



# BUSINESSMED's COMMUNICATION ON ENGAGEMENT

2018 | 2017

# BUSINESSMED



Union of Mediterranean Confederations of Enterprises

Statement of Continued Support  
1st April 2019

To our stakeholders:

I am pleased to confirm that BUSINESSMED reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

*Jihen BOUTIBA MRAD*  
*Secretary General*  
**BUSINESSMED**



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# ABOUT BUSINESSMED

The Union of Mediterranean Confederations of Enterprises (BUSINESSMED) is a regional organization which gathers 22 Confederations of Employers' Organizations from 20 countries of the Northern and Southern shore of the Mediterranean. Created in 2002, BUSINESSMED is the main representative of the private sector of the Euromed region and a privileged platform for multilateral cooperation for the benefit of the employers' confederations and a network of more than 800,000 public and private affiliated companies, by promoting foreign direct investments and socio-economic integration in the Region.

**As one of the main Business Support Organization dedicated to intergovernmental cooperation in the Mediterranean, BUSINESSMED seeks multiple objectives and missions such as:**

*Increasing exchanges between the European Union and the MENA Countries.*

*drive of lobbying activities aimed at a wider participation of the private sector to the actions carried out by governmental authorities.*

*Animating the main think-tank around the empowerment of women and the actors of civil society and the Euro-Mediterranean Social Partners.*

*Undertaking partnership actions between business communities of the region through the participation in institutional and networking events and the high-level working groups.*

*Enhancing technological transfer and know-how towards the Southern Mediterranean countries through vocational training sessions, mentoring, professional coaching in favour of business support organizations and young entrepreneurs*

*Boosting sub regional cooperation via the coordination of projects funded by international donors, among them the European Commission.*

Since 2014, BUSINESSMED is strongly involved in the promotion of the role of women entrepreneurs in the Mediterranean through its involvement in the main think-tanks and regional conferences. The development of SMES and entrepreneurship are among its priorities, in particular for the strengthening of economic clusters, the promotion and support to entrepreneurship and the promotion of cooperation between Business Support Organizations, companies and vocational training professionals.

# BUSINESSMED's position toward Global Compact

BUSINESSMED actively advocates the ten principles of the United Nations Global Compact and the SDGs. As a Euro-Mediterranean organisation of Employers' Confederations. Our mission and activities enable us to make an important contribution to overcoming some of the biggest challenges of our region.

***In addition to integrating these principles into our day-to-day operations and culture, we have been making sure that the human rights principles, the environment, fighting corruption and labour standards are respected and tackled during the implementation of our conducted projects, namely:***

*The Pilot Project for the Promotion of Social Dialogue in the Southern Mediterranean Neighborhood- SOLiD is a three-year project (2018-2016) co-funded by the European Union. It's a pioneer programme whose ultimate goal is to promote a dynamic, inclusive and reinforced social dialogue via the development of the capacity of Trade Unions and their homologues of Employers' Associations and civil society organizations and the promotion of a civic and multipartite dialogue between the social partners in three targeted countries: Tunisia, Jordan and Morocco.*



*Enhancing Business Support Organisations and Business Networks in the Southern Neighbourhood- EBSOMED is project co-financed by the European Union and coordinated by BUSINESSMED. More than 30 organisations from 26 countries are also affiliated to the project. The ultimate goal of this -4year project (2022-2018) is to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This will be done through the strengthening of the capacity building of Business Support Organisations-BSOs in the Southern Neighbourhood Countries. More specifically, EBSOMED intends to increase the capacity management of BSOs in the Euro-Med region by improving the services offered to SMEs.*



Thanks to its continuously extending network, BUSINESSMED keeps solid relationships with the major actors in the Euro-MED region including the private sector, social partners, development institutions and the public and governmental institutions. By representing the interest of its members at the highest levels, BUSINESSMED is committed to promote the ten principles of the United Nations Global Compact, within the business communities, believing that enabling a corruption-free environment that respects human rights leads to a sustainable economic growth.

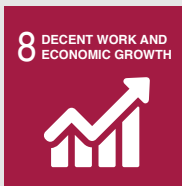


## ***Description of Actions***

***Activities of BUSINESSMED as part of SOLID project in 2017***

**BUSINESSMED**  


## 2nd Employers' National Capacity Development Workshop Casablanca, December 25<sup>th</sup> 2017



*BUSINESSMED and the General Confederation of Moroccan Enterprises-CGEM organized the 2nd Moroccan Employers' workshop that intends to raise awareness on the contribution of digitalization in companies' social performance. The meeting witnessed the launch of the digital platform designed by the Employment and Social Relations Commission – CGEM as a reference on Moroccan labour legislation. This latter outlines the latest updates as for labour legislation. The debate initiated between the participants (employers', legal experts and HR managers) in the framework of this working group led to the restitution of recommendations on improvement levers of the labour legislation digital platform newly launched by the CGEM.*

## 1st Employers' National Capacity Development Workshop Casablanca, December 21<sup>st</sup> -22nd 2017

*The workshop was dedicated to the identification of Informal-formal sector linkages, followed by a brainstorming on the social and Economic reforms to be set in order to ensure enterprises' transition from informal to formal sector: case study of BPW Sector, on one hand. It raised awareness among HR managers and the responsables for social affairs on the role of an independent and credible mediation and arbitration services in addressing disputes, on another hand.*



## Training of Experts in Social Dialogue Amman, December 18th 20-th 2017.



*A three-day training under the theme "Social Dialogue and professional relations in Jordan" was organized by BUSINESSMED and the Jordan Chamber of Industry in partnership with the Jordan Ministry of Labour.*

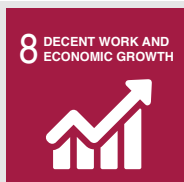
*The event was an initiation on the concept of social dialogue and its global dimension, it was structured as a simulation on collective bargaining leading to the definition of the outlines and the contractual terms of a framework collective convention, concluded by the award of certificates to the participants upon completion of the training course.*

## **Regional Seminar on Innovative Approaches and Challenges for Social Dialogue Tunis, 15 and 16 December 2017**

The Arab Trade Union Confederation ATUC and The Union of Mediterranean Confederations of Enterprises BUSINESSMED jointly organized a regional seminar on Innovative approaches and challenges for Social Dialogue that brought together the representatives of the social partners in the targeted country. The ultimate goal of the seminar is to initiate a discussion on the major content of the first draft of SOLiD project charter in order to define the main outlines of this latter. The seminar led to the restitution of recommendations considering the socio-economic, legal and political features of each target country.



## **National Capacity Development Seminar “Employers’ Obligations and Rights and the Litigation of Social Protection” November 29th and 30th 2017**



The National Capacity Development Workshop entitled “Employers’ Obligations and rights and the litigation of Social Protection” was organized by BUSINESSMED and the UTICA Tunisia. The ultimate goal of this pioneer workshop is to initiate a debate around the common issues between the UTICA HR Managers and the officers of the National Social Security Fund namely: the retirement reforms, the improvement of the coverage rate, the integration of the informal sector in the legal system of social security, disputes resolution, etc.

