



# **Social Innovation in the Agri-food sector for Women's Empowerment in the Mediterranean sea basin**

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# ENI CBC Program

## Program

- ENI CBC MED Programme 2014-2020 / First call for standard projects

## General Objective

The General Objective of the ENI CBC MED 2014-2020 is to foster **fair, equitable and sustainable economic, social and territorial development**, which may advance cross-boarder integration and valorise participating countries' territories value

## Thematic objective

**A.3 - Promotion of social inclusion and fight against poverty (Promote economic and social development)**

## Priority

A.3.1 - Provide young people, especially those belonging to the NEETS and women, with marketable skills



Mena region, **women's labor force rate is 22%, the lowest in the world** as well as the **highest in the world is women's unemployment rate (19,6%)** (World Bank).

Women **unemployment rate** definitively **higher than men** unemployment rate. Ex. 41% compared to 20,4% in Jendouba region (Tunisia) (ILO)

**the agri-food sector** shows a significant level of **untapped potential** in terms of innovation and growth in the Mediterranean

**Poverty and social exclusion in Med countries**

Only around **12% of adult women are entrepreneurs** due to the conservative society of the Arab world. (World Bank).

**very low levels of women participation growth in agri-food sector** has not been inclusive mostly because of unequal opportunities and skills mismatch

**gender-based inequalities** are prevalent in rural areas.



# Project objectives

General Project objective	Specific Project objective(s)
Increase women inclusion in the society by improving their economic participation	Increased employability of women involved in project activities



Targets

Indicator 1: **Number of women trained (140)**

Indicator 2: **Number of women trained who found a job (112 = 80%)**



# FOCUS

Defined Target

**Young women unemployed (including neets)** in the regions of the project

Specific sector

**Agri-food**  
significant level of **untapped potential**

Innovative skill model

**Rural Social Innovation model** to be tailored according to local needs

Two job profiles

**Agent for transition** (job matching) / **Agent for generation** (job creation)



COMMUNICATION

PROJECT MANAGEMENT



## Research

## Training and coaching

## Job matching and job creation

Adapting the RSI model in different regional contexts and defining a specific curriculum consistent with the principles of RSI

Organization of the training course based on the developed model and coaching activities

Job placement activity (transformation agent) and business creation support (generation agent)

- O.3.1 New curricula and training model for new job opportunities in agri-food sector
- O.3.2 Local agri-food stakeholder network

- O4.1 Targeted training course for women
- O4.2 Summer camp (joint intensive week)
- O4.3 Coaching program

- O5.1 Agro-business forum involving
- O5.2 Traineeship program
- O4.3 Technical support meeting for start-up

# WP / Outputs

## Working Packages

Wp Leader  
**UTV**

Wp Leader  
**UTV**

Wp Leader  
**CAWTAR**

Wp Leader  
**UTV**

Wp Leader  
**CESIE**

Wp Leader  
**JOVE**

**WP0**  
**Preparation**

**WP1**  
**Project Management**

**WP2**  
**Communication**

**WP3**  
**Development of the training model**

**WP4**  
**Training and coaching**

**WP5**  
**Job matching and job creation**

## Main output



WP0.O.1 Project proposal

WP1.O.1 Project meetings

WP1.O.2 Project management plan

WP1.O.3 Technical Manual on reporting and financial procedures

WP1.O.4 Project management monitoring reports

WP1.O.5 Project evaluation reports

WP2.O.1 Communication and dissemination plan

WP2.O.2 Awareness campaigns

WP2.O.3 Dissemination campaigns

WP3.O.1 Guidelines to conduct field research to develop the training model

WP3.O.2 New curricula and training model for new job opportunities in agri-food sector

WP3.O.3 Agreement for a local agri-food stakeholder network to support research, training and employment initiatives

WP4.O.1 Targeted training course for women based on the model and curricula developed in the rural social innovation paradigm

WP4.O.2 Summer camp (joint intensive week)

WP4.O.3 Coaching and mentoring program for targeted women to identify the single employment paths (agent for transition / agent for generation)

WP5.O.1 Agro-business forum involving local networks of agri-food sector stakeholders (agent for transition)

WP5.O.2 Traineeship program for women trained (agent for transition)

WP5.O.3 Technical support meetings for cooperative start-ups (agent of generation)

# Partnership

## Project partners

	NAME	COUNTRY	REGION
<b>Applicant</b>	UNIVERSITY OF ROME TOR VERGATA (UTV)	Italy	Lazio
<b>PP01</b>	CESIE	Italy	Sicilia
<b>PP02</b>	Jóvenes hacia la solidaridad y el desarrollo (JOVE)	Spain	Comunidad Valenciana
<b>PP03</b>	Centre of Arab Women for Training and Research (CAWTAR)	Tunisia	Tunis
<b>PP04</b>	Palestinian businesswomen's association (ASALA)	Palestine	West Bank





500 km  
300 mi

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20 ANOS

jovesólides

TOR VERGATA  
UNIVERSITÀ DEGLI STUDI DI ROMA

cesie  
there is only one creature

CAWTAR

asala  
الجمعية الفلسطينية لصاحبات الأعمال  
PALESTINIAN BUSINESSWOMEN'S ASSOCIATION





# WHO WE ARE

The Research Group in Government and Civil Society (GCS) is an active research team within the Department of Management and Law of the Faculty of Economics, University of Rome of Tor Vergata. GCS is a **multidisciplinary group directed by Prof. Marco Meneguzzo** which promotes research, teaching, projects and third mission activities in the field of public management and social innovation.

