



Newsletter -1-  
March 2021



# INVESTMED

InNoVative Sustainable sTart-ups  
for the MEDiterranean



# 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. Making the economy greener, 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, coaching and sub-granting. It will also provide support for public authorities by enhancing their capacities to encourage and to facilitate MSME access to Intellectual Property Rights (IPR).**

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



# INVESTMED OBJECTIVE

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

**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. Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain, can also benefit from this action.





# INVESTMED

## NEWS & DEVELOPMENTS

### Project Kick-off Meeting and Press Conference

INVESTMED was officially presented on 24 November 2020 through a virtual conference.



### First Session: Official Start meeting, hosted by BUSINESSMED.

The meeting began with a welcome and opening remarks by the President of BUSINESSMED Barbara Beltrame. The keynote speaker of the sessions was Mohammed Elrazzaz, Economic Development and Employment Division, UfM.

Representing the ENI CBC Med Programme, Vincent Ernoux, Branch Office Coordinator for the Western Mediterranean ENI CBC Med Programme, and Samira Rafrafi, Manager of cross-border cooperation, ENI CBC Med Programme focal point for Tunisia, who offered insights for the successful completion of the project.

The first session was moderated by Jihen Boutiba, General Secretary BUSINESSMED.



### Second Session: Public Press Conference, hosted by the Euro-Mediterranean Economists Association - EMEA

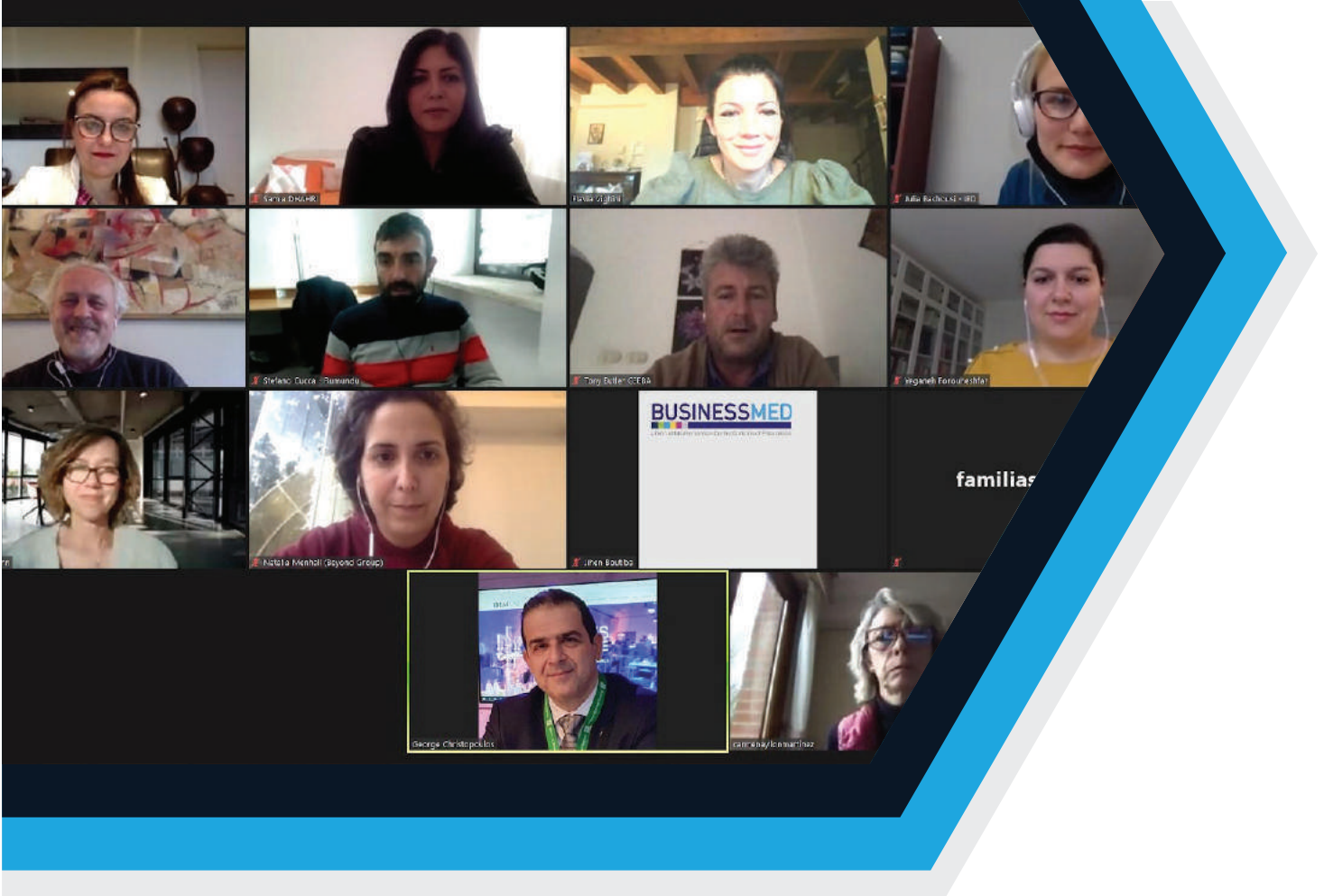
The session started with the welcome and introductory remarks by the Fabrizio Paloni, Managing Authority Coordinator of the JTS, ENI CBC MED Programme 2014-2020. This address was followed by Siham Larif, Advisor to the Minister of Higher Education and Scientific Research- Tunisia, who spoke about the importance of engaging young entrepreneurs.

INVESTMED's structure, focus and aims were presented by the President of EMEA, Prof. Rym Ayadi, who highlighted that "The INVESTMED project aims to support the development of new, sustainable entrepreneurship and business initiatives in the green, blue and creative economic sectors, in order to create new sustainable economic opportunities and decent jobs for young people and women in in Egypt, Lebanon and Tunisia."



Following the official presentation, the partners of INVESTMED discussed with journalists, entrepreneurs and other stakeholders the objectives and opportunities of the project. The session was moderated by Cristina Giner, EURONEWS correspondent, and it was broadcast live on Facebook, achieving over 10,000 views.

The video of the press conference is available in [YouTube](#)



# INVESTMED PROGRESS AT A GLANCE

## Launch of workgroup for the mapping of Mediterranean entrepreneurship ecosystems in the green, blue and creative economic sectors, and for the design of the training modules

On February 2021, the Technical Sub-group's expert partners on mapping and training of INVESTMED, launched the mapping of the entrepreneurship ecosystems of the green, blue and creative economic sectors of Egypt, Lebanon and Tunisia.

The mapping of the entrepreneurship ecosystem and outreach activities aims to identify and engage with the INVESTMED target groups, such as recently established enterprises, entrepreneurs, university students interested in initiating their own business, investors, Business Support Organisations, business incubators, etc. The mapping process is led by EMEA in collaboration with the partners of INVESTMED.

Furthermore, the Technical Sub-group initiated the design and methodology of the training modules for the sustainable business management training programme. INVESTMED aims to organise 21 sustainable business management training events, targeting mainly young people and women entrepreneurs. The training is led by LUMSA, in collaboration with the partners of INVESTMED.

# 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.



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, 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.





**LUMSA**  
UNIVERSITÀ

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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