



# INVESTMED

Special Edition Newsletter I: Introducing the INVESTMED entrepreneurs in Tunisia



# 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. Greening the economy, 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, and coaching and via sub-granting and to public authorities by enhancing their capacities to encourage and to facilitate access to Intellectual Property Rights (IPR).**

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

# INVESTMED OBJECTIVE

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

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. Also Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain can benefit from the action.

# The winning entrepreneurs

In this special edition newsletter, the INVESTMED project is happy to announce the winners of the call for MSME business proposals launched in 2021. The EU funded INVESTMED project launched a call for sub-grants to provide support for new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon, and Tunisia. The call looked for innovative MSMEs, startups and recently established enterprises mainly involved in the following sectors: Green economy, Blue economy and Creative and Cultural Industries (CCI).

We are happy to announce the winning entrepreneurs in Tunisia, however, we would like to take the opportunity to thank all that submitted applications. We hope to see all projects flourish to contribute to a thriving green, blue, and CCI entrepreneurial ecosystem in all target countries.

In Tunisia, 14 MSMEs were selected. Read more about them here and check out their plans for the INVESTMED subgrant.



Algae Pool

Sector: Water management

Website:

[www.algaepool.com](http://www.algaepool.com)

#### Description:

AlgaePool is a Tunisian Startup which develops microalgae innovative production units using Recycled Smart Containers.

#### Plan for subgrant:

AlgaePool proposes a standardised and intelligent microalgae production tool, less resources, quicker to implement, movable in a vacuum and particularly adapted to the geographical and climatic environment of the Southern Mediterranean and the challenges faced such as water resources depletion, desertification and desertification and degradation of agricultural land due to the massive use of chemical fertilisers.

They will use the INVESTMED subgrant to develop a platform to allow a community of producers to connect using their microalgae innovation. This platform will also, through a BtoB marketplace to connect these producers to the final customers and will allow the creation of a "Blue Value Chain" specialised in the production and transformation of microalgae.





Lait Espoir

Sector: Agriculture

Website:

<https://laitespoir.com>

**Description:**

Lait Espoir is a startup in agritech dedicated to creating technological solutions in agriculture especially in dairy milk farming. Their first mobile app is SmartFarm which helps breeders more easily manage their livestock.

**Plan for subgrant:**

Using the INVESTMED subgrant, Lait Espoir will develop an application that uses artificial intelligence to identify illnesses affecting livestock at an early stage. They will develop a database of images focusing on dung and body condition. The user of the application will be able to store their own images and find information related to cows of a similar age and breed. This will support farmers to generate a higher yield of their products and contribute to healthy agriculture.



KAINAU COSMETIC

Sector: Self-care products

Website:

<https://www.kainau-cosmetic.com/>

**Description:**

Kainau cosmetic a company specializing in the development, subcontracting, consulting and monitoring of cosmetic products.

The Kainau brand is botanical, natural and organic which makes cosmetics with a simple philosophy: innovation driven by nature, not by chemicals.

**Plan for subgrant:**

With the INVESTMED subgrant, Kainua Cosmetic aims to develop and implement new strategies to gain market share and reach an international market. They also plan to launch several new products and increase the share of sustainable and eco-friendly products on the market.





**WaterSec**

Sector: Water management

**Website:**

<https://www.water-sec.com>

**Description:**

Watersec is born to face water scarcity and limit its negative socio-economic impact. It offers a technological solution to monitor water consumption and make it sustainable.

**Plan for subgrant:**

For this call, WaterSec will use the INVESTMED subgrant to design a new product meant for the public education institutions, enabling the ministry of education to monitor water consumption in real-time and to identify schools with high water wastage rate. With this solution, schools will be able to act proactively and detect abnormal consumption and root causes can be found before damage is done and high repair costs are necessary.



