



## **A 2.1 - CALL FOR THE SELECTION OF 140 LOCAL STARTUPS OPERATING IN THE GREEN AND BLUE ECONOMY**

*This Regulation shall gather all the information on the conditions of participation and registration procedure of the STARTUP10 program Call for the Selection of 140 Local startups operating in the green and blue economy.*

### **Article 1. STARTUP10 programme Partners and Definitions**

#### **1.1. Partners**

The Italian Ministry of Foreign Affairs and International Cooperation (MAECI) has financed a programme entitled EMPOWERING ENTREPRENEURIAL SKILLS IN GREEN & BLUE ECONOMY IN MED AND AFRICA REGION (Startup10). CIHEAM Bari, as implementing body of the programme, will be responsible for its execution from October 2023 and for a period of two (02) years.

The Startup10 programme aims to promote food security and youth employment in ten (10) Italian cooperation partner countries (Albania, Algeria, Bosnia-Herzegovina, Egypt, Ethiopia, Jordan, Kenya, Lebanon, Tunisia and Uganda) in partnership with a total of 22 incubators (Annex 1). By building the capacity of business incubators (implementing partners of the programme) the project aims to encourage the development of local start-ups operating in the green and blue economy sectors and involved in digitalization processes.

CIHEAM Bari is the organizing body of the present call whose aim is to select 140 startups operating in the green and blue economy.

#### **1.2. Definitions**

The term "Partners" or "Implementing partners" of the programme refers to the 22 incubators located in 10 countries (Annex, Table 1)

The term "call for applications" refers to the procedure by which the partners of the STARTUP10 programme present an offer of participation in the STARTUP10 programme to potential startups. Each partner is responsible for the selection of the 7 startups.

The "applicant(s)", the "candidate(s)" or the "project leader" means the persons responding to the call for applications in the name of the startup/company.

The "project" refers to the entrepreneurial project (innovative product/service) submitted to the call for applications.

The "startup" refers to a young company newly established by one or more entrepreneurs to create unique and irreplaceable products or services.

The "Company" refers to a formally registered company.

The "path" means the path of coaching offered by STARTUP10.

The "community of Italian companies" is composed by Italian companies interested in developing collaborations with local startup and that will join the winner startup in a 3-months period of Open Innovation Program.

### **Article 2. Purpose of the call for applications**



The STARTUP10 call for applications aims at selecting 140 startups operating in the green and blue economy. It allows:

- to 7 startups selected from each incubator, for a total of 140 startups (shortlisted based on their applications) to participate in the path offered to startup, by offering a 6-months coaching programme. The Programme will be coordinated and supported by CIHEAM Bari International Experts.
- At the end of the path, candidates will have the opportunity to present a pitch of their entrepreneurial project to a jury, composed of national and international experts and a member of CIHEAM Bari Coordination team, who will choose 1 winner per incubator.

The winner will have the opportunity to join the community of Italian companies and to benefit of an additional 3-months period of collaboration (Open Innovation Program) with one of them in his own country and of vouchers up to €5.000,00 to be used in the form of support tools, training, coaching, services and equipment to be validated, together with the Coordination team of CIHEAM Bari.

These Rules define the rules applicable to the call for applications (hereinafter the «Rules»).

### **Article 3. Call for applications**

To apply to the STARTUP10 program each applicant must apply referring to one of the incubators of the country in which they are located (Annex, Table 1).

The STARTUP10 application form is also available online starting from **25/03/2024** at <https://www.startup10medafrica.com/call>

To participate, visit <https://www.startup10medafrica.com/call>, go to the reference incubator and follow the relative instructions.

The call for applications closes on **30/04/2024** at 23:59 Minutes (CET time). After this deadline, no applications can be considered.

If you have any questions about the call for applications, applicants can send an email to the email address of the reference incubator (Annex, Table 2).

No evaluation of the applications may be communicated outside the Selection Committee.

### **Article 4. Conditions of participation and eligibility**

#### **4.1 Terms of Application**

Participation in the call for applications is free of charge.

