

Supported

50+

Business Incubators,
Accelerators, & Associations

Partnered with

40+

Key Development Actors

Built capacity of

1000+

SMEs & Startups

Created

10,000+

New Job Opportunities

Delivered

€10+ Million

Worth of
Firm-Level Assistance



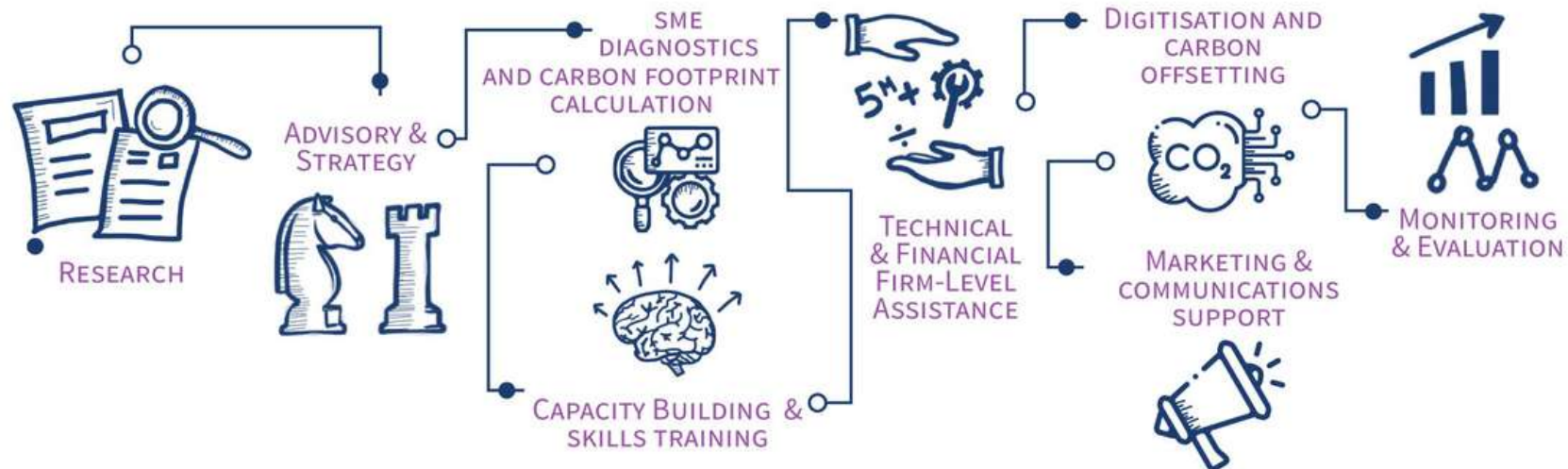
UNLOCKING TOMORROW'S POTENTIAL TODAY

Fueled by passion and knowledge, we harness every resource and every opportunity to create economic prosperity, inclusion and sustainability.

FOCUS AREAS - Innovation and Economic Development

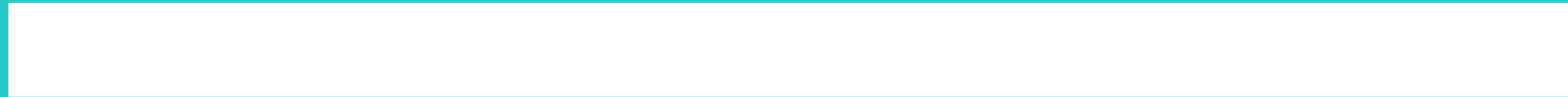
- GREEN GROWTH (GREEN MSMEs AND ECOPRENEURSHIP)
- INNOVATION ECOSYSTEMS
- DIGITAL ECONOMY & TRANSFORMATION
- ACCESS TO MARKETS, FINANCE, AND TECHNOLOGY
- EMPLOYABILITY & SKILLING
- SUSTAINABLE TOURISM

TECHNICAL EXPERTISE



GREEN

EXPERIENCE



Previous Experience

GIMED: The Green Impact Med Project-Positive Investments for Positive Impacts



The development of a green economy in the Mediterranean area to combat environmental degradation represents an excellent opportunity for jobs creation, particularly for young graduates and women who are three times less likely to be employed than men. Strengthening eco-innovative entrepreneurship is a recognised solution even though green ventures face a complex set of challenges including limited access to funding, underdeveloped markets and fragmented support from sector stakeholders.

Entrepreneurs admit to being unprepared and poorly supported concerning access to finance and markets, which called for the creation of GIMED to make an impact amid the lack of information, knowledge and skills in the region.

