



# Improving the Local Impacts of Investment Projects

## Blue Economy Conference

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[www.anima.coop](http://www.anima.coop)

# ANIMA: a Cooperation Platform for Economic Development in the Mediterranean

## A network of economic development actors

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

75 members based in 22 countries of Europe and the Mediterranean

Working together towards a shared and sustainable economic development in the Mediterranean

- 🌐 **INTELLIGENCE:** promoting business and investment opportunities
  - Observatories, studies, watch, mapping
- 🌐 **BUSINESS:** support the development of enterprises, clusters, investors, towards Mediterranean and European markets
  - Business meetings, coaching, go-between, SRI label
- 🌐 **COOPERATION:** experience-sharing and development of cooperation projects
  - Seminars, support to project engineering, project coordination, expertise

# A Geographic Coverage of 22 Countries

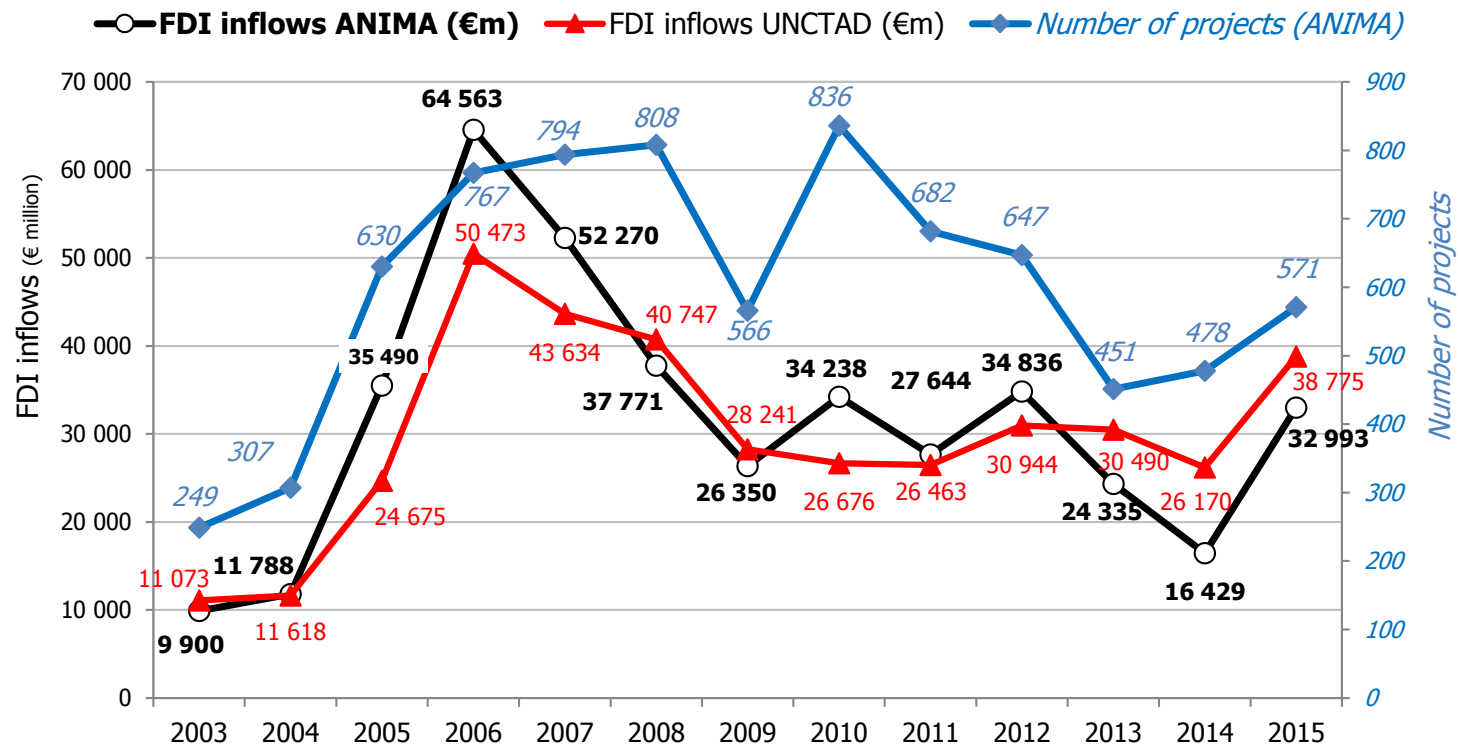


# 10 Years of Foreign Investment in the Mediterranean

# FDI announced in the MED region 2003-2015

## The region strives to restore confidence

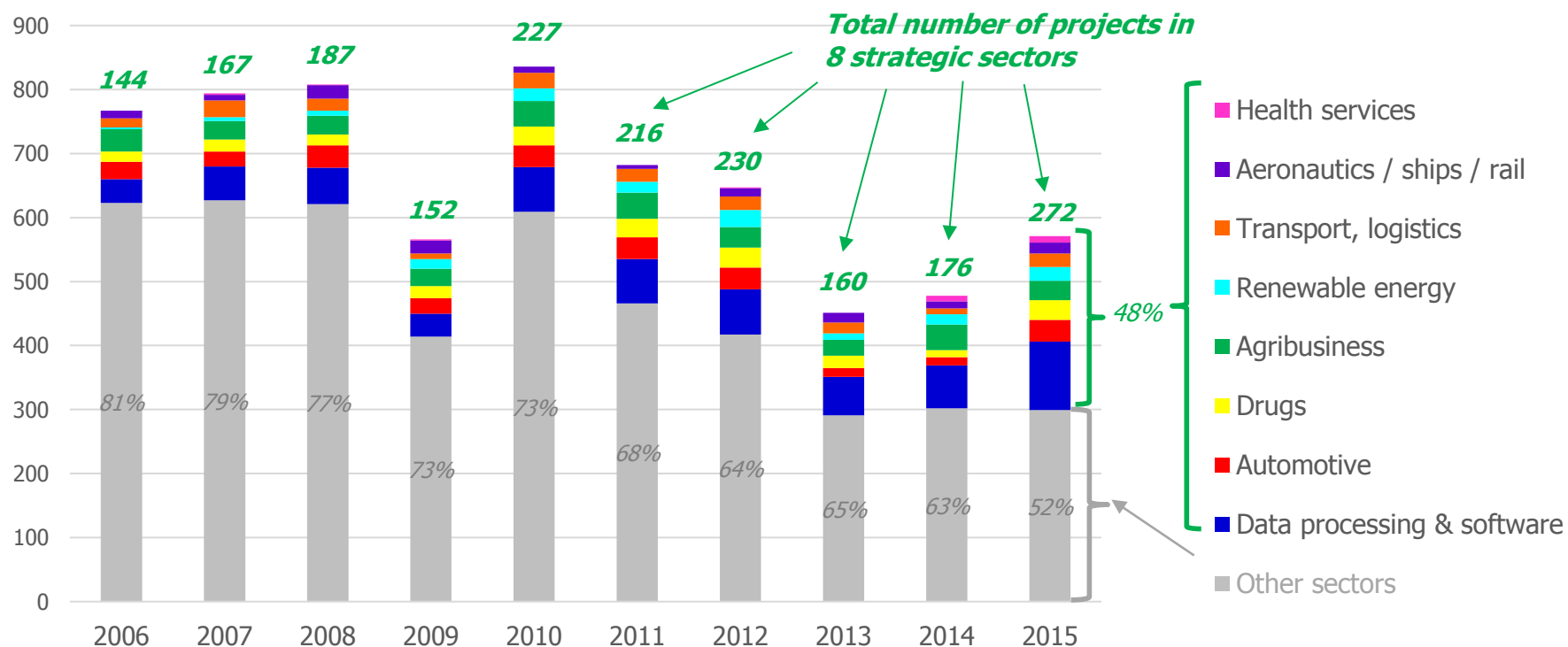
- 🌍 €343 billion invested in the 11 MED countries from 2006 to 2015 (UNCTAD)
- 🌍 6,600 FDI projects detected and € 351 bn announced (ANIMA-MIPO\*)



