CALL FOR TRAINEES FOR THE INVESTMED TRAINING IN SUSTAINABLE BUSINESS MANAGEMENT IN EGYPT, LEBANON AND TUNISIA

Deadline for Submission:
21 July 2021, 18:00 CET
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The INVESTMED project aims at addressing both economic and environmental challenges, supporting new, sustainable business opportunities for young people and women in EGYPT, LEBANON and TUNISIA. INVESTMED is set to positively impact startups and MSMEs in the green, blue and creative & cultural industries, which staff will be trained and coached to become more competitive and sustainable.

Green industry gathers all economic activities and sectors (especially, Manufacturing, Services, Farming, Transport, Forestry, etc.) that seek to mitigate negative environmental effects by adopting green business practices (e.g. waste management practices).

Blue industry gathers all economic activities and sectors related to oceans, seas, lakes, rivers and coasts seeking to promote economic growth, social inclusion, and the preservation or improvement of livelihoods while at the same time avoiding environmental and ecosystems degradation. The blue economy covers a wide range of interlinked established sectors (Marine living resources, Marine non-living resources, Marine Renewable energy, Port activities, Shipbuilding and repair, Maritime transport and Coastal tourism) and emerging and innovative sectors. The latter includes: Blue bioeconomy and biotechnology, Marine minerals, Desalination, Maritime defence, security and surveillance, Research and Education, and Infrastructure and maritime works (submarine cables, robotics).

Creative and cultural industry gathers those sectors of organized activity that have as their main objective the production or reproduction, the promotion, distribution or commercialization of goods, services and activities of content derived from cultural, artistic or heritage origins. It includes Arts & Culture (Cultural Heritage, Gastronomy, Visual Arts, Performing Arts, Leisure & Recreation, Crafts), Design (Software, Advertising, Architecture, Interior Design, Graphic Design, Fashion) and Media (Publishing, TV & Radio, Digital Media, Film & Video, Music).

The aim of the training is to create a supportive environment for sustainable businesses in EGYPT, LEBANON and TUNISIA to increase the share of cross-border MSMEs/start-ups managed by youth and women.
The Sustainable Business Management (SBM) Training is completely held in English, but subtitles will be made available if required. The training is taught by a highly qualified faculty, which includes teaching and research staff from LUMSA University and other top universities as well as Research Institutes and International Organizations. The learning process has a practical orientation and takes the form of structured lectures backed up by practical applications through business case studies.

The programme is completed in 12 months.

**Purpose of the Training**

- To build up the skills of sustainable managers;
- To offer the opportunity for managers to create cross-border relations;
- To offer the opportunity for managers to receive an individual coaching and mentoring;
- To offer the opportunity for new business ideas to meet investors;
- To offer the opportunity for startups and MSMEs to gain an additional score to receive subgrants under the INVESTMED project

**Training structure Curricula**

The Sustainable Business Management (SBM) Training is completely held in English, but subtitles will be made available if required. The training is taught by a highly qualified faculty, which includes teaching and research staff from LUMSA University and other top universities as well as Research Institutes and International Organizations. The learning process has a practical orientation and takes the form of structured lectures backed up by practical applications through business case studies.

The programme is completed in 12 months.
The SBM training programme adopts a blended learning approach combining both synchronous and asynchronous teaching online.

**SBM Training Programme**

The Programme includes:

- 10 online seminars (also called webinars) during the 12 months course of the programme.
- 1 IPR training workshop with 5 sessions.
- 2 online synchronous training days. The first one will take place at the beginning of a training cycle and the second at the end of that same training cycle.
The training is complemented with e-lessons, interactive e-labs and tutoring. Students will be divided into subgroups that will work on thematic business cases either in the green or blue or creative & cultural or energy industries.

Green business cases refer to companies that seek to mitigate negative environmental effects by adopting green business practices. The training cycle particularly welcomes those trainees (young graduates, potential entrepreneurs, startups and MSMEs’ entrepreneurs and staff and women of all ages) engaged in both producing green goods and services and manufacturing recyclable and bio-degradable inputs.

Blue business cases refer to companies dealing with oceans, seas, lakes, rivers and coasts. The training cycle particularly welcomes trainees (young graduates, potential entrepreneurs, startups and MSMEs’ entrepreneurs and staff and women of all ages) engaged in blue economy emerging and innovative sectors offering significant potential for economic growth, sustainability transition and employment creation.

Creative and cultural business cases refer to companies dedicated to the production or reproduction, the promotion, distribution or commercialization of goods, services and activities of content derived from cultural, artistic or heritage origins. The terms “cultural industries” and “creative industries” are practically interchangeable. The training cycle particularly welcomes trainees (young graduates, potential entrepreneurs, startups and MSMEs’ entrepreneurs and staff and women of all ages) engaged in Arts & Culture Design and Media.

