



BUSINESSMED is looking for an expert for the INVESTMED project

Programme : ENI CBC Mediterranean Sea Basin Programme 2014-2020

Project title: InNoVative Sustainable sTart-ups for the MEDiterranean

Project Acronym: INVESTMED Project

Beneficiary: Union for Mediterranean Confederation of Enterprises – BUSINESSMED

Duration: 12 months

About BUSINESSMED:

BUSINESSMED is the main representative of the private sector reflecting the interest of 24 Confederations of Enterprises from states members of the Union for the Mediterranean – UfM. BUSINESSMED is a key platform for multilateral cooperation dedicated to its confederations Member, a promoter of foreign direct investment, a lever for Mediterranean dialogue and socio-economic integration. Our activities are mainly focused on the private sector in the Mediterranean Basin.

INVESTMED Project Background:

INVESTMED, InNoVative Sustainable sTartups for the MEDiterranean, is a 3.8 M€ Project funded by the European Commission under ENI CBC MED programme up to 90%. The ultimate goal of this 2, 5-year project is to support the development of new, sustainable entrepreneurship and business initiatives, by creating a backing environment and facilitating access to new markets with the final goal of generating new economic opportunities and jobs for young people and women. From one side, Mediterranean MSMEs face important challenges in terms of competitiveness, sustainability, internationalization and capacity to innovate which call for urgent solutions. From another side, greening the economy and enhancing natural assets can provide both economic and environmental benefits in the basin region. On this basis, the project aimed at addressing both economic and environmental challenges, supporting new, sustainable business opportunities for young people and women in three Mediterranean Partner Countries: Egypt, Lebanon and Tunisia.



INVESTMED

INVESTMED will impact both on the MSMEs, which staff will be trained and coached to become more competitive, and, on the relevant public authorities, whose capacities to facilitate access and protect IPR to MSMEs will be reinforced.

Key responsibilities:

- Territorial analysis and outreach (involvement in the mapping at national and regional level on the entrepreneurship ecosystem and outreach activities (identification and engagement with target groups)
- Inputs and dissemination of surveys. Involvement in additional Q&A sessions and experts' consultations.
- Leading the surveying at national level and supporting online channels with the project partners.
- Inputs in the design of the expertise workshops with the aim to define training curricula, share and capitalize on best practices.
- Involvement in the development and organisation of trainings (inputs in collaboration with the project partners)
- Involvement in the Local Technical Assistance LTA to support sub-granted projects at national and regional level.
- Participation in the working groups of the project (Technical Working Group, subgroups 1 & 2, Operational Working Group) and other project meetings.
- Inputs on the mapping of the capacity building at national and regional level on Intellectual Property Rights IPR for public authorities and entrepreneurs
- Inputs in the mapping of legal frameworks and inputs for the guidebook to be elaborated with different partners.
- Inputs on national policies/strategies on the Entrepreneurial Ecosystem in different sectors mainly Green Economy, Blue Economy, Cultural and Creative Sector, Digital Sector.
- Inputs on the institutions/stakeholders involved in the target sectors and mapping of the sectors at national level.
- Inputs on financial programmes to support startups and young entrepreneurs.
- Inputs on recent initiatives and updates on the sectors at national level.
- Inputs on private sector/public authorities initiative to develop and support the target sectors and young entrepreneurs at national and regional level.
- Inputs on the IPR regulations at national level and mapping of the Tunisian Legal framework and incentives.



- Consultation on discussion papers provided by the coordination team

Timeline:

The length of the missions will stretch over 12 months. The experts will be assigned to perform their missions for one year with possibility of renewal of the contract. The renewal of the contract will be the subject of an amendment signed by both parties.

The appointed advisors will be expected to deliver through remote management (home-based) with physical meetings if the situation allows it.

*It is expected from the experts to prepare their mission ahead of time, desk research including reviewing relevant documentation (Structural indicators, trends, surveys, thematic paper on the target sectors and entrepreneurial ecosystem in the target countries of the project.)

To apply you need to have:

- A PhD degree in social sciences or relevant fields, with extensive experience (5 years minimum) in supporting entrepreneurship and business initiatives in different sectors mainly Green Economy, Blue Economy, Cultural and Creative Sector, Digital Sector.
- Extensive experience in the thematic area to be covered, including the following: Technical and Vocational Education Systems and Governance; Employment; Evaluation of Education Systems, entrepreneurship, IPR Protection, etc.
- Solid track record in undertaking national and regional levels of mapping with experience conducting studies at the national and regional levels.
- Fluency in written and spoken English is required;
- An ability to design and elaborate prospective studies and scenarios; ability to elaborate surveys, reports and policy papers;
- A previous experience in working on EU-funded projects;
- A track record in working with different countries from the EuroMed region is an advantage;



To apply:

Please send your completed application (CV + Cover letter) to admin@businessmed-umce.org before March, 20th stating “**BUSINESSMED Expert – INVESTMED Project**” in the subject heading.