

BUSINESSMED's COMMUNICATION ON ENGAGEMENT 2019-2020



GOALS



Statement of Continued Support

7th May 2021

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. With this commitment, we express our intent to support the Global Compact advancing these principles, and will continue to make a clear statement of this commitment to our stakeholders and the general public.

This is our Communication Engagement within the United Nations Global Compact. In which, we describe the actions and activities that our organization has taken to support the UN Global Compact and its Principles. We also commit to sharing this information with our stakeholders using our channels of communication.

Sincerely yours,

Mrs Jihen Boutiba Mrad

General Secretary

BUSINESSMED



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ABOUT BUSINESSMED

The Union of Mediterranean Confederations of Enterprises (BUSINESSMED) is a regional organization which gathers 24 Confederations of Employers' Organizations from 18 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 1200,000 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 was a three-year project (2016-2018) 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.

A second phase of the Project started on December 2020 for a period of 4 years.

Algeria, Lebanon and Palestine were added to the targeted countries.



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 4-year project (2018-2022) 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.



The INVESTMED project aims at addressing both economic and environmental challenges in terms of competitiveness, sustainability, internationalization and capacity to innovate, supporting new, sustainable business opportunities for young people and women in three



Mediterranean Partner Countries: Egypt, Lebanon and Tunisia. The project will support the development of new, sustainable entrepreneurship and business initiatives, by creating a backing environment and facilitating access to new markets with the final goal of generating new economic opportunities and jobs. INVESTMED benefits Mediterranean Business Support Organisations (BSOs) and their network of enterprises. They will benefit from training, coaching and sub-granting to grow and to become sustainable. Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain, can also benefit from this project.



HOMERe is an intra-Mediterranean Internship Mobility scheme offering companies in search of new business perspectives a unique opportunity for sourcing young talents from the Euro-Mediterranean region to become their interns. HOMERe improves the crosscutting skills and increases the employability of Mediterranean high-profile students. The project aims to tackle youth unemployment and underemployment and help those taking part in the project to secure a graduate position that is relevant to their qualifications and is in their own country. Through its extended network of high-level academic institutions on both sides of the Mediterranean, HOMERe aims to attract transnational private companies that operate in the Mediterranean region and are searching for brilliant profiles. The programme provides help in the identification; preparation and mentoring of appropriately qualified students.

CREACT4MED

The overall objective of CREAT4MED is to enhance the role of culture and creativity as a vector for employment and resilience in eight SNCs through untapping the potential of the cultural and creative industry (CCI) to create economic value, enhance growth, and foster social inclusion.

Among the missions of this project is to boost the cultural and creative industry (CCI) in the Southern Neighbourhood of the European Union attracting investment and creating jobs and Support CCI business models led by youth and women entrepreneurs giving them access to a training & coaching program and access to funding for the development of their projects.

Duration: 36 month (2020-2023) Budget: 2.2 Million Euro Countries involved : 8 southern neighbourhood countries

Partners: EMEA, IEMed, IED, FEPS BI, BUSINESSMED

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.



Activities of BUSINESSMED in 2019

BUSINESSMED



Union of Mediterranean Confederations of Enterprises



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**BUSINESSMED ACTIVITIES AS PART
OF EBSOMED PROJECT in 2019**

EBSOMED



GOALS

BUSINESSMED'S LAUNCH OF THE 3 EMPLOYERS THEMATIC COMMITTEES

November 20th, 2018, Barcelona



As part of the EBSOMED Project, BUSINESSMED's launch of the three Employers thematic committees was held in Barcelona, Spain on 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 approach of the thematic committees was based on reviewing work-based learning models and analyse the quality of Vocational Training in the target countries as well as making clear policies and recommendations for the involved parties and the decision makers to help reduce imbalances

The 3 topics of the employers' thematic committees are:

- Women and Youth Empowerment
- Education and R&D.
- Vocational Training.

