



Newsletter -2-
October 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

Sustainable Business Management training course

Call for trainees launched

On 24 June 2021, INVESTMED launched a call to recruit participants in a training programme on Sustainable Business Management (SBM), aiming to positively impact start-ups and Micro, Small and Medium-sized Enterprises (MSMEs) in the green economy sector, the blue economy sector, and creative and cultural industries (CCIs).

The objective of the training is to create a supportive environment for sustainable businesses in Egypt, Lebanon and Tunisia in order to increase the share of cross-border MSMEs and start-ups, with a particular focus on those managed by young people and women.

The programme is delivered by LUMSA University (Italy) and features teaching and research staff from LUMSA as well as other, research institutes and international organisations.

The training programme will run for a total of 12 months, with a blended learning approach combining both synchronous and asynchronous online teaching. It will run in Egypt, Lebanon and Tunisia.

The call aimed to recruit owners of start-ups and MSMEs in the green economy, blue economy, and creative and cultural industries, as well as potential entrepreneurs in these sectors and those with digital ideas. Applications were particularly welcomed from women and from young graduates (24-25 years old).



ENICBCMED.EU
INVESTMED: Call for trainees in Sustainable Business Management in Egypt, Lebanon and Tunisia

119,990 People reached 2,140 Engagements

[Boost again](#)

Campaign

The call was published in English, French and Arabic and promoted on INVESTMED's social media and by partners. A Facebook campaign focusing on the target group of the call reached over 100,000 Facebook members. Over 200 trainees were accepted onto the course, 59% of them women. 42 trainees will take part in the first cycle of training, and the rest in subsequent cycles.

Training programme kick-off

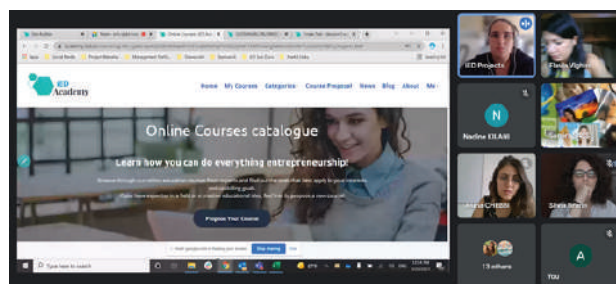
The first cycle of the training programme was officially inaugurated in Egypt on Wednesday 15th September, in Lebanon on Thursday 16th September, and in Tunisia on Monday 20th September. The programme welcomes 42 trainees, both current and potential entrepreneurs and business owners in the green economy, blue economy, and creative & cultural sectors.

The event for Tunisia opened with a welcome address by Ms. Asma Chebbi, Monitoring, Evaluation, Accountability, and Learning Coordinator of BUSINESSMED, the leading partner of the INVESTMED project. In Egypt, participants were welcomed by Dr. Alaa Ezz, Secretary General of the Confederation of Egyptian-European Businesses, and Lebanese trainees by Ms. Natalia Menhall, founding partner and chair of Beyond Group.

During the inauguration sessions Prof. Giovanni Ferri and Flavia Vighini from LUMSA University presented an overview of the training programme, which includes online modules, coursework based on real business cases, live webinars, and individual coaching and mentoring, with the opportunity to meet investors and apply for subgrants.

Professor Ferri said, "We are excited to kick off this first round of training to boost business knowledge and sustainability in these three important sectors in the Mediterranean. Our participants come from a wide range of backgrounds, with a great diversity of businesses and business ideas, and we look forward to fruitful outcomes from this and future cycles."

Furthermore, Alexandra Chimona from IED presented the e-learning platform developed by IED specifically for the needs of the project, and Dr. Cynthia Echave from EMEA presented the INVESTMED Community Building and Engagement platform which aims to support trainees in their learning and help entrepreneurs enhance their visibility and build networks.



Consultations

INVESTMED conducted consultations with Business Support Organisations (BSOs) in Lebanon and Tunisia, discussing how young entrepreneurs in the green economy, blue economy, and cultural & creative industries can best be supported.

30 March 2021 - Lebanon

The first INVESTMED consultation session was attended by 19 participants, with representatives of 7 leading Lebanese BSOs active in green and sustainable entrepreneurship. The session was chaired by the INVESTMED partner in Lebanon, Beyond Group.

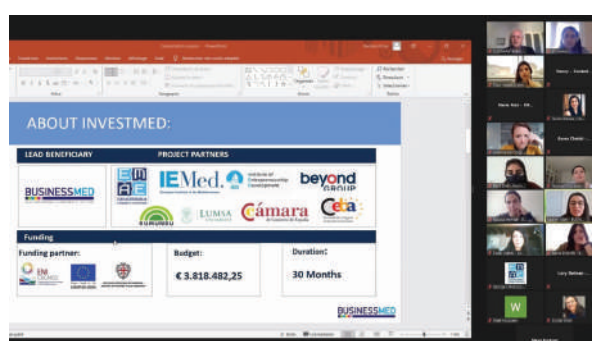
Key takeaways included the ongoing economic, financial and health crises in Lebanon impeding the survival of young businesses, and the high cost of registration with the National Authorities for companies, leaving any entrepreneurs in the informal sector with no access to social security, public health provision, or other benefits of legally registered companies.

On the other hand, the unprecedented devaluation of the national currency has created an opportunity for exporting, as the prices of local goods are now more attractive for foreign buyers, and the demand for local products has increased.

31 March 2021 - Tunisia

There were 18 participants, with 3 BSOs, present in the session for Tunisia, which was chaired by INVESTMED's lead partner, BUSINESSMED.

It was noted that young entrepreneurs needed strengthened business management skills such as negotiation and decision making. This is of particular importance for young women, as the market is dominated by male businessmen.



Outcomes

The INVESTMED training programme will enhance business management skills, support access to local and foreign markets, and focus on economic and financial sustainability. It will encourage young entrepreneurs in Lebanon to legally register their companies in order to join and contribute to the formal economy and have access to public health services and social benefits.

Other events:

6TH May 2021

INVESTMED was one of four projects presented in a major event organised by the Confederation of Egyptian European Business Associations (CEEBA) in collaboration with Egyptian authorities. The event highlighted the activities, services and benefits of EU-funded projects like INVESTMED to Business Support Organisations (BSOs), incubators and start-ups in Egypt and the Mediterranean.



The event was addressed by:

- H.E. Christian Berger, EU Ambassador, Head of EU Delegation in Egypt
- H.E. Amb. Raouf Saad, Deputy Minister of Foreign Affairs of Egypt
- H.E. Dr. Nivine Gamea, Minister of Trade and Industry of Egypt
- H.E. Dr. Rania Al Mashat, Minister of International Cooperation of Egypt
- H.E. Dr. Ismail Abdel Ghafar, President Arab Academy for Science Technology and Maritime Transport - AASTMT
- Ahmed El Wakil, President, Association of the Mediterranean Chambers of Commerce and Industry - ASCAME
- Jihen Boutiba, Secretary General BUSINESSMED
- Fabrizio Paloni, Coordinator of Joint Technical Secretariat - ENI CBC MED Programme

Nadine Kilani, project manager at BUSINESSMED presented the aims, targets and beneficiaries of the INVESTMED project. Following the presentation, Dr. Yeganeh Forouheshfar, researcher at the Euro-Mediterranean Economists Association - EMEA, analysed the opportunities and challenges for the Green and Blue Small and medium-sized enterprises (SMEs) and the Culture and Creativity Industry (CCI) in the Egyptian business ecosystem.



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

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.



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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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