

# Capitalization Communication Plan



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# INTRODUCING THE CAPITALSATION COMMUNICATION PLAN



# 1. Objectives



## *The capitalization and communication plan aims :*

- To disseminate the actions and results of work package 3 'Ideation stage support', work package 4 'Early stage support' and work package 5 'Intellectual property rights'
- To promote and disseminate replicable methodologies and best practices on green entrepreneurship and intellectual property rights (IPR)
- To disseminate policy recommendations on green entrepreneurship across the Mediterranean
- To highlight success stories of green entrepreneurship through GIMED's support
- To promote the project's flagship outputs such as "the Green Badge" or the Green Investment Roundtables

## 2. Target groups

Who can benefit from the resources and experiences shared by  
**GIMED?**

Who can support the social media campaign?



### **GREEN ENTREPRENEURS**

Young and women green entrepreneurs at the ideation stage and existing early stage startups



### **RESEARCH INSTITUTIONS**

Higher education, think tanks, research institutions



### **PUBLIC AUTHORITIES**

Local, national or Mediterranean public authorities, decision takers, policy makers



### **BSOs**

Investors, Business Support Organisations such as chambers of commerce, incubators



### Who will benefit?

- 400 ideation stage entrepreneurs and women and youth in senior positions of early-stage ventures in the green and circular economy
- Financial institutions and investors
- Public administrations
- Incubators and accelerators

### 6 partners and counties:

- Spain, Lebanon, Palestine, Tunisia, Egypt, Italy

## 3. Green Impact Med project overview



## FINANCIAL DATA

Total budget: 2.6 million €

EU contribution: 2.3 million €

10% Project co-financing

## PROJECT DURATION

Start date  
01 September 2019

End date  
31 August 2023

## Expected Achievements

- ✓ 5 training sessions dedicated to public institutions on the support to eco-entrepreneurship
- ✓ 1 Green Entrepreneurship Standard Framework developed and piloted
- ✓ 1 green incubation programme in Lebanon
- ✓ 1 policy paper containing recommendations to improve green and circular economy and support eco-innovative ventures
- ✓ 100 capacity-building initiatives dedicated to entrepreneurs on eco-design and green business modelling
- ✓ 200 coaching sessions on access to finance and markets
- ✓ 8 sub-grants to consolidate business creation and development
- ✓ 10 networking events to connect entrepreneurs and investors





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CAPITALIZATION  
TOPICS:  
GIMED SUCCESS  
STORIES

# Green startups' road to success

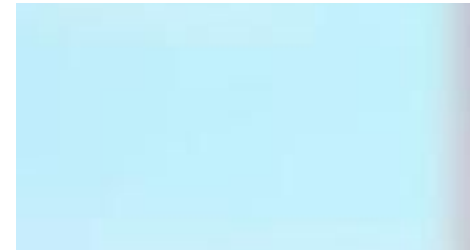
GIMED aims at boosting the development of eco-innovative ventures in order to create employment and drive the green and circular economy in the Mediterranean. Here are the main project activities.



