ASCAME
activity report
2021

Association of the Mediterranean Chambers of Commerce and Industry
Who we are

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) is an international organization considered the main representative of the Mediterranean private sector. It brings together more than 300 Chambers of Commerce and Industry and other similar entities from 23 Mediterranean countries, 250 cities and 3 continents. All in all, more than 100 million companies around the Mediterranean region are represented by ASCAME.

ASCAME is the voice of the Mediterranean Chambers of Commerce and other similar members helping to protect and defend their interests against major regional, institutional and economic actors and entities. It represents powerful advocacy for the business interests of the Mediterranean Chambers of Commerce and companies working closely with policymakers, stakeholders and opinion leaders. Through ASCAME, the members of the Association influence and participate in the key issues that drive and condition development and growth, offering a clear perspective focused on the Mediterranean region.

Using this report

The ASCAME 2021 Annual Report begins with a message from the President of the Association, which is followed by more in-depth information about ASCAME’s main activity areas over the past 12 months.

Find out more

www.ascame.org
secretariat@ascame.org
ASCAME’s highlights from 2021

Note of the President
Mr. Ahmed M. El Wakil
Barcelona, Spain

6th Mediterranean Textile Forum
Barcelona, Spain

MedaMeetings
Barcelona, Spain

Barcelona New Economy Week 2021
Barcelona, Spain

13th MedaWeek Barcelona (Mediterranean Week of Economic Leaders)
Barcelona, Spain
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Dear members, partners and friends of ASCAME,

2021 has been one of the most challenging years we have experienced. The COVID-19 pandemic has kept spreading its devastating health, economic and social consequences. Together, we have tried to live up to the challenge and try to overcome the situation in the best possible way.

The year started with many thrilling projects for ASCAME, in execution of its 2018-2022 Strategic Plan and the several activities, events and meetings planned. The hope brought about by the COVID-19 vaccine allowed us to expand some of our events from an online format to a hybrid format. Therefore, our Action Plan was adapted and has evolved with the circumstances.

From the very beginning of the pandemic, ASCAME followed closely the evolution of the situation in the region, analysing the heroic actions of its members to protect their businesses. In this regard, in 2021 we worked closely with our member network with the aim to apply our ‘Recovery Plan and a New Economic Development Model for the Mediterranean’. Published in 2020, it has been a roadmap for economic recovery in the region and is inspiring a new, more sustainable and resilient economic model.

The Plan includes more than 100 initiatives aimed at relaunching traditional economic sectors such as tourism, logistics, agriculture and textiles. The Plan is
also committed to transforming Mediterranean economies into more sustainable economies that are more resilient to future crises, and is therefore committed to the digital revolution, the blue and green economy. The Plan has been very well received by the main international organisations working in the region as well as by governments and private sector representatives.

In terms of international cooperation projects, the latest approved European projects, which have a strong presence of ASCAME members as partners, started their activities, focused on the socio-economic development of the region with key initiatives and opportunities for the economic recovery of the region. The main sectors of these initiatives fall within the framework of organic agriculture, sustainable tourism, blue economy and green economy, working for the promotion of SMEs, employability and entrepreneurship of young people and women. All these projects, co-financed by the European Commission and ASCAME, will continue to offer opportunities for the Mediterranean private sector in the coming years.

In the course of 2021, ASCAME has also held relevant online and hybrid events. We have created the MedaMeetings, a series of webinars exploring new Mediterranean markets to boost the growth of the region again after the pandemic crisis. We also organised the 6th Mediterranean Textile Forum, jointly with the Izmir Chamber of Commerce, and the 2nd Mediterranean Real Estate Forum, in partnership with the Consorci de la Zona Franca de Barcelona and FIABCI Arabic Countries. ASCAME has also been a partner in the Barcelona New Economy Week and an ambassador of the first edition of BforPlanet.

Moreover, 2021 marked the 15th anniversary of MedaWeek Barcelona, a milestone for the event par excellence of ASCAME. Over the course of 3 days, a wide variety of sectors were discussed, such as renewable energies, health, agro-food, start-ups or women-led entrepreneurship, among others. This year was marked by the introduction of some key novelties: the Creative Industries Forum, the Barcelona Conference or the Cruise and Sport Industry MedaTalks are some examples. The hybrid format attracted a big international audience and, under the claim “a future in common”, this edition of MedaWeek became a platform to observe how far we have come and to establish the way forward.

Looking back, although it has been a very difficult year, I am proud of all the work done by ASCAME to stand by its members and the Mediterranean private sector in this unprecedented situation. There is undoubtedly much work to be done but I am sure that with everyone’s cooperation, the Mediterranean region will rise stronger than ever.
Numerous key sectorial events and initiatives opening a debate on more than 40 relevant topics addressed to answer the main priorities for regional development and recovery after the COVID-19 pandemic.

More than 18,000 attendees, most of them business and SMEs representatives. A multiplied audience after all our events went online due to the Coronavirus situation.

Hundreds of B2B meeting events organised or co-organised across the Mediterranean by ASCAME and its Network to promote businesses in the region.

Participation in a large number Euro-Mediterranean high-level institutional meetings and thematic conferences as main representatives of the Mediterranean private sector.

More than 750 prominent speakers and hundreds of decision makers from across the Mediterranean.

Dozens of meetings of cooperation projects and initiatives in line with the UN Sustainable Development Goals.
3.1. STATUTORY MEETINGS

Executive Committee in July

In July 2021, the Executive Committee of ASCAME was held. During the meeting, relevant decisions concerning the extension of one year the mandate of President Ahmed El Wakil were made. The CEX approved unanimously to extend El Wakil Presidential term until the end of 2022. Besides, Monica Roca was welcomed as the new President of the Barcelona Chamber of Commerce and the first women Vice-President of ASCAME.
In addition, several communication initiatives were launched in line with the strategic plan to improve internal and external communication, the new website, digitization of communication.

**Executive Committee in November**

Within the framework of the 15th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2021), ASCAME held its Executive Committee. During the meeting, the current situation, opportunities and challenges faced by the Association were analysed and members presented their activities and events organised in their respective Working Commissions. Furthermore, the Arbitration and Mediation centre project was reactivated.
Besides this, the meeting was an occasion to highlight different aspects of the Association as relevant decisions concerning the will create ASCAME social economy commission and an working group chamber 4.0 to promote digitalization in the chambers of commerce of the Mediterranean. Besides, a proposal plan for the 40th Anniversary of ASCAME was also presented.

### 3.2. WORKING COMMISSIONS MEETINGS

#### Renewable Energies Working Commission

ASCAME Renewable Energies Working Commission, chaired by the Chamber of Commerce of Industry and Services of Tangier-Tetouan-Al Hoceima, held a side event within the framework of the COP 26 due to its commitment to decarbonisation and renewable energies. ASCAME is promoting the alliance with the Chambers of Commerce of the Mediterranean for the climate. The Working Commission is also very committed to decarbonisation and renewable energies.

In this occasion, the ASCAME Renewable Energies Working Commission participated in the Planification de l'espace marin global Roadmap dedicated to Blue Economy.

In this occasion, the ASCAME Renewable Energies Working Commission highlighted ASCAME’s work on sustainable development as well as the compro-
misse by the Chambers of Commerce of the Mediterranean on combating cli-
mate change and their recent the Alliance of the Chambers for Climate.

**International Relations Working Commission**

ASCAME International Relations Working Commission, chaired by the Cham-
ber of Commerce of Barcelona, participated in the webinar “New Silk Roads”: 
ports, innovation, tourist flows and start-ups” as part of the EMPHASIS pro-
ject to give insights on the trade prospects and opportunities for the new Silk 
Road. Above all, how this new trade route will affect Mediterranean-China co-
operation.

ASCAME International Relations Working Commission at the webinar of EMPHASIS project

**Tourism Working Commission**

The President of the ASCAME Tourism Working Commission, chaired by the 
Chamber of Commerce of Malaga, participated as speaker at the WestMED We-
binar on Sustainable Tourism, concretely at the round table on “Support for Re-
gional Governance”. ASCAME Tourism Working Commission gave a special focus 
on the call for projects that promote a sustainable blue economy through re-
gional maritime cooperation in the Western Mediterranean.

Furthermore, the ASCAME Tourism Working Commission took part at the ninth 
meeting of the EBSOMED Executive Committee in December 2021. Concrete-
ly debating on building an enabling environment for sustainable trade and 
socially scalable investments at the Hotel Duquesa de Cardona in Barcelona, 
Spain.
Women entrepreneurs Working Commission

The Federation of Businesswomen Organizations in the Mediterranean (AFAEMME) and Vice-Chair at the ASCAME Women entrepreneurs Working Commission, took part at the ninth meeting of the EBSOMED Executive Committee. Concretely discussing on building an enabling environment for sustainable trade and socially scalable investments at the Hotel Duquesa de Cardona in Barcelona, Spain.

3.3. WORKING COMMISSIONS MEETINGS

African Business Intelligence (ABiQ)

ASCAME and the African Business Intelligence (ABiQ) signed a Memorandum of Understanding to jointly organize events and activities. Furthermore, ABiQ offers discounts and benefits to ASCAME members on the reports and business intelligence ABiQ elaborates on the African markets.
**International Strategic Management (ISM)**

ASCAME and the International Strategic Management signed a Memorandum of Understanding to promote entrepreneurship in the Mediterranean region as a driver for socio-economic development. Mr Faris Alami, Founder and CEO of ISM visited ASCAME headquarters and established close collaboration with ASCAME by participating at MedaWeek Barcelona, offering their services to ASCAME members and mutual promotion of events.

**Friedrich Naumann Foundation Madrid Office**

ASCAME and the Friedrich Naumann Foundation Madrid Office signed a Memorandum of Understanding Working together and co-operate in any initiative that fosters socio-economic development in the Mediterranean region.

**European Business Council for Africa (EBCAM)**

ASCAME and the European Business Council for Africa (EBCAM) signed a Memorandum of Understanding to jointly promote the socio-economic development of the Mediterranean region, focusing on the promotion of development, trade and investment in the African countries.
**WestMED initiative**

ASCAME and WestMED initiative signed a Memorandum of Understanding to join force in the advancement of blue economy, a safer maritime space and improve the maritime governance in the Mediterranean. Chamber of Commerce, Industry and Services of the Tanger-Tetouan-Al Hoceima region presented the memorandum of understanding between ASCAME and WestMED within the framework of the WestMED Stakeholders Conference held in November 2021 in Rome.

The aim of the MoU is to work together in endorsing blue economy a safer maritime space and the improvement of the maritime governance in the Mediterranean. Currently, WestMed and ASCAME are co-operating as partners in different European and international projects.
SEED

ASCAME and SEED signed a Memorandum of Understanding to stimulate common action on entrepreneurship and inclusive green economy in the transition to sustainable development. Mr Arab Hoballah, Executive Director of SEED participated in the Green and Renewable Energies Summit at MedaWeek 2021.

International Strategic Management (ISM)

ASCAME and the International Strategic Management signed a Memorandum of Understanding to promote entrepreneurship in the Mediterranean region as a driver for socio-economic development. Mr Faris Alami, Founder and CEO of ISM visited ASCAME headquarters and established close collaboration with ASCAME by participating at MedaWeek Barcelona, offering their services to ASCAME members and mutual promotion of events.

3.4. INSTITUTIONAL MEETINGS

Meetings with ASCAME members

Throughout the year, the ASCAME General Secretariat and the Presidency Office have met on a regular basis with its members with the aim of discussing different matters concerning their main needs, new ways of cooperation and opportunities, next events and activities, upcoming calls for European projects and the execution of the ASCAME 2018-2022 Strategic Plan.

ASCAME had the pleasure to hold meetings with the following members in 2021: Euro-Mediterranean Arab Association, the International Chamber of Commerce, Egyptian Chamber of Commerce in Alexandria, Chamber of Commerce of Tunis, Chamber of Commerce of Piraeus, EuroMed Group. Besides, the Chamber of
Institutional Activities

ASCAME activity report 2021

Commerce of Barcelona, Meeting CCI Aix-Marseille-Provence, Chamber of Commerce, Industry and Services of the Tanger-Tetouan-Al Hoceima, Chamber of Commerce of Malaga, among others.

Meeting with the Egyptian Chamber of Commerce in Alexandria

Moreover, the Egyptian Chamber of Commerce in Alexandria visited the ASCAME General Secretariat headquarters in Barcelona to work together with the General Secretariat team on several aspects for the execution of the ASCAME 2018-2022 Strategic Plan, mainly focusing on ASCAME members and finding new ways to support the network. Besides, the proposal plan for the 40th anniversary of ASCAME and the 100th anniversary of Alexandria Chamber of Commerce was also discussed.

Meeting with the newly elected President of the Barcelona Chamber of Commerce

The President of ASCAME met the newly elected President of the Barcelona Chamber of Commerce, Ms. Mònica Roca within the framework of MedaWeek Barcelona 2021. The strategic partnership with the Barcelona Chamber of Commerce, holder of the ASCAME General Secretariat and ASCAME was analysed and Ms. Roca and expressed the commitment of the Barcelona Chamber with ASCAME and the whole Mediterranean region during its mandate.
Meeting with the Arab-Brazilian Chamber of Commerce

ASCAME Secretariat met the Arab-Brazilian Chamber of Commerce in order to explore ways of collaboration in events, jointly organize a MedaMeeting Mediterranean-Brazil economic and trade opportunities.

Meeting Deputy Consul General Mr Patrick Heinz, General Consulate of the Federal Republic of Germany

ASCAME Secretariat had a meeting with the Deputy Consul General Mr Patrick Heinz to converse on future collaborations by putting in contact German chambers of commerce that are specialized and have relations with cities or countries in the Mediterranean region.

