



INVESTMED Training Webinars
Sustainable Business Management
September 2021 – October 2022

Co-organised by:

Euro-Mediterranean Economists Association (EMEA)

and LUMSA University

INVESTMED Training Webinars

Sustainable Business Management Training Programme

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The INVESTMED training webinars form part of the Sustainable Business Management Programme developed under the INVESTMED project. The aim of these series of webinars is to complement the training programme bringing experts from around the Euro-Mediterranean region on green economy, blue economy, energy and cultural and creative industries.

Session	Date	Time (CET)
SM01: Sustainable Energy Transition Overview	September 23 2021	10:00 – 12:00
SM02: Sustainable Energy Transition	October 21 2021	10:00 – 12:00
SM03: Business Models and the Human Centred Business Model	November 23 2021	14:00 – 16:00
SM04: How can your business integrate circular economy principles?	January 25 2022	10:00 – 12:00
SM05: Industrial Symbiosis and Life Cycle Analysis in Businesses	February 15 2022	10:00 – 12:00
SM06: Social innovation and Business	March 30 2022	10:00 – 12:00
SM07: Sustainability leadership	May 5 2022	10:00 -11:30
SM08: Internationalization strategies	July 14 2022	10:00 – 11:30
SM09: Blue economy business ecosystem	September 9 2022	10:00 – 11:30
SM10: Sustainable finance: How to prepare your investment plan	October 10 2022	15:00 – 17:00

Seminar 9

Blue economy business ecosystem

Expert Panel

Friday September 9, 2022

10:00 – 11:30 am

Concept note

One of the challenges facing the Mediterranean region is the incorporation of sustainability criteria in business models linked to the so-called blue economy. Together with the green economy, the sector seeks to determine the sector related to the maritime environment of which fishing, transport of people and goods by sea, the production of blue energy among others stand out. The promotion of this productive sector must guarantee the preservation of biodiversity, avoiding the impact of these activities on the marine environment.

The ninth INVESTMED seminar is dedicated to the blue economy and talk about the opportunities that this sector offers for entrepreneurship and the creation of new business models. To this end, we will have the participation of experts who will explain the experience from research, the promotion of entrepreneurship in key subsectors such as energy and the bioeconomy.

Agenda

- 10:00 – 10:10** **Welcome**
Cynthia Echave - Euro-Mediterranean Economists Association
- 10:10 – 10:25** **Céline Dubreuil – Plan Bleu**
Plan Bleu Initiative
- 10:25 – 10:40** **Thanassis Koukounaris – University of Patras**
The BLUEfasma Project journey
- 10:40 – 10:55** **Louisa Shakou– Cyprus Energy Agency**
Blue Deal Methodology
- 10:55 – 11:10** **Magali Outters Medwaves (tbc)**
Discussant remarks to the panellists
- 11:10 – 11:25** **Q&A**
- 11:25 – 11:30** **Conclusions**

Zoom registration link:

https://us02web.zoom.us/webinar/register/WN_cx3gTiwsQBCOYRfse4CTFA