



Union for the Mediterranean
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Concept Note

UfM Digital Sustainable Week

**Towards Inclusive AI and Sustainable Trade and Investment in the
Mediterranean**

Istanbul, 26-29 May 2025

Venue: Dedeman İstanbul (Gayrettepe)

In line with its commitment to fostering inclusive and sustainable development in the Mediterranean region, the Union for the Mediterranean (UfM) Secretariat, in collaboration with the German Development Cooperation, will organize the UfM Digital Sustainable Week in Istanbul from May 26 to 29, 2025.

Anchored in the relevant Ministerial Declarations and contributing to their implementation, the event will explore on May 26 and 27, 2025, the impact of Artificial Intelligence (AI) on economies and societies in the region. AI presents unprecedented opportunities for improving productivity and efficiency across industries but also raises significant challenges regarding job displacement and economic equality. Discussions will delve into the potential of AI to enhance business performance, while also addressing its social implications, including ethical concerns and the digital divide.

The sessions will also highlight the relationship between AI and creativity, shedding light on how AI is shaping fields such as art, music, and design. A special focus will be given to women-driven AI, showcasing the role of female leaders and innovators in the sector. Additionally, participants will gain insights into best practices and initiatives aimed at ensuring that AI adoption is inclusive, ethical, and accessible to all.

Building on these discussions, the focus will shift on May 28, 2025, towards the role of trade and investment in achieving sustainability. As global trade is responsible for nearly 30% of greenhouse gas emissions, integrating sustainability into trade and investment policies is crucial for the Mediterranean region. This segment of the event will provide a platform for in-depth exchanges on the importance of greening trade and investment, highlighting recent developments at international, regional, and national levels. The discussions will also address the impact on developing economies and how AI technology can drive sustainable trade and investment.



To ensure a rich and impactful dialogue, the UfM will bring together prominent experts, policymakers, private sector representatives, civil society leaders, and academics from across the region. Participants will have the opportunity to provide their insights, engage in meaningful discussions, and explore future collaborations. Networking opportunities will help develop partnerships aimed at driving digital innovation and sustainability.

On May 29, 2025, a field visit will be organized to ICOC- Commercialization Center of Istanbul (İTO Bilgiyi Ticarileştirme Merkezi). The visit will include Campus Tour & Introduction to this multifunctional entrepreneurship center supporting entrepreneurs with innovative business ideas (Start-Ups). It will also feature a Turkish Startup (Entrepreneurship) Ecosystem Briefing & Startup Presentation at BTM Stage, followed by Q&A.

On the sidelines of the event, three specialized side events will be held for a targeted audience:

- EMGN Academy on Green Guarantees & ESG Monitoring.
- Award Ceremony for Women in AI Contest and a Training on AI for women-led businesses.
- Training on Women journalism and AI
- Public Procurement capacity building.

The outcomes of these discussions will feed into the UfM agenda and roadmap, reinforcing the organization's commitment to shaping policies that promote technological advancement, economic inclusion, and environmental sustainability in the Mediterranean region.