



InnovAgroWoMed

FRAMEWORK NOTE

InnovAgroWoMed Live Webinar

Disruption in the agri-food sector: Sustainable scenarios after COVID-19 in the Med Region

Women empowerment and employability

June 16, 2020 from 11:00 am to 01:00 pm (CEST)
ZOOM Webinar

Main language: English

Simultaneous translation available to Arabic, French, Italian, Spanish

InnovAgroWoMed project

(<http://www.enicbcmed.eu/projects/InnovAgroWoMed>)

has been funded by the ENI-CBC Program Mediterranean Sea Basin (2014-2020), under thematic objective A.3 - Promotion of social inclusion and fight against poverty (Promote economic and social development) and priority A.3.1 - Provide young people, especially those belonging to the NEETS and women, with marketable skills. It's a 3-year project, implemented in Italy, Spain, Tunisia and Palestine by a consortium of 5 partners: University of Rome Tor Vergata (beneficiary), CESIE, JOVE, ASALA and CAWTAR (partners).

The consortium members of **InnovAgroWoMed project** organize on **June 16th, 2020** from **11:00 AM to 01:00 PM CEST**, the **project Kick-off e-meeting**, under the name:

Disruption in the agri-food sector: Sustainable scenarios after COVID-19 in the Med Region Women empowerment and employability

The E-event will be held via ZOOM webinar. It will gather representative of ENI CBC Med Program, representatives of the implementing partners and their associates as well as actors of the agri-food sector (Experts, employers organizations, agri-food union, women business owners, young women especially NEETS and journalists from the 4 Mediterranean partner countries)

Current levels of post-crisis unemployment and socio-economic exclusion pose common challenges on the two shores of the Mediterranean. Both MENA and Southern European countries display a common trend in terms of low women empowerment and participation to the labor force. While countries such as Spain and Italy feature comparatively high levels of growth in agri-food, albeit with very low levels of women participation, the MENA agricultural business is still fragmented, and women employment is the lowest in the world. This is caused by economic and social reasons, as growth in this sector has not been inclusive mostly because of unequal opportunities and skills mismatch.

The **InnovAgroWoMed** project aims at boosting women labor participation and entrepreneurship, especially for those in the NEET segment, by leveraging on the potential of the agri-food sector - an industry closely resonating with the cultural identity of the Mediterranean Basin, and showing a significant level of untapped potential in terms of innovation and growth in the Mediterranean. **InnovAgroWoMed** will focus on two European regions (Valencia, Spain and Sicily, Italy) and two MENA areas (Beja and Medenin in Tunisia, and Palestine), identified as suitable for the implementation and scaling up of a sustainable value model in agri-food: Rural Social Innovation (RSI).

The Rural Social Innovation model redefines the boundaries between the organizations and the community, addressing broader societal challenges by seeking economic, social and environmental sustainability; balancing tradition and innovation; and explicitly seeking community development at the local level. This entails tailored research, training and placement activities that will establish the core of the project.

Thanks to the EU commitment in supporting women as a vector for job creation and development especially in post crisis situation, this project will represent an opportunity to reaffirm the commitment to work together on effective regional cooperation through action driven roadmap and following the RSI approach that will remain the distinctive feature of the project. **InnovAgroWoMed** will promote cross-border cooperation and foster Euro-Mediterranean integration and investment by exchanging best practices at bilateral and multilateral levels.

The kick-off e-meeting will offer interesting opportunities to present and discuss the impact of the COVID-19 lock-down on the agri-food sector (Panel 2), present the project, its approach, activities and expected results with the aim to promote the Rural Social Innovation (RSI) model and raise participants' awareness regarding gender discrimination in the labor market as well as to inform about the project opportunities offered to employers and women employees in the agri-food sector after the COVID-19 lock-down.

Registration:

Link to join the Webinar

To be sent to participants upon their registration

Link for registration:

<https://2649574.site123.me/>

The 2014-2020 ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Tunisia. The Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy)