



INVESTMED

InNoVativE Sustainable sTart-ups for the MEDiterranean

Special Edition Newsletter III: Introducing Entrepreneurs
in Lebanon

May 2023

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.



THE WINNING ENTREPRENEURS – – LEBANON

In this special edition newsletter, the INVESTMED project is happy to announce the winners of the call for MSME business proposals launched in 2021. 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 involved in the following sectors: Green economy, Blue economy and Creative and Cultural Industries (CCI). We are happy to announce the winners for Lebanon in this special edition newsletter. First, however, we would like to take the opportunity to thank all those who submitted applications. We hope to see all projects flourish to contribute to a thriving green, blue, and CCI entrepreneurial ecosystem in all target countries.

In Lebanon, 12 MSMEs were selected. We are proud to present them here:



Dooda Solutions

Sector: Agriculture

Website:

<https://www.instagram.com/doodasolutions/?hl=en>

Description:

Dooda Solutions is a women-led earthworm farm that raises earthworms using advanced technologies to produce premium-grade soil and liquid vermicompost commercially. This project supports farmers to increase their yields at lower costs contributing to food security and low-carbon farming methods.

Plan for subgrant:

Using the INVESTMED subgrant, Dooda Solutions will purchase the necessary equipment to provide farmers with more economical and high-quality non-polluting fertilisers and recycle organic waste.





CEZAR'S PROJECTS
Rural Development

Cezar's projects

Sector: Tourism

Website:

https://instagram.com/cezar_projects?igshid=YmMyMTA2M2Y=

Description:

Cezar's Projects is a rural development initiative founded by Cezar Mahmoud and led by a skilled local youth team. Their primary purpose is to develop standard rural tourism operations and coordinate rural initiatives to achieve long-term rural development through retaining local talents, encouraging innovation in sustainable tourism, and generating new sources of income.



Plan for subgrant:

Cezar's Projects is committed to preserving Lebanese culture through all its products and services, particularly agricultural activities, accommodation services, and visitor interactions with locals. "The Farm Art Studio" initiative, which supports Cezar's Projects mission, aims to restore pottery making and strengthen and preserve artistic activities, farming, and local culinary experiences.

"INVESTMED gave us the chance to connect and interact with entrepreneurs not only from Lebanon, but also from other Arab countries. In addition, this program will help us initiate and equip a Farm Art Studio, which will enrich our cultural activities and support our local community."



Hydrek

Sector: Renewable energies

Website:

<https://www.facebook.com/hydrekhydroponics>

Description:

Hydrek provides innovative home-scale hydroponic systems powered by solar energy with creative designs that can save space, water, and energy. Their system can be used for people to grow crops at home in a small area more quickly than conventional farming methods. This increases food security, reduces reliance on traditional irrigation systems, and reduces CO2 by relying on solar power.



Plan for subgrant:

To do this, using the INVESTMED subgrant, Hydrek will raise awareness of its new product to encourage a transition away from traditional farming methods. They will market to individuals, supermarkets, and NGOs.

"Besides the financial support, INVESTMED has helped us by providing professional training to support us in protecting our innovation."



Plastic Lab

Sector: Architecture

Website:

www.plastclab.com https://www.instagram.com/plastic_lab/

Description:

Plastic lab recycles the collected plastic waste by organisations and municipalities into construction and design materials, such as recycled plastic sheets, beams, and blocks that can be used in the construction and design sectors. Taking part in the transition towards a sustainable future, their vision is to work closely with the community and the public sector when needed in developing future solutions for reducing plastic waste, either by consuming less, collecting responsibly or a combination of both.



Plan for subgrant:

Plastic Lab will use the INVESTMED grant to improve the efficiency of their washing processes. They will invest in a wash station and pelletiser to optimise production, producing a higher quality product. This will allow them to enter new local and foreign markets.



Savvy Element

Sector: Self-care products

Website:

www.savvyelement.co

Description:

Savvy Element is a green manufacturing company from sustainable home-care and self-care products. By spreading awareness & knowledge, their vision is to redefine self-care and how it is perceived. They intend for their products to appeal to eco-friendly and non-eco-friendly consumers alike.



Plan for subgrant:

Savvy Element will use the INVESTMED grant to boost its expansion. They have four new products in the pipeline and plan to expand their portfolio into full home-care and self-care lines to incorporate sustainability into the everyday life of consumers. They will also research to investigate new markets and create new employment opportunities.





SmartLand

Sector: Agriculture

Description:

SmartLand supplies and installs an automated irrigation and fertigation smart system linked to a mobile application to help farmers optimise their production and operating model by providing them with real-time data related to the soil they use. The system can measure the soil's moisture, send the data to the central hub, measure the weather conditions, start and stop a water pump, and employ a fertigation machine. The mobile application can track and monitor these actions.



Plan for subgrant:

SmartLand will use the INVESTMED grant to optimise its system and develop its technology, including using smart sensors to increase system reliability and robustness. They will then move to higher-scale production and community engagement to encourage more farmers to adopt their system. From there, they will move to an international market.

Cibus Laboratoire

Sector: Agriculture

Description:

CIBUS (solidarity habitat for members of society) is based in the centre of Bekaa. The Bekaa area is considered an excellent agricultural land. Therefore, various crops are planted and harvested in the Bekaa Valley, where CIBUS is, mainly in Nasriyeh. However, most women in the area are unemployed due to several factors, including the distance between the town and cities and the unavailability of establishments that provide working opportunities. Cibus Laboratories proposes

a solution to this through its circular economy model. It benefits from these unwanted crops and transforms them into high-quality food products, conforming to the international health code and available in the markets at fair prices. This helps to decrease pollution, limit agricultural waste, maximise the benefit from natural resources without bleeding them dry, combat hunger and provide work opportunities, particularly for women.

