

THE MONACO OCEAN PROTECTION CHALLENGE AWARDS 3 NEW BUSINESS CONCEPTS FOR OCEAN PRESERVATION !

– 7th edition –



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On Wednesday June 19th, the three winners of the Monaco Ocean Protection Challenge (MOPC) were awarded by HSH Prince Albert II of Monaco during the Grand Finale at the Oceanographic Museum, in the presence of many distinguished guests. This international competition, co-organized by the International University of Monaco, the Oceanographic Institute, Prince Albert I of Monaco Foundation, Monaco Impact and the Prince Albert II of Monaco Foundation, gathered more than 90 students and young entrepreneurs from all around the globe. This international competition, targeting students and young entrepreneurs, aims to concretely support the creation and development of start-ups capable of demonstrating a positive impact on the preservation of the Ocean in the short or medium term.

The hundred-odd participants from 24 universities and representing about 25 nationalities (US, Canada, Deutschland, Sweden, Italy, France...), worked from mid-January to the end of April 2024 on a business plan for presenting their new business concepts for a more sustainable ocean.

Overall, 40 projects were submitted, and after two selection stages, 6 of them were selected for the Grand Finale divided into the "Students" and "Start-ups" categories. Like a pitch competition, the finalists were invited to present and defend their project, by delivering a speech on the stage of the Conference room of the Oceanographic Museum, in order to convince the jury members.

This Grand Finale ended with a networking cocktail where the finalists and winners were able to interact with the guests, namely enterprise's stakeholders.

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AND THE WINNERS ARE...

After an afternoon of presentation in the presence of the public, followed by the jury's deliberation, the three winners were rewarded by HSH Prince Albert II of Monaco who declared: *"I want to thank the candidates whose inventiveness and spirit have made a huge difference within this competition. This spirit and the incredible responsibility that we have towards our planet and more importantly in the marine environment are often overlooked and neglected and are victims of the excessive human activity, so we thank you for your input in trying to find the best solutions for it"*.

« Students » category

Open to undergraduate and graduate students of any specialization, or recent graduates, from business schools, engineering, science, design or arts, communication, etc.

- **2024 winner: NEMA** (University of the Côte d'Azur; nationality of project leaders: American) - An innovative supplier of blue energy, which transforms marine mechanical energy (waves and currents) into a sustainable and reliable system producing electricity.

- **Awards:**

- Two checks of €1000, offered by CFM Indosuez Wealth Management and Inalve;
- Half a day of freediving initiation for each member of the team, offered by the BLUENERY ACADEMY;
- A photograph of Greg Lecoeur, offered by its author.

« Start-ups » category

Open to all entrepreneurs who are creating or have created a business after 2022.

- **2024 winner: INNOV&SEA** (Company registered in France) - An innovative and eco-responsible in vitro ecotoxicity test to help formulate products that are more respectful of the marine environment, founded within the Research Institute on Cancer and Aging of Nice (IRCAN).

- **Awards:**

- An "Accelerator Program: Investment Ready Service" (support for business creation) (worth €7,000) and a "Virtual Spotlight Event", offered by White Castle Partners;
- A check of €5,000, offered by Monaco Impact;
- checks of €1000, offered by CFM Indosuez Wealth Management and Inalve;
- Half a day of introduction to freediving for each member of the team, offered by the BLUENERY ACADEMY;
- A day of freediving initiation, offered by Pierre Frolla.

« Coup de Coeur » Award

- **2024 winner: AQUA** (International University of Monaco; nationalities of project leaders: German and American): Harnessing cutting-edge drone technology and artificial intelligence to clean the oceans, thus guaranteeing a more sustainable future.

- **Awards:**

- A check of €2,000, offered by CFM Indosuez Wealth Management;
- The opportunity to present the project to the Executive Committee of CFM Indosuez Wealth Management in Monaco.

Each winner was awarded with a trophy in the form of an artistic work specially created for the Grand Finale of the MOPC 2024 and made from recycled materials by the jewelry designer Alberto Domenico Vitale, general director of Vitale 1913 Monte-Carlo, committed to the preservation of the Ocean and sustainable trade since 2014.

THE MONACO OCEAN PROTECTION CHALLENGE : WHY ?

The Monaco Ocean Protection Challenge aims to concretely support the creation and development of start-ups capable of demonstrating a positive impact on the preservation of the Ocean in the short or medium term.

One of the objectives of the competition is to support the winners in the advancement or realization of their professional project, by providing them with advice and support by allowing them to benefit from contacts and networking opportunities within the professional networks of partner companies, in particular those working in the incubation, acceleration or financing of start-ups.

