



INVESTMED BSOs

Information Brochure

INVESTMED Business Support Organisations

May 2023

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.



Fondation Diane

Civic Awareness & Eco-sustainable Development

Who are they?

Fondation Diane was created by Diana Sfeir Fadel in 2012, as a response to the environmental, economic, political and cultural marasmus in which the country was debating and its disastrous consequences on all levels, as well as the image of Lebanon in the world and the despair in the hearts of Lebanese people.

Vision: Mobilize citizens to contribute to Lebanon's Sustainable Development and support financially and operationally creative minds who are actively engaged in making a change via the 17 SDGs.

Mission: Give birth to a new citizen conscious of his rights and duties, striving to make Lebanon a pioneer country in Eco-sustainable Development.

Contact:

 /fondationdiane

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 Fondation-diane.org

How do they support MSMEs?

Fondation Diane's and CEWAS support entrepreneurs at all stages: ideation, incubation, acceleration and scale-up. They provide technical assistance, mentoring, coaching, training. Their team has the experience and the knowledge in developing business models, supporting business development, creating marketing strategies, providing mentoring and guidance in decision-making processes, client acquisition and the daily struggle to start and grow a business.

What do they have planned for the INVESTMED beneficiaries?

Fondation Diane and Cewas have partnered to offer a comprehensive training program for entrepreneurs, focused on green sustainable business development.

The program includes both incubation and acceleration training sessions, with the Fondation Diane team delivering technical assistance on the Green Business Model and Green Business Plans, and Cewas providing specialised training on business acceleration.

Each entrepreneur will benefit from various incubation and acceleration sessions. With this robust training program, entrepreneurs will gain the knowledge and skills necessary to develop successful and sustainable businesses, while also contributing to a greener and more sustainable future.



About INVESTMED

The INVESTMED project aims to address economic and environmental challenges, supporting new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon and Tunisia.

 www.facebook.com/InvestmedEU

 twitter.com/InvestmedP

 <https://www.linkedin.com/company/investmed-project/>

 www.enicbmed.eu/projects/investmed



The INVESTMED project is co-funded by the European Union under the [ENI CBC Med Programme](#). It has 8 partners.

Who are they?

ICEALEX are a leading platform for sector-specific incubators and a community-driven technology innovation hub with a strong social and environmental commitment. Our mission is to provide an enabling environment for action-oriented minds and co-creating sustainable solutions for local challenges.



How do they support MSMEs?



What do they have planned for the INVESTMED beneficiaries?

- A needs assessment process
- A product market fit boot camp with four modules
- Each module includes:
 - Live Session to build on module content
 - Assignment or Quiz After each module
 - Mentoring and 1-1 coaching sessions to reflect on the assignment
- Offline Reflection Sessions (Monthly)

Contact:

 /icealexHub

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 www.icealex.com

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INVESTMED BSO: Westerwelle



Who are they?

The Westerwelle Startup Haus Tunis is a co-working space and entrepreneurial centre located in Tunis, Tunisia. Founded in 2016 by the Westerwelle Foundation, part of a larger global network, the centre supports the development of entrepreneurial ecosystems in emerging economies. The Startup Haus provides a collaborative workspace, mentorship, and networking opportunities for young entrepreneurs and startup teams. It aims to foster innovation and entrepreneurship by providing access to resources and support for startups. The centre also offers workshops, training programs, and events to help entrepreneurs develop their skills and businesses. Its mission is to promote entrepreneurship as a driver of economic development and social change in Tunisia and beyond.

WSH



WESTERWELLE
STARTUP HAUS
TUNIS

Contact:

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/WSH_Tunis

/startup-haus-tunis/

www.westerwelle-foundation.com/



How do they support MSMEs?

- Provide access to in-house experts and consultants
- Guidance in subgrant implementation and other financial support
- Integrate them into a lively ecosystem of investors and startups
- Provide access to the Westerwelle Startup Haus in downtown Tunis.

What do they have planned for the INVESTMED beneficiaries?

- A needs assessment and tailored 1-1 advice
- Entrepreneurial knowledge workshops to review the fundamentals of entrepreneurship with experts and successful founders
- Access to sectorial expertise
- Training on pitch deck preparation and workshop on skills to pitch.

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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.



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.



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.



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.

Associated Partners



INVESTMED CONTACT



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