The application form must be drafted in English language.

For each application, the applicant must be a member of the company, either a founder, co-founder, majority partner or a person with power of representation and decision within the startup.

Participation is strictly nominative. It is strictly forbidden to submit your application under several usernames, with several email addresses or on behalf of other participants. Any submission duplicated by the same person (same name, same first name, same IP address), under different company names will result in the cancellation of the participation of the candidate and the teams concerned.

By accepting the rules of the call for applications, the applicant authorizes the implementing body concerned (CIHEAM Bari) and its implementing partners (incubators) to make all necessary checks regarding identity and contact details.



Every candidate who refuses to provide supporting documents will be excluded. Any erroneous, incomplete or fraudulent information will result in the cancellation of participation in the call for applications.

#### 4.2 Eligibility criteria

Applications are done in the name of a company. Personal applications will not be accepted. To apply to the present Startup10 call, companies must be formally registered **since at least 1 year** from the deadline of the present call in the country where it operates.

The company must commit to the StartUp10 call by indicating in the application form the names of the team members who will participate in the program and their roles in the company.

To be selected the company needs to demonstrate that it is bringing an **innovative and feasible project in the field of green economy/blue economy**, with a particular focus on at least one of the following topics:

SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES: innovative models and tools for the management of water, soil, land, animals, trees.

SUSTAINABLE AGRICULTURE: Adoption of agricultural practices that minimize the use of harmful chemicals, preserve biodiversity and promote environmental sustainability.

SMART FARMING: the broad range of decision support software and high-performance hardware technologies, that include sensors, cameras, drones and UAVs, image processing, AI, and data-analytics., used for precision irrigation, integrated pest management, yield forecasting, and farm management.

CROP PROTECTION & FERTILIZERS: New technology helping farmers for protecting the crops from pests & diseases, non-toxic and environmentally friendly.

BIOTECH: Genetics & Breeding Agricultural science including genetic engineering, molecular markers, molecular diagnostics, vaccines, and tissue culture, to modify living organisms (Breeding): plants, animals, and microorganisms.

LIVESTOCK & POULTRY: technologies that enhance the management, welfare, and value of livestock and poultry, covering applications from breeding and feeding systems to animal health and cattle monitoring.

FARMING & ROBOTICS: Building robotics, machinery, and equipment used to automate farm work, harvest crops and to sort it.

INNOVATIVE FOOD PRODUCTS: new food products or production processes in order to find more nutritious and healthy food.

VALORIZATION OF NEGLECTED AND UNDERUTILIZED CROPS (NUS) : crops that have been prioritized as “Future Smart Foods” because they are nutritionally dense, climate-resilient, economically viable, and locally available or adaptable food crops.

NOVEL FARMING SYSTEMS: Solutions utilizing space, light, soil, and water in non-traditional ways to grow crops in places and conditions that were hitherto impossible, as vertical and indoor farming systems, based on aero, aqua or hydroponic systems.

POST HARVEST: solutions that handle cleaning, sorting, processing, packing and storing of produce to secure, improve or maintain the quality of the produce following harvest, including freezing and thawing, biodegradable packaging and environmentally friendly coverings.

FARM TO CONSUMER: New business models to shorten and simplify the supply chain by connecting the farm to the end consumer.

RECYCLING AND WASTE MANAGEMENT: Strategies to reduce waste, promote recycling and implement sustainable waste management practices

IRRIGATION & WATER MANAGEMENT: smart systems optimizing irrigation by utilizing sensors, data and sophisticated software.

SUSTAINABLE FISHERIES: Adopt fishing practices that preserve marine resources and avoid overfishing

AQUACULTURE: the management, welfare and value of fish, algae and other water-based organisms. Solutions including breeding, feeding, monitoring systems and disease management.



SUSTAINABLE TOURISM: Promotion of responsible tourism that respects rural, marine and coastal ecosystems.

