MÉD'INNOVANT AFRICA 2019

INNOVATIVE SOLUTIONS COMPETITION FOR THE SUSTAINABLE MEDITERRANEAN AND AFRICAN CITY

EDITION #1

euromediterranee.fr/medinnovantafrica

Competition organised by Euroméditerranée Urban Development Agency (France)

In partnership with:
MED’INNOVANT AFRICA 2019
Innovative solutions competition for the sustainable mediterranean and african city

Editorial 5
MED’INNOVANT AFRICA, guidelines 7
The 2019 winners 13
The 2019 finalists 17
The organiser 21
The competition partners 23
Since Euroméditerranée was awarded the EcoCity label in 2009, major innovations have been introduced in the development zone with the support of leading industrial partners.

Emphasising the slogan “low cost, easy tech” since its creation, the Euroméditerranée EcoCité has wanted to underline innovations that provide a response to climate change while being suited to the concrete realities of the Mediterranean area and its way of life, which are different from the models developed in the North.

In the field of innovation, relations with business, users and designers appear essential in the construction of a territory bearing the “French Tech” label, where an ecosystem with high added value has taken shape. The emergence of new thinking – particularly in the fields of energy, buildings and digital tools – now positions Euroméditerranée as a major player in sustainable urban design and smart Mediterranean cities. The Operation of National Interest is an opportunity to test and experiment with these innovations. Both major groups and start-ups can thus contribute to building a Mediterranean EcoCité that can be reproduced across the cities of southern Europe and the Mediterranean basin.

**Tools for meeting these new challenges**

The solutions deployed within Euroméditerranée illustrate how innovation is not an end in itself, like some kind of gadget, but a response to the needs of the territory and its businesses, employees and current and future residents:

- **The Thassalia** sea water loops developed by Engie and Massiléo developed by the EDF Group address the issue of comfort in summer in an exemplary way that is unique at this scale, radically reducing the environmental impact of the need for air conditioning by using 70% renewable energy. Between them, they will ultimately serve a million m² of new and renovated buildings.

- **The SmartSeille demonstrator** created by the consortium led by Eiffage, with partners including Orange and EDF, provides many answers relating to the mixing of functions (offices, housing, inter-generational residence, hotel) and new uses (physical and virtual concierge service, flexible housing able to provide an extra room, shared parking).

- **Les Fabriques**, a new district emerging from an innovative partnership with the grouping Linkcity & UrbanEra®, where the mix of uses will prioritise pedestrians, will include a 1300-space car park and new public squares. It will offer a variety of housing options to favour population diversity, together with office buildings, local shops, a library, a school, a nursery and a social and educational centre, with completion scheduled for 2025.

«The growing importance of the Aix-Marseille Provence Metropolis and its new position as a global city for data flows should make it possible to take advantage of the innovation laboratory constituted by Euroméditerranée to deploy a Mediterranean model of the ‘smart city’. Links with other development territories will be strengthened over time so that the exemplary projects that have emerged through the Operation of National Interest can be duplicated and scaled up.»
The MED’INNOVANT AFRICA competition is organised by the urban development agency Euroméditerranée, the largest city-centre urban renewal and economic development operation in Southern Europe.

For over 20 years, Euroméditerranée has been designing, developing and building a comprehensive model for the sustainable Mediterranean city. Over an area of 480 hectares right in the centre of Marseille, France’s second city, the development programme brings together public services, retail, housing, transport and parking infrastructures, public parks and more to create a new way of ‘living together’.

Home to over 5,300 businesses and providing 45,000 jobs, Euroméditerranée is now the third-biggest business district in France.

Awarded the ‘EcoCité’ label, the regeneration project intends to be a test bed for urban planning where innovative services and technologies for the smart city can be assessed, developed and deployed in order to concurrently meet objectives such as connectivity, convenience, quality of life, cost efficiency and environmental performance.

To support its ambitious plans, Euroméditerranée looked to innovative companies outside its own borders and over seven years ago created MED’INNOVANT, an innovative solutions competition to meet urban sustainable development needs in the Mediterranean region.

Africa is now a major emerging market. Technological innovation is growing at an exponential rate, stimulating both new uses and new start-ups.

MED’INNOVANT AFRICA, A COMPETITION EXCLUSIVELY FOR AFRICAN INNOVATORS

In 2018, Euroméditerranée opened up the competition to international entrepreneurs, in particular looking to that side of the African continent which has historic links with the Aix-Marseille-Provence Metropolis. From among more than 50 applications from African entrepreneurs received and appraised, a jury’s favourite award was presented to a start-up based in Chad.

Impressed by the African tech sector’s interest in the Smart City, this year Euroméditerranée is launching a MED’INNOVANT competition exclusively for African innovators.

