




## UNION FOR THE MEDITERRANEAN HIGH - LEVEL CONFERENCE


# Fostering Women's Participation in Economic life


19 - 21 May 2015, Palau de Pedralbes, Barcelona

## BACKGROUND

In the final Conclusions of the Union for the Mediterranean Third Ministerial Conference on Strengthening the Role of Women in Society, held in Paris in September 2013, the Ministers of the UfM Member States renew their commitments to promote, de jure and de facto, equality between women and men in their civil, political, economic, social and cultural rights. The Ministers commitments are focused on three main priority areas:

 Equal rights of women and men to participate in the political, economic, civil and social life

 Combat against all forms of violence and discrimination against women and girls

 Change in attitude and behaviour to attain gender equality with a view to promote women empowerment not only in rights but also in reality

Building on the outcomes of the first Conference held in Barcelona the 26-27 March 2014, and to keep and consolidate on the momentum given to the women socio-economic empowerment in the region, the UfM Secretariat organises in May 2015 a **High-level Conference on Fostering Participation of Women in Economic life in the Euro-Mediterranean region**

The Conference will be promoting dialogue between key actors to determine the main obstacles that hinder the full economic participation of women and identifying concrete and strategic actions to allow women to be equally involved in the economic life. The participants will focus the discussion on the sectors and niches that present today most opportunities and potential in terms of jobs or entrepreneurial openings for women

## OBJECTIVES

The Conference seeks to achieve 3 objectives:

1. Provide a **platform of dialogue** between relevant stakeholders in the field of economic participation of women: governments, international organisations, donors and civil society representatives, to discuss how to reinforce synergies and complementarities in order to avoid duplication and to increase impact
2. **Share experiences and best practices** and **identify new and innovative opportunities** which are potentially job-generating and gather entrepreneurial openings for women
3. **Promote new regional projects and innovative initiatives**, and **facilitate networking** and **partnerships** between promoters of projects and donors

## EXPECTED OUTCOMES

The Conference is expected to produce the following outcomes:

-  New niches and untapped sectors offering jobs and entrepreneurship openings will be identified and possibilities of relevant and strategic actions explored.
-  New regional and innovative projects will be presented, and new relationships and partnerships will be developed, in particular between private and public donors and promoters of projects.
-  Relevant operational recommendations will be provided to improve the implementation of the existing policies and strategies of the various actors to better enhance the economic participation of women in the region.
-  A structured regional and multi-stakeholders platform of dialogue will be consolidated and specific areas of actions identified.

## THEMES

The Conference will explore the best ways to insure an equal **economic participation of women in economic life**. The Conference will discuss the main constraints and opportunities in the situation of economic participation of women and examine ways to best design an enabling environment to improve this situation. This main theme will be also addressed under four sub-themes focusing on innovative sectors and niches that present today the most opportunities and potential in terms of jobs or entrepreneurial openings for women in the region. These workshops will address:

1. Social and solidarity economy (SSE) as a promising sector for women
2. Green economy for women empowerment
3. Taking advantage of ICTs opportunities for women
4. Economic participation of women and role of media

## PARTICIPANTS

Over 250 representatives from key stakeholders involved in women socio-economic empowerment issues are expected, including personalities involved in this field, representatives of Ministries and national institutions of the UfM, international development agencies, organisations dealing with women empowerment, private sector and civil society organisations, as well as promoters of projects.


## ON THE MARGINS:


- Marketplace
- B2B meetings
- Library of documents
- . Video presentations




## PROGRAMME AND ORGANISATION

The Conference will convene over two days and it will be organised around:

 **Plenary sessions** that will focus on the analysis of the current situation of participation of women in economic life, and identification of main obstacles that still hinder the full economic participation of women. The results of recent reports produced by international organisations as well as some regional and national policies and strategies promoting the economic participation of women will be presented.

 A series of **focused and thematic workshops** to provide more in-depth and practical treatment of few relevant and strategic sectors and niches that present today and in the future the **most opportunities and potential in terms of women empowerment and jobs and entrepreneurial openings** in the region. The objective is to explore the potential and opportunities offered for women by these sectors as well as **identifying policies, good practices, experiences and lessons learned** from various stakeholders. The emphasis will be put on identifying **concrete and strategic actions** to be undertaken for advancing the gender equality agenda in the region. The workshops will constitute the first step to pave the way towards a **regional coordination between key actors** to increase women participation in these sectors.