Meeting with the Commissioner for Neighbourhood and Enlargement Olivér Várhelyi

ASCAME President, Ahmed El Wakil met with the Commissioner for Neighbourhood and Enlargement Olivér Várhelyi. During the meeting, the leadership of the MedAlliance outlined the role of the MedAlliance in bridging the Mediterra-
nean and its revival plan were presented along with its EU EBSOMED project and the important 16 ENI CBC MED projects aiming at bridging the Mediterranean, creating jobs, transferring technologies and novel management practices, and supporting SMEs, start-ups and innovations.

Meeting with the Euro-Mediterranean Arab Association

Ms. Clara Gruitooy, Secretary General at the Euro-Mediterranean Arab Association (EMA) visited ASCAME offices in Barcelona to discuss further ways of collaboration between the two organizations in several projects and programs and cooperation means in MedaWeek 2021.

Meeting with EuroMed Group

As members of ASCAME, we have periodic meetings with EuroMed Group and we had close collaboration during MedaWeek 2021, in various European and international project as well as events.

Meeting with the Union for the Mediterranean (UfM) Secretary General, H.E Nasser Kamel and several Deputy Secretaries

ASCAME General Coordinator, Mr. Anwar Zibaoui had a meeting with H.E Nasser Kamel to explore ways of further cooperating between ASCAME and the UfM at MedaWeek 2021, during the Mediterranean Day, in projects, among others.
Meeting of Ministers of the Union for the Mediterranean (UfM)

ASCA ME General Coordinator, Mr Anwar Zibaoui participated in the gathering of the Ministers of Foreign Affairs of the Union for the Mediterranean (UfM), the 6th UfM Regional Forum, held on occasion of the Day of the Mediterranean.

UfM Foreign Affairs Ministers assembled to discuss the untapped potential of regional integration in the Mediterranean. The meeting also provided the opportunity to open a debate on how to boost cooperation in the light of the ‘Renewed Partnership with the southern neighbouring countries.

Webinar with the International Chamber of Commerce (ICC)

ASCA ME is very committed to promoting digitalization of the Chambers of Commerce of the Mediterranean, thus, promoting the strategy Chamber 4.0. In order to consolidate this digitalization, ASCAME in collaboration with ICC co-organized a webinar to present a community platform exclusively created for chambers of commerce worldwide.

Chambers Connect is a platform, free of charge where all chambers can request for its dedicated chamber space and publish its latest news, special projects, events, and documents, interact with your chambers and receive answers to your key questions.
Webinar co-organised between ASCAME and the International Chamber of Commerce
4.1. ASCAME EVENTS

In line with ASCAME’s structure, ASCAME Events reflect what the Organisation stands for. To date, this translates into over 17 years of regional flagship events – including ASCAME-branded events, as well as co-organised ones – with an average attendance of 1000+ participants per edition. As such, ASCAME Events have become iconic high-level conventions.

ASCAME depends largely on its network. With more than 300 National and Regional Chambers, dozens of strategic and institutional partners, and strong alliances with leading political and economic entities in the region, ASCAME enjoys a solid base for producing quality events.

Due to the exceptional situation caused by the COVID-19 virus, ASCAME adapted some of its iconic events to the online format with great success, in addition to creating new events in order to respond to the needs of the post-pandemic stage.

6th MediTex 2021 (Mediterranean Textile Forum)

The Mediterranean Textile Forum (MediTex), is a long-standing ASCAME event that focuses on one of the most important sectors in the region: the textile sector. ASCAME and the Izmir Chamber of Commerce (Turkey), in cooperation with the Consulate of Italy in Izmir and the Izmir University of Economics, jointly organised on 17th February 2021 the 6th MediTex, focused on sustainability and digitalisation.
The title of the Forum was “Importance of the Design and Branding in the Mediterranean Fashion Industry”. The aim of the Forum was, once more, to reveal a new vision for the audience and allow the representatives of leading fashion brands to share their experiences, offering a unique network opportunity among textile sector representatives.
The event was held through an online webinar. In this way, the audience multiplied exponentially.

**MEDAMEETINGS**

This year ASCAME launched the Mediterranean Meetings (MedaMeetings), a series of events exploring new Mediterranean markets. The MedaMeetings are part of the initiatives that materialise the proposals of the 'Recovery Plan and a New Economic Model for the Mediterranean', launched by ASCAME with the start of COVID-19 in 2020, and which aims to boost the growth of the region again after the pandemic crisis. These Meetings consist of a set of webinars that discuss current issues in the Mediterranean, such as economy, trade, investment and the key Industrial sectors. Participants are able to talk about challenges, trends, forecasts and potential future collaborations for the private sector. Moreover, at the end of each webinar, an online B2B meeting is held to promote networking. Presidents of Chambers of Commerce, as well as representatives of the North African public and private sectors, intervene to explain the economic situation of their respective countries after COVID-19, provide examples of initiatives to address it and present business and investment opportunities.

**MedaMeeting: Mediterranean North Africa Countries Meeting**

ASCAME held on 25th February 2021 its first MedaMeeting. This session was held online and it focused on Investing in North African Countries, to promote the recovery of key sectors and increase trade flow in the post COVID-19 era.

The main features and business opportunities in the countries that integrate the North Africa region were presented. Other topics included advantages, good
practices and experiences to attract investment, increase economic activity, facilitate commercial exchanges and the recovery of the economies of the region. Another relevant aspect was the issue of the EU's great energy dependence on the Maghreb countries.

**MedaMeeting: Mediterranean South Europe Countries Meeting**

ASCAME held on 28th April 2021 a second MedaMeeting, this time focused on the need for recovery and a new development model post COVID-19 for the economies of the Mediterranean countries in southern Europe.

The countries on the northern shore of the Mediterranean have been particularly affected by the pandemic that has hit Europe. Their economies, less focused on industrial, scientific or digital sectors, and more focused on the tourism or services sector, have led to the harsh restrictive measures applied by governments to contain the virus have caused a deep economic crisis.

To cope with this situation, the countries of the region are preparing their recovery plans using sectors as important as the digital, green or blue economies as levers for change. In this context of prompt reception of the aid package from Mediterranean North Africa Countries MedaMeeting

Promotional material 2nd MedaMeeting
the European Commission, and when the world is turning towards sustainability, ASCAME organised this MedaMeeting, in order to promote the growth of the northern Mediterranean shore.

This event presented the defining features and business opportunities in the main Mediterranean countries that make up southern Europe (Spain, France, Italy, Greece and Croatia). Trade and investment opportunities; the future application of European funds for the reactivation of Europe after the pandemic, the relevance of public-private collaboration and the role of SMEs, among others, were also discussed.

**2nd Mediterranean Real Estate Forum**

The ‘Mediterranean Real Estate Forum 2021: The Next Resetting’ (Meda Real Estate 2021) was held on the 29th April 2021 from Barcelona, in an online event organised by ASCAME, the Consorci de la Zona Franca de Barcelona and FIABCI Arabic Countries, with the collaboration of the Barcelona Chamber of Commerce and FIABCI International.

The second edition of the Mediterranean Real Estate Forum was a commitment to the real estate and urban industry, as a fundamental basis for economic development. The vision of this forum was to provide the sector with a platform for business cooperation and the exchange of new initiatives, programmes and
project presentations. It offered excellent opportunities to introduce companies to leading global investors and corporations and potential business partners.

The real estate sector is one of the most important in the Mediterranean because of its role for the economy and its social impact, taking into account that the total population in the Mediterranean countries, especially those of the southern shore and the African continent, has doubled in recent years. A strong population growth that has been accompanied by a great challenge: an accelerated urbanisation.

The 2nd Mediterranean Real Estate Forum consisted on a one-day world-class conference on Real Estate investment opportunities, urban planning and infrastructure development. The Real Estate investment sessions were mainly focused on opportunities in Europe, while the urban planning and infrastructure sessions were about the EU and MENA countries. This forum counted with the participation of Governmental Authorities from Europe and the MENA region.

The Forum also offered real estate opportunities in these regions (Europe, Middle East and North Africa), presentations of urban planning and infrastructure, as well as development opportunities in different countries (i.e. KSA, Egypt, Morocco, UAE, Spain, etc.).

Furthermore, the forum highlighted the investment opportunities emerging from the economic diversification and liberalisation policies currently being pursued in the region. The programme will feature a substantial amount of plenary session and panels covering various sectors.

The Forum was structured in several sessions and panels, dealing with a diversity of topics: moving forward post COVID-19; market overviews; opportunities,
challenges and trends; sustainability and technology; resetting the real estate model; the evolution of housing with the pandemic and possibilities of demand increase related to the hospitality and retail sector.

**III Saló Construïm Futur**

On 17th June 2021 ASCAME gave the closing speech in the third edition of the *Saló Construïm Futur*, a networking event dealing with the pillars of the new economy and analysing the latest trends and strategies linked to the smart building and smart green city models.

ASCAME highlighted the potential of the Mediterranean in trending sectors such as Big Data, Real Estate and sustainable innovation. Other key topics tackled in the speech were related to the challenges and opportunities that the region faces after the pandemic crisis: the need to create employment or the remodelling of the tourism and hospitality sector, among others.
ASCAME was ambassador in the first edition of BForPlanet, a global event to boost sustainability and SDGs within corporate and institutional leaders. Organised by Fira de Barcelona, the event took place on 7th-9th July 2021 in hybrid format.

The conferences were divided into two blocks: on one hand, the Leadership Summit, which brought together internationally renowned experts and executives from large multinationals to present their corporate strategies in the field of sustainability and the SDGs. On the other hand, the second block presented examples of business activity around the SDGs and how sustainability and the circular economy can generate new opportunities and business niches in areas such as mobility, generation and use of renewable energies, changes in lifestyle and food, energy efficiency or reuse and recycling, among others.
Barcelona New Economy Week 2021 - BNEW (Barcelona New Economy Week)

For the second time, the ‘Barcelona New Economy Week’ was held in Barcelona, organised by the Consorci de la Zona Franca de Barcelona, with ASCAME as a partner. It was a hybrid event with various face-to-face television sets in which the different panels were held, in addition to having a broadcast system through various virtual rooms, distributed according to different themes.

Held on October 5, 6, 7 and 8 2021, in Barcelona (Spain), in a hybrid format with face-to-face conferences and online ones, the BNEW brought together experts
from the logistics, real estate, digital industry, e-commerce and free zones and economic zones. All these key issues for the Mediterranean had as a common denominator belonging to the so-called “new economy”.

ASCAME worked together with the Consorci de la Zona Franca on the programs of several sessions, dealing with a variety of topics: transport and the European Green Deal, the future of logistics in Africa, International and Mediterranean Value Chain, Mediterranean and African Economies or building ties in the Mediterranean through talent, among others. In addition, ASCAME moderated two panels.

**ASCAME’s Network International Projects Events**

ASCAME and its network has participated in a multitude of events in the framework of a variety of international cooperation projects, especially those within the ENI CBC MED Programme and the Interreg MED Programme. Two key examples are the ORGANIC ECOSYSTEM’s 2nd interim meeting and 3rd seminar or the MEDUSA Project’s mid-term conference, which were organised by ASCAME and held in Barcelona in December 2021.
MedaWeek Barcelona (the Mediterranean Week of Economic Leaders) is organised every year in the Catalan capital, Barcelona. It is a regional economic meeting that serves as a key platform for positioning the private sector on the Mediterranean political and economic agendas. The MedaWeek Barcelona initiative was born through the launch of the first North Africa Business Development Forum and has grown to become a business hub, which gives an opportunity during three days to experts and professionals of SME’s, international, national and local companies and organisations from different Mediterranean countries to participate in conferences and debate on the existing opportunities in the different sectors of the region and elsewhere.

In 2021, MedaWeek Barcelona celebrated its 15th edition under the slogan ‘A future in common’, in the emblematic Casa Llotja of Barcelona, on November 17, 18 and 19.
As a result of the COVID-19 pandemic, ASCAME had to adapt its main annual event to the mobility restrictions and health security measures imposed by the Mediterranean governments. For this reason, the MedaWeek Barcelona 2021 was held in a hybrid format, keeping the official opening and specific sessions face-to-face while broadcasting all the forums and activities planned for the three days in online format via streaming.

This combination of formats was a great success as it reached a higher number of viewers from all corners of the world. Both the Association's collaborators and the audience were very happy with the digitisation of MedaWeek.

Several forums and side events were set up alongside the three days, in which the regional, European and African perspectives on trade and economic relations between companies and entities present around the Mediterranean basin were debated. MedaWeek Barcelona 2021 attracted more than 18,000 participants; speakers, organisers and visitors combined.

The 15th edition of MedaWeek Barcelona, as in its previous years, brought many trending topics to the table and served as the flagship Mediterranean entrepreneurial-economic platform for the entire world. This year’s edition aimed to cover four main objectives as a central axis:

1. Identify concrete, innovative solutions and trends that will shape the region and help its economic ecosystem move forward in the post COVID-19 scenario.

2. Create a common and innovative space that will serve as basic axis for the relationships’ development between both shores of the Mediterranean.

3. Promote the integration of the region to boost in investments, exports, the creation of jobs and new companies, transformation and sustainability, having women and youth as priority actors.

4. Construct a common future between the two shores, based on new technologies, innovation, digital transformation, green and blue economies, renewable energy, health, tourism and sustainable food, among others.

