

# CREACT4MED Summer School REPORT

4<sup>th</sup> - 8<sup>th</sup> September 2023



Organised by the Euro-Mediterranean Economists Association in collaboration with StartUB! - the University of Barcelona's Business Incubator

With the support of the European Institute for the Mediterranean and the Institute for Entrepreneurship Development

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# INTRODUCTION

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## **A word from CREAT4MED Project Co-ordinator, Maria Ruiz de Cossío...**

CREACT4MED is a project funded by the European Union (EU) through the EuropeAid Programme, that aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCIs) in the Southern Neighbourhood of the EU, with a particular focus on young people and women. The project is based on four pillars: mapping, training, subgranting, and engagement and advocacy.

As part of the subgranting pillar, the CREAT4MED project has awarded subgrants of up to 15,000€ to 24 entrepreneurs (4 per target country) to support them in the development of their businesses, harness innovation, and contribute to a thriving CCI Southern Mediterranean region. The process of selecting the entrepreneurs started in July 2022 when a call for subgrants for MSMEs, start-ups, and civil society organisations working in the cultural and creative industries was launched in the 6 target countries: Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia.

The Summer School, organized by the Euro-Mediterranean Economists Association in collaboration with StartUB! The Business Incubator at the University of Barcelona, invited 26 entrepreneurs to Barcelona to support them in the implementation of their businesses. The weeklong intensive course was held between the 4th - 8th September 2023, featuring trainings, workshops and panel sessions on a range of entrepreneurship and creativity skills, on themes such as Story Telling for Technology, Digital Marketing, and Financing for Entrepreneurs. This experience not only benefited the entrepreneurs as they work as part of CREAT4MED, but also in the future growth of their businesses beyond the project's timeline.

In this report, we summarise the sessions provided by the experts, highlight key moments and connections made between entrepreneurs, and give a sense of the cultural and creative network in Barcelona. To read more about the entrepreneurs who participated, check out our [Special Edition Newsletter](#).

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# DAILY SUMMARY

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## Day 1 - Monday 4<sup>th</sup> September

The first day of the Summer School consisted of a series of activities to break the ice between the entrepreneurs in order to facilitate smooth networking and connections for the coming week.

After a lunch at Parc Científic de Barcelona, the participants underwent an ice-breaker session at StartUB. Each presented themselves, their project, and an interesting fact about them.

Following that, an open discussion covering the subgrant programme thus far was carried out. The entrepreneurs were able to discuss what they have found most difficult in the first few months of the project, and share their suggestions to optimize the processes. This was an excellent opportunity for face-to-face direct feedback with the CREAT4MED Technical Assistance Team.



In the afternoon, the entrepreneurs had a tour around the city of Barcelona, particularly focusing on the 22@ District. The tour began in Montjuic, the most famous hill in Barcelona. Due to the 1929 World Fair in Barcelona and the 1992 Olympics, palaces, pavilions, parks, botanical gardens, sports stadiums, and exhibition rooms were built. Some of those buildings still remain today and serve as museums.

The route then continued to the The Barcelona Forum, also known as Park del Forum. It is one of the newest and more modern areas in Barcelona. Along with the Olympic Port, it's the most recent undertakings taking place in Barcelona. It also features museums with innovative architectural designs.

Finally, the tour explored the 22@ district which runs from Park del Forum to Plaça de les Glòries (200 hectares) It is known as the innovation district where creativity, design and technology have replaced the old factories as the economic driving force.

The day ended with a networking dinner at La Botiga.



## Day 2 - Tuesday 5<sup>th</sup> September

### Welcome and Introduction

The School was opened by CREAT4MED Project Coordinator and Senior Project Coordinator at the Euro-Mediterranean Economists Association, Maria Ruiz de Cossío, who welcomed the entrepreneurs and encouraged them to make the most of the sessions and networking opportunities this week.

Claudio Cruz, Director of StartUB!, the business incubator at the University of Barcelona, gave some welcoming words and highlighted vibrancy of the Barcelona start-up ecosystem.



