



Union pour la Méditerranée  
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# Fostering Women's Participation in Economic Life

*UfM Conference*

**Barcelona, 19-21 May, 2015**

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# Fostering Women's Participation in Economic Life

UfM Conference - Barcelona, 19-21 May, 2015

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

### 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 Members 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 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, in particular through education and media

### CONTEXT

In all the countries of the Euro-Mediterranean, despite progresses made, women still experience a **triple gap in their participation in economic life**: a participation gap (with lower level of participation in economy than men), a remuneration gap (with lower salaries), a progression gap (with low level of women in decision making positions). In the southern part of the region, in particular, the labour force participation of women is about 23%, the lowest rate in the world. This translates into a **loss of GDP 25% for the region**.

### OBJECTIVES

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.

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.
2. **Share experiences and best practices and identify new and innovative opportunities** of 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

-  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 proposed to improve the implementation of the existing policies and strategies of the various actors to enhance the economic participation of women in the region
-  A 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 state of play of economic participation of women and examine ways to best design an enabling environment to improve the situation. This main theme will be also addressed under four sub-themes focusing on innovative sectors 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

About 250 representatives from key stakeholders involved in women socio-economic empowerment issues are expected, including representatives of Ministries and national institutions of the UfM, international organisations and development agencies, parliamentarians and think tanks, private sector and civil society organisations, as well as promoters of projects.

## ON THE MARGINS:

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

# AGENDA

## 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. Begoña Suárez**, Deputy Director General for Women Entrepreneurships and career advancement, Ministry of Health, Social Services and Equality, Spain
- ◇ **Ms. Imma Riera**, Parliamentarian, Spain
- ◇ **Ms. Zita Gurmai**, President, Party of European Socialists Women, Hungary

*Video messages:* **Ms. Phumzile Mlambo-Ngcuka**, Executive Director, UN - Women; **Ms. Cherie Blair**, 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

*Women empowerment and socio-economic development are closely related. This session will present the state of play, with key main facts and figures related to women's participation in the economic life. It will identify major constraints and challenges faced by women in the region that hinder their equal participation. The session will also highlight the costs of the inequality for the region in terms of opportunities and economic growth. The issue will be examined from different perspectives by the panelist.*

- ◇ *Where does the Euro-Mediterranean region stand with regards to women's participation socio-economic situation?*
- ◇ *What is the cost for the non-participation and the benefits to expect from a greater women empowerment?*
- ◇ *What are the major remaining challenges and the ways to overcome them?*
- ◇ *What are the main keys of success for enhancing the participation of women in different sectors of activity?*
- ◇ *What could be the regional initiatives to enhance opportunities for women?*

**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, UN 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. Nacira 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 Committee

## DEBATE

19:30 Cocktail - Dinner

# Wednesday 20 May

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

*Creating an enabling environment to enhance women's economic participation includes all measures and conditions that aim to remove socio-cultural, legal and political barriers in order to achieve gender equality and the advancement of women in economic life. These measures and conditions could include policies, laws, institutional mechanisms, resources and programmes that would enhance the capacity of women to be involved in a sustained and effective manner in economic life, but also contribute to the elimination of women's discrimination and exclusion, increase their access to decision-making, their control over resources such as land and economic assets, and fully recognize their contributions as major actors in the economy.*

- ◇ *Which strategies, policies, institutions, and mechanisms have proven to be effective in increasing women's capabilities?*
- ◇ *What lessons learned can be drawn in terms of factors that facilitate an enabling environment for women's economic participation*
- ◇ *From each speakers' perspective and experience, what are the main success factors and recommendations to be made?*
- ◇ *Which regional initiatives or programmes could help foster economic participation of women?*

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

### KEYNOTE ADDRESS:

- ◇ **Mr. Carlos Conde**, 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. Emanuela Pozzan**, Senior Gender Specialist, International Labour Organization
- ◇ **Ms. Boriانا 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

- ◇ *What are the main strategies, policies and programs developed by international institutions to contribute to Women's empowerment?*
- ◇ *Which regional initiatives or programmes could help support better access to credit for women ?*
- ◇ *What are the constraints that prevent financial institutions and donors from better responding to women's financial needs ? and what could be done to overcome this?*
- ◇ *What could help (and push) financial institutions and donors to reach the most isolated beneficiaries (rural women, low income, ect.) ?*
- ◇ *How to develop synergies between local, national, and international financial programs and initiatives?*

**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
- ◇ **Dr. Ahmed Khodari**, Islamic Development Bank
- ◇ **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

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

The Social and Solidarity Economy (SSE) is diverse, as the economy itself, and each country has its own traditions, with important mutual, cooperative or associative groups but also medium and small businesses. It has received increasing policy attention in recent decades, particularly with regard to its contribution to employment. SSE is seen to have a key role in developing economic democracy and citizenship, creating decent and sustainable job opportunities, including for vulnerable or excluded groups in a context of economic crisis.

