Promoting regional cooperation and dialogue
The UfM in short

The Euro-Mediterranean region
- Challenges & Opportunities
- The Euro-Mediterranean partnership
- The Euro-Mediterranean family

UfM | The Euro-Mediterranean intergovernmental institution
- Governance
- Mandate
- Activities
- The UfM label

UfM | An institution committed to the main regional challenges and opportunities
- Youth Employability & Inclusive Growth
- Women’s Empowerment
- Sustainable Development & Infrastructures

UfM | The actor for regional development in the Mediterranean
- The agenda Beyond 2015
Union for the Mediterranean
THE EURO-MEDITERRANEAN INTERGOVERNMENTAL INSTITUTION

43 MEMBERS

28 EU member states + 15 Southern and Eastern Mediterranean countries

1 MISSION
Enhance regional cooperation and integration in the Euro-Mediterranean region through regional dialogue and the implementation of concrete projects and initiatives with tangible impact on the region’s citizens.

3 MAIN PRIORITIES
Youth Employability & Inclusive Growth
Women’s Empowerment
Sustainable Development & Infrastructures
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The Euro-Mediterranean region

Challenges & Opportunities

- **Americas**
  - Population: 0.9 bn
  - GDP: EUR 17 tn

- **UfM + Africa**
  - Population: 1.7 bn
  - GDP: EUR 16 tn

- **South-East Asia, China, India, Japan**
  - Population: 3.4 bn
  - GDP: EUR 13 tn
Challenges & Opportunities

The Euro-Mediterranean region

By 2030:
- Nearly 80% of the population will live in urban areas
- Energy consumption in the South & East could go up by 70%
- CO2 emissions could double
- Europe will need 20 M additional workforce for the needs of its labour market

Challenges:
- Increased poverty and development gaps are fertile ground for radicalism and migrations
- Weak regional economic integration
- 28% youth unemployment in the MENA region
- 25% women in the MENA labour market
- 180 M persons suffering from water scarcity

Opportunities:
- Global competitiveness
- Enlarged markets
- Better use of skilled mobility

Regional challenges call for regional solutions
The Euro-Mediterranean partnership

**A response to the challenges of the region**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Participants</th>
<th>Initiative/Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Barcelona Declaration</td>
<td>15 EU members and 12 Mediterranean partners</td>
<td>Barcelona Process: An innovative alliance for peace, stability and prosperity</td>
</tr>
<tr>
<td>2004</td>
<td>Creation of the European Neighbourhood Policy (ENP)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Paris Summit</td>
<td>27 EU members and 16 Mediterranean partners</td>
<td>The Union for the Mediterranean: An inter-governmental organisation with six priorities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>De-pollution of the Mediterranean, Maritime and land highways, Civil protection, Alternative energies, Higher education &amp; research, Mediterranean Business Initiative</td>
</tr>
<tr>
<td>2010</td>
<td>Inauguration</td>
<td></td>
<td>The UfM General Secretariat: A facilitator of the regional cooperation and socio-economic development in the region. It fosters growth and prosperity in a region of 800 million inhabitants</td>
</tr>
</tbody>
</table>

2015 marks the:
- 20th anniversary of the Barcelona Process
- 8th anniversary of the Union for the Mediterranean
The Euro-Mediterranean family
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A governance based on the principle of **co-ownership North/South**

**Political Process**
- Ministerial meetings

**Co-presidency**
- North + South

**Senior Officials**

**Operational Secretariat**

**20 sectorial ministerial meetings since 2008**
A governance based on the principle of **co-ownership North/South**
A governance based on the principle of co-ownership North/South

**Political Process**
- Ministerial meetings

**Co-presidency**
- North + South

**Senior Officials**

**Operational Secretariat**

Meetings of the ambassadors of the 43 countries every 2-3 months
A governance based on the principle of co-ownership North/South

**Political Process**
- Ministerial meetings

**Co-presidency**
- North + South

**Senior Officials**

**Operational Secretariat**

1 Secretary General from the South
6 Deputy Secretary Generals
3 from North and 3 from South

>60 diplomats, financial experts and project managers seconded from

20 countries and institutions
The mandate of the UfM

A platform for regional & policy dialogue

Promoting the exchange of views, ideas and best practices on regional challenges between relevant partners and stakeholders

