

BUSINESSMED's COMMUNICATION ON ENGAGEMENT 2021-2022



GOALS



Statement of Continued Support

3th May 2023

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



BUSINESSMED
Union of Mediterranean Confederation of Enterprises
Union Méditerranéenne des Confédérations d'Entreprises

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ABOUT BUSINESSMED

The Union of Mediterranean Confederations of Enterprises (BUSINESSMED) is a regional organization which gathers 25 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 Countries :Egypt, Lebanon, Tunisia





NATIOONS is a 2 years project financed under Horizon Europe. The project aims to facilitate the deployment of the EU Soil Mission across EU Member States and Associated Countries during most of its first 'induction and pilot' phase (2021-2025). NATIOONS acts as a messenger of the Mission, raising awareness among national and regional stakeholders, providing access to quality-checked capacity-building materials and information, spurring the discussions on the best Living Lab setups to address regional soil needs, and fostering early matchmaking for cross-regional LL clusters.



The BlueMissionMed Coordination and Support Action (CSA) will design, structure and support a well-functioning basin scale innovation ecosystem, ensuring fast progress towards the achievement of Mission "Restore Our Oceans and Waters by 2030" objectives and important impact on the society.

The project builds on, connect and structure existing initiatives and activities to disseminate and upscale solutions and mobilise relevant actors with the specific aim of addressing the Objective of the Mission, namely "prevent and eliminate pollution of our ocean, seas and waters".

BlueMissionMed will engage stakeholders from Policy, Business, Research & Innovation and Civil Society, as well as the so-called Ecosystem Enablers to synergize the actions of the Mission Lighthouse in the Mediterranean basin.



Financed by European union under the ENI-CBC MED program, MED4WASTE (Mediterranean dialogue for waste management governance) is a project which aims to facilitate new governance models for integrated and efficient urban waste management (WM) policies across the Mediterranean, with particular emphasis on organic waste and circular economy (CE).





The CREAT4MED project, which runs from 1st March 2020 to 31st August 2024, aims to enhance businesses and entrepreneurship in the cultural and creative industries (CCIs) of the Southern Neighbourhood of the EU, with a special emphasis on young people and women. The project seeks to strengthen CCIs in the region and support entrepreneurs, start-ups, and small and medium-sized enterprises (SMEs) to attract investment, create jobs, and foster inclusive economic growth. To achieve these objectives, the project aims to boost CCI businesses and entrepreneurship, empower current and potential entrepreneurs through tailored training and financing opportunities, and establish a regional CCI hub to strengthen networking, exchanges and cooperation in the sector across the Mediterranean.



The Business Country Desk is a dynamic online portal, initiated by BUSINESSMED in the framework of the EU-funded project EBSOMED, in order to boost regional economic development in the southern Mediterranean Neighborhood. Besides, it confers the business community (companies, SMEs, start-ups, etc.) the unique opportunity to undertake sustainable business partnerships with their peers operating across the Euro Mediterranean and MENA region.

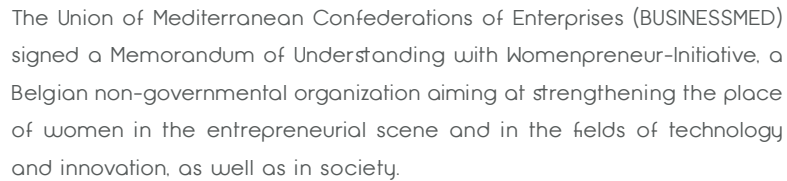


Activities of BUSINESSMED in 2021

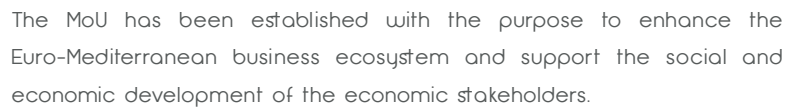


GOALS

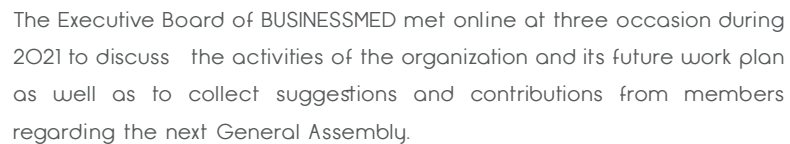
22 February 2021



26 February 2021



16 march, 20 May, 09 September & 3 December 2021



BUSINESSMED Online Workshop : "Vocational Training and Skills Development"

30 March 2021



The Board of Directors of BUSINESSMED met online on March 30. It was an opportunity to review the progress of the various projects managed by BUSINESSMED. The Board also talked about new areas of expertise around which will be articulated the strategy and sustainability of the organization.

BUSINESSMED Online Workshop : "Vocational Training and Skills Development"

21 April 2021



The aim of the workshop was to exchange and collect more information on the field of vocational education and training in the target countries. The committee members from Egypt, Lebanon, Portugal and Morocco each presented practical cases and examples of procedures in force in their respective countries. The committee for the benefit of employers in the Euro-Mediterranean region intend to meet the priorities of the sector of Technical and Vocational Education and Training (TVET) as defined by the European Union.

BUSINESSMED invited to the 2nd Independent Dialogue of the UN Food Systems Summit

21 June 2021



BUSINESSMED took part in the activities of the 2nd Independent Dialogue of the UN Food Systems Summit organized by the Union for the Mediterranean the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), the Food and Agriculture Organization (FAO), the UN One Planet Network Sustainable Food Systems Programme, and the Partnership for Research and Innovation in the Mediterranean Area Foundation (PRIMA).

BUSINESSMED partners with UfM to address increasing skills challenge in the Med region through Social Dialogue practices

8 July 2021



BUSINESSMED, with its expertise on the promotion of social dialogue, partnered with the Union for the Mediterranean UfM to improve the involvement of Social Dialogue when addressing the challenges that labour markets face in the Mediterranean region.

BUSINESSMED webinar "Towards a joint Roadmap on job for skills and the role of the private sector"

14 September 2021



The event was the occasion to present the 2nd periodical survey following the empirical results of the study and to share information and facilitate peer learning about how various TVET stakeholders have been implementing TVET provision in the Euro-Mediterranean Region.

BUSINESSMED part of the workshop « post-pandemic Euro-Arab economic relations »

28 September 2021



BUSINESSMED was part of the discussions of the workshop « post-pandemic Euro-Arab economic relations » which aims to strengthen cooperation between key regional actors in Euro-Arab relations. The dialogue focused on three main areas: Opportunities to increase connectivity between the two regions and increase intra and inter-regional trade, and finally promoting inclusion, food security and environmental concerns for a socially and environmentally responsible recovery.



BUSINESSMED part of the online conference "Women in the Blue Economy in the Mediterranean"

22 September 2021



The representative of BUSINESSMED, emphasized the adverse effect of the pandemic that further widens the gender gap, especially in the MENA region. He also highlighted the efforts the organisation in setting up support and guidance actions for women to inform them of possible opportunities through the projects managed by BUSINESSMED, but also through the BCD platform which facilitates women's access to business networks, thus reducing the risk of gender discrimination when contacting potential investors and partners.

BUSINESSMED part of Women Entrepreneurs 2021 Forum

7 October



BUSINESSMED, fully committed to the Sustainable Growth of the Circular Economy, took part in the Blue Planet Economy European Maritime Forum 2021, an event focused on promoting new market opportunities for the development of the maritime economy.

