



INVESTMED

InNoVative Sustainable sTart-ups for the MEDiterranean

Newsletter 3 - March 2022



INVESTMED ABOUT

MSMEs in the Mediterranean region face important challenges in terms of sustainability, capacity to innovate, competitiveness and internationalisation. These challenges call for new solutions in order for MSMEs to maintain their existence and to enhance growth. Making the economy greener, developing natural assets and enhancing innovation and creativity can provide economic, knowledge-based and environmental benefits to the Mediterranean region.

INVESTMED addresses economic and environmental challenges, supporting sustainable, creative and innovative business opportunities for young people and women in Egypt, Lebanon and Tunisia. INVESTMED is set to benefit MSMEs via training, coaching and sub-granting. It will also provide support for public authorities by enhancing their capacities to encourage and to facilitate MSME access to Intellectual Property Rights (IPR).

INVESTMED has a duration of 30 months, with a total budget of €3.8 Million, of which €3.4 Million (90%) is funded by ENI CBC MED

INVESTMED OBJECTIVE

INVESTMED aims to support the development of sustainable entrepreneurship and business initiatives, by creating a strong business environment and by facilitating access to new markets, with the ultimate goal of generating increased economic opportunities and jobs for young people and women in Egypt, Lebanon and Tunisia.

INVESTMED produces tangible and long-lasting impacts at local and regional levels via:

01

Boosting sustainability and creativity in the Mediterranean Region

02

Encouraging equity-providing business opportunities for women and young entrepreneurs

03

Incentivising innovation-encouraging public authorities to facilitate access to IPR

04

Enhancing competitiveness by bridging access to markets and internationalisation



INVESTMED BENEFICIARIES

INVESTMED benefits Mediterranean Business Support Organisations (BSOs) and their network of enterprises, MSMEs, and start-ups. MSMEs and start-ups benefit from training, coaching and sub-granting to grow and to become sustainable. Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain, can also benefit from this action.

INVESTMED

NEWS & DEVELOPMENTS

Training

- The INVESTMED Sustainable Business Management Training Academy, launched in October 2021, has inaugurated 5 cycles of trainees from Egypt, Lebanon and Tunisia so far, and continues on a rolling basis.
- 3 groups have graduated from the Academy, having successfully completed 7 weeks of training and skills development, including individualised tutoring and the elaboration and presentation of a sustainable business model within their chosen sector - green economy, blue economy, or cultural and creative industries.
- Graduates are encouraged to stay in touch with the sustainable entrepreneurship community in their countries and across the region on the INVESTMED community platform.

"My passion towards entrepreneurship and environment drove me to enroll in the INVESTMED project," she explained. "The training program gave me the chance to enhance my knowledge about climate change, sustainability and sustainable development goals. In addition, it gave me an opportunity of meeting new colleagues, exchanging experience, and working towards the same goals. I learned that every act towards saving our planet counts and the solution starts with small acts that can compile to change the world."

- Mona Ramadan, Lebanon, INVESTMED graduate

- A series of complementary seminars has been launched alongside the Academy, co-organised by EMEA and LUMSA University, bringing together experts from across the Euro-Mediterranean region to explore and discuss real-life examples of training concepts in action.

Sustainable Energy Transition

03/09/2021

Marzio Domenico Galeotti

Department of Environmental Science and Policy, University of Milan, and Fondazione Eni Enrico Mattei

Energy Transition as a driver for the Green Economy

21/10/2021

Prof. Dr. Mohamed Salah Elsobki (Jr.), Professor of Energy Planning, Cairo University

Business Models and the Human-Centred Business Model

23/11/2021

Marco Nicoli, Director, UNIDROIT International Summer School and Sr. Counsellor at Institute for the Unification of Private Law (UNIDROIT) Foundation

How can your business integrate circular economy?

25/01/2022

Giorgio Mosangini, Team Leader, Green Entrepreneurship & Civil Society, Regional Activity Centre for Sustainable Consumption and Production

Circular economy in the clothing and fashion sector

Mauro Manco, Energreen

Circular economy in the building sector

Víctor Falguera, AKIS International

Agro-food sector and bioeconomy in the Mediterranean

Industrial Symbiosis and Life Cycle Analysis in Business

15/02/2022

Verónica Kuchinow, Simbiosy

Industrial Symbiosis and the experience in Catalonia

Nelson Manjong, University of Norway

Life Cycle Assessment: from results to sustainable business decisions

Amos Ncube, Università degli Studi di Napoli Parthenope

Towards the circular economy and industrial symbiosis: driving business value from life cycle assessments - ReTraCE Project - Interreg Europe

Social Innovation in Business

30/03/2022

Nadine Asmar, Catalyst and enabler of Leadership for Impact

Introduction to Social Innovation

Tamara Sakharia, Innovation Portfolio Manager, UNICEF

UNICEF Innovation Portfolio

Cristian Bevacqua, Oxfam Italy

MEDUP Project

Recordings of all seminars are available on EMEA's Youtube channel. The next seminar will take place in May, and will discuss Sustainable Leadership - follow INVESTMED on social media to know when registration opens.

