



INVESTMED

InNoVativE Sustainable sTart-ups
for the MEDiterranean

Newsletter 5 - November 2022



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. Greening the economy, 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, and coaching and via sub-granting and to public authorities by enhancing their capacities to encourage and to facilitate access to Intellectual Property Rights (IPR).

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

INVESTMED OBJECTIVE

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

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. Also Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain can benefit from the action.

INVESTMED

NEWS & DEVELOPMENTS

Sustainable business management training course

Seminars May to November

The INVESTMED webinars form part of the project's Sustainable Business Management Programme, which is open to current and prospective entrepreneurs from Egypt, Tunisia, and Lebanon working in the green economy, blue economy, and cultural and creative sectors. The seminars aim to complement the training content by bringing together experts in these fields from around the Euro-Mediterranean region and sharing expertise on valuable themes.

From May 2022 to November 2022 INVESTMED continued its informative webinars with 5 new topics:

Capacity Building on Sustainability Leadership **5/5/2022**

Emilio Miguel Mitre, Green Building Council Spain

Mathieu Durrande, IMFUSIM

Prof. Raouf Medimagh, Université de Versailles Saint-Quentin-en-Yvelines

Internationalization Strategies

14/7/2022

Sergio Mestre, Managing Director for REEXPORTA LEVANTE

Carmen Ayllón, Chamber of Commerce of Spain

Blue Economy Business Ecosystem

9/9/2022

Céline Dubreuil, Plan Bleu

Thanassis Koukounaris, University of Patras

Louisa Shakou, Cyprus Energy Agency

Magali Outters, Medwaves

Sustainable Finance and Entrepreneurship

10/10/22

Tania Duarte, Sustainable Financer Consultant and Researcher at EMEA

Kwame Sarpong Barnieh, KPMG Ghana

Laura Sisó, Bridge the Gap

Environmental Impact Assessment of Industries

14/11/2022

Professor Ferri, Rome University LUMSA

Nida Fatima, Masters' student in Management and Sustainable Development Goals, LUMSA

Recordings of all seminars are available on the INVESTMED Youtube channel. www.youtube.com/@investmedproject2653

Sub-granting

Local pitch competitions

Local pitching competitions were held in each target country for the entrepreneurs that made it to the second stage to present their project to the evaluation committee. We are happy to announce the winners of each country call, however, we would like to take the opportunity to thank all that submitted applications. We hope to see all projects flourish to contribute to a thriving green, blue, and CCI entrepreneurial ecosystem in all target countries.

Overall, there were 12 selected MSMEs in Egypt, 12 in Lebanon and 14 in Tunisia after the various pitch events where 65 start-ups competed.

The pitch competition for **Egypt** took place on the 18th and 19th July 2022. The winning entrepreneurs were:

- Platka – Waste management
- New Power – Waste management
- Wastology Company – Waste management
- Wfrley – CO2 reduction
- Sustain Egypt Think Tank – Sustainability
- Merit Aromas & Hierbals – Self-care products
- Fresh Fish Farm Ltd – Aquaculture
- Semsemia Tours – Tourism
- Super Fny – Tourism
- Ithaka VTIC – Tourism
- Egyptomania Bazaar – Arts & Handicraft
- B'sarya for Arts – Music & Dance

The pitch competition for **Tunisia** took place on the 6th and 7th July 2022. The winning entrepreneurs were:

- GREEN ALAFCO - Waste management
- Recyglass – Waste management
- ISTIDAMA – Water management
- SMART LOGGER- Water management
- Algae Pool – Water management
- Moline - Self-care products
- SANOEB COSMETIC CONSULTING – Self-care products
- Lait Espoir – Farming
- Moovin360 – Tourism and AR & VR
- Couss & Co Editions – Literature
- Oasis Events – Music and dance
- Mirage Group – Cinema
- Domaine ElHtoubba – Arts & Handicraft
- Ourghema – Arts & Handicraft

The pitch competition for **Lebanon** took place on the 6th and 7th June 2022. The winning entrepreneurs were:

- Live Love Recycle – Waste management
- SmartLand S.A.L – Water management
- Dooda – Agriculture
- DARMMESS SARL – Agriculture
- Cibus Laboratoire – Agriculture
- ReFuse S.A.R.L – Recycling
- Savvy Element – Self-care products
- Chabrouh Eco Farm – Tourism
- Farm Art Studio – Tourism
- Plastic Lab – Architecture
- HYDREK – Renewable energies
- OLIVE TREE PRODUCTIONS – Music & Dance





One participant, Alia Belkhodja of the Moline project, said that being part of the INVESTMED project has allowed her to network with other entrepreneurs in her region and has brought her closer to other business opportunities. Eya Ben Masseoud of the Idaraty project explained that in the session was a great opportunity to network with those in the cultural sector. She also explained how the INVESTMED grant will allow her business to provide valuable support to Tunisian artists.



