



Women Actresses of Dialogue
Les Femmes Actrices du Dialogue
Le Donne Attrici del Dialogo

WOMEN AND COOPERATION

13rd of September 2017, Naples

by Federica Romano, OpenMed Vice-president



OPENMED

WOMEN PROTAGONISTS OF OPENMED ASSOCIATION IN TERMS OF DIALOGUE AND COOPERATION ACTRESSES



EMANUELE CABRAS,
President



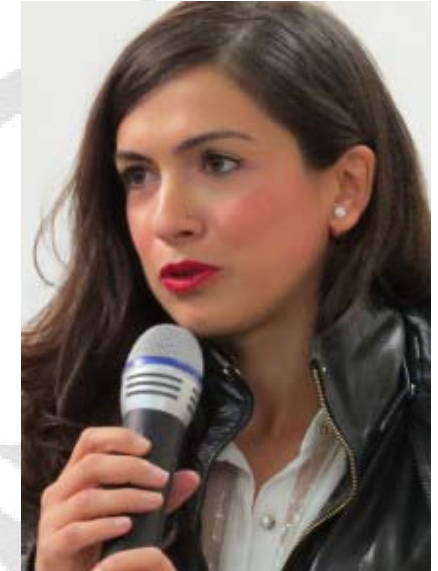
DANIELE COCCO,
Coordinator



DIEGO CORRIAS,
Board Member

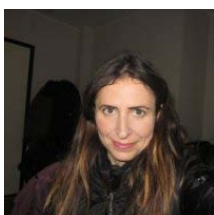
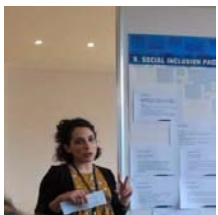


FEDERICA ROMANO,
Vice-President



CLAUDIA SEDDA,
Communication Manager

Further ♀ Members



INSIGHT INTO OPENMED ASSOCIATION



- **Organization:** OpenMed assembles a group of professionals and people with years of experience in the field of cooperation with a strong belief in potentialities and added values of cooperation and exchange processes among organizations, institutions and people of the Mediterranean boosting different cultures, habits and backgrounds;
- **Philosophy (vision):** OpenMed looks positively at new challenges like globalization and a growing “melting-pot” society where people are more and more encouraged to interact with new communities, environments, cultures, habits and identities;
- **Mission:** OpenMed operates to strongly promote integration and exchange occasions through the implementation of a vast range of cooperation projects and initiatives in particular among Mediterranean countries;
- **The importance of cooperation:** Cooperation among countries and populations is crucial in the “new world” and has to be considered a real opportunity whose potentials need to be better and further exploited and developed.





INSIGHT INTO OPENMED: **ACTIVITIES**

- ✓ Promotion and active involvement in economic, cultural and social research studies;
- ✓ Active participation to cooperation initiatives funded by the EU or other donors;
- ✓ Administrative, financial and technical project management;
- ✓ Monitoring and evaluation of projects through its web-based system OpenMed- Pro;
- ✓ Evaluation of project ideas to be submitted to the EU;
- ✓ Support the development of cross-border partnership in the Euro-Mediterranean area;
- ✓ Support the preparation and the submission of proposals;
- ✓ Manage the relationships with the programs Management Authorities during the submission and the implementation of projects;
- ✓ Information and training seminars on topics of interest;
- ✓ Organization and management of the Euro-Mediterranean Cooperation Summer School.



WOMEN AS PROTAGONISTS IN EU COOPERATION PROJECTS: CASE STUDY 1, **MEDDIET PROJECT**



M E D D I E T
Mediterranean Diet



- ⊕ “MedDiet - Mediterranean Diet and enhancement of traditional foodstuff”;
- ⊕ Beneficiary: UnionCamere (Italy, Lazio);
- ⊕ 12 additional PPs from 6 countries (Italy, Spain, Greece, Lebanon, Tunisia and Egypt);
- ⊕ Duration: 30 months (January 2013 – 31/12/2015);
- ⊕ Budget: about 5 Mio. €.