BUSINESSMED partner of the 5th edition of the Forum Italia Africa Business Week

9 October 2021



BUSINESSMED contributed to the discussions of the 5th edition of the Forum Italia Africa Business Week "Building Back Better Together". The representative of BUSINESSMED presented the activities focused on promoting the business ecosystem of the region, as well as attracting foreign direct investment and strengthening cooperation between the two shores

BUSINESSMED and Konrad-Adenauer-Stiftung join forces for the economic recovery in the South Mediterranean region

11 October 2021



The different interventions provided an overview of the economic and geopolitical situation in the South Med region and an overview of the latest stimulus reforms and efforts by international and regional organizations since the outbreak of the pandemic.

The UFM and BUSINESSMED join forces for a new strategy on Vocational Training and Higher Education

21 November 2021



Ultimately, the aim of this Committee was to foster the exchange of expertise and best practices in Vocational Training and to initiate a multi-stakeholder discussion on instruments and policy trends to improve its functioning, especially with regard to higher education.



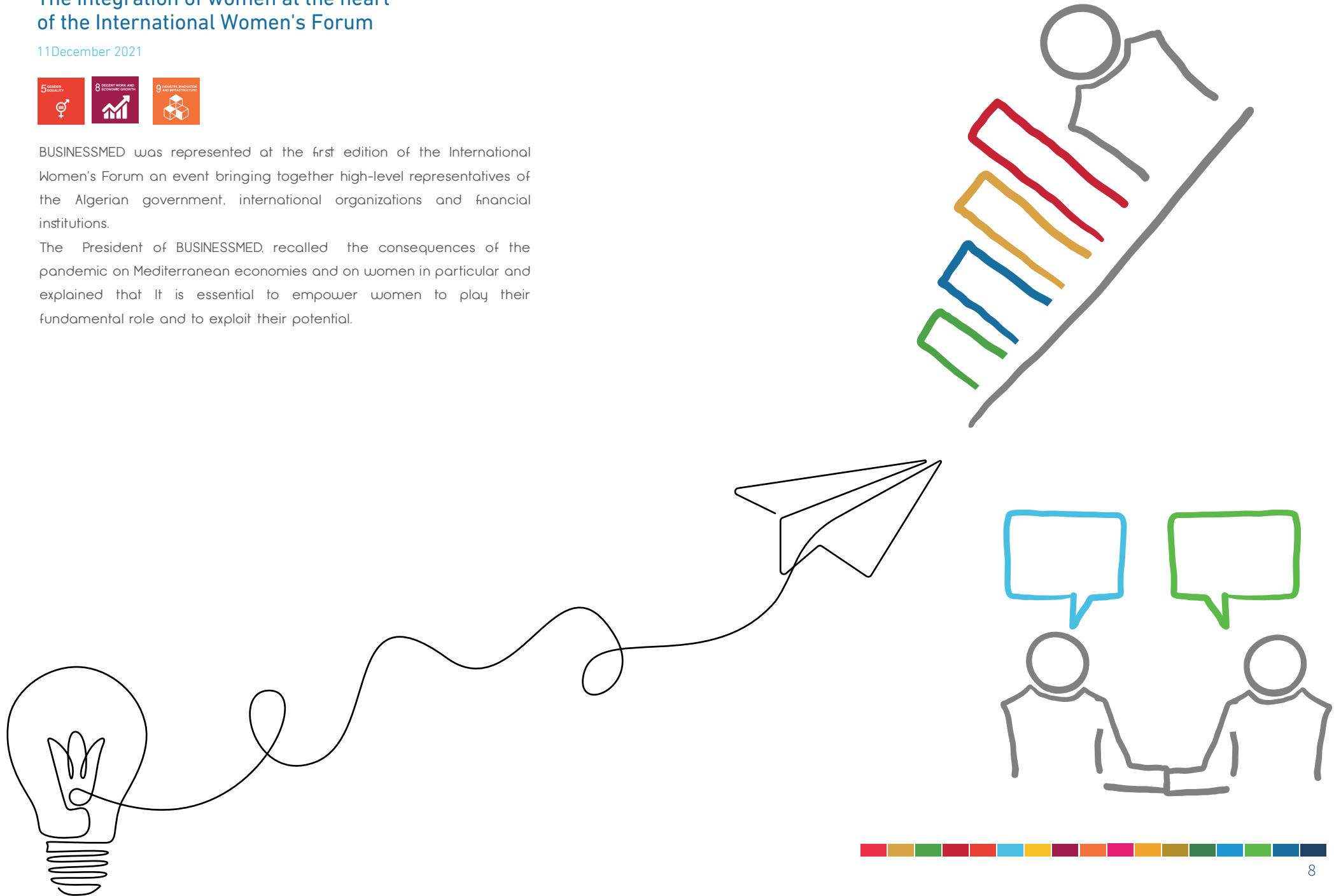
The integration of women at the heart of the International Women's Forum

11 December 2021



BUSINESSMED was represented at the first edition of the International Women's Forum an event bringing together high-level representatives of the Algerian government, international organizations and financial institutions.

The President of BUSINESSMED, recalled the consequences of the pandemic on Mediterranean economies and on women in particular and explained that It is essential to empower women to play their fundamental role and to exploit their potential.



EBSOMED



GOALS

6th EBSOMED Executive Committee Meeting

15 January 2021



The meeting held online gathered the Directors and project managers of the Consortium, the EBSOMED Secretariat as well as the European Commission representative (DG NEAR), the Deputy Head of Unit Ms. Ingrid Schweiger, who marked the importance for the EBSOMED project to continue to push forward, ensuring the sustainability component in line with the new European Commission priorities.

BUSINESSMED training workshop on how to create a BCD account

10 March 2021



64 participants, mainly Business Support Organisations and Small and Medium-Sized Enterprises, including women-led businesses from 16 European and Southern Neighbourhood countries, benefited from the training. The training focused on the different steps of creating a BCD account and participants were encouraged to start the registration of their organization during the event in order to be able to offer them online help.



BUSINESSMED Online Workshop : "Vocational Training and Skills Development"

15 June 2021



The aim of the workshop was to exchange and collect more information on the field of vocational education and training in the target countries. The committee members from Egypt, Lebanon, Portugal and Morocco each presented practical cases and examples of procedures in force in their respective countries. The committee for the benefit of employers in the Euro-Mediterranean region intend to meet the priorities of the sector of Technical and Vocational Education and Training (TVET) as defined by the European Union.

National BCD country presentation: focus on Egypt

15 June 2021



After a brief reminder of the benefits of the platform and the different steps to create a BCD account, participants worked together on a scenario of a B2B matching event, a preparatory step to the B2B Business event that will take place in Egypt later in 2022.

BUSINESSMED further promotes the Women on Board Thematic Committee

15 September 2021



The webinar presented the 2nd periodical survey following the empirical results of the study and to learn more about gender equality policies and role of women in the post-COVID recovery in the UfM countries. It also allowed the dissemination of good practices favouring and measuring gender diversity across industries and Mediterranean countries.



BUSINESSMED Webinar: Review on the situation of «R&D Energy Technology» in the Med region

16 September 2021



Synergies between the EBSOMED project and other Mediterranean initiatives in the field of innovation and green economy were showcased during the webinar. The variety of initiatives presented demonstrated the synergies that the project and the thematic commissions launched by BUSINESSMED have been able to establish at the Mediterranean level.

BUSINESSMED Online Workshop on advanced EU project proposal development

20 to 24 September 2021



Organized in the framework of the EBSOMED project, the advanced course represents the last chapter of the three workshops on EuropeAid grant management and project development presented in the framework of the EBSOMED project. This virtual class will allow to explore in depth the new EU funding instrument, NDICI, so that the organizations will be ready to hit the ground running when the calls for proposals are launched.