### Pitch It!

A key aim of the CREAT4MED Summer School was to facilitate connections between entrepreneurs across the 6 target countries to advance cross-border networking and internationalisation of their businesses. To fully understand one another's projects, the entrepreneurs explained their businesses, future plans, and progress made so far in the CREAT4MED subgranting scheme.

To learn more about the businesses of each entrepreneur, head to our Special Edition Newsletter. Here, we will give you the basics:

## EGYPT



Manal Saleh, CEO of Almah, a project of the Egyptian Clothing Bank

**Almah** is an Up Cycled Fashion brand that utilizes virgin vintage clothes and materials that are damaged into contemporary collections of high quality innovative design pieces.

Manal explained that Almah is working on the opening of their shop for October 2023.



Khalid Alazem, Sales Director, Duma Toys

**Duma Toys** specializes in premium quality hand-knitted products and toys for children. Based out of Cairo, Duma has empowered and supported over 200 Egyptian and refugee women by providing sustainable job opportunities in handmade toy production. Since Launching in 2018 Duma has sold over 9000 toys.

Their next phase under the CREAT4MED project is to increase their sales by digitizing and opening channels internationally.



Mostafa Mohamed, Project Developer of Teatro Advanced Company and Manager of the Advanced Teatro Incubator for Performing Arts

**Teatro Alsaeed for Theater and Arts** is a company with multiple experiences in the field of performing arts. It started as an initiative in 2014 and was established as a company in January 2022. It seeks to establish a relationship between artists and the society in Upper Egypt by providing a space for practicing arts, holding workshops and artistic performances, and always trying to enhance the independent theater troupes to sustain by providing administrative and artistic advice to the troupes or by providing the requirements of a theater space with low prices.

Mostafa provided updates on the progress of the incubation programme explaining that they have already begun and trained X people.



## JORDAN



Farah Aljouni, CEO of GIOA Footwear

Founded in 2018, **Gioia** aims at producing casual footwear, while creating economic opportunities for local Artisans. Their designs include traditional embroidery techniques incorporated into contemporary shoes.

They are more than just a business, they work for a sustainable future to share economies, reduce poverty, discover talent and encourage creativity.



Rola Abuqerrayan, CEO of Viavii

**ViaVii** is a central hub for genuine local experiences and unique activities. Their vision to create an immersive form of tourism by enabling the era of "people to people travels."

The marketplace is built to help travellers easily find a variety of immersive experiences and ready-to-buy itineraries, designed by trained local communities, and instantly available to reserve online.



Rami Bader, Puppeteer and X

**Puppets World** is the first and only company in Jordan that aims to educate children and raise their awareness of social, behavioral, emotional, and cultural issues through the interactive mobile puppet theater.





Lina Abojaradeh, CEO of Talaween

**Talaween** is an interactive application that uses both digital and physical art activities to teach children the necessary soft skills needed to succeed in the 21<sup>st</sup> century.

It provides interactive and comprehensive educational tools, using engaging educational curricula written by specialists and converted into artistic exercises.

## LEBANON



Carmen Bou Dargham, Community Development Facilitator, Cezar's Projects

**Cezar's Projects** is a youthful rural development initiative that works as a social enterprise since 2017.

The enterprise is developing standard rural-tourism operations and coordinating rural initiatives, to meet sustainability through retaining local talents, creating innovation in sustainable tourism and generating new sources of income.



Jad Issa, Co-founder, ClimberSpace

**ClimberSpace** is an outdoor small business specialized in resoling outdoor shoes and locally designing and producing outdoor products and apparel.

It was founded by three passionate climbers and brothers who share the vision of creating an outdoor brand that shares the beauties of nature and people through locally crafted products.



Johnny Andary, Chief Operating Officer, Mlouk Productions

**Mlouk Productions** is a film production company equipped with professional resources and a creative team that is ready to bring inspiring stories to life.

Mlouk joined the Creative with the Production process to offer optimized workflows tailor made to every project.



