

THE NEXT SOCIETY

INNOVATORS SHAPING THE FUTURE IN THE MEDITERRANEAN



In the Mediterranean,
entrepreneurs and innovators
are busy creating the future.

IN PALESTINE

Edunation provides a **new-age learning environment** for students. Its online platform is uniquely designed to accommodate multi-lingual, multi-campus and multi-curricula environments. The Platform also empowers educators to focus on delivering educational value.

IN EGYPT

The first winner of the French Tech pass is Egyptian: GBArena develops a platform that brings together **the e-sport community**. At only twenty-four, the two young engineers succeeded in connecting e-sport players and organisers.

IN LEBANON

Anghami is a Lebanon-born **music streaming app** with the largest music catalogue including 3 million arabic and international songs. It aims to build a strong ecosystem in the MENA region connecting fans, artists, telcos and brands around music.

IN MOROCCO

Go Energyless launched a **desert fridge**, called Fresh'it, that works without electricity. It is designed for remote areas as well as urban eco-friendly users.

IN LEBANON

Riego offers a **solar powered agricultural irrigation** control device that enables optimising irrigation water consumption.

IN TUNISIA

Nielsen, the Tunisian industrialist designed **the first compactor** that treats all types of waste. It is already present in many African countries.

This creativity contributes
to overcome major challenges
faced in the region and beyond.

60%

of the Arab population is under 30 and almost 3 million young people come on to the labour market, every year

Countries in MENA region represent 6% on the world demography and receive

30%

of global imports of wheat

By 2050, almost all South Mediterranean countries will exceed

75%

of population residing in urban areas, compared to 55% today

80 million

of people living in the Mediterranean will face a water shortage by 2025

Arab countries only allocate

0.2%

of their GDP for research and development

WE ARE THE NEXT SOCIETY

An open community
of change makers
engaged in innovation
and economic development.

It gathers entrepreneurs, investors, corporates, NGOs,
public and private innovation, research and economic development hubs
from Europe and the Mediterranean countries.

300 business, innovation and investment organisations
2,500 international SMEs and entrepreneurs
30 countries

WE INTEND TO

- Remove the **barriers** to innovation and unleash the creative potential
- Reinforce **innovation ecosystems** and foster value creation
- Push forward **concrete solutions**

WE BELIEVE IN

- Reverse Innovation**
efficient answers to global industrial, societal and environmental challenges will come from emerging countries
- Shared Value**
the region's promising prospects depend on a balanced partnership
- Social Responsibility**
value creation is also about being inclusive and engaged for local communities
- Leadership**
innovative leaders drive the next trends and usages

WE ACTIVATE CHANGE AT EVERY LEVEL

THE NEXT SOCIETY is launching a four year action plan with the support of the European Commission and 30 implementing partners.

➔
Policy framework
The private sector
in the driving seat
of innovation strategy

Benchmarking innovation frameworks:
defining common performance indicators and analyse strengths vs weaknesses

Public-private dialogue:
national task force on competitiveness defining country roadmaps

Dedicated support
for roadmap implementation

➔
Start-up booster track
Tailor-made support

Pitching events: capacity-building and angel investment feedback

IP strategy training: saving money by protecting the right component

Immersion in EU innovative ecosystems: exchanging with experts and practitioners (up to one week)

Mentoring relationship with successful leaders

First class events in Europe & MENA region: meetings with potential buyers, going international

Restricted meetings with high level investors

➔
Cluster booster track
Peer learning and Cluster Excellence approach

Diagnosis and Cluster Excellence labelling

Study tours and training seminars: benchmarking cluster management practices

Peer mentoring and mutual learning

Sector events in Europe: international partnerships

Interclustering workshops

➔
Technology transfer office booster track
Technology transfer offices managers trained like entrepreneurs

Needs **analysis** and practical toolbox

Best practice exchange with peers

Portfolio pitching and marketing: speaking the same language / understanding the industry needs

Meetings between innovators and **industrialists** to prepare deals

THE
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SOCIETY

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the
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