**Recruitment of ideation stage and early stage ventures**

## **Capacity building**

Workshops designed for both types of eco-innovative ventures

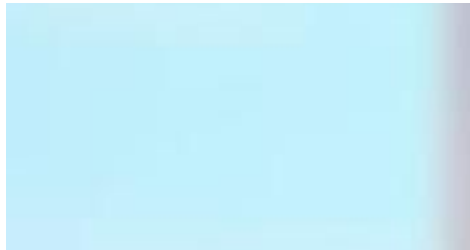


**1 to 1 Coaching sessions for access to finance and markets**





**Subgrants to  
consolidate business  
creation or business  
development**



**Networking events  
for financiers and  
participants**


**Cross border B2B  
meetings for early  
stage ventures**



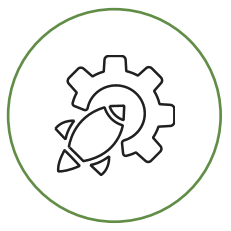
# GIMED IMPACT across 5 countries

 **448**  
Trained entrepreneurs

 **199**  
Trainees women


 **339** capacity  
building workshops

 **920** coaching  
sessions

**27**   
Startups have developed  
new products or  
prototypes

**14**   
Startups achieved  
trade deals and  
collaboration

**28**   
Startups reporting  
operations growth during  
GIMED

**83**   
New jobs created in the  
green & circular economy  
sector

**9**   
Startups achieved  
investors' interest



# GIMED Success stories



## RE-LOVE, Palestine

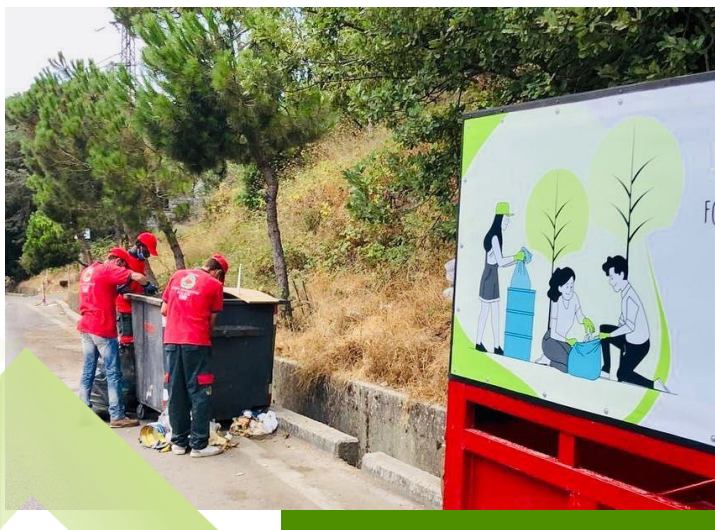
Pioneering the second-hand clothing sector in Palestine, RE-LOVE plays on affording high-quality second-hand clothes for reasonable prices, which extends the life cycle of each item produced by fast fashion companies. The **GIMED subgrant** has been key to create a professional profile on the web, making a photobook, a marketing strategy and hiring environmentally friendly services to ship products.

**Key success factor:** Innovative concept (pioneer of second hand clothes in Palestine).

## Lebanon Waste Management

After their participation in the GIMED and Agrytech program, Lebanon Waste Management (LWM) launched the Drive Throw initiative: decentralized drive-through/drop-off stations to encourage the collection of sorted waste from households and businesses. GIMED offered them the chance to participate in a **cross border B2B activity** and travel to **ECOMONDO** exhibition in Italy. LWM was able to reach new markets by securing 3 trade deals that allowed the firm to export three types of waste (plastic, oil and carton) to Italy.

**Key success factor:** Business network - Connections with private and public sectors. Engaged with the local community and advocacy for the environment.





# GIMED Success stories



## Riblum, Tunisia

**RIBLUM** is a young start-up in the industry sector based in Gbelli, a town in the south of Tunisia. Riblum developed an ecologic synthetic lumber made out of **recycling dry palm leaves**, that can be used for **furniture and construction**. With GIMED support, RIBLUM attended 1 to1 coaching session, trainings, developed a business plan and is currently receiving a subgrant.

**Key success factor:** Local stakeholder network (associated to farmers and artisans)



## Lifebox by NoorNation, Egypt

LifeBox is an **all-in-one mobile stand-alone solar energy and water unit**, produced in Egypt. It is a solar-powered, self-contained and fast-deployable unit that delivers clean energy and safe water at an affordable price. The product is a solution of decentralized green infrastructure delivering reliable and accessible dual-supply to farming, tourism and rural communities. Through the ongoing **support of GIMED coaching and mentoring activities**, the startup managed to create a business model and plan that lead the team to have a full-fledged operating business, and to land business deals both in Egypt and in Africa.

**Key success factor:** Business network and communication. Participation in various business and networking events. Good use of their communication channels.

# GIMED Success stories



## BONIVIRI, Italy

Bonivri is a start-up bringing high quality food to the table in Italy through **services for the de-carbonisation of the agri-food value chain**. Bonivri buys healthy and long-life products at a fair price measuring the carbon footprint of such products and resetting it with reforestation projects. They also developed sustainable packaging for a large group of small producers. Along with the GIMED training, they used **the SwitchMed methodology**, developed by GIMED Lead Partner: MedWaves, the UNEP/MAP Regional Activity Centre for SCP.

**Key success factor:** Their technical experience, as they have a background in analyzing CO<sub>2</sub> emissions and environmental impacts. Their business and environmental strategy, as they aggregate several small local producers and sell their products as carbon neutral, using the BONIVIRI branding and marketing strategy.





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CAPITALIZATION  
TOPICS:  
DOCUMENTS &  
OTHER RESSOURCES



# Ressources & Documents

The Green Badge,  
available on TheSwitchers



Click the button to complete the  
Self-Assessment

5 Sections / 10 minutes per section

Self-Assessment

<https://ssb.theswitchers.org/>



Title	The Supporting Sustainability Badge / Green Entrepreneurship Standard
Who's it for?	Business Support Organizations (BSOs)
Purpose	<p>The <b>Supporting Sustainability Self-Assessment</b> is made for BSOs that want to assess the degree to which sustainability perspectives are incorporated in their organisations and programmes.</p> <p>By reaching a satisfactory threshold, BSOs will receive a <b>Support Sustainability Badge</b> certifying their commitment to promoting sustainable business models and their involvement in a regional partnership for circular business development (<a href="#">ACT Network</a>) promoted by <a href="#">The Switchers Support Programme</a>.</p>
Content	<p>The self-assessment survey contains 5 short sections related to commitment and delivery. Each section should take no longer than 10 minutes. The survey asks to which extent the BSO is “building capacity” and “developing accountability” in the supported start ups.</p>