Through MedaWeek’s slogan and topics, ASCAME wanted to show its commitment to the socio-economic recovery of the Mediterranean after the negative consequences of COVID-19. In addition to forums, this edition hosted parallel ac-
Activities such as MedaTalks or the ASCAME's Executive Committee. MedaWeek Barcelona 2021 offered the opportunity to discuss the most relevant issues on the economic agenda and the key economic sectors of the Mediterranean region in the post-COVID-19 stage through the following events:

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<td>Mediterranean Creative Economy Forum</td>
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<td>Mediterranean Start-Up &amp; Entrepreneurship Meeting</td>
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<td>Mediterranean Women Entrepreneurs Forum</td>
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<td>Mediterranean Sport Industry Conference</td>
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Sessions of MedaWeek Barcelona 2021
The fora that took place during this edition of MedaWeek Barcelona are the following:

**MEDITERRANEAN GREEN & RENEWABLE ENERGY SUMMIT**

The Time for "Being Renewable" has come

**Mediterranean Green & Renewable Energy Summit (9th edition)**

- **Date:** 17 November 2021
- **Time:** 10h-13.30h
- **Co-organisers:** Kardev

**Watch full session:**
[https://www.medaeconomicweek.org/green-renewable/](https://www.medaeconomicweek.org/green-renewable/)

**Watch summary video:**
[https://www.youtube.com/watch?v=GIW57yrzdHU](https://www.youtube.com/watch?v=GIW57yrzdHU)

**Read the Twitter thread with highlights:**
[https://twitter.com/ascameorg/status/1460916195054530566](https://twitter.com/ascameorg/status/1460916195054530566)

The 9th Mediterranean Green & Renewable Energy Summit was the highlight of the 15th edition of MedaWeek Barcelona, in line of this year’s claim "a future in common". The Summit covered the key sectors comprised in renewable energy sources, such as solar power, wind power, biomass energy, geothermal energy, hydro energy, circular economy and power storage, as well as their potential implications for the Mediterranean countries' national energy mix. Moreover, it provided a complete outlook into the renewable energy market development in the region.
Creative Economy Forum (1st edition)

**Date:** 17 November 2021  
**Time:** 15h-16.30h  
**Co-organisers:** Mediapro  
**Collaborator:** Creative Business Network  
**Watch full session:**  
https://www.medaeconomicweek.org/creative/  
**Read the Twitter thread with highlights:**  
https://twitter.com/ascameorg/status/1460977922437693441

The 1st Mediterranean Creative Economy Forum was one of the key novelties this MedaWeek Barcelona. It brought together the main Euro-Mediterranean radio and television stations, audiovisual and cultural operators, and institutional representatives of the region to talk about how to support the creators and cultural industries in light of COVID-19, how to encourage the distribution and exhibition sectors, how to reinforce and diversify a regional Mediterranean
market and development, as well as ways of collaboration for a Mediterranean creative market.

Mediterranean Start-Up & Entrepreneurship Meeting (4th edition)

Date: 17 November 2021  
Time: 15h-16.30h  
Watch full session:  
https://www.medaeconomicweek.org/4th-mediterranean-start-up-entrepreneurship-meeting/  
Read the Twitter thread with highlights:  
https://twitter.com/ascameorg/status/1460978001311670284

The 4th Mediterranean Start-up & Entrepreneurship Meeting gathered entrepreneurs, investors and support institutions from key emerging start-ups ecosystems across the Europe and the Mediterranean region. This Forum added to the larger conversation on the barriers and pathways to scale that entrepreneurs experience as they try to grow their companies in MEDA. It was a unique opportunity connecting startups with investors and companies successful in the Mediterranean region and globally.

4th Mediterranean Start-up & Entrepreneurship Meeting
Mediterranean Meeting of Agriculture and Food (1st edition)

Date: 17 November 2021
Time: 17h-18.30h
Co-organisers: MEFOSA

Watch full session:
https://www.medaeconomicweek.org/agriculture-food/

Read the Twitter thread with highlights:
https://twitter.com/ascameorg/status/1461008165835837445

The 1st Mediterranean Meeting of Agriculture and Food will promoted modern, competitive, global and resource-sustainable agriculture in order to increase the attractiveness of the sector and offer employment opportunities to young people in a technology-dependent labour market. Therefore, this Meeting answered to the need for promoting urgent measures to reactivate the agro-food sector and avoid its suffocation, as well as laying the foundations for a new model of sustainable development.
New Africa Business Development Forum (18th edition)

Date: 18 November 2021  
Time: 10h-11.30h  
Co-organisers: IEMED  
Watch full session:  
https://www.medaeconomicweek.org/18th-new-africa-business-development-forum/  
Read the Twitter thread with highlights:  
https://twitter.com/ascameorg/status/1461265256139870208

The New Africa Business Development Forum is one of the most emblematic forums of the Mediterranean Week of Economic Leaders and by far the oldest. The 18th New Africa Business Development Forum provided a platform for business and economic cooperation between policymakers, industry leaders, academia, future investors and relevant stakeholders. Through debate with the prime movers of infrastructure sector across various spheres, the Forum explored new potential areas in trade cooperation, assessed the prospects and challenges of developing more integrated regional value chains across Africa and with Europe through the Mediterranean, and discussed the opportunities for financial assistance and access to green and sustainable finance for key infrastructure players.
Mediterranean Islamic Finance Forum (6th edition)

**Date:** 18 November 2021  
**Time:** 10h-11.30h  
**Co-organisers:** CIBAFI  
**Watch full session:** https://www.medaeconomicweek.org/6th-mediterranean-islamic-finance-forum/  
**Read the Twitter thread with highlights:** https://twitter.com/ascameorg/status/1461261677920460801

The 6th Mediterranean Islamic Finance Forum focused on the opportunities presented by the growth of Islamic banking, finance and investment industry in the Mediterranean region and beyond in an ethical and sustainable manner. A series of engaging keynotes, interviews and panels explored how Islamic finance can be part of the COVID-19 response, as well as how Sharia-compliant financial institutions and assets can play a greater role towards the achievement of Sustainable Development Goals (SDGs), including the alleviation of poverty and the redistribution of resources.
Mediterranean Healthcare Forum (2nd edition)

**Date:** 18 November 2021  
**Time:** 12h-13.30h  
**Watch full session:**  
https://www.medaeconomicweek.org/2nd-mediterranean-healthcare-forum/  
**Read the Twitter thread with highlights:**  
https://twitter.com/ascameorg/status/1461294709213700098

The Mediterranean region has been one of the hardest hit by the COVID-19 pandemic. The region’s health systems have proven to be insufficiently prepared. After the most intense months of the emergency, health systems are beginning to recover, but with significant consequences. The 2nd Mediterranean Healthcare Forum brought together key stakeholders from the healthcare sector to facilitate and boost the continuous improvement of this industry in the Mediterranean region. With this goal in mind, the Forum tackled key trending topics for the sector, such as: trends, strategies and needs in infrastructure, the deepening of public-private partnerships and the role of sustainability in the Health insurance industry. The Forum also reflected on the possibilities offered by new technologies in the Healthcare sector.
Mediterranean Social Economy Forum (3rd edition)

**Date:** 18 November 2021  
**Time:** 17h-18.30h  
**Co-organisers:** Réseau ESMED Network  
**Watch full session:**  
[https://www.medaeconomicweek.org/mediterranean-social-economy-forum/](https://www.medaeconomicweek.org/mediterranean-social-economy-forum/)  
**Read the Twitter thread with highlights:**  
[https://twitter.com/ascameorg/status/1461368210637221898](https://twitter.com/ascameorg/status/1461368210637221898)

The 3rd Mediterranean Social Economy Forum facilitated the way for the private sector, as well as the greater public, to investments in infrastructure, health and education that provide tools for inclusive development. Social Economy was presented as a plausible route to recovering and developing decent jobs that respond comprehensively to the current crisis. Experts and stakeholders presented lessons and good practices from community cooperation, circular economy, sustainability and actions that involve people, groups and entities with experience on how to strengthen territorial bonds.
As the COVID-19 crisis unfolds, we must continue supporting meaningful work of women, as agent of change at the local level is key. Community networks established during consolidation efforts can be powerful in shaping the design and implementation of community engagement around COVID-19. The 13th Mediterranean Women Entrepreneurs Forum was an EBSOMED Academy session set to tackle strategies to develop women workforce and entrepreneurship in the Mediterranean. Under the claim "knowledge is power", it discussed the next steps to fight against policy and regulatory barriers for women, paved the way to accelerate the access to financing instruments, launched innovative partnerships with the private sector, and provided training and networking opportunities for women entrepreneurs from the Mediterranean.
Mediterranean Hotels & Hospitality Forum (5th edition)

Date: 19 November 2021  
Time: 12:00h-13:30h  
Co-organisers: IHRA  
Watch full session:  
https://www.medaeconomicweek.org/hotels-hospitality-streaming/  
Read the Twitter thread with highlights:  
https://twitter.com/ascameorg/status/1461653178248744962

The 5th Mediterranean Hotels & Hospitality Forum brought together key team players in the sector and provided the space to make meaningful connections. It also offered information about the Hotels and Hospitality industry’s latest trends and was an occasion to meet potential projects online. The Forum promoted cooperation and coordination of a coherent, modern and efficient Mediterranean tourism market, a profitable sector that generates not only income, but also jobs, and that benefits the entire population.
Other Activities

The Mediterranean Talks (Meda Talks) provided an open platform to discuss topical issues taking into account social, political and economic transformations and growing economic potential. The online participants had a perfect opportunity to discuss challenges, trends, visions and possible future opportunities and collaborations for companies across multiple industries.

This edition included two Meda Talks:

Mediterranean Cruise Industry (1st edition)

**Date:** 19 November 2021  
**Time:** 15h-16.30h

**Watch full session:**  
[https://www.medaeconomicweek.org/medatalk-mediterranean-cruise-industry-conference/](https://www.medaeconomicweek.org/medatalk-mediterranean-cruise-industry-conference/)

**Read the Twitter thread with highlights:**  
[https://twitter.com/ascameorg/status/1461696943743246340](https://twitter.com/ascameorg/status/1461696943743246340)

The 1st Mediterranean Cruise Industry Conference tackled how to frame the cruise industry as a safe travel destination. To do so, experts and stakeholders shared best practices on ensuring and communicating safety measures in the cruise industry, talked about the main challenges and opportunities after the COVID-19 outbreak and identified new innovative products in the cruise industry. All in all, this session outlined a recovery roadmap and set the future of the cruise sector as a key economic driver in the Mediterranean region.
Mediterranean Sport Industry Conference

**Mediterranean Cruise Industry (1st edition)**

**Date:** 19 November 2021  
**Time:** 17h-18.30h  
**Watch full session:**  
[https://www.medaeconomicweek.org/medatalk-mediterranean-sport-industry-conference/](https://www.medaeconomicweek.org/medatalk-mediterranean-sport-industry-conference/)  
**Read the Twitter thread with highlights:**  
[https://twitter.com/ascameorg/status/1461729042558886135](https://twitter.com/ascameorg/status/1461729042558886135)

The **1st Mediterranean Sport Industry Conference** brought together decision makers in sport, including: government officials, brands, federations and clubs, venue owners and operators, rights-holders, event-organisers, agencies and industry suppliers, among others. The session tackled how companies that focus their strategy, products or services around sport are growing, as well as the way key sectors like telecommunications, construction or tourism benefit from associated cultural, economic or recreational activities. Moreover, this session paved the way for a Euro-Mediterranean sport brand that can boost the region's ability to acquire and produce knowledge.
1st Mediterranean Sport Industry Conference

Barcelona: Capture More Value & New Business Opportunities in the Mediterranean

Conference Barcelona: Capture More Value & New Business Opportunities

Date: 18 November 2021
Time: 12h-12.30h
Co-organisers: Cambra de Barcelona
Co-organisers: Toda & Nel.lo, Arola, Acció
Watch full session: https://www.medaeconomicweek.org/barcelona-captures-value/
Read the Twitter thread with highlights: https://twitter.com/ascameorg/status/1461294193544941568

In Barcelona: Capture More Value & New Business Opportunities in the Mediterranean, distinguished business leaders and economists shared their insights on how international companies can take advantage of Barcelona’s unique role as a business and investment hub. The main goals, set and accomplished, were to capture new business opportunities and capitalise Barcelona’s sizable market and growth-potential to strengthen ties in the Greater Mediterranean Area. The session also provided an update on Barcelona’s economic landscape and development.
Barcelona Capture More Value
Keynote Speeches

**Official opening**

| Date: | 17 November 2021 |
| Time: | 9:15h-10h |
| Watch full session: | [https://www.medaeconomicweek.org/opening-1st/](https://www.medaeconomicweek.org/opening-1st/) |
| Watch summary video | [https://www.youtube.com/watch?v=MBYOPJYMUFU](https://www.youtube.com/watch?v=MBYOPJYMUFU) |
| Read the Twitter thread with highlights: | [https://twitter.com/ascameorg/status/1460890823109885954](https://twitter.com/ascameorg/status/1460890823109885954) |

**MedaWeek's Official Opening** gathered frontline personalities of all the Mediterranean region: Mònica Roca i Aparici, President of the Chamber of Commerce of Barcelona; Ahmed M. El Wakil, President of ASCAME; Senén Florensa, Executive President of the European Institute of the Mediterranean (IEMed); Pau Solanilla, Commissioner for City Promotion of the Barcelona City Council; Pere Navarro, Special State Delegate in Consorci de la Zona Franca de Barcelona (CZFB); Nasser Kamel, Secretary General of the Union for the Mediterranean (UfM); Mohamed Ahmed Maait, Minister of Finance of the Arab Republic of Egypt; and María Reyes Maroto Illera, Minister of Industry, Commerce and Tourism of the Government of Spain. Together they kicked off the 15th edition of MedaWeek, in such way setting an example of the core values of the event: cross-border cooperation and an alliance between the public and the private sectors, in order to bring the Mediterranean forward. These key decision-makers joined ASCAME in its efforts to foster sustainable, innovative and inclusive growth. After all, MedaWeek's motto for this year could not have been clearer: "A future in common".
Opening 2nd day