The purpose of this innovation contest is to identify, promote and accelerate to the next level project developers (start-ups, small and medium enterprises) looking to bring to market innovations (solutions and services) that are in line with the objectives of the Mediterranean and African sustainable city and can be implemented in Euroméditerranée’s catchment area.

The aims of this competition are to:

- Unearth exciting African innovators with the capacity to test out their innovative solutions in the Euroméditerranée Ecocity;
- Set up these start-ups in Euroméditerranée’s catchment area in view of increasing their market share in Europe;
- Attract contractors, SMEs and European groups looking to develop their business in Africa.
129 applications received

- 126 applications from Africa
- 2 applications from France
- 1 application from Mauritius

**Map**

- **8 applications and more**: Benin (28), Nigeria (15), Democratic Republic of the Congo (2), Gabon (2), Ghana (2), Togo (3), Chad (1), Rwanda (2), Uganda (2), Ethiopia (1), Tunisia (8), Congo (2), Morocco (13), Algeria (3), Mauritania (6), Senegal (11), Côte d’Ivoire (17), Cameroon (29), Morocco (13), Tunisia (8), Côte d’Ivoire (17). 
- **3 to 7 applications**: Senegal (11), Côte d’Ivoire (17), Benin (28), Nigeria (15), Democratic Republic of the Congo (2), Gabon (2), Ghana (2), Togo (3), Chad (1), Rwanda (2), Uganda (2), Ethiopia (1), Tumisia (8), Congo (2). 
- **1 or 2 applications**: Algeria (3), Morocco (13), Mauritania (6), Senegal (11), Côte d’Ivoire (17), Benin (28), Nigeria (15), Democratic Republic of the Congo (2), Gabon (2), Ghana (2), Togo (3), Chad (1), Rwanda (2), Uganda (2), Ethiopia (1), Tumisia (8), Congo (2), Côte d’Ivoire (17). 
- **Others**: 3%
WHAT ARE THE THEMES?

Using digital technologies to enhance urban living:
- Digital urban services, smartphone apps and other tools
- Contactless and connected objects

Making the city a pleasant, welcoming place to live:
- Personal or collective equipment for homes and places of work that improves lives and well-being
- Services or equipment that enhance public spaces, strengthen the community and make people and property safer
- Urban social and community innovation initiatives

Making the city greener and cleaner:
- Design solutions to shrink the city’s environmental footprint (energy, water, waste, space)
- Urban management and cost-cutting systems or equipment
WHAT ARE THE BENEFITS FOR THE WINNERS?

Two MED’INNOVANT AFRICA 2019 awards will be presented:
- 1 Jury Award
- 1 Jury’s Favourite Award

REWARD FOR THE ‘JURY PRIZE’

• **€5,000** of funding;

• A **5-minute pitch** during the MED’INNOVANT AFRICA Awards ceremony as part of the 3rd **EMERGING VALLEY summit**;

• A **test ground** for trying out and demonstrating the innovative solution: the Euroméditerranée Ecocity (480 hectares within the 1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd}, 14\textsuperscript{th} and 15\textsuperscript{th} arrondissements of Marseille);

• A **two-hour working session with Euroméditerranée’s CEO** to determine the terms and conditions for implementing the award-winning solution within the Euroméditerranée EcoCity’s catchment area;

• A three-week **soft landing programme at Accélérateur.M** located in the CISAM (Innovation & Knowledge Centre), Aix-Marseille University;

• **Legal support from solicitors firm FIDAL** equivalent to 4 hours to be used within 6 months from the awards ceremony (intellectual property, information technology, distribution and corporate law);

• **Business meetings** organised by the regional development agency **Provence Promotion**;

• A **personal tour of the Euroméditerranée catchment area** with a representative of the development agency in view of assessing the potential scope of application for the award-winning innovation;

• **Visibility** (press communications, social media, websites, trade fairs, etc.);

• A **video interview** with the winner presenting their innovation, to be broadcast on the Euroméditerranée YouTube channel.
In the words of Ali Mbodou Youssouf, CEO of KOURAN JABO: ‘MED’INNOVANT is an extraordinary competition in which you are pitted against other innovative entrepreneurs and appraised by a panel of professionals in the ‘sustainable city’ industry. Winning this competition was a huge privilege for us and we’ve benefited in so many ways. Today, although it is based in Chad, Kouran Jabo is earning a growing reputation in Aix-Marseille-Provence’s entrepreneurship ecosystem boosted by the media coverage MED’INNOVANT attracts.’