 In parallel, **B2B and networking opportunities/spaces** will be provided, **relationships between projects promoters and donors** will be facilitated and a **market place for stakeholders' publications** and reports presentation will be proposed.

The Conference will also constitute the occasion to **launch officially the UfM new projects, initiatives and partnerships developed** in the field of promoting economic participation of women.

*With the support of:*





## PROVISIONAL AGENDA AS OF MAY 11

### Tuesday 19 May

16:00 - 16:30 *Registration*

#### 16:30 - 17:30 **Official opening and presentation of the Conference**

- ◇ **Ms. Delphine Borione**, Deputy Secretary General, Union for the Mediterranean.
- ◇ **Ms. Samira Meraii Friaa**, Minister of the Promotion of Women & Family Welfare, Republic of Tunisia.
- ◇ **Ms. Rosa Urbón**, Director, Spanish Women's Institute.
- ◇ **Ms. Imma Riera**, Parliamentarian, Spain.
- ◇ **Ms. Zita Gurmai**, President, Party of European Socialists.
- ◇ **Video messages:** Ms. Phumzile Mlambo-Ngcuka, Executive Director, UN - Women; Ms. Anne Hidalgo, Mayor, Paris; Ms. Cherie Blair (TBC); Founder, Cherie Blair Foundation.
- ◇ **Testimonies:**
  - **Ms. Soukeina El Bouj**, beneficiary of the project "Young Women as Job creators".
  - **Ms. Nadia Ben Bahtane**, first Moroccan woman to swim across the Strait of Gibraltar and Director of Marketing and Communication, Intelcia Group.

#### 17:30 - 18:00 **"UfM forward" for Women: presentation of projects**

- ◇ ***Forming Responsible Citizens***, presented by **Mr. Elarbi Imad**, Executive Director, Moroccan Centre for Civic Education.
- ◇ ***Developing Women empowerment***, presented by **Ms. Fouzia Assouli**, President, Euro-Mediterranean Women's Foundation.
- ◇ ***Young Women as Job Creators***, presented by **Ms. Stella Mally**, Project Coordinator, Association of Organisations of Mediterranean Businesswomen.
- ◇ ***CEED Grow: Growing and Scaling Small and Medium Sized Businesses***, presented by **Ms. Anne Park**, Strategy & Development Director, Centre for Entrepreneurship and Executive Development.
- ◇ ***Women of the Mediterranean: next generation of leaders***, presented by **Ms. Caterina Sabbatini**, Project manager, Science Po.



- ◇ **MedNC – New Chance Mediterranean Network**, presented by **Mr. Pierre Massis**, Delegate General, Office of Economic Cooperation for the Mediterranean and the East (OCEMO).
- ◇ **High Opportunity for Mediterranean Executive Recruitments - HOMERe**, presented by **Ms. Noha Fathi**, Permanent Secretariat South Shore Mediterranean.

## **18:00 - 19:30 Plenary Session: Women participation in economic life in the Euro-Mediterranean Region: Constraints and Opportunities**

**MODERATOR:** Ms. **Virginie Herz**, Journalist, France 24.

### **KEYNOTE ADDRESSES:**

- ◇ **Mr. Mohammad Naciri**, Regional Director, Arab States Regional Office, UN Women.
- ◇ **Mr. Augusto Lopez-Claros**, Director, Global Indicators Group, World Bank Group .

### **PANELISTS:**

- ◇ **Ms. Nicole Ameline**, President, Commission on the Status of Women and deputy, French National Assembly.
- ◇ **Ms. Inas Mekkawy**, Head of Women, Family and Childhood Department, League of Arab States.
- ◇ **Ms. Jihen Boutiba** , Secretary General, BusinessMed.
- ◇ **Ms. Nacera Haddad**, Member of the Executive Council, *Forum des Chefs d'Entreprise* (Algeria).
- ◇ **Ms. Serena Romano**, President, Italian Association *Corrente Rosa* and Member of the *Conseil des Gouverneurs de la Fondation des Femmes de l'Euro-Méditerranée*.
- ◇ **Testimonies:**
  - **Mr. Abdelmasih Al Hayek**, Co-president, Euro-Mediterranean Regional and Local Assembly (ARLEM).
  - **Ms. Grace Attard**, European Economic and Social Council (TBC).

