



RULES OF CONTEST (ROC)- 2025

PRIMA WOMAN GREENING FOOD SYSTEMS AWARD IN THE MEDITERRANEAN REGION



PRIMA Partnership
www.prima-med.org



EUROPEAN PARTNERSHIP

Co-funded by the
European Union



1. THEME PRIMA Award

1.1 Objectives pursued

PRIMA's "**Woman Greening Food Systems Award in the Mediterranean Region**" recognizes and celebrates the outstanding contributions of Mediterranean women in promoting sustainable and resilient food systems. The prizes are to recognize and uplift women's essential role in innovating and transforming sustainable food systems in the Mediterranean region. The award intends to spotlight these women and their initiatives, aiming to augment visibility and thus empower women across the region to continue their significant contributions toward the future of sustainable and resilient food systems. Beyond this, the award is envisioned to foster further innovation within green food systems and advance gender equality within the food systems sector.

1.2 Expected Results

With this award, PRIMA aims to champion significant strides led by women in driving positive change within the food and agriculture sector in the Mediterranean Region.

2. PRIZE AMOUNT(S):

PRIMA will award two winners with a recognition prize of EUR 10 000 each.

In addition, PRIMA will promote the winners further by inviting them to provide testimony at other significant events.

3. DEADLINES & ADMISSIBILITY

Launching the Award:	08 April 2025
Opening of the submission:	15 June 2025
Closing date for submission:	15 July 2025 at 17:00:00 CET¹
Awarding Ceremony	4th Quarter, 2025

Joint applications by a group of participants are admitted. In this case, the participants must appoint a female as 'Lead Contestant' to represent them towards PRIMA. The participants will be jointly responsible and must all fulfil and respect the conditions in these Rules of the Contest.

The Lead Contestant must submit applications at the following link: <https://prima-med.org/woman-greening-award/>

Applications must be readable, accessible and printable. Incomplete applications may be considered inadmissible if essential elements are missing (see Section 10.2 of the WP2025 - *Other actions not subject to calls for proposals: PRIMA Award 2025*: <https://prima-med.org/documents-reports/>)

The applications must be created by the Lead Contestant and consist of two main parts:

- Part I: the Administrative Data (to be filled directly on the Electronic Submission System-ESS, and to be uploaded as pdf to the ESS using Part I template) and

¹ Central European Time = Barcelona local time



- Part II is the Application Form, which describes the green solution. The page limit for your prize application (Part II) is a **maximum of 10 pages and must be uploaded as a PDF**.

All templates, Part I (Administrative data) and Part II (Application form) are available on the PRIMA website: <https://prima-med.org/documents-reports/>.

NON-COMPULSORY: If the participants have previously created audiovisual material (e.g., a video) that reflects how they used the research results to create societal benefits, they may include an online link to this video (max 90 seconds). The video will not be evaluated as part of the application, but PRIMA may use it to communicate and publicize.

By article 8.2.2. of Rules of Contest, participants can include this link under the section 'Other Information' in the Template Part II. This is NOT a compulsory requirement.

4. ELIGIBILITY

4.1 Eligibility criteria

The contest is open to women and/or legal and/or groups of legal entities (i.e. natural or legal persons, including international organisations) led by women. The contestants for the PRIMA prizes could be:

- a woman established in the PRIMA Participating States, (PS)² or
- a legal entity led by a woman established in a PRIMA Participating State (PS), or
- a group of legal entities led by a woman established in at least one PRIMA Participating State (PS).

The demonstrated practices must be implemented in the Mediterranean Region at one of the PRIMA PS.

Prizes will not be awarded to teams including employees of PRIMA or serving on one of the PRIMA advisory committees (Scientific Advisory Committee) or Governing boards (Board of Trustees and Steering Committee).

Please also be aware that participants that have already received an EU or Euratom prize cannot receive a second prize for the same activities.

4.2 Exclusion criteria

Participants will be excluded if they (or one of them):

- A) are subject to an administrative sanction (i.e. exclusion)³
- B) are in one of the following situations⁴:

² PS are considered the following EU Member States (MS): Bulgaria, Croatia, Cyprus, France, Germany, Greece, Italy, Luxembourg, Malta, Portugal, Spain, Slovenia, including the Overseas Countries and Territories (OCT) linked to these Member States; the following third countries associated with Horizon Europe (AC): Israel, Tunisia, and Türkiye ; the following Third Countries not Associated with Horizon Europe (TC): Algeria, Egypt, Jordan, Lebanon, and Morocco under the condition that these countries update their scientific and technological agreements with EU setting the conditions of their participation in PRIMA. Applicants established in Algeria, Egypt, Jordan, Lebanon, and Morocco may participate in the call and shall be eligible to receive a prize, provided that the respective third country has updated its scientific and technological cooperation agreement with the European Union to reflect the conditions for participation in the PRIMA partnership at the time of the award decision.