KOURAN JABO, Jury’s African Favourite, MED’INNOVANT 2018

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SENORDUR & PROMAGRIC
WINNERS MED’INNOVANT AFRICA 2019

Hugues PARANT, CEO Euroméditerranée, with the finalists
THE 2019 WINNERS
SEN or’Dur

SEN or’Dur is a completely new innovative solution in Senegal which can be used to solve the problem of plastic waste, through modernisation of a plastic bottle collection system by installing collection machines.

senordur.com
The CLINICPLANT application can be used by farmers to rapidly diagnose crop diseases and instantly obtain the appropriate biological treatments from a simple photograph of the plant. It uses leading-edge artificial intelligence technology for high quality image recognition, and provides farmers with good prevention practices.

clinicplant.prom-agric.com
FINALISTS
FINALISTS

The Jury

EMERGING VALLEY 2019
ECOVON

Ecovon believe that there is a better way of making building materials. That is why we are focusing our energy on completely rethinking and re-designing how the new generations of building materials are made. Ecovon are developing sustainably sourced, newly engineered wood made from coconut husk and sugar cane bagasse, supplying the global market with a formaldehyde-free bio-based wood alternative that are better for people and planet.

ecovongh.simplesite.com

DASHMAKE

SOS System is an intelligent information system which offers health information management, and ensures prediction, forecast, prevention, management and position determination for accidents/offences, from a real-time insurance and micro-insurance help desk.

dashmake.com

citylocker-algerie.com

CITY LOCKER

CITYLOCKER is a solution based on connected cabinets (IoT) installed in towns as supply terminals. The solution comprises IoT cabinets, a mobile application for users with functionalities such as notification, appointment of agents and parcel returns, along with an SaaS platform for cabinet management.

dashmake.com

citylocker-algerie.com
THE ORGANISER
For the past 20 years, the Euroméditerranée Urban Development Agency has been designing, developing and building the sustainable Mediterranean city of the future, right in the heart of the Aix-Marseille-Provence Metropolis. This “operation of national interest”, State-run in partnership with local authorities, has created over 37,000 private-sector jobs and 6,500 public-sector jobs and led to the establishment of more than 5,300 businesses. The impact of Euroméditerranée extends beyond the international business district and its 650,000 m² of offices. Piece by piece, the puzzle is being put together, involving public and private facilities, shops, residential buildings, transport and parking infrastructure, parks and public spaces. The scheme is therefore not yet complete. It is now being continued over 170 hectares to the north of the original 310 hectares, and has entered a new phase. Labelled “EcoCité”, this new area is intended as a testing ground for urban planning, in which innovative services and technologies for smart, sustainable cities are tested, deployed and developed.

‘Just as Miami is positioned as the gateway into Latin America and Hong Kong and Singapore give special access to Asia, Marseille holds all the cards to offer international companies an ideal base from which to reach African markets with the focus on one medium-to-long-term objective: make the Aix-Marseille-Provence Metropolis the innovation and digital hub bridging Europe and Africa.’

Hugues Parant,
CEO
Euroméditerranée Urban development Agency

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THE COMPETITION PARTNERS
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EMERGING VALLEY
Established in Aix-Marseille in 2017, the new hub for emerging innovations between Europe and Africa EMERGING VALLEY is the international summit which attracts African and emerging investors, start-ups and digital ecosystems to Provence looking to raise their profile internationally, develop business relations and boost their global impact.
emergingvalley.co

AFD
A public financial institution geared towards sustainable development, AFD is the central agency overseeing France’s development policy. The agency is involved in projects which bring tangible support to populations every day in developing and emerging countries and overseas territories. Working in multiple sectors (energy, health, biodiversity, water, digital, education), the AFD injected 11.4 billion euros of funding into high-impact social and environmental projects in 2018.
afd.fr

ACCELERATEUR.M
Accélérateur.M provides accelerated start-ups with a tailored assistance programme to support their local and international development through a combination of expertise, coaching, mentoring, testing, networking and other services. Accélérateur.M also offers project developers a ‘time-saving’ à la carte service to conquer new markets, fund growth or recruit talents.
accelerateurm.com

FIDAL
FIDAL solicitors has put together a basket of legal and tax services dedicated to the boldest, most talented start-ups, giving them access to its expertise in intellectual property strategy as well as comprehensive legal and tax advice, particularly with regard to investment capital.
fidal.com

AFRICA LINK
Africalink is a community of European and African entrepreneurs created by CCIMP with support from the Metropolis. Its purpose is to encourage the development of partnerships and business links in both directions between Europe and Africa. The idea is to “grow rich together”, economically, culturally and socially.
africalink.fr

CCI MARSEILLE PROVENCE
The oldest Chamber of Commerce in the world, created in 1599, is also the leading accelerator for 105,000 companies in the Aix-Marseille Provence region. Today’s economic, institutional and societal transformations are profound. Too often experienced passively, they should be seen as opportunities that CCIMP helps businesses to take by providing support, from creation to sale. Internationally, CCIMP is convinced that the Aix-Marseille Provence territory can become an essential hub for economic relations with Africa.
ccimp.com
Together let’s build the sustainable mediterranean and african city!

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To apply or become a member...

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