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SMART CITY

Start-ups Nauvelis & GEOGRAM, Panga, ENTENT, BACKACIA, Urbasense and Marklix: winners of the MED'INNOVANT 2020 competition, innovating for the city of tomorrow



An annual event, the **MED'INNOVANT** competition organised by the Euroméditerranée Urban & Economic Development Agency (EPAEM) rewards start-ups inventing the sustainable, smart and resilient city of tomorrow. During the awards ceremony taking place virtually on Thursday 26 November, six companies will be rewarded for their innovative solutions: Nauvelis & GEOGRAM, Panga, ENTENT, BACKACIA, Urbasense and Marklix.

MED INNOVANT: the innovative solutions competition for sustainable Mediterranean cities

In the centre of Aix-Marseille Metropole, Euroméditerranée Urban Development Agency has been working for 25 years on building a **model sustainable city** combining retail, offices, housing, public amenities, transport infrastructure and green spaces.

To lead a metropolitan and regional territory in constant development into the future, the agency launched the MED'INNOVANT competition in 2010. This **solutions competition** aims to accelerate the growth of eco-innovative start-ups delivering solutions to development and sustainability problems facing Mediterranean regions. By offering the winners the opportunity to

test out their solutions on a 480-hectare Eco-Cité, the agency is fulfilling its role as a public interest-led developer and contributing to the promotion of creative innovators.

The following applied themes related to the Mediterranean sustainable city are targeted by the competition: urban digital services, optimisation of the water cycle, multi-energy smart grids, waste management, soft transport and more.

An innovation contest now in its ninth year

The call for applications for the MED'INNOVANT competition, now in its ninth year, was launched in September. In less than a month, 86 French start-ups sent in their application to EPA Euroméditerranée. For the first time, this latest competition invited tomorrow's talents to take up **six themed challenges**.

After the finalists presented their solutions to the jury on 26 November, composed of financial and funding partners (Saint-Gobain Bâtiment Distribution France, EIFFAGE Immobilier, Engie, Marignan, La Cité des Entrepreneurs d'Euroméditerranée, CIC, Redman, ICI Marseille, P. Factory, Fidal, CCI Aix Marseille Provence), six projects were singled out as winners.

Learn more about the six winners:

1

Challenge #1: Come up with innovative uses for street lighting to enhance the urban environment and create new applications ready for tomorrow's city!

Patron: EPA Euroméditerranée

Winner:  **nouvelis**

Nouvelis and GEOGRAM have created an interconnection and 3D visualisation platform allowing the shared management of connected objects and services in a same environment. Automated actions makes for a more seamless global management system of an environment thanks to 24/7 real-time monitoring.

Further information: www.nouvelis.com

2

Challenge #2: Invent future-proof resilient buildings that promote community living and strengthen the family

Patron: Saint-Gobain Bâtiment Distribution France

Winner:  **Panga**

Because smart cities and smart buildings are increasingly complex and difficult to maintain, incurring running costs and cyber risks, Panga aggregates all data close to the user. This hardware and software solution connects any device to a resilient and scalable network operating system.

Further information: www.panga.fr

3

Challenge #3: Develop a smart and low-carbon multi-energy system (electric and thermal) for the dense Mediterranean city of the future

Patron: ENGIE

Winner:



ENTENT has developed a new solution for producing electricity at low temperature (60-100°C). The company produces a source of electricity from fatal heat, waste heat lost into the environment by human activity. This circular economy model is based on the PULSE system developed by ENTENT.

Further information: www.entent.fr

4

Challenge #4: Design resilient solutions to meet the social and low-carbon goals of buildings and their immediate ecosystem!

Patron: Redman – EIFFAGE

Winner:



Backacia provides an “efficient resource management” solution to construction professionals. The marketplace puts vendors of digitally tracked used equipment and materials in contact with potential buyers, develops business with recycling centres and oversees collections from a logistical point of view.

Further information: www.backacia.com

5

Challenge #5: Deliver services and e-services that contribute to quality of life

Patron: EIFFAGE

Winner:



Urbasense improves urban living by integrating plant life into the city. How? By training plants to grow their roots for more effective acclimatisation, creating the world’s only agronomic watering method and continuously measuring the water needs and root growth of plants.

Further information: www.urbasense.fr

6

Challenge #6: Create short distribution channels to promote a more resilient, productive and inclusive city

Patron: ICI Marseille

Winner:

MARKLIX

Marklix is a business networking platform for 3D printing professionals, manufacturers looking to digitise their spare parts inventory and consumers. It facilitates the local, on-demand production of spare parts so that additive manufacturing is no longer simply the preserve of industry professionals.

Further information: www.marklix.com

These six start-ups, all rewarded by a “Challenges 2020 Jury Award”, will also receive a full year of support from their corresponding “mentor”. Plus they will benefit from a **financial boost of €40,000 split between the winners** and a host of other prizes donated by Euroméditerranée and the official partners: a personalised private tour of the developer's catchment area, stronger profile on communication channels and an acceleration package (soft landing, legal support, targeted networking and more)

More information on MED’INNOVANT and the 2020 winners at:

<https://euromediterranee.fr/medinnovant>

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About Euroméditerranée

For more than 20 years, the Euroméditerranée Urban Development Agency has been designing, developing and building the sustainable Mediterranean city of the future, in the heart of the Aix-Marseille-Provence Metropole. Euroméditerranée received the “Éco-Cité” label in 2009, and has

a 480-ha (1,200-acre) activity area that serves as a veritable experimental laboratory for testing innovative solutions, services and systems that will become an integral part of the sustainable Mediterranean city of the future.

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