BUSINESSMED BSO MANAGEMENT ACADEMY - MAXIMIZING THE EFFECTIVENESS OF BSOS

December 3rd - 4th 2018, Algiers



Within the framework of the EBSOMED project, BUSINESSMED organized a training Academy on the maximization of BSO efficiency that was held on December 3rd and 4th, 2018 in Algiers.

The 2-day event - 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 academy was an opportunity to reinforce Business Organizations' strategy and added value through a practical and strategic framework.

EBSOMED ROADSHOW MED BUSINESS DAY: TOWARDS AN INCREASE IN FOREIGN DIRECT INVESTMENT IN ALGERIA

January 10th 2019, Algiers



In the framework of the EBSOMED project, BUSINESSMED organized on January 10th, 2019 in Algiers the MED BUSINESS DAY Roadshow, in partnership with CONFINDUSTRIA (Italy) and CGEA (Algeria).

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 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.

EBSOMED BUSINESS MATCHMAKING FORUM TOWARDS AN INNOVATIVE PARADIGM FOR SUSTAINABLE DEVELOPMENT ACROSS THE MEDITERRANEAN

April 15th -16th 2019, Cairo



In the framework of the EBSOMED project, the Federation of Egyptian Industries (FEI) and BUSINESSMED organised a Business Matchmaking Forum under the theme "Towards an Innovative Paradigm for Sustainable Development across the Mediterranean". The 2-day event was held on April, 15th and 16th, 2019 in Egypt, Cairo. Overall, the event gathered more than 950 Economic operators and stakeholders from the Euro-Mediterranean region. The Forum aimed at improving the attractiveness of Mediterranean business ecosystems by consolidating business networks and providing interactions and synergies between all actors coming from the two shores of the Mediterranean.

The first panel focused on the Impact of supporting vocational training and education for economic growth and was dedicated to key lessons on developing 'dual vocational training' to support the labor market insertion of women and youth in disadvantaged areas. The second panel focused on the promotion of business partnerships synergies in the Euro-Mediterranean Region through networking opportunities and project cross-sectorial cooperation.



TRAINING WORKSHOP "SUCCESSFULLY MANAGE, REPORT AND EVALUATE AN EU FUNDED PROJECT"

May 6th -8th 2019, Tunis



As part of the EBSOMED project, BUSINESSMED organised, from 6 to 8 May 2019 in Tunis, an advanced level training workshop for the southern Mediterranean project partners, which focused on the development and management of European projects.

The workshop was designed around several sessions and working groups on the following topics: how to manage, report and evaluate successfully a project funded by the European Union, grant agreements, how to manage partnerships, monitor project implementation, respond to changes in partnerships, and how to report effectively on the project.

BUSINESSMED'S EMPLOYERS THEMATIC COMMITTEES SECOND MEETING

July 26th 2019, Rome



As part of the EBSOMED Project, BUSINESSMED organized the second meeting of the Employers thematic committees in Rome, Italy, on 26 July 2019, with the purpose of creating an environment favourable to Mediterranean growth, promoting full North-South and South-South economic integration and implementing efficient partnership networks.

The objectives of this activity were to ensure the follow up of the structural Macro-Economic progress in the target countries, according to the specific goals and to ensure the internal coherence of this progress with the aim of private sector promotion, sustainable growth, and employment.

The topics of the three thematic committees are:

-Women & Youth Empowerment/ Education and R&D / Vocational Training.

BUSINESSMED & MEA ORGANISED A WORKSHOP ON EU PROJECTS DEVELOPMENT "SUCCESSFULLY DESIGN & LEAD A MULTI-PARTNER PROJECT"

September 20th 2019, Malta



In the framework of EBSOMED, BUSINESSMED and Malta Employers' Association - MEA, organized, on 20 September 2019, in Malta, a workshop on EU Projects Development under the theme "Successfully Design and Lead a multi-partner Project", a Certified Training Course aiming at improving capacity to develop and implement international cooperation projects in the Mediterranean.

The workshop aimed to increase knowledge on EU rules, obligations of the leader and the partners and to provide participants with the skills to manage European projects. The course included as well methods to learn about best practices, to organize the project work, to manage the project partnership and get the fundamentals of project and financial management.