**“Quality support! we were in contact with amazing mentors to guide us in different business fields and exposed us to a large network of change makers in our region.”**



**Recyglass**

Sector: Recycling

**Website:**

<http://recyglass-tunisie.com/>

**Description:**

Recyglass consists of installing a glass recycling and recovery unit and is based on the collection and crushing of glass waste to produce cullet which will be used as raw materials for glass manufacturing companies. It falls under the sector of Building Materials, Ceramics and Glass Industries (IMC-CV) which occupies a prominent place in Tunisian industry given its interdependence with several economic activities.

**Plan for subgrant:**

Recyglass will use the INVESTMED grant to internationalize their service. This will require mapping to identify their target markets and the acquisition of new equipment to facilitate the logistics.





### Oasis Events

Sector: Music and Dance

Website:

<https://www.facebook.com/oasis-events1>

#### Description:

Oasis events is an agency that works on organizing cultural, touristic and entertainment projects and events with an impact on presenting the artistic, historic, and cultural heritage in the region of Southern Tunisia. They work on different types of events like festivals, music concerts, cultural projects as well as touristic and adventure activities. Their purpose is to work on strengthening young artists' skills and capacities to introduce a new generation of professional artists in the region of Southern Tunisia.



#### Plan for subgrant:

Oasis Events will use the INVESTMED grant to support Tunisian rappers. They will provide a space to support young people with potential to enter the music industry and simultaneously build their brand for future financial sustainability.

**“The project is an opportunity for our company to improve its efficiency in accompanying young artists in the region and to help them to emerge in the industry in addition to developing our financial resources to ensure the sustainability of our services.”**



### Moline

Sector: Self-care products

Website:

<https://moline.com.tn/>

#### Description:

Moline is a manufacturing startup that makes clean, sustainable, well-designed skincare products for all family's members. It was born of a simple purpose: to create safe, effective products for babies and families. Based on natural and certified organic ingredients, Moline meets parents' needs to use skin care products with peace of mind regarding their health, well-being and environmental impact.



#### Plan for subgrant:

Using the INVESTMED subgrant, Moline will launch their new product – an ecological body lotion and shampoo. They will market to a large audience and ensure that these products are not only bought for luxury but for every day use.



**Green Alafco**  
Sector: Waste management

**Description:**

Starting its activity since 2016, Green Alafco is a Tunisian recycling company of Aluminium Used Beverage Cans (UBC) and scrap PET Bottles through the social and financial inclusion of the informal sector of waste pickers and by installing smart recycling machines with innovative technologies.



**Plan for subgrant:**

With the INVESTMED grant, Green Alafco will be a circular economy role model leading a door-to-door upstream approach with the help of the waste pickers who will be the leaders of a sustainable environment campaign to a downstream strategy of producing brand new products from aluminium and plastic scrap. In doing so, they provide job recognition for informal workers and contribute to better social inclusion in their community.



**OURGHEMA**

**OurgHEMA**  
Sector: Arts and Handicrafts  
**Website:**

<https://ourghema.com/>

**Description:**

Launched in 2018 OurgHEMA is a cultural coworking café which works with the youth in the region to innovate and bring social change, boost social entrepreneurship through the different incubation and support programs. At the same time, they provide a safe space for youth and women, to study, work and innovate.



**Plan for subgrant:**

With the help of the INVESTMED subgrant, OurgHEMA will focus on 10 women working on artisanal and cultural Tunisia products. They support these female entrepreneurs with their ideas and manage their projects transitioning their ideas into reality. They will create bootcamps and incubation sessions and finally, support the women to create prototypes to launch their businesses.



Mirage Group

Sector: Cinema

Website:

<https://www.facebook.com/Mirage3D>

**Description:**

Mirage Group is a company specializing in new technologies applied largely in the cultural field. They are also known as Mirage 3D and their vision is to promote film culture and offer the opportunity to discover this 3D cinema technology for children and young people throughout Tunisia to fight against the centralization of cultural activities, and the cultural drought in these regions because we believe that access to culture is a right for all citizens without exception.



**Plan for subgrant:**

With the help of the INVESTMED subgrant, Mirage Group will launch an entertainment centre that it combines cinema, virtual reality, and video games suitable for different ages.