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

# Strategic sectors are developing

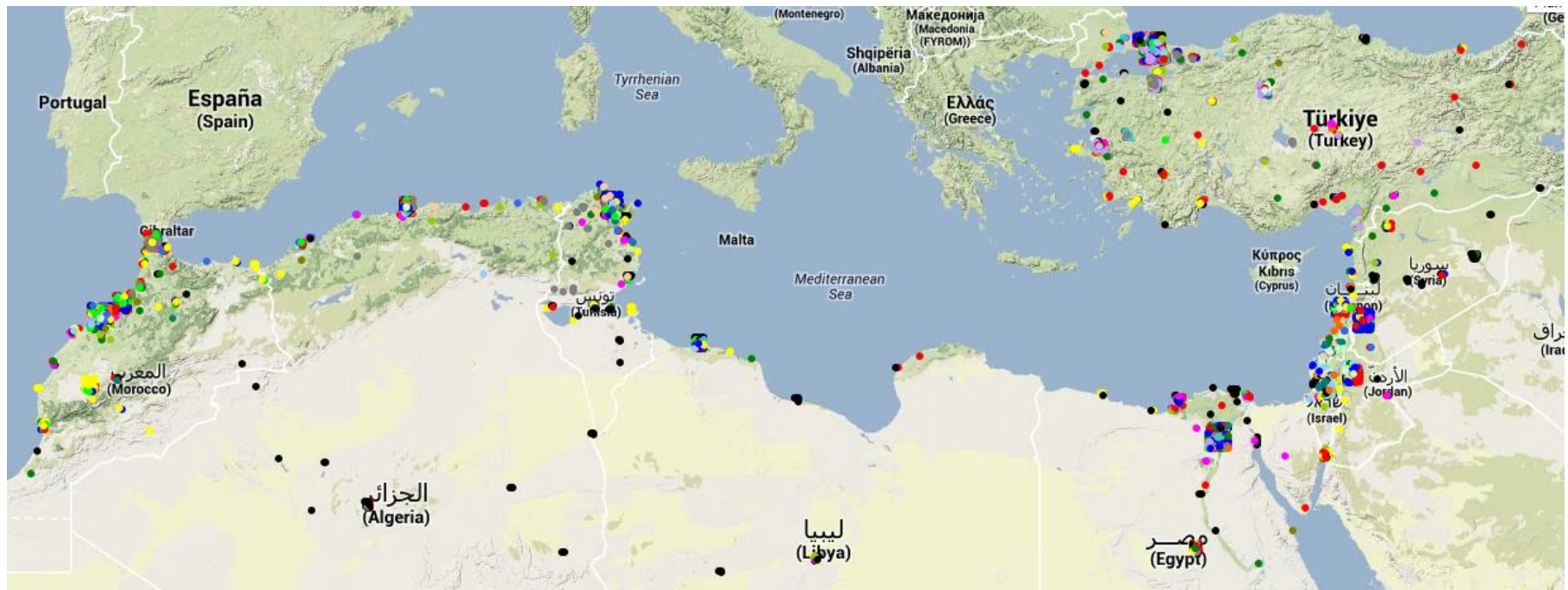
Continuous rise in some key sectors of the Blue Economy:  
Renewable Energy, Agribusiness (inc. fisheries & aquaculture),  
Transport



Number of FDI announcements by sector (2006-2015). Source : ANIMA-MIPO

# The unbalanced territorial development of FDI

FDI announcements are concentrated in coastal areas



Source: ANIMA-MIPO

# Improving the Local Impacts of Investment Projects



# ANIMA Investment Network operates at 2 levels

1. **The EDILE rating**: a management tool to monitor eco/ socio/ environmental impacts based on 35 objective criteria.
2. **The Next Society**: a community of actors committed to unleash innovation and creativity and maximise local impacts of enterprises in the Mediterranean

THE  
NEXT  
SOCIETY



Project  
funded by the  
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Union pour la Méditerranée  
Union for the Mediterranean  
الإتحاد من أجل المتوسط



# The EDILE pilot initiative: Maximising the positive local impacts of investment projects

## Main organisations targeted:

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

## Main results (2013-2016):

- 🌐 EDILE rating toolkit: Evaluation guide & **rating methodology on local impacts of investment projects**
- 🌐 Capacity building & governance: Evaluation of 15 pilot investment projects, trainings, seminars, technical assistance

