



INVESTMED REPORT



2020 - 2023



TABLE OF CONTENTS

ABOUT INVESTMED	2
INVESTEMED OBJECTIVE.....	3
CONSORTIUM	5
CAPACITY BUILDING.....	6
SUBGRANTING PROGRAM.....	12
IPR PROGRAM	16
SUCCESS STORIES & TESTIMONIALS.....	21



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).

INVESTMED has a duration of 30 months, with a total budget of 3.8€ Million euro, of which €3.4 Million euro are funded by ENI CBC MED (%90)



www.facebook.com/InvestmedEU



www.twitter.com/InvestmedP



www.enicbcmec.eu/projects/investmed

INVESTMED OBJECTIVE

INVESTMED aims 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.

IMPACT

01

Boosting sustainability and creativity in the Mediterranean Region

02

Encouraging equity providing business opportunities to women and young entrepreneurs

03

Incentivising innovation encouraging public authorities to facilitate access to IPR

04

Enhancing competitiveness by bridging access to market and internationalization



INVESTMED 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.





CONSORTIUM

BUSINESSMED

Union of Mediterranean Confederations of Enterprises

Tunisia

Since 2002, BUSINESSMED has brought together the main business organizations of the Euro-Mediterranean area with the aim of promoting multilateral cooperation, attracting foreign investment and fostering social dialogue and socio-economic integration in the region. It is the main representative of the private sector in the Mediterranean with its network of 22 Business Confederations.



Spain

The Euro-Mediterranean Economists Association is a regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in Mediterranean and Africa; and promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.



Spain

Adopting a clear role as a think tank specialised in Mediterranean relations based on a multidisciplinary and networking approach, the IEMed encourages analysis, understanding and cooperation through the organisation of seminars, research projects, debates, conferences and publications, in addition to a broad cultural programme.



Lebanon

Beyond Group brings together three specialized, change-driven practices:; Public Policy & Management, Organizational Learning & Development, and Innovation & Technology Integration to develop agile solutions that respond to local needs while capitalizing on global knowledge and partnerships.



Greece

The Institute of Entrepreneurship Development is a fast-growing Center of Excellence in European Entrepreneurship. As a state-of-the-art international organization, iED promotes change for the better, through entrepreneurial and innovative actions and supports every entrepreneurial venture across Europe.



Italy

Libera Università Maria Ss. Assunta is a highly ranked Italian Non-State University, principally located in Rome and Palermo . It offers bachelor's and master's degree programs in the human sciences, education and communication sciences, psychology, data science, law, business administration and banking, economics, political sciences and modern languages.



Spain

The Institute of Entrepreneurship Development is a fast-growing Center of Excellence in European Entrepreneurship. As a state-of-the-art international organization, iED promotes change for the better, through entrepreneurial and innovative actions and supports every entrepreneurial venture across Europe.



Egypt

The Confederation of Egyptian-European Business Associations advocates on behalf of Egyptian Businesses for market access to the EU, promotes EU-Egyptian trade and investment, coordinates the activities of the European chambers and business associations and acts on behalf of non-existent bilateral chambers for EU member states.



CAPACITY BUILDING

To improve the performance and knowledge of Mediterranean startups and BSOs in business support services and innovation and to increase their sustainability capacity, creativity and competitiveness.



The SBM training program

The INVESTMED project called for the design and implementation of 21 specific Training Editions to be delivered in Egypt, Lebanon and Tunisia (i.e., 7 Training Cycles for each country) to provide the beneficiaries of the Project actions with the skills they need to start and manage their own businesses.

For these reasons, the Sustainable Business Management (SBM) Training Program was created. Each Training Cycle admitted 15 Trainees per Country; had a duration of approximately 8 weeks; and focused on either Green, or Blue, or Creative & Cultural, or Renewable Energy real Business Cases to be analysed during a group work.

Each Training Cycle of the SBM Training Program included:

- An Inauguration Day: a synchronous online face-to-face event of 2 hours both to introduce the Structure, Calendar, Platform and Contents of the SBM Training Program and to get to know the 15 Trainees;
- Tutoring Sessions: weekly synchronous online face-to-face meetings (1 hour) with a Tutor to: discuss their needs; be guided throughout the learning process; and be supported in the real Business Case analysis activity.
- 14 Asynchronous e-lessons made available on an e-learning Platform
- a Final Test
- a Graduation Day: a synchronous online face-to-face event of 2 hours, where the groups presented their real Business Case analysis activity before an Evaluating Committee.
- 11 online Webinars with the aim was to complement the SBM Training Program with and bring the whole Community (Trainees and Partnership) together.

The Certificate of Completion, a testament to the Trainees' dedication and proficiency, was awarded to those who attended at least %80 of the SBM Training Program, successfully passed the Final Test, and actively participated in the real Business Case analysis activity, including the presentation on Graduation Day. This comprehensive approach ensured a thorough and holistic learning experience for all participants.