Domaine El Htoubia

Sector: Arts and Handicraft

Website:

[https://instagram.com/domaine\\_el\\_htouba?igshid=YmMyMTA2M2Y=](https://instagram.com/domaine_el_htouba?igshid=YmMyMTA2M2Y=)

**Description:**

Domaine El Htoubia is a place where the walls tell of a dream come true offering retreats and other events.

**Plan for subgrant:**

With the INVESTMED subgrant, Domaine el Htoubia will spread knowledge about the local art and patrimony of the Korba de Nabeul region. They will generate exposure using a marketing campaign and also hold fairs and exhibitions showcasing local artisanry.



**“Throughout the Kick Off Event, we have met extraordinary people and learnt about the different projects they are working on.**

**Investmed’s intellectual property sessions were very helpful in explaining the importance of protecting one’s designs and shed the light on every step of the process.”**



Couss & Co Publishing House

Sector: Literature

Website:

<https://www.facebook.com/profile.php?id=100063452835993>

**Description:**

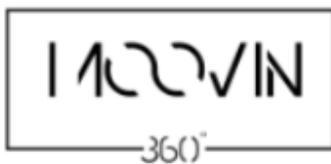
Couss et Co publishing house is a social company, co-founded in 2012 by Tunisian artist Rym Jâafra and author Yassine Ellil. They are specialized in the publication of comic books and magazines.

**Plan for subgrant:**

With the INVESTMED grant, they will make children aged between 7 and 12 years old passionate about reading comics. They will do so with the comic book series "The Door of the Sea". The aim of the series is to manage tolerance and improve the acceptance of cultural diversity in children, battling against the challenges posed by technology and quick access to information. In addition to the diffusion of culture, the publishing house will pay particular attention to education and actively participate in improving infrastructure in state schools located in marginalized and poor areas in Tunisia.



**"As part of the Investmed grant, I attended copyright training, this session was very important for me because I have learned copyright laws and topics including the six exclusive rights of copyright owners, how to register a copyright, the duration of copyright protection, tests for infringement liability and the "fair use" defense. I also had a better idea on where and how to protect my magazine as an editor and artist active in the field of culture. A better understanding of copyright can minimize concerns about fair use and fair dealing and can increase employee confidence and output."**



Moovin 360

Sector: Tourism and Virtual Reality

Website:

<https://www.moovin360.com>

**Description:**

Moovin360 is a 3D solution provider working mainly on promoting heritage and patrimony through realizing digital twins and 3D environment of the existing monuments. Their work is simply to recreate and enhance 3D data to give the needed information to the virtual visitor and make it accessible to anyone from anywhere.

**Plan for subgrant:**

Moovin 360 will create four digital videos of famous monuments in Tunisia using 3D technologies targeting tourists. The 3D tours will add to the 10 existing products on their platform and will allow people to learn about Tunisian culture.





**SMARTLOGGER**

**SMART LOGGER**

Sector: Water management

Website:

<https://www.smartlogger.tn/#/>

**Description:**

SMART LOGGER (SML) is an innovative company whose objective is to accelerate digital transformation in the environment, industry and mainly agriculture sector. SML offers monitoring solutions allowing customers to integrate the telecommunications component into the management of their projects.

**Plan for subgrant:**

Using the INVESTMED subgrant, they want to tackle the issue of water use in farming by reducing the amount of water farmers need. They will develop a technology that allows for better visibility on performance indicators and manage irrigation remotely. This will increase competitiveness and allow farmers to act quickly in the event of failure thanks to real-time feedback. It will democratize access to remote management of irrigated fields despite poor internet networks in Tunisia.



Entrepreneurs from Egypt and Lebanon will be announced in further special edition newsletters.

# 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**

**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.



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[www.enicbcmed.eu/projects/investmed](http://www.enicbcmed.eu/projects/investmed)



#### 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



# INVESTMED CONTACT



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