Energy business cases refer to companies that produce and/or distribute renewable forms of energy (i.e. renewable energy sources, such as hydroelectricity, biomass, geothermal, wind, wave, tidal and solar energies, etc.). The training cycle also welcomes those Start-ups and/or MSMEs entrepreneurs and staff engaged in both energy consulting and research and development in the energy field.
The programme includes 10 online seminars (also called webinars) during the 12 months course of the programme with key experts in the green, blue and creative & cultural economy. The webinars will be delivered on the following dates:

<table>
<thead>
<tr>
<th>Seminars</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM01</td>
<td>September 23, 2021</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM02</td>
<td>October 21, 2021</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM03</td>
<td>November 23, 2021</td>
<td>14:00 - 16:00</td>
</tr>
<tr>
<td>SM04</td>
<td>January 24, 2022</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM05</td>
<td>February 15, 2022</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM06</td>
<td>March 23, 2022</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM07</td>
<td>June 1, 2022</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM08</td>
<td>June 23, 2022</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM09</td>
<td>July 7, 2022</td>
<td>10:00 - 12:00</td>
</tr>
<tr>
<td>SM10</td>
<td>September 5, 2022</td>
<td>10:00 - 12:00</td>
</tr>
</tbody>
</table>

The programme includes one IPR Training workshop with key experts in the Intellectual Property Rights during the 12 months course of the training. Participants can choose one among the following five editions:

<table>
<thead>
<tr>
<th>IPR1</th>
<th>From September 30, 2021 to October 7, 2021</th>
<th>10:00 - 12:00</th>
<th>15:00 - 16:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPR2</td>
<td>From December 6, 2021 to December 9, 2021</td>
<td>10:00 - 12:00</td>
<td>15:00 - 16:00</td>
</tr>
<tr>
<td>IPR3</td>
<td>From February 21, 2022 to February 24, 2022</td>
<td>10:00 - 12:00</td>
<td>15:00 - 16:00</td>
</tr>
<tr>
<td>IPR4</td>
<td>From June 13, 2022 to June 16, 2022</td>
<td>10:00 - 12:00</td>
<td>15:00 - 16:00</td>
</tr>
<tr>
<td>IPR5</td>
<td>From September 19, 2022 to September 22, 2022</td>
<td>10:00 - 12:00</td>
<td>15:00 - 16:00</td>
</tr>
</tbody>
</table>
The program includes 7 training cycles focused on either green, blue, creative & cultural or energy business cases.

A training cycle is 8 weeks equivalent and will be organized as follows:

- 1 synchronous online event of 4 hours to introduce the training, the trainees and the structure of the course;
- 17 asynchronous e-lessons to support the learning process;
- 1 e-lab space (14 hours equivalent) where trainees will work in groups to discuss a business case study either in the green, blue, creative & cultural or energy sector;
- 7 hours of online tutoring to support the groups in their business case analysis;
- 1 synchronous online event of 4 hours to conclude the training with a presentation of the work of the groups and the graduation of trainees.
Training Cycle Calendars

Training cycles for EGYPT, LEBANON and TUNISIA will be held separately with specific dates for each country. Each cycle will have a total of 15 trainees. Trainees can express their preference for 3 of the following cycles and efforts will be made to accommodate their desire.

**Egypt Calendar**

<table>
<thead>
<tr>
<th>Training Cycle</th>
<th>Dates</th>
<th>Business Case Focus</th>
<th>Max Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>From September 15, 2021 to November 10, 2021</td>
<td>Green economy</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>From November 16, 2021 to January 26, 2022</td>
<td>Green economy</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>From November 24, 2021 to February 2, 2022</td>
<td>Blue economy</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>From February 8, 2022 to May 9, 2022</td>
<td>Blue economy</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>From February 14, 2022 to May 16, 2022</td>
<td>Creative and cultural</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>From May 19, 2022 to September 7, 2022</td>
<td>Creative and cultural</td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>From May 25, 2022 to September 13, 2022</td>
<td>Clean energy</td>
<td>15</td>
</tr>
</tbody>
</table>

**Lebanon Calendar**

<table>
<thead>
<tr>
<th>Training Cycle</th>
<th>Dates</th>
<th>Business Case Focus</th>
<th>Max Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>From September 16, 2021 to November 11, 2021</td>
<td>Green economy</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>From November 17, 2021 to January 27, 2022</td>
<td>Green economy</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>From November 25, 2021 to February 3, 2022</td>
<td>Blue economy</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>From February 10 2022 to May 11 2022</td>
<td>Blue economy</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>From February 16, 2022 to May 17, 2022</td>
<td>Creative and cultural</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>From May 23, 2022 to September 8, 2022</td>
<td>Creative and cultural</td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>From May 26, 2022 to September 14, 2022</td>
<td>Clean energy</td>
<td>15</td>
</tr>
</tbody>
</table>