### **DEBATE**

**19:30 Cocktail - Dinner**

## Wednesday 20 May

### 9:00 - 10:45 **Plenary Session: Designing an enabling environment for economic participation of women**

**MODERATOR:** Ms. Maysaloun Nassar, Journalist, France 24.

**KEYNOTE ADDRESS:**

- ◇ **Mr. Carlos Condé**, Head of the Middle East and Africa Division, Organisation for Economic Co-operation and Development.

**PANELISTS:**

- ◇ **Mr. Mohamed Chafiki**, Director of Study and Forecast Department, Moroccan Ministry of Finance and Privatisation.
- ◇ **Ms. Muriel de Saint Sauveur**, International Marketing and Communication Director, MAZARS.
- ◇ **Mr. Nayef Stetieh**, President, Business Development Centre (Jordan).
- ◇ **Ms. Emmanuela Pozzan**, Senior Gender Specialist, International Labour Organization.
- ◇ **Ms. Boriana Jönsson**, Executive Director, EuroMed Feminist Initiative IFE-EFI.

**DEBATE**

### 10:45 - 11:15 **Coffee break / B2B AND NETWORKING MEETINGS**

### 11:15 - 12:45 **Role of donors and financial institutions to promote economic participation of women**

**MODERATOR:** Ms. Ariane Poissonnier, Journalist, France 24.

**PANELISTS:**

- ◇ **Mr. Jose Luis Vinuesa-Santamaria**, Head of Sector, Human and Social Development, Regional Programmes Neighbourhood South, DG NEAR, European Commission.
- ◇ **Mr. Mourad Ezzine**, Manager, Center of Mediterranean Integration, World Bank Group.
- ◇ **Mr. Wissam Fattouh**, Secretary General, Union of Arab Banks.
- ◇ **Ms. Rania A. Al-Mashat**, Sub Governor, Monetary Policy, Central Bank of Egypt.
- ◇ **Ms. Nele Wasmuth**, Programme Coordinator, Economic Integration of Women – MENA, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).



- ◇ **Ms. Valeria Della Rosa**, Senior Manager, Business Advisory Services, European Bank for Reconstruction and Development (EBRD).
- ◇ **Ms. Marta Solsona**, Program Manager of the International Department, "la Caixa" Banking Foundation.

## DEBATE

**12:45 – 14:00 Networking lunch**

**14:00 – 16:30 Thematic Workshops**

### **WORKSHOP – SOCIAL AND SOLIDARITY ECONOMY (SSE) AS A PROMISING SECTOR FOR WOMEN**

#### **COORDINATOR:**

- ◇ **Mr. Rodéric Egal**, Managing Director and **Frédérique Herzog**, lesMed.

#### **MODERATOR:**

- ◇ **Ms. Julia Schorestene**, Communication Consultant.

#### **KEYNOTE ADDRESS:**

- ◇ **Ms. Amal Chevreau**, Head of Studies & Projects Department, *Institut de Prospective Economique du Monde Méditerranéen* (IPEMED).

#### **PANELISTS:**

- ◇ **Ms. Jasminka Keser**, Head of Service, Croatian Ministry of Entrepreneurship and Crafts.
- ◇ **Ms. Simel Esim**, Head of Unit Cooperatives, International Labour Organization and member, United Nations Inter-Agency Task Force on Social Economy.
- ◇ **Ms. Marianna Calabrò**, General Manager, *Microcredito per l'Italia Social enterprise*
- ◇ **Ms. Arantza Laskurain**, Director, General Secretariat of the Mondragón Group.
- ◇ **Ms. Fadma Ait Mohoucht**, *Association Nationale des Coopératives d'argane* (ANCA) (Morocco).
- ◇ **Ms. Samira Labidi**, President, *Association Entreprendre au Maghreb en France*.
- ◇ **Ms. Maya Azeggagh**, Project Manager, *Association Femmes en Communication*.