Few Numbers:



11

webinars organized



114

Participants received a Certificate of completion



62%

Of the beneficiaries are women



317

Applications received



INVESTMED summer school

The INVESTMED Summer School came at the end of the INVESTMED Project and involved the very owners of the 21 Business Ideas selected from the 7 Training Cycles and supported in the scouting phase through the online Coaching and Mentoring (C&M) Program. In fact, at the end of each Training Edition, Trainees were asked to participate in a selection process by filling out an online form where showcasing their Business Ideas. The participation in the competition was not mandatory. For each Training Edition the highest ranked Business Idea was selected. The C&M Program aimed at equipping aspiring and current entrepreneurs with the basic skills, thinking, and confidence to effectively communicate their ideas and attract investors.

The objective of the INVESTMED Summer School was to complement the C&M Program and take the 21 Business Ideas from the scouting stage to more structured initiatives.

This was to be aimed at a Pitch Competition to be held at the end of the Summer School. Each Mentee has to present through a -5minute Elevator Pitch his/her Business Idea to an online Jury of investors, business angels, financial institutions and experts (academic and non-academic) to increase their chances of raising risk capital in the future.

The INVESTMED Summer School included several activities. Mentees had the opportunity to:

- review and strengthen the contents learned during the C&M Program and gain additional knowledge of public speaking techniques
- get to know, through a series of Meetings with Testimonials, investment priorities, access conditions and proceedings to capitals;
- learn best practices from the experience of successful Startupers in the Green, Blue and Creative & Cultural sectors;
- further improve, through feedbacks from Colleagues, Tutors and Experts, their Elevator Pitch in terms of structure, language, delivery and non-verbal cues;
- visit successful Italian examples and projects in the field of sustainability located in Italy



Few Numbers:

**70%**

Of the beneficiaries
are women

**77**

Applications
received

**21**

Business ideas coached
and mentored



Investmed mobility visits

The project organized from the 3rd to the 7th of July, a study visit in Alicante, in which 16 Egyptian, Lebanese, and Tunisian entrepreneurs and 4 partners were expected to participate. Finally, only 14 Mediterranean entrepreneurs and 4 partners participated due to external reasons.

The visitors had the chance to encounter experts from the CCI Alicante and new entrepreneurs that work at Elche Incubator. They also participated in a Gamified course organized by a coach specialized in new approaches to entrepreneurship. These activities allowed them to establish new connections with entrepreneurs in the Creative Industries sector and acquire new tools and knowledge to facilitate the creation and consolidation of ideas and/or projects.

Since the European Union Intellectual Property Office is headquartered in Spain, specifically in Alicante, the visiting entrepreneurs had the opportunity to gain firsthand knowledge of the most important aspects of this field in the EU.

Likewise, the visiting entrepreneurs attended a workshop conducted by a specialized firm in the protection, defense, and strategic management of creative and innovative products/services.

On the other hand, they had the opportunity to visit the facilities of the Digital District of Alicante, where start-ups dedicated to the development of video games shared their projects and insights about the industry with the entrepreneurs. In the digital district, they also visited the cinematic complex dedicated to the film world and audiovisual production.

Finally, the visits to the European Innovation Center of Alicante and the Mediterranean House allowed the participants to learn about the European and Spanish programs they can participate in the future, as well as other bilateral cooperation activities between Spain and Mediterranean countries.



Few Numbers:

**5**

Days of activities

**70**

Visits accomplished

**16**

South Mediterranean entrepreneurs selected

**4**

Partners involved



Workshops with investors

The project organized a series of four dynamic workshops with investors, strategically designed to bridge the critical gap between the project's beneficiaries and essential sources of finance. Recognizing the often formidable challenges faced by Micro, Small, and Medium-sized Enterprises (MSMEs) in accessing the resources necessary for their development, these workshops aimed to address the issues arising from a lack of awareness about available sources or the barriers encountered when approaching finance providers.

Each workshop served as a platform to present a diverse array of finance options available to MSMEs in the Southern Mediterranean. More than merely informational sessions, these workshops facilitated direct connections between participants and finance providers, fostering a conducive space for in-depth discussions and follow-up interactions beyond the workshop setting.

The comprehensive coverage included insights into Crowdfunding, Strategies for Sustainable Entrepreneurship encompassing Incubators, Grants, and Networks, Credit Guarantee Schemes, and the role of Business Angels and Venture Capitalists in the financial landscape.

In total, the workshops engaged a substantial number of financial actors, with four participating in each workshop, amounting to a total of 16 financial entities involved. The impact extended beyond just the financial actors, with a noteworthy 118 participants actively engaging in the workshops, enhancing their understanding of diverse financing avenues.

As part of this initiative, the project commissioned the creation of a valuable resource titled "A Practical Guide: Crowdfunding for CCI in the South Mediterranean Region." This guide serves as a step-by-step manual, offering practical insights into the intricacies of crowdfunding within the region. It goes further by recommending a range of platforms specifically available to MSMEs in the South Mediterranean, providing a tangible resource to navigate and harness crowdfunding opportunities for sustainable business development.



Few Numbers:

**16**

Financial entities involved

**4**

Workshops organized

**118**

Participants engaged



The INVESTMED Engagement Platform

The Engagement Platform stands as a vibrant hub within the INVESTMED project, providing an essential space for the project's community to seamlessly interact and exchange valuable experiences regarding their sustainable business ventures. This dynamic platform serves as an active repository, bustling with numerous posts that highlight events, opportunities, and insights relevant to the Southern Mediterranean region.