Promoting strategic regional projects as a response to the regional priorities identified

A catalyser for regional projects with strong socio-economic impact

Fostering operational regional cooperation
The activities of the UfM

A platform for regional & policy dialogue

Since 2012:

18 High-Level conferences
- Climate Change, Employment, Economic Cooperation, Food Security, Private Sector, Transport, Women’s Empowerment, Interreligious Dialogue

17 Senior Official Meetings with representatives from the 43 members

>100 Expert forums & roundtables gathering

>5000 stakeholders

A catalyst for regional projects with strong socio-economic impact

UfM labelled projects

Variable Geometry
Regional projects: An operational response

**PROJ ECT IDENTIFICATION AND ASSESSMENT**
Selection of regional projects of particular regional value according to UfM criteria.

**WHO CAN PRESENT A PROJECT?**
- A national, regional, public or private entity that has a proven experience in the implementation of projects.

**WHAT ARE THE PROJECTS’ CHARACTERISTICS?**
- Regional value
- Socio-economic impact
- Relevance to the priority areas
Regional projects: An operational response

**WHAT IS THE ADDED VALUE OF THE UfM LABEL?**

- Political endorsement to projects that address common regional challenges.
- Regional recognition and visibility at the highest level.
- Solutions for complex regional projects and builds on their added-value.
- Access to finance through a network of financing partners.

**LABELLING**

Political recognition and support from 43 UfM countries
Regional projects: An operational response

PROMOTION & MONITORING

The UfMS works to promote and give visibility to projects.

HOW DOES THE UfMS SUPPORT THE PROMOTER?

• Promoting and giving visibility to labelled projects.
• Promoting the replication of ideas in other countries / sharing of best practices and success stories.
• Through the Senior Officials, the UfMS ensures a constant link to national authorities of the countries involved in the project.
**The UfM projects 2015**

**33 labelled projects** across the region worth more than **5 billion euros**

**Labelled projects per sectorial area**

- Energy & Climate Action: 1
- Business Development: 6
- Transport & Urban Development: 6
- Social & Civil Affairs: 7
- Water & Environment: 7
- Higher Education & Research: 6

**Labelled projects per region**

- European Union: 19
- Maghreb: 25
- Mashrek: 20
- Western Balkans and Turkey: 15

**50% of labelled projects under implementation**

**Labelled projects per promoter**

- International organisation: 11%
- Financial institution: 12%
- National administration: 20%
- Private sector: 9%
- Higher Education & Research Institution: 11%
- Civil Society: 37%
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UfM | An institution committed to the main challenges and opportunities

3 main priorities

- Youth Employability & Inclusive Growth
- Women’s Empowerment
- Sustainable Development & Infrastructures

addressed through 6 sectorial areas mandated by the UfM members

- Business Development
- Social & Civil Affairs
- Higher Education & Research
- Water & Environment
- Transport & Urban Development
- Energy & Climate Action
Youth Employability & Inclusive Growth

28% Youth unemployment in the MENA region, one of the highest rates in the world

2.8M of young people entering the labour market each year

SMEs create 80% of jobs, twice more jobs per euro invested than big companies

SMEs represent around 35% of the Mediterranean region’s GDP

UfM POLICY FRAMEWORK

- Dialogue 5+5 of ministers of Western Mediterranean countries (Vocational and Educational Training - 2014 | Higher Education and Scientific Research and Innovation - 2015)
Youth Employability & Inclusive Growth

**UfM STRATEGIC OBJECTIVES**

- Foster *job creation* and support the *development of SMEs*.
- Develop a *Euro-Mediterranean strategy* for private sector development.
- Improve the quality of *vocational training* and *higher education* in the region in view of increasing the *student employability*.
- Provide a *platform* for Mediterranean higher education and *youth mobility*.