The day ended with the distribution of attendance certificates to all the trainees.

FIRST WORKSHOP BETWEEN EBSOMED AND ITC TEAMS

November 5th 2019, Geneva



On 5 November 2019 and as part of the development of the Business Country Desk (BCD), a delegation from the EBSOMED project went to Geneva on the premises of the International Trade Centre (ITC), where it met with representatives of the Division of Market Development for a preliminary meeting aimed at setting up the cooperation and synergy axes between the two respective platforms (BCD - Euromed Trade Helpdesk). The BCD is a new online information service platform, designed to support synergies, create B2B meetings and promote trade and investment mainly in 10 Southern Mediterranean countries, as well as to initiate and develop North-South or South-South commercial partnerships between the Mediterranean economic operators through the regional markets. <https://www.bcdesk.eu/index.php/fr>

EBSOMED 4th EXECUTIVE COMMITTEE MEETING

December 20th 2019, Brussels



The EBSOMED Project secretariat organised the fourth meeting of the project's Executive Committee on 20 December 2019 in Brussels, to review the actions held during 2019 and the overall progress of the project.

The secretariat also presented the latest advances on the Business Country Desk and the project's mobile app, two new tools that will be launched in early 2020 on the margins of key events <https://www.bcdesk.eu/index.php/fr>



BUSINESSMED ACTIVITIES AS PART OF SOLiD PROJECT in 2019

SOLiD



GOALS

OFFICIAL ADOPTION OF THE SOLID CHARTER

April 2nd 2019, Cascais



The Union of Mediterranean Confederations of Enterprises – BUSINESSMED organized a side event for the official adoption of SOLiD Charter in the margin of the 4th UfM Ministerial Conference on Employment and Labour, that took place on April 2nd 2019, in Cascais – Portugal.

SOLiD side event devoted to the official adoption of the charter for the promotion of social dialogue was an occasion to present the main results of the project to a broader audience and to gain the recognition of the key economic and social actors from both shores of the Mediterranean.

<p>1</p> <p>The structure of economic, trade and social policies</p>	<p>2</p> <p>Freedom of trade union organisation and the institutionalisation of social dialogue and collective bargaining</p>	<p>3</p> <p>Fiscal policies, wages and prices</p>	<p>4</p> <p>the informal economy</p>
<p>5</p> <p>Employment policies and reducing unemployment</p>	<p>6</p> <p>Technical and vocational education and training policies</p>	<p>7</p> <p>Social protection systems</p>	<p>8</p> <p>Equality, parity and combating discrimination against women</p>
<p>9</p> <p>Rights of migrant workers (expatriates)</p>	<p>10</p> <p>Anti-corruption policies</p>	<p>11</p> <p>Policies to combat poverty and informal labour</p>	<p>12</p> <p>Climate justice policies</p>



BUSINESSMED ACTIVITIES AS PART OF HOMERe PROJECT in 2019



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BUSINESSMED CO-ORGANIZES THE ANNUAL CONFERENCE OF THE HOMERe PROJECT

June 21st 2019, Marseille



The 2019 Annual Conference of the HOMERe project "Employment and Employability: Adequacy to the Mediterranean Labour Market", an event co-organised by BUSINESSMED and labelled "Sommet des Deux Rives" (Summit of the Two Shores), was held on 21 June 2019 in Marseille.

Brought together some 100 academic representatives, social, economic and institutional issues on both sides of the Mediterranean that have exchanged innovative practices and formulated concrete recommendations on the themes of regional integration, job creation, and skills shortages. Speakers also stressed the need to breathe new life into the Mediterranean employability policy.