## **Regional Seminar « Diagnostic of the attitude and position of social partners towards social dialogue, content and practices in the region » October 24th -25th 2017**

The ultimate goal of this event, jointly organized by BUSINESSMED and The ATUC, is the restitution of the main recommendations from employers’ and Trade Unions’ perspective on the Diagnosis report of social partners’ perceptions towards social dialogue drafted by the project’s experts. Besides the review of the diagnosis report, the experts initiated a debate on common issues between the regional social partners to be developed during SOLiD upcoming meetings leading to action plans component of the project’s charter. Certain policy papers are basically inspired from sustainable development agenda 2030 namely: exclusion, climate change, poverty, vocational training, etc.





## **Employers’ National Capacity Development Workshop: “Social Dialogue and Employment in Lebanon” Beirut, October 05th 2017**

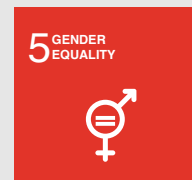


The Workshop “Social Dialogue and employment” jointly organized by BUSINESSMED and the Association of Lebanese Industrialists (ALI) on October 05th in Beirut marked the launch of SOLiD project in Lebanon. The introduction of SOLiD project in Lebanon was highly appreciated by the participants as it fits as an alternative in view of the current economic and social challenges. In this respect, the workshop led to several recommendations mainly the implementation of a modern social contract catalyst of labor movement and economic advancement, based on a consensus between the government and the social partners, the modernization of the education and vocational training systems, the support of local institutions in conquering European markets which truly raise the challenge of creating jobs and skills retention, etc.

## **National Capacity Development Workshops: “Women and Youth Employability in Jordan” Amman, October 01st -02nd 2017**

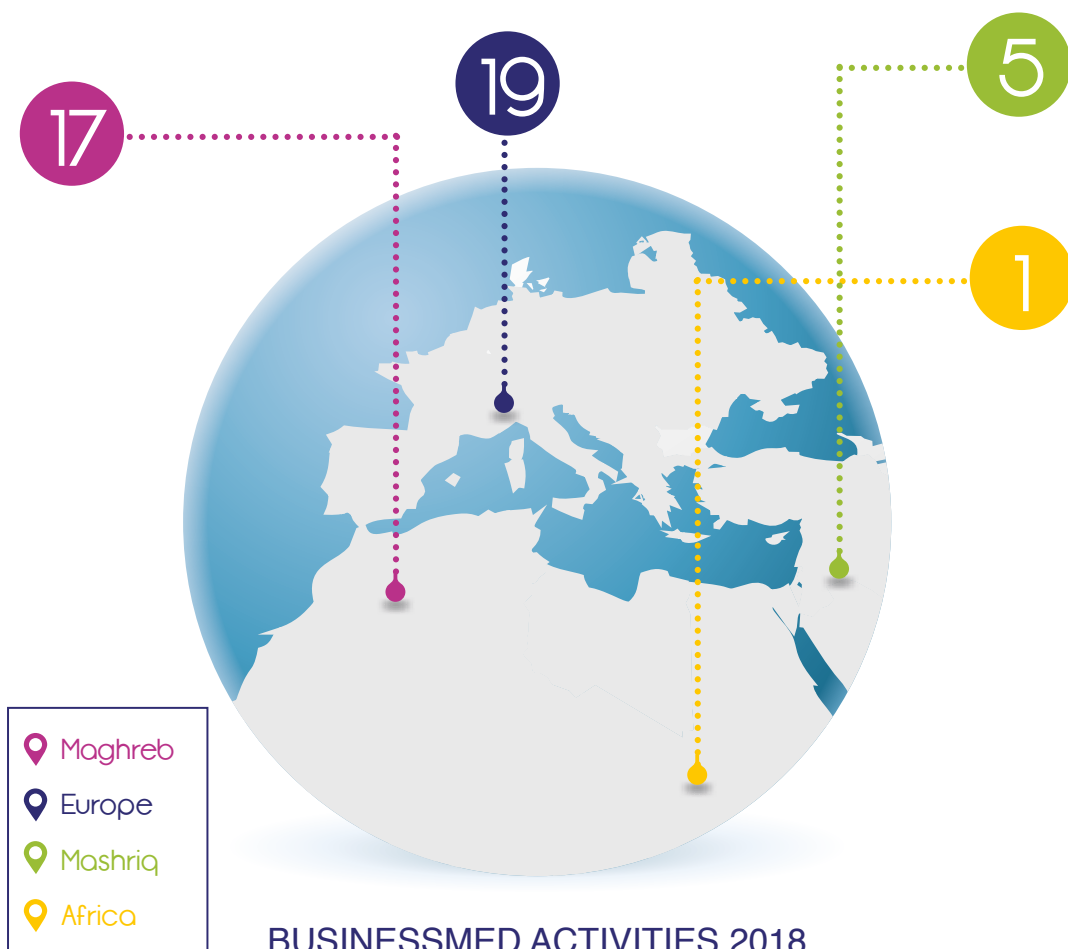
The workshop, dedicated to female and young entrepreneurs affiliated to the Jordan Chamber of Industry- JCI, hosted the key actors of employment in Jordan mainly the Ministry of Labour, ILO Jordan, the Business and Professional Women Association Amman (BPWA), Business women Committee, Business Development Center (BDC) and the Junior Chamber International (JCI – Jordan).

The events drew the state of play and the challenges in reference to women and youth employment in Jordan supported by the latest statistics issued by the Ministry of labour. Each organization highlighted its initiatives and dedicated programs. It’s relevant to mention that the participatory approach that marked these workshops fostered the exchange of success stories and points of view leading to improvement guidelines



## **Training of Experts in Social Dialogue “Promoting Social Dialogue within companies : The CAC Platform for Social Peace and Productivity Improvement” Tunisia, September 19th and 20th 2017**

*BUSINESSMED in partnership with UTICA organized a two-day training session under the theme « Promoting Social Dialogue within companies: The CAC Platform for Social Peace and Productivity Improvement » on September 19th and 20th 2017 at UTICA’s Headquarters. The training put into question the traditional view of HR managers’ role, limited to administrative tasks and highlighted their role of conciliation and negotiation via a democratic process fostering a climate of social peace.*



# BUSINESSMED

Union of Mediterranean Confederations of Enterprises



*Activities of BUSINESSMED as part of SOLID project in 2018*

**BUSINESSMED**

## THE VOICE OF MEDITERRANEAN BUSINESS



## Two workshops on Social Dialogue and Local Governance System Tunis, March 22<sup>nd</sup> and 23<sup>rd</sup> 2018



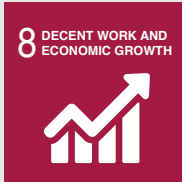
*In view of the Pilot Project for the Promotion of Social Dialogue in the Southern Mediterranean Neighbourhood – SOLiD, BUSINESSMED and the Tunisian Union of Industry, Trade and Handicrafts UTICA, in collaboration with the National Chamber of Studies, Consultancy and Training Offices organized consecutively two workshops on Social Dialogue and Local Governance System, with the presence of delegates and representatives of local authorities and The Tunisian General Labour Union UGTT. The first workshop was devoted to the debate on the prospects of social dialogue in Tunisia and its legal framework, especially at the local level and in light of the preparations for the upcoming municipal elections. The workshop was an opportunity for participants and experts to share expertise on the importance of social dialogue for the success of the democratic transition in Tunisia. The second workshop was an opportunity to discuss the contribution of the social partners to the decentralization. The governorate of Ben Arous was adopted as a case study during the training. The session concluded with recommendations to apply social dialogue at local level..*