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

# EDILE: An initiative supported by 43 countries

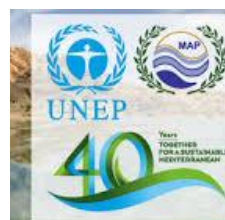


**November 2015: EDILE labelled by the Union for the Mediterranean (UfM)**

**June 2015 : EDILE among the good practices of the Mediterranean Commission on Sustainable Development (MCSD) of UNEP**



**European  
Investment  
Bank**

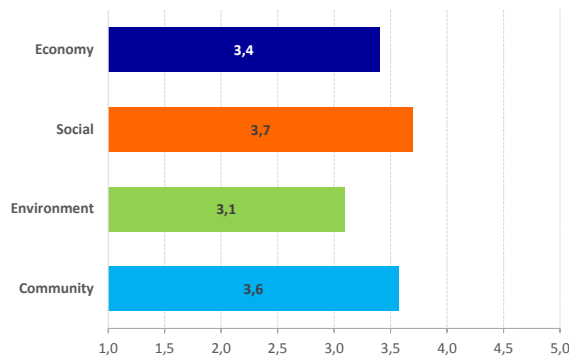


**5 Trophies awarded during the 2015 EDILE ceremony: AFD – EIB – CDC – OCEMO – UfM**







# EDILE Rating

-  **Methodology** approved by a scientific board composed of DFIs (AFD, EIB, World Bank), territories (Lebanon, Egypt, Algeria, Tunisia, Palestine, Italy, France) and experts
-  **Freely available** for all private and public stakeholders **to assess the local impacts of an investment project** and spread the objectives of inclusiveness and corporate social responsibility
-  **An economic performance process** to allow businesses to manage their local impacts and adopt more efficient and more sustainable business practices



[www.edile-initiative.org](http://www.edile-initiative.org)

# 35 criteria to assess local impacts

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

## Criterion ECO1: Product value for the population

### OBJECTIVE

Expand consumer choice by marketing products or services that differ from existing products (by their innovative nature, their quality or their price) and meet the population's needs.

### RATING PROPOSAL

The score evaluates the product's value for the population and the country/area in question, when the product is available:

1. Zero or nearly zero    2. Low    3. Average    4. High    5. Excellent

Three dimensions are considered:

#### A- Improving supply for the country/area's consumer

1. The product or service does not improve supply for the consumer, in terms of price or quality.
2. The product or service improves quality at the expense of price, or improves price at the expense of quality.
3. The product or service improves quality with not impact on price, or improves price with no impact on quality.
4. The product or service improves quality and price.
5. The product or service is totally new to the local market.

#### Methodological guidelines

The quality of a product or service is defined as its objective value, independent of its production context. For example, a fair trade coffee is not considered to be of a higher quality than an equivalent coffee that does not have this feature.

#### B- Product availability

The product or service's market is low in supply (+ 1): Yes/No

#### Methodological guidelines

A market is considered as low in supply if it suffers from a recurrent supply deficit (out of stock, lack of access to a service).

#### C- Product intrinsic value for the population and/or country

The product meets a basic need of the population (+2): Yes/No

#### Methodological guidelines

Basic needs usually refer to nutrition, health, education and housing needs.

### CALCULATION OF THE OVERALL SCORE

- The score is provided by the answer to question A
- If the answer to question B is yes, then add +1
- If the answer to question C is yes, then add +2

*Example: The building of a power plant has been decided in a country that is unable to provide more than 1 hour of electricity per day to its population. The power plant will ensure two additional hours of electricity supply to the country's population and companies, without increasing its price.  
Therefore: A = 1, B = + 1, C = + 2. The rating is 1 + 1 + 2 = 4*

### DELIVERABLES USED FOR THE EVALUATION

Market research.

Definition of each criteria

Rating Form

Methodological information

The best option: a rating methodology

Evaluation of 35 criteria

- Each criteria : 1 to 4 dimensions taken into account
- Each dimension is evaluated through a question
- Rating: From 1 (very low) to 5 (Excellent) with bonuses
  - Bonus questions Yes/No (+1, +2)

Global rating methodology

Case studies & examples

## Fostering private sector involvement in local value creation



Launch a **mobilising « do tank »** to prepare a better future in the Mediterranean: competitive, innovative, shared, sustainable



**Create a brand and a platform** gathering a community of corporates and innovators (Open Innovation, CSR)



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



**Develop initiatives and projects with this community** and the support of sponsors



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# The Next Society action plan to promote innovation in the Mediterranean



## Policy framework

The private sector in the driving seat of innovation strategy

**Benchmarking innovation frameworks:** defining common performance indicators and analyse strengths vs weaknesses

**Public-private dialogue:** national task force on competitiveness defining country roadmaps

**Dedicated support** for roadmap implementation



## Technology transfer office booster track

Technology transfer offices managers trained like entrepreneurs

Needs **analysis** and practical toolbox

**Best practice** exchange with peers

**Portfolio pitching and marketing:** speaking the same language / understanding the industry needs

**Meetings** between innovators and **industrialists** to prepare deals



## Start-up booster track

Tailor-made support

**Pitching events:** capacity-building and angel investment feedback

**IP strategy training:** saving money by protecting the right component

**Immersion in EU innovative ecosystems:** exchanging with experts and practitioners (up to one week)

**Mentoring relationship** with successful leaders

**First class events in Europe & MENA region:** meetings with potential buyers, going international

**Restricted meetings** with high level investors



## Cluster booster track

Peer learning and Cluster Excellence approach

**Diagnosis and Cluster Excellence** labelling

**Study tours and training seminars:** benchmarking cluster management practices

**Peer mentoring** and mutual learning

**Sector events in Europe:** international partnerships

**Interclustering** workshops

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**Connect THE NEXT SOCIETY**