Bilal Zahalan, CEO, Tourific

**Tourific** is a marketplace for self-guided audio and augmented reality tours, where tour guides can create their tours on the Tourific platform and share their experience and knowledge for tourists to purchase and enjoy their experience.



## MOROCCO



Wafae Zaoui, Managing Director, Cré Artisanat

**CRÉ ARTISANAT** offers a range of handmade leather goods and accessories under the brand name Bill Yadi - that meets both professional and everyday uses.

The products made at CRÉ ARTISANAT have an aesthetic, creative, and singular purpose which differentiates them from the standardised mass production market.



Lamia Benkirane, Co-founder, Felicity Chocolat

**Felicity Chocolat** is a chocolate boutique, an educational platform and a marketplace allowing master chocolate makers and producers in the network to develop their skills and sell their production, creations and training/consulting services.



Lucie Strack, Co-founder, Help Mariage

**Help Mariage** is the first mobile application for planning a serene wedding.

They have a large-scale impact on more than 40 professions in the creative and cultural wedding and event industry, and already more than 5,000 professionals in their community.



Hiba Ghiati, CEO, Hkids

**H KIDS** is a company specialized in the manufacture of personalized children's furniture that is scalable and employs innovative solutions.

## PALESTINE



Hala Shakshir, Founder, Askadar for Culture and Arts

**Askadar** is a creative cultural centre in the city of Nablus in the Northern West Bank.

The centre opened its doors in March 2017 and has been providing much needed culture and arts activities to the children and teens (5 to 15 years old).



Morgan Cooper, Founder and CEO, Handmade Palestine

**Handmade Palestine** is a labor of love to give supporters around the world access to the best of Palestinian handicrafts.

They showcase the work of 32 talented artisans, cooperatives & designers in Palestine as well as their own original designs and support artisans through business consultation work as well as providing a sales channel for them.



Soukainia Bessouda, Assistant Director, DCX

**DCX** believes that promoting heritage among young people is a key factor to build a prosperous and peaceful society. Their goal is to create attractive platforms and XR experiences that (re)connect young people with their heritage. In collaboration with experts and scientists, DCX creates immersive 3D, VR and AR experiences using storytelling and interactive gaming tools to enhance museum mission, engaging the visitor in an educational and leisure experience.



Sherazade Amous, CEO, KLINK

**Klink** is an artistic booking platform. It allows a connection between the events' organizers and the artists.

No more wasting time, money or energy in finding artists and organizing an event.



Mayssa Ben Fredj, Web Manager and Creative Coordinator, Maft

**Maft** is an e-commerce & multiservice platform that represents and promotes emerging brands and creative entrepreneurs from the MENA region, in the fashion, design and handicraft sector internationally.



Siryne Eloude, Co-founder, La Galerie Virtuelle

**La Galerie VR** is a digital platform for the creation and reproduction, hosting, and sale of 360° 3D virtual tours and VR (Virtual Reality), specialising in visual art exhibition spaces.

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### **EU – Southern Neighbourhood Country Regional Dialogue & Workshop: Identifying & Addressing Challenges in the CCI, organised by the European Institute for the Mediterranean (IEMED)**

Designed for the CREAT4MED Sub-grant beneficiaries and actors from the Spanish cultural & creative industries, this workshop fostered collaboration and innovative problem-solving among participants, highlighting the power of collaboration and co-creation. The workshop aimed to create an environment where entrepreneurs could learn from one another, explore synergies, and develop effective strategies to address the challenges in each respective group.

Participants were organized into four groups of 8 to 10 people; each assigned a specific challenge related to the creative and cultural sector industries. The challenges were based on the following themes:

**Challenge 1:** Digital Transformation & Technologies led by Mercé Boldú, Head of Cultural and Creative Industries Market, Eurecat - Technology Centre of Catalonia (Spain)

**Challenge 2:** Marketing & Branding/ Market Competition & Access to Distribution Channels, led by Elizabeth Pavlitsa, Products and Services Director, JOIST & Institute for Entrepreneurship Development (Greece)

**Challenge 3:** Internationalization Strategies, Exports & Shipping Issues, led by CREAT4MED Coordinator, Maria Ruiz de Cossío (Spain)

