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NEXT MED



EMPOWERING YOUNG INNOVATORS: CATALYZING CLIMATE-FRIENDLY BUSINESSES

**COP28 side event
Mediterranean Coalition - Blue Zone
4 December 2023 12.00-13.00 (Dubai time)**

Livestream on zoom:

<https://us06web.zoom.us/j/85710445401>





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AGENDA

Moderator: **Alejandro Lafarga**, Interreg NEXT MED Branch Office for the Western Mediterranean

Welcome Remarks: Why Green Economy, why Youth.

By the moderator

From academia to the CEO: 4 views on the challenges of green business

- **Sara Ronco**, Euro Mediterranean Economists Association (EMEA)
- **Giorgio Mosangini**, UN Environment Programme MEDWAVES
- **Damiano Petruzzella**, Centre for Advanced Mediterranean Agronomic Studies (CIHEAM)
- **Rowan Elmahdy**, founder of the startup *Piece of Life*

Open debate among the panelists

OPPORTUNITIES for Youth and Green Economy in the Interreg NEXT MED Programme. NEW CALL TO BE LAUNCHED.

Vincent Ernoux, coordinator of the Interreg NEXT MED Branch Office for the Western Mediterranean

Conclusions and final remarks



OBJECTIVES

The event is in line with the several COP28 themes such as FINANCE / TRADE / GENDER EQUALITY / ACCOUNTABILITY and YOUTH, CHILDREN, EDUCATION AND SKILLS.

The vision of the [Interreg NEXT MED](#) Programme is to support cooperation projects that addressing joint socio-economic, environmental and governance challenges at Mediterranean level such as the uptake of advanced technologies, competitiveness of SMEs and job creation. In this context, addressing the needs of young entrepreneurs to start new climate-friendly business is crucial to decarbonize our economies.

The event will **disseminate the results of several projects funded by the ENI CBC Med Programme** (predecessor of Interreg NEXT MED). Projects such as INVESTMED, Stand-Up INTECMED or MED4WASTE, demonstrating how the cooperation between across the Mediterranean entities has led numerous young entrepreneurs to start business paving the way to decarbonization.

The Programme is pleased to organize withing the Mediterranean Bureau this specific event during the COP28. Speakers will intervene in presence and on-line and the moderator from the Programme will be on-site.

SOME KEY FACTS ON INTERREG NEXT MED PROGRAMME

1. Financed by the European Union, Cohesion Policy.
2. 254 million € of EU contribution
3. 15 Mediterranean participating countries (Member States and Mediterranean Partner Countries).
4. 4 Policy objectives: (Smarter Mediterranean, Greener Mediterranean, More Social Mediterranean and A better governance of cooperation).
5. Four Specific objectives related to a Greener Mediterranean: Water Efficiency and Access to Water, Energy Efficiency, Climate change adaptation and resilience, Circular Economy.
6. One specific objective focused on competitiveness of SMEs
7. [80 projects](#) financed during the last edition the former ENI CBC MED Programme