Within this thriving community, the platform boasts an impressive membership of 177 individuals, forming a diverse network with representation from various countries. Breaking down the demographics, Lebanon comprises %12, Tunisia takes the lead with %34, Egypt follows closely with %24, and an additional %30 hail from the Rest of the World, emphasizing the project's global reach and impact.

Examining the demographic composition by gender and age, a well-balanced diversity emerges. Notably, %47 of the community members are women, underlining a commendable effort towards gender inclusivity within the project. In terms of age, the platform reflects the dynamic energy of youth and emerging leaders, with %61 of the members falling under the age of 35. This statistic underscores the project's commitment to engaging and empowering the younger generation, fostering a culture of innovation and sustainability.

Overall, the Engagement Platform emerges as a thriving digital ecosystem where knowledge is shared, collaborations are forged, and the collective energy of the INVESTMED community contributes to the ongoing success and sustainability of businesses in the region



Few Numbers:

+180

Active member



47%

Of the profiles are Women



61%

Are under 35 years

Welcoming Remarks



Prof. Rym Ayadi
President and Founder
EMEA



Roger Albinyana
Managing Director
IEMED



Jihen Boutiba
Director General
BUSINESSMED



SUBGRANTING PROGRAM

To support the development of sustainable entrepreneurship and business initiatives, by facilitating access to new markets and generating increased economic opportunities and jobs for young people and women.



INVESTMED Subgranting scheme

The INVESTMED project launched a call for sub-grants to provide support for new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon, and Tunisia. The call looked for innovative MSMEs, startups, and recently established enterprises mainly involved in the following sectors: Green economy, Blue economy, and Creative and Cultural Industries (CCI). 12 MSMEs were awarded the grant in Lebanon, 12 in Egypt, and 14 in Tunisia.

The selected entrepreneurs besides receiving a grant for their project, are set to benefit from many other advantages from the INVESTMED project such as: receiving an incubation programme, being part of an online community with different investors, actors, and startups from other countries, receive specific Intellectual Property Rights (IPR) training for the three countries, and participate in multiple events with actors and investors from all over the Mediterranean.

At the same time, the project launched a call for the establishment of long-term incubation and acceleration services for startups. Several applications were received and the project selected 3 BSOs (one in each country) to get a Financial help in order to launch and implement its incubation program. Each BSOs had also a role of supervisor and mentor for the Startups of the subgrant program from the same country.

Three regional events, involving all the beneficiaries of the subgrant scheme, took place during the lifetime of the project: one at the beginning, one in the middle, and one at the end of the period of implementation

These events allowed them to hear industry experts addressing the challenges facing the corresponding sectors (green economy, blue economy, and CCI). And to be part of workshop sessions to reflect and discuss the ideas introduced by the experts in the context of their own businesses and sectors.



Few Numbers:



Participating startups



BSO selected for an incubation program



Investors and business angels involved



One to one follow up meeting organized



INVESTMED advocacy sessions

The Advocacy Sessions orchestrated by the INVESTMED project were not merely routine discussions but dynamic forums designed to actively engage with the project beneficiaries. The overarching goal was to delve into the extensive research conducted by the project, sparking a lively and participative dialogue centered around policy recommendations crucial for the region's development. Each session served as a platform to present meticulously crafted policy papers, a culmination of thorough analysis, covering vital aspects such as the Entrepreneurial Ecosystem in the targeted countries, the Blue, Green, and Cultural and Creative Economies, and Social Protection Schemes.

Throughout the Advocacy Sessions, expert speakers provided comprehensive overviews of their respective papers, offering valuable insights and recommendations to the participants.

This was not a one-way conversation; rather, it evolved into an interactive experience with a dedicated Q&A session. The experts delved into the specifics of the INVESTMED project's target sectors, unraveling the intricacies of the entrepreneurial ecosystem across the designated countries. A particular focus was placed on the exploration of social protection schemes, encompassing both formal and informal structures, with a nuanced discussion on their profound impact on entrepreneurship and sustainability.

Notably, one of the papers presented ventured into the avant-garde concept of the regenerative economy. This triggered a thought-provoking discussion with the entrepreneurs, stimulating contemplation on how these novel principles could be seamlessly integrated into their own business models. The Advocacy Sessions, therefore, went beyond a mere dissemination of information; they became catalysts for transformation, inspiring entrepreneurs to critically assess and adapt their approaches in alignment with evolving economic paradigms. As the project continues to unfold, the ripple effects of these sessions promise to contribute meaningfully to the sustainable development of the Mediterranean region.



Few Numbers:



Advocacy sessions held



Policy paper reviewed



10

Experts engaged



INVESTMED Policy recommendations

The policy papers provide insight into the entrepreneurial landscape in the three countries detailing challenges, opportunities and recommendations to improve support for MSMEs in the development of their businesses, and ultimately job creation and prosperity in the region.

The papers cover the target sectors under the INVESTMED project (green economy, blue economy, the cultural and creative industries) as well as key issues affecting innovation and sustainable development in the region such as skills, social protection, the regenerative economy, food security, and financial inclusion.

Each paper is complemented by an interactive infographic.