# Ressources & Documents



Title	IPR Guidebook
Participant countries	Jordan, Greece, Italy, Spain, Tunisia, Lebanon, Palestine, Egypt
Who's it for?	Entrepreneurs, Local authorities working on green innovation, IPR agencies, Incubators and agri-food initiatives
When to use?	When developing an eco-innovation or right before commercializing a product or service.
Purpose	Explains how to enable, guide and protect any green innovation, with a focus on Mediterranean experiences and best practices.
Content	<ul style="list-style-type: none"><li>- Legal framework and types of IPR</li><li>- Overview on green innovation in the MED region</li><li>- Achieving a circular business model</li><li>- Understanding and obtaining different types of green IPR such as patents, eco-labels or WIPO GREEN.</li><li>- Methodology for green commercialisation and mapping the eco-System</li><li>- Green Innovation IPR survey results</li></ul>

# Ressources & Documents



Title	<b>Policy Brief: Mediterranean Sustainable Finance Observatory</b>
Authors	FEBEA (Federation of ethical and alternative banks and financiers), MedWaves
Who's it for?	EU and Mediterranean regional public authorities, BSOs and incubators interested in sustainable finance
Purpose	Make the case for the creation of a Mediterranean Sustainable Finance Observatory as a key tool to support sustainable business development in the region.
Content	<ul style="list-style-type: none"><li>- Context on sustainable finance in the MED region, as a tool for climate mitigation: the importance of having access to sustainable finance mechanisms</li><li>- Main recommendations for the establishment of a Mediterranean Sustainable Finance Observatory</li></ul>



# Ressources & Documents



Title	Country Outlook on Sustainable Finance
Participant countries	Tunisia, Palestine, Lebanon
Who's it for?	BSOs or incubators in this three countries, green entrepreneurs, local and national public authorities
When to use?	When looking for access to finance, at any stage of business development
Purpose	Provides the reader with a detailed yet synthetic report on sustainable finance in each country for BSOs and green entrepreneurs.
Content	<ul style="list-style-type: none"><li>- Overview of national sustainability policies</li><li>- Public and private instruments of sustainable finance</li><li>- Efficiency review of each type of sustainable finance instrument</li><li>- Opportunities and recommendations for each country' sustainable finance sector.</li></ul>

# Ressources: Green Incubation Program Lebanon



Title		Program Toolkit for Green Incubation and Acceleration
Participant countries		Authored by Lebanon (Berytech), to be used by any Mediterranean country
Who's it for?		BSOs, Incubators, future eco-entrepreneurs
When to use?		When developing incubation program/activities for green startups
Purpose		Provide BSOs with the necessary tools to better support and empower green entrepreneurs : through circular economy ideation, incubation and acceleration programs for BSOs.
Content		<ul style="list-style-type: none"><li>- Tools, platforms, and networks already developed under the Switchmed program.</li><li>- Other tools, platforms, and networks outside Switchmed.</li><li>- Circular economy business strategies and models.</li><li>- Case studies and application exercises</li></ul>

# The Switchers Toolbox > Finance Toolkit

<https://www.theswitchers.org/en/toolbox>



- The finance toolkit allows entrepreneurs to **access a database of financiers** that is specifically adapted to their business model and development stage.
- This tool is for entrepreneurs seeking access to various financial institutions and **funding opportunities across the Mediterranean.**

Title Database of financiers	
Who’s it for?	Green entrepreneurs
When to use?	At any stage of business development : ideation, early stage, growth and scale
Purpose	Provides <b>a directory of funding organisations</b> outlining: funding priorities, contact details and how they prefer to be approached by potential investees. Enables participants to easily identify suitable finance institutions to approach.
Process	<ol style="list-style-type: none"><li>1. Register on TheSwitchers as a <b>green entrepreneur</b></li><li>2. Select <b>“Finance Toolkit”</b></li><li>3. Take the four-step <b>survey</b></li><li>4. Discover a <b>database of financiers</b> adapted to your business’ needs. Access <b>sustainable finance opportunities</b></li></ol>





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# DISSEMINATION STRATEGY & TIMELINE

# Dissemination Strategy

## Social Media Strategy

### Editorial plan:

- A first article and post on the capitalization communication plan itself
- Enhancing the reach of GIMED Linkedin and Facebook profiles to optimize dissemination
- 1 post per week as a slide of the plan (project in numbers; success story post; videos, canva visuals ) on LinkedIn & Twitter, following the brand identity document : from 29/05 to 30/08
- 1 document posted every two weeks, promoting the GIMED library : from 29/05 to 30/08.



### Library

Project outputs



Documents



Green Innovation Intellectual Property Rights  
Guidebook

05 April 2023





Thank you!