



# INVESTMED

## Sustainable Business Management Training Programme Report

### 3.1.3 Development of the sustainable business management training and mentoring scheme and tools

Co-organised by Euro-Mediterranean Economists Association and LUMSA



# INTRODUCTION

The INVESTMED training webinars form part of the Sustainable Business Management Programme developed under the INVESTMED project. The aim of these series of webinars is to complement the training programme bringing experts from around the Euro-Mediterranean region on green economy, blue economy, and cultural and creative industries.

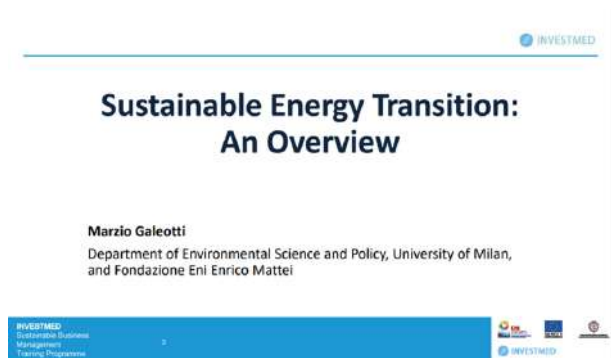
Over the course of the 11 seminars, there were 659 attendees. 68% of attendees were women, and 54% were under 35. The seminars ran from September 2021 to November 2022.

## Seminar 1: Sustainable Energy Transition

The INVESTMED programme is focused on accelerating the green transition by supporting entrepreneurs. However, to embark on this journey, it's important we understand what the transition is and what it implies economically in order to not only adapt but thrive under these changing conditions. The first seminar focused on: what is an energy transition and energy systems, themes of sustainability and decarbonization, the economics of climate change, a net zero scenario and the costs and benefits of the energy transition.

The panellist:

Marzio Galeotti is professor of Environmental and Energy Economics at the University of Milan. He holds a M.Phil. and a Ph.D. in Economics from New York University. Founder and first president of the Italian Association of Environmental and Resource Economists, he has been an expert reviewer of the Intergovernmental Panel on Climate Change (IPCC) and the coordinator of the Climate Change Modelling and Policy research program of the Fondazione Eni Enrico Mattei in Milan. He has published extensively in scholarly journals and actively participates to the policy debate through media interviews, comments and articles in newspapers and magazines and speeches and presentations in non-academic public events.



### Agenda

This seminar took place on September 23 2021.

**10:00 – 10:10** Welcome and Moderation by Prof. Giovanni Ferri LUMSA University

**10:10 – 11:30** Sustainable Energy Transition: An overview Marzio Domenico Galeotti – Professor of Environmental and Energy Economics at the University of Milan

**11:30 – 11:50** Q&A

**11:50 – 12:00** Conclusions

### Key findings:

Prof. Galeotti discussed the big picture of the climate crisis and the energy transition. He touched on whether there is just one energy transition or will there be many as there are many areas to consider such as transport (roads, air travel, ships etc.) and energy for heating homes. He also highlighted geopolitical changes and their influence on the transition and the inequality in climate change impacts both geographically and economically. From his research, he was able to demonstrate that renewables, efficiency, and electrification dominate the energy transition.

### Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=O516SCGmtjU>

Link to speaker presentations: <https://drive.google.com/file/d/1aomm8Md.JSoJ-bx2ZMZwEBmuwNT0aFkldh/view?usp=sharelink>

### In figures:

Total participants: 59  
Total women: 43  
Total under 35: 18  
Total women under 35: 17



# Seminar 2: Energy Transition as a Driver for the Green Economy

The energy transition is a key driver to reaching a green and sustainable economy. However, it is important to understand how to navigate it. In the last seminar, we got the big picture. In the second seminar we discussed a few aspects of Energy Transition as one of the ways to Green Economy and sustainable energies. The panellist touched on financial and economical feasibilities, information, communication, awareness as well as legislation, and key performance indicators.



The panellist:

Dr. Elsobki is an Energy Management Advisor with over 30 years of experience in fields of energy management, efficiency and conservation, as well as integrated resource/demand planning, Demand Side Management (DSM) and tariff design; in addition to institutional and capacity building. He is the Former Executive Chairman of the New and Renewable Energy Authority (NREA) (2014 – 2016) and the Founding Managing Director of Egyptian Electric Utility and Consumer Protection Regulatory Agency (EgyptERA) (2001 – 2006), which regulates, supervises and controls all matters related to the electric generation, transmission, distribution and use of electricity. He holds a PhD in Electrical Power Engineering, McMaster University, Canada.

## Agenda

This seminar took place on October 21 2021.

### 10:00 – 10:05 Welcome

Ms Marion Kussman - Chief Operations Officer, Confederation of Egyptian European Business Associations (CEEBA)

### 10:05 – 11:05 Prof. Dr. Mohamed Salah Elsobki (Jr.) – Chairman of the Energy & Electricity Research Council (Academy of Scientific Research)

Energy Transition as a Driver for the Green Economy

### 11:05 – 11:35 Q&A

### 11:35 – 11:40 Conclusions

### Key findings:

In this seminar, Dr Elsobki highlighted sustainable energies, financial and economic feasibilities, information, communication and awareness, legislation, KPIs and the impact of Covid as factors to consider in the drive towards a green economy.

### Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=KMZb6nwXZ2k>

Link to speaker presentations: [https://drive.google.com/file/d/1-0mfaCje4RznTD-Gh77AvN96rVnkZYZ0Q/view?usp=share\\_link](https://drive.google.com/file/d/1-0mfaCje4RznTD-Gh77AvN96rVnkZYZ0Q/view?usp=share_link)

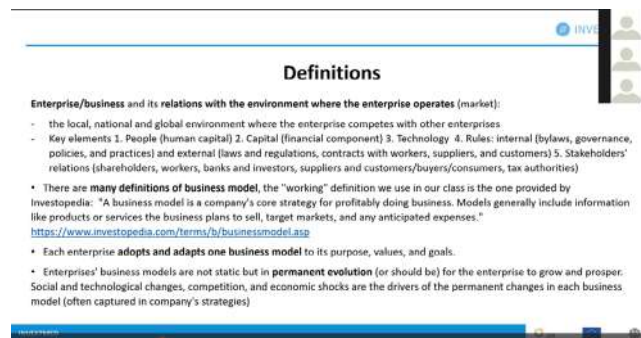
### In figures:

Total participants: 44  
Total women: 32  
Total under 35: 19  
Total women under 35: 8



# Seminar 3: Business Models and the Human Centred Business

The INVESTMED project supports a diverse set of business models which are essential to the green transition. In this seminar, Marco Nicoli of UNIDROIT presented the definition of business, business models, rationale for transition toward a sustainable business model, key elements of sustainability, Environmental, Social and Governance (ESG), and the Human-Centred Business Model.



The panellist:

Marco Nicoli is currently Special Advisor to the Director of OECD Development Centre, with a focus on the coordination of the Human-Centred Business Model Project. He is also a Senior Counsellor at the UNIDROIT Foundation and guest lecturer at LUMSA University in Rome. Marco was formerly Senior Project Manager at the World Bank Legal Vice-Presidency, where he worked for a total of 16 years. Prior to joining the World Bank in April 2002, he worked in Italy as an economist at the Research Department of the Italian Central Bank on issues related to the business sector as well as international economy. He later committed himself to social initiatives and built relevant experiences within the NGO sector. Marco has a multidisciplinary educational in accounting, law and economics, with a master's degree in international law and Economics and other postgraduate degrees in International Organizations and European Law, author of several publications spanning the different disciplines and themes of work.

## Agenda

This seminar took place on November 23 2021.

- 14:00 – 14:10** Welcome and Moderation by Prof. Giovanni Ferri LUMSA University
- 14:10 – 15:10** Business Models and Sustainable Transition: An overview  
Marco Nicoli – Director, UNIDROIT International Summer School and  
Sr. Counselor at Institute for the Unification of Private Law (UNIDROIT) Foundation
- 15:10 – 15:40** Q&A
- 15:40 – 15:45** Conclusions

## Key findings:

Marco Nicoli emphasised why entrepreneurs might want to switch to human centred business models. Some key reasons were access to finance – investors no longer want to invest in companies that do not work towards the SDGs; access to market procurement and responsible consumers, regulators, and stakeholders' participation. He pointed trainees on where to find the framework on such business models internationally.

## Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=lcGthPYov68>

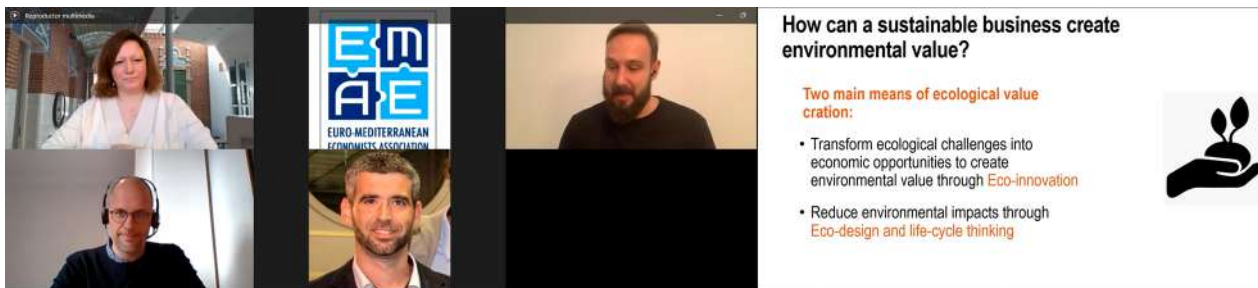
Link to speaker presentations: [https://drive.google.com/drive/folders/19qjk-FPBctcXDXbJP-Sv5PMsdO4nRCZnm?usp=share\\_link](https://drive.google.com/drive/folders/19qjk-FPBctcXDXbJP-Sv5PMsdO4nRCZnm?usp=share_link)

## In figures:

Total participants: 40  
Total women: 25  
Total under 35: 11  
Total women under 35: 11

# Seminar 4: How can your business integrate circular economy principles?

The transition to a green economy represents one of the fundamental pillars that countries and regions have been looking at for some time now. One of the key challenges is the transition from linear production processes into closed cycle production and consumption behaviour. This implies a major disruption in the way business models are conceived, but at the same time represents an interesting opportunity to provide added value to products and businesses committed to reduce their impact while using resources during the material cycle. This seminar aimed to discuss how we can then integrate circular economy criteria into our business models. The speakers have a strong track record and experience on circular economy, with a special focus on buildings, packaging and plastics use, clothing, and agriculture.



The panellists:

Giorgio Mosangini Team Leader Green Entrepreneurship & Civi Society – Regional Activity Centre for Sustainable Consumption and Production Centre.

Giorgio Mosangini holds masters' degrees in Political Science (Université Libre de Bruxelles) and Development Studies (Universitat Autònoma de Barcelona). He has been responsible of programmes related to sustainable entrepreneurship, civil society strengthening, gender and women rights, local and rural development, sustainable development, and food security. He is author of several publications and methodological guides on Sustainability, Circular Business Models, Evaluation, Decentralised Cooperation and Social Communication.

