



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 and entrepreneurship	October 10 2022	10:00 – 11:30

Seminar 10

Sustainable finance and entrepreneurship

Expert Panel

Monday October 10, 2022

10:00 – 11:30 am

Concept note

One of the challenges faced by companies and entrepreneurs is the alignment of their products and business models with environmental policies and regulations, not only for legal compliance but also to find the distinguishing factor that gives them a clear competitive advantage.

Nowadays, there are several initiatives that organisations and companies seek to support their value proposition based on technological and social innovation. The Mediterranean opens a range of business opportunities given its geographical location which acts as a strategic node in emergent economic sectors such as the blue economy, bioeconomy and sustainable tourism.

The tenth and last INVESTMED seminar will be dedicated to sustainable finance with the participation of experts and researchers in venture investment, application of ESG indicators and emerging financing systems. The objective of the session will be to discuss the opportunities for entrepreneurs, start-ups and MSMEs in the Mediterranean committed to sustainability.

Agenda

- 10:00 – 10:15** **Welcome**
Cynthia Echave - Euro-Mediterranean Economists Association
- 10:15 – 10:30** **Tania Duarte – Sustainable Financer Consultant and Researcher at EMEA**
Challenges for emergent sectors: green and blue economy
- 10:30 – 10:40** **Kwame Sarpong Barnieh – KPMG Ghana**
Overview on Environmental, Social and Governance (ESG) approach
- 10:45 – 11:00** **Laura Sisó – Bridge the Gap**
Accessing to venture capital
- 11:00 – 11:15** **Round of Q&A**
- 11:15 – 11:30** **Conclusions**

Zoom registration link:

https://us02web.zoom.us/webinar/register/WN_9KsU-MJxQ_qxSluqe7_idg