Activities of BUSINESSMED in 2020

BUSINESSMED



Union of Mediterranean Confederations of Enterprises



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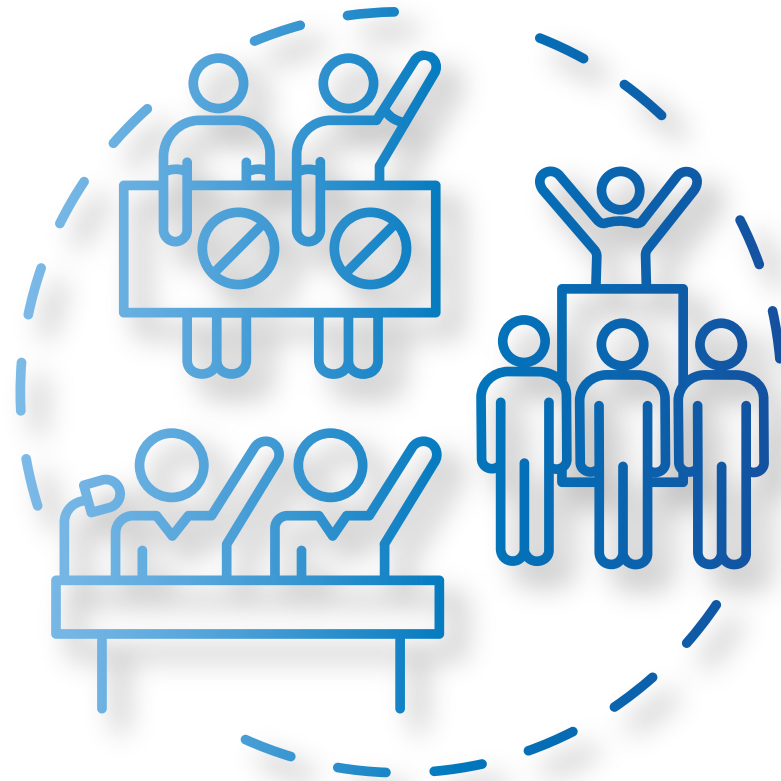
BUSINESSMED: CONFINDUSTRIA TAKES OVER THE PRESIDENCY OF THE ORGANIZATION FOR A THREE-YEAR MANDATE

October 20th 2020, Marseille



The Union of Mediterranean Confederations of Enterprises BUSINESSMED held on October 20, 2020 an Extraordinary Elective General Assembly online with the majority of its members. After the assessment of three past years of activity, the General Assembly appointed Ms. Barbara Belframe from CONFINDUSTRIA (Italy) as new President of BUSINESSMED, for a term of three years.

Furthermore, the Extraordinary Elective General Assembly voted for its new executive board composed of Ms. Belframe (CONFINDUSTRIA , Italy) the first vice-president (FEI, Egypt) , the second Vice-President (TUSAID-TISK, Turkey) , an executive board member from the North (MEA, Malta) and an executive board member from the South (ALI-CCIA BML, Lebanon).



**BUSINESSMED ACTIVITIES AS PART
OF EBSOMED PROJECT in 2020**

EBSOMED



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BUILDING BACK RESILIENCE CYCLE

Connecting Business Initiatives Response to COVID19-: Transforming the Private Sector engagement through SDGs

October 22th, 2020, Online



With the evolving situation of the 2020 humanitarian crisis, BUSINESSMED noticed that BSOs are grappling with how to ensure their business continuity, to continue serving their members and to better comply with the new working conditions. Taking that and the travel restrictions into consideration, BUSINESSMED redesigned its academies planned in the framework of the EBSOMED project.

To address these challenges, the academies were redesigned to debate the agility and resilience of the BSOs to ensure business continuity in different area of work. To do so, BUSINESSMED conceived a cycle of webinars and mobilized international organizations with regional expertise and conducted their recovery plan to give share their knowledge and formulate recommendations to respond to the Covid-19 crisis. The cycle was called "Building back resilience: the role of Employers' and Business Association in shaping the new normal" and was divided into 4 online events.

The webinar "Connecting business initiatives response to COVID-19: transforming the private sector engagement through SDGs" was held on October 22nd, 2020 and was an opportunity to explore how COVID-19 has disrupted businesses across the Mediterranean and focused on the way organisations can connect their sustainable initiatives to respond to the crisis. Recommendations were formulated focusing on the role of the involved institutions in addressing the unfamiliar challenges that have come with the pandemic with a focus on the private sector's response to crisis in a way that aligns with the SDGs.