Few Numbers:



10

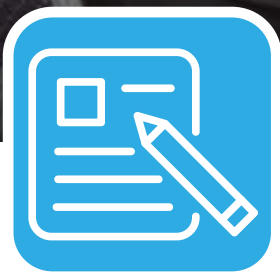
Policy papers developed



10

Infographics designed





IPR PROGRAM

To encourage startups and public authorities to become trained on Intellectual Property Rights and to facilitate the access and application of IPR to innovative business services and products.

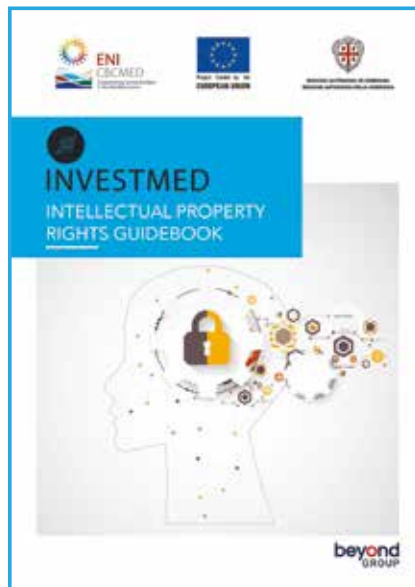


Intellectual Property Rights guidebook

The INVESTMED project identifies Intellectual Property Rights as a key component for knowledge and capacity development. IPR are exclusive rights given to people and/or enterprises for the use of their works and creations. Safeguarding an innovation serves to provide legal protection which can contribute to the enterprise's growth. IP (Intellectual Property) registration also guarantees the creator's economic advantage that stems from the protection.

The IPR guidebook has been designed for entrepreneurs and public bodies to provide them with basic and familiar ways to raise awareness and to address misconceptions around IPR.

For entrepreneurs, the guidebook aims at demystifying the concepts related to IP, guiding entrepreneurs in identifying their IP and strategizing their protection in order to avoid downfalls such as bankruptcy or infringement and maintaining the value of their IP through the respective IPR. For public bodies, the guidebook serves as a reference point to have an overview on the different national laws as well as international treaties and conventions, which facilitate the process of registration.



Few Numbers:

**10**

Entrepreneurs consulted

**15**

IPR case studies featured

**8**

Experts engaged to develop the content

**180**

People benefited from the guidebook



Capacity building in IPR for entrepreneurs

In a strategic initiative tailored for aspiring entrepreneurs, our comprehensive program goes beyond the ordinary to empower participants in understanding the nuances of Intellectual Property Rights (IPR). Commencing with engaging in-person sessions, we delve into the fundamentals of IPR, exploring both national and international frameworks, and presenting real-world case studies that illuminate the complexities of the field.

As we progressed, our program transitioned seamlessly into thematic modules meticulously crafted to provide a profound exploration of legal aspects surrounding IPR. Tailored to the unique needs of entrepreneurs, these modules offer a deep dive into the intricate legal landscape, providing practical insights that resonate with the challenges faced in the entrepreneurial journey.

Embarking on a learning journey guided by European experts, the participants confront the specific challenges encountered during the IPR process. These sessions transcend traditional learning, focusing not only on the hurdles faced but also on the invaluable lessons learned and innovative solutions crafted for registrations outside the MENA region.

Beyond the transfer of knowledge, the sessions were a carefully structured endeavor aimed at fostering a sense of collaboration, knowledge sharing, and cross-border communication among all participants. Each session was a forum where ideas converge, experiences are shared, and a community of forward-thinking entrepreneurs is forged.

The events were not just about learning; they were about building connections, fostering innovation, and equipping entrepreneurs with the tools they need to navigate the complexities of the global business landscape.



Few Numbers:

 **3**
Countries involved

 **46%**
Of them are women

 **+170**
Beneficiaries



Development of IPR Policy recommendations

Derived from a rigorous qualitative study, our recommendations stand as a comprehensive guide to enhance and streamline Intellectual Property Rights (IPR) registration procedures. Drawing on insights from a diverse spectrum including public authorities, business support organizations, legal experts, and entrepreneurs, our data collection process involved extensive consultation sessions.

The wealth of data gathered underwent meticulous analysis, translating raw insights into refined policy recommendations. This transformative process ensured that the recommendations align not only with the identified challenges but also with the practical needs of stakeholders in the IPR landscape.

To enhance the robustness of our recommendations, a thorough validation process unfolded through review sessions involving key stakeholders. This iterative refinement ensured that the proposed interventions were not only theoretically sound but also grounded in the real-world experiences and perspectives of those directly impacted by IPR registration procedures.

Culminating in a final regional roundtable, the project recommendations underwent a final scrutiny, bringing together diverse perspectives and expertise to solidify their relevance and effectiveness. This comprehensive approach ensures that our interventions represent a holistic and well-informed strategy to simplify and optimize IPR registration procedures, promoting a more accessible and entrepreneur-friendly landscape.