## Training of Social Dialogue Experts Casablanca, 28th to 30th March 2018

*The three-day training was moderated by an Expert in Social Dialogue. The session was initiated by an overview on the legal framework and the evolution of the social field. This afforded an opportunity to share experiences and best practices in terms of social bargaining namely Vivo Energy Morocco – case study highlighted by its HR Manager. The fruitful exchange was concluded by the award of certificates to participants upon the successful completion of the “Social Dialogue Training Course”.*



## **UfM High-Level Working Group: Eighth meeting of the on Employment and Labour Brussels, 23 - 24 October 2018**



*SOLiD Project was represented by its Director Mr Mustapha Tlili and its Deputy Director Mrs Jihen Boutiba during the 8th Meeting of the High Level Working Group on Employment and Labour: “Working together for employment, employability and decent work”.*

*The meeting focused on the implementation of the 2016 UfM Ministerial Declaration and the preparation of the next Ministerial Conference.*



*The first day was an opportunity to discuss possibilities and means for promoting the professional integration of refugees and migrants. This is one of the new priorities of the European Commission and will necessarily involve the recognition, validation and improvement of their skills.*



*The second day of the event was devoted to discussions on social dialogue, where presentation of progress and results obtained in the SOLiD (South MED Social Dialogue, were presented by Mr Mustafa Tlili (Project Director) and Mrs Boutiba (Deputy director) as high-level speakers. Their intervention highlighted the project and the state of application of SOLiD’s Charter on the promotion of social dialogue in the southern Mediterranean.*



*Speakers presented studies on the employment situation in these countries and introduced the importance of monitoring and measurement of impacts of policies/ programs/actions in the field of employment, employability, and decent work.*

## **Promotional Campaign for the SOLiD Project Tunis, 16th-17th November 2018**



*The campaign took place alongside distinguished European projects, within the framework of EU4Youth conference. The main purpose of this campaign is to present the project and its charter to Youth participants as part of our project team met young entrepreneurs who visited the booth of our EU-funded project dotted with the SOLiD’s brochure and its promotional items in order to increase their awareness about Social Dialogue and its relevance to strengthening the community of practice. The second element is to link the project vision in synergy with other represented projects during the conference. Noting that the event was spotlighted by the visit of the Ambassador of the European Union in Tunisia, Mr Patrice Bergamini who was interviewed by the medi*



*On the other hand EU4Youth was the opportunity for the SOLiD project not only to promote its charter, but also to be presented to media as the conference welcomed the first edition of the “international meetings of Journalism of Tunis” allowed the SOLiD project to be known and expanded through a variety of media experts and journalists. The promotional campaign was above all a great opportunity for the SOLiD project to expand its network and to promote the benefits of social dialogue among all the participants and media.*

## **Closing Conference of the Pilot Project SOLiD**

### **March 14th, 2019**

*The closing conference of the pilot project for the promotion of Social Dialogue in the southern Mediterranean neighborhood (SOLID 2019-2016) took place at the headquarters of the European Economic and Social Committee in Brussels. The closing conference, organized by BUSINESSMED in partnership with the DG Near and the EESC, saw the participation of members of the project consortium, the Euro-Mediterranean social partners (trade unions and employers' and civil society organizations) and HE Mr. Mohamed Trabelsi, Tunisian Minister of Social Affairs, and HE Mr. Mohamed YATIM, Moroccan Minister of Employment and Occupational Integration.*

*The event was also an opportunity for the various partners of the project as well as for the experts who accompanied SOLiD during the three years, to discuss and present the contribution of each entity as well as the outcomes and to reaffirm their willingness to see a second phase of the project expanding to other countries and through a clear plan of implementation.*

*The conference culminated with the signature of the SOLiD charter by the economic and social partners, as well as the Tunisian and Moroccan ministers. The adoption of this charter is a unique and historic initiative in the region, a model of successful cooperation between the three target countries (Jordan, Tunisia, Morocco), opening the possibilities for the extension of the project to other countries of the South Mediterranean region and making the document a reference for strengthening, in a participatory framework, national policies for economic and social development.*



<b>Actions</b>	<b>Date and Venue</b>
<i>2nd Employers' National Capacity Development Workshop</i>	<i>Casablanca, 25 December 2017</i>
<i>1st Employers' National Capacity Development Workshop</i>	<i>Casablanca, 22 -21 December 2017</i>
<i>Training of Experts in Social Dialogue</i>	<i>Amman, 20 -18 December 2017</i>
<i>Regional Seminar on Innovative Approaches and Challenges for Social Dialogu</i>	<i>Tunis, 16 -15 December 2017</i>
<i>National Capacity Development Seminar "Employers' Obligations and Rights and the Litigation of Social Protection"</i>	<i>Tunis, 30 -29 November 2017</i>
<i>Regional Seminar « Diagnostic of the attitude and position of social partners towards social dialogue, content and practices in the region »</i>	<i>Tunis , 25 -24 October 2017</i>
<i>Employers' National Capacity Development Workshop: "Social Dialogue and Employment in Lebanon"</i>	<i>Beirut, 05 October 2017</i>
<i>National Capacity Development Workshops: "Women and Youth Employability in Jordan"</i>	<i>Amman, 02 -01 October 2017</i>
<i>Training of Experts in Social Dialogue "Promoting Social Dialogue within companies : The CAC Platform for Social Peace and Productivity Improvement"</i>	<i>Tunisia, 20 -19 September 2017</i>
<i>Two workshops on Social Dialogue and Local Governance System</i>	<i>Tunis, 23 -22 March 2018</i>
<i>Training of Social Dialogue Experts</i>	<i>Casablanca, 30 -28 March 2018</i>
<i>UfM High-Level Working Group: Eighth meeting of the on Employment and Labour</i>	<i>Brussels, 24 -23 October 2018</i>
<i>Promotional Campaign for the SOLiD Project</i>	<i>Tunis, 17 -16 November 2018</i>
<i>Closing Conference of the Pilot Project SOLiD</i>	<i>Brussels, -14 March 2019</i>

# The SOLiD Charter on Social Dialogue

As the pilot project comes to an end, the adoption of SOLiD Charter on Social Dialogue between the target groups in Tunisia, Jordan and Morocco consolidates the social dialogue culture among social partners and aims at institutionalising dialogue, improving working conditions and providing a suitable environment for economic development. The charter is based on 12 principles that reflect the common interests and vision of the project's stakeholders.