Correcting Labour Market Imbalances and Promoting Employment and Employability through Social Dialogue between Employers' and Trade Union Organisations

November 16th, 2020, Online



The debate webinar "Correcting Labour Market Imbalances and Promoting Employment and Employability through Social Dialogue between Employers' and Trade Union Organisations" was held on November 16th, 2020 and fed into renewed cooperation amongst social partners, leading to tangible improvements for the Mediterranean businesses, workers, and citizens alike. It was an opportunity to explore the important role that social dialogue plays to tackle widespread unemployment in the Mediterranean from social partners perspectives.

The webinar gave insights into the way Social Dialogue can support Employers and Trade unions develop and implement gender-responsive employment and labour market policies in line with the 2030 Agenda for Sustainable Development. It also highlighted the employment policies needed to tackle widespread unemployment and underemployment from Trade unions and Employers perspectives. The intervention of the ILO representative gave the opportunity to explore the ways social dialogue was able, on some of their initiatives, to address employment, employability and decent work-related issues.



THE UPSKILLING IMPERATIVE: VOCATIONAL TRAINING AND THE NEW OFFER OF BSOS' SERVICES

December 7th 2020, Online



The emergence of new business models and alternative forms of work organisation sped up changes in the skills required by the labour market. These changes have been intensified by the challenges imposed by the Covid-19 with further evidence in the Southern Neighbourhood region.

For this reason, BUSINESSMED focused on this particular subject for the third webinar and organized on December 7th, 2020 the event "The upskilling imperative: vocational training and the new offer of BSOS' services". Through different interventions and testimonials, the webinar focused on how SMEs should reconsider the skills to remain competitive. Formulated recommendations on providing access to additional up-skilling opportunities for economic operators across the Mediterranean were expressed by the panellists.

The debates highlighted the way covid19 accentuated the need of digital skills in many aspects for business continuity and how gaining new skills is key for sustainable competitiveness and resilience for Businesses as they need workers with the right skills to master the challenges defined by the current transition.

THE SANITARIAN CRISIS AS AN ACCELERATOR OF THE DIGITALISATION PATH OF THE MEDITERRANEAN BUSINESS ECOSYSTEM

February 25th 2021, Online



The event reviewed several aspects related to the digital transformation of the region including the changes planned by Business Support Organizations in their economic and structural models, the emergence of cross-border e-commerce but also an assessment of the use of technology by women entrepreneurs in the Mediterranean region.

The Webinar focused on providing concrete solutions to meet the challenges of the Post-COVID19 economic recovery for SMEs to access new markets. The debate emphasized the way internationalisation benefited SMEs in industrialised countries focusing on the innovative platforms and opportunities offered for cross-border e-commerce.

As a success story, the Business Country Desk developed by BUSINESSMED showed the interconnectivity opportunities offered to SMEs across the Mediterranean. Through its innovative platform (BCD), BUSINESSMED is targeting the increase of regional cooperation and stability. The platform is facilitating business-to-business trade online and cooperation within the region and on the border rules-based multilateral systems.

<https://www.bcdesk.eu/index.php/fr>



ONLINE WORKSHOP "THE DESIGN OF A SOLID EU PROJECT PROPOSAL: THE LOGICAL FRAMEWORK APPROACH"

29th June -3th JULY 2020, Online



In the framework of the EBSOMED project, BUSINESSMED, in cooperation with MDF Brussels, organised on 29 & 30 June and 2 & 3 July 2020, an Online Workshop on Support to Project Development "The design of a solid EU Project Proposal: The Logical Framework approach"

About 20 participants from different BUSINESSMED member organisations took part in this 4-day training where each session was an opportunity to deepen the aspects and steps of designing a project proposal.

The participants enriched the exchanges by sharing their personal experiences and the concrete cases they worked on that are specific to their environment and type of organization. The training ended with a virtual ceremony for the distribution of certificates of participation.