Date: 18 November 2021
Time: 9:15h-10h
Watch full session: https://www.medaeconomicweek.org/opening-2st/
Read the Twitter thread with highlights: https://twitter.com/ascameorg/status/1461248264569774084

The 2nd day of MedaWeek Barcelona 2021 was inaugurated by four keynote speakers: Roger Albinyana, Managing Director of the European Institute of the Mediterranean (IEME); Abdulhameed M. Aboumossa, Deputy Chairman of the General Council for Islamic Banks and Financial Institutions (CIBAFI) and Governor of Faisal Islamic Bank of Egypt; Juan Antonio Pedreño, Network General Coordinator of the ESMED Network and President of Social Economy Europe and ESMED; and Dr. Abdelilah Belatik, Secretary General of the General Council for Islamic Banks and Financial Institutions (CIBAFI).
International Projects: the potential of ASCAME’s network projects in the post COVID-19 economic recovery

Cross-border Cooperation Projects represent an extensive and useful instrument in terms of Neighbourhood Policy when it comes to building bridges and strengthening existing ones in the Mediterranean Region. Several ASCAME members are involved in Euro-Mediterranean cooperation projects as they add strong value to the consortiums through their unique set of expertise and extensive networks in the MED region’s private sector. Proof of that pledge is the active participation of our members in recently approved projects. All of these projects aim to serve as an instrument to tackle important elements on economic activation, green economy, energy efficiency, cultural heritage, innovation, investment and technology. They offer great opportunities to take action towards the recovery of the region and to establish synergies with other members and networks of stakeholders.
INTECMED Meeting: “Incubators for innovation and technological transfer in the Mediterranean”

Date: 17 November 2021  
Time: 17h-18:30h  
Watch full session:  
https://www.medaeconomicweek.org/intecmed-meeting/  
Read the Twitter thread with highlights:  
https://twitter.com/ascameorg/status/1461004592255324166

The INTECMED Meeting “Incubators for innovation and technological transfer in the Mediterranean” presented INTECMED, a EU-funded project within the ENI CBC MED programme. This project aims to develop an integrated innovation ecosystem at local level to support technology transfer and commercialization of research results. The Meeting provided an overview of the innovation ecosystem in Spain, Tunisia and Greece, and presented INTECMED’s mentorship programme and shared next steps and milestones with the general public.
EBSOMED: “The Euro-Mediterranean green transition – a roadmap”

Date: 19 November 2021  
Time: 17:30h-19:00h  
Co-organised by: Habitat World  
Watch full session:  
https://www.medaeconomicweek.org/ebsomed-sector-alliance-committee/  
Read the Twitter thread with highlights:  
https://twitter.com/ascameorg/status/1461337442267672578

The **EBSOMED Sector Alliance Committee** established the roadmap for the decarbonisation of the Mediterranean. The output of this session was a Strategic Paper on “The Euro-Mediterranean green transition”, in order to create a strategy and determine future lines of action, as well as present opportunities, platforms and actors in the investment scenario of the decarbonisation. Overall, the session provided a complete outlook of the renewable energy market in the Mediterranean and maximised business exchanges, developing fruitful cross-border cooperation between experts and BSOs. The EBSOMED project is funded by the EUROPEAID programme.
The **MED Blue Economy in Action Conference** was a Blue Growth Community (BGC) session set to present Blue Business tools for SMEs. BGC is a project of the Inter-regMed programme and co-financed by the European Regional Development Fund. The outputs of this session were: to consolidate the results achieved on Blue Economy, to promote the Statement on how the BGC can contribute to achieving the objectives set by the European Commission in its Communication on a Sustainable Blue Economy, and to foster an active involvement of the private sector, especially SMEs and Clusters, in the transferring and capitalisation results from the Med Blue Growth projects.
ASCAME Executive Committee

On the occasion of the 15th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2021), a large number of ASCAME members from three continents gathered within the framework of the Executive Committee. Because it was held in hybrid form, the Executive Committee counted on the participation of a large number of members. The meeting was very productive to analyse the current situation, the opportunities and challenges faced by the Association and to vote on relevant decisions, such as the celebration of ASCAME’s 40th Anniversary in Alexandria (Egypt) or the reactivation of the Arbitration and Mediation centre project in Barcelona.
ASCAME achieved very positive results in 2021 in the Euro-Mediterranean cooperation projects field, generating a beneficial effect in the region.

International Cooperation Projects enhance and embrace relationships between Mediterranean countries and organisations to work on top priorities for the well-being of the region that through other ways would be very difficult. More so, because these projects mobilize millions of euros and set the path to continue to develop such transversal priorities for a more prosperous future for all the Mediterranean citizens based on green, blue and digital economy.

Thus, several ASCAME members are involved in Euro-Mediterranean cooperation projects as they add strong value to the consortiums through their unique set of expertise and extensive networks in the Mediterranean region’s private sector.

Now, more than ever due to the COVID-19 challenges, it is necessary to promote the creation of alliances, agreements and associations to confront the economic and social consequences, offering solutions on financial support for investments, suggesting a set of economic initiatives and concrete actions for the private sector.

The Joint Monitoring Committee of the ENI CBC Med Programme, approved 11 projects (among 69 proposals) under the call for capitalisation projects. The selected projects, have a total grant of 11.5 million euros, and gather 76 organizations from both shores of the Mediterranean region. Is important to take into account that, more than half of the approved projects, have ASCAME members as leaders, partners or associate partners, representing dozens of Chambers of Commerce and other similar entities. Therefore, ASCAMEs members have shown again their involvement and willingness to continue their work in the service of economic development and recovery of the Mediterranean region.
In line with the current activity of ASCAME, the ambitions of the call for capitalisation projects is to contribute to the recovery processes in the Mediterranean area, due to the pandemic and its negative socio-economic effects.

In this context, ASCAME is pleased to congratulate its members, who have once again shown their involvement and willingness to continue their work in the service of Mediterranean economic development.

Both ongoing and new projects contribute to strengthening the activity and results of the ASCAME members directly through their participation as partners and, indirectly, by benefiting from the actions and outcomes of projects developed by the ASCAME network.

Furthermore, following the objectives and actions of the Recovery Plan and a New Economic Development Model for the Mediterranean, ASCAME has detected the need to create a Working Group represented by high-level profiles of the ASCAME’s network in detecting beneficial initiatives, actions and proposals for the private sector of the entire Mediterranean Region. Therefore, ASCAME Technical Working Group put in evidence this great potentiality to the service of ASCAME members network working aligned with strategic key sectors and cross-cutting issues that are essential for the economic recovery of the region.

Thus the working group it’s a fundamental tool assuming the bridge role between national and supra-national public opportunities through the channelling of different beneficial proposals for the private sector of the entire Mediterranean Region.

Additionally, within the framework of different projects, ASCAME started several cross-sectoral activities targeting Business Support Organisations (BSOs) and Small and Medium-sized Enterprises (SMEs) aiming at:

- Improving competencies of BSOs such as Chambers of Commerce
- Building a large, robust and efficient BSO network among EuroMed region
- Maximising business exchanges and investment
- Boosting the economic recovery of the Mediterranean region due to the pandemic
5.1. PROJECT ACTIVITIES

EBSOMED project

EBSOMED is a project co-financed by the European Union and coordinated by BUSINESSMED in a consortium of six partners and more than thirty affiliated organisations from twenty-six countries.

The 4-year project aims to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This is achieved by strengthening of the capacity building of BSOs.

ASCAME is one of the main actors of the project due to the strategic importance that EBSOMED gives to BSOs, such as the Chambers of Commerce of the Mediterranean region, and the fact that the vast majority of them are members of ASCAME.

In 2021 ASCAME and its affiliates organised workshops, BSOs Management Academies, Sector Alliance Committees and Thematic Committee Webinars involving
more than 600 participants in total from 20 different countries, with high attendance from Jordan, Spain, Lebanon, Tunisia, Morocco, Italy and Egypt.

**BSO Management Academy IV Participation highlights**

![Pie chart showing participation by country in the BSO Management Academy IV.]

- **Total**
  - Spain: 37%
  - Tunisia: 17%
  - Morocco: 11%
  - Italy: 8%
  - France: 8%
  - Greece: 6%
  - Egypt: 7%
  - Lebanon: 6%

- **Participation per country in the ASCAME EBSOMED BSO Management Academy IV, November 2021**

**Sector Alliance Committee Meeting Participation highlights**

![Pie chart showing participation by country in the SAC Meeting.]

- **Top 10 countries registered SAC**
  - Spain: 30%
  - Tunisia: 12%
  - Morocco: 12%
  - Italy: 10%
  - France: 8%
  - Belgium: 5%
  - Greece: 7%
  - USA: 3%
  - Jordan: 3%

- **Participation per country in the ASCAME EBSOMED Sector Alliance Committee Meeting**
EBSOMED in action: activities 2021:


- **15 January 2021**: EBSOMED 6th Executive Committee Meeting

- **19 January 2021**: Online BSO Management Academy - Mobilizing expatriates and the diaspora in service of attractiveness and economic development

- **16 February 2021**: BSO Management Academy - Attractiveness Strategies: How to maximise local impacts?


- **25 February 2021**: Online BSO Management Academy - The Sanitarian Crisis as an accelerator of the digitalisation path of the Mediterranean Business Ecosystem

- **8 March 2021**: Online Workshop on Support to Project Development - How to manage an EU Grant’s contract (DEVCO/INTPA)

- **10 March 2021**: Webinar - Business Country Desk - Training Workshop: Why and How to create a BCD account?
• **21 April 2021:** Online Workshop for the Employers Thematic Committee “Vocational Training and Skills Development”

• **22 April 2021:** BSO Management Academy - React to the COVID-19 Crisis - Support for SMEs and Start-ups: Which companies to sustain after the crisis?

• **1 June 2021:** The Business Country Desk National Presentations’ Program: Focus on Egypt

• **1 July 2021:** BSO Management Academy - Promoting gender equality with investors and enterprises

• **29 July 2021:** EBSOMED 7th Executive Committee Meeting

• **14 September 2021:** Thematic Committee Webinar - Vocational Training and Skills Development

• **15 September 2021:** Thematic Committee Webinar-Debate - Gender Mainstreaming and Women Empowerment

• **15 September 2021:** BSO Management Online Academy - Cybersecurity for BSOs

• **16 September 2021:** Thematic Committee Webinar - Education and R&D on Energy Technologies

• **20 September 2021:** Online Workshop on Support to Project Development - Advanced EU project proposal development

• **October 2021:** BSO Management Academy - E-learning Course on Project Proposal Writing for BSOs

• **October 2021:** BSO Management Academy - Towards the improvement and creation of new digital services within Employers’ Federations in the Southern Neighbourhood Region

• **28 October 2021:** BSO Management Academy - COVID crisis investment opportunities: attracting new projects while protecting your economy from predators

• **18 November 2021:** Sector Alliance Committee - The Euro-Mediterranean green transition: A Road Map to the decarbonisation of the region

• **19 November 2021:** BSO Management Academy - A Future in Common, Meda-Women: Knowledge is power - How to invest and develop Woman Workforce and Entrepreneurship in the MED
• **1 December 2021**: Launching Seminar of the Employers Thematic Committees

• **1 December 2021**: Closing Event of the Employers Thematic Committees

• **December 2021**: BSO Management Academy - Evaluation and monitoring of the impact of companies on territories


• **3 December 2021**: The Business Country Desk - Regional Presentation

• **9 December 2021**: EBSOMED 9th Executive Committee Meeting

• **10 December 2021**: EBSOMED 4th Management Working Group

The topics covered during these activities were:

• Donor Funding, Banking and Novel Financial Instruments in the Mediterranean Region

• Mediterranean Tourism

• Support and Improvement of the Quality of Business BSOs & Promote BSO Networking

• A sea-change in the Mediterranean Logistics and Shipping

• Gender equality, new leaderships and digital innovation among businesswomen in the Mediterranean

The main target participants of these activities were the BSOs, SMEs and female entrepreneurs. Therefore, it helped Mediterranean BSOs to improve their capacity to properly serve the interests and needs of SMEs. It was also a platform to boost cooperation and business alliances between Northern and Southern countries of the Mediterranean.

The EBSOMED Project activities contributed to ASCAME’s strategic objectives related to:

• The need for an inclusive economic development, by supporting female entrepreneurship in the Mediterranean economy

• Facilitating the access to finance, mainly for BSOs and SMEs, by providing an updated relation of all available funding, grants and technical assistance in the region
• Promoting the Mediterranean tourism brand, by coping with the new challenges related to tourism digitalisation and sustainable tourism

• In addition, supporting an integrated multimodal transport network in the Mediterranean by promoting the debate and partnerships that contribute to coping with the new challenges in the Mediterranean transport and logistics sector

All these actions were open to the ASCAME network and about a 25% of beneficiaries of these actions were indeed members of the Association. As is shown below, 59% of the beneficiaries were women and 41% men; 41% beneficiaries were from countries from south of the Mediterranean and 59% from north of the Mediterranean region.

**Blue Growth Project (2nd phase)**

*Blue Growth Community project (2019-2022)* is a horizontal project co-financed by the European Regional Development Fund (ERDF), and its main objective was to build a real community of projects dealing with Blue Economy initiatives to reinforce the partnerships between projects and transnational key stakeholders for a better-integrated policy-making. Moreover, Blue Growth Community project enhanced the dissemination and transferability of projects results, consequently ensuring a wider and deeper impact towards external multilevel stakeholders, and also contributing to the sustainable socio-economic development of the Mediterranean area through innovative investments in the Blue Economy.
Proposes concrete activities to enhance the capitalisation nature of this second phase of MED projects, with the aim of deepening the dissemination and transferability of modular projects results dealing with Blue Growth issues, including maritime surveillance, yachting, renewable energies, aquaculture, fisheries, maritime and coastal tourism, among others. The project intends to achieve two key goals: firstly, to have a better transfer of modular projects technical results into policy making and secondly, to benefit the development of the Blue Economy and entrepreneurship, mainly for SMEs.

