

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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Our Background

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.



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.

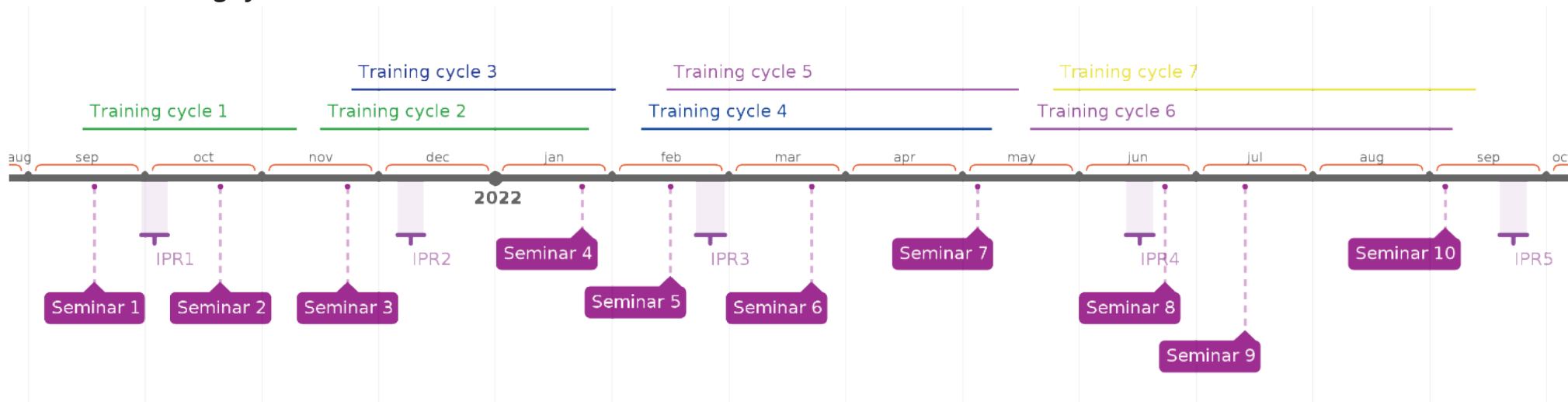


The SBM training programme adopts a blended learning approach combining both synchronous and asynchronous teaching online.

SBM Training Programme

The Programme includes:

- 10 online seminars (also called webinars) during the 12 months course of the programme.
- 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.v
- 1 IPR training workshop with 5 sessions.



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.



Seminars

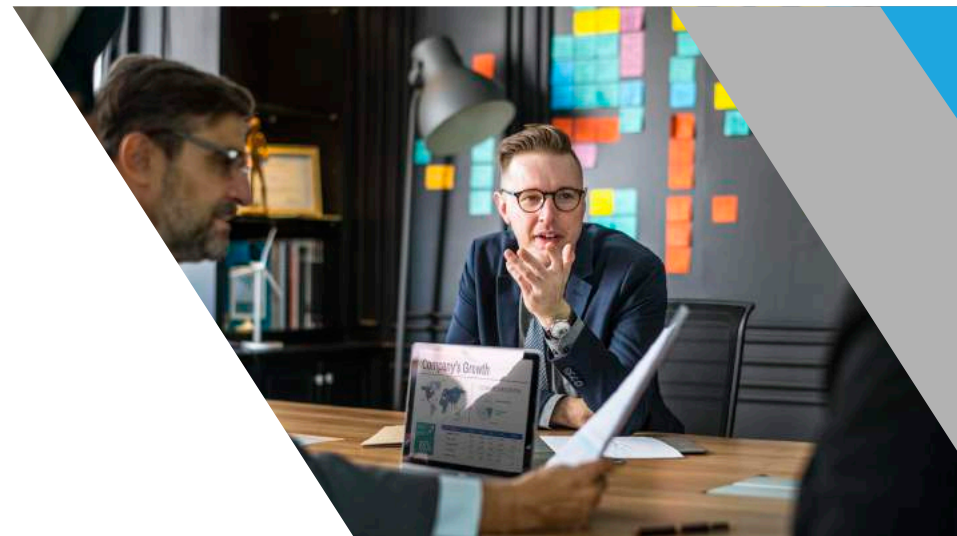
The programme includes 10 online seminars (also called webinars) during the 12 months course of the programme with key experts in the green, blue and creative & cultural economy. The webinars will be delivered on the following dates:

SM01	September 23, 2021	10:00 - 12:00
SM02	October 21, 2021	10:00 - 12:00
SM03	November 23, 2021	14:00 - 16:00
SM04	January 24, 2022	10:00 - 12:00
SM05	February 15, 2022	10:00 - 12:00
SM06	March 23, 2022	10:00 - 12:00
SM07	June 1, 2022	10:00 - 12:00
SM08	June 23, 2022	10:00 - 12:00
SM09	July 7, 2022	10:00 - 12:00
SM10	September 5, 2022	10:00 - 12:00

IPR Training Workshop

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:

IPR1	From September 30, 2021 to October 7, 2021	10:00 - 12:00 15:00 - 16:00
IPR2	From December 6, 2021 to December 9, 2021	10:00 - 12:00 15:00 - 16:00
IPR3	From February 21, 2022 to February 24, 2022	10:00 - 12:00 15:00 - 16:00
IPR4	From June 13, 2022 to June 16, 2022	10:00 - 12:00 15:00 - 16:00
IPR5	From September 19, 2022 to September, 22 2022	10:00 - 12:00 15:00 - 16:00



Training Cycles

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.