The UFM and BUSINESSMED join forces for a new strategy on Vocational Training and Higher Education

26 November 2021



Ultimately, the aim of this Committee was to foster the exchange of expertise and best practices in Vocational Training and to initiate a multi-stakeholder discussion on instruments and policy trends to improve its functioning, especially with regard to higher education.

BUSINESSMED EMPLOYERS THEMATIC COMMITTEES : presentation of findings and launching of a new cycle

2 December 2021



BUSINESSMED brought together members and experts of its Thematic Commissions for the benefit of employers for a presentation of their work undertaken since 2018. The experts of the different Commissions presented the 2nd Fact Sheets and the Regional Industry Outlooks resulting from their studies, highlighting the role of the private sector to attract the attention of policy makers and investors, and promote business partnerships and innovation to meet current challenges

BUSINESSMED EMPLOYERS THEMATIC COMMITTEES : presentation of findings and launching of a new cycle

3 December 2021



High-level panellists from the European Commission, IOE and ITC highlighted, through their interventions, the role of digitalization as a driver for internationalization. The session outlined the purpose and potential of the BCD.

MED BUSINESS DAYS 2021: the economic recovery in the Mediterranean at the heart of the objectives of BUSINESSMED

2-3 December 2021



The Forum brought together Euro-Mediterranean economic operators between support organizations and SMEs and focused on their respective roles in stimulating economic recovery in the Mediterranean region.

The different sessions gave an overview of the Mediterranean markets and their specificities by highlighting the expertise and attractiveness of the region in terms of investments and sustainable partnerships. The second day was devoted to the B2B meetings, offering startups, companies and investors the opportunity to exchange and develop partnerships to facilitate access to foreign markets.



BUSINESSMED ACTIVITIES AS PART OF SOLiD PROJECT in 2021



GOALS

Social dialogue Training workshop for employer's confederations in Palestine

14 - 15 September 2021



Representatives of employers' organizations expressed their active involvement in the SOLiD2 project as it responds directly to their demands and will enhance their expertise and skills in social dialogue, which will positively reflect on the achievement of their goals through access to regional experiences and legal concepts to establish effective methods of work to confront most of the challenges.

National Capacity building workshop for Lebanese employers' confederation members of BUSINESSMED

23 - 24 September 2021



The workshop gathered key actors and focused on the importance of social dialogue as a tool to achieve the 2030 SDGs. It aimed to strengthen the capacity of key trade union representatives involved in the social dialogue process and the role of the different parties in establishing effective negotiations considering the different challenges in Lebanon and adopting a gender and human rights oriented approach.

kick off seminar of the second phase of the SOLiD project

29 - 30 September 2021



The regional seminar was held in Tunis both online and on-site with the main objective of publicly engaging key partners involved in the social dialogue process in the Mediterranean region and launching phase 2 of the project, which involves three new countries. The outline of this four-year program, its objectives and expected results were also presented.

SOLID bipartite workshop in Lebanon

14 - 15 September 2021



BUSINESSMED co-organized bipartite workshops in the framework of the second phase of the SOLiD project, aiming to raise awareness among social partners on the principles of social dialogue and the objectives of sustainable development.



BUSINESSMED ACTIVITIES AS PART OF INVESTMED PROJECT In 2021



GOALS

INVESTMED engages with key actors to support green& sustainable entrepreneurship development

31 March 2021



The INVESTMED consultation sessions were designed to involve and engage with the key players in the cultural and creative industries (CCI) and the Blue and Green economy.

The project is setting up a framework to strengthen Women and Youth Entrepreneurship in Egypt, Lebanon and Tunisia. This framework will provide expertise, training, coaching and funding to selected start-ups and newly established MSMEs in the target countries.

Launch of the INVESTMED "Sustainable Business Management" training cycle

20 September 2021



The Investmed Project training cycle "Sustainable Business Management" dedicated to Tunisia and piloted by BUSINESSMED and gathered beneficiaries and partners of the project for an information and exchange session, while insisting on the cooperation between Mediterranean countries to ensure the success of such an initiative.

Consultation sessions for the INVESTMED project

2 July 2021



The cycle of consultations launched by the Investmed Project, led by BUSINESSMED, ended on July 2, 2021 with a follow-up session dedicated to Lebanon.

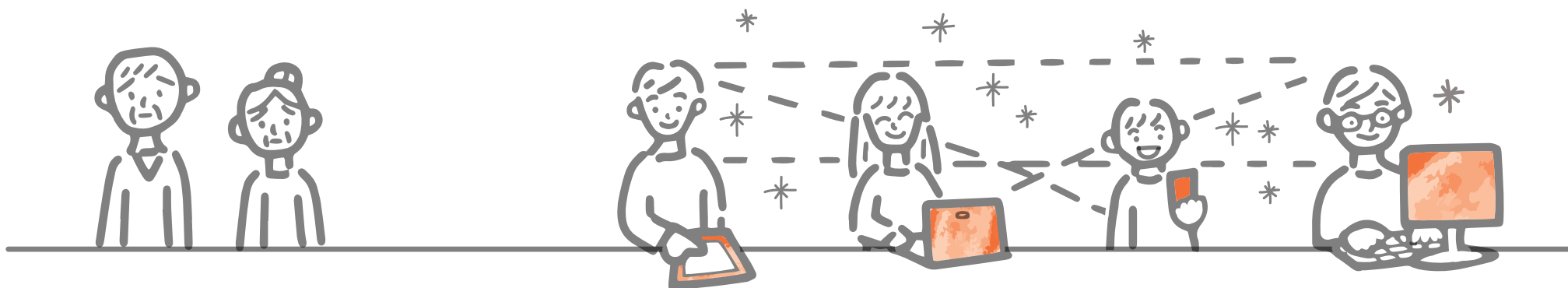
The meeting was also an opportunity to submit the program, structure and content of the training on Sustainable Business Management proposed by the project and to remind the call for participation for this training on sustainable development for operators in Egypt, Lebanon and Tunisia.

BUSINESSMED launch information session for the INVESTMED project

16 July 2021



BUSINESSMED gathered during this event actors of social innovation networks in Tunisia for an information session on the call for participation set up by Investmed Project for training in sustainable development and management of organizations in Egypt, Lebanon and Tunisia.



BUSINESSMED ACTIVITIES AS PART OF Med4Waste PROJECT In 2021



GOALS

BUSINESSMED partner of MED4WASTE, a new project to develop sustainable waste management in the Mediterranean

27 October 2021



BUSINESSMED team presented the activities that the organization will implement in the framework of MED4WASTE, involving the private sector and social dialogue, according to the triple bottom line approach: Environment, Social and Governance. Its role is, among other things,

BUSINESSMED meeting with Med4waste project leader

10 December 2021



BUSINESSMED organized a coordination meeting in the framework of the Med4Waste Project, with the project leader, BETA Tech Center, with the aim of monitoring and reviewing the implementation of the project with a view to achieving the expected results.