GIMED's primary goal is to support entrepreneurs, mainly young and women, to better access to finance and markets in the five Mediterranean countries. On the ground, the project will train and coach eco-innovators and encourage financiers to invest in the Mediterranean eco-innovation sector. In numbers, the project will include 200 coaching sessions on access to finance and markets, 200 capacity building initiatives on eco-design and green business modelling, and eight sub-grants.



Countries: Spain, Lebanon, Palestine, Tunisia, Egypt and Italy



Partners: European Union, The European Neighborhood Instrument (ENI) CBCMED, and Regione Autonoma De Sardinia

Previous Experience

RESET: Results Enabling Transitions - mapping, synthesising and mainstreaming sustainable, green and circular business support achievements in the MED region, for replication and policy-making



In light of the Mediterranean region's employment and environmental distress, RESET aims to contribute to the creation of a sustainable, inclusive economy that works for everyone. To do so, the project aims to foster and support an enabling environment and entrepreneurial ecosystem for green and circular businesses to maximise economic, environmental, and social impact.

RESET gathers, analyses, and synthesises learnings and best-practices regarding what works in the green business support field and upstream this knowledge accordingly. The project works with local, national, and regional stakeholders to create strategies, policies, and regulation to stimulate the green economy. It will also support recently-funded EU projects to directly capitalise on the knowledge generated by ENI CBC MED projects to ensure the results of previous projects are woven into the design and methodology of ongoing interventions.

LI is leading all communication activities to amplify the visibility of the project and the ENI CBC MED Programme, demonstrating value for money and promoting impact. Our intervention relies on the development of a regional communications strategy to guarantee and encourage cooperation between partners, in addition to setting an exploitation strategy to share knowledge and capitalise on project results to inform public policy. These strategies are implemented through the production and dissemination of multilingual promotional material, media campaigns, and policy awareness events.



Countries: Spain, Italy, Lebanon, Palestine, and Tunisia



Partners: European Union, The European Neighborhood Instrument (ENI) CBCMED, and Regione Autonoma De Sardinia

Previous Experience

EuroMed Clusters Forward (ECF): Enhancing Cluster Cooperation with the South Neighbourhood Countries



The COVID-19 pandemic, although devastating, has presented an opportunity for greater alliances between markets to accompany the expected regionalisation of value chains, as well as greener, sustainable and more inclusive development.

Clusters, as hubs for collaboration among multiple innovation stakeholders, help foster innovation and competitiveness of member companies and assist them in overcoming several institutional constraints that obstruct their efficiency.

The overall objective of the project is to empower clusters in promoting inclusive innovation and competitiveness in the Euromed region with a view to enhancing growth, economic diversification, sustainable development, and employment. Firstly, ECF works on improving the regulatory framework of these clusters by collaborating with the public sector to adopt and improve specific measures and policies for clusters in the region. Secondly, it builds the capabilities of the clusters themselves so they can provide member companies with top-quality services and more opportunities for growth and job creation. Finally, the project activates Euromed value chains and support the creation of more cluster alliances across the region.



Countries: Tunisia, Algeria, Egypt, Jordan, Lebanon, Morocco and Palestine



Partners: EU and ANIMA Investment Network (FR)



Budget: €5-10 million

Previous Experience

CERA: Corporate Entrepreneurship Responsibility Alliance



CERA aims to develop the competitiveness of local Jordanian MSMEs and enable them to integrate their green products into local and global supply chains. Specifically, the project develops the competitiveness of 90 SMEs by addressing their capacity constraints to meet quality, consistency, and environmental requirements of local Jordanian corporates. To do so, the project leverages and builds on the concept of corporate social responsibility to promote 'Corporate Entrepreneurship Responsibility' and create an alliance that is focused on a shared commitment to promote the green growth of smaller suppliers in underserved, non-central regions of the country.

CERA facilitates the development of business linkages between beneficiary enterprises and alliance members. At a scale, this approach would redistribute economic growth to other regions in the country, spurring job creation, minimising carbon footprint and reducing unemployment.



Countries: Jordan



Partners: Embassy of the Netherlands, Jordan



Budget: €1-5 million

Previous Experience

The Palestinian Industrial Capacity Development Centre (PalPro)



The Jericho Agro-industrial Park (JAIP) hosts a newly-constructed Industrial Capacity Development Centre in the city of Jericho, Palestine. The centre will offer ICT solutions and training, quality control and certification, workspace and support, and business development services to regional and national SMEs and startups to help them adopt green business approaches.

It will specifically provides support to companies and entrepreneurs within the agri-food value chain, water sector, and the renewable energy sector.

