

WeMed Award 5th Edition

WHAT IS THE WEMED AWARD?

The WeMed Award is a flagship initiative of the Mediterranean Strategy for Sustainable Development (MSSD), launched by MedWaves under UNEP/MAP.

It recognises outstanding entrepreneurs and sustainable business models delivering environmental, economic, and social value across the Mediterranean region.

Beyond rewarding excellence, the WeMed Award promotes the replication and scalability of eco-innovative solutions, strengthening the Mediterranean ecosystem of green "Switchers."

The 5th Edition of the WeMed Award will **open on the 1st of July and applicants will have 30 days to submit their proposals.**

Winners will be announced in a high-level awarding ceremony, on the 2nd of November 2026, in Barcelona.

The WeMed Award in Numbers

- The **5th Edition of the WeMed Award** focuses on the nexus between **green and social innovations**
- The 4th Edition focused on Sustainable Blue Economy
- Past editions have covered: Green Entrepreneurship, Circular Textile & Fashion and Green Business Support Ecosystems

5th

Edition in 2026

200+

Applications received

15

Winners recognised

€157K

Awarded in prizes

22

Mediterranean countries

6M

Social media users reached



WHO CAN APPLY?

The 5th Edition of the WeMed Award is opened to early- and growth-stage “Sustainable Business Models” as defined within the decision IG.25/18, adopted by the Conference of Parties of the Barcelona Convention in Antalya in 2021:

“Based on the interdependency between the environment, society and economy, a sustainable business provides innovative viable products and services contributing to green, circular, socially inclusive, carbon-neutral and toxic-free economies by:

1. creating ecological value and/or safeguarding biodiversity and natural regeneration cycles (addressing environmental challenges, including climate change and/or reducing environmental impacts), as well as social value (addressing social needs), and
2. by applying eco-innovation, life cycle thinking (including eco-design) and system thinking approaches.”

WeMed Award – Edition Highlights

EARLY STAGE

€20,000

CASH PRIZE

Support for start-ups & early ventures
integrating eco-innovation into viable business
models

GROWTH STAGE

€20,000

CASH PRIZE

Support for scaling companies (3–10 yrs) with
proven sustainable business models

The Award's Evaluation Criteria

- The business model addresses ecological challenges and reduces environmental impacts. It is a good example of resource efficiency, energy efficiency and productivity. Eco-innovation, product or service life cycle assessment and eco-design, among others, it contributes to pollution prevention, resource saving and a sustainable lifestyle for consumers.
- The sustainable business model addresses social needs, empowers communities and works in a network.
- Have a profitable business model, in accordance with its economic results and its own viability.
- Be an entity that is legally constituted in the eligible geography on the Switchers Fund (EU Regions with a GDP <70% of the EU's average; Albania, Bosnia and Herzegovina, Egypt, Lebanon, Montenegro, Morocco, Palestine, Tunisia, Türkiye)
- Be a corporate or cooperative entity, or a self-employed natural person, with a maximum of 250 employees or members. The joint participation of self-employed workers will also be accepted.

- For category A.1 (Business at Early stage): Be operational and have started the business a maximum of 3 years ago. Its business model can show potential environmental and social benefits.
- For category A.2 (Business at Growth stage): Be fully operational and have started the business between 3 and 10 years ago. In the event of a change of business model to a sustainable one, those with more than 10 years of existence will also be accepted. Its business model can show quantifiable environmental and social benefits.
- Having marketed a manufactured product or a service, in exchange for financial compensation.

DESIRABLE CRITERIA

- The business model has an equitable and gender inclusive working system and governance, offers decent working conditions or applies a fair cooperative business model or freelance services.
- The business model has a potential for replicability and scaling-up.

TIMELINE

MAY

PREPARATION

Branding materials, call preparation
communication, toolkit,
microsite setup

JUNE

LAUNCH

Official award
announcement, social
media campaign launch,
application opening

SEPTEMBER

SELECTION

Finalist shortlisting,
ceremony
communications,
media outreach

NOVEMBER

CEREMONY

Finalist promotion,
event dissemination,
award ceremony with
live coverage

Not just an Award

- Entrepreneurs receive a technical and financial support through the Switchers Support Programme and the Switchers Fund
- Entrepreneurs are connected to a Mediterranean Community of changemakers to jointly advocate for a more just and greener Mediterranean
- Entrepreneurs co-create awareness-raising campaigns to promote social and circular economy



#ChangeMakers

WEMED CHAMPIONS



**GREEN
FASHION
EGYPT**



**GRADE A+
LEBANON**



**RIFÓ
ITALY**



**IRWISE
TUNISIA**



**CHITELIX
TUNISIA**



**ECOPROD
MOROCCO**

www.wemedaward.org