



Union for the Mediterranean  
Union pour la Méditerranée  
الاتحاد من أجل المتوسط

# LABELLING GUIDELINES 2024

Adopted by the decision  
of Senior Officials on date  
22/02/2024

[ufmsecretariat.org](http://ufmsecretariat.org)



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A project labelled by



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## 1. Preface

These guidelines establish the concept of labelling, the application for label including eligibility and selection criteria, procedure for granting and lifting the label (discontinuity), the support provided by the UfM to labelled projects, as well as monitoring, evaluation and dissemination of the results for the benefit of the Mediterranean region.

They are based on the principles of transparency, equal treatment and accountability inherent to good administration and sound financial management.

The UfM label is an endorsement of projects, project proposals or programmes (hereinafter ‘projects’) of high quality and potential to contribute to advance the objectives of the UfM, delivering concrete results for the broader benefit of people of the Mediterranean.

It is granted (or lifted) by a decision of the Senior Officials, representing the UfM Member States adopted by consensus, following a recommendation of the UfM Secretariat based on evaluation against the criteria and in line with the procedure below.

The project guidelines apply to all applications for label submitted to the Secretariat on the dedicated form available on the UfM website and through the channels specified therein.<sup>1</sup>

Once labelled, the projects benefit from various forms of support stipulated below, and provided by the UfM to facilitate the implementation, sound financial management and achievement of the intended results, throughout their lifecycle and beyond, to maximise the benefits and positive impact on the people in the Mediterranean region capitalising on the convening power of the UfM.

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<sup>1</sup> <https://ufmsecretariat.org/what-we-do/how-to-submit-a-project/>

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## 2. Application for Label

Applications for label may be submitted by a wide range of promoters including international organisations, public institutions, civil society organisations or private entities with proven technical and financial capacity.

UfM Member States are encouraged to identify, recommend and promote the UfM label both on the national level and in the UfM sectoral regional platforms, meetings and other formats, to exchange information, lessons learnt and best practices with a view

to increasing the engagement of UfM Member States, participation of stakeholders, avoiding duplication, ensuring complementarity and enabling the achievements on the political and policy levels to translate into concrete benefits for the people of the region.

### 3. Eligibility and Selection Criteria

In line with the UfM's commitment to regional cooperation between the North and South, as well as its encouragement of South-South collaboration, eligible projects shall

- (1) fall at least under one of the UfM's **priority areas** and
- (2) have a regional dimension in that they are implemented
  - in at least three (3) UfM Member States<sup>2</sup> or
  - in partnership or coalition of entities from at least three (3) UfM Member States<sup>3</sup> or
  - for direct benefit of people from at least three (3) UfM Member States<sup>4</sup> or
  - with the objective of piloting innovative solutions for broader application in the Mediterranean region.
- (3) have secured at least 50% of the total budget and demonstrate the origin of the funds.

The eligible projects are assessed against the following criteria (selection criteria):

- *technical quality including*
  - clearly defined objectives, methodology and a logical framework (performance indicators, targets and results);
  - defined stakeholders and intended beneficiaries (disaggregated data);
  - facilitates knowledge sharing and technology transfer;
  - visibility and communication plan.
- *feasibility including*
  - a realistic timeframe and calendar of implementation with milestones;
  - a detailed budget including all contributions and resource allocation;
- *the number of UfM Member States contributing and/or benefiting from the project*
  - to be evidenced by letters of endorsement from the competent authorities.

<sup>2</sup> Out of which at least one is from a non-EU country.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

## 4. Labelling Procedure

The promoter shall fill in the application form and submit it signed to the UfM Secretariat by email at [projects.info@ufmsecretariat.org](mailto:projects.info@ufmsecretariat.org), together with the required supporting documents in one of the three languages. By submitting the application, the promoter gives consent to the UfM to process the information provided for the purpose of labelling and the benefits resulting thereof, comply with these guidelines and with the obligations in case the label is granted.