## The charters' general program

**1**  Economic policies  
Trade policies  
Social policies

The structure of economic, trade and social policies

**2** 

Freedom of trade union organisation and the institutionalisation of social dialogue and collective bargaining

**3** 

Fiscal policies, wages and prices

**4** 

The informal economy

**5** 

Employment policies and reducing unemployment

**6** 

Technical and vocational education and training policies

**7** 

Social protection systems

**8** 

Equality, parity and combating discrimination against women

**9** 

Rights of migrant workers (expatriates)

**10** 

Anti-corruption policies

**11** 

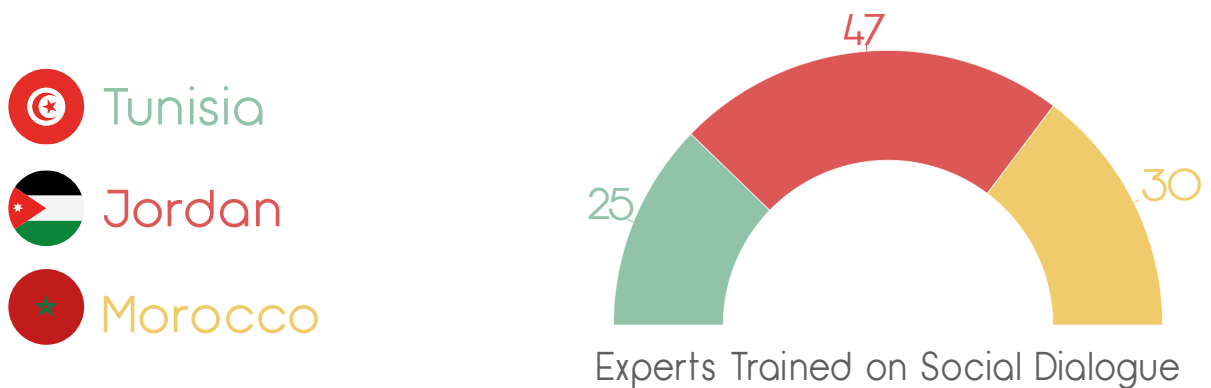
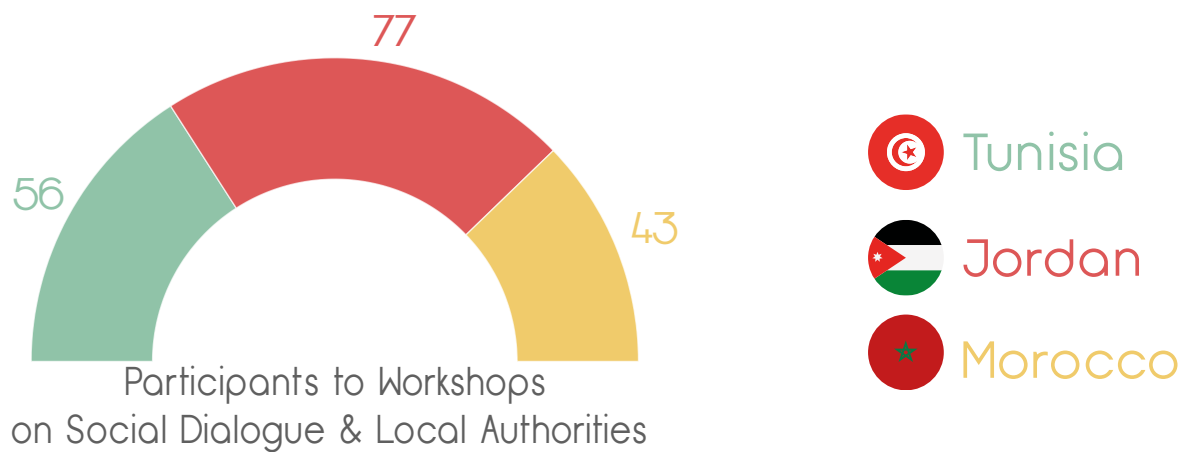
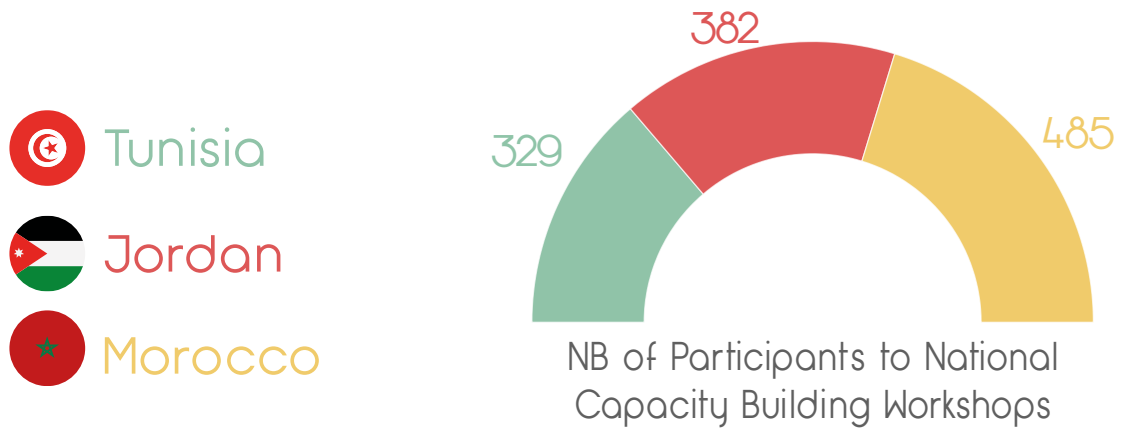
Policies to combat poverty and informal labour