RENEWABLE ENERGY, ENERGY EFFICIENCY: Development and adoption of clean energy sources such as solar, wind, hydroelectric and geothermal waves and tides; implementation of technologies and practices aimed at reducing energy consumption.

SUSTAINABLE TRANSPORT: Development of efficient public transport systems, low-emission vehicles and sustainable mobility solutions.

SUSTAINABLE BUILDING: Construction of buildings with eco-friendly materials and low environmental impact technologies.

SUSTAINABLE DIET EDUCATION: tools and applications to improve awareness towards a sustainable diet

ICT: digital business transition and digital support to the green and blue economy

Companies who are already trading in their markets and that can demonstrate **active sales** of their project **are encouraged to apply**.

If the company has not gone to market yet, the company must prove that it has validated their project (product/service) and their markets by showing concrete steps undertaken and their results.

For participation in the call STARTUP10 is not eligible any illegal activity under the laws of the host country or international regulations, conventions and/ or agreements and in particular:

- Production or trade of any illegal product or activity under the laws of the host country or international regulations, conventions and/or agreements.
- Production or activity involving forced or child labour.
- Trade in animals, plants or any natural products which do not comply with the legal provisions.
- Any operation involving or requiring the destruction of critical habitat, and any forestry project not implementing a sustainable management plan.
- Production, use or trade of pharmaceuticals, pesticides/herbicides, ozone depleting products or any other hazardous product subject to international prohibition or phase-out.
- Production and distribution or participation in racist, anti-democratic or discriminatory media.

## **Article 5. Evaluation of projects**

### 5.1 Selection Criteria

The selection of winners is based on the following main criteria:

1. Startup/company health (in terms of years of activity, active sales, n° of staff): *max 20 points*
2. Skills, entrepreneurial spirit and motivation of the Team: *max 20 points*
3. Relevance of products/services: *max 60 points*, divided in
  - a. Positive impact on the environment and response to the Sustainable Development Goals: *max 20 points*
  - b. Technical and financial feasibility: *max 10 points*.
  - c. Market knowledge and project viability: *max 10 points*.
  - d. Innovative dimension: *max 10 points*

### 5.2 Selection Process

#### Step 1: Evaluating Applications

Based on the above criteria, an initial shortlist of 7 applications per country will be made by a Selection Committee to be held by **10 May 2024**. An email notification will be sent to applicants by each incubator partner within five (5) days of the selection committee's decision.

The Selection Committee will be composed of expert appointed by STARTUP10 partners and the final selection will be done in agreement with CIHEAM Bari Coordination team.

#### Step 2: Pitch and final selection

The shortlisted projects will follow the programme mentioned in Article 2, run by innovation coaches of the incubators, for 7 participants selected by each incubator, for a total of 140 startup. The program is designed to enhance the skills of candidates on different issues relevant to the development of innovative companies, such as organization and management of start-ups, marketing, team and team building, investment.

This course, for 6 months and with the objective of preparing the pitch of 7 candidates per incubator (140 in all), will end with a selection of 1 winning project per incubator partner based on the pitch in a free and creative format, to demonstrate how their entrepreneurial proposal benefited from the program. The selection will be made by a jury of national and international neutral experts (entrepreneurs, CEOs, members of the academic world and investors) and a member of CIHEAM Bari Coordination team.

#### Step 3: Award

The winners of the course will be informed by email. The award consists in a prize of € 5.000,00 to be used in the form of support tools, training, coaching, services and equipment according to the choice of the winners, and an Open Innovation program with an Italian company (as mentioned in the Art. 2).

#### 5.3 Unsuccessful Applicants

Non-selected candidates will also be informed by email by each incubator. Each incubator cannot be held responsible for the non-receipt of the email notifying the selection of a project when it is due to an error of e-mail address indicated by the applicant on his application form, a change of address or failure of the Internet service provider or the Internet network.

#### **Article 6. Decision of the final selection committee and publication of results**

The selection committees are sovereign. All decisions of the final selection committee are final and indisputable.

