InnovAgroWoMed

Social Innovation in the Agri-food sector for Women’s Empowerment in the Mediterranean sea basin
About the project

InnovAgroWoMed is a 3-year project funded at 87% by the European Union under the ENI CBC Mediterranean Sea Basin Programme.

PROJECT TITLE:
Social Innovation in the Agri-food sector for Women’s Empowerment in the Mediterranean sea basin

THEMATIC OBJECTIVE:
A.3 Promotion of social inclusion and the fight against poverty

PRIORITY:
A.3.1 Professionalization of young people (NEETS) and women

COUNTRIES / PROJECT COVERAGE:
Italy, Spain, Tunisia, Palestine

2.8 Million € Total budget
2.4 million € EU contribution
13% Project co-financing

5 Partners
4 Countries
11 Technical outputs

Start date
December 2019

PROJECT DURATION

End date
December 2022
On both sides of the Mediterranean Sea, there is a common trend in terms of low women empowerment and participation in the labor force. InnovAgroWoMed project aims at boosting women labor participation and entrepreneurship, by leveraging on the potential of the agri-food sector - an industry closely linked to the cultural identity of the Mediterranean region - and showing a significant level of untapped potential in terms of innovation and growth. While countries such as Spain and Italy feature comparatively high levels of growth in the agri-food sector, albeit, with very low levels of women participation, the MENA agricultural business is still fragmented, and with low women employment.

**What will be improved?**

**Rural Social Innovation (RSI) model**, tailored according to the local needs, ensures that the women after the intensive training programs will have the necessary skills to be competitive and more prepared to find a job or become entrepreneurs.

This will allow them not only to find a job but also a “sustainable” and desirable job as it will transform them into real agents of change in the rural contexts they live in reducing poverty and boosting social inclusion.

**Who will benefit?**

- Young women
- Local agri-food businesses
What are the targeted Countries / Regions?

This project will focus on two European regions (Valencia, Spain and Sicily, Italy) and two MENA areas (Béja and Médenine in Tunisia, and Palestine), identified as suitable for the implementation and scaling up of a sustainable value model in the agri-food sector: Rural Social Innovation (RSI).
**What will be achieved?**

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<thead>
<tr>
<th>140</th>
<th>Women trained in marketable skills in the agri-food sector</th>
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<tbody>
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<td>4</td>
<td>Job profiles defined according to the needs of the agri-food sector</td>
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<td>4</td>
<td>Coaching and mentoring programmes</td>
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<td>Traineeship programmes for women on Rural Social Innovation</td>
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<td>Agro-business job matching with local business needs</td>
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<td>4</td>
<td>Agreements for a local agri-food stakeholder network to help match between job offers and demand</td>
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<td>112</td>
<td>Women with a sustainable job by the end of the project</td>
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InnovAgroWoMed action plan

Project Management
- Project Meeting
  - PM Plan
  - Technical Manual
  - Monitoring Reports
  - Evaluations Reports
  - Financial Reports
  - Monitoring Vists

Communication
- Communication Plan
  - Awareness Campaigns
  - Dissemination Campaigns
  - Capitalization Plan
  - Capitalization Event

Development of training model
- Research Guidelines
- Training Model
- Agreements

Training
- Training courses
  - Coaching Program
  - Course Quality Report
  - Innovative Learning Tool
  - Summer Camp

Job Matching
- Agro-Business Forum
  - Traineeship Program
  - Course Quality Reports
  - Technical Support meeting for cooperative start-up

InnovAgroWoMed project life-cycle

Planning
- December 2019: Project Start

Development of training Model
- June 2020: Kick-off E-meeting

Launch of call of interest and selection of beneficiaries
- December 2020

Training, Monitoring and Coaching programs
- April 2021

Job Matching / Job creation
- December 2021

December 2022

Awareness And Dissemination campaigns

Project Management, Monitoring and reporting

InnovAgroWoMed action plan
InnovAgroWoMed Consortium

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Centre of Arab Women for Training and Research (CAWTAR)
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Palestinian businesswomen's association (ASALA)
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InnovAgroWoMed associate partners

- COORDINAMENTO NAZIONALE COMUNITÀ D'ACCOGLIENZA - CNCA ITALY
- DIPARTIMENTO PER LE PARI OPPORTUNITÀ - PRESIDENZA DEL CONSIGLIO DEI MINISTRI ITALY
- ASSOCIAZIONE ITALIANA DONNE PER LO SVILUPPO ONLUS - AIDOS ITALY
- ASSOCIATION FOR WOMEN COMMITTEES FOR SOCIAL WORK PALESTINE
- NEW FARM COMPANY PALESTINE
- MINISTRY OF WOMAN, FAMILY, CHILDHOOD AND SENIORS TUNISIA
- CENTRE INTERNATIONAL DES FEMMES ENTREPRENEURS - CIFE TUNISIA
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InnovAgroWoMed

An Innovative way To Increase The Employability Of Mediterranean Women In The agri Food Sector