Leaders International is supporting the centre to develop the technical, operational, and institutional groundwork, and identify a useful business model to serve green SMEs and startups. This support will primarily take place through the development of a robust organisational and management structure including an ICT services unit, startup-support unit, and business development services unit; all of which will ensure both enterprise development, green growth and innovation.



Countries: Palestine



Partners: JAICA and UNDP



Budget: < €1m

Previous Experience

Curated Experience: Developing Innovative and Diversified Ecotourism Products Across Jordan



The project seeks to improve on pre-existing weaknesses in the Jordanian tourism sector; namely the dependence on the ‘Golden Triangle’ consisting of Petra, Wadi Rum, and Aqaba, which hinders the sector’s resilience to unforeseen events. In doing so, Leaders International enhances the competitiveness of the industry and lowers its environmental impact through diversifying touristic offerings and supporting the industry's shift towards sustainable, ecotourism.

The project is building the capacity of green travel-experience providers through different support mechanisms, business linkages, and training programmes; to enable them to provide sustainable and alternative experiences to inbound and local travellers. At the industry level, the project cooperates with Jordanian tourism associations to promote Jordan’s natural diversity. Local authorities are also involved in expanding Jordan’s current tourist base, and enhance green, inclusive tourism through increased quantity and quality of products and offerings.



Countries: Jordan



Partners: Embassy of the Netherlands, Jordan



Budget: €1-5 million

Previous Experience

Trans-Tunisia Trekking Trail (4T)



The Trans-Tunisia Trail project aims to develop and promote a more sustainable and alternative form of tourism in Tunisia, which is otherwise known as a mere beach holiday destination. Specifically, the project will develop hiking routes that contribute to the diversification of the country's tourism offerings and creation of employment within the inner regions.

While not necessarily new to tourism, Tunisia has long excelled at managing tourists at a scale. The destination, however, can really benefit from learning to deal with ecotourists and adventure seekers looking to explore nature and preserve the environment.

As such, through the Trans-Tunisia Trail, we hope to attract more domestic and international travellers through experiences that reduce the environmental impact of mass tourism and ensure the benefits trickle down through engaging local communities, increasing the number of operating MSMEs, and creating more inclusive jobs.



Countries: Tunisia



Partners: EU, BMZ, and GIZ



Budget: €1-5 million

DIGITAL & SMART EXPERIENCE



Previous Experience

SME4SMARTCITIES



As cities continue to grow, so is the number of challenges they are facing. Environmental, economic or social emerging issues call for new and unproven urban solutions. The increasing need for urban innovation will result in the development of a significant number of smart cities initiatives, creating new business opportunities for Mediterranean SMEs.

If we want our cities to be efficiently managed and more livable for communities, public authorities and SMEs have to work together to come up with the best technological solutions. The project makes this collaboration possible by reinforcing the capacities of Mediterranean cities and SMEs.

Furthermore, our project helps cities become the front-runners of innovation, particularly through public procurement of innovative solutions. It also works closely with Mediterranean SMEs to guarantee that their products and services meet the expectations and needs of smart cities.



Countries: Italy, Spain, Palestine and Tunisia



Partners: European Union, The European Neighborhood Instrument (ENI) CBCMED, and Regione Autonoma De Sardinia

Previous Experience

Digital Innovations for Peace (DIP)



In light of the increased spread of harmful media content in the MENA region, the project aims to nurture the resilience of the region's societies in the digital sphere. To achieve this, LI brings together creative entrepreneurs, digital technology enthusiasts, and media professionals to support the development of innovative media solutions to combat misinformation and strengthen media literacy towards stronger social cohesion, peace and democracy in the region.

The project also creates a cross-regional network for professional exchange and capacity building to promote innovative, high-quality reporting on various social issues. Selected initiatives in the target countries will also be supported in launching innovative media campaigns.

Ultimately, the project will support the generation of innovative, localised ways to make use of the ongoing digital transformation to develop and ensure the viability and high quality of media production and consumption in the region.



Countries: Tunisia, Algeria, Libya, Jordan, Palestine and Lebanon



Partners: EU International Partnerships and Duetsche Welle Akademie (GR)



Budget: €2 million

Previous Experience

MEDSt@rts: MED Microfinance Support System for Startups



Young people with promising business ideas abound in the Mediterranean region. However, young entrepreneurs encounter severe credit constraints, and gathering enough money to start or scale up their enterprises is often impossible.

MEDSt@rts helps young people jump that deterrent hurdle, and accordingly, will develop an innovative supporting model to facilitate access to funding for “non-bankable” people. It targets actively committed young Mediterranean people with innovative business ideas, either in the initial or consolidation stage.