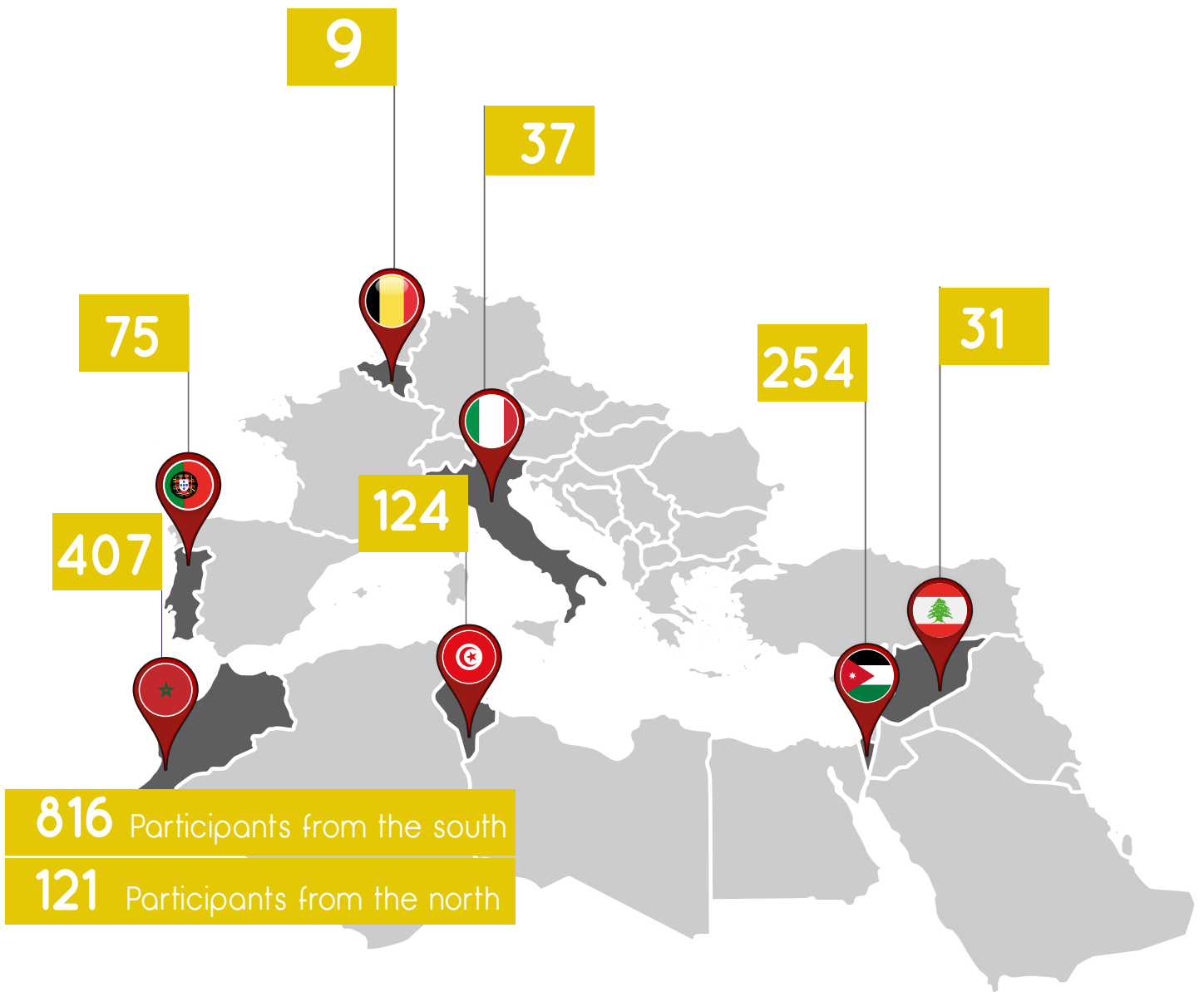
**12** 

Climate justice policies



# SOLiD's outcomes





Number of Participants to the Regional Seminars Per Country

**11**   
**STUDIES**

**3** reference guides on Migration, decent work and transnational companies' agreements

**3** studies on social dialogue and collective bargaining

**1** study on social and societal dialogues

**4** studies on Economic, Social, Political And Institutional State of play



**EBSOMED**  
ENHANCING BUSINESS SUPPORT ORGANISATIONS

*Activities of BUSINESSMED as part of EBSOMED project in 2018*

**EBSOMED**  
ENHANCING BUSINESS SUPPORT ORGANISATIONS



# **EBSOMED Kick-off Seminar**

## **Tunis, 28 June 2018**

5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



*The seminar was an opportunity to present this EU co-funded project and all the activities that will be carried out during 4 years in the view of Enhancing BSOs and Business Networks in the Southern Neighbourhood, by highlighting the engagement of the European Union in promoting the Euro-Mediterranean private sector ecosystem and a more inclusive economic growth. The event offered as well a space for economic representatives of the public and private sector from the Euro-Mediterranean region to meet and enhance regional cooperation and new business partnerships, which could affect positively the overall business environment in these targeted countries.*

*The day was structured into three sessions:*

*- Enhancing inter and intra-regional cooperation for an inclusive and sustainable growth: the role of BSOs in addressing the ongoing needs of the Southern Neighbourhood.*

*- EBSOMED – Improving Business Support Organisations and Business Networks in the Southern Neighbourhood: a range of higher-value services for BSOs and SMEs.*

*- Northern and Southern BSOs' visions and expectations of the EBSOMED project. These sessions brought together high-level speakers to present the action, the instruments, its impact and the contribution of each partner, also to discuss different mechanisms and opportunities to strengthen regional economic cooperation in the Euro-Mediterranean region, as well as to debate needs and expectations of Northern and Southern BSOs.*



# Artificial Intelligence in the service of investment management

## Tunis, 29 June 2018

The event brought together different profiles, including experts in Artificial Intelligence and Digital, Startupper, employers, consumer organizations, trade unions and other representatives of civil society in the Euro-Mediterranean region.

8 DECENT WORK AND ECONOMIC GROWTH



The EU Med Roadshow was designed to foster an interactive approach involving all participants to create synergies and stimulate inter and intra-regional cooperation and create new business opportunities.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



The first session provided digitalization industry players and entrepreneurs from the Euro-Mediterranean region with a forum for exchange and dialogue highlighting the importance of investing in digital technologies. The work continued with three parallel sessions in which the participants of each working group shared their experiences and ideas on the issues of artificial intelligence and digitization, according to the following themes:

11 SUSTAINABLE CITIES AND COMMUNITIES



- Digital Economy Outlook: South-North Debate,
- Investing in Digital Technologies: A Key Trend for Investors in 2018 and Beyond
- Artificial Intelligence: A Profound Transformation of Companies.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



This Roadshow was an opportunity for all participants to take part in a lively debate aiming to discuss the challenges and opportunities of digital transformation and to give projected perspective of Artificial Intelligence in the future and especially in the Euro-Mediterranean region.



## **MedaWomen 2018: EBSOMED Roadshow**

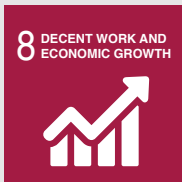
### **"Women in Technology, the Way Forward"**

#### **Amman, 3 -2 October 2018**

*The 10th edition of the MedaWomen Forum, one of the most emblematic events on women's entrepreneurship, took the form of a Roadshow and offered the opportunity for Women in the technology sector to address the main issues and opportunities of this field in the Mediterranean region.*



*The Roadshow under the themes "The incorporation of Women entrepreneurs in the digital economy" and " Women in Technology, the Way Forward ", explored topics relevant to a changing society using innovative tools and unconventional approaches. Businesswomen, policy makers, entrepreneurs and spokespersons from various sectors were present throughout the event to share experiences and encourage public discussion.*



*The EBSOMED project Roadshows are organized to help increase the flow of commercial partnerships between Europe and the southern Mediterranean countries, as well as South-South companies and investments, with a focus on promotion and capacity building through networking and exchange of experience between different components of the business sector with a particular interest for businesswomen and young entrepreneurs.*



*Key topics that were covered included:*



- Mediterranean organizations led by strong and prosperous women entrepreneurs.*
- How are small women-led businesses improving in the Mediterranean countries?*
- The role of businesswomen in technology in the Mediterranean region.*

*The Roadshow focused on future perspectives and planning actions that influence the STEM sector (Science, Technology, Economics, and Mathematics). During the two days of the event, various plenary sessions on the theme of digitization and several B2B meeting sessions were organized.*



## **EU Funds for Mediterranean BSO's Cooperation Workshop Tunis, 10 October 2018**

*The training course, entitled “EU Funds for Mediterranean BSO's Cooperation Workshop” was arranged in cooperation with the training and consultancy organisation Welcomeurope and presented by Trainer/Consultant Mrs. Melissa Moothoo. As walking through the EU funds platforms and policies, the training provided an overview of the opportunities available for Employers' Confederations and covered the core principles and institutional framework of the EU and its funding programmes and highlighted tools needed to apply to calls for proposals.*



*The workshop was structured as follow:*



- Institutional framework of the EU and its funding programmes Intracommunity programmes External aid cooperation programmes First insight in the EU project leader obligation



- At the end of the workshop, the participants were awarded the certificates of completion.