WORKING MEETING FOR THE COMMITTEE "GENDER MAINSTREAMING AND WOMEN AND YOUTH EMPOWERMENT"

July 20th 2020, Tunis



The meeting resulted in reviewing the first deliverable of the instrument giving emphasis to the necessity to include some national and regional priorities by incorporating a gender perspective across different sectors in the target countries.

The action plan has been defined as well as the main topics of the survey and the methodological approach; that includes the definition of different practical tools that can be used to help integrate a gender perspective into all stages of policymaking and strategic planning of the committee's work.

BUSINESSMED ONLINE BSO MANAGEMENT ACADEMY ON "DIGITALISATION OF SERVICES"

12th October -17th December 2020, Online



In the framework of BUSINESSMED's strategy for business continuity of its members, a cycle of training webinars was organized, focusing mainly on how organizations can adapt their business models to take full advantage of the digital transformation.

The aim was to train participating organizations on how to develop an effective and reliable digital strategy and gain guidance on integrating digital throughout all the steps of the business chain.

BUSINESSMED PRESENTS THE FIRST RESULTS OF ITS THEMATIC COMMITTEE ON "EDUCATION AND R&D ON ENERGY TECHNOLOGIES"

14th December 2020, Online



BUSINESSMED presented on December 14, 2020, in a webinar, the first results of the study conducted by its Thematic Commission "Education and R&D on Energy Technologies" established under the EBSOMED project.

Employers have a key role in addressing the energy transition in the Mediterranean and the green recovery by tackling new trends and technologies affecting the production of energy. Many concepts emerged and R&D on Energy Technologies becomes the main focus of the Mediterranean Countries.

This online meeting, which brought together members of the Thematic Commission and experts in renewable energy, was an opportunity to clarify the objectives of the Commission and the methodology adopted to produce its regional thematic paper. It was also the occasion to present its first Factsheet on "Education and R&D in Energy Technologies" with the aim to inform employers' organizations and SMEs affiliated to the energy sector in partner countries (Egypt, Jordan, Malta, Tunisia), with special emphasis on their strategies, action plans and achievements in renewable energy.



BUSINESSMED PRESENTS THE FIRST RESULTS OF ITS THEMATIC COMMITTEE ON “VOCATIONAL TRAINING AND SKILLS DEVELOPMENT”

15th December 2020, Online



Within the framework of the Thematic Committee “ Vocational Training and Skills Development” set up under the project EBSOMED, BUSINESSMED organized on December 15, 2020 a Webinar aiming at presenting the strategic orientations and the first conclusions and publications of the committee that intended to answer the priorities of the Technical and Vocational Education and Training (TVET) sector as defined by the European Union.

BUSINESSMED, with the aim to address the opportunities and suggest a list of recommendations and scenarios to help address the TVET sector challenges, created the Thematic Committee on “Skills Development and Vocational Training”. This committee gathered Employers' Organisations from the EuroMed Region, believing that today's economy requires advanced, flexible and fungible skills and that VET can boost organizational performance, competitiveness, research and innovation which is a central aspect of successful employment and social policy.

BUSINESSMED PRESENTS THE FIRST RESULTS OF ITS THEMATIC COMMITTEE ON “GENDER MAINSTREAMING AND WOMEN EMPOWERMENT”

18th December 2020, Online



Within the framework of the Thematic Committee “Gender Mainstreaming and Women Empowerment” set up under the project EBSOMED, BUSINESSMED organized on December 18, 2020 a Webinar aiming at presenting the strategic orientations the mission and the first conclusions and publications along with the objectives of the study carried out by this Committee regarding the gender dimension in the target countries.

During the webinar, the committee president presented the commission's mission and the purpose of the study by giving insights into the gender mainstreaming process in the target countries and challenges ahead. The different discussions highlighted gender equality policies and role of women in the post-Covid-19 recovery in the Mediterranean and presented good practices favouring gender diversity and measuring gender diversity across industries in the region. It was also the occasion to present the first results of the study and the factsheet elaborated following the research phase of the committee.