BUSINESSMED ACTIVITIES AS PART OF CREACY4MED PROJECT in 2021



GOALS

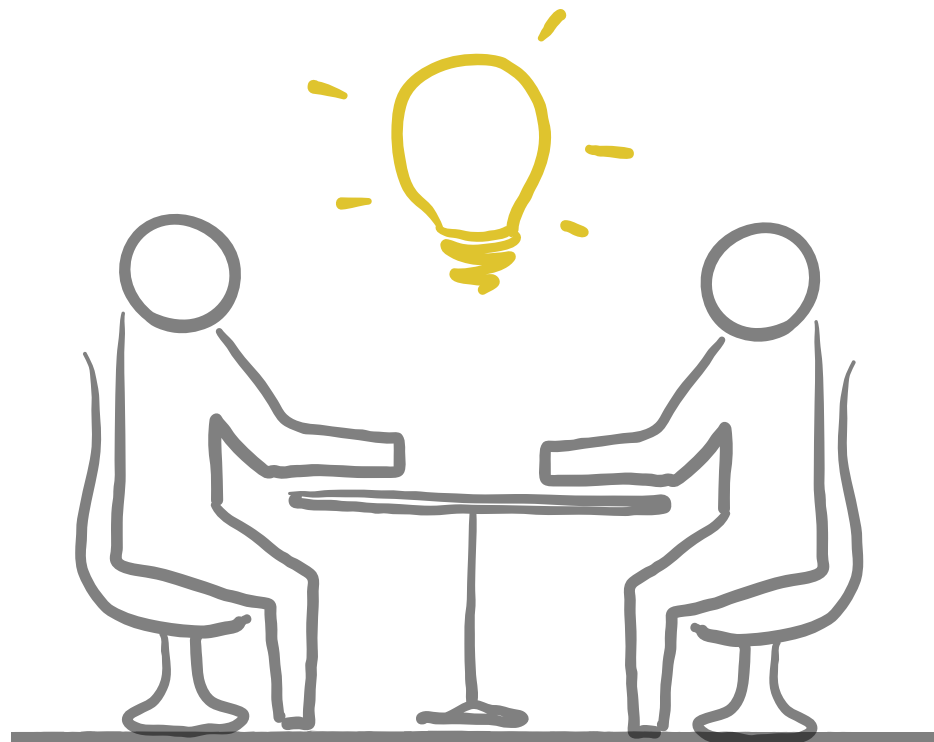
BUSINESSMED expertise highlighted during the CREAT4MED annual conference

25 November 2021



As a member of the project consortium, BUSINESSMED took part in the first edition of the online CREAT4MED Annual Conference, with the aim to raise awareness of the role of (CCI) culture and creativity as a vector for employment and value generation in Southern Mediterranean Countries.

The event highlighted the project's progress and provided a space for entrepreneurs, incubators, policy-making entities, regional initiatives, and international organizations to present their projects and achievements. The General Director of BUSINESSMED, Jihen Boutiba, presented the actions undertaken by BUSINESSMED in terms of social dialogue and improving the business climate in the Mediterranean



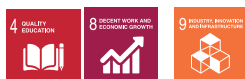
Activities of BUSINESSMED in 2022



GOALS

BUSINESSMED Joins Euromesco in Promoting Social Justice and Inclusion in the Mediterranean

13 January 2022



The discussion took place in the framework of a technical assistance mission assigned by the Union for the Mediterranean (UfM) to promote employability among young people in the Euro-Mediterranean region and address the skills mismatch. The event brought together employers, policymakers, and education experts to examine possible recommendations for the UfM strategy.

BUSINESSMED's Green Deal Commission for Economic Growth and Job Creation in the Mediterranean

17 January 2022



During its inaugural meeting held the 17th of January 2022, the Green Deal Commission discussed the need to invest in sustainable development to support the transition to a low-carbon economy. The Commission aims to provide a platform for stakeholders to share information and experiences and to establish a roadmap and a calendar of activities for the current year.

BUSINESSMED Thematic Commission Outlines Roadmap for Green Deal Implementation

25 February 2022



The members discussed the modalities for the selection of the Commission's expert and defined the main milestones of the roadmap and timeline for the current year. The experts present at the event shared their views on how the Green Deal could be implemented in the Mediterranean region and how employers could play a role in driving sustainable change.

BUSINESSMED online Conference Explores Ways to Transform Informal Sector in Africa into a Real Opportunity

15 February 2022



The transition from the informal to the formal sector requires the development of clear legal and institutional frameworks that are adapted to each country's needs. Strong policies, especially for women, must be implemented in consultation with all social partners to ensure that the transition is successful. The conference highlighted the importance of collaboration between all stakeholders to create a sustainable and thriving economy in the region.

BUSINESSMED invited to the Thematic University-Business Forum "collaboration in a time of recovery and resilience"

22 - 23 February



The panel on university-business collaboration in the Mediterranean showed how innovation, regional cooperation and a multi-stakeholder approach could bring about a concrete commitment from the whole ecosystem to overcome the skills mismatch and improve access to the labour market. BUSINESSMED highlighted how the organization is working to bring the private sector closer to innovation and research activities, to strengthen knowledge transfer and to foster the correlation of skills in an ever-changing labour market, in order to maintain the socio-economic prosperity of the region.



Internationalization of SMEs at the centre of a new BUSINESSMED Employer's Thematic Committee

9 March 2022



This commission aims to feed the reflection of stakeholders on active policies related to improving the competitiveness of SMEs and increasing trade between the European Union and Mediterranean countries. The Rome meeting aimed to identify a set of best practices and guidelines to foster international development and thus promote intra-Mediterranean trade as a roadmap towards economic recovery, with the objective of helping SMEs access new markets to strengthen competitiveness, economic growth and innovation in the Euro-Mediterranean region.

BUSINESSMED's New Committee Focuses on Young Entrepreneurs and Gender Equity

10 march 2022



The goal of this Committee is to foster regional inclusion and create opportunities for young people, as well as promote gender equity through socio-economic reforms and key investment initiatives.

BUSINESSMED aims to facilitate the exchange of best practices and create a platform for dialogue among employers' federations in the Euro-Mediterranean region.

BUSINESSMED Joins MIP Partners to Foster Youth Entrepreneurship and Innovation in the Agri-food Sector

26 April 2022



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BUSINESSMED part of the EU-OECD Advisory Group first meeting

31 March 2022



The Advisory Group gathered representatives from MENA economies, the European Union, the ILO, the ITC, the UfM, the European Investment Bank, the European Bank for Reconstruction and Development and other regional organisations such as BUSINESSMED bringing the voice of the Mediterranean private sector.

The aim of this meeting was to present the major activities conducted during the first year of implementation along with the next steps of the Programme. The event was also an opportunity to request feedback from policymakers.



Driving Recovery and Resilience: BUSINESSMED Advocates for Civil Society Action at Marrakech Summit

31 May to 1st of June 2022



During the workshop, Sammut Bonnici Member of the Executive Board of BUSINESSMED presented the actions of BUSINESSMED and how the organization collaborates with various stakeholders, including civil society organizations, to build resilience across the Mediterranean region.

BUSINESSMED's participation in the summit highlights the organization's commitment to driving recovery and resilience across the Mediterranean region.

BUSINESSMED Contributes to Environmental Dialogue at EU Green Week 2022

29 May to 5 June 2022



The 2022 edition of EU Green Week had a particular focus on the European Green Deal, a transformative growth strategy aimed at achieving a resource-efficient and climate-neutral Europe by 2050. The conference opened with a high-level debate on the implications of the COVID-19 crisis for EU environmental policy, setting the stage for productive discussions throughout the week.

BUSINESSMED anniversary: 20 years promoting Euro-Mediterranean business ecosystem

14 September 2022



BUSINESSMED kicked off its anniversary celebrations on September 14th during a dinner celebration at MUZA museum, an event organized in the beautiful city of Valletta in Malta bringing together its members, partners, and representatives of the Euro-Mediterranean business ecosystem. Since its creation, BUSINESSMED was and still is a space for dialogue for the main employers' organizations. During 20 years of existence, many dreams were made, many projects were conceived, and many agreements were reached.