Mauro Manca - Energreen

Mauro is the founder and director of Energreen Design, an architecture design and consultancy practice of circular economy for the building sector, with the purpose of developing a human-centred business model of circular economy for building construction. Energreen works transversally with Architects, Engineers, Contractors and Developers in real estate projects connecting the value chain of the construction sector during building design, construction, operation, and deconstruction.

Víctor Falguera – AKIS International

Victor is an agricultural engineer. With a Ph.D. in Agriculture and Food Science and Technology from the University of Lleida, and Ph.D. in Engineering and Advanced Technologies from the University of Barcelona. Author of more than 40 JCR-indexed journal articles and several extension articles. Consultant and lecturer on innovation-based territorial development strategies and technology for the agri-food sector.



## Agenda:

This seminar took place on January 25th 2022.

- 10:00 – 10:05** Welcome and Moderation by Cynthia Echave  
Euro-Mediterranean Economists Association
- 10:05 – 10:30** Giorgio Mosangini Team Leader Green Entrepreneurship & Civil Society –  
Regional Activity Centre for Sustainable Consumption and Production Centre  
Circular economy in the clothing and fashion sector
- 10:30 – 10:55** Mauro Manca - Energreen  
Circular economy in building sector
- 10:55 – 11:20** Víctor Falguera – AKIS International  
Agro-food sector and bioeconomy in the Mediterranean
- 11:20 – 11:45** Round of comments with panellists
- 11:45 – 11:55** Q&A audience
- 11:55 – 12:00** Conclusions

## Key findings:

The seminar allowed trainees to learn about circular economy principles and how these can be mainstreamed into business models. The three panellists brought their contributions from different sectors, Giorgio from green economy businesses focused on textile and explained the experience achieved by SwitchMed programme. Mauro focused from architecture and construction materials perspective and highlighted the relevance of bioclimatic skills and bioeconomy. Victor brought the vision from agriculture sector and explained some of the examples developed in Catalonia.

## Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=McMXNHriHiA>

Link to speaker presentations: [https://drive.google.com/drive/folders/1oGUGchV-FxObvnjFJx57MF356xrrUsCSC?usp=share\\_link](https://drive.google.com/drive/folders/1oGUGchV-FxObvnjFJx57MF356xrrUsCSC?usp=share_link)

## In figures:

Total attendees: 89  
Under 35: 56  
Women: 62  
Women under 35: 42



# Seminar 5: Industrial Symbiosis and Life Cycle Analysis in Businesses

One of the challenges facing the transition to a greener economy is how to advance the circularity of materials. The so-called industrial symbiosis is undoubtedly an opportunity to promote synergies between production processes and thus extend the useful life of materials, reduce waste generation and the extraction of raw materials. On the one hand, industrial symbiosis requires precise collaboration between companies, which means innovating industrial processes in the manufacture of products. What are the key aspects to properly integrate life cycle analysis into business models and benefit from it? What opportunities does industrial symbiosis present in the development of new business ideas and entrepreneurship? These are some of the questions that we analysed in this session through experts and researchers who will provide us with some examples developed. In this occasion, the seminar focused on two dimensions: research advances and methodological approach, and the challenges faced in the application to real cases.



The Panellists:

Verónica Kuchinow – Simbiosy

Verónica is an entrepreneur (ZICLA, SÍMBIOSY, music bands, sport teams) specialist in industrial symbiosis and in resource efficiency as business tool towards a circular economy. She fosters business collaboration between companies from different sectors allowing for the identification of new business opportunities through unused resources, with social and environmental positive values.

Nelson Manjong – University of Norway

Nelson Manjong is a PhD candidate in Industrial Ecology and Energy Process Engineering at NTNU. He works to disentangle the environmental footprint of the key materials for battery production as well as the production steps. This is key to improve our understanding of how to produce lithium iron batteries in a sustainable manner. His PhD evaluates the environmental footprint of these materials for generic global value chains to identify emission reduction opportunities.

Amos Ncube – Università degli Studi di Napoli Parthenope

Amos is a sustainability and environmental management professional with 9 years of international experience, providing managerial and technical support to industry, academia, government, and international agencies. He has implemented more than (20) resource efficient and cleaner production projects, (30) Environmental and Social Impact Assessments (ESIA) and several industrial environmental management projects in Europe, North America, South Asia and Southern Africa.



## Agenda

This seminar took place on February 15 2022

- 10:00 – 10:05** Welcome and Moderation by Cynthia Echave  
Euro-Mediterranean Economists Association
- 10:05 – 10:45** Verónica Kuchinow - Simbiosy  
Industrial Symbiosis and the experience in Catalonia
- 10:45 – 11:05** Nelson Manjong – University of Norway  
Life Cycle Assessment: From results to sustainable business decisions
- 11:05 – 11:25** Amos Ncube – Università degli Studi di Napoli Parthenope  
Towards the Circular Economy and Industrial Symbiosis: Driving Business Value from Life Cycle Assessments - ReTraCE Project – Interreg Europe
- 11:25 – 11:45** Round of comments with panellists
- 11:45 – 11:55** Q&A audience
- 11:55 – 12:00** Conclusions

### Key findings:

The seminar focused on life cycle assessment (LCA) as a methodology to be mainstreamed by businesses, especially when there is use of materials. Verónica opened the panel with a keynote speech about industrial symbiosis. She explained the different projects developed in Catalonia engaging companies from industrial areas to start a process of circularity and linkage of their production processes. After the keynote, two researchers' experts on circular economy explained from a scientific point of view, the LCA methodology. Nelson explained some of the applications in energy and sector, Amos explained his research work and the recent application at the ReTraCE project. Both provide to trainees recommendations on how to apply LCA to provide value to business.

### Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=McMXNHriHiA>

Link to speaker presentations: [https://drive.google.com/drive/folders/1oGUGchV-FxObvnjFJx57MF356xrrUsCSC?usp=share\\_link](https://drive.google.com/drive/folders/1oGUGchV-FxObvnjFJx57MF356xrrUsCSC?usp=share_link)

### In figures:

Total attendees: 70  
Under 35: 52  
Women: 47  
Women under 35: 33

# Seminar 6: Social Innovation in Business

The transition towards a more sustainable and fairer economic model means put in value the environment but also the integrity of people at the same level, so that fundamental human rights and social inclusion are ensured.

The sixth seminar of INVESTMED Training Programme sought to analyse the opportunities presented by social innovation in business models and how do this help to promote creative and innovative processes that foster a prosperous and fair social transformation. The seminar was composed by a panel of three experts that will provide different visions and approaches to social innovation for entrepreneurs.



The Panellists:

Nadine Asmar - Catalyst and enabler of Leadership for Impact

With an international experience of more than 20 years in business strategy, human resources management, Nadine Asmar has led teams, launched brands for multinationals such as J&J, L’Oreal, Clarins Group and Estee Lauder and worked in volatile markets. Today, she is a Leadership for Impact catalyst & enabler by building capacity of executives and entrepreneurs to make positive changes for themselves, organization and society at large.

Tamara Zakharia - Innovation Portfolio Manager – UNICEF

Tamara has worn many hats throughout her career but there is a common thread that weaves all of her professional experiences together and which is an area she is particularly passionate about which is developing the creative capacity of people and ecosystems. Tamara has been working with UNICEF for 5 years where she led on innovation and entrepreneurship programmes in more than 30 countries (including GIL and B.O.T in Lebanon). Before joining UNICEF, Tamara founded Startup Ecosystem Think Tank (SETT) which supported MENA-based governments and corporate actors in building national innovation ecosystems (such as authoring Lebanon’s Startup Ecosystem Roadmap and launching the region’s first corporate accelerator).

Cristian Bevacqua - Oxfam Italy

Cristian BEVACQUA is a project manager and microfinance expert with 15 years of professional experience. He works as Regional Project Coordinator for Oxfam Italy where he manages a 4-years multi-country program in the Mediterranean region funded by the European Union aiming at promoting social entrepreneurship. At Oxfam he also plays the role of Advisor on access to finance and SMEs’ support matters in different geographical areas. Before joining Oxfam, Cristian has worked for the Italian Cooperation (AICS) in Morocco, Niger and Senegal, for a microfinance consulting company in Morocco, for a rating agency in Kenya and Rwanda and for an Italian Foundation promoting microfinance investments in Italy, Burkina Faso, Central African Republic and Nepal.



## Agenda

This seminar took place on March 30 2022.

- 10:00 – 10:10** Welcome and Moderation  
Cynthia Echave – Project Coordinator Senior Researcher - EMEA
- 10:10 – 10:20** Nadine Asmar - Catalyst and enabler of Leadership for Impact  
Introduction on Social Innovation
- 10:20 – 10:35** Tamara Zakharia - Innovation Portfolio Manager – UNICEF  
Innovation Portfolio Manager - UNICEF
- 10:35 – 10:50** Cristian Bevacqua - Oxfam Italy  
MEDUP Project
- 10:50 – 11:15** Round of questions to panellists
- 11:15 – 11:25** Q&A audience
- 11:25 – 11:30** Conclusions

### Key findings:

Nadine Asmar discussed innovation in two categories – the evolutionary and the revolutionary. She highlighted that innovation is a driver for growth however there are many different factors that make someone social innovator. Tamara Zakharia gave guidance to entrepreneurs on how to be more innovative in their companies in what to do and what not to do, emphasising that difficult times can mean opportunity. Cristian Bevacqua discussed his social projects across countries and what he has learned from his experiences. These were mainly obtaining the right mindset and ensuring that the impact is measured.

### Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=YhfM31ELPJA>

Link to speaker presentations: [https://drive.google.com/drive/folders/1x-Qp1LXAzcdm-UqT\\_DalWRrZw8D7lce0J?usp=share\\_link](https://drive.google.com/drive/folders/1x-Qp1LXAzcdm-UqT_DalWRrZw8D7lce0J?usp=share_link)

### In figures:

Total attendees: 43  
Under 35: 31  
Women: 31  
Women under 35: 22

# Seminar 7: Capacity Building on Sustainability Leadership

The challenges we face as a society to achieve the desired transition to a greener, more inclusive economy require a reformulation of both the processes of extraction, production and consumption of resources and the processes of organisation and collaboration. Companies need to learn and assimilate the new changes in a new perspective. It is necessary to acquire an intelligent business culture that allows on the one hand to adapt in a resilient way to the changes that arise in its market, but that in turn, strengthens its values and human capital.

The seventh INVESTMED seminar focused on how to foster leadership capacity in sectors linked to sustainability. What tools or strategies can we acquire internally at the corporate level to manage change towards more innovative processes? How can we strengthen our capacity for change in a community of actors? To do this, we used three complementary visions, first we will focus on the perspective of the ecosystem of actors in the construction sector in specific to rehabilitation of buildings; the second from the business culture and team management mechanisms and finally the vision from the field of research and business opportunity linked to the efficient management of material resources.



The panellists:

Emilio Miguel Mitre - Green Building Council Spain

Emilio is a bioclimatic Architect, Fulbright scholar, Master of Environmental Planning, HVAC expert, energy and environmental consultant and national and international projects' coordinator. He is the founder of GBCe (Green Building Council España), and Director of International Affairs since 2008. Deep involvement at the European Regional Network of WorldGBC.