**Challenge 4:** Talent Acquisition and Retention: Skilled Workforce/Job Creation, led by Ramon Sanmiquel Pérez, Educational Specialist, Service of Programs and Projects for the Promotion of Vocational Education, EMPRENFP-INNOVAFP program (Spain)









## Business Model Innovation led by Claudio Cruz, Director, StartUB!

This session, led by Claudio Cruz, Director at StartUB!, explored business model innovation as a strategic reconfiguration of traditional business models by rethinking and redesigning to gain a competitive advantage. Claudio Cruz, Director at StartUB! explained. During the sessions, participants acquired knowledge on the importance on Business Model Innovation and how to innovate in the current business models by means of the Sant Gallen Business Model Navigator Cards. Following an explanation of the theory, the entrepreneurs split into groups to work collaboratively on how to improve their business models.



## Visit to Ernest Ventòs Foundation and CaixaForum

To close the second day, the entrepreneurs had their second visit of the course. The participants were divided into groups based on their creative profiles and businesses: products vs experiences.

The products group went to the Ernest Ventòs Foundation for a workshop on Smells, Arts, and Marketing. The participants learned how to engage the senses of their customers as a strategy for effective marketing. The smell is the most powerful sense for memory, meaning it can be incredibly useful in a sales strategy of their products.



The second group visited the Caixa Forum - a cultural centre in Barcelona in a former Modernist textile factory designed by Josep Puig i Cadafalch.

They had a virtual reality and sound experience in the exposition [Symphony](#) - an immersive audiovisual journey through emotions and music. The first part consisted of a movie made only of sounds and not words, where the participants had to hone in on their sense of hearing. Then, they moved to a virtual reality experience with the compositions of Beethoven, Mahler and Bernstein, led by the conductor Gustavo Dudamel and more than 100 musicians of the prestigious Mahler Chamber Orchestra.



Following the visits, the entrepreneurs had dinner at Mussol, next to the historic Montjuic hill.



## Day 3 - Wednesday 6<sup>th</sup> September

**Creative Industries and Urban Transformation led by Montse Pareja, Associate Professor, University of Barcelona**

The session aimed at providing a contextual approach to the development of Creative Industries. In particular, the presentation analysed the characteristics of Creative and Cultural Industries and their relationship with their local ecosystems, concerning positive change in cities and shaping vibrant and sustainable urban environments. Attention was paid to the 'projectification' of the economy and the role of communities and networks. This episodic-temporary collaboration among different actors constitutes an essential characteristic of the CCI's.

Along this line, and considering different examples provided by the participants, the relationship between the local and the global was explored, posing questions such as how stable are the relationships in the entrepreneurial ecosystem? Are these relationships local or global? The session ended with a discussion on how local policies can better benefit the interests of local entrepreneurs and their endeavours.



## Market Fit led by Matheus Provinciali, Head of Innovation and Entrepreneurship at StartUB!

Customer satisfaction is key to the journey of a successful service or product. In this session, Matheus Provinciali demonstrated how entrepreneurs could identify customer needs and preferences in order to ensure customer satisfaction and therefore increased engagement and sales. Matheus Provinciali discussed questions such as what it takes to achieve a product fit for the market and how entrepreneurs successfully identify customers' behavioural characteristics to understand the needs, feelings, and emotions that their product or service delivers.

The participants were encouraged to consider the importance of culture in the process of rewriting their product and market strategy ensuring they effectively communicate the value proposition in messages that will drive customers to purchase their products.



**“The sessions opened my eyes to new ways of innovating within our business models.”**

**Lina Abojaradeh, CEO of Talaween, Jordan**

## Story Telling for Technology led by Angela Bustillos, Co-founder of eXplorins

This session described the importance of connecting cultural narratives to inspire and create stories through digital experiences. Storytelling is a key tool for marketing as it allows entrepreneurs to create a narrative for their product. An effective channel to create, disseminate, and market that story is, of course, technology.