³ See Articles 131(4) and 106(1) Financial Regulation.

⁴ See Articles 138(2) and 106(1), 107 of the Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 218, 26.10.2012, p.1). 4



- bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
 - declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts)
 - found guilty of grave professional misconduct⁵ by a final judgment or decision (including persons having powers of representation, decision-making or control)
 - convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control)
 - shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making or control)
 - found guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95 (including persons having powers of representation, decision-making or control)
- C) have misrepresented information required for participating in the contest or fail to submit such information
- D) were involved in the preparation of the prize documents and this entails a distortion of competition.

Contestants must:

- E) have no conflict of interests in connection with the prize; a conflict of interests could arise in particular as a result of economic interests, political or national affinity, family, emotional life or any other shared interest;
- F) inform the PRIMA partnership, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests;
- G) have not been granted, and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the prize;

5. AWARD CRITERIA

The PRIMA Prize will be awarded to the entry(ies) that best addresses the following cumulative criteria:

Innovative Solutions for Greening Food Systems:

Demonstrated implementation of innovative solutions and practices proposed and led by women, specifically aimed at greening food systems in the Mediterranean region. This includes, but not limited to, pioneering approaches in agriculture, food production, and waste reduction that prioritize environmental sustainability, biodiversity conservation, and resource efficiency.

Evidence of Impactful Implementation:

Evidence of tangible outcomes resulting from the implementation of proposed solutions, showcasing measurable improvements in sustainability, resilience, and inclusivity within the food and agriculture sector. This could include quantifiable metrics such as reductions in carbon emissions, improvements in soil health, increased biodiversity, or enhanced food security and nutrition outcomes. It is essential to quantify the

⁵ Professional misconduct includes: violation of ethical standards of the profession, wrongful conduct with impact on professional credibility, false declarations/misrepresentation of information, participation in a cartel or other agreement distorting competition



outcomes via measurable key indicators (for instance, number of beneficiaries and end-users, percentage of efficiency improvement....).

Women Empowerment for Green Food Systems:

Active engagement and empowerment of local communities and stakeholders, facilitated by women, in decision-making processes and project implementation specifically within the context of greening food systems. This involves fostering inclusive participation, ensuring equitable access to resources, providing opportunities for capacity building, and promoting leadership roles for women and marginalized groups in initiatives aimed at enhancing the sustainability and resilience of food systems.

6. DOCUMENTS

The mandatory supporting documents are set out in the application form.

Participants may be asked at a later stage for further documents (for legal entity validation, bank account validation, ethics review, declaration of honour on exclusion grounds, etc).

7. PROCEDURE

Each eligible application is evaluated remotely by independent experts who carry out a technical evaluation based on the criteria mentioned above.⁶

Each evaluator prepares an individual evaluation report, which includes comments and scores for all evaluation criteria.

The Jury members meet in a panel to discuss and rank the applications and select the best/highest-ranked four applications (shortlisted) with the highest scores to be invited for an interview (the interview will be mandatory).

Since the prize will be awarded to **only two winners**, the interviews will serve to determine and confirm the two best-ranked proposals to be selected.

In the event of a tie (ex-aequo) following the interviews, the Jury shall apply the following prioritization criteria, in order:

- a) Place of Establishment: Preference will be given to applicants established in Mediterranean Partner Countries (MPCs).
- b) Applicant's Age: Priority will be given to younger applicants.
- c) Private Sector Participation: Preference will be given to applicants working in the private sector

The amount awarded to each of the winners will amount to EUR 10.000

The pre-selection Jury will evaluate each application against the three award criteria and score them as follows (half marks are possible, decimals are not).

Criterion	Threshold	Maximum points
1. Innovative Solutions for Greening Food Systems	3	/5
2. Evidence of Impactful Implementation:	3	/5
3. Women Empowerment for Green Food Systems:	3	/5
Total	9	[/15]

⁶ Article 30 of the Horizon Europe Regulation (EU) 2021/695 and the Rules for Participation in Horizon Europe outline the process for awarding prizes for research and innovation

For applications with the same score, the pre-selection Jury will determine a priority order according to the following approach: The score for the criterion No 3 will be given a weight of 1.5.

On the basis of the evaluation by the Jury, PRIMA will decide on the award of the prize. If two or more applications tie for the first rank, the price will be equally divided and awarded to all.

All participants will be informed of the outcome of their application in the 4th Quarter of 2025.

8. 8. OTHER CONDITIONS

8.1 Payment arrangements

The prize money (equal to EUR 10.000) will be paid to the Winner(s) in one instalment after the award ceremony by bank transfer, provided all the requested documents have been submitted.

