

# CREACT4MED BEST PRACTICE AWARD RULES OF THE COMPETITION

**GRANT AGREEMENT N. ENI/2019/412-505**

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Funded by the  
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(90%, 2020-2024)



Coordinated by the  
Euro-Mediterranean  
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## ABOUT CREAT4MED

CREACT4MED is a project co-funded by the EU, which aims to strengthen businesses within the Cultural and Creative Industries (CCIs). It seeks to support entrepreneurs, start-ups and SMEs, create jobs, and foster sustainable economic growth in the Southern Mediterranean, with a particular focus on young people and women.

- **Project full name:** CReative Entrepreneurs ACTing FOR the future MEDiterranean
- **Grant agreement number:** ENI/2019/412-505
- **Project website:** [creativemediterranean.org](http://creativemediterranean.org)
- **Budget:** 2,220,675 EUR – funded by the EU Commission (90%)
- **Timeline of implementation:** 1 st March 2020 – 31st August 2024

### CREACT4MED mission and goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, in particular young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA). Project Partners are the European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), and Redstart Tunisia (REDSTART).

## INTRODUCTION

The first pillar of the CREAT4MED project is a comprehensive mapping exercise of the CCI ecosystem in the Southern Mediterranean countries. As part of this pillar, CREAT4MED launched calls for Best Practice nominations in 2022 and 2023, with the objective to identify and reward exemplary practices in cultural and creative entrepreneurship, ecosystem enablement, and local and regional cooperation in 6 target countries: Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia.

Out of more than 100 applications received, 44 Best Practice examples were selected for publication on the [CREACT4MED Best Practice repository](#) following a careful evaluation by the members of the CREAT4MED Steering Committee. The highest scoring proposals per country, with scores of at least 4 out of 5 in the first stage of evaluation, were re-assessed by a Regional Evaluation Committee composed of project partners and local experts from the different target countries, who confirmed the merit of the shortlisted best practices and affirmed their qualification for the CREAT4MED Best Practice Award Competition.

As a result of this exercise, 26 proposals from the six target countries were selected to be part of the competition. A total of 6 Excellence Awards and up to 6 Distinction Awards will be given to applicants that have demonstrated outstanding achievements and contributions towards boosting CCI entrepreneurship, fostering sustainable economic growth and promoting inclusivity in the Southern Mediterranean region. These prizes will empower recipients to strengthen their capacities in the cultural and creative industries, enabling their sustained impact and growth.

### CREACT4MED – BEST PRACTICE AWARD RULES OF THE COMPETITION

This document details the procedures and rules for the CREAT4MED Best Practice Award Competition, which will award monetary prizes of up to 5,000 EUR to selected Best Practice examples in the different target countries.

## 1. ELIGIBILITY OF THE PARTICIPANTS

Candidates to the CREAT4MED Best Practice Awards **must**:

- Be legally established in one of the CREAT4MED target countries (a certificate of registration or equivalent document must be provided to the project's managing team).
- Have demonstrated remarkable achievements and contributions towards boosting CCI entrepreneurship, fostering sustainable economic growth and promoting inclusivity in the Southern Mediterranean region
- Have applied to the [CREACT4MED Best Practice nomination call](#) by the deadline on 31st October 2023
- Have passed the first stage of evaluation and be recognized as a Best Practice by the Regional Evaluation Committee
- Do not fall into any of the EU exclusion criteria<sup>1</sup> (a signed [Declaration of honor on selection criteria and exclusion criteria](#) must be provided to the project's managing team).

## 2. COMPETITION PARTICIPANTS

The following applications will be considered for the CREAT4MED Awards<sup>2</sup>:

<b>BP_03 - Almah</b>	<b>Egypt;</b>
<b>BP_67 - KEMET</b>	<b>Egypt;</b>
<b>BP_74 - KILIIM</b>	<b>Egypt;</b>
<b>BP_86 - AlQalam</b>	<b>Egypt;</b>
<b>BP_50 - Creative Industry</b>	<b>Egypt;</b>
<b>BP_29 - Puppets World for Development of Children</b>	<b>Jordan;</b>
<b>BP_81 - South Band Association for Theatrical Performances</b>	<b>Jordan;</b>
<b>BP_76 - QalebStudio</b>	<b>Jordan;</b>
<b>BP_79 - KUVRD</b>	<b>Jordan;</b>
<b>BP_95 - Studio Madane</b>	<b>Lebanon;</b>
<b>BP_42 - SAWA for Development and Aid</b>	<b>Lebanon;</b>
<b>BP_72 - FeMENA -</b>	<b>Morocco;</b>
<b>BP_31 - Au Grain de Sésame</b>	<b>Morocco;</b>
<b>BP_34 - Meteor Airlines</b>	<b>Morocco;</b>