Scouting, training and funding are the three main components of MEDSt@rts to launch new MESMEs and create new job opportunities.



Countries: Italy, Greece, Tunisia, Palestine, Lebanon



Partners: European Union, The European Neighborhood Instrument (ENI) CBCMED, and Regione Autonoma De Sardinia

Previous Experience

Rest@rts: Reinforcing Med Microfinance Network System for Start-ups



As an extension to our MEDSt@rts project, Rest@rts promotes, fosters, and facilitates access to finance and entrepreneurship among Mediterranean countries' disenfranchised, unemployed youth, many of whom often face credit constraints upon starting or scaling their enterprise. By capitalizing on findings and outputs from MEDSt@rts and other ENI initiatives, Rest@rts provides technical guidelines and tools including the creation of an online platform that acts as a marketplace for both financial and non-financial services such as microfinance and business development, respectively.

LI leads all communication activities of the project in the Mediterranean to amplify the visibility of the project and the ENI CBC MED Programme, demonstrating value for money and promoting impact. Our intervention relies on the development of a regional communications strategy to guarantee and encourage cooperation between partners, in addition to setting an exploitation strategy to share knowledge and capitalise on project results to inform public policy. These strategies are implemented through the production and dissemination of multilingual promotional material, media campaigns, and policy awareness events.



Countries: Cyprus, Greece, Italy, Tunisia, Palestine, Lebanon



Partners: European Union, The European Neighborhood Instrument (ENI) CBCMED, and Regione Autonoma De Sardinia

Previous Experience

eStartup Academy: Building Capabilities for the Future Work (TRANSFER)



In an effort to bridge the gap between academia and industry, TRANSFER, co-funded by the Erasmus+ Program of the European Union, creates an innovative entrepreneurship and startups curriculum within partner universities in Tunisia and Palestine.

The programme, which will cultivate and foster an entrepreneurship culture, will be integrated within existing technology educational programmes and business incubators at the universities.

Specifically, TRANSFER establishes an online Startup Academy to develop entrepreneurship skills and attitudes, as well as train and build capacities of staff, faculty, and students at higher education institutions in Tunisia and Palestine.



Countries: Tunisia and Palestine



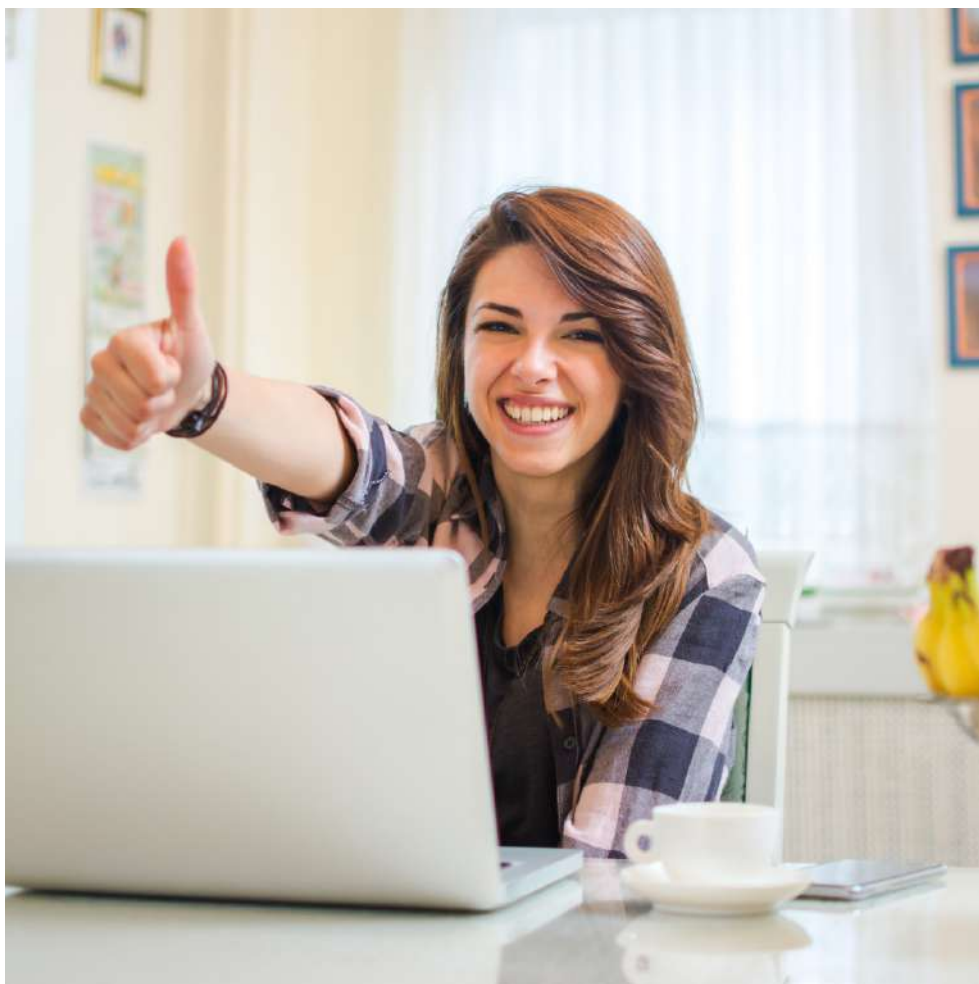
Partners: Erasmus+ Programme of the European Union, University of Siegen, Utrecht University, Roskilde University