These include in particular

- sharing progress reports (at least two per year) and any other documents relevant to the project implementation;
- facilitating, upon request, access on site to UfMS staff for the purpose of monitoring;
- promoting the label and use it in matters pertaining to the project including in public communication and for purposes of visibility;
- responding without delay to any request of UfMS for information.

The Secretariat will acknowledge the receipt, register the application and initiate the assessment. The technical staff of the UfMS shall review whether the project fulfils the eligibility criteria.

If the project does not fulfil the eligibility criteria, the UfMS shall inform the promoter and stop the procedure.

Where the project fulfils the eligibility criteria, the UfMS shall proceed with the technical assessment of the project against the selection criteria above.

The UfMS may request clarifications and further information from the promoter required for the assessment at any time. If this information is not provided within the set deadline, the UfMS shall stop the procedure.

The technical assessment shall be completed and the promoter informed of the outcome, i.e. whether the project has been recommended for labelling to the Senior Officials or not, at the latest in three (3) months from the submission of all the required information.

The Senior Officials shall decide whether the UfM Label is to be granted in a two-step process, usually not exceeding three (3)

months. The promoter may be invited to present the project in the meeting of the Senior Officials.

The decision of the Senior Officials is communicated to the promoter in writing through an official notification letter signed by the Secretary General.

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## 5. Support Provided by the UfMS

The UfM-labelled projects benefit from various types of support provided by the UfMS including:

- Technical Assistance (TA) provided by UfMS staff or external consultants contracted and funded by the UfMS;
- networking and collaboration (peer-to-peer) to create synergies in view of increased efficiency, improved performance, and creation of new opportunities;
- coordination of UfM-labelled projects but also with other regional sectorial initiatives through sectoral advisory boards, joint steering committees etc. to avoid duplication and facilitate optimal allocation of resources;
- evidence of political endorsement by the UfM Member States to enable access, facilitate implementation, and replication in the Mediterranean region;
- exchange of knowledge and lessons learnt, communities of best practices, and dissemination of results for the benefit of the labelled projects and beyond;
- assistance with visibility and communication to demonstrate the achievements of the labelled project and communicate them effectively to various groups of target audiences;
- promotion of labelled projects and their promoters through providing platforms for presentation, outreach and recognition of performance in the region and beyond;
- support with the RBM-MEL approach (see below);
- support with ensuring sustainability of the projects and their results.

Concrete forms of support and their delivery shall be in each case agreed between the parties to tailor the assistance provided by the UfMS to suit the needs and specificities of the labelled project and promoter.

The range of the support provided above is not exhaustive and additional forms of support may be added at any time depending on available resources.

## 6. Monitoring, Evaluation and Learning (MEL)

While the sole responsibility for sound financial management of the labelled project remains with the promoter, the UfMS has an established results-based management (RBM) including monitoring, evaluation and learning.

The expertise and the tools developed by the UfMS may be put at disposal of the promoter of a labelled project upon their justified request and following an agreement on specific modalities of such assistance between the parties.

The objective of this support is to increase accountability, efficiency and results as well as build the capacity of the promoter for the benefit of the labelled project and beyond. By sharing knowledge, providing tools and tailored guidance to project promoters, they are empowered to disseminate this expertise among all stakeholders (in line with the concept of training of trainers) with a view to building local capacities with long-term benefits for the broader communities in the Mediterranean region.

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## 7. Discontinuity of the UfM Label

If it is established from the reports submitted by the promoter, monitoring on site or other sources that a project ceases to fulfil the above criteria or the promoter does not comply with the obligations stipulated above or ceases to exist, the Secretariat will submit a recommendation to discontinue the label to the Senior Officials for decision by consensus.

If the label is discontinued, the promoter shall be notified thereof (unless it ceased to exist) and may no longer benefit from the above support of the UfM or continue to use the label for any purpose.

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## 8. Final and Transitional Provisions

These amended guidelines shall be applied immediately following the adoption by the Senior Officials to newly submitted applications. The projects labelled prior to this date, shall continue to be governed by the previous guidelines and reviewed under these guidelines within a two-year period if still ongoing.

These guidelines shall be reviewed three years after their adoption, following an assessment of their application.



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