Plan for subgrant:

With the INVESTMED subgrant, Cibus will support farmers by launching a circular economy model to encourage zero pollution that can be applied in many towns across Lebanon. They will provide a part of the raw material needed for this food production and secure production equipment. Furthermore, to disseminate the techniques and knowledge, they will hold training sessions on how to apply sustainability and circular economy principles in agriculture and work on popularising it in the area.





Refuse

Sector: Recycling

Website:

<https://www.refuse.eco/>

Description:

ReFuse bridges communities and industries, creating the key linkage for a circular economy to empower each user. Waste power grows with scale: when friends, neighbours, and local organisations cooperate, they can use its value to fund community initiatives and solve their most pressing issues. ReFuse flips the problem, making waste the solution.



Plan for subgrant:

With the help of the INVESTMED grant, Refuse will expand its activities in Lebanon and further contribute to the country's sustainable development, opening a second collection point in the centre of Beirut. They will use this to create and fund community-based initiatives for local inhabitants' socio-economic and environmental well-being.



Darmmess
EARLY HARVEST PREMIUM
EXTRA VIRGIN OLIVE OIL
— HIGH PHENOLIC —

Darmmess

Sector: Agriculture

Website:

www.darmmess.com

Description:

Established in 2019, Darmmess is a social enterprise which produces markets. It distributes globally (16 countries to date) Premium Extra Virgin Olive Oil (EVOO) sourced solely from Deir Mimas and its farmers. With a track record of 4 international awards, its mission is centred on building a 'territorial branding' for Lebanese EVOOs generally and Deir Mimassi, particularly while sustainably enhancing the socioeconomic living conditions of the community, focusing on the most vulnerable, especially women.



Plan for subgrant:

Using the INVESTMED subgrant, Darmmess will develop a new product: A noble distilled alcoholic drink with olive leaf as a base. This new innovative product will be offered locally and globally. This will create new jobs, support the Lebanese economy through the entry of foreign currency, and scale the growth of our small enterprise in a sustainable mode.

MIST

G R O U P

MIST for Carbonated Healthy Beverages

Sector: Food Production

Description:

Mist Trading Ets. is a start-up established in 2019 by life-long friends who found the opportunity amid economic crises to develop and produce new food products to fill the gap in the Lebanese market. Starting with alcoholic beverages, they soon discovered the market need for fun products with a healthy twist.



Plan for subgrant:

Using the INVESTMED subgrant, MIST aims to preserve the tradition and heritage rooted within the Hammana village through its flagship fruit, "the Hammana Cherries," and turn it into a carbonated beverage with no added sugar (except the naturally occurring sugar in the cherries). The healthy carbonated drinks are made with simple all-natural ingredients such as fruits and vegetables, juices, herbs, and spices. These beverages are thirst quenchers and refreshers with a potential immunity booster. This line of products has been expanding recently with the introduction of flavoured sparkling water to the local market, which has been in high demand internationally. Producing such a product will impact the local cherry farmers, processors, distributors, retail, and the service industry. This project will help create new jobs within the production facility and distribution, supporting local farmers. In return, these jobs will support many families in local villages with a stable income.

LE JOYAU D'OLIVE

Le Joyau d'Olive

Sector: Agriculture

Website:

<https://lejoyaudolive.com>

Description:

Le Joyau d'Olive was built in 2020 to help small artisans reach international markets. The company aims to save Lebanese cultural and environmental heritage by supporting the entire supply chain of artisanal soap made of virgin olive oil, with no synthetics or additives. The company is deeply connected with Lebanese history, as natural olive oil soap-making techniques were first perfected some 4,000 years ago. Generations have lived



using these natural soaps with some of the oldest olive tree groves on the globe. However, the craft is fading, and markets are flooded with cheap synthetic imported soaps. Against that backdrop, Le Joyau d'Olive was created to reverse the trend, save the ancient olive trees, and reintroduce natural cosmetics into our cities as our ancestors knew them.

Since its establishment, the brand has won 5 international branding awards, is exported to 10 geographies abroad and is expanding. They are working with artisans across the country and are also in the process of developing our production facility. In addition, they have introduced natural liquid soaps and look forward to expanding into natural cosmetics.

Plan for subgrant:

The subgrant will allow us to acquire the last couple of machines we need and hire a workforce that will get the proper training to produce, stamp, and pack soaps for clients on international markets.



NIMAN s.a.l.

Sector: Food Production

Website:

www.mezzmix.com

Description:

Under Messmix, NIMAN produces and distributes Lebanese savoury condiments and appetisers. They deliver ready-to-eat, fresh hummus bi tahini (original and flavoured taste), garlic dip (Lebanese garlic cream in original and flavoured taste), eggplant puree, chilli paste, cucumber pickles and other types of Lebanese food. Their products are sold in more than four countries, leading in the Lebanese market.



Plan for subgrant:

Using the INVESTMED subgrant, NIMAN will grow their business and export to more regional countries.

“INVESTMED will strengthen our position internationally and support us in growing our brand.”

The winners of the subgrant will now start working on their business ideas with the INVESTMED subgrant.

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.



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.



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.



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.

Associated Partners



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