<sup>1</sup> As detailed in Article 136 of the [EU Financial Regulation](#)

<sup>2</sup> A 27<sup>th</sup> application was selected by the Regional Evaluation Committee. However, it could not be included in the competition due to challenges to formally register the company in Lebanon.

<b>BP_92 - MyTindy</b>	<b>Morocco;</b>
<b>BP_04 - Askadar for Culture and Arts</b>	<b>Palestine;</b>
<b>BP_97 - Tamer Institute for Community Education</b>	<b>Palestine;</b>
<b>BP_17 - Puppets 4 Kids</b>	<b>Palestine;</b>
<b>BP_10 - Warm Home</b>	<b>Palestine;</b>
<b>BP_78 - Smart Art for Entrepreneurship, Training and Development</b>	<b>Palestine;</b>
<b>BP_23 - Couscous Publishing House</b>	<b>Tunisia;</b>
<b>BP_73 - CAS CREATIVE</b>	<b>Tunisia;</b>
<b>BP_80 - Dowit</b>	<b>Tunisia;</b>
<b>BP_91 - Tunisia Outdoors</b>	<b>Tunisia;</b>
<b>BP_52 - DALL By NET-INFO</b>	<b>Tunisia;</b>
<b>BP_56 - Hors Lits Tunisie</b>	<b>Tunisia;</b>

Each applicant has submitted a short form indicating how each prize would be used in case of being selected. These details are available on the Google form which is available on the [CREACT4MED Community Platform](#).

### 3. VOTING PROCESS

A public vote will open on the 21<sup>st</sup> March in the forum of the CREAT4MED Platform. It will close on 4<sup>th</sup> April 12:00CET.

In order to vote, individuals must:

- Be involved in the cultural and creative industries
- Be registered in the [CREACT4MED Community Platform](#) ([Sign-up guide](#)) – registration will be checked by the CREAT4MED Team.
- Read the full details of the selected Best Practices which can be found at the [CREACT4MED Best Practice repository](#).
- Complete the form available in the forum of the Community Platform by selecting their preferred best practice in each target country. Each voter must and may only vote once per country.

### 4. PRIZE AMOUNTS AND DECISION ON PRIZE WINNERS

CREACT4MED will award the following prizes:

- **CREACT4MED BEST PRACTICE AWARD:** 6 prizes of 5,000€ will be awarded to the selected best practice in each target country (i.e. 1 prize per country)  
**Selection:**
  - 1) The number of votes obtained during the public vote will be converted into a 0-5 score using the following criteria:

Application	Score
Most voted application in each target country	5
Second most-voted application in each target country	4
Third most-voted application in each target country	3
Fourth most-voted application in each target country	2
Fifth most voted application in each target country	1
Sixth most-voted application in each target country	0

- 2) The scores from both the initial evaluation phase and the public vote will be combined, resulting in a final score out of 10 points. The proposal with the highest combined score in each country will be awarded the CREAT4MED Excellence Award. In the case of a tie between two applications, the one having received a higher score in the public vote will be awarded the prize.
- **CREACT4MED DISTINCTION AWARD:** up to 6 prizes of 2,500€ will be awarded to projects having demonstrated significant achievements and contributions towards the achievement of CREAT4MED goals and having obtained remarkable results in the two selection phases (expert evaluation and public vote), regardless of the country where they are established.

It will not be possible for a single applicant to receive both the Excellence and Distinction Award.

## 5. BEST PRACTICE AWARD CEREMONY

The CREAT4MED Best Practice Awards winners will be publicly announced during the Best Practice Award ceremony, which will be held in a hybrid format on July 10th 2024, in the framework of the CREAT4MED Closing Event. During the session, each Best Practice Award recipient will have 3 to 5 minutes to present their best practice and explain how the money will be used.