This project contributes to ASCAME strategic lines of encouraging the private sector to move towards sustainable economy, as well as to engage them towards the Sustainable Development Goals (SDGs).

ASCAME, as partner of this project, was responsible for the communication duties and contributed to the organisation of some events, by proposing high impact and interactive sessions and providing suggestions with regard to format, communication strategy and potential speakers for the different thematic sessions.

**Blue Growth Community project activities during 2021**

- **February 2021:** Series of informative with several maritime regions from Italy, France, Spain and Greece, in order to identify actors willing to apply mature and already tested tools developed by the Modular projects that are part of the Blue Growth Community.

- **February to March 2021:** Blue Growth Community carried out several meetings addressed to the Greek regions and other relevant stakeholders in order to promote the transferring process of the main results & tools of the MED Blue Growth Community modular projects in Greece.

- **March 2021:** Interreg MED Blue Growth Community supported the maritime spatial planning. The Blue Growth Interreg MED project sent a “Position Paper” with a set of policy recommendations to the main authorities in charge of the maritime spatial plans in Greece, France, Portugal, Italy and Spain, that intends to contribute to the constitution of their maritime spatial planning.

- **March 2021:** The Blue Growth Community participates in the final event of NE-ORION project. More than 45 participants attended the event which focused on “Blue Growth and Shipbuilding Industry: innovation trends and opportunities of cooperation in the Adriatic and Mediterranean area”.

Projects ASCAME activity report 2021 67
• **April 2021**: 1st BLUE DEAL Transferring Lab. This event was the opportunity for the Blue Growth Community to learn more about the methodology of the “Blue Deal Labs” (their main elements, composition, how they work and real possibilities for Marine Renewable Energy planning), a key result/tool coming from the BLUE DEAL project.

![1st BLUE DEAL Transferring Lab](image)

• **April 2021**: national on-line learning camp in Greece: a chance for enhancing funding schemes and business opportunities in Blue Growth. In the framework of the “European Maritime Day in my Country” the project MISTRAL organized an online Greek National Learning Camp, entitled “Business Opportunities in Blue Growth: networking & synergies between local businesses. Blue Growth in the RIS3 Smart Specialization Strategy”.

• **April 2021**: the transfer-training event on marine renewable energy as part of the capitalisation process of the Blue Growth Community. The digital event gathered virtually 45 participants and 5 Mediterranean regions (Attica and Crete from Greece, Abruzzo, Emilia-Romagna and Lazio from Italy) which are interested in replicating in their territories the methodologies on Blue Energy developed by the Blue Deal project.

• **May 2021**: The Interreg MED Blue Growth Community invited to share its expertise in the discussions following the conference on the European union integrated maritime policy organized by the presidency of the council of the EU.
• June 2021: Blue Growth takes part in the "European maritime day in my country" with a documentary dedicated to the blue growth community in Greece. The documentary, entitled "European Maritime Day in Greece - The Blue Growth Community experience", highlighted the challenges for the blue economy sector, the achievements of the Community’s pilot projects and the vision of the involved Greek stakeholders for sustainable blue growth in the Mediterranean area. This event aimed at highlighting achievements made in the transition towards a sustainable blue economy in the Mediterranean Basin, including successful initiatives and policies.

• October 2021: Interreg MED Blue Growth Community adopts a position paper in reaction to the European commission’s communication on sustainable blue economy. On the occasion of Blue Growth Community’s 2nd Annual Assembly, the Community’s members adopted a Position Paper in reaction to the European Commission’s Communication “on a new approach for a sustainable blue economy in the EU - Transforming the EU’s Blue Economy for a Sustainable Future”.

• October 2021: second annual assembly of the Blue Growth Community, represented by the core members of the Interreg MED Blue Growth projects, the Blue Growth associated partners, as well as other relevant stakeholders, gathered online to discuss on the Community’s already realised and planned activities and joint actions.
• **November 2021:** The Blue Growth Community presented relevant results on marine renewable energies from the med blue growth community projects at the final conference of the coast energy Interreg Italy-Croatia project.

• **November 2021:** In the framework of the Blue Bio Economy Innovation Forum, the Mediterranean Innovation Alliance for Sustainable Blue Economy, an initiative of the BLUEBIOMED Interreg MED strategic project, gathered MED stakeholders, to promote interconnections between European and Mediterranean initiatives and to launch the Innovation Alliance.

• **November 2021:** The Blue Growth Community organizes its mid-term conference, entitled “Med Blue Economy in Action: Blue Business Tools for SMEs”, in the framework of the MedaWeek Barcelona 2021, with the aim to present the main results coming from the MED Blue Growth projects to the participating private sector.
• **December 2021:** The BLUE DEAL project presented the results of the survey “Ask your citizen on Blue Energy”, which intended to get the perception and attitude of the general public in 9 EU regions towards Blue Energy and technologies, and gave the floor to discuss these results.

ASCAME members with an interest in Blue Economy are encouraged to participate in the different foreseen actions and to benefit from the network links and capitalisation of the results of the project.

The topics covered through 2021 actions were mainly:

- Integration of science into policy and practice
- Attractiveness of maritime jobs and young people's involvement in the blue growth sector
- How the integration of blue and green economies can foster business innovation, access to finance, education and awareness for sustainability
- Blue and green growth sustainability development issues
- How blue growth stimulates the transition towards a circular economy
- The Mediterranean way to deal with climate change and drivers for sustainable and inclusive growth
ENI CBC MED PROGRAMME

The ENI CBC “Mediterranean Sea Basin” Programme is an initiative launched by the European Commission under the 2014-2021 ENI CBC, with the aim to address the main challenges of the Mediterranean, as the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI).

This programme brings together the coastal territories of 14 Mediterranean countries (Algeria, Cyprus, Egypt, France, Greece, France, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain and Tunisia) with the main objective of fostering a fair, equitable and sustainable economic, social and territorial development across the Mediterranean.

Through calls of proposals, the ENI CBC MED finances cooperation projects on 4 big domains addressed to overcome those challenges: a. SMEs and business development (13 projects); b. Technological transfer and innovation (5 projects); c. Social Inclusion and fight against poverty (6 projects); d. Environment and Climate change (17 projects).

Among all these projects, ASCAME and its members have participated in many of them, with ASCAME General Secretariat taking an active role as a partner in three of these projects in the field of Tourism (MEDUSA), Organic agriculture (ORGANIC ECOSYSTEM), Innovation and Resource Efficiency (MAIA-TAQA), Business and technological transfer (INTECMED) and Cultural Heritage and digitalisation (iHERITAGE). The main characteristics of those projects are the following:

MEDUSA

(Development and promotion of Mediterranean Sustainable Adventure Tourism): This project includes seven partners from Spain, Jordan, Lebanon, Italy and Tunisia. Its main objective is to promote the niche of adventure tourism in the Mediterranean region, as an opportunity to transform the predominant tourism model (based on the predominance of mass seaside tourism) into a new competitive model based on environmental, social and economic sustainable values.
The project MEDUSA (Sept. 2019 - August 2022), launched in October 2019 in Cartage (Tunisia), foresees a long-term strategy aiming at the creation of cross-border routes & itineraries – in the form of new and improved Adventure Tourism products, revealing lesser-known destinations & attracting tourists throughout the year.

The project contributes to ASCAME’s strategic lines in boosting private economic development in the Mediterranean region through a strategic sector as tourism. ASCAME as partner of this project is responsible for the capitalization, which is transferability of the results and outcomes of the project.

- **March 2021:** MEDUSA Project created a study of efficient international Adventure Tourism methodologies to be applied on MEDUSA’s destinations.

- **March 2021:** MEDUSA Project created a study on Sustainable practices in Tourism to boost for the Adventure Tourism sector in the Mediterranean.

- **March 2021:** Cross-border seminar on Mediterranean tourism products for the Adventure tourism that bring together more than 200 professionals in the tourism sector, including tour operators and tourism providers, marketing and development entities of the Mediterranean region, to present the adventure segment of the five partner territories and discuss elements of its future development.
• **April 2021**: Adventure Tourism Product Co-Creation Workshops in Spain, Jordan, Lebanon, Italy, and Tunisia to support stakeholders in developing, designing, co-creating, delivering, and promoting Adventure Tourism products and meaningful experiences on local and cross-border levels.

• **July 2021**: MEDUSA Conceptualization of Sustainable Tourism segment to wrap up the Global Market Research & Analysis Report on Adventure Tourism in the Mediterranean’s findings and offers a set of guidelines and examples of how established international tour operators design tourism products and packages, illustrating the main requirements for success.

• **October 2021**: Launching of the Mediterranean Sub-Grant Adventure Tourism Competition, to catalyse the creation of new innovative and quality tourism products and experiences, as well as upgrading existing products that will increase interest in the Mediterranean as a sustainable Adventure Tourism destination; and, to increase the visibility and attractiveness of lesser-known destinations, decreasing seasonality and balancing the distribution of income in the participating territories.

• **December 2021**: joint mid-term conference (CROSSDEV, MED GAIMS, MED PEARLS and MEDUSA ENI CBC MED projects) entitled “LIVE, PLAY, LEARN - Sustainable tourism ideas to connect travellers and communities in the Mediterranean”, to share objectives, experiences, results, and good practices reached so far in the fields of technology, sustainable and slow tourism.
ORGANIC ECOSYSTEM

(Boosting cross border Organic Ecosystem through enhancing agro-food alliances): This integrated project is composed of seven partners from Jordan, Lebanon, Italy, Tunisia, Greece and Spain. Its main goal is to establish a cross-border agro-food ecosystem that will establish the basis for the development of the Mediterranean organic sector.

The project ECOSYSTEM (Dec. 2019 - Dec. 2022), which started on the 25th of December 2019, is aimed at reducing the main existing obstacles (For instance, lack of support policies from national / local governments; low innovation capacities, limited knowledge of sustainable farming practices and a weak value chain, etc.) and help to make MSMEs operating in organic agriculture more competitive and better integrated.

ORGANIC ECOSYSTEM is aligned with the spirit of ASCAME’s Strategic Plan to move towards sustainable economy and reinforce the competitiveness of the Mediterranean SMEs. ASCAME as partner of this project is responsible for Communication.


- **February 2021**: second stakeholders meeting to create a consolidated network of stakeholders, private and public, working on agriculture in the region to foster alliances and create business opportunities within the organic sector.
April 2021: ORGANIC ECOSYSTEM and HELIOS explore common ground to tackle unemployment in organic food sector and explore possible cooperation actions and synergies between both.

May 2021: online technical assistance for organic agriculture operators to provide free advice and guidance to all organic operators in the region.

May 2021: ORGANIC ECOSYSTEM free online course on innovation in the organic supply chain in Italy to provide tools and methods to generate innovation in the organic supply chain.

May 2021: Intensive 5-day training on organic agriculture in Lebanon delivered by national and international experts in order to improve the skills on different issues relevant in the development of innovative projects such as management, techniques, marketing, certifications, and exports.

May 2021: intensive 5-day training on organic agriculture in Greece for operators, SMEs and innovative projects, to improve the skills on different issues relevant in the development of innovative projects.

May 2021: intensive 5-day training on organic agriculture in Tunisia delivered by national and international experts in order to improve the skills on different issues relevant in the development of innovative projects.

DECOST and ORGANIC ECOSYSTEM webinar
• **May 2021:** Intensive 5-day training on organic agriculture in Jordan delivered by national and international experts in order to improve the skills on different issues relevant in the development of innovative projects.

• **June 2021:** Webinar for building synergies between DECOST and ORGANIC ECOSYSTEM projects to reduce obstacles that SMES operating in organic agriculture face and make them more competitive and better integrated.

• **July 2021:** Online training course on "Strengthening organic value chain in the Mediterranean" addressed to organic operators previously selected by a scientific committee, to enhance their competencies and access the next steps of the project (i.e. national meetings, national and cross-border workshops).

• **July 2021:** Second meeting of the group of experts in organic agriculture. At the meeting, it was emphasized the need for experts to register on the project's platform and experience of entering and dealing with the platform.

• **July 2021:** Training on innovative organic value chain in Greece on how to boost their organic production, processing and marketing know-how and skills.

• **August 2021:** ORGANIC ECOSYSTEM launched a technical assistance platform to support and accompany companies and professionals working or interested in the sector of organic agriculture in the Mediterranean region, gathering data bases of experts in different fields related to organic agriculture and list of Frequently Asked Questions in relation to Organic Agriculture in the Mediterranean region, among others.

• **September 2021:** Training course on “Strengthening organic value chain in the Mediterranean” in Italy about new Regulation and Green Deal, techniques of fertilization and disease control, as well as Smart labelling to commercial alliances.

• **September 2021:** First training workshop for innovative MSMEs in Jordan to provide participants with tools and methods aimed to enhance their organic production, processing and marketing their products and develop their skills.

• **November 2021:** Capacity building program for 11 innovators in Lebanon to increase SMEs competitiveness and facilitate market access at the national and cross border levels.

• **November 2021:** Second training workshop in Jordan designed to provide participants with tools and methods aimed to assist them in developing their professional business plan.
• **December 2021:** 2nd interim meeting to enhance alliances of MSMEs in agro-food sector and fostering Organic Agriculture in the Mediterranean.

• **December 2021:** 3rd ORGANIC ECOSYSTEM Seminar engaging key representatives from the private sector and from Agriculture Ministries in Jordan, Tunisia, Lebanon, Greece and Italy and Sharing successes and good practices in organic agro-food.

