Supporting the Private Sector
Answers to Global Sustainable Development Challenges

Synergies between the MSSD and 2 initiatives led by ANIMA

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ANIMA: a Cooperation Platform for Economic Development in the Mediterranean

A network of economic development actors
- National and regional agencies in charge of promoting investment/export/SME/territories
- Business and investor associations and federations
- Research institutes, think tanks and international organisations

75 members based in 22 countries of Europe and the Mediterranean
Working together towards a shared and sustainable economic development in the Mediterranean

INTELLIGENCE: promoting business and investment opportunities
- Observatories, studies, watch, mapping

BUSINESS: support the development of enterprises, clusters, investors, towards Mediterranean and European markets
- Business meetings, coaching, go-between, SRI label

COOPERATION: experience-sharing and development of cooperation projects
- Seminars, support to project engineering, project coordination, expertise
A Geographic Coverage of 22 Countries
The region strives to restore confidence

- €343 billion invested in the 11 MED countries from 2006 to 2015 (UNCTAD)
- 6,600 FDI projects detected and €351 bn announced (ANIMA-MIPO*)

* ANIMA-MIPO: Mediterranean Investment and Partnership Observatory. Monitoring of FDI announcements in 11 MED countries: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia & Turkey
FDI low contribution to Sustainable Development

FDI announcements are concentrated in coastal areas

How To Measure Economic Performance?

- 2000s: MED countries appear on the investor map
- 2008: Egypt is the top reformer (Doing Business)
- 2010: Tunisia is the most competitive country in Africa (World Economic Forum)
- ... 2011: Arab Spring
FDI projects in strategic sectors are developing

Continuous rise in some key sectors of the Blue Economy: Renewable Energy, Agribusiness (inc. fisheries & aquaculture), Transport

Number of FDI announcements by sector (2006-2015). Source: ANIMA-MIPO
# EDILE: Improving the Local Impacts of Investment Projects
EDILE Pilot Initiative

Main organisations targeted:
- Public authorities dealing with investments (assessment, authorisation or support): Ministries, investment agencies & local authorities
- Investors and businesses, business support organisations, financial institutions & civil society

Main results (2013-2016):
- EDILE rating toolkit: Evaluation guide & rating methodology on local impacts of investment projects
- Capacity building & governance: Evaluation of 15 pilot investment projects, trainings, seminars, technical assistance

→ The first post Arab revolution initiative having developed evaluation tools to apprehend the “inclusive development” called by all observers and policy makers
EDILE Rating

- **Methodology** approved by a scientific board composed of DFIs (AFD, EIB, World Bank), territories (Lebanon, Egypt, Algeria, Tunisia, Palestine, Italy, France) and experts

- **Freely available** for all private and public stakeholders to assess the local impacts of an investment project and spread the objectives of inclusiveness and corporate social responsibility

- **An economic performance process** to allow businesses to manage their local impacts and adopt more efficient and more sustainable business practices

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[Image: www.edile-initiative.org]
### 35 criteria to assess local impacts

<table>
<thead>
<tr>
<th>Economy</th>
<th>Social</th>
<th>Environment</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO1 Product value for the population</td>
<td>SOC1 Direct job creation</td>
<td>ENV1 Waste production management</td>
<td>COM1 Impact on the structure of the local economy</td>
</tr>
<tr>
<td>ECO2 Product available to local population</td>
<td>SOC2 Qualification of created jobs</td>
<td>ENV2 Waste treatment and recycling</td>
<td>COM2 Participation in local social actions</td>
</tr>
<tr>
<td>ECO3 Eviction of existing companies</td>
<td>SOC3 Type of contract</td>
<td>ENV3 Reduction in energy consumption</td>
<td>COM3 Social and solidarity economy (SSE)</td>
</tr>
<tr>
<td>ECO4 Sub-contracting and local purchases</td>
<td>SOC4 Wage policy</td>
<td>ENV4 Renewable energy</td>
<td>COM4 Development strategy &amp; territorial anchorage</td>
</tr>
<tr>
<td>ECO5 Indirect job creation</td>
<td>SOC5 Local recruitment</td>
<td>ENV5 Reduction in water consumption</td>
<td>COM5 Fight against corruption</td>
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<tr>
<td>ECO6 Partnership attitude within the sector</td>
<td>SOC6 Equal opportunities</td>
<td>ENV6 Consumption of forests and agricultural soils</td>
<td></td>
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<tr>
<td>ECO7 Impact on local infrastructure</td>
<td>SOC7 Vocational training</td>
<td>ENV7 Protection of biodiversity and habitats</td>
<td>COM6 Anticompetitive behaviour</td>
</tr>
<tr>
<td></td>
<td>SOC8 Participation in local training</td>
<td>ENV8 Quality of constructions and impact on landscape</td>
<td>COM7 Transparency</td>
</tr>
<tr>
<td></td>
<td>SOC9 Social protection</td>
<td>ENV9 Impact on residents and mitigation measures</td>
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<tr>
<td></td>
<td>SOC10 Employees’ represent. &amp; protect, social dialogue</td>
<td>ENV10 Environmental quality of products &amp; services</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ENV11 Transport &amp; logistics optimisation</td>
<td></td>
</tr>
</tbody>
</table>
The best option: a rating methodology

Evaluation of 35 criteria
- Each criteria: 1 to 4 dimensions taken into account
- Each dimension is evaluated through a question
- Rating: From 1 (very low) to 5 (Excellent) with bonuses
  - Bonus questions Yes/No (+1, +2)
EDILE: An initiative supported by 43 countries

Participants of **EDILE Strategic Council**: AFD, Avitem, Business France, Caisse de Dépôt et Consignation (France), CGEM (Morocco), Conect (Tunisia), EIB, GIZ, Global Footprint Network, Ministry of Investment (Tunisia), SwitchMed, Plan Bleu, UfM, UNIDO, World Bank, etc.