Given her role as CEO of eXplorins a creative-Tech HUB that develops interactive phygital experiences interfaces for city's dynamization and experiential marketing with triple impact: economic, social and environmental, she explained how they apply this methodology in different cases connecting culture, tech and sustainability.





## Sustainable Business Model Learning by Helping led by Tommy Megna, Author of Creativity to Save the World.

Tommy Megna, author and creator of the Learning by Helping Model explained the methodology and how it is used to build sustainable projects with social impact. Entrepreneurs were introduced to the world of sustainable business starting with the reflection that impact brings great overall value to the proposition of the venture.

Tommy then demonstrated a key Learning by Helping tool which focuses on the understanding and application of business models with a focus on creating models of social, environmental and economic impact. To close the session, the participants took part in an interactive exercise applying what they had learned to their own business models to add impact and value.

**“It was very interesting, and the most interesting part was to apply this to our own businesses. It makes it very concrete and useful!”**

**Lucie Strack, CEO of Help Mariage, Morocco**



## EU-Southern Neighbourhood Regional Dialogue

The EU Southern Neighbourhood Regional Dialogue on Cooperation in the Cultural and Creative Sector is a forum designed to foster collaboration and exchange of ideas between countries in the Southern Mediterranean region and Europe. This interactive dialogue created a dynamic platform for discussing cross-border projects and initiatives that foster cultural exchange and cooperation. The session was moderated by Gemma Aubarell, Director of the Culture, Gender and Civil Society Department, European Institute of the Mediterranean.

The panel speakers were Mireia Estrada, Jivar Creation & Society, Mercedes Giovinazzo of Interarts Foundation, and Houari Bouchenak of Jiser Reflexions Mediterrànies, who interacted with the 24 Cultural and Creative Industries' projects from across the Mediterranean.

One of the recurring themes that emerged during the dialogue was the critical importance of funding in the cultural and creative sector. It was widely acknowledged that while culture promotion is often linked to public institutions and politics, there is also a crucial and time-consuming need to secure various funding sources. Participants highlighted the necessity of bridging public and private entities to support cooperative initiatives, recognizing that both dimensions are essential for sustainable cultural development.

Furthermore, promoting mobility between the Middle East and North Africa (MENA) and Europe was deemed essential to facilitate cross-cultural artistic collaborations and exchanges. The significance of facilitating the mobility of cultural actors, both north-south and south-south, is essential for the growth of the cultural sector. Programs such as artist residencies were highlighted as valuable tools to enable such mobility, which, in turn, leads to greater cultural exchange and collaboration.

The event concluded with a call for spaces and platforms for sharing knowledge, resources, and mentorship from countries with successful cultural systems, and cross-sectoral collaboration to overcome the multifaceted challenges faced by the cultural sector.



## Regional Alumni Network Event- Panel Discussion “Shores of Innovation: Access to Finance for Mediterranean Creative Ventures”

The session brought together experts in finance and players who act as intermediaries between finance and entrepreneurs in the cultural and creative industries. The session was moderated by Prof. Jaime Argerich, Professor of Entrepreneurship at the University of Barcelona.

Three expert speakers joined the conversation, each representing a unique facet of the CCI funding landscape: Ouafa Belgacem (online), CEO of Culture Funding Watch, a network of experts in resource mobilisation who are passionate about supporting cultural initiatives in the global south, Jonàs Sala, Co-founder of Verkami, a cultural and creative crowdfunding platform based in Catalonia, and Jordi Pardo, President of Cercle de Cultura, an entity which provides the space for dialogue and debate in favour of culture and its greater presence and recognition in Catalan social life.



The session touched on access to relevant information for entrepreneurs, the importance of strategic partnerships, and most importantly, what is needed to access different types of funding for cultural and creative projects. This included conversations on visibility building trust, and a solid management model as key components.

The panel discussion shed light on the multifaceted challenges and opportunities within the cultural and creative industries in the Mediterranean region, emphasizing the importance of clear communication, collaboration, and understanding the unique regional context.

The group then headed to the Karakala restaurant for a traditional Southern Mediterranean meal.

