

# THE NEXT SOCIETY

INNOVATORS  
SHAPING THE FUTURE  
IN THE MEDITERRANEAN



Project  
funded by the  
**EUROPEAN UNION**

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## Advocacy Panel ➔ For an Innovation Policy Agenda

23 April 2018 – Cairo, Egypt



# THE MOVEMENT THE NEXT SOCIETY



THE NEXT SOCIETY is a movement initiated in early 2017. It is supported by an open community of economic and societal actors (investment agencies, enterprises, start-ups, NGOs...) from Europe and Mediterranean countries.



It aims to **strengthen innovation ecosystems** and develop **value creation** as well as **concrete solutions** for shared prosperity in the Mediterranean, and tomorrow, in Africa.



The initiative benefits from a **7 million euro co-financement from the European Union** to deploy a 4-year pilot action plan, starting in 2017. Until 2020, THE NEXT SOCIETY will directly reach more than **190 incubators, accelerators and clusters, 300 growth companies**, and will support nearly **60 technology transfer offices**.

# IN THE MEDITERRANEAN, ENTREPRENEURS AND INNOVATORS ARE BUSY CREATING THE FUTURE



**26% of the electricity produced in Morocco is renewable and the Kingdom set a 52% target for 2030.**

According to EY, among the world's 40 most attractive countries for renewable energy, 19 are in the Euromed region.



EON Motors manufactures and sells the WEEZ, **the first Euro-Mediterranean independent electric car**, developed under a French-Tunisian partnership.

BioLact Protect, an **organic detergent for the agrifood industry**, exists!

It is more effective than chemical detergents and it is derived from milk bacteria. It was developed by two Tunisian women researchers.



**Mobile penetration reaches 125% in North Africa** and 112% in the Middle East against 101% in the USA and 92% in China.



The Tunisian group Nielsen designed **the first universal 5 in 1 compactor that treats 24 types of waste** (plastics, metal, textiles, polystyrene, cardboard...). It holds several patents and is rapidly entering African markets.



Nilebot, incubated by the Bedaya Centre in Egypt, allows to **monitor and manage water quality on your smartphone** for aquaculture or urban networks.

## ...TO OVERCOME MAJOR CHALLENGES IN THE REGION

||| **60%** of the South Mediterranean population is **under 30** and almost 3 million young people join the labour market every year

||| **80 million** of people living in the Mediterranean will face a **water shortage** in 2025, and the region is one of the most affected by the impacts of climate change

The Mediterranean has the world's highest **diabetes** prevalence rate with  
||| **43 million** people affected

By 2050, **urban population** will exceed  
||| **75%** in almost all South Mediterranean countries, compared to 55% today

North Africa and Middle East countries account for 6% of the world's population but, on average, absorb  
||| **30%** of **wheat imports**

The Mediterranean has the widest economic gap in the world:  
||| **GDP per capita** is on average **8 times lower** on the Southern shore than in the North

## Reverse Innovation

Efficient solutions to global industrial, societal and environmental challenges will come from emerging countries: frugal innovation, inclusion, resource management, food independence, etc

## Partage de valeur

The region's promising prospects depend on a balanced partnership

## Responsabilité sociale

Value creation is also about being inclusive and engaged at a local level

## Leadership

Innovative leaders drive the next trends and usages



## Create and promote a community of innovators

with actors that support innovation and foster their collaboration for an improved ecosystem approach



## Strengthening and coordinating countries' innovation strategies

through various actors engaged in innovation in all countries



## Support and promote local and international development of young innovative entrepreneurs, clusters and technology transfer offices

# WE ACTIVATE CHANGE AT EVERY LEVEL

## 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

## 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

## 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

## Cluster booster track

Peer learning and Cluster Excellence approach

**Diagnostic 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

# ADVOCACY PANELS

## For an Innovation Policy Agenda

How innovation contributes to the national development plan?

What is the diagnosis at company level? At the macro level?

What priorities are recommended by the ecosystem?

What follow-up with THE NEXT SOCIETY?



## Connect THE NEXT SOCIETY

 THE NEXT SOCIETY

 @TheNext\_Society

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