Prize recipients and non-selected candidates will be informed of the selection results at least 2 months in advance of the public announcement to allow enough time for arrangements to travel to the CREAT4MED Final Event. The project will cover the attendance costs (travel, accommodation and meals) of one representative of each CREAT4MED Best Practice Award winner. Distinction Award recipients will be invited to participate in the Final Event at their own expense (only event meals will be covered).

## 6. PAYMENT ARRANGEMENTS

The prize money (EUR 5,000 or EUR 2,500) will be paid to the Award winners in one instalment by bank transfer no more than 30 days after the Best Practice award ceremony, provided all the requested documents and details have been submitted.

## 7. OTHER CONDITIONS

### 7.1. Use of the prize

Award recipients of the CREAT4MED Best Practice Awards are expected to utilize the monetary



prize to strengthen their capacities and amplify their influence within the cultural and creative industries in the Southern Mediterranean. Each candidate has been requested to submit a proposal for the use of each prize, and these proposals have been published together with the Best Practice Voting Form. Prize recipients will be encouraged to implement the proposed activities in the 6 months following the award of the prize. Before the end of 2024 they will be requested to submit a testimony and evidence on the impact of the prize in the months following its award. Supporting evidence must comply with the visibility requirements set out in article 7.2.

## **7.2. Publicity — Promoting the prize — Visibility of EU funding**

### 7.1.1. Publicity by the winner(s)

Winners of the CREAT4MED Best Practice Award or the Distinction Award must promote the prize and its results through their main communication channels. Any communication activity related to the prize (including in electronic form, via social media, etc.) must include at least the CREAT4MED logo and the EU emblem.

### 7.1.2. Publicity by the project

CREACT4MED and the European Commission may use, for their communication and publicising activities, information relating to the Best Practices, as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form) or taken during any CREAT4MED event, including the Best Practice Award Ceremony.

The project will publish the name of all the Award winners, their origin, the amount of the prize and its purpose.

## **7.3. Conflict of interests**

Competition candidates, voters and evaluation committee members must take all measures to prevent any situation where the impartial and objective award of the prize is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

They must inform the project managing team without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

The project may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

## **7.4. Processing of personal data**

Personal data of the participants of this competition and individuals participated in any of the evaluation stages, including the public vote, shall be collected and processed pursuant to the law in force. Personal data collected through the competition process will be processed by CREAT4MED only for the purpose of selection of Best Practice Award beneficiaries. CREAT4MED may use a data processor, fully compliant with the principles of the GDPR and ensuring the safety and confidentiality of data. Personal data shall be kept, under the scope of the program, for a period of 7 years, after which they will be erased. Award candidates and voters have the right to access to their personal data, right to rectification, right to erasure, right to restrict processing, right to data portability and the right to object. Any queries concerning the processing of their personal data shall be addressed to the Euro-Mediterranean Economists Association at [info@euromed-economists.org](mailto:info@euromed-economists.org)

#### **7.5. Liability for damages**

CREACT4MED cannot be held liable for any damages.

#### **7.6. Checks, audits and investigations**

CREACT4MED, the EU Commission, the European Anti-Fraud Office (OLAF) and the European Court of Auditors may carry out checks, audits and investigations in relation to the prize.

#### **7.7. Withdrawal of the prize — Recovery of undue amounts**

CREACT4MED may withdraw the prize after its award and recover all payments made, if it finds out that:

- 1) false information, fraud or corruption was used to obtain it
- 2) a winner was not eligible or should have been excluded
- 3) a winner is in serious breach of its obligations under these Rules of the Competition.

#### **7.8. Clarifications and complaints**

Any requests for clarification or complaints against the selection process must be submitted by the concerned applicant to [creact4med@euromed-economists.org](mailto:creact4med@euromed-economists.org) no later 5 calendar days after the communication to applicants of the Call results. The email should indicate the name of the applicant, the object of the complaint and evidence of the alleged breach. Complaints will be examined by the Regional Evaluation Committee based on the information provided, which will inform the applicant of the decision taken within the following 10 working days.

#### **7.9 CONTACT**

In case of any questions, please contact [Kirsty.fairhurst@euromed-economists.org](mailto:Kirsty.fairhurst@euromed-economists.org) and [creact4med@euromed-economists.org](mailto:creact4med@euromed-economists.org)