Few Numbers:



95

Participants



63%

Female participation



INVESTMED

InNoVative Sustainable
sTart-ups for the MEDiterranean



INVESTMED

Sub-grant Programme Kick-off Event

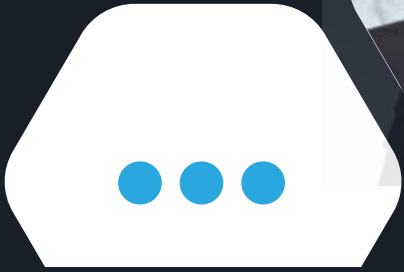
24-25 October 2022
Beirut, Lebanon

Hosted by Beyond Group
Co-organized by IEMed, EMEA
and CEEBA

Partners



www.beyondgroup.com/investmed22
Twitter: @CEEBALB
www.investmed.org/lebanon2022



SUCCESS STORIES & TESTIMONIALS



Guadaluna CHAER

Cofounder & CEO
LUXEED Robotics

“

The INVESTMED project has played a big role in shaping my approach to sustainable business management. The emphasis on training and coaching instilled in us a deeper understanding of the importance of sustainability in our industry.”



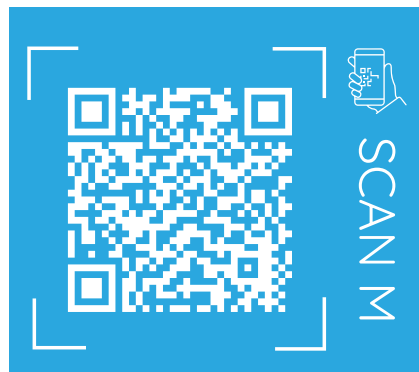
My name is Guadaluna Chaer, and I am the Cofounder and CEO of LUXEED Robotics, an early-stage Lebanese startup using lasers and AI to burn weeds with high precision, zero herbicides needed. We take pride in pushing the boundaries of innovation to create intelligent and sustainable solutions that cater to the evolving needs of farmers.

Participating in the training provided by the INVESTMED project marked a wonderful experience for me. The comprehensive program not only honed our skills but also offered valuable insights into sustainable business management. Progressing through the training, we shared our vision of how clean smart weeding technologies can bring about revolutionary changes in agriculture and transform it into a sustainable sector. This perspective fueled our enthusiasm as we prepared to pitch our sustainable business ideas.

The INVESTMED project has played a big role in shaping my approach to sustainable business management. The emphasis on training and coaching instilled in us a deeper understanding of the importance of sustainability in our industry. Through the project, I acquired not only knowledge but also practical strategies to seamlessly integrate sustainability into our daily operations. The focus on Intellectual Property Rights (IPR) gave us massive insights and knowledge on how to formulate our IP strategy.

Being selected as one of the winners of the SBM academy was a significant milestone for us. It validated our unwavering commitment to sustainability and innovation, boosting our confidence and opening new doors for collaboration and growth regionally.

This acknowledgment has had a profound impact on our professional growth, positioning LUXEED Robotics as a leading force in sustainable agritech solutions in the region. We remain grateful for the opportunities provided by the INVESTMED project, which continue to propel our success forward to our next stages.





Mohaned SALEH

CEO of Clean Plus Chemicals

“
The INVESTMED Project introduced me to a community of like-minded entrepreneurs from the region, expanding my horizons to diverse angles of sustainability and green business ideas
”



My name is Mohaned Saleh, And i'm the CEO of Clean Plus Chemicals based in egypt. In the tapestry of my professional journey within the realm of chemical manufacturing, I observed a prevailing trend among manufacturers—a focus on using chemicals perilous to both the environment and human health.

Driven by a question that echoed in my mind—could I strike a harmonious balance between producing products that are not only safe and environmentally friendly but also of premium quality and reasonably priced? The quest for this equilibrium led me to embark on a journey of experimentation and collaboration with scientific research universities in 2015. My mission was to create prototype products in the realms of industrial detergents and chemical treatments, exclusively crafted from %100 natural ingredients.

Fast forward to 2019, and I officially launched my project specializing in the manufacturing of eco-friendly chemical products, industrial detergents, and cosmetics. Armed with a scientific background, I encountered the multifaceted challenges of project management, product expansion, and securing necessary financing. It was during this juncture that the fortuitous opportunity to join the INVESTMED project presented itself.

The project proved to be a transformative experience, offering me extensive coaching and a training program that covered crucial facets like marketing, production, and supply chains. This immersive experience shattered preconceived notions and equipped me with the tools to navigate challenges more efficiently. Previously confined within the narrow confines of my business horizon, I discovered a wealth of opportunities waiting to be seized and avenues to develop my project and products.

The pivotal moment came when I emerged as one of the winners in the project's final pitching event. This triumph instilled in me the confidence to approach potential investors, fostering the expansion of my

project and securing investments to scale up production capacity.

Beyond the tangible benefits, the INVESTMED Project introduced me to a community of like-minded entrepreneurs from the region, expanding my horizons to diverse angles of sustainability and green business ideas. Grateful for this invaluable experience, I now recognize the abundance of innovators in the region, wishing for more transformative projects like INVESTMED to provide them with the opportunities they deserve.





Khoulood KAABI

CEO and co-founder
of IDWEY

“
Being selected as one of the winners of the INVESTMED project is a tremendous honor and a validation of the hard work and dedication invested in developing my sustainable business project.”



My name is Khoulood Kaabi, and i'm the CEO and co_founder of IDWEY.

