



GreenUp Morocco

Call for application

1. WHY THIS PROJECT

The key to a thriving and sustainable future for Africa lies in the innovative thinking of its youth. A future where universal access to energy is a reality that can be achieved by empowering young talents, innovators, entrepreneurs, and start-ups with opportunities and a platform to voice their ideas.

In pursuit of this objective **the Ministry of Energy Transition and Sustainable Development and RES4Africa in partnership with UM6P and with contributions from ENEL Foundation, are launching an Open Call for the 2025 Batch of "GreenUp Morocco".**

The overarching goal of is to **support and scale up renewable energy-focused businesses within the Moroccan startup ecosystem**. This involves assisting innovative business ideas from **both aspiring and established entrepreneurs** in the Moroccan Energy Transition and Sustainable Development sector, fostering the development and expansion of their enterprises.

Under this initiative, **young innovators are invited to submit innovative business proposals, ranging from new ideas to on-going projects. We will select up to 10 startups/entrepreneurs**, that include a comprehensive package of services, encompassing Mentoring & Coaching, Networking & Visibility, Fundraising, and various other activities (Please note that all activities and services will be delivered in either English or French, depending on the specific activity).

Visibility is identified as a pivotal asset for startups, attracting customers, employees, and potential investors. Leveraging our extensive global recognition, selected entrepreneurs and start-ups will have the opportunity to participate in conferences, meet & greets, speak in panel discussions, and partake in site visits organized by our esteemed partners.

2. YOUR STARTUP, OUR MISSION

We welcome applications from **Moroccan and other African entrepreneurs and professionals, particularly those whose startups operate in Morocco and are willing to participate in in-person activities**. We place a strong emphasis on Entrepreneurship and Renewable Energy solutions.

In essence, we welcome proposals that foster innovation through the perspective of start-ups and entrepreneurial ventures in the **dynamic field of the energy transition and sustainable development**, with particular focus in the following fields:

- Renewable Energy
- Green technology;
- Renewable Energy solutions manufacturing;
- Innovative business models;
- Grids

- Water-Energy Food Nexus,
- Circular Economy
- Digitalisation
- Storage
- Mobility
- Other relevant aspects of the energy transition

3. WHAT THE PROGRAM OFFERS

This incubation program offers an intensive and hands-on journey for early-stage startups working in renewable energy, sustainability, and digital transformation. Designed to equip entrepreneurs with the skills, tools, and connections needed to scale their ventures, the program kicks off with a high-impact, in-person launch event. Participants take part in expert-led workshops, peer learning sessions, and community-building activities that lay the groundwork for collaboration and strategic growth.

Throughout the program, selected startups benefit from structured mentoring and personalized coaching. Each team is matched with an experienced mentor who supports them in refining their business model, setting strategic goals, and navigating key challenges. **In addition, startups gain on-demand access to a pool of specialized coaches covering a wide range of topics, including business development, legal and regulatory frameworks, circular economy, digitalization, and fundraising.**

Delivered in partnership with UM6P, the program also provides access to a suite of high-value resources. Startups can connect with potential corporate partners and investors. Participants also benefit from physical infrastructure such as premium coworking space, Fablab facilities, and living labs on the UM6P campus—ideal for prototyping, testing, and validating innovative solutions.

In the final growth stage, the program focuses on investment readiness and market access. **Up to four intensive bootcamps are held in person, preparing startups to pitch effectively and engage with potential investors.**

The journey concludes with a Demo Day: a high-profile event where startups present their progress and connect with investors, industry leaders, and ecosystem stakeholders. This marks a strategic opportunity to gain visibility, secure funding, and unlock new partnerships.

4. FINANCIAL BOOST FOR YOUR STARTUP

As an integral component of the program, entrepreneurs will gain access to a monetary or in-kind contribution aimed at expediting their innovation and development cycles. This contribution prioritizes the creation of new products, enhancements to existing products, and exploration of new market opportunities.

The total amount available for contribution is €50,000.

At the beginning of the program, each startup will receive an entry token of €2,000.

