

## AL-INVEST Verde Program launched its first call for proposal for innovative projects in Latin America

- AL-INVEST Verde aims to promote the development of MSMEs in the region through the implementation of sustainable practices.
- Component 1 of the programme works together with a consortium of institutions, made up of Latin American and European business support organizations, led by sequa.
- The programme will grant 10 million euros in funding for innovative projects across the region to enable cleaner and more circular production processes in business organizations.

AL-INVEST Verde is a programme funded by the European Union (EU) that aims to promote the growth of micro, small and medium-sized enterprises in Latin America, through the implementation of sustainable practices, such as the reduction of the carbon footprint in their processes, greater efficiency in the use of resources, etc. This, with a view to contributing to their transition towards a more circular economy. The programme will provide funding of 25 million euros for innovative projects arising from business partnerships.

The programme announced its first call for proposals on 28 March – proposals will be received until the end of June. To participate, project proposals must include at least one entity from a Latin American country and one from the EU. Eligible institutions are non-profit organisations from the EU and Latin American countries such as Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay or Venezuela.

Component 1 of the programme - which will be in charge of the evaluation of the proposals - is led by sequa, a German organisation that promotes the development of projects and programmes at a global level and is working hand in hand with a consortium of institutions, made up of the Guatemalan Exporters' Association (AGEXPORT), the Brazilian Confederation of Trade and Business Associations (CACB), the Chamber of Industry, Commerce, Services and Tourism of Santa Cruz in Bolivia (CAINCO), the Chamber of Commerce of Lima in Peru (CCL), the Employers' Confederation of the Mexican Republic (Coparmex Jalisco) and EUROCHAMBRES, an organisation representing the chambers of commerce in Europe.

AL-INVEST Verde will last for four years, this being the sixth edition of this programme that has a 26-year history. In the last four years alone, its implementation made it possible for 110 business institutions to come together to work in a coordinated manner, developing 67 projects in 18 countries in Latin America, the Caribbean and Europe. An effort that made it possible for more than 49,000 small businesses throughout the region to benefit by boosting their productivity and competitiveness.

For more information visit: <https://www.alinvest-verde.eu/>