**A PLATFORM FOR DIALOGUE**

- Frequent high-level meetings & conferences
- **30** thematic workshops
- **5000+** participants

**REGIONAL PROJECTS**

- **13** projects labelled by 43 UfM countries
- **200,000** beneficiaries

**Zoom on the initiative:**
- Med4Jobs

**Zoom on a project:**
- Euro-Mediterranean University of Fes
- New Chance Mediterranean Network

**Other projects**
Women’s Empowerment

The Mediterranean region has one of the highest women unemployment rates in the world.

Only 25% of women in the MENA region are in the labour market, compared with more than 50% in other regions.

In the Mediterranean region, women earn on average between 10% and 40% less than men.

UfM POLICY FRAMEWORK

UfM Ministerial Conference on Strengthening the Role of Women in Society
Women’s Empowerment

**UfM Strategic Objectives**

- Advance the *regional agenda on gender equality* and develop Euro-Mediterranean *women’s empowerment* initiatives.
- Enhance women’s access to the *labour market* and *entrepreneurial networks*.
- Mainstream a *gender approach* in UfM projects and initiatives.

**A Platform for Dialogue**

- Frequent high-level meetings & conferences
- **15** thematic workshops & seminars
- **2000+** participants

**Regional Projects**

- **10** projects labelled by 43 UfM countries
  - **50,000** beneficiaries
  - Zoom on the initiative: *Women’s Socioeconomic Empowerment*
  - Zoom on a project: *Young Women as Job Creators*
  - *Other projects*
650 M tons of sewage are discharged annually in the Mediterranean while its waters are renewed only every 80-90 years.

By 2030, nearly 80% of the population will be concentrated on 10% of the land.

The emissions of energy related to CO2 are expected to be multiplied by 2.

UfM Policy Framework

Sustainable Development & Infrastructures

UfM STRATEGIC OBJECTIVES

- Contribute to addressing the **challenge of climate change** in the region.
- Advance the **Euro-Mediterranean Sustainable Urban Development Strategy**.
- Contribute to **de-pollution efforts** in the region and promote **access to water management**.
- Promote projects and mobilise financial resources in the field of **renewable energy** and **energy efficiency**.

A PLATFORM FOR DIALOGUE

- Frequent high-level meetings & conferences
- **30** thematic workshops
- **3500+** participants

REGIONAL PROJECTS

**14** projects labelled by 43 UfM countries

**Zoom on a project:**

- **MEDITERRANEAN RESC P POST RIO +20**
- **Zoom on the initiative:**
- **Urban Projects Finance Initiative**
- **Zoom on a project:**
- **Protection of Lake Bizerte against Pollution**
- **Other projects**
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The Euro-Mediterranean institution at the service of regional cooperation:

- **Strong political commitment** with 43 countries representing an overall population of 800 million citizens.

- **Co-ownership** between the European Union and the Mediterranean countries.

- **Variable geometry** allowing member countries to participate in projects of interest for them.

- **Regional and sub-regional integration** through large projects to develop transport, energy and water infrastructures - variable geometry.

- **Dynamic and flexible partnerships** with promoters from administrations, civil society and private sector.

- **Concrete projects** to meet the needs of Mediterranean citizens.

- **Adaptation to the current regional context** with a focus on job creation for young people.
Agenda Beyond-2015

Challenges of the regional agenda:
• Growing dangers: illegal immigration, terrorism, extremism
• Weak regional integration

Challenges of the global agenda:
• Economic crisis, climate change, geopolitical evolutions

Opportunities of the regional agenda:
• Importance of the African dimension
• Review of the European Neighbourhood Policy
• 20th anniversary of the Barcelona Process

The UfM’s reinforcement is more necessary than ever
THANK YOU FOR YOUR ATTENTION

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www.UfMSecretariat.org
ANNEXES
A network of partners

In order to achieve its objectives, the UfM relies on a **network of active partners** across the region:

- **Coordinating and creating synergies between national and regional priorities:**
  - *International Organization, Governments and Public Agencies*
    - EC, UNIDO, UNWOMEN, UNEP/MAP, FAO, ILO, CMI Center for Mediterranean Integration,
    - Parliamentary Assembly – Union for the Mediterranean, ARLEM, Finnish and Norwegian Cooperation,
    - Kingdom of Morocco, SIDA, IRU International Road Transport Union, ATO Arab Town Organization,
    - GWTO The Group of Ministers of Transport of the Western Mediterranean