**MAIA-TAQA**

(Mobilizing new Areas of Investment and Together Aiming to increase Quality of life for all): This project is composed of eight partners from Greece, Egypt, Italy, Jordan, Lebanon and Spain. MAIA-TAQA’s main objective is to boost the promotion of innovative Resource Efficiency (RE) services in the Mediterranean region (traditionally, lacking a proper innovation process in spite of the growing need for RE services to deal with environment pressures).

The MAIA-TAQA project (Sept.2019 - August 2022), launched in October 2019 in Pikermi (Greece), will contribute to identifying innovative and much needed services in the field of RE; improving the capacities of the supply and the demand of innovation; improving the technology level within North-South MED business relations and creating a more enabling environment for innovation in RE including financial instruments. For this purpose, MAIA-TAQA will set up demonstrators in three MED pilot areas in Lebanon, Jordan and Egypt.
This project goes in line with the Strategic Plan of ASCAME by boosting the innovation, the entrepreneurial spirit and reinforcing the competitiveness of the Mediterranean SMEs, especially those SMEs from the environment, utility and building sectors. ASCAME, as partner of this project, is responsible for the Marketing strategy.

- **January 2021:** MAIA-TAQA and ORGANIC ECOSYSTEM have held two networking sessions working through the green economy pillar to facilitate synergies and create opportunities among stakeholders working in organic agriculture and renewable energies in the Mediterranean region.

- **February 2021:** Maia-Taqa project has signed a contract for preparing consultancy services to implement a Building-Integrated Photovoltaics (BIPV) system in Jordan to spread community energy awareness, and to achieve the Jordan Chamber of Commerce's goals in the field of studies, research within Renewable Energy & Efficiency.

- **April 2021:** Maia-Taqa project has signed a contract for the design, installation and commissioning of an on-grid PV solar plant of 100 kWP including battery storage in the Alexandrian pilot area, El Ameria wholesale market.

- **June 2021:** MAIA-TAQA and NEX-LABS projects signed memorandum of understanding to reinforce synergies.

- **June 2021:** MAIA-TAQA started the project to install solar thermal cooling system at the Aqaba Chamber of Commerce, Jordan, to demonstrate the capability of solar thermal systems in reducing consumption of energy used for cooling in office buildings.
- **June 2021**: 18 professionals from Egypt, Lebanon and Jordan become certified MAIA-TAQA trainers in photovoltaics, energy storage and wastewater treatment technologies.

- **July 2021**: MAIA-TAQA project successfully conducted 60hrs of Train of Trainers (ToT) focusing on skills development and implementations in Small and Medium-sized companies in the field of "Resource efficiency services (consulting, engineering and operations) in the Mediterranean Area".

- **July 2021**: six graduates of the MAIA-TAQA 'Training of the Trainers' program in Egypt guided SME’s in reinventing their innovative energy efficiency services.

- **August 2021**: MAIA-TAQA project implemented innovative wastewater treatment plant at the Industrial Research Institute in Lebanon.

- **October 2021**: MAIA-TAQA starts implementation of energy efficiency pilot at El-Amreya wholesale fruits and vegetable market in Alexandria.

- **December 2021**: Maia-Taqa project’s steering committee to advance towards a successful implementation of new resource efficient services based on.
INTECMED

(Incubators for innovation and technological transfer in the Mediterranean): this project aims to develop an integrated innovation ecosystem at local level to support technological transfer and commercialization of research results.

The INTECMED project (Sept.2020 – February 2023) will use a methodology of building resilience into risk management (BRIM) to develop a shared vision of how to build start-ups overcoming inexperience and gap between academic knowledge and business development. This methodology will be implemented by creating regional alliances, facility points, mentorship programmes, innovation exhibitions where investors and innovators could exchange their ideas and business opportunities. Through mentorship, skills development in business planning, the commercialisation of research results of at least 48 entrepreneurs and researchers will be increased and at least 4 new spin-offs will be launched with the creation of not less than 12 new jobs.

This project goes in line with the Strategic Plan of ASCAME by developing an integrated Mediterranean ecosystem that facilitates technological transfer and commercialization of research results, while strengthening linkages among research, industry, private sector and citizens.

• **March 2021:** INTECMED launches hub among innovation players in the region of Andalucia. Throughout the INTECMED project, it is planned to establish Regional Alliances for Innovation Transfer (RAIT).

• **March 2021:** INTECMED met PPI4MED to foster technology transfer and commercialisation of research results across the Mediterranean

• **April 2021:** INTECMED launches innovation local ecosystem in the region of Cap Bon to strengthen the links between research and the socio-economic environment, as well as to hold a signing ceremony for the memorandum of understanding between the project’s actors.

• **May 2021:** INTECMED is presented as a promising technological project in the Mediterranean region in the Blending Business Support Organisations (BSOs) & Incubators Support event.

• **June 2021:** In the framework of the EMPORIA4KT project, INTECMED project participated to an online event which had as objective to present entrepreneurship and blue economy promotion mechanisms to researchers.
• **July 2021:** INTECMED project brought together Andalusian universities to boost knowledge transfer and analyse the current barriers in the commercialisation of research results, in order to design and promote support mechanisms for Andalusian researchers that will be included as tools offered by INTECMED.

• **July 2021:** INTECMED 2nd Steering Committee Meeting to work closely together on the development of a mentorship programme, which will be applied to local beneficiaries in a tailored-made manner.

• **September 2021:** INTECMED project launched the Egyptian innovation hub to support the Egyptian entrepreneurial and innovative ecosystem through INTECMED’s Business Readiness Innovation Mechanism (BRIM).

• **September 2021:** INTECMED releases a guide gathering best practices implemented by business incubators in the Mediterranean. The guide assembles selected best practices implemented by business incubators, their purpose and in particular their training method and performance indicators, in Mediterranean countries.

• **October 2021:** INTECMED project launches e-bazaar, the ultimate tool to connect innovators and investors in the Mediterranean.

• **October 2021:** INTECMED in Egypt presents opportunities to overcome lack of coordination in the Mediterranean innovation ecosystem, in the 7th edition of the TECHNE Summit in Alexandria, Egypt.
November 2021: INTECMED presents its tools for innovators at the Mediterranean Week of Economic Leaders and connect with other key team players in the Mediterranean region in order to maximize the project's impact and outreach.

November 2021: INTECMED in Spain promotes its call for business ideas directed to the research community at the Entrepreneurship and Employment Conference on the Ecological Transition.

December 2021: INTECMED’s Lead Beneficiary, the Chamber of Achaia, together with the University of Patras organised the INTECMED Interplay Event, which took place in the framework of the 7th Patras IQ 2021 Exhibition, in a hybrid format, in Patras, Greece.
iHERITAGE

([ICT Mediterranean platform for UNESCO cultural heritage]: this project will provide new solutions through an innovation-driven growth process to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest ICT technologies: Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

The iHERITAGE project (Sept.2021 – February 2023) will address socio-economic challenges at cross-border level through the active involvement of young people, women and NEETs who will take part in the Living Labs, training courses, and the creation of spin-offs, thus contributing to increase employment opportunities and foster innovation. The project will support collaborations among universities, SMEs, start-ups and spin-offs devoted to the creation of AR/VR/MR products. Eventually, iHERITAGE will improve access to UNESCO cultural heritage, on site and off site and will contribute to the establishment of the Regional Centre for Safeguarding and Valorisation of Mediterranean (CRESPIEM) Intangible Cultural Heritage (ICH) (CRESPIEM), to be recognized under Category 2 of UNESCO.

This project goes in line with the Strategic Plan of ASCAME by supporting technological transfer and commercialisation of new tools aimed at enhancing the access to Mediterranean UNESCO cultural heritage through augmented and immersive experiences, by creating cross-border living labs for research and innovation.

• **March 2021:** iHERITAGE project launches the international programme of Living Labs, which will introduce and highlight the changes new ICT technologies will make and transform the cultural and tourism sectors in the Mediterranean region.

• **March 2021:** iHERITAGE project team members in Lebanon conducted an on-site visit to Byblos’ cultural heritage site to review virtual reconstruction elements to be potentially used to develop Augmented Reality/Virtual Reality (AR/VR) products.

• **April 2021:** iHERITAGE project has launched its Living Labs Program seminars in Jordan, taught by professionals and experts in the fields of Augmented Reality, Virtual Reality, Mixed Reality, Holograms and most importantly the broader topic of the use of Information and Communication Technologies (ICT) for the enhancement of experiences related to Intangible Cultural Heritage.

• **April 2021:** iHERITAGE project held the second ‘Intangible Cultural Heritage (ICH) Focus Group Meeting’ to analyze and create a database of the local, regional and national register of Intangible Cultural Heritage elements in each partner country.
• **May 2021:** iHERITAGE project establishes local support group involving citizens in the creation of the first-ever Register of Intangible Heritage in the Mediterranean. The session consisted of a general presentation of iHERITAGE project, its main contents, tasks and objectives to engage a wider audience and invite public communities to participate and join in on future project activities.

• **July 2021:** iHERITAGE 2nd Steering Committee Meeting. During the two consecutive days, project team members discussed about the further activation of the Living Labs, which will introduce and highlight the changes new ICT technologies will make and transform the cultural and tourism sectors in the Mediterranean region, among others.
• **August 2021:** The Andalusian Public Foundation makes its 1st contribution for the elaboration of the first Mediterranean Register of Intangible Cultural Heritage.

• **September 2021:** The University of Palermo represents iHERITAGE at the "Sharing Researchers’ Passion for Engaging Responsiveness” Night 2021 here researchers from the project presented students, professors, citizens, and individuals not in education, employment, or training - NEETs- with some innovative solutions that are being tested in the iHERITAGE Living Labs.

• **October 2021:** iHERITAGE held the second module of its Living Labs Program in Italy, to implement a new approach to discovering and enhancing the Sicilian territory and its UNESCO sites with the participation of local stakeholders and operators.

• **October 2021:** iHERITAGE sheds light on the dynamics of UNESCO ecosystems for social solidarity, accountability, and awareness at the annual World Tourism Event.

• **November 2021:** iHERITAGE brings together UNESCO, Egyptian Ministry of Tourism, and ICT start-ups at Techne Summit. The event helped the Egyptian team further assess what the industry lacks and could be offered with the Living labs programmes to increase creativity, productivity, and true integration of ICT in UNESCO world heritage sites around the Mediterranean.
• **November 2021:** iHERITAGE promotes the integration of ICT in Tourism at the International Cairo ICT Fair, which brought together major stakeholders from the global telecom, ICT, and media trade sectors from across the Mediterranean and North African regions.

• **November 2021:** iHERITAGE second steering committee to review project updates and upcoming activities for the next term of the project implementation in the six countries during the two-day meeting.

**EMPHASIS**

(Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs): this project aims at integrating experiences to deploy an open innovation system that supports SMEs to exploit sustainability business opportunities through external cross-border partnerships at EUROMED.

The EMPHASIS project (2021 - 2023) will address a design & setup of an Open Innovation Network, offering integrated innovation support services, validating OI Opportunities & fostering cross border partnerships that will enhance uptake of external knowledge that can turn sustainability priorities into tangible business opportunities for growth. Therefore, EMPHASIS project will increase capacities of SMEs to innovate and their readiness to engage with Innovation Partners by building cross-border partnerships (OI projects) with external entities and turning external knowledge into new products, services and business opportunities.
- **September 2021**: EMPHASIS project kick off meeting. The project partners discussed further technical details of the different activity clusters planned out through the lifetime of the project. The whole team showed great engagement and dedication to define the project action plan to help make significant innovative change in the region.

- **October 2021**: 7th edition of the TECHNE Summit in Alexandria, Egypt, where EMPHASIS project was featured as part of an exhibition for ENI CBC Med projects.

- **October 2021**: EMPHASIS workshop for partners to brainstorm new ways to engage and tailor the project’s outputs to the industry needs. Partners discussed the importance of focus groups and engagement between key stakeholders in the industry and the future steps taken in each target country.

- **November 2021**: EMPHASIS introduces the project’s FIRST Open Innovation Workshop for Mediterranean SMEs. Partners presented their plans on the design and setup of the EMPHASIS Open Innovation Network & Services activity, planned out to identify SMEs and design tools and methodologies for service deployment leading to a more competitive Mediterranean business environment.

- **December 2021**: EMPHASIS project participated in the launching event of the 16 ENI CBC Med Programme capitalization projects, and the training for the lead beneficiaries, in Barcelona.
• **December 2021**: EMPHASIS project launched the 1st hybrid conference “The New Silk Roads”, focused on the “Belt and Road Initiative”, a massive transportation infrastructure investment programme aimed at creating "New Silk Roads" and developing and enhancing Euro-Asian trade.