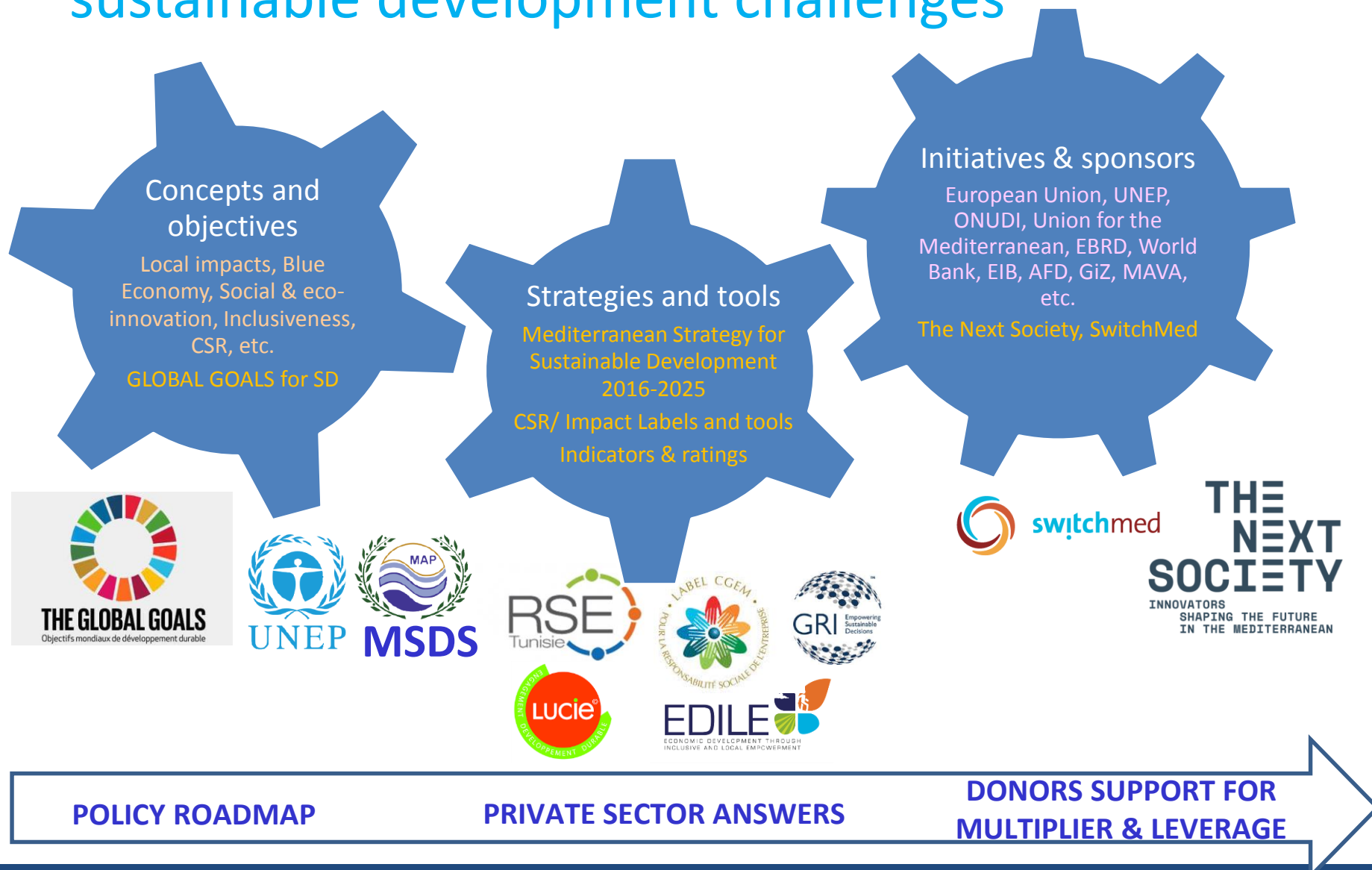
THE NEXT SOCIETY  
@TheNext\_Society

[welcome@thenextsociety.co](mailto:welcome@thenextsociety.co)  
[www.thenextsociety.co](http://www.thenextsociety.co)



# Recommendations: Building synergies

# Supporting the private sector answers to global sustainable development challenges



# Thank you



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