Prof. Raouf Medimagh –Université de Versailles Saint-Quentin-en-Yvelines

Dr. Medimagh graduated from the National Institute for Applied Science and Technology (INSAT) Tunisia with an engineering degree in industrial chemistry. He received his PhD in 2009 and went back to Tunisia as an assistant professor at the National Institute for Research and Physical and Chemical Analysis (INRAP) in 2010. He also focused his interest on sustainable solutions for recycling.



## Agenda

This seminar took place on May 5 2022.

**10:00 – 10:05** Welcome

Cynthia Echave – Euro-Mediterranean Economists Association

**10:05 – 10:30** Emilio Miguel Mitre - Green Building Council Spain

The AUNA Forum

**10:30 – 10:50** Prof. Raouf Medimagh –Université de Versailles Saint-Quentin-en-Yvelines

Capacity Building of Analytical Skills for African countries

**10:50 – 11:15** Round of questions

**11:15 – 11:25** Q&A audience

**11:25 – 11:30** Conclusions

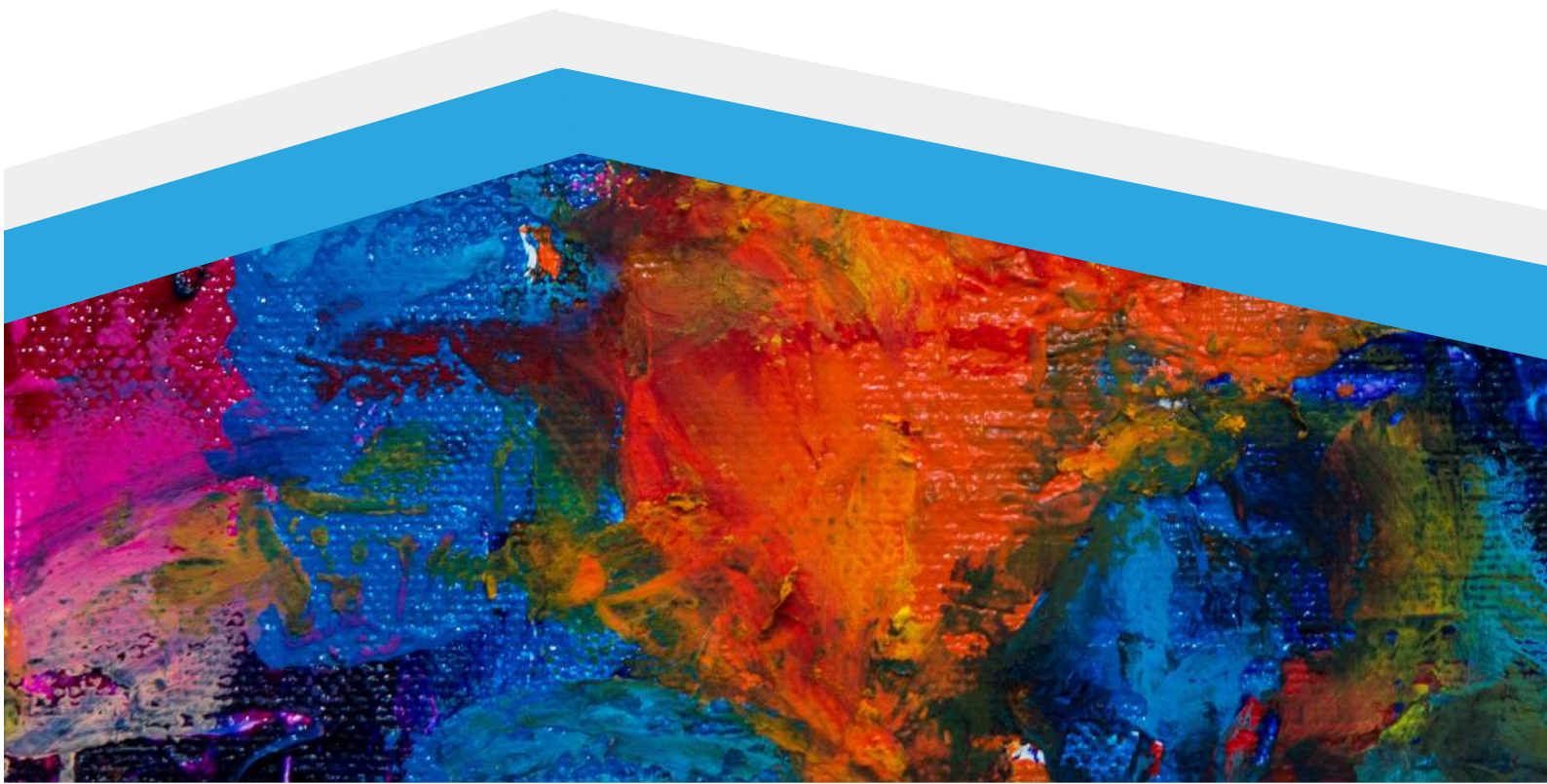
### Resources:

Unfortunately the link to the recording is unavailable

Link to speaker presentations: [https://drive.google.com/drive/folders/1H4kh-16qODnVQ19WSAuNs4AwLbe1PGPYH?usp=share\\_link](https://drive.google.com/drive/folders/1H4kh-16qODnVQ19WSAuNs4AwLbe1PGPYH?usp=share_link)

### In figures:

Total attendees: 62  
 Under 35: 39  
 Women: 42  
 Women under 35: 25



# Seminar 8: Internationalization Strategies

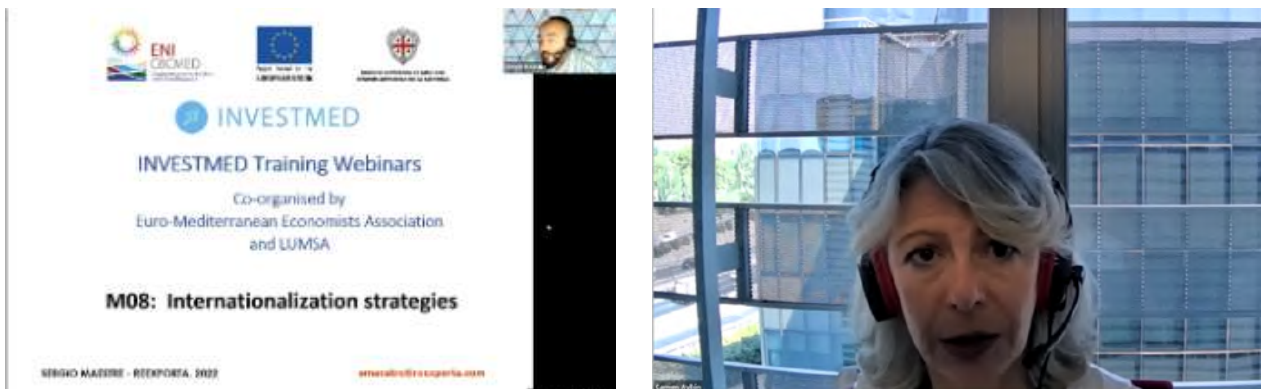
The Internet has become an essential tool for any company and especially those that operates internationally. The provided value when you use Internet is magnified since we can carry out actions throughout the world without leaving our office.

Internet accompanies the internationalization process of many companies in its different stages and is even used to reach foreign markets as a main channel.

Online marketing reinvents itself when we think about international markets. The product or service must be adapted, there are clients from various cultures, demography and geography and digital promotion and advertising actions are implemented with different tools.

The eighth INVESTMED seminar focused on how SMEs and entrepreneurs can use the digital marketing to expand their business globally. Which strategy can we develop to foster our international digital presence? How can we prepare an international digital marketing plan? Which digital actions are recommended for my business?

To do this we focused on three main points. First, the Xpande Digital Program that supports Spanish companies in the development of online promotion strategies in international markets was presented. Secondly, a methodology for developing an international digital plan was explained. And finally, case studies of companies that have successfully implemented international digital actions was showed.



The Panellists:

Sergio Mestre, Managing Director for REEXPORTA LEVANTE

Sergio holds a degree in Law from the University of Alicante with specialization in international trade, information law and EU legislation. Master's Degree in International Trade. He is an expert collaborator of the Spanish Chamber of Commerce and part of the team that designed the methodology and provides technical assistance for Xpande Digital Program. He is also an external part time professor at different Universities and Business Schools: ESCI - Higher International Trade School (Barcelona), UB - University of Barcelona, ENAE – Murcia Business School, Fundesem Business School, EOI – Industrial Organization School (Madrid).

Carmen Ayllón, Project Manager

Carmen Ayllón has been working with Foreign Trade, European and International Projects for more than 25 years. She has wide experience in project management of EU-funded projects, design and oversight of SMEs' support projects and services, particularly on innovation, entrepreneurship and internationalization. She has been responsible for the Global Grant in Internationalization for SMES in Spain- PIPE programme; PAEM programme to support women entrepreneurship; Innocamaras- SMEs' Innovation; GREENinMED; Entrecomp Europe and Formaemploi, among others.



## Agenda

This seminar took place on July 14 2022.

- 10:00 – 10:10** Welcome  
Cynthia Echave, Euro-Mediterranean Economists Association
- 10:10 – 10:50** Keynote  
Sergio Mestre, Managing Director for REEXPORTA LEVANTE
- 10:50 – 11:10** Discussant remarks  
Carmen Ayllón, Chamber of Commerce of Spain
- 11:10 – 11:20** Q&A
- 11:20 – 11:30** Conclusions

### Key findings:

Sergio worked through an action plan for entrepreneurs to improve their international reach. He started by giving some ideas for entrepreneurs to assess their market reach and also investigate their target market. Such methods include SWOT and CAME. He also discussed how social media can have a huge impact on spreading the reach of companies and encouraged entrepreneurs to consider their online image and functionality.

### Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=VO5TfzZRm1k>

Link to speaker presentations: [https://drive.google.com/drive/folders/16Vy3zx-v1EoS3nyRtE9DTzaxhRbYWTeHU?usp=share\\_link](https://drive.google.com/drive/folders/16Vy3zx-v1EoS3nyRtE9DTzaxhRbYWTeHU?usp=share_link)

### In figures:

Total attendees: 77  
Under 35: 43  
Women: 53  
Women under 35: 29





## Seminar 9: Blue economy business ecosystem

One of the challenges facing the Mediterranean region is the incorporation of sustainability criteria in business models linked to the so-called blue economy. Together with the green economy, the sector seeks to determine the sector related to the maritime environment of which fishing, transport of people and goods by sea, the production of blue energy among others stand out. The promotion of this productive sector must guarantee the preservation of biodiversity, avoiding the impact of these activities on the marine environment.

The ninth INVESTMED seminar was dedicated to the blue economy and to discuss the opportunities that this sector offers for entrepreneurship and the creation of new business models. To this end, the participating experts explained the experience from research, the promotion of entrepreneurship in key subsectors such as energy and the bioeconomy.



The panellists:

Céline Dubreuil, Programme Director, Plan Bleu

Céline Dubreuil holds a PhD in oceanography and a Master's degree in environmental policy and decision making. She has been working in the field of sustainable development for nearly 20 years. After 8 years at the World Water Council devoted to international water policy, Céline joined the Plan Bleu as a programme officer for water and climate change to develop and implement the multi-annual water strategy (2013-2015). Since 2016, her activities have shifted back to marine issues, focusing on the management of blue economy projects in the Mediterranean region. Céline was appointed Director of Programmes in 2021 and as such is responsible for elaborating and implementing the various components of the Plan bleu's programme of activities, seeking funding and establishing partnerships.

