

Applicants

Who can apply?

01

Young graduates (24-35 years old).

02

Potential entrepreneurs, start-ups and MSMEs' staff in the green, blue and creative & cultural industry.

03

People with digital ideas in the three industries are welcome.

04

Women of all ages are especially encouraged to apply.

How do you submit your application?

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/sustainablebusinessraising>

Deadline to submit applications is **21 July 2021**

For any further information you may contact:
investmed@euromed-economists.org

Eligible start-ups and MSMEs entrepreneurs will be tutored to apply for a subgrant under the ENI CBC MED programme. Attendance of the SBM training programme will be scored positively in the assessment of applications for subgrants. Students and potential entrepreneurs are not eligible for subgrants.

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.



INVESTMED Training in Sustainable Business Management 2021-2022



About INVESTMED SBM training programme

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 is a co-funded project under the ENI CBC MED Programme that aims at addressing both economic and environmental challenges, supporting new, sustainable business opportunities for young people and women in Egypt, Lebanon and Tunisia.

INVESTMED launches its training programme on Sustainable Business Management (SBM) to positively impact start-ups and MSMEs in the green, blue and creative & cultural industries.

Purpose of the training is:

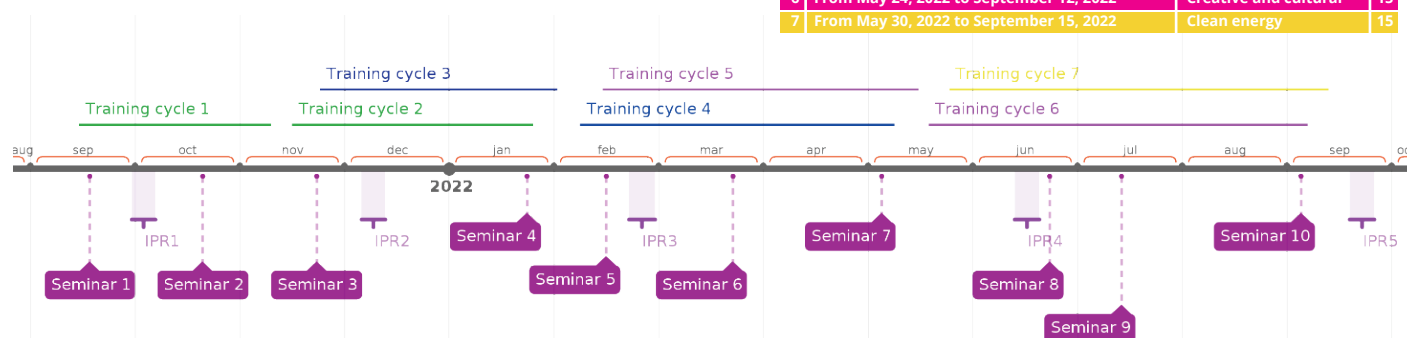
- To build up the skills of sustainable managers;
- To offer the opportunity for managers to create cross-border relations;
- To offer the opportunity for managers to receive an individual coaching and mentoring;
- To offer the opportunity for new business ideas to meet investors;
- To offer the opportunity for startups and MSMEs to gain an additional score to receive subgrants under the INVESTMED project.

Structure of the programme

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 SBM training programme has a duration of 12 months and adopts a blended learning approach combining both synchronous and asynchronous teaching online.

The programme includes:

- 10 online seminars during the 12 months course of the programme.
- 5 IPR training sessions.
- 7 thematic training cycles with e-lessons, interactive e-labs and tutoring. Students will be divided in subgroups that will work on thematic business cases either in the green or blue or creative & cultural or clean energy industries.



Training Cycles

Business Case Focus

Green economy	economic activities and sectors (manufacturing, services, farming, transport, forestry, etc.) that seek to mitigate environmental impacts.
Blue economy	economic activities and sectors related to oceans, seas, lakes, rivers and coasts seeking to promote economic growth, social inclusion, and biodiversity protection.
Creative and cultural	economic activities related to the production, promotion, distribution or commercialization of goods, services on cultural, artistic or heritage origins.
Clean energy	economic activities related to energy efficiency, renewable energy generation.

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