BUSINESSMED ACTIVITIES AS PART OF INVESTMED PROJECT in 2020



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



GOALS

BUSINESSMED LAUNCHES THE INVESTMED PROJECT TO SUPPORT YOUTH AND WOMEN ENTREPRENEURSHIP IN EGYPT, LEBANON AND TUNISIA

November 16th, 2020, Online



The President of BUSINESSMED and Vice President for Internationalization of Confindustria (Italy), Mrs. Barbara Beltrame Giacomello, launched the kick-off meeting of the project on November 24th, with the participation of high-level profiles, among which the Union for the Mediterranean, the Tunisian Ministry of Investment and International Cooperation and consortium members coming from 6 Euromed countries. The INVESTMED project aims at supporting new, sustainable business opportunities for young people and women in three Mediterranean Partner Countries: Egypt, Lebanon and Tunisia.

INVESTMED will impact MSMEs, start-ups and recently established MSMEs where staff will be trained and coached to become more sustainable, competitive and financially supported via an open competition. Specific business incubation services will be established for sustainable start-ups while relevant public authorities will benefit from capacity building and exchange of best practices to facilitate access and protect the intellectual property right for MSMEs.



**BUSINESSMED ACTIVITIES AS PART
OF CREAT4MED PROJECT in 2020**



GOALS

MEETING TO EXPLORE THE ECOSYSTEM OF THE CULTURAL AND CREATIVE SECTOR (CCI) IN THE MEDITERRANEAN



The Euro-Mediterranean Economists Association (EMEA) organized a meeting under CREAT4MED (CReative Entrepreneurs ACTing FOR the future MEDiterranean) project on Monday 27 July 2020. This meeting is part of the CREAT4MED project Mapping activity, which aims to explore the CCI ecosystems of Southern Neighborhood Countries.

The CREAT4MED project, launched in March 2020 and led by EMEA with 4 partners [IEMED (Spain), BUSINESSMED (Tunisia), IED (Greece) and FEPS (Egypt)] aims to enhance the role of culture as a vector for employment and resilience in Southern Neighbourhood Countries (SNCs).

This virtual meeting brings together experts, researchers and other stakeholders to exchange views and experiences on the CCI ecosystem in the region.

During the meeting, the call for the Technical Expert Group on CCI and entrepreneurship in the Mediterranean is launched. The final composition will be announced in September 2020.



Involvement and synergies 2019-2020

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.

- Labelling Southern BSOs' Services Workshop - Coordinated strategies to drive investments towards sustainable development- 29,29, 30 April – 5 May 2020

<https://cutt.ly/Bzh9G8d>

- Union for the Mediterranean's 2nd Digital Steering Committee Meeting on Reinforcing the Innovation-Employability Nexus in the Mediterranean (UfM RI-EN) – 5-19 May 2020

<https://cutt.ly/EbmP7pK>

- UfM online workshop “Social economy and the post-pandemic recovery: challenges and prospects” 26 June 2020

<https://cutt.ly/jbmAijY>

- UfM 4th Social Dialogue Forum 06-07 October 2020

<https://cutt.ly/PbmP2se>

- UfM Trade and Investment Forum - 12 November 2020

<https://cutt.ly/xbmAprP>

- UfM regional platform on Employment and Labour – 19/20 November 2020

<https://cutt.ly/mbmW9Al>

- MENA-OECD Business Advisory Board's (BAB) webinar on COVID-19 Pandemic Crisis Response 14 May 2020

<https://cutt.ly/4bmP57f>

- Webinar "Transparency and Disclosure at the times of Covid-19 - Transparence et Divulgation au temps de la COVID-19"

<https://cutt.ly/CyGpaq1>

- Roundtable on Investment and Sustainable Development 2020

<https://cutt.ly/tbmAyMt>

- MENA-OECD Working Group on SME and Entrepreneurship, Policy held on 16-17 November 2020