The results of the pre-selection and final selection will be communicated:

- On the websites of each Partner incubator and on the STARTUP10 project website;
- By email to all candidates.

#### **Article 7. Commitments of candidates**

##### 7.1 Commitments during the call for applications

Participants in the call for applications undertake to:

- Demonstrate sincerity and good faith by completing their application form and presenting their project.
- Respond to all requests for additional information during the selection process.

##### 7.2 Commitments of STARTUP10 winner

The successful project leaders undertake to:

- Guarantee the participation of the company to the 3-months Open Innovation Program.

- Deploy the necessary means to carry out their project to achieve the objectives within the framework of support.
- Make themselves available and participate in activities and events implemented during the 3-months Open Innovation Program.
- Submit the deliverables requested by the Coordination team of CIHEAM Bari.

#### **Article 8. Withdrawal from the programme**

Each selected company who wishes to leave the STARTUP10 programme before its closure, must send a letter to CIHEAM Bari Coordination team and the Incubator.

Any absence corresponding to 25% of the total time of participation in the training and coaching program will not allow participation in the pitch.

#### **Article 9. Intellectual Property**

The intellectual property of the projects/technologies/solutions submitted in the application lies with the participants who developed and submitted them. Each candidate assumes the obligation and full responsibility for the protection of the inventive and/or original aspects through the means he/she deems most appropriate.

Candidates, by submitting the Application, grant CIHEAM Bari and incubators, free of charge and for an unlimited period of time, for the entire duration of the Initiative and/or of any subsequent term agreed upon in the arrangements between the applicant and incubators and/or CIHEAM Bari, without any further communication being required, the authorisation to use its name, corporate name, image and identifying marks of the Company or of the Project, for information and divulgation purposes.

Each candidate declares and guarantees, under penalty of exclusion, that the Project applying for the STARTUP10 program call for selection:

- i. is an original work, of which the participant holds the relevant intellectual property and economic exploitation rights;
- ii. does not contain any brands, logos or other elements protected by industrial property rights or copyright owned by third parties, or that, where third-party rights exist, the participant has obtained all necessary authorisations and licences from the relevant owner in advance;
- iii. does not infringe other rights of third parties, including, inter alia, patents, trade secrets, rights arising from contracts or licences, rights of publicity or rights relating to privacy, moral rights or any other right worthy of protection;
- iv. is not the subject of a contract with a third party;
- v. does not contain any defamatory content, representations, outrageous remarks or any other content that could damage the name, honour or reputation of CIHEAM Bari and the incubators and or any other person or company;
- vi. does not contain any pornographic or sexual content, or content of a discriminatory nature in any way (including specifically discrimination based on race, sex, sexual orientation, religion and/or political beliefs of individuals or groups), or content promoting violence or injury against any living being, or any other content that is offensive, obscene or inappropriate;
- vii. does not contain any threats or any content intended to intimidate, harass, or abuse the private life of any individual;



- viii. does not constitute a violation of applicable laws and does not contain content that encourages unlawful conduct.

Candidates expressly declare, on their own behalf and on behalf of their assignees, to fully indemnify and hold harmless CIHEAM Bari and Incubator from any claim, demand for compensation or request for damages made by any third party, due to the infringement of any of the provisions hereinabove.

In the event of failure by a candidate to comply with the Rules, CIHEAM Bari and incubators reserve the right to automatically exclude any candidate from the selection, without any right of the candidate to claim anything.

#### **Article 10. Acceptance and limitation of liability**

Participation in the call for applications implies the unconditional acceptance by the candidates of these Rules in its entirety, as well as laws, regulations and other texts applicable in the countries concerned by the STARTUP10 programme.

CIHEAM Bari and the incubators will not be held liable for applications that are incorrect, inaccurate, incomplete, damaged, lost, delayed, misdirected, or for applications that are submitted or received incorrectly, or are illegible, damaged, lost, delayed, misdirected. CIHEAM Bari and incubators will not be held responsible, moreover, for applications that, for any reason, are not received, or that are delayed due to electronic or communication issues, or for other technical problems related to the sending and uploading of content under this initiative.