**Tunisia Calendar**

<table>
<thead>
<tr>
<th>Training Cycle</th>
<th>Dates</th>
<th>Business Case Focus</th>
<th>Max Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>From September 20, 2021 to November 15, 2021</td>
<td>Green economy</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>From November 18, 2021 to January 31, 2022</td>
<td>Green economy</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>From November 29, 2021 to February 7, 2022</td>
<td>Blue economy</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>From February 9, 2022 to May 12, 2022</td>
<td>Blue economy</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>From February 17, 2022 to May 18, 2022</td>
<td>Creative and cultural</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>From May 24, 2022 to September 12, 2022</td>
<td>Creative and cultural</td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>From May 30, 2022 to September 15, 2022</td>
<td>Clean energy</td>
<td>15</td>
</tr>
</tbody>
</table>
INVESTMED
E-Lessons

During each training cycle, 17 asynchronous e-lessons will provide the following competencies:
The programme is completed in 12 months.

Skills related to the UN Agenda’s Sustainable Development goals
- The importance of data for Sustainable Development
- Actions to combat climate change
- Achieve gender equality
- Sustainable consumption and production patterns

A set of strategic competencies to manage Sustainable Businesses:
- project management principles
- sustainable business model
- non-financial disclosure
- sustainable finance
- grants and loans for sustainable businesses

Some of the key relaters are: Giovanni Ferri (LUMSA University), Francesca Lipari (LUMSA University), Martina Rogato (LUMSA University), Habib Sedehi (LUMSA University), Alberto Cybo Ottone (LUISS Guido Carli University) and Maurizio Pitzolu (LUMSA University).
The first day of each training cycle, the 15 trainees will be divided into 3 subgroups. Each subgroup will receive a business case to be analysed during the training cycle. The business case will be chosen in the economy sector the training cycle is focused on. The last day of the training cycle, the 3 subgroups of trainees will pitch their work.

**After the Training**

Some of the trainees will participate to a summer school in Sardinia to take business ideas from the scouting stage to more structured initiatives.

**Our Subgrants**

Applicants having participated in the SBM training will be given preference over “external” applicants as per ensuring the coherence of the overall INVESTMED project. This is also justified to ensure the capacity and sustainability of the projects/actions awarded by the subgranted as SBM trainees will have followed at least 50% of a capacity-building specifically designed to give them the knowledge and skills to manage and develop innovative and sustainable businesses in the green economy, the blue economy, and the CCI sector.

Therefore, applicants accrediting that they are enrolled in the SBM training will be granted “bonus” during the step 2 of the evaluation process.

Transparency: this advantaged granted to SBM trainees will be announced in the guidelines for subgrant applicants, specifically in the evaluation section and “step 2 “ sub-section, and will be made clear in the evaluation grid, with a dedicated line in the category “sustainability” mentioning the number of “bonus” points granted.

Startups and MSMEs entrepreneurs will be tutored to apply for a subgrant under the ENI CBC MED programme. Attendance to the SBM training programme will be scored positively in the assessment of applications for subgrants. Students and potential entrepreneurs are not eligible for subgrants.
Trainees need to be present at minimum 80% of the sessions, demonstrate active take-up of skills and knowledge, and actively contribute to the group work on the case study in order to receive a certificate of completion.

**Attendance**

Participation in the training is free to participants.

**Posts Available**

105 posts are available per country in the following categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Type of participants</th>
<th>Posts available per country</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Young graduates and potential entrepreneurs</td>
<td>Up to 40 posts</td>
</tr>
<tr>
<td>B</td>
<td>Start-ups entrepreneurs in the green and blue economy</td>
<td>A minimum of 4 posts</td>
</tr>
<tr>
<td>C</td>
<td>MSMEs entrepreneurs in the green and blue economy</td>
<td>Up to 39 posts</td>
</tr>
<tr>
<td>D</td>
<td>MSMEs entrepreneurs in the green and blue economy who are ready to launch a new product</td>
<td>A minimum of 8 posts</td>
</tr>
<tr>
<td>E</td>
<td>MSMEs entrepreneurs in the green and blue economy who are ready to enter in cross border markets</td>
<td>A minimum of 4 posts</td>
</tr>
<tr>
<td>F</td>
<td>Start-ups and/or MSMEs entrepreneurs in the creative and cultural economy</td>
<td>A minimum of 10 posts</td>
</tr>
<tr>
<td></td>
<td>Total number of posts available per country</td>
<td>At least 105</td>
</tr>
</tbody>
</table>
Eligibility Criteria

Applications are open to young graduates (24-35 years old), potential entrepreneurs, startups and MSMEs’ staff in the green, blue and creative & cultural industry. People with digital ideas in the three industries are welcome.