According to recent report, the SSE, that represents 10% of the GDP in the northern shore of the Mediterranean, could generate up to 4% of total employment in Southern Mediterranean countries. In the Western Mediterranean, SSE would represent 400 thousand business and 6 million jobs. According to some data, the SSE in Europe would even employ over 14 million people. All data should be treated with caution.

Women often have a strong presence in SSE organizations and enterprises. For instance, they often make up the core of the membership of agricultural self-help and credit and saving groups especially in the South, as well as of community forestry initiatives. They are also increasingly forming their own

Cooperatives and social enterprises.

Employment in SSE organizations can be particularly important for poor women facing labour market discrimination and work-family conflict. In addition to providing employment, SSE organizations and enterprises often facilitate flexibility in time management. The organization of women in SSE organizations and networks is important for women's emancipation and political empowerment. Through such organizations and participatory roles, women can gain voice, as well as networking and advocacy skills, allowing them both to renegotiate traditional gender relations and to access and make demands on more powerful institutions.

However, women in SSE are often disadvantaged in terms of assets, education and training and many not even speak the dominant language, especially in the South of Mediterranean where local dialects are used. Such constraints can impede access to the resources and markets needed to establish, expand or sustain an organization. If women can gain access to a loan, they often lack access to other financial services, such as savings, digital payment methods, and insurance. Lack of financial education also limits women from gaining access to and benefitting from the full suite of financial products and services in the market.

### **Guiding questions:**

- *Potential and limits of the SSE for women in the Euro-Mediterranean region.*
- *What policies, mechanisms and legal framework should be developed by states, IFI, International institutions and other actors to support SSE?*
- *What are the levers (including financial) that are needed to foster the sector development for women? How could donors and key stakeholders better cooperate and coordinate to improve the impact for women?*
- *Exchange of existing initiatives and good practices in the region and identify new regional initiatives that could improve women's situation.*

14:00 – 16:30 Thematic Workshops

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

### **COORDINATORS:**

- ◇ **Mr. Rodéric Egal**, Managing Director and **Frédérique Herzog**, Secretary General, 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. Simel Esim**, Head of Unit Cooperatives, International Labour Organization and member, United Nations Inter-Agency Task Force on Social Economy
- ◇ **Ms. Marianna Calabrò**, expert.
- ◇ **Ms. Arantza Laskurain**, Director, General Secretariat of the Mondragón Group
- ◇ **Ms. Fadma Ait Mohoucht**, *Association National des Coopératives d'argane* (ANCA), Morocco
- ◇ **Ms. Samira Labidi**, President, *Association Entreprendre au Maghreb*
- ◇ **Ms. Maya Azeggagh**, Project Manager, *Association Femmes en Communication*

### **DEBATE**

## GREEN ECONOMY FOR WOMEN EMPOWERMENT

Environmental degradation and unsustainable natural resource management constitute an enormous global challenge. It strongly affects the vulnerable groups in developing countries. The effects of climate change are not gender neutral. Women constitute one of the most vulnerable group that suffer in particular from these effects and from the repercussions of climate change. The growing commitment to sustainability has increased the demand for green products and services.

Green economies are defined as economies that result in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.

The green economy and green growth are both perceived as potential solutions to address both the current economic crisis and environmental damage. Connected to both is the issue of employment, specifically the creation of 'green jobs'. The number of green jobs is currently on the rise and it will be the economic driver for years to come. Transitioning to low-carbon economies will require large investments in new technologies, equipment, and infrastructure that will generate millions jobs. It is estimated 20 million jobs by 2030 in the renewable energy sector alone. Recycling and green processing of a variety of materials –metals, paper, textiles and plastic– will employ millions of people worldwide. Green jobs will be created in resource-based sectors including agriculture, fisheries and forestry, particularly in developing countries. Bio-diversity businesses will use the products and services provided by nature to provide employment in, for example, orga-

nic agriculture, non-timber forest products, and eco-tourism. Despite the great potential that presents the green economy today, the gender dimension in the sector is still missing. The green jobs are male-dominated in all countries, including in Euro-Mediterranean region. In general, the rate of women entrepreneurs is low, even in the green economy. Women's potential contributions to small and medium green enterprises and climate investments have largely been overlooked, partly due to discrimination that limits women's access to policymaking, finance, credit, information and quality jobs with equal pay.