BUSINESSMED participates in webinar to promote innovation for sustainable food systems in the Mediterranean

13 October 2022



BUSINESSMED highlighted the extent to which agribusinesses and, in particular, SMEs have made progress in the transition to improved sustainable business practices. During the webinar, the organisation shared concrete examples of successful cooperation between businesses and universities in the Mediterranean region. The intervention emphasised the importance of creating an enabling environment that supports and facilitates collaboration between different actors in the agri-food sector to foster innovation and sustainable practices.

BUSINESSMED Joins Blue Planet Economy Expoforum for Sustainable Maritime Economy

21 October 2022



The session aimed to identify technologies, strategies, and best practices to manage and protect the seas and oceans, which are fundamental resources for humanity. With its commitment to sustainable development, BUSINESSMED actively contributed to the dialogue, sharing its vision and experience on the role of research and innovation in promoting a sustainable maritime economy.



Stakeholder engagement mechanism explored at CSO/Youth event with participation of BUSINESSMED

28 November 2022



As a prominent actor in the EU-Mediterranean-Africa relationship, BUSINESSMED emphasized the need for an economic partnership that builds on the Free Trade Agreement with the African continent. Such a partnership should aim to facilitate and support trade, while also providing funds to businesses to develop their activities and create new value chains.

Stakeholder engagement mechanism explored at CSO/Youth event with participation of BUSINESSMED

28 November 2022



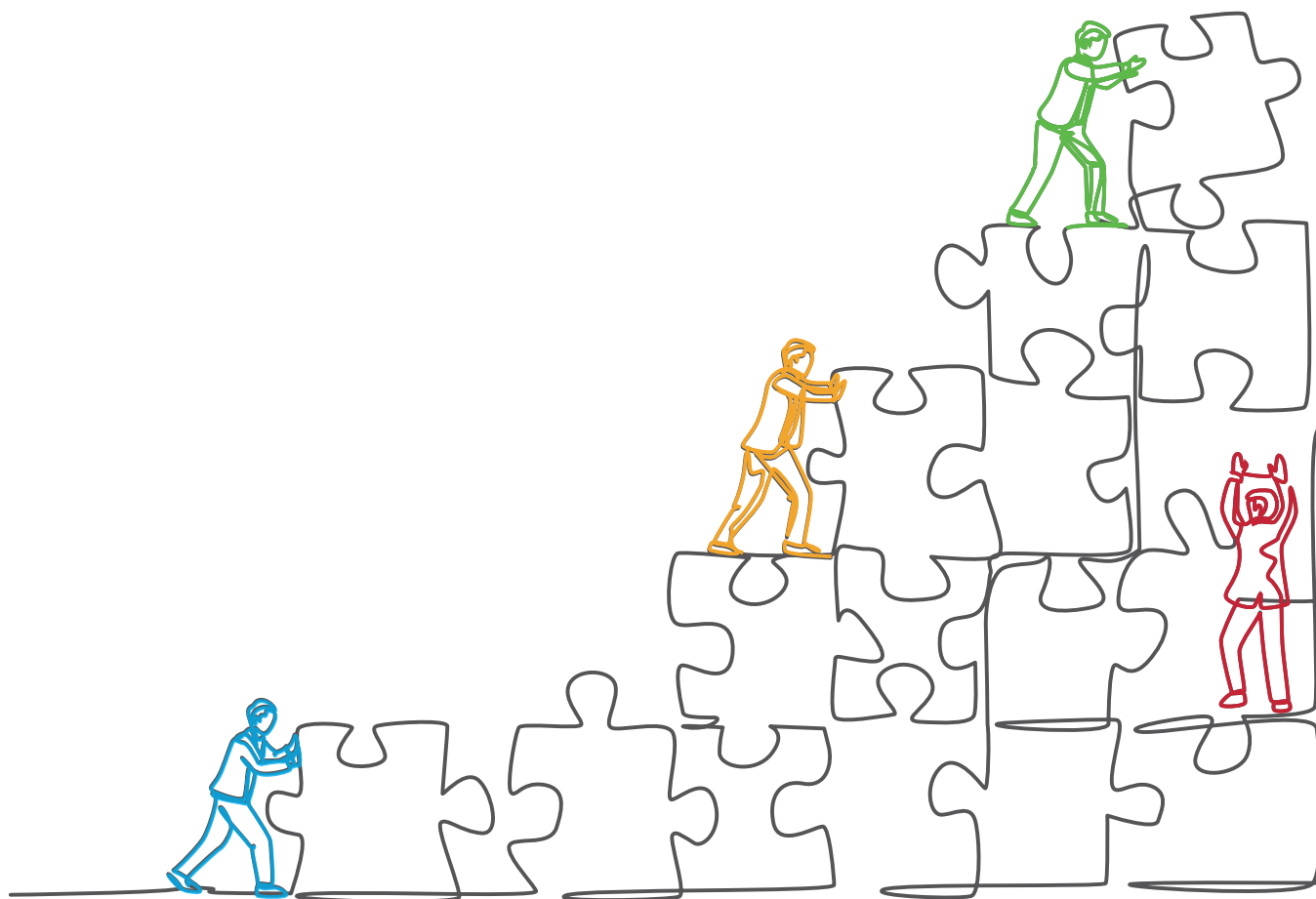
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BUSINESSMED Joins Euromesco in Promoting Social Justice and Inclusion in the Mediterranean

30 November 2022



BUSINESSMED proudly participated in the annual Euromesco conference's closing event on November 30, 2022, held in Brussels, Belgium, which focused on achieving greater social justice and inclusion in the Mediterranean region. The event brought together key representatives from EU institutions, civil society, academia, and the private sector to discuss accountability and anti-corruption policies.



**BUSINESSMED ACTIVITIES AS PART
OF EBSOMED PROJECT in 2022**

EBSOMED



GOALS

Results-Based Management training organized by the EBSOMED project

11 to 15 April 2022



The Training aimed at reinforcing the capacity of Business Support Organizations and staff in implementing and adapting project and management activities based on results chains with expected outcomes and desired impact. The overall objective was to allow participants to be able to apply the acquired know-how to current and future projects and calls for proposals by creating strong results chains, and by applying assessment methods necessary to reassess and redefine results chains, in order to achieve the expected results and improved performances.

Med Business Days 2022: connect the Mediterranean for a more resilient and sustainable future

14 - 15 September 2022



The event that was inaugurated by words of encouragement from the Honourable George Vella, President of the Republic of Malta via a video message featured different sessions ranging from keynotes, panels, and Sectoral workshops, and tackled key sector for the future of the Mediterranean and its integration within the Euro-Med African value chains. The second day opened with a video message from Roberta Metsola, President of the European Parliament where the panel on "Tourism & Hospitality" focused on how the sector has evolved and is adapting to a more digital and sustainable form.

Sustainability, cooperation and digital innovation as keys to the future of the economy in the Mediterranean region

16 to 18 November 2022



The Academy concluded with the Mediterranean Innovation Hub panel, which presented four digital platforms offering solutions to Mediterranean companies and entrepreneurs, including the Business Country Desk (BCD), an initiative developed by BUSINESSMED within the framework of the EBSOMED project to assist and stimulate regional economic activity and create networks and partnerships.

