

ARLEM Award "Young local entrepreneurship in the Mediterranean"

Our four finalists – a success story



They are under 35 years of age and are headquartered in a country on the three shores of the Mediterranean. They are highly innovative and have an impact on the community. They have an impact on job creation and respect workers' social rights... These and more eligibility and selection criteria were used in the award for "Young local entrepreneurship in the Mediterranean", which was launched for the first time ever in October 2018. The award has turned out to be a highly successful initiative, which illustrates the emphasis placed by ARLEM on stimulating local business, supporting young people and encouraging collaboration between local public authorities and the private sector.

24 applications from enterprises acting in diverse fields from 8 different countries were received and assessed by the evaluation committee. Chaired by the Committee of the Regions and composed of members of various international institutions or associations with undeniable expertise in the field of entrepreneurship, this evaluation committee operated on an excellent partnership basis to make this award a success – mobilizing their wide networks to disseminate the initiative across the Mediterranean.

Four candidates, excellent in their respective fields and outstanding with regard to the selection criteria, were shortlisted in the award:

Mr. Ibrahima DIOP from Mauritania

Mr. Diop's company, Ets Al Baraka Delice, produces and commercializes biscuits.

In Mauritania over 90 % of food is imported. His start-up gives his community access to locally produced food that is healthier, of better quality and at a lower price than imported food. Besides, his company recruits and trains young people who are not educated and who then become marketing agents and production agents of the startup. Mr Diop's application was supported by the Sebkhia Municipality.

Mrs. Najwa SHUKRI from Libya

Mrs. Shukri's company, Zimni Jdeed, produces clothing for all uses, with designs inspired by the traditional Libyan heritage.

Having started as a co-project with her brother, the company now employs six female employees and aims to train and employ as many women as possible. Mrs Shukri's goal is to create a working environment that suits the specificities of women in Libyan society. The company Mrs Shukri's application was supported by the Tripoli Municipality.

Mr. Hanan LIPSKIN from Israel

Mr. Lipskin's company, LIBI - Lipskin-Yaacobi-Budkov Innovation LTD, developed the app "Keepers".

This app helps parents monitor possible cyberbullying, paedophilia, sexual exploitation and other problems involving children on the internet. Keepers tracks suspicious and abusive content messages on children's smartphones and social media platforms (Facebook, WhatsApp, SnapChat etc.), alerting

the parents in real-time if their child is being threatened. Mr Lipskin is a beneficiary of a grant from the Jerusalem Municipality.

Mr. Ido LEVY from Israel

Mr. Levy's start-up, Rehapp LTD, created the artificial intelligence (AI) platform "SafeMode", which aims at reducing road accidents.

SafeMode is part of a project by Ashdod Municipality. It profiles driver behaviour using Big Data and AI algorithms based on Behavioural Economics Techniques and provides live feedback for drivers about their behaviour. The company operates in several aspects of driving, such as driving style, smartphone usage, physical and cognitive condition. Rehapp LTD already employs 19 people, all of whom get shares in the company, so that they can be a part of its success.

Discover during the ARLEM Plenary in Seville which of those four shortlisted candidates is the winner of the 2019 ARLEM award!