8.2 Publicity — Promoting the prize — Visibility of EU funding

8.2.1 Publicity by the winner(s)

Both the finalist(s) and winner(s) must promote the prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Unless PRIMA requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

(a) display both PRIMA logo and the EU emblem and

(b) include the following text:

"This action/activity/person has been awarded the PRIMA Award "Woman Greening Food Systems Award in the Mediterranean Region" supported by the EU Horizon Europe funding programme for research and innovation".

When displayed together with another logo, the EU emblem and PRIMA logo must have appropriate prominence.

For the purposes of their obligations, the finalist(s) and winner(s) may use the PRIMA and EU emblem without first obtaining approval from PRIMA

This does not, however, give it the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

8.2.2 Publicity by PRIMA

PRIMA may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form).

PRIMA will publish the name of both the finalist(s) and the winner(s), their origin, the amount of the prize and its nature and purpose — unless they have requested to waive this publication (because disclosure risks threatening its security and safety or harm its commercial interest).

Photos and videos taken by PRIMA either in preparation of the award ceremony or during the award ceremony are the sole property of PRIMA.



8.3 Dissemination and exploitation of results

The winner(s) must comply with the dissemination and exploitation obligations set out in Article 39 of the Horizon Europe Regulation (EU) 2021/695, which outlines the requirements for the exploitation and dissemination of project results.

For detailed guidance and best practices, please refer to Article 17 of the Horizon Europe Model Grant Agreement, which provides comprehensive information on these obligations. Contestants must refer to the specific version of the PRIMA Model Grant Agreement available on the PRIMA website at the time the award is communicated.

8.4 Processing of personal data

8.4.1 Processing of personal data by PRIMA

All personal data generated within the framework of this contest will be processed in accordance with [PRIMA's privacy policy](#) and the General Data Protection Regulation (GDPR) (EU) 2016/679.

All ~~finalist(s)~~ and ~~winner(s)~~ consent that PRIMA publish the following information:

- name
- PS of origin (address)
- their activities in relation to the award of the prize (via the summary for publication they provided)
- prize amount in whatever form and medium.

8.4.2 Processing of personal data by the participants

The participants must process personal data in compliance with applicable EU and national law on data protection (including authorisations or notification requirements, if any).

8.5 Ethics

The activities must be carried out in compliance with:

- (a) ethical principles (including the highest standards of research integrity) and
- (b) applicable international, EU and national law.

No prize will be awarded for activities carried out outside the EU, if they are prohibited in all Member States.

The participants must ensure that the activities have an exclusive focus on civil applications.

The participants must ensure that the activities do not:

- (a) aim at human cloning for reproductive purposes
- (b) intend to modify the genetic heritage of human beings which could make such changes heritable (with the exception of research relating to cancer treatment of the gonads) or
- (c) intend to create human embryos solely for the purpose of research or for the purpose of stem cell procurement, including by means of somatic cell nuclear transfer.



The participants must respect the highest standards of research integrity — as set out, for instance, in the European Code of Conduct for Research Integrity⁷.

8.6 Conflict of interests

The participants 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 PRIMA 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.

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

8.7 Liability for damages

PRIMA cannot be held liable for any damage caused to the participants or to third parties as a consequence of the prize, including for gross negligence.

PRIMA cannot be held liable for any damage caused by any of the participants in the context of the prize.

8.8 Checks, audits and investigations

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

8.9 Withdrawal of the prize — Recovery of undue amounts

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

- (a) false information, fraud or corruption was used to obtain it
- (b) a winner was not eligible or should have been excluded
- (c) a winner is in serious breach of its obligations under these Rules of Contest.

8.10 Administrative sanctions

If a participant has committed irregularities or fraud or has made false declarations, PRIMA may also:

- (a) exclude the participant from all future contracts, grants and contests financed by PRIMA for a maximum of five years (or 10 years in case of repetition) and/or
- (b) impose a financial penalty between 2% and 10% of the value of the prize (or between 4% and 20% in case of repetition).

8.11 Cancellation of the contest

PRIMA may cancel the contest or decide not to award the prize — without any obligation to compensate participants —, if:

⁷ European Code of Conduct for Research Integrity of ALLEA (All European Academies) and ESF (European Science Foundation) of March 2017 https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/european-code-of-conduct-for-research-integrity_horizon_en.pdf



- (a) no applications are received,
- (b) the Jury does not find a winner,
- (c) the winner is not eligible or must be excluded,
- (d) the objective of the contest has already been achieved,

8.12 Complaints

Complaints against decisions negatively affecting the rights of a participant or winner should follow the following redress procedure published on the PRIMA website (<https://prima-med.org/documents-reports/>).

9. CONTACT

For more information, please see the PRIMA website.

In case of questions, please contact: Mohamed Wageih: mohamed.wageih@prima-med.org

