

PRESS RELEASE

EU-funded project selects 24 Mediterranean SMEs to receive Open Innovation Support Services and bring the Business Ideas to Life

EMPHASIS, a European Union-funded project, that intends to co-create a EURO-Mediterranean Open Innovation eco-system, brings together its team from 6 Mediterranean countries on the 14th and 15th of September in Alexandria, Egypt to select the 24 Mediterranean beneficiaries from Greece, Jordan, Spain, Lebanon, Egypt and Italy for its Open Call. The beneficiaries will receive extensive innovation support services over a 7-month period (September 2022–April 2023) to address sustainability concerns and turn them into business opportunities through external cross-border partnerships at the EUROMED level.

The steering committee meeting in Alexandria, hosted by the Confederation of Egyptian European Business Associations and Associate Partner, the Alexandria Chamber of Commerce marked the projects third gathering of its kind and the first in-person encounter for the partnership. Among the selection of the Open Call beneficiaries, the consortium discussed future project activities including the launch of the EMPHASIS Open Innovation Platform, offering advisory services and training to SMEs to raise their innovation capacities as well as developing the Mediterranean Open Innovation Network Handbook. The discussions were followed by a visit to the Entrepreneurship Center of the Arab Academy for Science Technology and Maritime Transport as a display of the great efforts and immense research and resources used to support small-scale business and young people to bring their business ideas to life.

In order for information to traverse Mediterranean boundaries and be transformed into business ideas and marketable goods, EMPHASIS seeks to co-create a EURO-MED Open Innovation eco-system. The project aims to facilitate meaningful cross-border knowledge flows, equip Small and Medium Enterprises (SMEs) with the necessary skills to tap into external knowledge bases and turn them into value, and identify sectors that can turn sustainability challenges into business opportunities (e.g., agro-food, energy, materials). The project will facilitate cross-border collaboration amongst partnerships that will share information and work together to co-create cutting-edge products and services in contexts that keep 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 to 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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