



Project funded by the  
**EUROPEAN UNION**



**REGIONE AUTÒNOMA DE SARDIGNA**  
**REGIONE AUTONOMA DELLA SARDEGNA**



**INVESTMED**

# **InNoVativE Sustainable sTart-ups for the MEDiterranean**





## About INVESTMED

MSMEs in the Mediterranean region face important challenges in terms of sustainability, capacity to innovate, competitiveness and internationalization. These challenges call for new solutions to maintain their existence and to enhance growth. Greening the economy, developing natural assets and enhancing innovation and creativity can provide economic, knowledge-based and environmental benefits in the Mediterranean region. INVESTMED addresses economic and environmental challenges, supporting sustainable, creative and innovative business opportunities for youth and women in Egypt, Lebanon and Tunisia. INVESTMED is set to benefit MSMEs via training and coaching and via sub-granting and to public authorities by enhancing their capacities to encourage and to facilitate access to Intellectual Property Rights (IPR) to MSMEs.

INVESTMED is a co-funded project under the ENI CBC MED Programme.



## Objective

To support the development of sustainable entrepreneurship and business initiatives, by creating the business environment and by facilitating the access to new markets with the final goal of generating increased economic opportunities and jobs for youth and women in Lebanon, Tunisia and Egypt.



## Our impact

INVESTMED produces tangible and long-lasting impacts at local and regional levels via:

- 1. Boosting sustainability and creativity** in the Mediterranean Region
- 2. Encouraging equity** providing business opportunities to women and young entrepreneurs
- 3. Incentivising innovation** encouraging public authorities to facilitate access to IPR
- 4. Enhancing competitiveness** by bridging access to market and internationalization



## Beneficiaries

INVESTMED benefit Mediterranean Business Support Organizations (BSOs) and their network of enterprises, MSMEs, and start-ups. .

MSMEs and start-ups benefit from training, coaching and sub-granting to grow and to become sustainable.

Also markets and clusters of companies aiming to introduce sustainable and creative services in their value chain can benefit from the action.

# Milestones

**1**

## **ENGAGEMENT OF KEY ACTORS**

INVESTMED structures an engagement process to involve the main target groups incubators, accelerators, clusters, MSMEs, start-ups, investors and decision makers.

**2**

## **TRAIN AND COACH ENTREPRENEURSHIP**

INVESTMED launches a training and coaching programme addressed to 315 entrepreneurs to increase their sustainability capacity, creativity and competitiveness. Awards will be provided in the process.

**3**

## **PITCH AND SUBGRANT GREEN & CREATIVE BUSINESSES INITIATIVES**

INVESTMED launches a Sub-granting Call to provide financial support to innovative green and creative initiatives. A total amount of 625,000€ will be subgrant to 38 MSMEs and 3 BSOs.

**4**

## **IMPROVE IPR REGULATORY FRAMEWORK**

INVESTMED encourages public authorities to get trained on IPR and to facilitate the access and application of IPR to innovative business services and products.



## Partners

- o Union of Mediterranean Confederations of Enterprises Tunisia, Tunis
- o Euro-Mediterranean Economists Association Spain, Catalonia
- o European Institute of the Mediterranean Spain, Catalonia
- o Beyond Group Lebanon
- o Institute of Entrepreneurship Development Greece, Thessalia
- o Libera Università Maria SS. Assunta Italy, Lazio
- o Rumundu Social Promotion Association Italy, Sardegna
- o German-Arab Chamber of Industry and Commerce Egypt, Al Iskandanyah
- o Spanish Chamber of Commerce Spain, Madrid





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