## DEBATE





## WORKSHOP - GREEN ECONOMY FOR WOMEN EMPOWERMENT

### **COORDINATOR:**

- ◇ Mr. Guillaume Sainteny, *Maître de Conférences, École polytechnique.*

### **MODERATOR:**

- ◇ Ms. Luisa Nenci, CEO, SustainValues

### **PANELISTS:**

- ◇ Ms. Teresa Ribeiro, Deputy Secretary General, Union for the Mediterranean.
- ◇ Ms. Heidrun Stroeber-Beloud, Gender specialist, *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).*
- ◇ Mr. Meysam Salimi, Junior Research Fellow, Association for International and Comparative Studies in the field of Labour Law and Industrial Relations (ADAPT).
- ◇ Mr. Giorgio Mosangini, Team Leader, SWITCH-Med- Green Entrepreneurship & Civil Society Programme.
- ◇ Mr. Rida Lamrini, President, Moroccan Young Entrepreneur Foundation.
- ◇ Ms. Fatima Zahra Beraich, CEO, *Biodome du Maroc.*

### **DEBATE**

## WORKSHOP - TAKING ADVANTAGE OF ICTS OPPORTUNITIES FOR WOMEN

### **COORDINATOR AND KEY NOTE ADDRESS:**

- ◇ Ms. Outi Kärkkäinen, Project Leader - Support to EU Policy and External Assistance, European Training Foundation.

### **MODERATOR:**

- ◇ Ms. Aurelie Salvaire, Curator, TedxBaselWomen





**PANELISTS:**

- ◇ **Ms. Elisa Minischetti**, Analyst, GSMA (TBC).
- ◇ **Ms. Fatiha Hassouni**, Project Manager, Union for the Mediterranean.
- ◇ **Ms. Marianne Bitar Karam**, Country Director, Digital Opportunity Trust (Lebanon).
- ◇ **Mr. Samir Benmakhlouf**, Country General Manager, Microsoft Maghreb.
- ◇ **Ms. Dina Shawar**, Investment Associate, OASIS-500 (Jordan).

**DEBATE**

## **WORKSHOP – ECONOMIC PARTICIPATION OF WOMEN AND ROLE OF MEDIA**

**COORDINATOR AND KEY NOTE ADDRESS:**

- ◇ **Ms. Hélène Delmas**, Responsable of Regional Audiovisual, French Ministry of Foreign Affairs.

**MODERATOR:**

- ◇ **Ms. Maysaloun Nassar**, Journalist, France 24.

**PANELISTS:**

- ◇ **Dr. Safa Nasr El Din**, Former Minister, Palestinian Ministry of Telecommunication, and currently Vice-President, Al –Qods University.
- ◇ **Ms. Amina Lamrini**, President, Moroccan High Authority for Audio-visual Communication.
- ◇ **Ms. Intissar Rachdi**, Manager, UK Media Diversity Institute.
- ◇ **Ms. Edith Manosevitch**, PhD, Dean of Student Affairs, School of Communication.
- ◇ **Ms. Leila Ghandi**, journalist and producer.
- ◇ **Ms. Sarah Bouchetob**, Senior Networking & Communications Manager, Med Media.
- ◇ **Ms. Amel Belhadja Ali**, *Rédactrice en chef*, *Webmagercenter*, *Tunisian Journal Economique Electronique*.
- ◇ **Ms. Katrin Fischer**, Economic Integration of Women in the MENA Region (EconoWin), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

**DEBATE**



**16:30 - 17:00 Coffee break / B2B AND NETWORKING MEETINGS**

**17:00 - 17:30 Wrap - up Session / Conclusions and Way Forward**

**SUMMARY OF THE PLENARY SESSIONS AND WORKSHOPS**

**CLOSING REMARKS:**

- ◇ Ms. Delphine Borione, Deputy Secretary General, Union for the Mediterranean.

**FINAL INTERVENTIONS:**

- ◇ Ms. Elisabeth Guigou, President, Foreign Affairs Committee of the French National Assembly and President, Anna Lindh Foundation.
- ◇ Mr. Fathallah Sijilmassi, Secretary General, Union for the Mediterranean.

**After 17:30 B2B AND NETWORKING MEETINGS**

## Thursday 21 May

**09:30 - 11:00 New UfM Projects' launching**

- DEVELOPING WOMEN EMPOWERMENT
- FORMING RESPONSIBLE CITIZENS

**11:00 - 11:30 Coffee break / B2B AND NETWORKING MEETINGS**

**11:30 - 13:00 Pitch for projects' promotion**

*(Promoters of projects are invited to express their interest in presenting their project proposal. They will be coached by a professional TEDx presenter – Requests are to be sent to [projectpitch@ufmsecretariat.org](mailto:projectpitch@ufmsecretariat.org))*

**INTERPRETATION FOR PLENARY SESSIONS WILL BE PROVIDED IN ENGLISH, FRENCH, ARABIC**

**INTERPRETATION FOR WORKSHOP SESSIONS WILL BE PROVIDED IN ENGLISH AND FRENCH**