**November 2015**: EDILE labelled by the Union for the Mediterranean (UfM)

**June 2015**: EDILE among the good practices of the Mediterranean Commission on Sustainable Development (MCSD)
# The Next Society: Reinforcing Innovation Ecosystems
THE NEXT SOCIETY is a movement initiated in 2017. It is carried out by an open coalition of European and Mediterranean economic and social organisations (investment agencies, enterprises, start-ups, NGOs...).

It aims at reinforcing innovation ecosystems and fostering value creation as well as pushing forward concrete solutions for a shared prosperity in the Mediterranean and tomorrow in Africa.

Launched by the Euro-Mediterranean network ANIMA Investment Network, it gathers today over 300 business, innovation and investment organisations and 2,500 international SMEs and entrepreneurs. It starts in 2017 with a 4-year pilot action plan, labelled by the European Union with a financial contribution of 7 million Euros.

1. **Reverse innovation** - Invent in the South responses to major industrial, social and environmental challenges: frugal solutions, inclusiveness, resource management, food independence, etc.

2. **Social responsibility** - Involve companies in local value approaches

3. **Shared value** - Contribute to a fairer value distribution, between the North and the South and within Mediterranean countries

4. **Leadership** - Support and promote new economic and scientific leaders in the Mediterranean

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**The Next Society: 4 objectives**
The Next Society action plan to promote innovation in the Mediterranean

**Policy framework**

The private sector in the driving seat of innovation strategy

- Benchmarking innovation frameworks: defining common performance indicators and analyse strengths vs weaknesses
- Public-private dialogue: national task force on competitiveness defining country roadmaps
- Dedicated support for roadmap implementation

**Technology transfer office booster track**

Technology transfer offices managers trained like entrepreneurs

- Needs analysis and practical toolbox
- Best practice exchange with peers
- Portfolio pitching and marketing: speaking the same language / understanding the industry needs
- Meetings between innovators and industrialists to prepare deals

**Start-up booster track**

Tailor-made support

- Pitching events: capacity-building and angel investment feedback
- IP strategy training: saving money by protecting the right component
- Immersion in EU innovative ecosystems: exchanging with experts and practitioners (up to one week)
- Mentoring relationship with successful leaders
- First class events in Europe & MENA region: meetings with potential buyers, going international
- Restricted meetings with high level investors

**Cluster booster track**

Peer learning and Cluster Excellence approach

- Diagnosis and Cluster Excellence labelling
- Study tours and training seminars: benchmarking cluster management practices
- Peer mentoring and mutual learning
- Sector events in Europe: international partnerships
- Interclustering workshops

Connect THE NEXT SOCIETY

@TheNext_Society

welcome@thenextsociety.co

www.thenextsociety.co
The Next Society Consortium *(contractual)*

- Algeria: Forum des Chefs d’Entreprises *(Business federation)*
- Belgium: AWEX *(National public institution)*
- Egypt: Bedaya Center *(National public institution)*, GAFI *(National public institution)*, ITIDA *(IT Industry Development Agency)*
- EU: EBN, INSME *(Innovation strategy)*, EBAN *(Investment strategy)*, Eurochambres *(CCIs)*
- Euromed: FEMISE *(Academic / research)*
- France: ARII *(Regional public institution)*, France Clusters *(Cluster management)*, Fondation pour l’Université de Lyon *(Start-up development)*, Kedge *(Academic / research)*
- Italy: CEI PIEMONTE *(Regional public institution)*
- Jordan: Royal Scientific Society *(National public institution)*, Arabreneur *(Entrepreneurship)*
- Lebanon: Berytech Foundation *(Entrepreneurship)*
- MED: MBAN *(Investment strategy)*
- Morocco: R&D Maroc *(Entrepreneurship)*, Startups Maroc *(Start-up development)*
- Palestine: HCIE *(National public institution)*, PICTI Startups
- Spain: ACC1Ó *(National public institution)*
- Tunisia: CONECT *(Business federation)*, APII *(National public institution)*
- UK: Mowgli *(Entrepreneurship)*
Fostering private sector involvement in local value creation

Launch a mobilising “do tank” to prepare a better future in the Mediterranean: competitive, innovative, shared, sustainable

Create a brand and a platform gathering a community of corporates and innovators (Open Innovation, Sustainable development)

Put innovators, investors and the private sector in the driving seat (entrepreneurs, business angels, corporates, etc.)

Develop initiatives and projects with this community and the support of sponsors
MSDD - ANIMA:
Building bridges
Synergies between MSSD, EDILE & The Next Society

- Technical cooperation on the MSSD sustainability scoreboard: Possible use of EDILE criteria + data from the ANIMA-MIPO Observatory and from the Mediterranean Innovation Scoreboard (The Next Society)

- Cooperation for the organisation of a Mediterranean business award for environmental innovation - in collaboration with The Next Society, EDILE and other initiatives and projects such as SwitchMed

- Co-organisation of events and/or communication and/or common lobbying on Sustainable public procurement + Support to the private sector answers to global sustainable development challenges and MSSD objectives
Thank you

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