SUCCESS STORY!

The company Ittinct, winner of the competition in 2021, develops insect-based feed for aquaculture to reduce dependence on fishmeal made from wild fish. Thanks to the visibility offered by the MOPC, the company was able to raise 1.5 million euros and aims to raise an additional 4.5 million euros in 2024, with two objectives, producing 500 tonnes of food and consolidating its range of products. A success story in progress for this young blue economy company!

CFM INDOSUEZ WEALTH MANAGEMENT, main partner of the Monaco Ocean Protection Challenge:

A leading banking institution and pioneer of responsible finance in Monaco, CFM Indosuez Wealth Management has joined the circle of companies supporting the Monaco Ocean Protection Challenge in 2023. In addition to the financial support provided to the initiative, CFM Indosuez Wealth Management offers the lucky winner of the "Coup de Cœur Award" a check for €2,000 as well as personalized support in their business creation process, thanks to advice and help in finding financing. CFM Indosuez Wealth Management is also offering a check for €1,000 to the winner of the student category.

About the organizers:

THE INTERNATIONAL UNIVERSITY OF MONACO (IUM)

The IUM aims to prepare new generations of Managers and Entrepreneurs for the challenges of the world of today and tomorrow: the major themes of "Entrepreneurship / Intrapreneurship," innovation / digital transformation, and social and environmental responsibility are integrated into all of its "Bachelor," "Masters" and "MBA" programs.

THE OCEANOGRAPHIC INSTITUTE, PRINCE ALBERT I OF MONACO FOUNDATION

The Oceanographic Institute, Prince Albert I of Monaco Foundation, a foundation recognized as being of public utility, has the mission to promote knowledge, love and protection of the Ocean. It contributes to a sustainable relationship between Humanity and the Ocean by promoting political, social, technological and economic transformations guided by science.

MONACO IMPACT

Monaco Impact aims to promote the image of Monaco as the global center of philanthropy and social impact investment. As part of this agreement, Monaco Impact is sponsoring a competition involving IUM students by rewarding the best project aimed at developing social media tools in order to attract and raise awareness among Generation Z on the importance of protection. oceans.

THE PRINCE ALBERT II OF MONACO FOUNDATION

The Prince Albert II of Monaco Foundation aims to respond to the worrying threats weighing on our planet's environment. It works to protect the environment and promote sustainable development on a global scale. The Foundation supports the initiatives of public and private organizations in the fields of research, technological innovation and practices conscious of social issues. The Foundation finances projects in three main regions and focuses its actions on three main areas.

ANNEXES

Presentation of the 6 finalists:

Student category:

- **AQUA (International University of Monaco; nationalities of project leaders: German and American):** Harness cutting-edge drone technology and artificial intelligence to clean the oceans, thus guaranteeing a more sustainable future.
- **NEMA (University of the Côte d'Azur; nationality of the project leaders: American):** An innovative supplier of blue energy, which transforms marine mechanical energy (waves and currents) into a sustainable and reliable system producing electricity.
- **REEFLIFE (International University of Monaco, Mines Paris; nationalities of the project leaders: German, Swedish, French):** An educational and interactive simulation game designed to raise awareness and engage in the preservation of coral reefs by making players aware of the biodiversity of coral reefs, their roles in the marine environment and the challenges linked to their conservation.

Start-Ups category:

- **EVERSEA (Company registered in France):** An online platform to connect different stakeholders, encourage project financing, facilitate obtaining certified carbon credits and provide access to tools and methods for measuring marine ecosystems.
- **INNOV&SEA (Company registered in France):** An innovative and eco-responsible in vitro ecotoxicity test to help formulate products that are more respectful of the marine environment, founded within the Cancer and Aging Research Institute of Nice (IRCAN).
- **LELE ARTLAB (Company registered in the United States):** An initiative to empower young people to act for a sustainable future, by bringing together art, science and design to reinvent environmental learning.

About the members of the final jury:

- **Mr. Vincent Thomas**, Deputy General Manager of CFM Indosuez Wealth Management
- **Mr. Bertrand Charron**, Global Director of Research & Insights of Aquaculture Stewardship Council (ASC)
- **Ms. Véronique Raoul**, Chief Executive Officer, Inalve
- **Ms. Sylvie Lienhart**, Steering Committee of Mediterranean Competitiveness Cluster, Officer in the Order of Maritime Merit
- **Ms. Birgit Liudden**, Founder and CEO of the Ocean opportunity Lab, Oslo

With the support of:

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