*This training falls within the framework of EBSOMED's instrument, support to project development, which offer workshops in project development and management in order to improve the capacity of the EU and Mediterranean BSOs in terms of development of international cooperation projects. Others will be arranged during the project implementation*

# 6th Edition of the Mediterranean Corporate Social Responsibility Forum

## Naples, 25 -24 October 2018

7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



*Designed as a cultural meeting place that inspires new ideas, initiatives, partnerships and fruitful collaborations, the Social Responsibility Fair, organized by Spazio alla Responsabilità, is the only event dedicated to responsible innovation for the territories sustainable development.*

*The Forum was inaugurated by a session dedicated to the Corporate Social Responsibility in the Mediterranean in the presence of the European Economic and Social Committee, Confindustria, the Malta Employers Association, the Parliamentary Assembly in the Mediterranean as well as institutional representatives of the public and private sector of the region.*

*On this occasion, Mr. Marco Cunetto, Regional Project Coordinator of the EBSOMED project highlighted the need for a better synergy of programs and initiatives on inclusive development in the Southern Neighbourhood Countries in order to adjust the asymmetry of economic development in these countries. He added that, beyond the alignment with the Sustainable Development Goals and the 2030 Agenda, the development of the entrepreneurial ecosystem and SMEs in the Mediterranean is among the objectives of EBSOMED project - Enhancing Business Support Organizations and Business Networks in the Southern Neighbourhood. In this sense, promoting a favourable environment for companies by supporting SMEs, especially those run by women and young entrepreneurs, in their strategy to access to market internationalization through the assistance of Business Support Organizations, could be the key to creating new jobs.*

*This meeting was an opportunity for BUSINESSMED to strengthen institutional networking as well as a space for exchange with civil society actors, institutions and business representatives on corporate and social responsibility across representative countries of the union for the Mediterranean.*



# **BSO Management Academy - Euro-Mediterranean Cooperation Summer School Sardinia, 9 -8 November 2018**

*Dedicated to Business Support Organisations' executives, the training aimed at improving exchanges of competences and relations between BSOs interested in co-operation programmes and projects.*

*The first day of the training was introduced by Mr Marco Cunetto, EBSOMED's coordinator presenting the project with a focus at the aspect of improving competences and relations of BSOs' executives interested in Euro- Mediterranean cooperation, followed by an intervention made by Mr Luca Palazzo, ENI CBC Med Programme Managing Authority while presenting the ENI CBC MED 2020 – 2014 Programme as a concrete design of proposals under the new Euro Mediterranean funding instruments.*

*The second day of the training was devoted to parallel laboratory sessions through the development of 4 project ideas:*

- Laboratory N. 1 - "Development of a Euro-Mediterranean network to promote Mediterranean agro-food products".
- Laboratory N. 2 - "Transfer of new technologies to logistics and transport operators".
- Laboratory N. 3 - "Diversification of tourism offer through the promotion of local and territorial assets".
- Laboratory N. 4 - "Transfer of technologies to SMEs on the production of energy from organic waste".

*The 2 days training conducted to the elaboration of 4 new Euro-Mediterranean project ideas ("Concept Notes") as the working approach was based on the "learning by doing" methodologies where an official project's Assessor experienced in European Programs highlighted the strengths and weaknesses of each proposal.*



# **BUSINESSMED's Launch of the 3 Employers Thematic Committees Barcelona, 20 November 2018**

*With the purpose to create an environment favourable to Mediterranean growth, promote full North-South and South-South economic integration and implement efficient partnership networks, the thematic committees was based on reviewing learning models and analyse the quality of Vocational Training in the target countries of EBSOMED as well as making clear policies and recommendations for the involved parties and the decision makers to help reduce imbalances.*

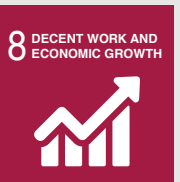


*As a first phase, a president and 2 Vice Presidents coming from Employers Organizations were assigned to each committee along with a BUSINESSMED coordinator. An expert will be selected to join each committee based on the terms of relevance that will be defined during the first meeting.*



*The 3 topics of the employers' thematic committees are:*

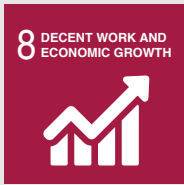
- Women and Youth Empowerment: for a cutting-edge, strategic support in women and youth programming in all development contexts.*
- Education and R&D, to foster research and support industrial R&D on new energy technologies and hence, improving energy technology policies.*
- Vocational Training, to monitor labour market trends and helping the European Commission, Euro-Mediterranean countries and employers' organisations to match training provision to labour market needs.*



*By the end of the meeting, each committee had to elaborate a clear report and a synthesis including a summary with recommendations, policy advice for each country and terms of relevance for the selection of the experts. It was also enclosed by selecting the topic and preparing the action plan for the upcoming meetings.*

# BSO Management Academy - Support and Improve the Quality of BSO & Promote BSO Networking

## Barcelona, 22-21 November 2018



Under the theme "Supporting and improving the capacities of OSE Business Support Organizations and promoting their networking», The Academy is a capacity building and experience – sharing event between BSOs. It aims at creating synergies and developing a fruitful cooperation between EU and South Mediterranean region.



The first day was devoted to the theme "Regional Business Dialogue" to address the economic climate in North Africa as well as its repercussions on politics and society, where several distinguished interventions were made by the guest speakers during which a presentation of the EBSOMED project was made. The second day focused on the theme of "Mediterranean Talent – Diverse, Mobile and Connected", to highlight and rethink of the Human Capital Agenda in the Mediterranean region.

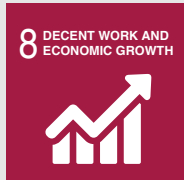


The Academy was above all a great opportunity for all the participants to share a wide circle of distinguished network as well to contribute to fruitful discussions to support and improve the quality of BSOs and promoting their networking.