Sub-granting

- **Two calls were opened for applications to receive sub-grants, offering direct financial and technical support to both incubators and Business Support Organisations (BSOs), and to entrepreneurs and small businesses in INVESTMED target countries.**
- **Partners from across the region collaborated in a series of info days to motivate applicants and resolve queries. Young people (35 years and under) and women of all ages were particularly encouraged to apply.**
- **BSOs in each target country were selected to receive financing to develop and launch incubation and acceleration services for at least 12 start-ups in selected sectors.**

o Icealex - Egypt I

Innovation, collaboration & entrepreneurship, Alexandria

A community-driven technology innovation space with a strong social and environmental commitment.

o Fondation Diane - Lebanon

A foundation that seeks to enlighten citizens about their responsibilities towards Lebanon's environment and support creative minds who are engaged in making a change via sustainable development.

o Westerwelle Foundation - Tunisia

A nonprofit organization aiming to create equal opportunities for all by uplifting emerging markets through empowered entrepreneurship.

- **Micro, Small and Medium-sized Enterprises (MSMEs) will be selected to receive funding to develop new products and services, implement internationalisation strategies, or launch new cultural and creative projects.**



INVESTMED PARTNERS

BUSINESSMED

Union of Mediterranean Confederations of Enterprises

Union of Mediterranean Confederations of Enterprises, Tunisia

Since its creation in 2002, BUSINESSMED has brought together the main business organizations of the Euro-Mediterranean area with the aim of promoting multilateral cooperation, attracting foreign investment and fostering social dialogue and socio-economic integration in the region. As the main representative of the private sector in the Mediterranean with its network of 22 Business Confederations and more than 800K public and private companies, BUSINESSMED, beyond its commercial vocation, contributes to laying the foundations for peace and prosperity in the region.



Euro-Mediterranean Economists Association, Spain

The Euro-Mediterranean Economists Association (EMEA) is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in Mediterranean and Africa; and promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.

IEMed.

European Institute of the Mediterranean

European Institute of the Mediterranean, Spain

The European Institute of the Mediterranean (IEMed), is a consortium comprising the Catalan Government, the Spanish Ministry of Foreign Affairs, European Union and Cooperation and the Barcelona City Council. Adopting a clear role as a think tank specialised in Mediterranean relations based on a multidisciplinary and networking approach, the IEMed encourages analysis, understanding and cooperation through the organisation of seminars, research projects, debates, conferences and publications, in addition to a broad cultural programme.



beyond GROUP

Beyond Group, Lebanon

Beyond Group brings together three specialized, change-driven practices: Public Policy & Management, Organizational Learning & Development, and Innovation & Technology Integration to develop agile solutions that respond to local needs while capitalizing on global knowledge and partnerships. Beyond Group supports governments, donors and multilateral agencies, civil society organizations, and communities through journeys of learning, innovation, and transformation as they achieve sustainable impact within their own communities and around the world.



Institute of Entrepreneurship Development, Greece

Established in 2005, Institute of Entrepreneurship Development (IED) is a fast-growing Center of Excellence in European Entrepreneurship. As a state-of-the-art international organization, iED promotes change for the better, through entrepreneurial and innovative actions and supports every entrepreneurial venture across Europe. With the use of our EU partner network and our experience in diverse EU funded research programmes focused on entrepreneurship, we have created a Knowledge Hub tailor-made to cover the needs of the entrepreneurial world, in the European area.



LUMSA
UNIVERSITÀ

Libera Università Maria SS. Assunta, Italy

Libera Università Maria Ss. Assunta (LUMSA) is a highly ranked Italian Non-State University, principally located in Rome and Palermo, with over 7,000 students (10% international) and 500 teaching, research and administrative staff. It offers bachelor's and master's degree programs in the human sciences, education and communication sciences, psychology, data science, law, business administration and banking, economics, political sciences and modern languages. LUMSA awards PhD degrees in economics, social policies, law, developmental psychopathology and education.



Rumundu Social Promotion Association, Italy

Rumundu is a Green Incubator based in Sardinia. Through advanced training courses, we help grow conscious startups and leaders who want to help make a sustainable change for the planet. We strategically support companies, organisations and public administrations to develop projects with high economic and social value and low environmental impact, through interventions based on circular economy models. We want to train responsible leaders by giving them the tools to be promoters of a change. that is necessary today and accompany them in the development of sustainable projects.



Confederation of Egyptian European Business Associations, Egypt

CEEBA, the Confederation of Egyptian-European Business Associations was established to create one powerful national pan European network to advocate on behalf of Egyptian Business for market access to the EU and to promote EU-Egyptian Trade and Investment. CEEBA advocates on behalf of Egyptian Businesses for market access to the EU, promotes EU-Egyptian trade and investment, coordinates the activities of the European chambers and business associations and acts on behalf of non-existent bilateral chambers for EU member states.



Spanish Chamber of Commerce, Spain

The Chamber of Spain is a public body ruled by Law 4/2014 and that represents the general interest of the Spanish companies and entrepreneurs acting in the commerce, industry, services and navigation sectors. The Chamber of Spain coordinates 85 local Chambers in the country, and provides advice, support services and training activities to Spanish companies, entrepreneurs and students.



Associated Partners





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