants of the Program for the unique purpose of carrying out project studies, selecting projects and designating the Laureates.

Unless prior consent of a participant or a winner, their electronic contact information may not be transmitted to third parties to be used for commercial or advertising purposes.

Nevertheless, EMERGING Mediterranean may be obliged to share participants' personal data to third parties if it is requested to do so by authorized authorities, in accordance with the laws and regulations.

In accordance to the European Regulation n° 2016/679 of April 27, 2016 on the protection of personal data ("**RGPD**") and to the French Law n° 2018-493 of June 20, 2018 (amending the Data Protection Act of January 6, 1978), EMERGING Mediterranean, in its capacity as responsible for the collection and processing of personal data of participants, undertakes to :

- Implement organizational and technical measures to host, protect and secure the personal data of participants in France against unauthorized access and use by third parties.
- Limit the retention period of such data to three years from the date of the end of the Program .
- Allow participants to exercise their rights of access and information, rectification, limitation, deletion of the data collected and processed, by sending a request by email, accompanied by a copy of an identity document to the address: contact@emergingmediterranean.co

The right of access and information enables a participant to be informed in a concise, transparent, comprehensible and easily accessible manner of how their personal data are processed in the context of the Program. Participants also have the right to obtain confirmation as to whether or not personal data concerning them are being processed and, if so, to access and obtain a copy of such personal data.

The right of rectification gives a participant the right to have their personal data rectified. They also have the right to request that their personal data be completed. The right of deletion allows them, in certain cases, to obtain the deletion of their personal data.

However, this is not an absolute right and EMERGING Mediterranean may have legal or legitimate reasons to keep this data. The right to limitation of processing allows it, in certain cases, to obtain a limitation of the processing of the participant's personal data. The right to oppose the processing allows them to oppose the processing of their personal data when this

processing is based on the legitimate interest of EMERGING Mediterranean. EMERGING Mediterranean may however invoke compelling and legitimate reasons requiring the continuation of the processing. This right also allows them to oppose at any time the processing of their personal data for commercial prospecting purposes.

Should the candidate consider that their rights have not been respected, they may appeal to the CNIL, which guarantees the protection of their rights. It can be referred to: * online: <https://www.cnil.fr/fr/plaintes/internet>, * by mail at 3, place de Fontenoy, TSA 80715-77334.

Article 14: Image rights and project communication

Each member of the participating startups' team authorizes EMERGING Mediterranean or any person designated by them, to use the photos and videos transmitted within the framework of the Program, on all types of media to promote their project and/or the program, free of charge.

Each member of the participating startups' teams authorizes EMERGING Mediterranean, or any person designated by them, to photograph, film, record and use their image, voice, words, as well as the presentation of their project, for non-confidential elements in accordance with Article 12, fixed on all types of media during the filming and/or interview conducted as part of the preparation and promotion of the program and the award.

The pictures and interviews thus taken will be used exclusively in the framework of internal and external communication of EMERGING Mediterranean or by the Country-Associated Partners for promotional purposes or to inform the public about their activities.

This authorization tackles in particular the right to represent or have represented, reproduce or have reproduced, in whole or in part, the participant's photographs and films, identified as non-confidential in accordance with Article 12 of the Regulation, either by EMERGING Mediterranean, directly, or through any third party authorized by EMERGING Mediterranean, throughout the world, by all technical methods and processes known or unknown to date, in particular by means of the written, audiovisual and computer media, on all supports and in all formats, and to distribute them in both the commercial and non-commercial sectors, and in the public and private sectors, for collective and/or domestic reception.

This authorization also allows EMERGING Mediterranean or any person designated by them, the right to exploit, reproduce and share, in whole or in part, on all media and under the conditions mentioned above, the comments made by the representative of the participant in the context of internal and external communication of EMERGING Mediterranean and the Partners-Associated Countries during the EMERGING Mediterranean program.

This image exploitation authorization is valid for five (5) years from the date of acceptance of this Regulation.

The laureate also agrees to be filmed and to cede their rights to images and voices to EMERGING Mediterranean free of charge, within the strict framework of the promotion of the EMERGING Mediterranean program by all means, in particular by telematic means, by

Internet at the URL address, <https://emergingmediterranean.co> by broadcasting, cable or satellite means, by public projection and transmission in a public place, or by editorial means.

In addition, the 5 (five) winners will be for a period of twelve (12) months, from the proclamation of results on, invited to all events organized by EMERGING Mediterranean and will have to promote the Program as its ambassadors.

Article 15: Reimbursement of expenses

Participation to the Program being free, no reimbursement of expenses of any kind can be requested by candidates to the Program

Participants remain personally and totally responsible for any damage caused by them or their equipment to property or persons in the context of the program. They are responsible for covering their risks with their own insurance and waive any recourse against EMERGING Mediterranean and/or the associated partners in this respect.

Article 16: Fraud

EMERGING Mediterranean reserves the right to ask the participants for any justification of the information collected on the application form.

Any inaccurate or misleading statement, any fraud will result in the disqualification of the project leader.

If a fraud were to be found after the award ceremony, and were to concern a winner, EMERGING Mediterranean will be sovereign to demand the reimbursement of all or part of the grant awarded. EMERGING Mediterranean also reserves the right to take legal action against anyone who has defrauded or attempted to do so. EMERGING Mediterranean will not incur any liability of any kind towards the project leaders because of any fraud that may have been committed. If a participant fails to comply with the rules and regulations, EMERGING Mediterranean reserves the right to reject their application, without any possibility to contest this decision.

Article 17: Applicable law

The present Regulation is subject to French law.

Article 18: Jurisdiction

In the event of a dispute concerning the interpretation and execution of the Regulation, the dispute will be brought before the Administrative Court of Marseille.