## Day 4 - Thursday 7<sup>th</sup> September

### Arts and Culture for Social Participation and Wellbeing, Salvador Simó, Adjunct Director of Mental Health, UVic-UCC

In this session, participants delved into the transformative influence of arts and culture in enhancing the well-being and social engagement of diverse communities, including those with special needs, and explored a variety of local and international projects that have effectively harnessed the potential of creative expression to empower collectives and uplift the broader population.

For several CREAT4MED projects, this helped them think about their businesses, their impact on people from underserved communities, and how they can further enhance their well-being in a community project.



## Finance for Entrepreneurs led by Jaume Argerich, Finance Expert, Entrepreneurship Professor at the University of Barcelona

This session provided practical guidance and insights into financial management for entrepreneurs. Financing for entrepreneurs is not an easily grasped or well understood theme. The participants benefitted from insights into financial management, focusing on unit economics and scalability. They learned how to make estimates whilst dealing with uncertainty, factoring in project prices, quantity, and variable and fixed costs.

Not only did this session deal with the practical side of management, but it also looked at funding opportunities and reviewed the main types of investors and sponsors.



**“The finance for entrepreneurs session was the highlight of the day!”**

**Bilal Zahalan, CEO of Tourific, Lebanon**

## Digital Marketing led by Nicolás de Sala, Expert in Sales Marketing and Tech

Technology in recent years has widely advanced, bringing a wealth of opportunities and tools for entrepreneurs. However, given the pace at which it is evolving, it is easy to get left behind rather than using these tools to get ahead.

This practical session illustrated various tools to entrepreneurs that are freely available to them to make their businesses more efficient and manageable. Nicolás de Sala gave an insight into effective strategies and tools to leverage digital platforms, optimise online presence, and drive sales such as Chat-GPT. He worked through the tool with the participants to demonstrate the dos and don'ts of working with the service.



## Intellectual Property Rights led by Rosa Vázquez, Innovation & Technology Transfer Manager at Fundació Bosch I Gimpera.

As innovative creators, the CREAT4MED participants benefitted greatly from this session on intellectual property rights.

Rosa Vázquez gave some insights starting from the roots of a business. When the entrepreneur has an idea, an assessment of its viability across a range of standards is required, such as technology readiness, protection, market analysis and cost-benefit check. Once this check is done, IPR must come in as a factor, whether it's a new technology, a product or an asset. As a member of the Fundació Bosch I Gimpera team, she took some examples from University of Barcelona spin-offs and how IPR protected their innovative technology.



**"The IP Rights session was extremely important to me."**

**Johnny Al Andary, COO  
of Mlouk Productions,  
Lebanon**

## Visit to El Born Neighbourhood

Following the insightful and interactive workshops, the entrepreneurs stepped outside the classroom to visit El Born. This historic district blends artistic vibrancy with historical charm, offering a fertile ground for innovative minds.

El Born's colourful streets, galleries, and boutiques stimulate fresh ideas, while its architectural wonders, like Santa Maria del Mar church and Picasso Museum, provide cultural context. The entrepreneurs had a tour of Barcelona's historic old town while visiting the area's artisanal workshops and boutiques. These showcased Barcelona's traditional craftsmanship, sparking innovative design concepts. Moreover, the neighbourhood's dynamic atmosphere attracts fellow creatives, fostering potential collaborations and networking.



The group then dined at the restaurant Al Jaim a De Abou Khalil in the centre of Barcelona.

## Day 5 - Friday 8<sup>th</sup> September

On the final day of the Summer School, the entrepreneurs had in-depth 1-1 meetings with business experts. Over the course of the morning, they had two 50-minute personalised mentoring sessions where the expert gave tailored advice to the CEOs, COOs, and CFOs of the businesses to support them in reaching their goals.

The experts discussed financials & accounting, scalability and internationalisation, marketing, networking, synergies and community building, business models, measuring your impact using ESG factors, and intellectual property rights, among other aspects vital in launching a thriving cultural and creative business.





