

# WeMed Mediterranean Sustainability Award 2022

# 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.

# 01 WHAT IS THE WEMED AWARD?

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 2021 edition [here](#).

# 02 WEMED AWARD EDITION 2022

In this second edition, organized by MedWaves and Texfor – Textile Industry Confederation, the award recognizes success stories of sustainable businesses in the textile, fashion and clothing sector.

This edition is funded by the ENI CBC Med Programme in the framework of the [STAND Up!](#) project – Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean. 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. It is jointly implemented in Egypt, Italy, Lebanon, Spain and Tunisia by MedWaves, Texfor, Berytech Foundation, Sekem Development Foundation, Tunisian Textile Technical Centre, Prato Textile Museum Foundation and the Tunis International Centre for Environmental Technologies.

The aim of the current edition is to:

  

# 1

Recognize successful cases of start-ups with sustainable business models within green and circular economy in the textile, fashion and clothing sector in the Mediterranean region, led by women (no age limit) and/or youth (up to 35 years old).

  

# 2

Inspire other start-ups/entrepreneurs within the textile, fashion and clothing sector from the Mediterranean region into integrating environmental and social innovations within their business models.

# 03 WHO CAN APPLY?

In this edition, the WeMed Award is targeting early and growth stage scalable eco-innovative or sustainable ventures in the textile, fashion and clothing sectors established in one of the Mediterranean [eligible regions within the ENI CBC MED Program](#) and that are led by women (no age limit) and/or youth (up to 35 years old).

# 04 CATEGORIES

The WeMed Award 2022 is addressed to Individuals or legal entities in the textile, fashion and clothing 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 either in a Northern or a Southern Mediterranean country.

Based on this territorial criteria, there are two award categories:



# N

## Category Northern Mediterranean countries:

The individual or the entity must be established and/or legally constituted in the eligible regions of a Northern Mediterranean country<sup>1</sup>.



# S

## Category Southern Mediterranean countries:

The individual or the entity must be established and/or legally constituted in the eligible regions of a Southern Mediterranean country<sup>2</sup>.

# 05 THE PRIZE

The prizes for each category are:

## A

### Northern Mediterranean countries (Europe)

**1st Prize** – Golden Acceleration Services: 20,000 € given in the form of “vouchers” including coaching services and technical assistance

**2nd Prize** – Silver Acceleration Services: 10,000 € given in the form of “vouchers” including coaching services and technical assistance

## B

### Southern Mediterranean countries (Maghreb & Mashrek)

**1st Prize** – Golden Acceleration Services: 20,000 € given in the form of “vouchers” including coaching services and technical assistance

**2nd Prize** – Silver Acceleration Services: 10,000 € given in the form of “vouchers” including coaching services and technical assistance

# 06 TIMELINE

The call will open on 12th September 2022 and will be closed on 16th October 2022. Any candidature submitted after this date won't be evaluated.

# 07 REQUIREMENTS

1

Be a circular or sustainable start-up of the textile, clothing and fashion 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.

A textile business is one whose core business model is linked to at least one of the textile value chain stages: production of fibers and raw materials, textile manufacturing, retailing and transport, consumer use and end-of-life of textile products and waste. Digital solutions addressing textile-related needs are also eligible.

2

To have women (no age limit) and/or youth (up to 35 years) in their leadership team.

3

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.

4

Start-ups in the initial or growth stage: be operational and have started the business a maximum of 2 years ago and less than 10 years since their establishment. In the event of a change of business model to a sustainable one, those with more than 10 years of existence will be also accepted.

Be legally established and/or constituted in one of the eligible regions of ENI CBC MED:

## A Category

Northern  
Mediterranean  
countries:

**Cyprus:** the whole country

**France:** Corse, Languedoc-Roussillon, Provence-Alpes-Côte d'Azur

**Greece:** Anatoliki Makedonia - Thraki, Kentriki Makedonia, Thessalia, Ipeiros, Ionia Nisia, Dytiki Ellada, Sterea Ellada, Peloponnisos, Attiki, Voreio Aigaio, Notio Aigaio, Kriti

**Israel:** the whole country

**Italy:** Basilicata, Calabria, Campania, Lazio, Liguria, Puglia, Sardegna, Sicilia, Toscana

**Malta:** the whole country

**Portugal:** Algarve

**Spain:** Andalucía, Catalunya, Comunitat Valenciana, Región de Murcia, Illes Balears, Ciudad de Ceuta, Ciudad de Melilla

## B Category

Southern  
Mediterranean  
countries:

**Algeria:** Tlemcen, Ain Temouchent, Oran, Mostaganem, Chlef, Tipaza, Alger, Boumerdes, Tizi Ouzou, Bejaia, Jijel, Skikda, Annaba, El Tarf

**Egypt:** Marsa Matruh, Al-Iskandanyah, Al Buhayrah, Kafr ash Shaykh, Ad Daqahliyah, Dumyat, Ash Sharquiyah, Al Isma'iliyah, Bur Sa'id

**Jordan:** Irbid, Al-Balga, Madaba, Al-Karak, Al-Tafilah, Al-Aqaba

**Lebanon:** the whole country

**Palestine:** the whole country Tunisia: Medenine, Gabes, Sfax, Mahdia, Monastir, Sousse, Nabeul, Ben Arous, Tunis, Ariana, Bizerte, Beja, Jandouba

# 08 JURY

The entries will be assessed by an independent jury set up for this purpose that will be assessing the 10 entries with the highest score pre-selected by MedWaves and Texfor.

The jury will be gender-balanced and composed by experts specialized either in the fields of sustainability or circularity and textile and fashion from the STAND Up! project countries.

# 09 EVALUATION CRITERIA

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No. of criterion	Description
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1	The business model is profitable, according to its financial results and viability.
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2	The business model addresses ecological challenges and reduces environmental impact. Efficient use of resources, energy efficiency and productivity are good examples. Eco-innovation, improving the life cycle of the product or service, and eco-design, among other measures, help to prevent pollution, save resources and contribute to a more sustainable lifestyle among consumers.
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3	The sustainable business model addresses social needs, empowers communities and fosters networking.
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4	The business model has an equitable and inclusive system of work with regard to gender and governance, offers decent working conditions or applies a cooperative business model or fair self-employment services. The business model addresses current socio-economic issues via successful strategies.
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5	The business model can be multiplied and is scalable.
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# 10 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.
- 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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Please feel free to add here any additional documentation that will help validate the information provided in the application form (articles, photos, videos, etc). The number of attachments to the corresponding questions with additional information will be limited to 5 (maximum 1GB per file). If the annex is a report, it will not be longer than 30 pages. This documentation will be considered in the second phase of the evaluation, once the applications have been selected and will be evaluated directly by the jury