Other ENI CBC MED projects that involve members of ASCAME are, among others, the following:

- **CRE@CTIVE** - Innovation for bringing creativity to activate Traditional Sectors in MED area
- **GREENinMED** - Speeding up the MED SMEs’ uptaking of eco-innovative solutions in energy and water management
- **InnovAgroWoMed** - Social Innovation in the Agri-food sector for Women’s Empowerment in the Mediterranean sea basin
- **INVESTMED** - InNoVatIE Sustainable sTart-ups for the MEDiterranean
- **INTERNISA** - Developing the INTERNISA network of synergies to increase the number of digitally skilled women employed in the ENI CBC MED territories via matching demand and supply in the labour market
- **IPMED** - IP Capacities for Smart, Sustainable and Inclusive Growth in the MEDiterranean Region
• MedArtSal - Sustainable management model for Mediterranean Artisanal Salinas
• MedBEESinessHubs - Mediterranean Bee Hubs in support for sustainable economic prosperity in deprived rural areas
• MEDWAYCAP - Mediterranean pathWAY for innovation CAPitalisation toward an urban-rural integrated development of non-conventional water resources
• MED PEARLS - The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives
• MEDSt@rts - Med microfinance support system for start-ups
• MoreThanAJob - Reinforcing social and solidarity economy for the unemployed, uneducated and refugees
• NEX-LABS – NEXUS-DRIVEN OPEN LABS FOR COMPETITIVE AND INCLUSIVE GROWTH IN THE MEDITERRANEAN
• TEX-MED ALLIANCES - Textile Mediterranean Alliances for Business Development, Internationalization and Innovation
• RESMYLE - Rethinking employment and social integration of young Mediterranean people through sustainable development
• RESTART MED! - Revitalization of Sustainable Tourism Across Regions in The MEDiterranean
• ReSt@rts - Reinforcing Med Microfinance Network System for Start-ups
• SOLE - High Energy efficiency for the public stock building5 in Mediterranean
• TECHLOG - Technological Transfer for Logistics Innovation in Mediterranean area
• YEP MED - YOUTH EMPLOYMENT IN PORTS OF THE MEDITERRANEAN

5.2. PROJECTS AND INITIATIVES SUPPORTED BY ASCAME

Med4jobs programme: A Mediterranean initiative for jobs

The ‘Mediterranean Initiative for Jobs’ [Med4Jobs] is a programme developed by the Union for the Mediterranean (UfM) Secretariat, as a cross-sector initiative driven by the need for integrated regional action in the area of job creation.
ASCAME is part of the Med4jobs Advisory Board, as well as other international organisations such as ILO, UNIDO, OECD, ETF, GIZ and UNCTAD, providing their expertise for a successful implementation of this programme, working in employability and job creation with SMEs in the region. Therefore, working together to promote and replicate a number of visible private sector job creation projects in the Southern and Eastern Mediterranean region, such as Incorpora, Young Women as Job Creators, the Mediterranean Entrepreneurs Network, HOMERe (High Opportunity for Mediterranean Executive Recruitment), MedNC (New Chance Mediterranean Network), among others.

Med4Jobs identify the best practices in terms of job-creating projects and replicate them in the region to cover both the supply and demand side of the labour market by targeting employability, job intermediation and business enabling infrastructure.

**BleuTourMed**

BleuTourMed it is a horizontal project within the framework of the InterregMed programme that has the aim of building a thematic community of projects focused on Sustainable Tourism supporting and helping them to synthesise and integrate data, methods and outputs that will help to enable a better communication and capitalisation of their results at a Mediterranean level.

As an associated partner, ASCAME supports the BleuTourMed project, which aims to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean, and also attends project events in representation of the Mediterranean private sector.

**4Helix+**

4helix+ project aims to stimulate inter-sectoral and cross-border innovation, and improve collaboration between Mediterranean maritime clusters and new non-institutional innovation agents (Fab Labs, co-working spaces, creative hubs, etc.) to establish new alliances in both traditional and emerging Blue Economy sectors. Therefore, the 4helix+ project works to offer coaching and funding to blue sector MSMEs and START-UPS wishing to revolutionise their processes, products or services, and to improve their competitive strategies through knowledge sharing and innovation.

ASCAME, as an associated partner, aims at strengthening and reinvigorating the transnational innovation process of Blue Economy clusters within the eight in-
involved MED maritime regions, by supporting their innovation capacity and creative culture.

Finally, it is worthy to point out that this project is structured under a consortium with the participation of several members of ASCAME: The Chamber of Commerce and Industry of Barcelona, the Chamber of Commerce and Industry of Seville, the Chamber of Commerce and Industry of Marseille and the Croatian Chamber of Economy Zadar County Chamber (HR).

**CRE@CTIVE**

As an associated partner, ASCAME supports the CRE@CTIVE (Innovation for bringing creativity to activate Traditional Sectors in MED area), an EU funded ENI CBC MED project that aims to foster value chains and business alliances among MSMEs in Mediterranean textile, footwear and leather sectors in order to encourage the creation of new products and business growth, by building bridges between these sectors and the creative industry. CRE@CTIVE will strengthen transnational innovation networks, clusters and value chains. It will create new jobs, drive efficient resource use and accelerate the process of generating, diffusing and applying innovative ideas, concepts and business models. Tangible solutions for target groups will be provided, in particular for young people and women, but also for the society at large. Concretely, thanks to CRE@CTIVE, 16 new business alliances will be supported directly to establish new market opportunities; and, at least 24 new direct long-term jobs will be created through direct participation in the project pilot start-ups, via sub-grants that will give the opportunity to set up new businesses based on innovative approaches.

**MEDWAYCAP**

As an associated partner, ASCAME supports the MEDWAYCAP (Mediterranean pathway for innovation CAPitalisation toward an urban-rural integrated development of non-conventional water resources), an EU funded ENI CBC MED Capitalization project that aims to foster the use of treated wastewater as a non-conventional water resource (NCWR) to help overcome the regional water scarcity.

A well-organized capitalization platform for networking and knowledge transfer shall equip beneficiaries with a capacity-building toolbox and state-of-the-art knowledge on NCWR techniques, management, planning, and skills to reuse at a territorial level for domestic and agricultural purposes.
RESTART MED!

As an associated partner, ASCAME supports RESTART MED! Project (Revitalization of Sustainable Tourism Across Regions in The MEDiterranean), an EU funded ENI CBC MED Capitalization project that aims to create a Mediterranean network of sustainable tourism that will strengthen existing ones to become a meeting point between public and private actors from all countries in the area. The initiative also aims to train companies in the Mediterranean tourism sector and support them in creating sustainable tourism experiences in all its aspects, so that they can increase their competitiveness and level of innovation. The aim is to contribute to the economic and social development of the Mediterranean by strengthening, disseminating and increasing the good practices and sustainable tourism resources that have succeeded in the post-Covid-19 era.
AN ONLINE MULTICHANNEL COMMUNICATION STRATEGY

As the main representative of the Mediterranean private sector, but also as an accredited partner of the European Union and many other international organisations, ASCAME had a key role to play in the promotion of Euro-Mediterranean integration in 2021.

One of the main guidelines of the ASCAME 2018-2022 Strategic Plan is the focus on communication. For this reason, all the 2021 Association’s communications actions, which addressed its three essential fields of activity (institutional, events and projects), had the ultimate goal of reinforcing the visibility of its members and their activities, using a communications strategy as main tool.

Furthermore, in order to achieve clear and effective communication and increase engagement, ASCAME adapted its online and offline messages to its different target audiences: chambers of commerce, companies, regional business communities, international institutions and organisations, governments, the media and civil society.

The proactive and multi-channel communication of the Association provided each of the identified audiences with a wide range of sectoral information, opportunities (potential business opportunities, events, workshops, projects, etc.), and other relevant data to support all activities developed by chambers of commerce, SMEs and other entities in the Mediterranean region.
ASCAME Communication Annual Figures:

- **+140 Press releases** about ASCAME events, projects’ outputs and institutional statements
- **990 ASCAME articles**
- **+1,250 press contacts and multiple media partners**
- **70 new subscribers** to ASCAME MedaNews Newsletter
- **+180 tweets** during MedaWeek Barcelona 2020
- **+200,000 tweet impressions**
- **3.8% engagement rate**
- **+600 tweets** in 2021

Over the past year, ASCAME implemented several online and offline communication actions and new channels, always aligned with the objectives described in its Strategic Plan, which have shown satisfactory quantitative and qualitative results.

### 6.1 OFFLINE COMMUNICATION

ASCAME’s 2021 offline communication focused on two main areas. On the one hand, the production of corporate, institutional, marketing or events materials and, on the other, the establishment of fruitful relationships with the media and the publication of content in regional and international press.

The different communication materials (brochures, leaflets, reports, etc.) can be checked on ASCAME’s new website: [www.ascame.org](http://www.ascame.org)
1. Offline materials

The materials designed in ASCAME aimed to communicate in a simple and effective way the main messages that the organisation intends to convey to its audiences. Although offline materials are very visible and impactful, due to the COVID-19 pandemic, ASCAME focused in 2021 mainly in online corporate and promotional materials.
### Example of offline materials

<table>
<thead>
<tr>
<th>Date</th>
<th>MEDITERRANEAN HEALTHCARE FORUM</th>
<th>MEDITERRANEAN CREATIVE ECONOMY FORUM</th>
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<td>M2W Week Barcelona 2021</td>
<td>M2W Week Barcelona 2021</td>
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<td>Program</td>
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#### 17 November - Wednesday
- **09:00** Online Connection
- **09:15** Official Opening M2WWeek
- **10:00** 5th Mediterranean Green & Renewable Energy Forum
- **11:30** Break
- **12:00** 5th Mediterranean Green & Renewable Energy Forum
- **13:30** Break
- **14:00** 1st Mediterranean Creative Economy Forum
- **16:30** Break
- **17:00** 1st Mediterranean Meeting of Agriculture and Food
- **18:00** INTECHMEET Meeting: "Challenges for innovation and technological transfer in the Mediterranean"

#### 18 November - Thursday
- **10:00** Online Connection
- **10:30** Official Opening M2WWeek
- **11:00** 18th New Africa Business Development Forum
- **11:30** Break
- **12:00** 2nd Mediterranean Healthcare Forum
- **12:30** Conference Barcelona Captures More Value & New Business Opportunities
- **13:30** Break
- **14:00** 4th Mediterranean Start-Up & Entrepreneurship Meeting
- **15:00** EBSEMED: The 4th Mediterranean green transition: A road map
- **16:00** Break
- **17:00** 3rd Mediterranean Social Economy Forum

#### 19 November - Friday
- **10:00** Online Connection
- **10:30** Official Opening M2WWeek
- **11:00** 13th Mediterranean Women Entrepreneurs Forum
- **11:30** Break
- **12:00** 5th Mediterranean Hotels & Hospitality Forum
- **12:30** Break
- **13:30** MED Blue Economy in Action Conference Blue Business tools for SMEs
- **13:30** Break
- **14:00** 1st Mediterranean Sport Industry MedTalk

More details about schedule at www.mediterraneanweek.org
Branding materials

In 2021, ASCAME elaborated documents and graphic materials that reinforced its brand image, always using the new logo created in 2019, as well as implemented a redesign of its corporate identity on the occasion of the creation of a new corporate website.

Institutional materials

In an organisation like ASCAME, the adequate creation of institutional materials became essential, since they are the main platform for the dissemination of the association’s identity and values. The materials produced in 2021 conveyed clear and concise messages that optimally synthesised the messages ASCAME intended to communicate. Many of them were especially relevant, as they were focused on ASCAME members and on the recovery of the Mediterranean private sector after the COVID-19 pandemic.

Events materials

As every year, in 2021 ASCAME also organised different online strategic events on key issues for Mediterranean economies and for the recovery of the Mediterranean private sector after the Coronavirus crisis. For this reason, in 2021 the Association prepared all the necessary materials, both informative and promotional, which allowed ASCAME to carry out successful online events and gather as many attendees as possible thanks to the new technologies. These materials were launched at the different stages of the new digital events organisation: the pre-event stage (save the date, flyers, programme, agenda, brochure, etc.), the onsite event (programmes, pictures, audio-visual material, etc.) and the post event phase (reports, photos, summary videos, etc.).

Marketing materials

With the objective of promoting ASCAME, the organisation representing the interests of the private sector in the Mediterranean, several brochures were produced to try to gain new members for the Association. These documents were addressed exclusively to chambers of commerce, regional and multilateral organisations and major international groups.

The materials that aim to attract sponsors and media partners for ASCAME events are also included in this category. In 2021, new brochures about the main
ASCAME activities and events were prepared with the objective of obtaining financing, sponsorship or other types of collaboration with the media.

2. Media & Press

The media are considered the essential communication channel through which ASCAME can reach its mass audiences. These become platforms of vital importance to publicise the organisation’s strategic role in the Mediterranean and the most relevant actions it develops. They also highly contribute to spread the word about ASCAME events among its potential attendees. For this reason, in 2021 ASCAME has improved its relations with the regional and international media, establishing new collaboration agreements in the medium and long term. Especially important were the online media, in a year highly affected by the COVID-19 pandemic. ASCAME was present in the press last year through different formats:

Press releases

Over the last year ASCAME sent to the media a large number of press releases containing official statements on a key topic or relevant information about its main activities, events and initiatives, such as those addressed at fighting against the COVID-19 consequences.

Of vital importance for ASCAME was that everything communicated to the press was relevant and of interest to the audience, always trying to adapt the mes-
sage to its target audience when necessary. In the case of the press releases referring to events, emphasis has been placed on the topics of the sessions held in the framework of the events organised by the Association or any of its members.

**Media interviews**

Last year, representatives of ASCAME undertook many interviews with both regional and international media in order to put the Association in the spotlight, while giving prominence to one of its institutional interlocutors, such as its President or its General Coordinator.

Furthermore, although communication with media has been permanent throughout the year, the presence of ASCAME in the press has increased when its biggest events were taking place. Local, national, regional and international media were interested in covering the vast majority of events organised by ASCAME and its network, due to the relevance of the topics addressed at the events and the high-level speakers that participated in the various forums. In 2021, the media coverage was mainly online because of the COVID-19 pandemic.

ASCAME was therefore positioned as an organisation that was able to bring together leading experts in various subjects, also offering an added value to partner entities, who could also make themselves known to the press.

**Media partners**

One of the strategies that ASCAME developed in 2021, in order to increase the visibility of the Association, its members and its events, was the establishment of media partnerships with the main media in Spain, the Mediterranean and Europe.
Through a win-win partnership agreement, different newspapers, magazines, radio stations, TV channels and media agencies broadcasted press releases, articles, pieces of news and interviews on ASCAME’s main activities, events and official statements.