## The experts providing the sessions were:

Laura Saez Ortuño	Partner and Co-CEO, Co-registros
Lucia Horvilleur	Consultant in Marketing and Strategy for Entrepreneurs and Mentor, Aticco Lab
Tommy Megna	Managing Director, Learning by Helping
Nicolas Escartin	Chief Operating Officer, Qbeast
Josep M. Valero	Digital Transformation Project Manager, Nestlé
Marc Fernández	Business Mentor, Ship2B
Santiago Sempere Comte	Independent Consultant,
Xavier Carreras	Sales and Marketing Manager, Avery Dennison Graphics Solutions
Eva Gaspar	Business Mentor, Game BCN
Jordi Puig	General Manager, Digital Response
Emilio Vizuette	Director, Master in Commerce and Finance, University of Barcelona
Jaume Argerich	Professor of Entrepreneurship, Universitat de Barcelona
Juan Zaffora	Regional Startup Manager, EIT Food
Joan Fitò Pardo	Chief Financial Officer, RCD Espanyol de Barcelona
Emili Battle Molina	Associate Professor in Corporate Finance, University of Barcelona
Joan Albert Garcia Moga	Creativity and Innovation Manager, Area Training and Consulting, S.L
Carmen Montserrat Querol	Manager, Martinez Comin
Jorge Blasco	Managing Director, The Net Street
Guillem Crosas	Business Angel and Entrepreneur
Adriana Espinet Patcho	Freelance Business Consultant
Jean Michelle Term	Funding & Business Strategy Advisor, EVIX
Joana Pousset	Startup Mentor and Coach, Demium

Following the mentoring sessions, the entrepreneurs had time to reflect on the discussions and implement any advice or suggestions into their business plans.

## Certificates and Closing

Prof. Rym Ayadi, President and Founder of the Euro-Mediterranean Economists Association and Director of the CREAT4MED project, closed the summer school by congratulating the entrepreneurs on their journey so far and hoped they could take what they learned this week at the summer school and implement it to their businesses.

More importantly, they should not lose the connections made between them this week as these relationships are vital for the flourishing of the regional cultural and creative ecosystem. Each participant was then presented with their certificate by Prof. Ayadi and Maria Ruiz, Project Coordinator of CREAT4MED.

**“Cross-collaboration in the cultural creative sector fosters diverse connections and shared experiences, strengthening the fabric of social capital and enriching our collective narrative. The cultural creative industry bridges economic value and personal expression, nurturing well-being through the transformative power of science, art and imagination.”**

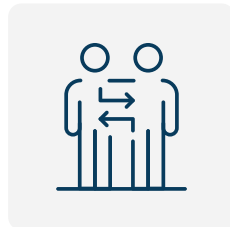
**Prof. Ayadi, President and Founder, EMEA**



## CREACT4MED Summer School in numbers



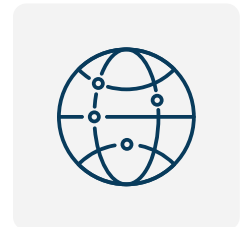
27 entrepreneurs  
from 22 projects



31  
mentors



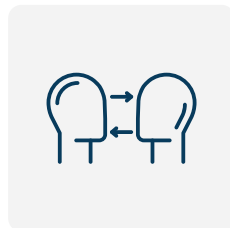
9 interactive  
workshops



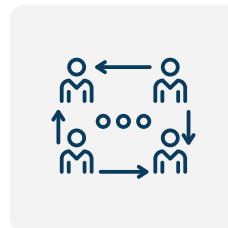
4 cultural  
visits



1 Regional Alumni  
Network Event



1 EU Southern  
Neighbourhood  
Dialogue Session



88 external  
stakeholders  
engaged



9 collaboration  
agreements  
signed



**CREACT**  **MED**  
CREATIVE MEDITERRANEAN



Co-Funded by the European Union  
بتمويل مشترك من الاتحاد الأوروبي

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StartUB!  
UNIVERSITAT DE BARCELONA

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European Institute of the Mediterranean



institute of  
Entrepreneurship  
Development