Applicants shall therefore not be entitled to make any claims for compensation or damages on any grounds in relation to the aforementioned events.

CIHEAM Bari and the incubators are also exonerated from any liability regarding any damage to property and/or persons that may be caused, directly or indirectly, by the participants or by their employees, collaborators and auxiliaries in general during the performance of the various phases of the Initiative.

There can be no liability of CIHEAM Bari or incubator if, for a case of force majeure or beyond its control, the call for applications should be modified, shortened or cancelled.

CIHEAM Bari Coordination team and incubator reserve the right in any case to extend the participation period and to postpone any date announced, in writing.

#### **Article 11. Processing of Personal Data**

By submitting their application, candidates explicitly and fully accept and consent to the use of their personal data by CIHEAM Bari and incubators for the purposes set out in this Selection Procedure.

All documents submitted by candidates for the purposes of participating in this initiative will be treated in full respect of the protection of confidential information and personal data.

Personal data provided by the candidate for the participation in the Selection will be processed by incubators in accordance with the laws of the country concerned.

#### **Article 12. Applicable law and dispute resolution**

For all matters relating to the management of the selection procedure under the incubator's responsibility, as implementing partner, the law of the country concerned shall apply.

For any question of application or interpretation of this Regulation, or any unforeseen question that may arise, will be decided by CIHEAM Bari, as implementing body, through mutual and friendly consultation between the Parties. In these cases, the official language for correspondence will be English.

## Annex

**Table 1: Partners Incubators**

<b>Country</b>	<b>Incubator</b>
<b>Albania</b>	Incubator Università Agricola Tirana
	Incubator Università Ismail Gemali Vlora
	Incubator University Fan S Noli Korça
<b>Algeria</b>	Leancubator
<b>Bosnia Herzegovina</b>	CERD (Center for Economic and Rural Development)
	LiNK
<b>Egypt</b>	TIEC
	ATHAR
	Nilepreneurs
<b>Ethiopia</b>	Entrepreneurship Development and Incubation Center (EDIC) University of Bahir Dar
	Incubator at Dire Dawa University
<b>Jordan</b>	Innovation and Entrepreneurship Center of the University of Jordan
	Hassad Agrotech Accelerator
<b>Kenya</b>	Innovation and Incubation Center at USIU Africa (Nairobi)
	SOTE HUB
<b>Lebanon</b>	Asher Center for Innovation and Entrepreneurship (USEK)
	Berytech
	Miles (Momentum Incubator for Lebanese Startups) at the Lebanese University
<b>Tunisia</b>	APIA - ESIAT
	APIA - ESAK
	APIA - Réseau National des PEA
<b>Uganda</b>	EAEA (East African Entrepreneurs Association)



**Table 2: Email Adress of incubators**

COUNTRY	INCUBATOR	EMAIL
ALBANIA	Incubator Agricultural University Tirana	
	Incubator University Ismail Gemali Vlora	
	Incubator University Fan S Noli Korça	
ALGERIA	Leancubator	
BOSNIA-HERZEGOVINA	CERD (Centre for Economic and Rural Development)	
	LiNK	
EGYPT	TIEC	
	ATHAR	
	Nilepreneurs	
ETHIOPIA	Entrepreneurship Development and Incubation Centre (EDIC) University of Bahir Dar	
	Incubator at Dire Dawa University	
JORDAN	Innovation and Entrepreneurship Centre of the University of Jordan	
	Hassad Agrotech Accelerator	
KENYA	Innovation and Incubation Centre at USIU Africa (Nairobi)	
	SOTE HUB	
LEBANON	Asher Centre for Innovation and Entrepreneurship (USEK)	
	Berytech	
	Miles (Momentum Incubator for Lebanese Startups) at the Lebanese University	
TUNISIA	APIA - ESIAT	
	APIA - ESAK	
	APIA - Réseau National des PEA	
UGANDA	EAEA (East African Entrepreneurs Association)	