Budget: < €1m

Previous Experience

Innovation Support Programme for the Southern Neighbourhood



The project supports the public and private sectors as well as financial intermediaries within the designated Southern Neighbourhood countries. At a time where the region is seeking to further its investments in science and techno parks as a basis for further development but is hindered by limited resources, the project emerges as an ideal opportunity for capacity building.

The main objective of the project is to build the capacity of local incubators and/or techno parks, as well as resident entrepreneurs, through a series of joint training sessions on relevant business development themes and direct mentoring. As a result, incubators and techno parks will be equipped with the needed tools to provide new support services to more innovative startups and SMEs and boost their investment readiness and employment capacity.

The broader impact of the project lies in setting up the basis for a regional innovation ecosystem and stimulating talented and educated people to build careers in their countries of origin as an alternative to human capital flight.



Countries: Tunisia, Morocco, Algeria, Libya, Egypt, Palestine, Jordan, Lebanon and Syria



Partners: European Investment Bank (EIB) and Integration International Management Consultants (GR)



Budget: €5-10 million

Previous Experience

Promoting Enrollment in the Digital Global Economy (EDGE)



In Palestine, the labour market is characterised by high levels of unemployment, especially among women and youth. Unemployed Palestinians, most of whom are educated, struggle to find jobs due to a disequilibrium between the demand and supply of labour, where supply far exceeds demand, hindering the market's ability to absorb otherwise qualified labour. Additionally, there is a mismatch in the demand and supply of skills, specifically in relation to technical, learning, innovation and digital literacy skills, which the market deems as lacking.

EDGE aims to create new income opportunities for unemployed Palestinians through a two-pronged approach: developing Palestinian entrepreneurial capacity and advancing digital, freelancing agencies to unlock the sector's full economic potential and spur the development of a digital economy.

LI also collaborates with preselected incubators to train 500 young Palestinians on essential digital skills to utilise their expertise in digital freelancing. Through new business linkages, mentorship, and financial subgrants, LI supports these trainees in creating scalable smart solutions and freelancing agencies that are capable of expanding revenues, improving and maintaining profits, and creating new jobs.



Countries: Palestine



Partners: GIZ



Budget: €1-5 million

Previous Experience

Transform: building the digital transformation capacity of the entrepreneurship and innovation sector-support organisations



During the pandemic, lockdowns have brought service delivery to entrepreneurs by business incubators and other business support providers to a grinding halt. Consequently, LI took the initiative to establish and work with a regional network of business incubators, accelerators, associations, training centres and chambers of commerce to facilitate their digital transformation and ensure that they continue to support entrepreneurs and MSMEs as usual.

The project targeted 8 different countries in the Levant, North Africa and East Africa, with one main goal: improving service provision mechanisms of sector-support organisations and upgrading their capabilities in transferring the digital know-how to their beneficiaries for a more sustainable digital transformation.

Selected organisations received a two-month training programme to develop their own digital transformation plans, followed by a two-month consulting service to follow-up on implementation and reassess impact on final beneficiaries.



Countries

- Tunisia
- Morocco
- Lebanon
- Ethiopia
- Uganda
- Tanzania
- Lebanon
- Jordan



Budget: €300,000



Belgium
Avenue Marnix 17, 1000,
Brussels
Tel: +32 474 362520



Tunisia
Avenue de la bourse, les jardins du Lac, 1053, Tunis
Tel: +216 55 523 728



Jordan
44 Queen Nour Street, Amman
Tel: +962 (6) 568 4987



Palestine
8 Parliament Square, Ramallah
Tel: +962 (6) 568 4987



www.leadersinternational.org

© 2023 LEADERS INTERNATIONAL. ALL RIGHTS RESERVED.