At the end of the program, the **four startups with the best performance** could be awarded further prizes:

1. €12,000 for the top performer,

2. €9,000 for the second best,
3. €5,000 for the third best,
4. €4,000 for the fourth best.

This dedicated fund is designed to provide crucial financial support to the most **promising entrepreneurs and startups that demonstrate significant potential and growth prospects by the conclusion of the program.**

5. WHERE THE PROGRAM TAKES PLACE

Some of the activities will be online and in presence activities will be conducted within UM6P premises in Benguerir, Morocco.

6. WHAT WE ARE LOOKING FOR

To be selected and evaluated, applicants must meet the following eligibility criteria:

- Entrepreneurs must be between 18 and 39 years old
- The solution should target the Moroccan market and the startup must be willing to register in Morocco, unless it is already registered there.
- Ownership: to be eligible, either the entrepreneur must reside or study in Morocco, or the startup must be registered there.
- The startup must operate in the renewable energy and sustainable development sector: specifically in the following sub-sectors: technology, manufacturing, digitalisation, new business models, Water-Energy-Food Nexus, circular economy, storage, e-mobility, and clean cooking.
- The entrepreneur must have working knowledge of English and French

Eligible applications will be evaluated based on the following criteria:

- Have at least one prototype
- Relevance of the problem/need identified and ability to impact the renewable energy and sustainability while fostering access to energy, job creation, poverty alleviation, gender equality, and economic growth.
- Innovation of the enterprise's solution.
- Financial feasibility and solidity of the business model.
- Market size, scalability, and replicability of the solution.
- Ability to demonstrate the business case, value proposition, and competitive advantage of the enterprise.
- Predisposition of the entrepreneur to be self-driven, resilient, committed and available for mentoring and coaching activities.

Partners promote gender balance in the selection of participants; therefore, **women applicants are highly encouraged to participate.**

Groups of work are also considered eligible. The composition of the group of work should be clearly indicated with name and contacts of all members of the group.

Each applicant cannot submit more than 1 application as single applicant or as member of a group of work.

7. HOW TO APPLY

All information is available on <https://www.mem.gov.ma/Pages/index.aspx> and <https://www.res4africa.org/>. The evaluation of applicants will be completed only for applicants providing the following documents:

1. **Complete the Online Standard Application form**, properly completed in all its parts, mandatory.
2. Please note that the form should contain all the following information:
 - **Name of association/entity/start-up (for registered organization); name of entrepreneur (for single entrepreneur application); name of team leader and members (for group application).**
 - **CV of the lead applicant (.doc or .pdf, mandatory).**
 - **Identification Document (mandatory).**
3. Evidence or example of **your idea/business**.

All documents must be provided in English.

For any doubts/clarifications please contact: giovanni.formicola@res4africa.org and o.kassaoui@mem.gov.ma

8. HOW WE SELECT STARTUPS

All applications will be assessed according to the following steps:

- An **administrative check** of application will be carried out. If the examination of the application reveals that it does not meet the requirement stated as listed in detail in section 6 **the application will be excluded automatically.**
- Applications resulted in line with the administrative check will be evaluated by a **Selection Committee** composed by representatives of the program. The Selection Committee will identify a subset of applications that may undergo interviews with representatives of the committee. These interviews will serve as a crucial step in the final selection process to determine the ultimate participants.

9. TIMELINE FOR THE SUBMISSION OF THE APPLICATION

The deadline for the submission of **application form** is **23:59 of the 31st of August, Central European Time.**

The applicants are advised not to wait until the last day to submit their application and proposal, in order to avoid last minutes constraint due to Internet traffic, electricity faults and other potential issues. Program Partners will not be responsible for any delay due to such afore-mentioned difficulties and any application received after the deadline will be automatically rejected.

TENTATIVE TIMELINE FOR APPLICANTS (*)	
Publication of the Call for application	15th of July 2025
Deadline for Application submission	31st of August 2025
Notification of the Winner Applicants	6th of October 2025
Kick-Off	20th of October 2025

(*) this timetable may be subject to adjustments to be communicated to applicants

Apply Now: [GreenUp Morocco Application Form](#)