Applicants must be based in one of the following countries: Egypt, Lebanon and Tunisia.

Important note: In the case of Egypt, only applicants based in Marsa Matruh, Al-Iskandanyah, Al Buhayrah, Kafr ash Shaykh, Ad Daqahliyah, Dumyat, Ash Sharquiyah, Al Isma‘iliyah and Bur Sa‘id are eligible.

Applicants will be evaluated and included in the training by a selection panel.

Requirements for Applications

Interested applicants should submit the following documents:

- Motivation letter (max 500 words).
- CV in English indicating their suitability for this initiative and in particular highlighting relevant experience and interest in one sector.

Application should be submitted: https://academy.ied.eu/course/sustainablebusinesstraining

Deadline to submit applications is 21 July 2021 18:00 (CET)

For any further information you may contact: investmed@euromed-economists.org
**SUSTAINABLE BUSINESS MANAGEMENT**

**APPLICATION**

1. Indicate:
   - Country of residence;
   - Name and Surname;
   - Date of birth;
   - Gender;
   - Category (Type of participant);

2. Express your preference for 5 of the 7 training cycles offered:
   - Cycles will be focused on:
     - green sector
     - blue sector
     - creative & cultural sector
     - energy sector.
   - We will try to accommodate your desire.

3. Write a motivation letter (max. 500 words).

4. Attach your CV in English.

**TRAINING CYCLE 1**
7 training cycles in total:
- 2 focused on green sector;
- 2 focused on blue sector;
- 2 focused on creative & cultural sector;
- 1 focused on energy sector;

max. 15 trainees each; 80% of attendance required.

**Synchronous online event (4 hours):**
- Course introduction;
- Overview of the themes in 3 subgroups (3 people each);
- Assignment of a business case in the blue economy to each of the groups.

**During a 9 training weeks equivalent you will:**
- Test your knowledge (at the beginning and at the end of the cycle);
- Attend 16 asynchronous e-lessons: 1 tailored e-lesson per industry + 1 lesson on the subgranting scheme;
- Work in groups to discuss the business case study assigned to each subgroup;
- e-lab: activities will support you;

**WHAT DOES AN E-LAB MEAN?**
It is a work in group: you and other 4 classmates will be assigned a real business case. During the cycle you will be provided with specific guidelines for analyzing Strengths, Opportunities, Weaknesses and Threats of the business case.

**EXAMPLE of roadmap for a person who expresses his/her preference for the Training Cycle number 2 focused on blue economy business case.**

**WEBINAR 1**
A 2 hours event on energy sectors/industries with a global/local perspective.

**INTELLECTUAL PROPERTY RIGHTS (IPR) 1**
TRAINING WORKSHOP
You can choose one among the 5 editions.

**WEBINAR 2**
A 2 hours event on energy sectors/industries with a global/local perspective.

**WEBINAR 3**
A 2 hours event on creative & cultural sectors/industries with a global/local perspective.

**INTELLECTUAL PROPERTY RIGHTS (IPR) 2**
TRAINING WORKSHOP
You can choose one among the 5 editions.

**WEBINAR 4**
A 2 hours event on creative & cultural sectors/industries with a global/local perspective.

**WEBINAR 5**
A 2 hours event on blue sectors/industries with a global/local perspective.

**INTELLECTUAL PROPERTY RIGHTS (IPR) 3**
TRAINING WORKSHOP
You can choose one among the 5 editions.

**WEBINAR 6**
A 2 hours event on blue sectors/industries with a global/local perspective.

**WEBINAR 7**
A 2 hours event on green sectors/industries with a global/local perspective.

**WEBINAR 8**
A 2 hours event on green sectors/industries with a global/local perspective.

**INTELLECTUAL PROPERTY RIGHTS (IPR) 4**
TRAINING WORKSHOP
You can choose one among the 5 editions.

**WEBINAR 9**
A 2 hours event on Models/Solutions/Best practices in the Sustainability field (global perspective).

**WEBINAR 10**
A 2 hours event on Models/Solutions/Best practices in the Sustainability field (global perspective).

**INTELLECTUAL PROPERTY RIGHTS (IPR) 5**
TRAINING WORKSHOP
You can choose one among the 5 editions.
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 Programme.