EBSOMED presents the opportunities of green growth on the sidelines of the 9th Ministerial Conference in Cyprus

7 October 2022



In the framework of The 9th Ministerial Conference "Environment for Europe", BUSINESSMED organised the EBSOMED conference "Opportunities for Green Growth in the Mediterranean" which brought together Euro-Mediterranean experts to discuss the avenues and policy directions to foster a green transition in the Mediterranean countries, in light of the changes in the global economy that were already underway, but which have become more important due to recent events.

Smart cities and innovative solutions at the heart of Portugal EBSOMED roadshow

12-13 October 2022



The event I focused on knowledge transfer, innovation and the relationships between the academic and scientific world, companies, and society in general. Participants included municipalities, national and international public and private entities and educational institutions, as well as companies and technological start-ups with links to smart mobility, energy, IoT, environment and sustainability, water and waste management, artificial intelligence, cybersecurity, and big data. The event was also the occasion to use the BCD, the digital tool developed by the project to organize B2B and foster partnership opportunities.



BUSINESSMED ACTIVITIES AS PART OF SOLiD PROJECT in 2022



GOALS

Algeria hosts the SOLiD bipartite workshops for the promotion of social dialogue

13 - 18 march 2022



The event was organized by The Arab Trade Union Confederation (ATUC) under the second phase of the SOLiD programme at the National Institute for Research and Trade Union Studies in Algiers. Participants were divided into four bilateral groups, each with a social, economic, institutional, and environmental dimension to the work on the Sustainable Development Goals.

The activities of workshops were closed by the distribution of certificates of participation to the participants.

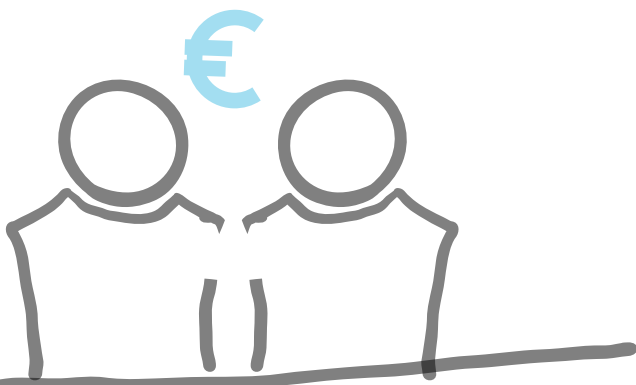
The role of Youth and Women in Social Dialogue highlighted during the SOLiD Regional Seminar on Economic & Social Issues

29-30 march 2022



The seminar brought together youth and women, representatives of employers, trade unions and civil society organizations from the six project target countries.

The event was an opportunity to involve youth and women by explaining mechanisms and concept of social dialogue and by getting the feedback of these particular groups, historically not involved in that kind of subject



Launch of the SOLiD National Tripartite Workshop between the Lebanese Social Partners

30 - 31 march



The project partners called for the rapid implementation of the SOLiD Charter for Social Dialogue that will bring together the social parties in Lebanon in a space for dialogue and search for solutions to social and economic challenges: the proposed solutions make up a shared and conscious commitment and a resolute advocate for social dialogue in Lebanon and throughout the southern Mediterranean.

BUSINESSMED Commits to Social Dialogue and Collaboration for Sustainable Labor Market at UfM Meeting

17 -18 Mays



The SOLiD project was highlighted as an excellent example of successful collaboration between social partners in delivering targeted and effective responses to current challenges to ensure the cohesion of the region. At the conclusion of the meeting, BUSINESSMED and other social partners from the UfM region released a Joint Declaration recognizing concrete actions taken to support tripartite social dialogue, emphasizing the importance of cooperation and seeking government support for successful and prosperous pacts:



BUSINESSMED Joins SOLiD National Workshop on Social Dialogue in Algeria

28 July 2022



BUSINESSMED highlighted its commitment to promoting social dialogue and its active participation in the SOLiD program. The organization believes that social dialogue is essential for achieving economic growth and development, creating jobs, and ensuring social stability. Through its initiatives and partnerships, BUSINESSMED is working to strengthen social dialogue mechanisms in the Mediterranean region and promote the principles of the SDGs.

SOLiD regional seminar on “The role of local communities and professional associations in promoting social dialogue”

3-4 october



The aim of the event was to address from this target's point of view the most important economic and social challenges to achieve sustainable development in the light of social changes in the southern Mediterranean countries. Representatives of municipalities, professional associations and economic and social councils from Morocco, Algeria, Tunisia, Palestine, Lebanon and Jordan participated in this activity to support the important role played by these parties in promoting and facilitating the social negotiation process.



Promotional week of the SOLiD project in Lebanon

5 - 7 october



Given the important role that universities play in raising awareness of the importance of developing social dialogue and activating reform policies, a meeting was held with representatives of American University of Beirut and another meeting with the Director of the Institute of Political Science at St. Joseph University to present the objectives and results of the SOLiD project.

Bilateral workshop between workers and private sector representatives

3 october 2022



The main objective of the training was to promote the idea and concept of social dialogue as a tool to address the most important issues and challenges, emphasizing the importance of exchanging views and proposals to advance the economic and social situation and create decent job opportunities. There were many recommendations and proposals that reflected the most important problems in the field and the possible ways to overcome the economic and social crisis.

SOLiD project showcased at regional platform on employment and work

18 - 19 october



As a prominent actor in the EU-Mediterranean-Africa relationship, BUSINESSMED emphasized the need for an economic partnership that builds on the Free Trade Agreement with the African continent. Such a partnership should aim to facilitate and support trade, while also providing funds to businesses to develop their activities and create new value chains.