The Tor Vergata University of Rome manages a **total value of European funds of 50 mil. €** with an annual turnover of 7 mil. €. The GCS currently manages **projects worth 4 mil. €**





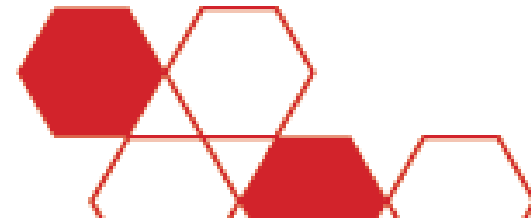
# WHAT WE DO

The Research Group in Government and Civil Society (GCS) works on two main increasingly integrated areas through the development of research, teaching and project activities:

## Government area

The GCS has a deep maturity in qualitative and quantitative research studies applied in the Public sector. In particular, it deals with:

- *Performance Management,*
- *Public Private Partnership (PPP)*
- *Models of Governance,*
- *Local Authorities and Finance*
- *Health Management*
- *Project management in the public sector*
- *Euro-design projects*





# WHAT WE DO

The Research Group in Government and Civil Society (GCS) works on two main increasingly integrated areas through the development of research, teaching and project activities:

## **Area Civil Society**

The CVS area is a center of research, teaching and third mission dedicated to the deepening of transversal and multidisciplinary issues, with respect to the public, private and non-profit sectors.

The main topics covered are:

- *Social Innovation and Third Sector Development*
- *Sustainability and Corporate Social Responsibility,*
- *Common Goods and Culture.*





cesie  
the world is only one creature

CESIE is a European study and initiative center founded in 2001 whose mission is to **promote innovation, participation and growth in the educational field** It can count on a network of 3,000 civil society organizations, universities, schools, research centers, public authorities and private institutions, youth centers, businesses and entrepreneurs active all over the world.

Today CESIE is working on the implementation of over 120 projects in more than 80 countries with the support of numerous institutions and organizations



Jovesólides was created in 1999 in the priority area of La Coma, in Paterna. Jovesólides **works for equal opportunities in development**, and promote an active global citizenship that is committed to its environment.

**Jovesólides** has a large number of partners that are spread throughout the world, mostly in Latin America and Europe. This partnership model makes it possible to carry out our projects: cooperation, development education, innovation and social entrepreneurship



Beja and Medenin

Centre of Arab Women for Training and Research (CAWTAR)



The Center of Arab Woman for Training and Research (CAWTAR) was created in 1993 in response to the request of a number of Arab governments and civil society organizations and institutions.

CAWTAR is dedicated to **working in a region where women and men are equal in rights and in practice**, where gender gaps have been overcome and where women and men can participate equally in achieving prosperity.

CAWTAR's mission is to **eradicate discrimination against Arab women** and reduce gender gaps **by promoting research, education, training and advocacy** in all areas of life that affect the status of women,



The Palestinian Businesswomen's Association – Asala was founded in 1997 and registered as a non-profit organization under the current name in 2001. Until August 2014, Asala provided both small loans, totaling more and non-financial services to female micro-entrepreneurs.

“The Palestinian Businesswomen's Association – Asala” **provides comprehensive and needs-based services to marginalized women in the West Bank and Gaza Strip** along three strategic tracks, namely:

1. Advocacy and lobbying for women's economic and social rights
2. Capacity building for women entrepreneurs
3. Facilitating access to local, regional and global markets for women entrepreneurs

To date, Asala has **benefited more than 8000 women through its capacity building services** and tens of thousands of women through its advocacy and lobbying efforts, thereby enabling them to create better lives for themselves and their families as well as advancing progressive social change which recognizes women's economic and social rights in their communities.



# Partnership

## Associated partners

country	code	name of the partner
Italy	ASS01	Associazione Italiana Donne per lo Sviluppo Onlus - AIDOS
Italy	ASS02	DPO Dipartimento per le Pari Opportunità
Palestine	ASS03	New Farm Company
Tunisia	ASS04	Ministry of Women, Family and Childhood
Palestine	ASS05	Association of Women Committees for Social Work
Tunisia	ASS06	CIFE of Tunis (International Council of Women Entrepreneurs)
Italy	ASS07	Coordinamento Nazionale Comunità di Accoglienza (CNCA)