## **BSO Management Academy - Strategic Planning for BSOs Beirut, November 30 to December 1st, 2018**

*This EBSOMED Academy focused on strengthening the capacity of BSOs on Strategic planning so that they can refine their visions and orientations by taking into consideration possible synergies with the 2030 SDGs, horizon 2020 and adapting a gender and human rights approach (GHRA).*



*Around 30 participants from Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon were selected to participate in the Academy.*



*This first day started with the presentation of the participants, followed by a debate led by Ms. Rim Al Jebi on gender equality with regard to entrepreneurship and leadership, Mrs Houda Ghazzi, trainer for the session then explained the basics and fundamentals of strategic statements and planning. The 2nd day of the Academy started with networking sessions between participants and a presentation of the EBSOMED project by the regional coordinator, Mr Marco Cunetto followed by different training sessions on capacity building for BSOs where attendees submitted and discussed ideas on potential projects.*



*On the side-lines of the Academy, the Center of Arab Women for Training and Research (CAWTAR) and the Lebanese Development Network (LDN) signed a Memorandum of Understanding, MoU, within the framework of the EBSOMED project, to further cooperate and support Civil Society actors and BSOs. The Academy was above all for the participants a great opportunity to support their vision to the SDGs, women's rights and to emphasize on the gender equality approach.*

# EBSOMED

# ***BUSINESSMED BSO Management Academy - Maximizing the Effectiveness of BSOs***

## ***Algiers, 4 -3 December 2018***

*The -2day event- in cooperation with the International Training Centre of the International Labour Organization (ITC/ILO) aims to give assistance to Employers Organizations to become the representative and effective voice of business contributing to the creation of favourable conditions for sustainable development.*



*The first day started with a welcoming Message of Mr El-Mahfoudh Megateli, General Secretary of CGEA, and the opening remarks of BUSINESSMED General Secretary, Mrs Jihen Boutiba who introduced the Organization, its objectives and the Consortium of the EBSOMED project. The training session was led by Ms. Jeanne Schmitt from the International Training Centre of the ILO (ITC / ILO) on different topics such as: the fundamentals of Strategic Planning and Revenue Building in BSOs, membership management on effective strategies and selected practical tools.*



*The second day included also working sessions to exchange good practices on strategic planning and to review the income sources of BSOs and brainstorming on income generation. It was also the occasion for the Organisations to highlight their strengths and weaknesses.*

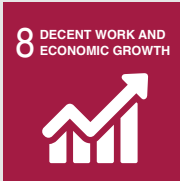


*The academy was an opportunity to reinforce Business Organizations' strategy and added value through a practical and strategic framework.*



# **BUSINESSMED EU Med Roadshow - MED BUSINESS DAY: Towards an increase in foreign direct investment in Algeria Algiers, 10 January 2019**

*This event aims to provide the stakeholders of the Euro-Mediterranean entrepreneurial ecosystem with the opportunity to identify new partners and start new business relationships. The event brought together more than 370 Mediterranean economic actors, including a strong delegation of 40 Italian companies.*



*The day was chaired by Mrs Saida Neghza, President of BUSINESSMED and CGEA as well as by Mr Vincenzo Boccia, President of CONFINDUSTRIA. Both highlighted the improvement of business climate in the region and the consolidation of bilateral relations between Algeria and Italy.*



*The opening session, moderated by Mrs Jihen Boutiba, General Secretary of BUSINESSMED and Director of the EBSOMED project, continued with the intervention of Mrs Monia Eldjendoubi, Attaché for Cooperation of EU Delegation to Algeria, who put emphasis on the EU's willingness to create bilateral and multilateral cooperation and to establish partnerships based on the principles of social responsibility, through projects such as the EBSOMED programme. Mr Kheireddine Medjoubi, Secretary General of the Algerian Ministry of Industry and Mines, for his part insisted on the need to encourage investments in southern Mediterranean countries having today the infrastructure and the desired skills.*



*After the opening session, parallel sessions were hosted by Euro-Mediterranean experts on Digital sector, Renewable Energies, Building and Public Works and Automotive and Mechanical industry. A big part of the event was also devoted to the organisation of more than 120 B2B meetings that aimed at facilitating the establishment of potential agreements, particularly subcontracting and co-sourcing contracts, technological partnerships and strategic trade relations.*



## Summary of EBSOMED's actions

<b>Actions</b>	<b>Date and Venue</b>
<i>EBSOMED Kick-off Seminar</i>	<i>Tunis, 28 June 2018</i>
<i>Artificial Intelligence in the service of investment management</i>	<i>Tunis, 29 June 2018</i>
<i>MedaWomen 2018: EBSOMED Roadshow "Women in Technology, the Way Forward"</i>	<i>Amman, 3-2 October 2018</i>
<i>EU Funds for Mediterranean BSO's Cooperation Workshop</i>	<i>Tunis, 10 October 2018</i>
<i>6th Edition of the Mediterranean Corporate Social Responsibility Forum</i>	<i>Naples, 25-24 October 2018</i>
<i>BSO Management Academy - Euro-Mediterranean Cooperation Summer School</i>	<i>Sardinia, 9-8 November 2018</i>
<i>BUSINESSMED's Launch of the 3 Employers Thematic Committees</i>	<i>Barcelona, 20 November 2018</i>
<i>BSO Management Academy - Support and Improve the Quality of BSO &amp; Promote BSO Networking</i>	<i>Barcelona, 22-21 November 2018</i>
<i>BSO Management Academy - Strategic Planning for BSOs</i>	<i>Beirut, 30 November- 1 December 2018</i>
<i>BUSINESSMED BSO Management Academy - Maximizing the Effectiveness of BSOs</i>	<i>Algiers, 4-3 December 2018</i>
<i>BUSINESSMED EU Med Roadshow - MED BUSINESS DAY: Towards an increase in foreign direct investment in Algeria</i>	<i>Algiers, 10 January 2019</i>

# EBSOMED's outcomes for 2018

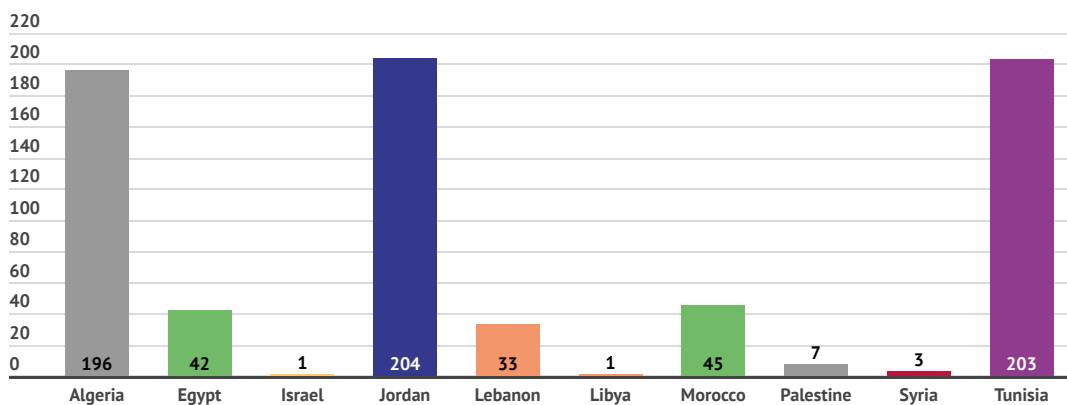
## OVERALL ASSESSMENT 1ST YEAR - I

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### Beneficiaries

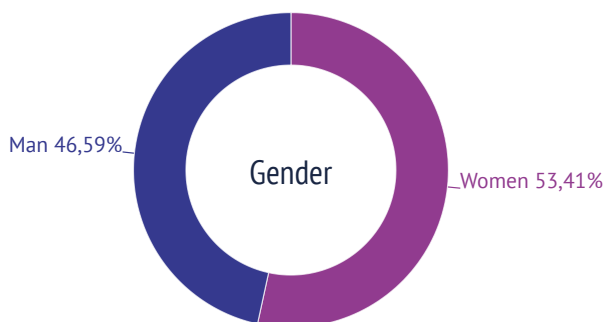
1129 participants among BSOs' executives and SMEs have benefited from the project activities during the first year of the project .