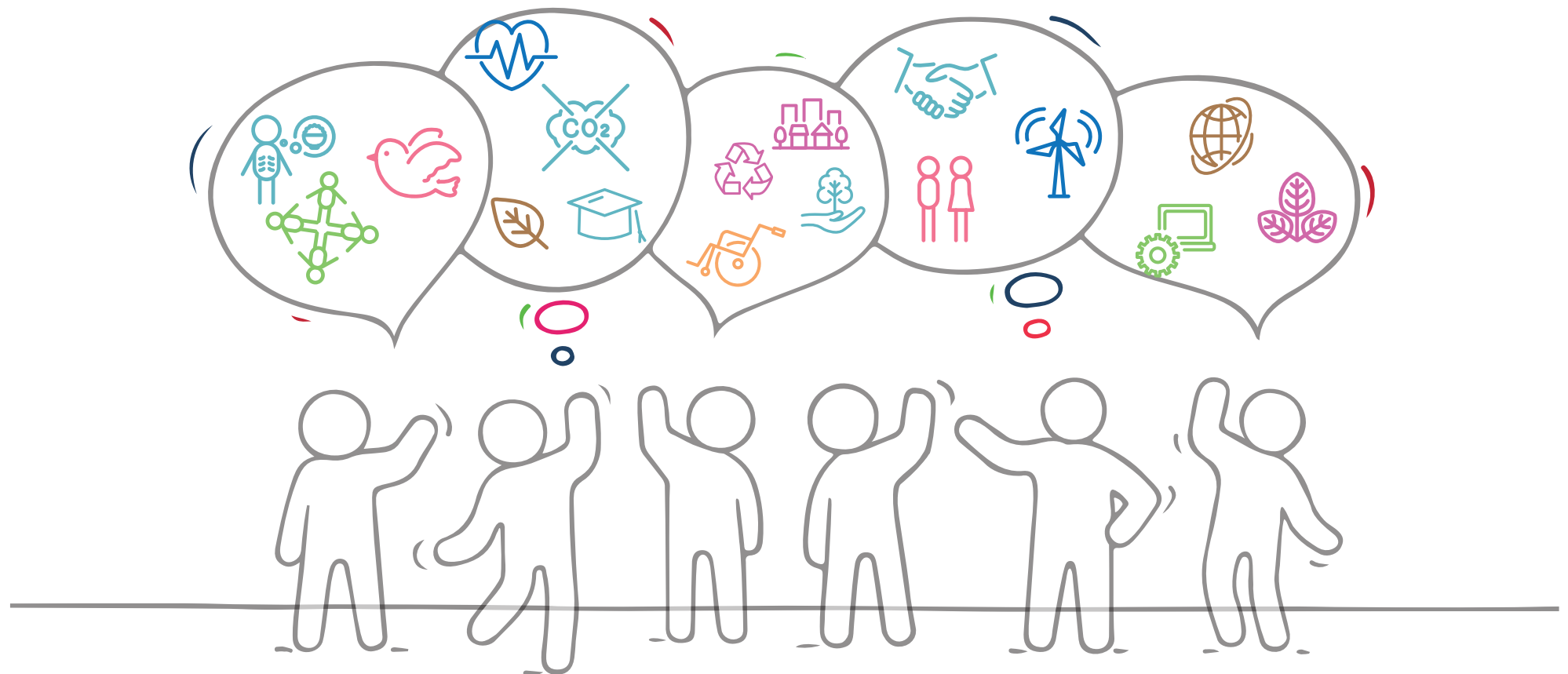


BUSINESSMED part of the 1st regional meeting of the SOLIFEM project

28- 29 November 2022



The meeting was inaugurated by the Minister of Labor, Employment and Social Security, and in the presence of the Minister of Training and Vocational Education, the Minister of Knowledge Economy, Start-ups and Micro-enterprises, the Ambassador of the Delegation of the European Union in Algeria, and several ambassadors and delegations from countries in the region.



BUSINESSMED ACTIVITIES AS PART OF INVESTMED PROJECT In 2022



GOALS

Investmed Project Promotes Socially and Environmentally Responsible Business Opportunities in the Blue Economy

25 January 2022



Initiatives like the Investmed Project are critical in promoting sustainable and responsible business practices. The project equips entrepreneurs with the necessary skills and knowledge to capitalize on the opportunities presented by the blue economy, while also ensuring that they operate in an environmentally and socially responsible manner.

Graduation Ceremony for INVESTMED's SBM Program in Tunisia: A Milestone for Sustainable Business Practices

31 January 2022



The training, organized as part of the INVESTMED project, was dedicated to the green economy and aimed at promoting socially and environmentally responsible business opportunities. The ceremony provided a platform for the students to showcase their case studies, which were evaluated for their final marks. The SBM training program is designed to equip entrepreneurs and business leaders with the necessary skills and knowledge to adopt sustainable business practices, which are increasingly in demand in the global market.

Fostering Innovation in the Blue Economy: BUSINESSMED Participates in WestMED National Coordinators Event

6 May 2022



The event focused on the opportunities that the blue economy represents for gas pedals and incubators, as well as for those who manage public and private funds to support innovative initiatives. The representative of BUSINESSMED highlighted the organization's areas of expertise and presented the role that the projects and the organization play in promoting the blue and sustainable economy.

INVESTMED project presented to students at Central Polytechnic University of Tunis

21 February 2022



BUSINESSMED representatives presented the different components of the project, including training cycles in sustainable business management, coaching and mentoring sessions, learning tours, and the Call for Grants for Micro, Small and Medium Enterprises. They explained how these activities could help young entrepreneurs and start-ups in the region to acquire the skills, knowledge, and resources needed to launch and grow successful businesses that are socially and environmentally responsible.

Supporting Skill Development for a Thriving Blue Economy: BUSINESSMED at Italian Embassy Workshop

11-12 May 2022



BUSINESSMED emphasized the benefits of inter-Mediterranean dialogue and socio-economic integration in promoting a sustainable blue economy in the region.

As a leading advocate for sustainable economic development in the Mediterranean, BUSINESSMED recognizes the critical role of inter-Mediterranean dialogue and collaboration in fostering a sustainable blue economy.



BUSINESSMED Joins Blue Finance Conference to Discuss Sustainable Investment in the Mediterranean

22 June 2022



The conference covered a range of topics, including current investment opportunities and procedures for sustainable development in the Mediterranean blue economy. Participants discussed the enabling conditions necessary to attract funding, such as policy and regulatory environments, technical assistance, and more. Through networking opportunities and matchmaking sessions, countries and businesses were able to connect with financial institutions, banks, and investors.

Trieste Investment Forum 2022: BUSINESSMED Advocates for Internationalization of SMEs

23 June 2022



During the forum and intervening online, Barbara Beltrame, the president of BUSINESSMED, emphasized the significance of advancing the internationalization of SMEs in industrial and innovative sectors based on new technologies and new mechanisms for facilitating trade and investment. She shared the priorities and strategic actions identified within BUSINESSMED, such as EBSOMED and Investmed Projects, aimed at creating an environment conducive to accessing new markets, generating new economic opportunities, and new jobs, especially for youth and women.

INVESTMED local pitch competition Tunisia: 27 SMEs & startups compete for 14 spots

6-1-7 July 2022



It provided a valuable opportunity for BUSINESSMED and other MIP partners to exchange ideas, share experiences, and explore new ways to support youth entrepreneurship and innovation in the agri-food sector. The launch of the PIM Observatory on Youth Entrepreneurship and Innovation Ecosystems, is a significant milestone for the network and highlights its commitment to promoting evidence-based policy-making and data-driven approaches to economic development.

BUSINESSMED and Beyond Group Host Consultation and trainings on Intellectual Property Rights in Tunisia

18 October 2022



The speakers provided valuable insights into the positioning and institutional capacities in IPR in Tunisia. They also proposed concrete ways to raise awareness of this concept and develop collaborative mechanisms between the different ecosystems involved.

The various beneficiaries were engaged in rich interactive sessions during which they shared their own experiences and gained an overview of the national and international IP frameworks.



BUSINESSMED ACTIVITIES AS PART OF Med4Waste PROJECT In 2022



GOALS

BUSINESSMED Highlights Importance of Bioeconomy at B-BLUE Final Conference

4 May 2022



BUSINESSMED emphasized the significance of the bioeconomy for businesses and its pivotal role in driving sustainable economic growth, reducing reliance on fossil fuels, and creating new job opportunities. The organisation showcased its involvement in promoting and strengthening the blue economy through various projects such as Investmed, EBSOMED, and Med4Waste.

