

INVESTMED Access to Finance

Workshop 2: Sustainable Finance and Strategies for Sustainable Entrepreneurship

15th June 2023 14:00-16:00 CEST

Sustainable entrepreneurship is a key driver for economic growth and prosperity in the MENA region. Coupled with the ongoing intersecting crises such as climate change, youth unemployment, pollution etc., businesses in the green, blue, and cultural and creative industries have the potential to be a catalyst for change.

However, it is well understood that MSMEs and small enterprises struggle to access finance. Despite that, there are many available sources, such as grants from government agencies, non-profit organisations, and even private foundations, socially responsible banks and credit unions offering loans or lines of credit to entrepreneurs who meet certain criteria related to sustainability and social responsibility. In this workshop, we will explore strategies for sustainable finance for start-ups, such as the importance of environmental, social and governance factors, and discuss the specifics of alternative sources of finance for CCI and blue and green businesses.

Agenda

14:00-14:05	Welcome	
14:05-14:10	Introduction	EMEA
14:10-14:20	Gian-Luca Gasparini Project Manager, FEBEA	Ethical Banks - ESG, greenwashing and the social economy
14:20-14:30	Giorgio Mosangini Team Leader, MedWaves	Capacity building and joining a network - SwitchMed
14:30-14:40	Dr. Mohammed Abbas , Associate Director and Head of the Incubation Program, NilePreneurs	Accelerators & incubators - financing in Egypt
14:40-14:50	Johanna von Toggenburg Country Manager, CEWAS	The blue economy in Lebanon and the Southern Mediterranean
14:50-15:00	Cherifa Ben Gobrane General Manager, Culture Funding Watch	Sourcing funding for the cultural and creative industries
15:00-15:55	Q+A	
15:55-16:00	Conclusions	

Logistics

The workshop will be held online on Teams. Participants have been sent a link to register and connect via email. Participants will be able to open their microphones during the Q&A session.