My journey with the INVESTMED project has been transformative. The training in sustainable business management provided me with invaluable insights and practical knowledge that contributed to the sustainable development of IDWEY. The program equipped me with the skills necessary to analyze and implement sustainable practices within a business framework. The summer school in Rome further enriched my understanding by exposing me to real-world examples and fostering a global perspective.

The INVESTMED project has profoundly shaped my approach to sustainable business management. The emphasis on sustainable practices, coupled with the training, instilled in me a deep appreciation for the intersection of business and environmental responsibility. Through case studies, mentorship, and practical exercises, I gained a holistic understanding of sustainable business practices. This change in perspective has not only influenced my approach to business but has also instilled a sense of responsibility and commitment to making a positive impact on the environment and society.

Being selected as one of the winners of the INVESTMED project is a tremendous honor and a validation of the hard work and dedication invested in developing my sustainable business project. This recognition is not only a personal achievement but also a testament to the potential positive impact of sustainable business practices. Professionally, this accolade opens doors to new opportunities, collaborations, and networks within the sustainable business community.





TUNISIA



Dhaker HAMMAMI

CO-fondateur and CEO of Moovin 360

“Participation in the INVESTMED program has considerably broadened our horizons, opening us up to other business sectors and connecting us with collaborators who share our vision of a more inclusive, socially and environmentally responsible future.”



My name is Dhaker Hammami, co-founder and CEO of Moovin 360. Our company specializes in the development of digital solutions dedicated mainly to the cultural and creative industries. Our approach is based on the use of new technologies to promote and enhance heritage. Since our launch in 2019, we have created 40 solutions based on digital twins of monuments and cultural sites in Tunisia.

We strive to make the user experience as immersive, interactive and attractive as possible, thus contributing to the preservation and enhancement of our rich cultural heritage.

We identified the INVESTMED call as a strategic opportunity aligned with our goals and vision. We were very meticulous in preparing our proposal, focusing on the feasibility of our idea, our experience on similar projects and our ability to deliver sustainable added value.

Being selected was a significant validation of our approach and potential, which not only motivated us, but reinforced our conviction that our startup is on the road to success.

The funding we received considerably facilitated our approach to the management bodies of cultural institutions. By eliminating the need to ask for payment for our services, discussions have been able to refocus on the value we bring. This approach has opened new doors for us, enabling us to engage in fruitful conversations about strategic partnerships. We finalized discussions with two institutions affiliated to the Ministry, reinforcing our position as a key player in the sector. We have also expanded our base of collaborators, who are preparing to test our beta version. The judicious use of funds has also had a tangible impact on our library, enabling us to add five more monuments to our repertoire following successful work.

Participation in the INVESTMED program has considerably broadened our horizons, opening us up to other business sectors and connecting us with collaborators who share our vision of a more

inclusive, socially and environmentally responsible future.

In the short term, the next phase of our company will be marked by the production launch of our first B2C product. Its aim is to create an immersive experience where visitors leave the virtual world with a physical souvenir, reinforcing our commitment to transcending the boundaries between the digital and the tangible.

In the medium to long term, our ambition is to launch a hybrid virtual/physical service. This innovative service will showcase not only tangible heritage through discovery and exploration, but also intangible heritage.





Marwa ELDRINY

Founder and CEO of EJADA consultancy

“*INVESTMED contributed to transforming our company's operations from providing consultations through direct presence at the client's site to offering a significant portion of the consultations online*”



My name is Marwa Eldriny and I'm a seasoned sustainability professional with over twenty years of experience in sustainability auditing, data analysis, strategic planning, and social responsibility auditing. I'm the founder and CEO of EJADA consultancy, where I have been leading projects in data analysis, auditing, planning, social responsibility, and sustainability for over thirteen years.

EJADA, established in 2010, is a leading firm in providing project evaluation consultancy based on international sustainability standards. We specialize in guiding projects towards sustainability, and supporting the development of strategic plans through studies analyzing the external environment of projects and companies.

In the development of its business models, EJADA has established the "Sustain Egypt Think Tank" to expand its geographical scope and market presence. This initiative includes offering consultancy and sustainability services online and introduces a new activity through this project: the provision of strategic reports related to sustainability in the Middle East. This project has been supported by the INVESTMED Project and the European Union.

I discovered the call for proposals through the LinkedIn platform of CEEBA and determined that it was significant to my project. The call was structured in lots, and my proposal corresponded to the Blue economy lot. I completed the application process and found it to be straightforward. I then presented my proposal in front of members of national and international experts, where I addressed their questions and drew inspiration from their feedback. It pleased me to be chosen to proceed with the implementation of my proposal.

INVESTMED contributed to transforming our company's operations from providing consultations through direct presence at the client's site to offering a significant portion of the consultations online. This will greatly reduce costs for the client and save time and resources. Additionally, this project will provide us and our clients with a foundation of sustainability applications in various business and industrial sectors. This will enable us to create a database for producing strategic sustainability reports for sectors and countries in the future. Our company has been aided by the program in enhancing its knowledge through supporting the initial stages of this project "Sustain Egypt Think Tank".