Beginning of the training cycle

End of the training cycle

Asynchronous e-lessons & e-lab

Tutoring 1

Tutoring 2

Tutoring 3

Tutoring 4

Tutoring 5

Tutoring 6

Tutoring 7

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

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

Lebanon Calendar

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

Tunisia Calendar

Training Cycle	Dates	Business Case Focus	Max Posts
1	From September 20, 2021 to November 15, 2021	Green economy	15
2	From November 18, 2021 to January 31, 2022	Green economy	15
3	From November 29, 2021 to February 7, 2022	Blue economy	15
4	From February 9, 2022 to May 12, 2022	Blue economy	15
5	From February 17, 2022 to May 18, 2022	Creative and cultural	15
6	From May 24, 2022 to September 12, 2022	Creative and cultural	15
7	From May 30, 2022 to September 15, 2022	Clean energy	15

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 Pitzolo (LUMSA University).



E-Lab Space

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.



Costs

Participation in the training is free to participants.

Attendance

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.

Posts Available

105 posts are available per country in the following categories:

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



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/sustainablebusinessstraining>

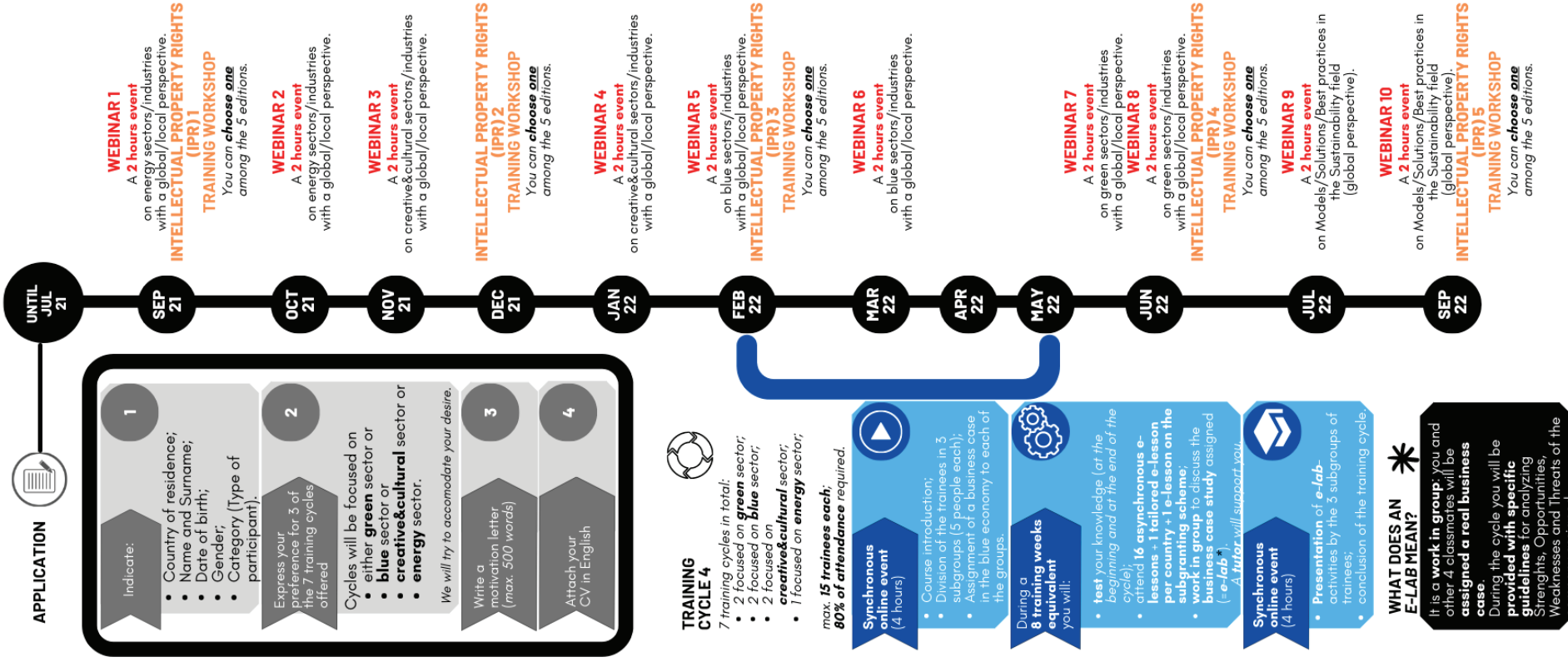
Deadline to submit applications is 21 July 2021 18:00 (CET)

For any further information you may contact:

investmed@euromed-economists.org



Example of roadmap for a trainee who expresses his/her preference for the Training Cycle number 1 focused on blue economy business cases.



INVESTMED Partnerships



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.