**ASCAME in the news**

As a result of the established partnership agreements, but also after the spontaneous media coverage of ASCAME events, the Association, its partners, members and representatives appeared in numerous occasions on several national, regional and international media.

Examples of headlines about MedaWeek Barcelona
6.2. ONLINE COMMUNICATION

For an organisation like ASCAME, online communication becomes more and more important every year. And in 2021 it has been especially important due to the impossibility of holding face-to-face events because of COVID-19 pandemic restrictions. Communication habits among the population have changed and that is precisely why the Association needs to adapt and to anticipate to new trends.

In 2021 ASCAME focused especially on its online communication channels, creating a new corporate image, publishing new content, employing more appealing ways of communicating, being more proactive in content elaboration, and increasing its engagement with its members and other relevant audiences.

New communications channels and new relevant pieces of information have been launched in order to respond to the COVID-19 needs.

The main online platforms of the Association in 2021 were its two websites, its newsletters and its social media profiles.

1. ASCAME Website

Launch of a new website focused on Members’ activities

At the beginning of 2021, ASCAME launched its new website, tailored to respond to the general public’s and members’ demands.

Example of new in ASCAME’s webpage
In 2021 ASCAME focused on sharing content on its website concerning its members, like for example new initiatives, relevant events and activities, opinion articles, etc., thus strengthening its position as Mediterranean partner of reference for the regional private sector, while broadening its relations with other regional and international organisations.

ASCAME published articles on the most affected sectors during the COVID-19 crisis, on the main initiatives for recovery and also on the Association’s official opinion on certain trending topics, like climate action and sustainable development.

In this way, the ASCAME website has become a great platform, not only for its members, also for its members and collaborators. In fact, the different events organised or co-organised by ASCAME and its partners, as well as the several European projects in which ASCAME is participating, have also been highlighted by website publications.

On the new website, and in line with the ASCAME Strategic Plan, it was agreed that ASCAME members should be given back their place with easier access to the information concerning them. The major innovations of the new website include a completely reorganised home page, a clearer structure with new sections, easier and more accessible information within the site, and also a graphic redesign.

Events section in ASCAME’s webpage
2. MedaWeek Website

On the occasion of the 15th edition of MedaWeek Barcelona, its website was a key platform for participants to explore the many possibilities offered by this must-attend event.
Focused on the MedaWeek new hybrid format after the COVID-19 pandemic, the changes started in 2020 and extended in 2021 made it possible to develop more services for participants, simplify navigation and information search, upload more materials, add relevant information about forums and speakers, the ability to register onsite to attend the event and standardise the brand image of MedaWeek Barcelona.

3. ASCAME MedaNews Newsletter

ASCAME’s bi-monthly newsletter communicates about the activities, events and projects of the Association, its members and partners. It is sent to ASCAME’s network of institutional, government and private sector representatives.

In 2021, ASCAME’S MedaNews Newsletter focused on subjects related to consequences and the recovery after the COVID-19 pandemic.
4. ASCAME Help Desk

In 2021 ASCAME launched its Help Desk. It is a newsletter sent periodically to its network of members. It includes the most relevant news about ASCAME activities, its members or partners, including institutional news, calls, events and opportunities that might be of their interest.

Example of ASCAME Help Desk
5. ASCAME International Development Breaking News

In 2021 ASCAME launched the International Development Breaking News channel. This newsletter, sent every two weeks, offers an exhaustive overview of the services and actions linked to international projects that might be of benefit for ASCAME members.

Example of ASCAME International Development Breaking News
4. Social Media
   (Twitter, Facebook, LinkedIn)

Enhancing accuracy to increase our audience and build synergies

For several years, the Association has been a front runner in its presence on social media. Indeed, ASCAME’s social media profiles have become an essential communication tool.

In 2021 ASCAME increased its visibility through its presence on the main social platforms, such as Twitter, Facebook, LinkedIn or Instagram. These networks took ASCAME’s online communication strategy to the next stage, gaining a deeper knowledge of user’s expectations in accordance to the networks used. In fact, this global presence on social media allowed a continuous and enriching exchange between audiences from Northern and Southern Mediterranean countries, which brought new life to the ASCAME network.

Online communication in 2021 was mainly directed through social media, which allowed a broader coverage of activities and events, as well as reaching a more targeted audience. The content posted (news about ASCAME and its network, events, projects, etc.) were adapted to each social platform in order to optimise the visibility and impact of the messages published. All social networks experienced a higher activity, and consequently, an increase in followers.

In fully online times after the Coronavirus pandemic, this relevant and targeted information encouraged users to interact with ASCAME and share information related to the pandemic.

Excerpt of the social media communication plan for MedaWeek Barcelona
Twitter

Twitter is the main communication platform where ASCAME spreads its messages. It allows the Association and its network to easily distribute its latest news and the ones from its members to a broad audience.

With more than 3800 followers on ASCAME’s Twitter profile, in 2021 the Association was able to give high visibility to its contents through hashtags and tagging of partner profiles. In fact, compared to other social platforms, the content publication rate on Twitter is higher because its aim is to post short and impactful messages. This included the creation of the #ASCAMEfacts: published every Friday, they provide key information about the Mediterranean and the many ways ASCAME is working for the development of the region.

Moreover, in 2021 a new Twitter profile was launched: the ASCAME Mediterranean Projects account, aimed at promoting the activities of ASCAME and its members and partners related to international projects and initiatives.
Facebook

Facebook is ASCAME’s social network of reference, as it has a high number of followers and increasing engagement rate. With regard to ASCAME members, Facebook is mainly used professionally by its network from southern Mediterranean countries. In 2021, both ASCAME’s Facebook publications and followers increased. Therefore, this platform became crucial for conveying the most relevant information from the Association and for communicating the latest news on the pandemic.
LinkedIn

The LinkedIn platform targets a professional audience, which leads to corporate-oriented communication. In 2021, therefore, ASCAME’s communication on LinkedIn focused on the promotion of significant events and institutional news, as well as on any relevant information concerning the COVID-19 pandemic and its negative effects.

Because we provided key information, in 2021 we increased our followers up to more than 3,000.

Examples of posts in ASCAME’s LinkedIn profile

YouTube

YouTube allows the Association to share video content created in-house. Over the last year, ASCAME published on its YouTube channel corporate videos, promotional videos, interviews, clips from TV news channels, etc. This way ASCAME followers could receive information about the main ASCAME events and institutional activities in a visual and appealing way.

In 2021, YouTube became essential for the broadcasting and the upload of all the events that the Association held online, due to the COVID-19 pandemic.
In 2021, ASCAME boosted the activity on its Instagram account. Because we live in a world made of images, Instagram has become one of the top social media networks in the last few years. ASCAME could not miss the opportunity to use this platform to transmit its key messages in a visual, attractive and quick to grasp way.

Examples of posts in ASCAME’s Instagram profile
Examples of posts in ASCAME’s Instagram profile
The ASCAME 2021 media plan focused on local, regional, national and international offline and online media, both general and sectoral media.

In order to cover and promote the events, institutional and project activities, ASCAME reached agreements with several media partners from the Mediterranean.

Moreover, the Association has been very proactive sending official statements, articles and press releases related to the COVID-19 situation, as well as to the different activities from ASCAME General Secretariat and member network.

- **Press releases**

From the communications and press department of ASCAME, several press invitations were launched to announce the online celebration of several events, highlighting activities that may be of interest of the media, such as the forums held under the framework of MedaWeek Barcelona 2021.

- **Press articles**

Many press articles were sent to local, national, regional and international media (both generic and sectoral) analysing the key topics for the recovery of Mediterranean economies in the post-COVID stage.

- **Official statements**

Official statements that conveyed the official position from ASCAME and its members regarding an important topic, especially concerning the social and economic recovery of the region after the pandemic, were sent to the media.
ASCAME was widely present in the media in 2021. Below there is a selection of some of the publications:

Recommendations of the Mediterranean Economic Leaders Week Barcelona 2021

Barcelona, headquarters of the new Mediterranean Centre for Mediation and Arbitration

President of the Alexandria Chamber of Commerce: the post-CORONA stage requires building a better and stronger economy for the Mediterranean region

MEDAWECK BARCELONA 2021 - SETTIMANA DEI LEADER ECONOMICI DEL MEDITERRANEO - 17-19 NOVEMBRE - CAGLIARI POST

Details of the Mediterranean Week of Economic Dealers conference

Le projet INTECMED à la 15ème MedaWeek et 13ème forum MedaWomen à Barcelone 2021 | Challenges TN

9ème édition du Sommet Méditerranéen des Énergies Renouvelables et Vertes (ecoactu.ma)

A Roadmap for Decarbonising the Euro-Mediterranean Region at MedaWeek | ETU Initiative

EMEA President Prof. Rym Ayadi participates at the MedaWeek 2021 Mediterranean Creative Economy Forum - EMEA (euromed-economists.org)

El Wakil: We must work to build a stronger economy for the Mediterranean region

Mediterranean Economic Leaders’ Week (MEDAWECK Barcelona) – Hospitality Net

Il settore sport debutta al MedawEEK Barcelona - Imprese del Sud
6th Mediterranean Islamic Finance Forum highlights post COVID opportunities
MedaWeek Barcelona | Privredna Komora Kantona Sarajevo (pksa.ba)
Agenttravel.es - Noticias para el profesional del turismo - T. Benassar: “La pandemia ha servido para confirmar la digitalización en el sector turístico”
Los resorts y las ‘branded residences’, los sectores más resilientes del sector turístico tras la pandemia (arumgroup.es)
Barcelona, sede del nuevo Centro Mediterráneo de Mediación y Arbitraje (atalayar.com)
Los resorts y las 'branded residences', los sectores más resilientes del sector turístico tras la pandemia - CASPROM
La falta de metges, un dels principals problemes sanitaris d'alguns països del Mediterrani - Diari de Girona
Barcelona se presenta en MedaWeek como punto de atracción del conocimiento en el Mediterráneo - El Canal Marítimo y Logístico (diarioelcanal.com)
Los resorts y las ‘branded residences’, los sectores más resilientes del sector turístico tras la pandemia | Economía de Hoy (economiaehoy.es)
La MedaWeek impulsa nuevos foros para potenciar economías más diversificadas | Economía | Agencia EFE
Ascame celebra el “triunfo de esperanza sobre incertidumbre” en Mediterráneo | Texto | 55007464503 (efeservicios.com)
La MedaWeek arranca con nuevos foros y su apuesta por la integración regional | Texto | 55007476213 (efeservicios.com)
MedaWeek, SEMANA MEDITERRÁNEA, regresa con novedades - suite (efeverde.com)
Las infraestructuras, imprescindibles para para impulsar las renovables en el Mediterráneo (efeverde.com)
La MedaWeek impulsa nuevos foros para potenciar economías más diversificadas (eldiario.es)
MedaWeek Barcelona 2021 - Jornadas | CEEI Valencia | EmprenemJunts
La MedaWeek apuesta por la integración regional en el Mediterráneo - YouTube
La Semana Mediterránea de Líderes Económicos inicia con una apuesta decidida por la integración regional | empresaexterior | Noticias del comercio exterior y negocio internacional. España

Monica Roca | empresaexterior | Noticias del comercio exterior y negocio internacional. España

Administraciones y entidades económicas catalanas destacan Barcelona como capital mediterránea (europapress.es)

Mediterranean Economic Leaders' Week (MEDAWEek Barcelona) – Hospitality Net

Los sectores turísticos más resistentes a la pandemia: resorts y las viviendas de lujo | Inout Viajes

Los resorts y las ‘branded residences’, los sectores más resilientes del sector turístico tras la pandemia (inmodiario.com)

Medaweek cifra en más de 18.000 los participantes en la edición de este año Por EFE (investing.com)

Empresarios mediterráneos piden más infraestructuras para impulsar renovables Por EFE (investing.com)

La covid acelera la concentración del sector hotelero en el Mediterráneo Por EFE (investing.com)

La MedaWeek impulsa nuevos foros para potenciar economías más diversificadas (msn.com)

MedaWeek Barcelona: la integración Euro-mediterránea para una nueva economía post COVID-19 | EL MUNDO FINANCIERO

EMPRESA / Los resorts y las “branded residences”, los sectores más resilientes del sector turístico tras la pandemia - murcia.com

Benassar: ‘La pandemia ha acelerado la digitalización y la personalización’ | Nexotur

SEMANA MEDITERRÁNEA - La MedaWeek impulsa nuevos foros para potenciar economías más diversificadas - noticieromadrid.es

SEMANA MEDITERRÁNEA - La MedaWeek abordará la recuperación económica del Mediterráneo tras la covid (shafaqna.com)

MedaWeek, SEMANA MEDITERRÁNEA, regresa con novedades - suite (suiteinformation.es)

La MedaWeek impulsa nuevos foros para potenciar economías más diversificadas (yahoo.com)
ASCAME and El Legado Andalusi, Spanish partners in the innovative international project iHERITAGE for the dissemination of UNESCO's Mediterranean Heritage

"Mujer Mediterránea, motor del cambio y la recuperación" (revistaarl.com)

Encuentros Mediterráneos-Explorando los Mercados Mediterráneos (rtve.es)

ASCAME riconferma il Presidente Ahmed M. El Wakil - Imprese del Sud

Jordan promotes Petra at iHERITAGE meeting in Granada | Jordan Times

Diálogo Mediterráneo: Turismo Mediterráneo, necesidad de cambio (freiheit.org)

La CCIS lance à Glasgow l'initiative "Chambres pour l'action climatique" - MapTanger

Gas mediterráneo y Europa, por Anwar Zibaoui (lavanguardia.com)

Priorizar el interés mutuo | Economía (elmundo.es)

Renovables en el presente para sustentar el futuro (energyhub.es)

Education, a passport to innovation and success | Atalayar - Las claves del mundo en tus manos