- **Promoting regional projects for prioritisation and implementation:**
  - *Financial Institutions*
    - EIB, EBRD, AFD, KFW, CDC

- **Addressing socio-economic challenges through an inclusive approach**
  - *Private Sector representatives*

- **Working alongside for a bottom-up approach and close consultation for feedback and expertise on the ground**
  - *Civil society*

- **Staying connected with innovation, analysis and driving research**
  - *Universities, Research Centers*
    - UNIMED, CIHEAM The international Center for Advanced Mediterranean Agronomic Studies, CIDOB, IEMED, CIHEAM

BACK TO PRESENTATION
**Youth Employability & Inclusive Growth**

**ZOOM ON THE INITIATIVE**

**MEDITERRANEAN INITIATIVE FOR JOBS (MED4JOBS)**

**Objectives**
- Employability: women, young people
- Job intermediation
- Business-enabling infrastructure
- Regional platform for dialogue on employment

**Beneficiaries**
Women, young people, unemployed people, SMEs and entrepreneurs.

**Results**
- Increased number of private sector job creation projects.
- Creation of new job opportunities and enhanced regional development.
- Positive impact on the unemployment rate among young people and women.

**Promoter**
UfM Secretariat
## Youth Employability & Inclusive Growth

### ZOOM ON A PROJECT

#### EURO-MEDITERRANEAN UNIVERSITY OF FES

| **Objectives** | Deliver a high standard of multilingual education and research programmes at all university levels  
|                | Foster international student and researcher mobility  
|                | Increase student employability and business incubation |
| **Beneficiaries** | Committed and competent students who will contribute towards transforming the Mediterranean region in their future positions.  
|                | Highly qualified professors, researchers, administrative and technical staff. |
| **Results** | By 2024:  
| | 6,600 students from throughout the Euro-Mediterranean region, Africa and the Middle East will be enrolled.  
| | 583 staff members will be employed. |
| **Promoter** | Ministry of Higher Education, Scientific Research & Executive Training of the Kingdom of Morocco |

**LOCATION**  
- City of Fes (Morocco)
# Youth Employability & Inclusive Growth

## ZOOM ON A PROJECT

### NEW CHANCE MEDITERRANEAN NETWORK (MEDNC)

#### Objectives
- Promote the social and professional integration of young people currently excluded from the labour market.
- Boost the employability of young people and reduce youth unemployment.
- Strengthen regional cooperation between stakeholders working in favour of socio-professional integration.

#### Beneficiaries
- **1,500** young people who dropped out of school before obtaining a diploma and unemployed graduates (60% of which are women).
- Centres for professional integration of young people which integrate the MedNC programme.
- Companies involved in the programme in targeted countries.

#### Results
- By 2016:
  - **1,490** young people trained in Morocco, Tunisia and Algeria.
  - **3** national coordinator bodies established.
  - A minimum of **3** “New Chance” centers established.

#### Promoter
Office of Economic Cooperation for the Mediterranean and the Middle East (OCEMO)
### Other Projects and Initiatives

<table>
<thead>
<tr>
<th>Project/Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Euro-Mediterranean Development Centre for MSMEs</td>
</tr>
<tr>
<td>Promoting Mobile Financial Services in the Mediterranean partner countries</td>
</tr>
<tr>
<td>New Chance Mediterranean Network (MedNC)</td>
</tr>
<tr>
<td>EMUNI Masters</td>
</tr>
<tr>
<td>EMUNI Phs</td>
</tr>
<tr>
<td>Establishment of a Regional Platform for the Development of Culture and Creative Industries and Clusters in the Southern Mediterranean Countries</td>
</tr>
<tr>
<td>Higher Education on Food Security &amp; Rural Development</td>
</tr>
<tr>
<td>High Opportunity for Mediterranean Executives Recruitment (HOMERe)</td>
</tr>
<tr>
<td>The Euro-Mediterranean University of Fes (UEMF)</td>
</tr>
<tr>
<td>Med4Jobs</td>
</tr>
<tr>
<td>Maharat - MED - Regional Youth Employability Program</td>
</tr>
<tr>
<td>Réseau Entreprendre en Méditerranée</td>
</tr>
<tr>
<td>Generation Entrepreneur</td>
</tr>
</tbody>
</table>
## WOMEN’S SOCIOECONOMIC EMPOWERMENT