Many studies demonstrate that women could be a great potential and the driving forces for inclusive and sustainable economic growth. Some studies explain that women are better at social innovation. Women entrepreneurs are demonstrating innovation, creativity, and economic value and one of the main key of green economy is innovation. Women are also more than half of the working power and economically speaking made 90% of the market choices.

Contributions of women to new 'green' economic activities are essential for achieving the Millennium Development Goals and responding to global and local environmental threats. Promoting gender equality and equity contributes to greater economic prosperity. Thus, in order to increase economic growth and reduce poverty, a Green Economy should include and promote equal gender rights and foster the empowerment of women.

**Guiding questions:**

- *What barriers prevent women workers and entrepreneurs from entering, progressing and remaining in the green economy and green industries? How can these barriers be removed?*
- *What are the changes to be made to capture potential and opportunities offered by equal women participation?*
- *How can governments, the private sector, development organizations, and other actors support women's equal and active participation in the green economy and ensure that women's green jobs are decent jobs?*
- *Exchange of existing initiatives and good practices in the region and identify new regional initiatives that could improve women's participation.*

**14:00 – 16:30 Thematic Workshops**

**WORKSHOP B) - GREEN ECONOMY FOR WOMEN EMPOWERMENT**

**COORDINATOR:**

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

**MODERATOR:**

- ◇ **Ms. Luisa Nenci**, CEO, SustainValues

**PANELISTS:**

- ◇ **Mr. José Pintor**, Expert, Union for the Mediterranean
- ◇ **Mr. Mohamed Abdel Raouf Abdel Hamid**, Program Manager, Environment Research at the Gulf Research Center
- ◇ **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**

## TAKING ADVANTAGE OF ICTS OPPORTUNITIES FOR WOMEN

The ICT sector offers many opportunities in terms of jobs or entrepreneurial openings. First, it remains an important and growing sector for employment: job opportunities in the digital economy continue to grow, and many countries and regions are anticipating growing demand for qualified personnel with mathematics, science, engineering, and computing skills. On the other hand, the range of benefits ICTs offer to start and develop businesses is extensive.

In the Middle East and Africa (MEA), only in 2015, ICT products and services will cross the \$270 billion and the IT market expected to grow 9%, according to International Data Corporation. This makes MEA the second-fastest growing market worldwide. In addition, according to the World Economic Forum, an estimated 150 million new jobs could be created by 2020 in the ICT sector for young Africans, including North-Africa. In the EU, it is estimated that, by 2020, there may be as many as 825,000 unfilled vacancies for ICT professionals if current trends persist.

While the enormous potential offered by ICTs for stimulating economic growth, socioecono-

mic development and effective governance is

proved, the benefits of ICTs are still by far unequally distributed between men and women.

The ICTs sector is still male dominated. Women are underrepresented at all levels in the ICT sector jobs, especially in technical and decision-making positions and as business owners.

Several international frameworks and actors have all recognised that improving the female to male employment ratio is good for economic growth. Engaging women and girls in ICT sector work is not only the right thing to do from the point of social justice. As for other sectors, it is also smart economics.

In EU for example, as per a European Commission study realized in 2013, if women held digital jobs as frequently as men, the gain for the European GDP each year would be around 9 Bn EUR. Organisations that are more inclusive of women in management achieve 35% higher ROE and 34% better total return to shareholders than other comparable organisations.

### **Guiding questions:**

- *What policies, actions and initiatives that should be undertaken to enhance the full participation of women in the field?*
- *What skills are actually needed and how can we organise a better match of labor market demands and educational curricula?*
- *What are the operational recommendations for policy makers and the key actors to achieve this goal and how to improve a best coordination between key stockholders in Euro-Mediterranean region?*
- *Exchange of existing initiatives and good practices in the region and identify new regional initiatives that could improve women's situation*

## WORKSHOP C) - 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
- ◇ **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
- ◇ **Mr. Abdullah Snobar**, Director of Student Engagement & Business, Digital Media Zone: Women in Entrepreneurship Program

**DEBATE**

## ECONOMIC PARTICIPATION OF WOMEN AND ROLE OF MEDIA

Communication is extremely important for women's economic development and media has an important role to play to create awakening in women to achieve their potential as the prime movers of change in society. Media portrayals can contribute to or reinforce occupational knowledge, career socialisation, and even gender stereotypical attitudes and beliefs about work.

Media are potentially powerful channels of information in a society. Various forms of media, including advertisements, television, and film, are present almost everywhere in current culture. Media not only gives people information and entertainment, but it also affects people's lives by shaping their opinions, attitudes and beliefs. The messages they transmit can change or reinforce social mores and behaviours, and mobilise citizens to take progressive actions. Unfortunately, research reveals that gender imbalance is alive and well across media. Often media still perpetuates traditional gender stereotypes, but could be also used as a strong and powerful vector for change.