Specific objective:

➤ Increase the awareness of consumers (in particular young people and children exposed to the risk of losing Mediterranean healthy eating habits) and of SMEs (in particular restaurants) about the benefits of the Mediterranean Diet (MD) by reinforcing the capacity of schools, local authorities, chambers of commerce/ business organizations and policy making institutions to implement effective and sustainable initiatives for safeguarding MD in Egypt, Greece, Italy, Lebanon, Spain and Tunisia



Main activities:

- ⊕ 165 nutrition education initiatives for schools and consumers including taste laboratories, visits to farms/factories, cooking courses, schools vegetables gardens;
- ⊕ Creation of a MedDiet Quality Label for restaurants and pilot actions for its implementation (training courses technical assistance programs for restaurants owners);
- ⊕ Establishment of 20 “Mediterranean Diet info points”;
- ⊕ Drafting of a “shared Mediterranean system for the safeguard of traditional product of the MedDiet” to be signed by representatives of Ministries/agencies in Tunisia, Egypt and Lebanon.

The importance of women within the project:



- Role in the transfer and survival of knowledge and know-how linked to MD tradition and MD traditional practices (food, artisanal products, folklore, culture etc.)



WOMEN AS PROTAGONISTS IN EU COOPERATION PROJECTS: CASE STUDY 2, **RUWOMED PROJECT**

RUWOMED



- ⊕ “RUWOMED - Supporting and connecting rural women’s traditional know how in the Mediterranean through the promotion of fair trade products”;
- ⊕ Beneficiary: Assembly of Cooperation for Peace (Spain, Comunidad Valenciana);
- ⊕ PPs: Palestinian Agricultural Relief Committees (Palestinian Authority) and Collective for Research and Training on Development - Action (Lebanon);
- ⊕ Duration: 36 months (20/11/ 2012 – 31/12/2016);
- ⊕ Budget: about 2 Mio. €.

Specific objective:

➤ Develop and strengthen viable economic activities among Palestinian and Lebanese women through a capacity building programme, input support and promotion of products locally and internationally



Main activities and expected results:

- ⊕ 185 new and existing economic activities run by women strengthened through trainings and input support in topics related to use of ICT, management, accounting, marketing, packaging and design;
- ⊕ Quality of 75 tons of products manufactured by women entrepreneurs improved in line with European standards;
- ⊕ Public exposure for women's products increased to boost their access to local and international markets.

The importance of women within the project:

- Marginalized Palestinian and Lebanese women as well as rural women's cooperatives represent the project target group;
- Role in the transfer and survival of knowledge and technical know-how linked to tradition and traditional practices (agro-food, artisanal handicraft).



THE ENI CBC MED 2014-2020 OPPORTUNITY: CALL 2018 FOR STRATEGIC PROJECTS

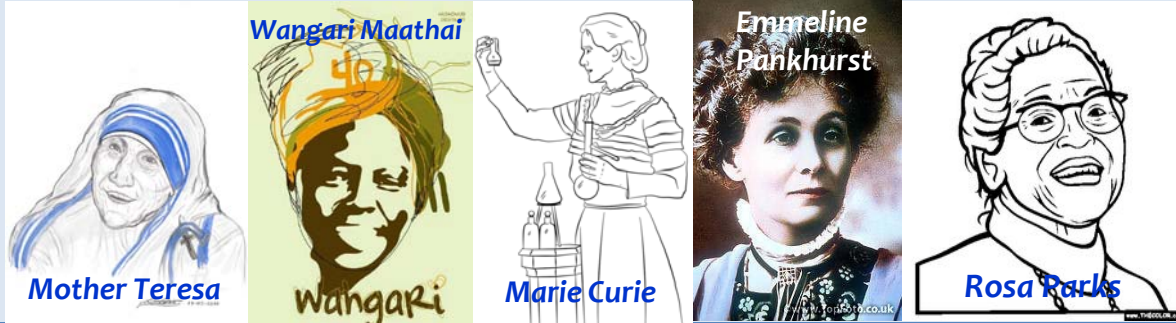


- **Funding Programme:** ENI CBC MED Programme 2014 – 2020, II^o call for strategic projects (foreseen opening date June 2018)



- **PROPOSAL: KIMIYYA PROJECT** concerning social inclusion of women in the Euro-Mediterranean area
- ❖ **Assumption:** Thematic Objective A.3 - Promotion of social inclusion and the fight against poverty;
- ❖ **Assumption:** Priority A.3.1 - Provide young people, especially those belonging to the NEETS and women, with marketable skills;
- ❖ **Possible activities:** Training and education initiatives, organization of socialization moments and initiatives, address job search workshops, fight against poverty etc..

“Be the change you want to see in the world” Mahatma Gandhi



Each one of us can contribute..!

Thanks for your attention !!!
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