<https://cutt.ly/9g7gm9X>

- MENA-OECD - OCDE Business Advisory Board (BAB) on December 10, 2020

<https://cutt.ly/8bmEu8H>

- BUSINESSMED participation at the “Skills for Enterprise Development” webinar the Innovation-Employability Nexus in the Mediterranean (UfM RI-EN) – 5-19 May 2020

<https://cutt.ly/bbmEzK3>

- Development of more synergies between EBSOMED and MED MSMEs projects

<https://cutt.ly/pbmlZuU>

- EuroMed Summit 2020 of Economic and Social Councils and Similar Institutions 26 November 2020

<https://cutt.ly/cbmlD7v>

- "Global Value Chains for the development of comparative advantage in the Agadir Member States

<https://cutt.ly/TbmETes>

- Sea Green Economy for the Mediterranean: A valuable asset for Youth and its employability, Civitavecchia, 28 March, 2019

<https://cutt.ly/pbmOaWc>



- UfM Regional Dialogue Conference "Shared views on key issues in the Mediterranean" , Barcelona, 22-23 May, 2019

<https://cutt.ly/lbmOgtT>

- EU Med means Business – Shaping The future of entrepreneurship in the South, Brussels, 20-23 May, 2019

<https://cutt.ly/vbmOPHd>

- MENA OECD working group on SMEs and Entrepreneurship, Tunis, 19 June, 2019

<https://cutt.ly/DbmOGKo>

- - 2019 Annual Conference of the HOMERe project "Employment and Employability: Adequacy to the Mediterranean Labour Market", Marseille, 20-22 June, 2019

<https://cutt.ly/XbmONV0>

- Connex Sicilia, Palermo, 24-26 June, 2019

<https://cutt.ly/rbmO0H9>

- Final Conference EMNES project: "Towards a socio-economic model focused on regional integration and employment in the Mediterranean", Brussels, 26-28 June, 2019

<https://cutt.ly/BbmO3u4>

- The Mediterranean in the era of the Fourth Industrial Revolution: the impact of digitalisation on human capital and mobility, Tunis, 1 October, 2019

<https://cutt.ly/bbmPwiN>

- «Incontrimpresa 2019 - Connex Sicilia Catania Siracusa», Siracusa, 11 October, 2019

<https://cutt.ly/WbmPrxK>

- Euromed Summit of Economic and Social Councils and Similar Institutions, Barcelona, 22-23 October, 2019

<https://cutt.ly/nbmPpYf>

- 1st Meeting between the EBSOMED team and the International Trade Center representatives, Geneva, 5 November, 2019

<https://cutt.ly/obmPfPH>

- - UfM Regional Seminar on Blue skills, careers and jobs, Brussels, 19 November, 2019

<https://cutt.ly/abmPS8W>

Brussels Civil Society Forum II, Brussels, 2-3 December, 2019

<https://cutt.ly/ObmPKat>

- 9th UfM High-Level Working Group on Employment and Labour, Barcelona, 5 December, 2019

<https://cutt.ly/UbmPZbb>

- MED MSMEs Stocktaking and way forward", Barcelona, 11-12 December, 2019

<https://cutt.ly/ObmPMnz>



BUSINESSMED's Commitment in the future

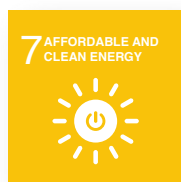
BUSINESSMED's commitment to Global Compact and the SDGs will continue to be a core area of its effort. We will continue our dedication to Global Compact through our conducted actions and collaborations. Moreover, BUSINESSMED will work actively to tackle new challenges related to Global Compact such as:

Working more on our engagement towards environmental issues in the Mediterranean Basin by fostering an inclusive and sustainable circular Economy.

Contributing to the digitalization of the economic development in South-Med region by getting involved in growing and promising initiatives on Industrial Revolution 4.0 and on new,

Sustainable business opportunities involving youth and women. Contributing to the promotion of an institutionalized, strengthened, dynamic and inclusive social dialogue fostering strong institution and social economic stability within the Mediterranean Basin.

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



BUSINESSMED

Union of Mediterranean Confederations of Enterprises



GOALS

BUSINESSMED's COE 2017/18

