



PRESS RELEASE

EU-funded project aiming to Commercialize Innovations from SMEs launches in 6 Mediterranean Countries

EMPHASIS, a European Union-funded project, that intends to co-create a EURO-Mediterranean Open Innovation eco-system, which was officially launched on the 7th and 8th of September 2021 through a virtual gathering of all participating partners from 6 Mediterranean countries, continues its efforts towards the integration of experiences to deploy, validate, and mainstream an open innovation system that supports SMEs to exploit innovations that address sustainability challenges. Project lead partner, KiNNO Consultants Ltd. - KiNNO from Greece organized the launch of the project in the presence of Mr. Khaled Elsaadany, Joint Technical Secretariat (JTS) and Mr. Esmat Al Karadsheh, Coordinator of the Eastern Mediterranean Regional Office in Aqaba in representation of the management of the ENI CBC MED Programme.

EMPHASIS aims to co-create a EURO-MED Open Innovation eco-system in which information flows across Mediterranean borders and is transformed into commercial ideas and marketable products. The project's goal is to better connect the region's fragmented innovation systems by facilitating meaningful cross-border knowledge flows, equipping Small and Medium Enterprises (SMEs) with the skills required to tap into external knowledge bases and turn them into value, and identifying fields that can turn sustainability challenges (e.g., agro-food, energy, materials) into business opportunities.

Growth, competitiveness, and job creation are all dependent on SMEs' ability to fulfil market demands through the application of new technologies, as well as their equipping with the necessary instruments to increase their research-to-innovation capability for worldwide competition. This will be accomplished through increasing resources for research uptake, open innovation, and clustering, as well as enhancing the environment for the introduction of innovative goods to the market. EMPHASIS will enable a working cooperation of cross-border partnerships that will share information and collaborate on co-creating innovative goods and services in real-life scenarios with the user in mind.

EMPHASIS:- Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs- is a capitalization project co-financed by the European Union's ENI CBC Mediterranean Sea Basin Programme for 90% of the total budget of €818.689,39. The project will run for 24 months, beginning on September 1st, 2021. EMPHASIS brings together a collaboration of six partners: KiNNO Consultants Ltd (KiNNO) from Greece, Jordan University of Science and Technology (JUST) from Jordan, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) from Spain, Industrial Research Institute (IRI) from Lebanon, Confederation of Egyptian European Business Associations (CEEBA) from Egypt, and Science and Technology Park of Sicily (STPS) from Italy.

The Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative supported by the European Neighbourhood Instrument (ENI). The Program's goal is to promote fair, equitable, and sustainable economic, social, and territorial development that



may improve cross-border integration and valorize the territories and values of member nations.

The Managing Authority (MA) is the Autonomous Region of Sardinia (Italy)

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