Today's social changes make it an evidence that the "traditional" role model associated with women is no longer appropriate and realistic as real life is showing more and more active women playing a lead role in society. This evolution should be more appropriately reflected in the media.

Lines of actions need to be identified and best practices across the region need to be collected and shared. The top managers of main media outlets need to be involved in order to facilitate the adoption of immediate measures to improve the situation.

Media can help in many ways. The first is through producing/proposing/programming programmes that present different models of women in the society. The second is to valuing women in roles until now reserved to men.

In addition, to have women as top manager of media could be a powerful tool to incentive women participation in society, especially if accompanied by positive measures to ease women presences in media.

### **Guiding questions:**

- *To what extent do codes of ethics prescribe the integration of gender equality concerns in media practice in the Region? How these affect the economic participation of women?*
- *How can we improve the current situation : Gender mainstreaming in journalism education? Alternatives offered by new media? The necessary media legal and regulatory frameworks and national gender policies?*
- *Exchange of existing initiatives and good practices in the region and identify new regional initiatives that could improve women's image in the media.*

## WORKSHOP D) – ECONOMIC PARTICIPATION OF WOMEN AND ROLE OF MEDIA

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

- ◇ **Ms. Hélène Delmas**, Regional Audiovisual Attaché, 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 Lemrini**, 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 - 18:00 Wrap - up Session / Conclusions and Way Forward**

**SUMMARY OF THE PLENARY SESSIONS AND WORKSHOPS**

**CLOSING REMARKS:**

- ◇ **Ms. Dima A. Khleifat**, Secretary General for the National Registry of Societies, Hashemite Kingdom of Jordan
- ◇ **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 for the Dialogue between Cultures
- ◇ **Mr. Fathallah Sijilmassi**, Secretary General, Union for the Mediterranean

**After 18:00 B2B AND NETWORKING MEETINGS**

## Thursday 21 May

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

- **DEVELOPING WOMEN EMPOWERMENT.** Project promoted by the Euro-Mediterranean Women Foundation.
- **FORMING RESPONSIBLE CITIZENS.** Project promoted by Ideaborn.

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

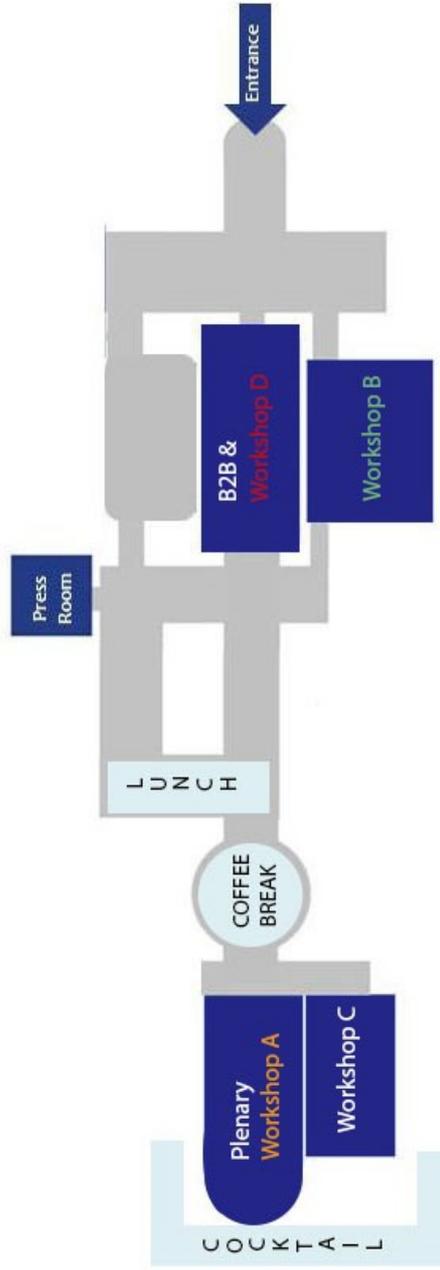
**11:30 - 13:00 Pitch for projects' promotion**

*(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**



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Workshops:

- A. SOCIAL AND SOLIDARITY ECONOMY (SSE) AS A PROMISING SECTOR FOR WOMEN
- B. GREEN ECONOMY FOR WOMEN EMPOWERMENT
- C. TAKING ADVANTAGE OF ICTS OPPORTUNITIES FOR WOMEN
- D. ECONOMIC PARTICIPATION OF WOMEN AND ROLE OF MEDIA

# Notes