#### Beneficiaries from Southern Neighbourhood Countries



\*Algerian, Jordanian and Tunisian representatives have been greatly represented during Y1 of the project as the three countries have mainly hosted most of the activities scheduled for 2019.

#### GENDER RATE



#### COUNTRIES REACHED

10

Journalists and Media experts involved in the media coverage came from 10 Mediterranean Countries



# Involvement and synergies 2018-2017

Beyond its conducted actions, BUSINESSMED has been involved in many international activities and high-level meetings in order to foster cross-border cooperation and investment opportunities across the mediterranean.

## 2017

- ✓ *Euromed Invest Academy in Morocco Fostering Women Leaders – Women in BSO's. Marrakech 06/03/2017 to 07/03/2017*
- ✓ *UFM High Level Working Group on Employment and Labour. Barcelona, 28/03/2017 to 29/03/2017*
- ✓ *Industrial Revolution Social Dialogue on the Emergence of the 4th Industrial Revolution. Lisbon, 30/03/2017 to 31/03/2017*
- ✓ *Euromed Invest - Master Class “BSOs at the Service of Social Entrepreneurs”. Sousse, Tunisia, 30/04/2017 to 02/05/2017*
- ✓ *The EU4youth meeting. Tunis, 13/05/2017*
- ✓ *Towards common solutions by and for civil society to tackle youth and employment in the Southern Mediterranean Neighborhood. Brussels, 07/06/2017 to 08/06/2017*
- ✓ *The 5th Edition of Mediterranean Shared Social Responsibility Convention. Naples 15/06/2017 to 17/06/2017*
- ✓ *Euromed Invest Mentoring – The role of BSOs in the development of integrity standards to protect SMEs from unfair practices. Tunis, 05/07/2017*
- ✓ *The Civil Society Forum Neighbourhood South. Brussels, 10/07/2017 to 12/07/2017*
- ✓ *HOMERe – Boosting Youth employability in the Mediterranean: which role for internships? Barcelona, 13/07/2017*
- ✓ *MENA-OECD Competitiveness Programme. Paris, 28/09/2017 to 29/09/2017*
- ✓ *Multistakeholder meeting of the Policy Forum on Development in the Middle East and Neighbourhood South. Jordan, 03/10/2017 to 04/10/2017*
- ✓ *The third UfM Social Dialogue Forum. Brussels, 10/10/2017 to 11/10/2017*
- ✓ *Global Deal Forum. Tunis, 31/10/2017*
- ✓ *Forum on the Tunisia – EU Privileged Partnership. Tunis, 31/10/2017*
- ✓ *Tunisia Investment Forum 2017. Tunis, 09/11/2017 to 10/11/2017*
- ✓ *MED 2017 "Mediterranean Dialogues". Rome, 0/11/2017 to 02/12/2017*
- ✓ *EUROMED Summit – SOLiD project and the importance of Social Dialogue to the Euro-Mediterranean Region. Madrid, 13/12/2017 to 14/12/2017*
- ✓ *EUROMED Invest Final Conference. Brussels, 14/12/2017*
- ✓ *Women Entrepreneurship in Europe, the Mediterranean and Africa. Paris, 18/12/2017*

## 2018

- ✓ *High-level Meeting between the President of BUSINESSMED and the President of Medef. Paris, 02/02/2018*
- ✓ *EUROMED Invest – Return on 4 years of actions. Brussels, 01/03/2018*
- ✓ *Stars in Africa: New opportunities ahead for African Youth Entrepreneurship. Nairobi, 06/03/2018 to 07/03/2018*
- ✓ *5th workshop with private sector in the framework of the Policy Forum on Development (PFD). Brussels, 20/03/2018*
- ✓ *High-Level Working Group: Seminar on the Participation of Women in the Labour Market. Brussels, 21/03/2018 to 22/03/2018*
- ✓ *The 4th CSR Annual Conference. Cairo, 17/04/2018*
- ✓ *10th anniversary of the OTI-HOMERe Network. Rabat, 04/05/2018*
- ✓ *UNIMED-RESUME, UfM & ETF Seminar - “Educational Pathways: How to Strengthen Bridges and Links between Higher Education and Vocational Training to Meet the Needs of the Socio-Economic World?” Barcelona, 08/05/2018*
- ✓ *Regional seminar on “Renewal of Social Dialogue: what role for Economic and Social Councils and Similar Institutions?”. Rabat, 14/05/2018*
- ✓ *Barcelona Euro-Med Forum. Barcelona, 04/07/2018 to 05/07/2018*
- ✓ *Launch of the MENA-OECD Business Advisory Board (BAB). Madrid, 20/09/2018 to 21/09/2018*
- ✓ *Dialogue in the Mediterranean, Language of Business. Cremona, Italy, 06/10/2018*
- ✓ *Union for the Mediterranean 3rd edition of the Regional Forum. Barcelona, 08/10/2018*
- ✓ *Fourth UfM High Level Conference “Women for the Mediterranean: Building Inclusive Societies”. Lisbon, 10/10/2018 to 11/10/2018*
- ✓ *Italia Africa Business Week Forum. Rome, 17/10/2018 to 18/10/2018*
- ✓ *UfM High-Level Working Group: Eighth meeting of the on Employment and Labour. Brussels, 23/10/2018 to 24/10/2018*



## THE VOICE OF MEDITERRANEAN BUSINESS

### ***BUSINESSMED's Commitment in the future***

7 AFFORDABLE AND CLEAN ENERGY



*BUSINESSMED's commitment to Global Compact and the SDGs will continue to be a core area of its effort. We will continue our dedication to Global Compact through our conducted actions and collaborations. Moreover, BUSINESSMED will work actively to tackle new challenges related to Global Compact such as: Working more on our engagement towards environmental issues in the Mediterranean Basin by fostering an inclusive and sustainable Blue Economy.*

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



*Contributing to the digitalisation of the economic development in South-Med region by getting involved in growing and promising initiatives on Smart Cities and Industrial Revolution 4.0.*

14 LIFE BELOW WATER



*Working more on increasing foreign direct investment flows in the Euromed region, within the framework of the European External Investment plan.*

17 PARTNERSHIPS FOR THE GOALS





# BUSINESSMED



Union of Mediterranean Confederations of Enterprises