Thanassis Koukounaris, Senior Project Manager, University of Patras

Thanassis Koukounaris is Civil and Transportation Engineer and holds an M.Sc. in "Intelligent Transportation Systems and Project Management" from the University of Patras. He is currently working as independent consultant. He is Senior Project Manager and Projects Development Manager collaborating with the University of Patras and other private and public entities. Over the last years, he has participated, managed and coordinated national, EU and International projects, written and submitted project proposals, and organised numerous events and conferences.

Louisa Shakou, Climate Change Expert and Project Manager, Cyprus Energy Agency

Louisa Marie Shakou is an Environmental Scientist with 14 years' experience in environmental management gained through positions across government, academia and the private sector. She has long-term experience in project management, managing projects related to climate change risk, sustainability and renewable energy. Louisa joined the Cyprus Energy Agency as a Climate Change Expert in 2019, having previously collaborated with the Agency as an External collaborator from 2013. Her interests and expertise are on assessment of climate change risks, climate change resilience and adaptation.

Magali Outters, Policy Team Leader, MedWaves

Magali is an Engineer in "Materials: Economics and Environment" from the University of Technology of Troyes (France). She also holds a Master of Industrial Ecology and a Post-graduate degree on international development. She has a significant expertise in sustainable consumption and production (SCP) and circular economy in the Mediterranean region with 15 years advocating for this approach and by being actively involved in numerous capacity building projects, technical studies, developing specific tools and pilot initiatives with governments, private sector organizations and CSOs. She is currently coordinating the Policy Area for MedWaves.



## Agenda

This seminar took place on September 9 2022.

### 10:00 – 10:10 Welcome

Cynthia Echave – Euro-Mediterranean Economists Association

### 10:10 – 10:25 Céline Dubreuil, Plan Bleu

Plan Bleu Initiative

### 10:25 – 10:40 Thanassis Koukounaris – University of Patras

The BLUEfasma Project Journey

### 10:40 – 10:55 Louisa Shakou – Cyprus Energy Agency

Blue Deal Methodology

### 10:55 – 11:10 Magali Outters, MedWaves

Blue economy in the Mediterranean

### 11:10 – 11:25 Q&A

### 11:25 – 11:30 Conclusions

## Key findings:

From Plan Bleu, Céline Dubreuil gave some details and recommendations on how to foster a blue economy in the Mediterranean. This included harmonizing legislation and increasing engagement with young people and entrepreneurs. Thanassis Koukounaris explained the development of the BLUEfasma circularity self-assessment tool to measure how blue the Mediterranean economies are which could then identify the main points of improvement. Louisa Shakou gave the perspective from the Cyprus Energy Agency and their investigations on how to implement a Blue Deal. Finally, Magali Outters from MedWaves presented the study on a Circular Blue Economy in the Mediterranean which found that there are many opportunities for entrepreneurs, but it is key to understand the complexity of circular economy strategies in order to have the maximum impact.

## Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=0xoomULbo1Q>

Link to speaker presentations: [https://drive.google.com/drive/folders/1m5zb-B873E4BJ4l3zVq5DltkGFlgFsqwQ?usp=share\\_link](https://drive.google.com/drive/folders/1m5zb-B873E4BJ4l3zVq5DltkGFlgFsqwQ?usp=share_link)

## In figures:

Total attendees: 48  
 Under 35: 27  
 Women: 31  
 Women under 35: 18

# Seminar 10: Sustainable finance and entrepreneurship

One of the challenges faced by companies and entrepreneurs is the alignment of their products and business models with environmental policies and regulations, not only for legal compliance but also to find the distinguishing factor that gives them a clear competitive advantage.

Nowadays, there are several initiatives that organisations and companies seek to support their value proposition based on technological and social innovation. The Mediterranean opens a range of business opportunities given its geographical location which acts as a strategic node in emergent economic sectors such as the blue economy, bioeconomy and sustainable tourism.



The tenth INVESTMED seminar was dedicated to sustainable finance with the participation of experts and researchers in venture investment, application of ESG indicators and emerging financing systems. The objective of the session was to discuss the opportunities for entrepreneurs, start-ups and MSMEs in the Mediterranean committed to sustainability.

The Panellists:

Tania Duarte

Tânia Duarte is an Independent Sustainable Finance Consultant and the Lead Researcher of the CBR Conduct Costs Project. She was co-founder of the CCP Research Foundation. Her main research interests include sustainable finance, conduct risk management and responsible investment and banking.

Kwame Sarpong Barnieh

Kwame is a Partner for Internal Audit, Risk and Compliance at KMPG, Ghana. He has over 18 years' experience working across various dimensions of Internal Audit (IA), Risk Assessment & Management, Governance, and Compliance Review. He works with clients in diverse industries to understand their business environments to generate sustainable returns through the assessment, design and implementation of Enterprise Risk Management, Governance, Compliance, Internal Controls and Internal Audit frameworks.

Laura Sisó

Laura is CEO and founder of Bridge the Gap, where they foster innovation by helping emerging tech-based start-ups and innovative SMEs to overcome the challenges in their path to the market. She has more than twenty years of experience in European funding programmes creating proposals and leading projects about clean technologies. Experience in entrepreneurship as co-founder/partner of four business.



## Agenda

This seminar took place on October 10 2022.