### Objectives
- Promote socioeconomic women empowerment in the Euro-Med region, through:
  - Dissemination of gender related information and knowledge
  - Creation of a network of associations and organisations involved in women and gender equality
  - Development of on-the-ground grassroots projects

### Beneficiaries
- Women and girls from the involved countries
- NGOs active in the field of women empowerment
- Governments, local authorities
- Scientific communities

### Results
- Enhanced knowledge in the field of gender equality and women empowerment
- Facilitated implementation of projects in the involved countries

### Promoter
- Euro-Mediterranean Women Foundation.
### YOUNG WOMEN AS JOB CREATORS

<table>
<thead>
<tr>
<th><strong>Objectives</strong></th>
<th>To promote self-employment and entrepreneurship among young female university students who are interested in starting their own businesses.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beneficiaries</strong></td>
<td>Young female university students who are about to graduate from one of the participating universities, faculties or higher education centres.</td>
</tr>
</tbody>
</table>
| **Results** | • Approximately 2,000 young female students are expected to participate in Women Entrepreneurship Days.  
• A minimum of 70 young women are expected to successfully start their business projects by the end of the programme. |
| **Promoter** | AFAEMME – Association of Organisations of Mediterranean Businesswomen |
# Women’s Empowerment

## OTHER PROJECTS AND INITIATIVES

- Skills for Success: Employability Skills for Women
- Femmes d’Avenir
- Young women as job creators
- Developing Women Empowerment
- Forming Responsible Citizens: Citizenship and equality education for school prevention of violence
- CEED Empowering Women in Business
**Objectives**
- In a two-pronged approach the project aims to:
  - Provide access to financing for companies adopting Sustainable Consumption and Production (SCP) / Resource Efficiency (RE) models in Egypt, Jordan, Morocco, and Tunisia.
  - Stimulate the development of green industries and entrepreneurship in the Western Balkans and Turkey through the implementation of technical assistance and pilot projects.

**Beneficiaries**
- Small and medium-sized enterprises (SMEs); Industrial associations; Chambers of commerce; Entrepreneurs; Start-ups; Local financial institutions; Service providers; Local governments.

**Results**
- Increased number of industries and stakeholders applying SCP/RE principles in their activities;
- At least 30 demo projects successfully implemented and 100 new local initiatives identified as business opportunities;
- At least 10 new green businesses created and in operation by the end of the project; access to financing granted to the best 4 new green businesses; and grassroots innovations joint ventures established.
- A web-based regional platform established and linked with other regional and international initiatives to provide integrated information to stakeholders.
# Sustainable Development & Infrastructures

## ZOOM ON A PROJECT

### MEDITERRANEAN RESCP POST RIO +20

<table>
<thead>
<tr>
<th>Actions</th>
<th>In Egypt, Jordan, Morocco and Tunisia:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Market assessment of resource efficiency opportunities.</td>
</tr>
<tr>
<td></td>
<td>• Policy dialogue activities, training and capacity building seminars to raise awareness on SCP and RE opportunities.</td>
</tr>
<tr>
<td></td>
<td>• Design and implementation of new financial instruments for companies adopting SCP/RE models as well as technical assistance packages to support these instruments.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In Turkey, Albania, Bosnia &amp; Herzegovina and Montenegro:</th>
<th>Provision of training and advisory services to green entrepreneurs.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Provision of capacity building programmes on SCP/RE to civil society organizations, business and consumer associations, universities, etc.</td>
</tr>
<tr>
<td></td>
<td>Provision of information on lessons learnt, best practices and strategies for replication, as well as on ways to ensure long-term sustainability of SCP/RE demo initiatives.</td>
</tr>
</tbody>
</table>

### Promoters
- European Bank for Reconstruction and Development (EBRD);
- United Nations Industrial Development Organization (UNIDO);
- UNEP/MAP Regional Activity Center for Sustainable Consumption and Production (SCP/RAC) of the United Nations Environment Programme.