BUSINESSMED Takes Part in Med4Waste Conference to Promote Circular Economy in the Mediterranean

6 October 2022



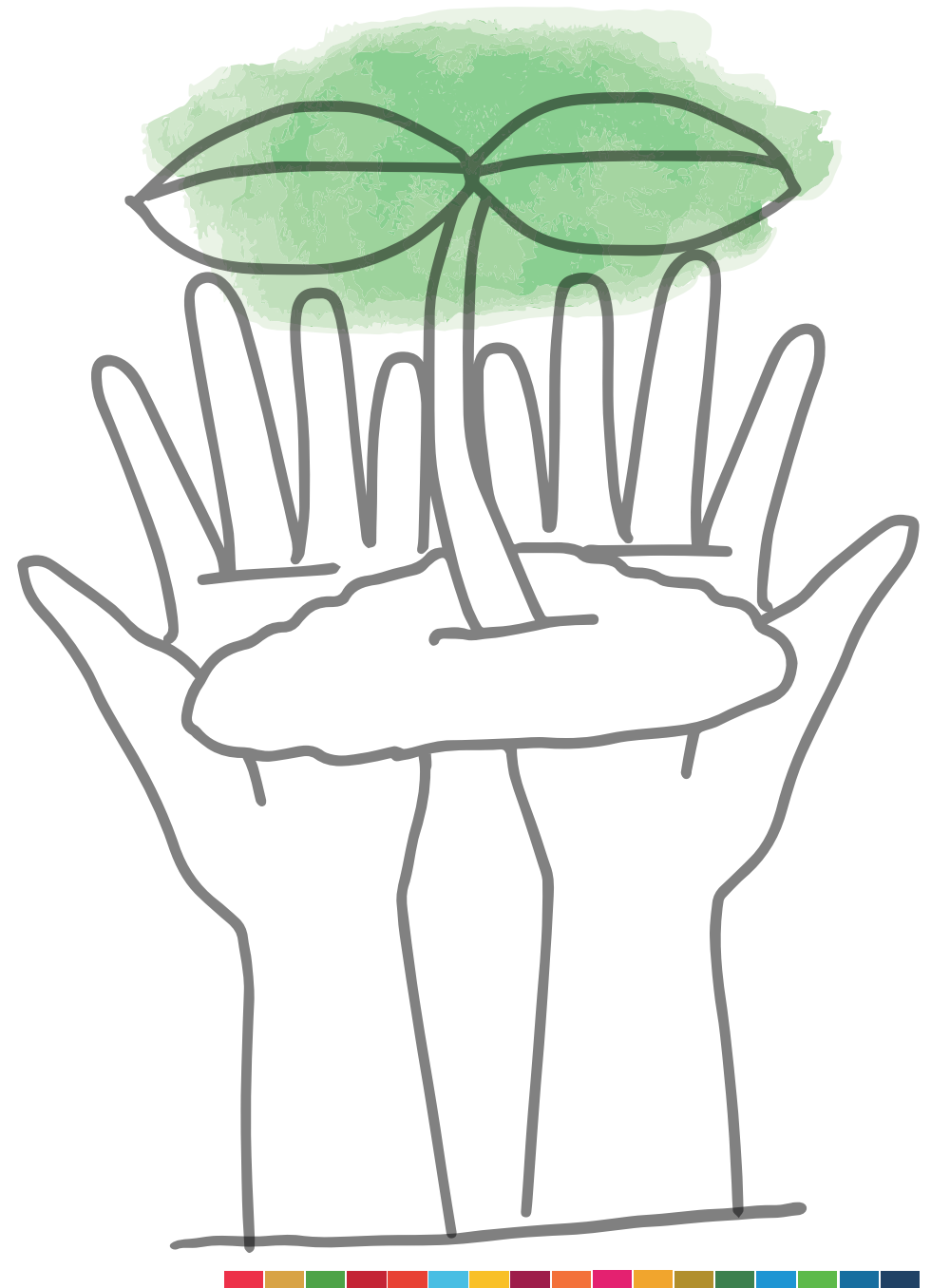
As the employers' representative, BUSINESSMED intervened during one of the panels and addressed the types of efforts that need to be strengthened to mobilise the private sector to improve the sustainable management of solid waste, especially in the context of the recovery of the Mediterranean economy after the COVID-19 crisis.

Med4Waste Progress Reviewed at Technical Committee Meeting with BUSINESSMED

29 June 2022



Med4Waste is an EU funded project aimed at promoting sustainable and innovative waste management development in the region and through its participation, BUSINESSMED reinforces its commitment to advancing sustainable development and supporting innovative projects that help achieve a better future for the Mediterranean region.



Business Country Desk in 2022



GOALS

Official launch the BCD, a digital platform to stimulate investment in the Euro-Med region

15 September 2022



With the BCD, BUSINESSMED is offering the Euro-Mediterranean business ecosystem, an accessible and intuitive digital platform, providing companies, entrepreneurs and investors with human and technical support for the realisation of high value-added partnerships. This tool will be one of a kind counter assisting in the internationalisation of companies, encouraging business networking and advocating for the improvement of the entrepreneurial ecosystem in Europe, the Mediterranean, and Africa.

BUSINESSMED part of Women Entrepreneurs 2021 Forum

6-7 July 2021



Organized by the Union for the Mediterranean in cooperation with UNIDO – United Nations Industrial Development Organization, the event aimed at exploring the impact of digitalization on women in their professional activity.

Presented the Business Country Desk BCD platform a privileged space to promote talent, internationalization and the private sector in Europe, the Mediterranean region and Africa, maintaining innovation and sectoral approach to foster new inclusive models.

BUSINESSMED Showcases BCD Platform at UfM Forum on Green Innovation and Youth Empowerment

30 - 31 October 2022



BUSINESSMED showcased its Business Country Desk platform, an innovative initiative designed to promote Euro-Mediterranean economic activity, create business networks, and foster strategic partnerships. Our organization is committed to advancing sustainable economic growth in the region, and we are proud to support initiatives that empower young people and promote green innovation.

BCD presentation to the Lebanese Business ecosystem

4 October 2022



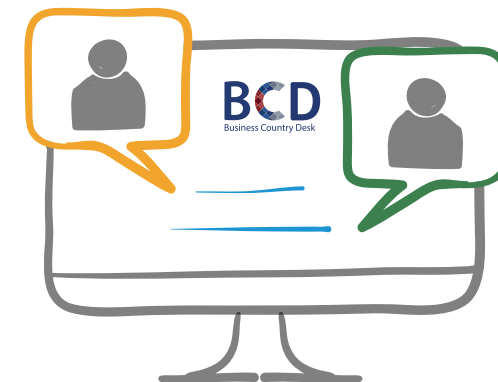
Participants had the opportunity to exchange and ask questions about the technical aspect of the platform. The meeting ended with B2B meetings managed by the platform's matchmaking tool and between the participating companies and the BSOs. Lebanese media were invited to the event to disseminate the information and to make sure that as many companies as possible know about the platform.

BUSINESSMED highlighted during the Conference « New Frontiers of Energy, Infrastructures and Digital Transformation in Africa »

12 October 2021



The President of the Organization, Barbara Beltrame, recalled that digital technologies are the new energy of our economies and that SMEs are at the center of this digital revolution. In this sense, she welcomed the Business Country Desk initiative developed by BUSINESSMED to attract investment in the southern Mediterranean and African countries.



Monitoring Evaluation Accountability Learning

Dashboard

Get a **quick overview** of what is happening **in the countries** within the program **BUSINESSMED**.



Evaluation

Manage project results within each **project logframe**.



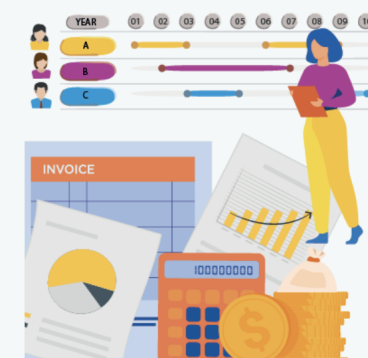
Monitoring

Manage the monitoring of project **Budgeted annual work plans**.



Projects

Manage **projects information**, **logframes** and **set-up budgeted annual work plan**.



Surveys

Set-up and administer **surveys/polls**, as well as review survey results **statistics**.



Library

Use a **Free Text Engine** to search among the different publications made available by **BUSINESSMED**.





GOALS

BUSINESSMED
Union of Mediterranean Confederations of Enterprises