



**ENI
CBCMED**
Cooperating across borders
in the Mediterranean



Project funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

GREENinMED

The **GREENinMED** project, co-funded by the ENICBCMED program, promotes innovation and new eco-innovative products and services developed by Mediterranean start-ups and spin-offs with the aim of improving water or energy management and efficiency, among tourism and hotel industry in the Mediterrean.

The support offered by GREENinMED consists of 3 different activities: training, networking with big companies in the sector and pitching rounds.

Regarding the **TRAINING**: International and national experts will offer study cases and on-line coaching sessions (webinars) with the following contents :

- **14th of March: Business model & Business and organizational development**
- **22nd of March: Intellectual property regulatio and marketing strategy development**
- **28th of March : How to introduce to investors. Coaching for the pitching rounds**
- **19th of April: Access to alternative finance in Spain (business angels, and other mezzanine funding cases).**

OPPORTUNITIES for participants

After the training, the participating companies will have the opportunity to take part in a **national negotiation round** where they will be able to present their projects to large companies, and finally, to be selected for an international **financing round** in Israel in June 2023.



- **National negotiation round:** Companies from the training and coaching webinars will be selected to present their projects and solutions to two Spanish big companies in the fields of water and energy.



- **Financing round:** After the national negotiation, 2 Spanish start-ups/spin-offs will be selected to travel to Israel at the end of June to participate in one pitchin- round.

HOW CAN YOU PARTICIPATE?

If you are interested in participating, please email raquel.velascog@camara.es to know all the details and further national events



**SAVE THE DATE
FOR
GREENINMED
TRAINING
WEBINARS**