Ralph SBEIH

Co-founder
of Plastic Lab

“

Our future plans after the end of INVESTMED include improving our products, finalizing our website, and adopting a more confident market strategy

”



Hello, I'm Ralph Sbeih, a professional with over ten years of experience in civil engineering, environmental planning, and project management. My journey includes earning a Master's in Environmental and Infrastructure Planning from Groningen University and a Bachelor's in Civil and Environmental Engineering from Notre Dame University. Currently serving as the Strategy Director at PLASTC LAB, I contribute to transformative initiatives in plastic recycling. My work involves cultivating strategic partnerships, participating in accelerator programs, and leading workshops on waste management, circular economy, and recycling. With a background in managing diverse projects, I'm dedicated to making a positive impact on the environment through sustainable practices.

Plastc Lab was founded in 2020 and was inspired by Precious Plastic, a worldwide community tackling the plastic waste problem. We are a Lebanon-based plastic recycling and policy-making startup with the goal of creating new and imaginative ways to close the loop in plastic recycling. This means finding innovative ways to complete the recycling cycle and ensure that plastic is reused effectively. We strive to boost the recycling scene while ensuring its reuse in new high-quality products with a long-lasting life.

Plastic Lab entered the INVESTMED program hoping to be shortlisted. Surprisingly, we got selected to pitch. Though we felt that the jury believed in our project, we kept our expectations low and hoped for the best. Later, we received an email confirming our selection, and we eagerly started working on the project.

INVESTMED had two parts. For technical support, Talar Kokjian from Cewas under Fondation Diane helped us identify impacts on social and environmental aspects. The pitching session workshops at the end gave helpful feedback and finally a local networking event took place, opening windows for potential local partners.

For financial support, Plastc Lab optimized its machines, making better recycled products. Recycled sheets and beams are now in better shape, allowing us to enter the market more confidently.

Our future plans after the end of INVESTMED include improving our products, finalizing our website, and adopting a more confident market strategy. Our products are now of the desired quality. Besides, our environmental consultancy and awareness department will focus on relevant projects. Plastc Lab's new service already has several projects in its portfolio





TUNISIA



Rym JÂAFRA

Co-founder of Couscous publishing

“

My dream is to sell the magazine of comics for children 'The door of the sea' in Egypt, Lebanon and Algeria.”



I am Rym Jáafra the Co-founder of the social company Couscous publishing. The IPR session training organized by the INVESTMED was very important for me as an artist and social entrepreneur operating in the field of the culture and publishing to understand that Intellectual property rights are not only protecting the ideas or concepts of business but also protect the genuine business assets that are vital to the products and services. An artist's success is based on the uniqueness of their work.

Pieces of art hold value because they have a distinct style but also because they are one-of-a-kind. But if others can easily replicate the work, then it becomes less valuable. So, Copyrights are the most relevant type of intellectual property protection for artists. It is crucial to protect original works of authorship, like written works.

The training session was very insightful and constructive for me as an author and comics creator to learn legal procedures for the protection of my work especially since I previously had a bad experience with a company that stole my idea for a screenplay of a children's television series. It is very important to raise awareness about Intellectual property law that exists in order to protect the creators and covers areas of copyright, trademark law, and patents.

Security first and foremost, clearing my Intellectual Property for use and securing protection can ensure my ability to trade and grow my business without fear or repercussions of infringing anyone else's rights. Intellectual property refers to any intellectual creation, such as literary works, artistic works, inventions, designs, symbols, names, images, etc.

Copyrights give the author or artist the exclusive right to copy, distribute, publicly perform, and make derivative works from the protected work. Copyrights protect the expression of an idea that may be expressed in artistic forms such as photographs, songs, poems, sculptures and paintings. We also talked about challenges facing businesses in terms of IP protection in Tunisia, Egypt and Lebanon and the role of public institutions in protecting IPR. Actually, the main challenges are registry issues, backlogs, delays in trademark and patent registration, lack of experts in patent claims drafting, the cost of protection, lack of awareness of IP rights among SMEs, and IP lawsuits.





LEBANON



Mira AYOUB

Mechanical Engineer & Energy Consultant

“
The INVESTMED IPR book has become an indispensable resource in my day-to-day activity, as I have been able to clarify doubts, resolve conflicts, and make informed decisions regarding intellectual property issues.”



The intellectual property rights (IPR) training session that I attended during one of the INVESTMED project activities was an incredibly valuable experience for me as an engineer and entrepreneur. Before attending the training, I had a basic understanding of IPR, but the session significantly expanded my understanding. The comprehensive coverage of topics such as the definition of IPR, the different elements of intellectual property, and the importance of IPR for an entrepreneur's growth truly enhanced my understanding of this complex subject.

The training helped me grasp the intricacies of IPR and its significance in today's business world. By delving into the notion of prior art, I learned how crucial it is to conduct thorough research before developing any product or technology to avoid infringing on existing patents. Moreover, the training shed light on the national regulations related to IPR, empowering me to navigate the legal landscape effectively.

The IPR training equipped me with specific skills and knowledge that directly apply to my work as an engineer and entrepreneur. For instance, learning about the most important national conventions and treaties related to IPR helped me understand the global framework of intellectual property protection. This knowledge is invaluable for businesses like mine that have international aspirations and seek to protect their intellectual assets across borders.