### 10:00 – 10:05 Welcome

Cynthia Echave – Euro-Mediterranean Economists Association

### 10:15 – 10:30 Tania Duarte – Sustainable Financer Consultant and Researcher at EMEA

Challenges for emergent sectors: green and blue economy

### 10:30 – 10:40 Kwame Sarpong Barnieh – KPMG Ghana

Overview on Environmental, Social and Governance (ESG) approach

### 10:45 – 11:00 Laura Sisó – Bridge the Gap

Accessing venture capital

### 11:00 – 11:15 Q&A

### 11:15 – 11:30 Conclusions

## Key findings:

Tania Duarte gave a very good introduction to the topic and highlighted the main challenges for green economy in business are resource efficiency, risk management, and business models to access sustainable finance. Therefore, we need commitments from the private sector on supporting sustainable entrepreneurs. Kwame Sarpong Barnieh discussed ESG issues and emphasized that entrepreneurs need to be proactive in protecting against risk and changing the mindset towards resilience. Finally, Laura explained that in accessing finance and pitching to investors, presentations should tell a story and prove credibility.

## Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=2x0iHHbnAsE>

Link to speaker presentations: [https://drive.google.com/drive/folders/1DdUr-hOO9GuZ9oogUun6Sl2oPvEHatkHw?usp=share\\_link](https://drive.google.com/drive/folders/1DdUr-hOO9GuZ9oogUun6Sl2oPvEHatkHw?usp=share_link)

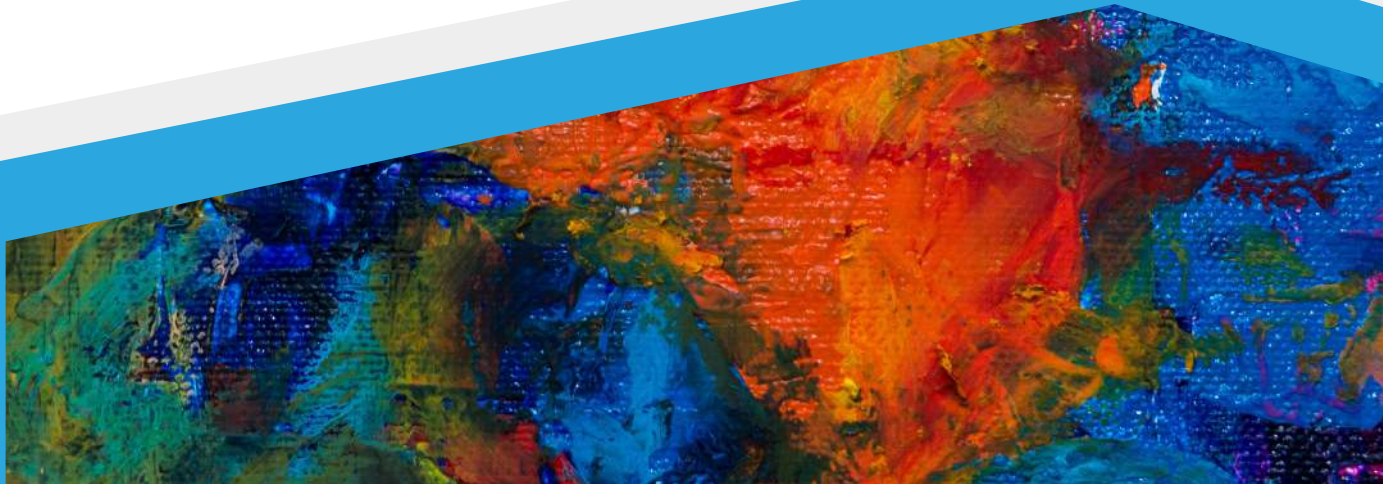
## In figures:

Total attendees: 67

Under 35: 37

Women: 48

Women under 35: 29



# Seminar 11: Environmental Impact Assessment of Industries

In this webinar we will explore the health and environmental impacts of wastewater and air pollution releases from the industries specially sugar mills and distilleries, particularly in terms of pollutant parameters that are found to exceed NEQS; the amount of pollution charge, as calculated under the notified government environmental rules and regulations, that the industry will have to bear over the years if it fails to comply with NEQS. At the end we will be able to analyse and interpret the data according to the results and then to suggest respective mitigation measures to solve the problems accordingly.



The panellist:

Nida Fatima is from Lahore, Pakistan and a graduate from University of the Punjab. Her academic background is in Earth and Environmental Sciences. She is currently studying Management of Sustainable Development Goals in LUMSA, Rome. She has also worked as an internee in different organizations. Her main interests of research are in climate change, environmental impact assessments, and water conservation and management.

## Agenda

This seminar took place on November 14 2022.

**10:30 – 10:35** Welcome

Professor Ferri, Rome University LUMSA

**10:35 – 10:55** Nida Fatima

Masters' student in Management and Sustainable Development Goals, LUMSA

**10:55 – 11:10** Q&A

**11:10 – 11:15** Conclusions





### Key findings:

In this session, Nida Fatima explained the results of her thesis on environmental monitoring and impact assessment of a sugar mill industry. She explained that alcohol is a basic material for many industries. Distilleries are one of the most polluting industries with huge amounts of contaminated wastewater being produced. She concludes that under present conditions, sugar mills and distilleries can continue operating but under controlled circumstances and mitigation measures. The pollutant concentration must be reduced and innovative ways to provide a complete solution to the treatment is needed.

### Resources:

Link to seminar recording: <https://www.youtube.com/watch?v=uuYy6QiqabL&T=19s>

Link to speaker presentations: [https://drive.google.com/drive/folders/1Wm6O-CqpulfMypelchYXBjvCJY1Azi-A0/view?usp=share\\_link](https://drive.google.com/drive/folders/1Wm6O-CqpulfMypelchYXBjvCJY1Azi-A0/view?usp=share_link)

### In figures:

Total attendees: 59  
 Under 35: 34  
 Women: 36  
 Women under 35: 20





Report compiled by EMEA under the INVESTMED project



*The Euro-Mediterranean Economists Association (EMEA) is a Barcelona-based 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*