

## Building the City of Tomorrow in the Mediterranean: Meeting Local Needs through Organic Innovation

ANIMA x thecamp workshop, Emerging Valley,  
5 December 2019, 9- 11 a.m., thecamp (Aix-en-Provence)

ANIMA Investment Network co-organises with thecamp a networking workshop for start-ups, industries and local authorities as part of Emerging Valley Summit.

### Participants

- Technology-based start-ups: Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan, Lebanon
- Large companies
- Pilot areas: Representatives of local and national authorities, urban developers and city networks
- Innovation hubs: Incubators, accelerators, research centres, etc.

### Target industries

- Health
- Agriculture and sustainable food
- City and quality of life (including mobility, energy and circular economy)
- Future of work and talents acquisition.

The workshop will highlight innovations from MENA and African countries, confirm the need to develop tailor-made solutions to address local market conditions and launch a collaborative construction process aiming at generating ideas for pilot projects involving innovators, industrialists and local authorities.

### ANIMA x thecamp workshop: Format and objectives

Collective intelligence workshop; work in sub-groups of 5 to 7 people aiming to:

- Create collaborations
- Allow everyone to express a request/need and find answers within the network of other participants
- Demonstrate the strength of the network and the value of an organic network of the territory.

### Emerging Valley, an opportunity to connect with entrepreneurship and innovation ecosystems and Tech leaders

The workshop is organised at [thecamp](https://thecamp.com) during Emerging Valley, a unique occasion to explore emerging ecosystems and connect with African Tech leaders. Discover the topics and speakers of Emerging Valley 2019 : [www.emergingvalley.co](http://www.emergingvalley.co)

### About ANIMA Investment Network

ANIMA Investment Network is an international economic development network that aims to work to the promotion and development of the Mediterranean. The ANIMA network brings together 80 members from 18 countries of the Euro-Mediterranean area, including national and regional investment promotion and economic development agencies, business federations, innovation centres, international investors and research institutes. ANIMA's objective is to contribute to the continued improvement of the business and investment climate, as well as encourage shared and sustainable economic development in the Mediterranean. The network provides expertise in economic development, organises training and sharing of experience, does valuable work on economic promotion, acts as a cooperation agency for its members and partners and supports companies in their development and impact on the region's markets. [www.anima.coop](http://www.anima.coop)

### About thecamp

Our base camp is located in Aix-en-Provence, France. Inspired by American campuses but also Accelerators and FabLabs, it's a futuristic hub with exceptional natural surroundings where people can live and sleep for a few days or a few months, experiment new ways of eating, work and prototype, attend events and create new bonds through many activities. [www.thecamp.fr](http://www.thecamp.fr)

### About Emerging Valley

Created in 2017 in the new hub of emerging innovations between Europe and Africa - Aix-Marseille - EMERGING Valley is the international summit that attracts a range of stakeholders in Provence including investors, African start-ups and emerging digital ecosystems that want to increase their international appeal, expand their business relationships and accelerate their impact on a global scale. The 2018 edition attracted over 100 African Tech4Good start-ups, 40 investors and 35 African incubators. [www.emergingvalley.co](http://www.emergingvalley.co)

### About THE NEXT SOCIETY

ANIMA organise this workshop in the framework of THE NEXT SOCIETY, THE NEXT SOCIETY is an open community of changemakers 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. It aims to strengthen innovation ecosystems and foster value creation and concrete entrepreneurial solutions in 7 countries in the region: Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon. Initiated by ANIMA, it gathers already more than 300 organisations and 2,500 entrepreneurs committed to shared prosperity in the Mediterranean and Africa. THE NEXT SOCIETY has been launched in 2017 through a four-year action plan (2017-2020), co-funded by the European Union up to EUR 7 million, which impacts several levels of the innovation ecosystems: Improve policy frameworks; Foster start-up successes; Promote and internationalise clusters; Accelerate technology transfer towards the enterprise. [www.thenextsociety.co](http://www.thenextsociety.co)