AWARDED PROJECTS



Congratulations to all!

You can watch some testimonials of the event at the INVESTMED Youtube site. www.youtube.com/@investmedproject2653

EVENTS

Sub-grant Programme Kick-off Event

The event took place on the 24th and 25th October 2022, Beirut Lebanon, Co-organised by Beyond Group, IEMed, EMEA, and CEEBA.

The winners of the INVESTMED call for sub-grants met on 24th and 25th October 2022 in Lebanon to celebrate the subgrant program's kickoff. The EU funded INVESTMED project launched a call for sub-grants to provide support for new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon, and Tunisia. The call looked for innovative MSMEs, startups and recently established enterprises mainly involved in the following sectors: Green economy, Blue economy and Creative and Cultural Industries (CCI).



The selected entrepreneurs besides receiving a grant for their project, will benefit from many other advantages from the INVESTMED project such as: receiving an incubation programme, being part of an online community with different investors, actors, and startups from other countries, receive specific Intellectual Property Rights (IPR) training for the three countries, and participate in multiple events with actors and investors from all over the Mediterranean.

The event, co-organised by INVESTMED project partners Beyond Group, IEMed, EMEA, and CEEBA, was opened by Jessica Hanna, Partner and Consultant from the Beyond Group in Lebanon and Jihen Boutiba, General Secretary at BusinessMed. Jessica emphasised that the goals of this event were to share experiences, learn about the Investmed programme, and encourage synergies between the partner countries. Following the introductions, our partner organisations awarded the selected sub-grantees with their certificates.





Following that, we heard from three industry experts discussing the challenges facing the green economy, the blue economy, and the cultural and creative industries in the MENA region. Mr Antoine Karam gave his advice on managing green businesses and emphasised the importance of making a business both financially and environmentally sustainable. Mr Hussam Hawa highlighted the difficulties facing the blue economy in the region and possible solutions for water conservation. Finally, Mr Ali Abu Awad emphasised the importance of creativity across all economic sectors despite it being seldom acknowledged.

The subgrantees then broke out into workshop discussions where they could reflect on the ideas introduced by the experts in the context of their own businesses and sectors. In the blue economy workshop, project managers highlighted issues such as water management in desert regions, water scarcity, and possible solutions for sharing knowledge between different actors. In the green economy group, 15 participants discussed the challenges associated with the industry spanning from waste, agriculture, sustainable materials, and natural cosmetics.



COP27

At the 27th United Nations Conference on Climate Change held in November 2022, Sharm El Sheik, the success and progress of INVESTMED was presented by the project partners, Ms. Jihen Boutiba Secretary General of the Union of Mediterranean Confederations of Enterprises (BUSINESSMED) and Dr Cynthia Echave Senior Researcher at Euro-Mediterranean Economists Association (EMEA).



On the 14th of November 2022, ENICBC organised the side-event Propelling SMEs and businesses into a green future in the Mediterranean Pavilion to discuss solutions and projects that promote the adoption of environmental practices, green business models, and circular economy principles to foster an economic growth that does not jeopardize our ecosystems and natural resources. The event brought together actors in the green economy around the Mediterranean region including 3 partners of the INVESTMED project. You can catch up on the event here:

The event was moderated Mr. Vincent Ernoux, coordinator of the Branch Office for the Western Mediterranean, ENI CBC MED Programme with a welcome address from Ms. Sherihan Bekhiet, Assistant Minister at the Ministry of International Cooperation in the Arab Republic of Egypt. The panellists were:

- Dr. Alaa Ezz, Secretary General, Confederation of Egyptian European Business Associations (CEEBA)
- Prof. Gianluigi Bacchetta, Director of the Center for Biodiversity and Conservation, University of Cagliari
- Ms. Jihen Boutiba, General Director, Union of Mediterranean Confederations of Enterprises (BUSINESSMED)
- Ms. Cynthia Echave, Senior Researcher, Euro-Mediterranean Association of Economists (EMEA)
- Ms. Oumaya Marzouk, Director of Circular Economy projects, CEREMA,
- Mr. Alessandro Miraglia, Team Leader Networking & Communication, MedWaves, the UNEP/MAP Regional Activity Centre for SCP

Ms. Jihen Boutiba (BUSINESSMED) explained how INVESTMED is aiming to foster regional cooperation between businesses across the region and create an enabling environment for young people and women. In this way, such projects foster an ecosystem in which sustainable business can thrive.





Dr Cynthia Echave (EMEA) highlighted the capitalisation activities of the project to ensure the INVESTMED project has lasting impact. The first aspect is discovered which are the effective policies generated from the project that can be shared among business schools and other organisations to allow the success to be replicated and to maintain the enabling environment. A second aspect is the INVESTMED community building platform which provides a way for the INVESTMED community to interact, network, and discuss topics pertaining to their green, blue, and CCI businesses.



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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