Furthermore, the training enabled me to develop a comprehensive strategy for IPR within my enterprise. I now have a deep understanding of how to identify, evaluate, and protect the intellectual property generated by my team. This newfound knowledge will be instrumental in helping me safeguard the innovative ideas and technologies that will be developed by my company in the future, giving us a competitive advantage in the market.

The IPR book published on the INVESTMED website and provided as part of the training has become an indispensable resource in my day-to-day activities. Its thorough coverage of intellectual property concepts, case studies, and practical examples has been tremendously useful in navigating the complexities of IPR. By referencing the book, I have been able to clarify doubts, resolve conflicts, and make informed decisions regarding intellectual property issues. Similarly, the book has been a handy reference for determining the appropriate patent filing strategy, ensuring our future innovations will be suitably protected and allowing us to commercialize them with confidence.

In conclusion, the IPR session training and the accompanying book have truly transformed my understanding of intellectual property. The knowledge acquired from the training has directly influenced my professional endeavors, empowering me to manage intellectual property effectively, develop strategies for protection, and navigate the legal landscape with confidence. The IPR book continues to be an invaluable resource, aiding me in day-to-day activities and ensuring the long-term success and growth of my enterprise. I highly recommend this training and book to any engineer or entrepreneur seeking to gain a comprehensive understanding of intellectual property rights.





LEBANON



Stephanie KORAB

Interdisciplinary Artist,
Product Designer, and Architect

“
I am incredibly grateful for the opportunity to have participated in the INVESTMED project and to have received such valuable training and resources related to intellectual property rights”



The IPR session training organized in the framework of the INVESTMED project was an eye-opening experience that provided me with a comprehensive understanding of intellectual property rights (IPR) and their importance for designers and artists. Prior to the training, I had a basic grasp of IPR concepts, but the sessions deepened my knowledge and clarified many misconceptions I had. The training covered a wide range of topics, from copyright and trademarks to patents and trade secrets. I particularly appreciated the real-world examples and case studies that were presented, as they helped me to better understand the practical application of IPR principles, how to effectively protect my work, and navigate the complexities of intellectual property law.

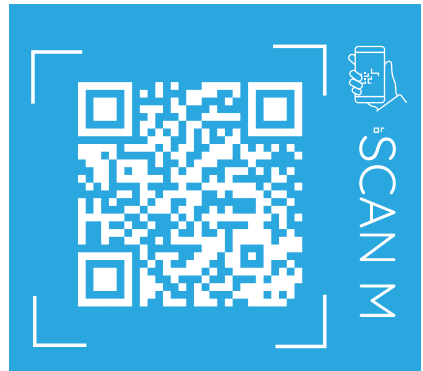
The IPR session training provided me with several skills and knowledge that I can directly apply to my work as a product designer and interdisciplinary artist. For instance, I learned how to properly register and protect my creative works.

Additionally, the training equipped me with the skills to negotiate licensing agreements and collaborate with others, in a way that protects my IPR. I also gained insights into the process of securing patent protection for innovative ideas and the strategies for protecting my brand identity through trademarks.

The IPR guidebook has become an invaluable resource in my day-to-day activities as a product designer and interdisciplinary artist. The book provides clear and concise explanations of IPR concepts, along with practical guidance on how to protect and manage intellectual property. I have found the book to be particularly helpful when drafting contracts, negotiating collaborations, and responding to legal inquiries. The book's user-friendly format and comprehensive coverage of IPR

I am incredibly grateful for the opportunity to have participated in the INVESTMED project and to have received such valuable training and resources related to intellectual property rights. The project has had a profound impact on my work and career trajectory. By providing me with the knowledge and skills necessary to effectively protect my intellectual property, the project has empowered me to confidently pursue my creative endeavors and safeguard my valuable assets.

Thank you again for providing me with this platform to share my experience. I am excited to see the INVESTMED project continue to empower and support creative professionals like myself.





Project funded by the
EUROPEAN UNION



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



INVESTMED

INVESTMED

InNoVativE Sustainable sTart-ups for the MEDiterranean

"This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of BUSINESSMED and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures".



INVESTMED

Innovative Sustainable Startups for the Mediterranean

INVESTMED OBJECTIVE

INVESTMED aims to support the development of sustainable entrepreneurship and business initiatives for creating a more business environment and by building a new or new models, with the ultimate goal of generating increased economic growth and job opportunities among emerging enterprises in Egypt, Lebanon and Tunisia.

INVESTMED produces insights and long-lasting impacts at local and regional level etc.

- EU** Boosting sustainability and leadership in the Mediterranean Region
- EU** Encouraging equity-financing business opportunities for women and young entrepreneurs
- EU** Supporting innovation encouraging public authorities to become more active
- EU** Enhancing competitiveness, highlighting success for female and entrepreneurship



INVESTMED

INVESTMED BENEFICIARIES

INVESTMED is a division of 30 countries, with a total budget of 12.8 Million, of which 12.8 M. has 100% is funded by IN (EU) 2014.

INVESTMED has a budget of 30 countries, with a total budget of 12.8 Million, of which 12.8 M. has 100% is funded by IN (EU) 2014.

Partners



www.investmed.com | www.investmed.org | www.investmed.org/pt-br

The INVESTMED project is implemented by a consortium of 8 partners