### Partners
- The UfM project builds and further up-scales successful the experience of:
  - UNIDO-TEST integrated approach and demonstration activities;
  - The SCP/RAC- UNEP MAP methodology, ad hoc training and support programme for Green Entrepreneurs and local stakeholders;
  - Sustainable Resource Initiative of the EBRD.
**Sustainable Development & Infrastructures**

**ZOOM ON THE INITIATIVE**

**URBAN PROJECTS FINANCE INITIATIVE (UPFI)**

**Objectives**
- Promote and develop sustainable and innovative urban projects in the Euro-Mediterranean region that serve as best practice examples.
- Contribute to address the global challenges of population growth, greenhouse gas emissions and climate change in the Mediterranean area.

**Beneficiaries**
Inhabitants of the cities concerned.

**Results**
- Improve living conditions in the Southern and Eastern Mediterranean countries.
- Promote urban development while providing job opportunities in a wide range of business sectors.
- Promote an urban development that is sustainable and respectful of the environment.

**Promoter**
Co-managed by the Agence Française de Développement (AFD) and the European Investment Bank (EIB) with the support of the European Commission and under the auspices of the Union for the Mediterranean.
**Sustainable Development & Infrastructures**

**ZOOM ON A PROJECT**

<table>
<thead>
<tr>
<th><strong>PROGRAMME FOR PROTECTION OF LAKE BIZERTE AGAINST POLLUTION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objectives</strong></td>
</tr>
<tr>
<td>• Rehabilitate the environment and water quality of Lake Bizerte through depollution and pollution prevention efforts.</td>
</tr>
<tr>
<td>• Improve aquatic life as well as living conditions for the surrounding populations.</td>
</tr>
<tr>
<td><strong>Beneficiaries</strong></td>
</tr>
<tr>
<td>• Inhabitants living in the surrounding area</td>
</tr>
<tr>
<td>• Public and private companies</td>
</tr>
<tr>
<td><strong>Results</strong></td>
</tr>
<tr>
<td>• Improved sanitary and environmental conditions for an estimated <strong>400,000</strong> inhabitants</td>
</tr>
<tr>
<td>• Improved conditions for sustainable industrial production for three large state-owned and more than <strong>20</strong> public and private companies.</td>
</tr>
<tr>
<td>• Access to sanitation for <strong>10,000</strong> people in urban areas and <strong>26,000</strong> in rural areas.</td>
</tr>
<tr>
<td><strong>Promoter</strong></td>
</tr>
<tr>
<td>Tunisian Ministry of Equipment and Environment</td>
</tr>
</tbody>
</table>
### Sustainable Development & Infrastructures

#### OTHER PROJECTS AND INITIATIVES

- Capacity Building Programme on Water Integrity in the Middle East and North Africa
- Governance & Financing for the Mediterranean Water Sector
- MedReSCP: Post Rio +20 - Supporting the adoption of sustainable consumption and production patterns, in particular resource efficiency, in the Mediterranean region
- Tafila Wind Farm
- BlueGreen Networking Civil Society in the Mediterranean through environment and water issues
- UPFI Development Project for Phase 3 of the Bouregreg Valley Development Plan (Bouregreg Valley Development Project)
- UPFI Sfax Taparura Project
- UPFI Imbaba Urban Upgrading Project
- Mediterranean Knowledge Platform on Water (Med Water Knowledge)
- Desalination Facility for the Gaza Strip Project
- LOGISMED Training Activities (LOGISMED-TA)
- Jordan National Railway Project
- Programme for protection of lake Bizerte against pollution
The UfM Criteria

To be considered for UfM labelling, a project must:

• uphold the principle of sustainable development;

• strive to contribute to stability and peace in the whole Euro-Mediterranean region;

• not jeopardise the legitimate interest of any member of the UfM;

• respect the principles and rules of international law;

• take account of the principle of variable geometry; and

• respect the decision of member countries involved in an ongoing project when it is subject to further development.
A network of 35 Projects Promoters