## Budget

Partnership	Sub Total Costs		ENI Contribution	Revenues	Total		Total	
	TOTAL	% managed by each organisation	Amount (€)	Amount (€)			%	Amount (€)
<b>BEN</b>	€ 387.214,81	13,85%	€ 336.876,88	€ 0,00	€ 336.876,88	87,00%	€ 50.337,93	13,00%
<b>PP1</b>	€ 568.853,73	20,34%	€ 494.902,75	€ 0,00	€ 494.902,75	87,00%	€ 73.950,98	13,00%
<b>PP2</b>	€ 437.746,63	15,65%	€ 380.839,57	€ 0,00	€ 380.839,57	87,00%	€ 56.907,06	13,00%
<b>PP3</b>	€ 743.953,88	26,61%	€ 647.239,88	€ 0,00	€ 647.239,88	87,00%	€ 96.714,00	13,00%
<b>PP4</b>	€ 658.468,37	23,55%	€ 572.867,48	€ 0,00	€ 572.867,48	87,00%	€ 85.600,89	13,00%
<b>PP5</b>	€ 0,00	0,00%	€ 0,00	€ 0,00	€ 0,00	87,00%	€ 0,00	13,00%
<b>TOTAL CONTRIBUTIONS</b>	<b>€ 2.796.237,42</b>	<b>100,00%</b>	<b>€ 2.432.726,56</b>	<b>€ 0,00</b>	<b>€ 2.432.726,56</b>	<b>87,00%</b>	<b>€ 363.510,86</b>	<b>13,00%</b>
<b>Contingency reserve including its adm costs</b>	<b>€ 41.943,56</b>		<b>€ 36.490,90</b>				<b>€ 5.452,66</b>	<b>13,00%</b>
<b>OVERALL TOTAL<sup>3</sup></b>	<b>€ 2.838.180,98</b>		<b>€ 2.469.217,45</b>				<b>€ 368.963,53</b>	<b>13,00%</b>

# Timeline

Timeline		2019				2020								2021								2022																			
		I				II				III				IV				V				VI																			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36				
WP	Title	set-19	ott-19	nov-19	dic-19	gen-20	feb-20	mar-20	apr-20	mag-20	giu-20	lug-20	ago-20	set-20	ott-20	nov-20	dic-20	gen-21	feb-21	mar-21	apr-21	mag-21	giu-21	lug-21	ago-21	set-21	ott-21	nov-21	dic-21	gen-22	feb-22	mar-22	apr-22	mag-22	giu-22	lug-22	ago-22				
WP 1	Project Management																																								
WP 2	Communication																																								
WP 3	Training model development																																								
WP 4	Training and coaching																																								
WP 5	Job matching / Job creation																																								



# RURAL SOCIAL INNOVATION: IDEE E PRINCIPI CHIAVE

- **Sostenibilità economica, sociale e ambientale** (*triple bottom line*), centralità del territorio
- **Sviluppo delle comunità locali**, anche tramite investimenti ad alto impatto sociale
- Connessione e dialogo tra attori «interni» (produttori alimentari) e attori «esterni» (comunità, consumatori e altri *stakeholder*)
- Mediazione tra le opportunità offerte dalle nuove tecnologie e le tradizioni e aspettative delle comunità locali → **cultura e innovazione**



## RURAL SOCIAL INNOVATION: APPLICAZIONE AL PROGETTO

- Obiettivo: rendere le donne competitive nel contesto lavorativo e imprenditoriale locale
- Le donne coinvolte diventano agenti del cambiamento all'interno della propria comunità
- A seconda delle loro inclinazioni, possono scegliere un percorso orientato al lavoro dipendente (*agents for the transition*: dalla catena del valore tradizionale a quella innovativa) o all'imprenditoria (*agents for the generation*: creazione di nuove imprese innovative) → per ciascun percorso sono previste attività formative, di supporto e di



*placement*

# IL PROGRAMMA DI FORMAZIONE

Le attività formative saranno basate su due gruppi di concetti:

- Concetti trasversali (*community building*, etnografia rurale, gestione degli *stakeholder*, competenze manageriali e finanziarie, competenze digitali)
- Concetti settoriali, propri di ciascun ambito produttivo (produzione e logistica)
- *Soft skills*



# EUROMENA 2020



- *Vision: Mobilitare esperienze, conoscenze e capacità per costruire un ponte tra diverse culture intorno al Mediterraneo*
- Dove? **Università degli Studi di Roma «Tor Vergata», Roma**
- Quando? **Settembre 2020**

All'interno del convegno sarà presente una track dedicata a ENI CBCMED e alla cooperazione tra nord e sud del Mediterraneo.



# EUROMENA 2020: ORGANIZZATORI



**EUROMENA**  
- DIALOGUE -



**SNA** *Presidenza del Consiglio dei Ministri*  
Scuola Nazionale dell'Amministrazione

**Con il sostegno di:**



InnovAgroWoMed





# EUROMENA 2020: LA RETE ORGANIZZATIVA LOCALE



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DI TORINO



**EUROMENA**  
- DIALOGUE -



UNIVERSITÀ  
degli STUDI  
di CATANIA



UNIVERSITÀ DEGLI STUDI  
DI MESSINA



Grazie per l'attenzione!

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