

**Partnership & Investment  
Business Tour, B2B Meetings and Co-Incubation**  
*“Support promoters from the Diaspora in the pilot areas”*

Call for Projects

*MedGeneration is a project financed by the European Union through the European Neighbourhood and Partnership Instrument.*



Project  
funded by the  
**EUROPEAN UNION**



**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

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# The MedGeneration Project

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## Presentation of MedGeneration

### Objectives

**MedGeneration** project aims to mobilise economic Diasporas for the Mediterranean countries development. Activities implemented in the project will allow representatives of the economic Diaspora and Jordanian, Lebanese and Palestinian governments to exchange and share their views on the necessary conditions for a stronger engagement of Diasporas for the development of Mediterranean territories. MedGeneration contributes to local development and aims to strengthen the entrepreneurship in Jordan, Lebanon and Palestine through activities supporting investment projects, transfer of innovation, training, coaching and customised support.

The project has a budget of EUR 1.92 million, funded 90% by the European Union through the European Neighbourhood and Partnership Instrument and 10% by the partners or other co-financing sources.

It is implemented from December 2013 to December 2015.

### Organisation and structure

The MedGeneration project is organised as follows:

- The **Executive Committee**, which includes CCIA-BML, PICTI, PIPA, JIB and ANIMA Investment Network is the decision-making body in charge of the strategy of the project;
- The **Coordination Team**, based in Marseille, is responsible for the operational management of the project;
- The **Affiliates**, which are based in the pilot territories, support the official partners to implement the activities of the project.

## Call for projects for participating in MedGeneration Business tour

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In the framework of the MedGeneration project, ANIMA Investment Network and its Partners launch a **Call for projects to select and support promoters from the Diaspora** in the pilot areas.

This call, and then the support provided, aim to establish direct cooperation between local actors responsible for the implementation and creation of enterprises and economic Diaspora networks to identify, qualify and select **investments and business partnership projects** and **support their implementation**.

The projects submitted in the framework of this call, should indeed encourage **investment capacity**, be **relevant for the area**, **create job**, be **exportable** and **sustainable**.

Through this call, ANIMA and its partners bring **operational and Individual support** for promoters in the boot phase of their project, linking with local and regional organisations that may **boost their project** by a financial contribution, technological or commercial support, site visits...



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# Support provided by MedGeneration

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Once your project selected, ANIMA Investment network and its partners helping you realising **feasibility study** and **characterise** your project, supporting its **formalisation**, **communicate** and **search for local business partners**, preparing agendas for **customised meetings**, and **bring you to pilot country to meet the right persons!**

ANIMA Investment network and its partners will provide you **several form of support:**

## **Networking within MedGeneration community:**

- Connections with similarly/complementary players: Investors (finance networks), Entrepreneurs (innovation ecosystems), Executives (business networks), NGOs, Students & researchers (campuses), Institutional actors (public actors, embassies & consulates...);
- Meeting in Europe with others projects holders to foster experiences sharing and business networking;
- Meetings in Europe with embassies of pilot territories to foster connections with the targeted countries.

## **Access to key resources and information (reduction of costs, time, risks):**

- Information of targeted country's investment situation;
- Information on administrative and legal framework;
- Didactic guide by country (Lebanon, Jordan, Palestine) with strengths and weaknesses of territories, contacts of relevant economic actors...;
- Access to MedGeneration training tools, website...

## **Gain visibility:**

- Promotion of your project and visibility on the web tools MedGeneration and partners;
- European and International visibility.

## **Capacity building and Technical assistance:**

- Customized support from the beginning to the end of the process;
- Support the realization of feasibility studies: project formulation, validation of the business plan...;
- Participation to the Business Tour in targeted country and individual schedule included around 15 appointments per project selected over 5 days, 5 site visits according to the needs and demands of each sector of project (economic areas, agro poles, tourism development areas, Investment Promotion Agencies, incubators, technology parks, etc...);
- Meet the right persons at the right place: in the wake of each visit held individual interviews with those responsible for the structure considered to answer questions relating to the implementation and conducting business in the area and considered sector.
- B2B meetings in the targeted country: search for key partners, preparation of individual appointment schedules depending on the needs of meetings and partnerships cast, preparation of business meetings...



## Selection process

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Your project will be evaluated by the Coordination Team, which will present its recommendations to the Executive Committee for approval. When evaluating your project, the Coordination Team will mainly consider the following aspects:

- The **eligibility** of the promoter and project;
- The **geographic scope** of the operation and the **sectors tackled**;
- The **impact**, the **added value**, the **methodology**, the **feasibility**, **sustainability** of the project;

## Application Rules

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### How to participate

Applicants have to **fulfill the Application form** of the Call for Projects. Submissions should be made only based on the template attached to this Call for projects (in addition to the template, you can also attach any document, video... you think will help).

The operation should be exclusively typed in English.

The call will be open from 30 April 2015 until 22 May 2015. Applications received after this date will not be assessed.

Applications accompanied with all supporting documents should be sent to the coordination team:

[projectdiaspora@medgeneration.eu](mailto:projectdiaspora@medgeneration.eu)

### General requirements

The projects submitted:

**[Objectives]** should efficiently meet the objectives of MedGeneration project;

**[Scope and location]** should imperatively include a part implemented in one of the three countries of the MedGeneration project; Promoters are encouraged to promote regional approach in the design of their projects.

**[Duration]** should be completed by December 31<sup>st</sup> 2015 at the latest.

### Who may apply?

#### Eligibility

All promoters from the Jordanian, Lebanese or Palestinian Diaspora established in Europe (in the 28 EU Members States) can lead projects in the framework of this call.



## Limitations

There are no limitations on the number of projects a promoter can lead but the Executive Committee reserves the right to approve or not depending on an assessment of the promoter capability. A particular attention will be given to the diversity of proposed projects during the evaluation.

## Projects submitted

There is no recommended sector in particular for the submitted projects. However, some of the sectors below can be considered as relevant for the pilot territories (non-exhaustive list):

- ICT
- Water and New Energies
- Agrifood
- Tourism
- Transport and Logistics
- Cultural and Creative Industries

The projects submitted should -if possible- encourage investment capacity, be relevant for the area, create jobs, be exportable and sustainable.

A wide range of projects can be presented:

- Creation (Start-up Creation, Entrepreneurship)
- Investment (Angels)
- Transfer (Knowledge, Technology)
- Development of an activity in one of the pilot territories (internationalisation)

## Geographical scope

Promoters should be based in the 28 members states of the European Union and apply for a project targeting Lebanon, Palestine or Jordan.

## Additional information

For any additional information related to this call for propositions, you may contact the Coordination Team writing to the following address: [projectdiaspora@medgeneration.eu](mailto:projectdiaspora@medgeneration.eu)