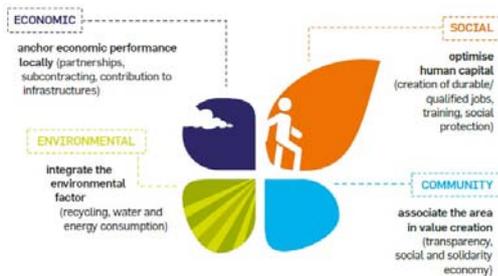


Edito

Cited during MEDCOP 21 in Marseille in June 2015 among the « inspiring projects », the EDILE label is gradually becoming ambitious and dynamic.



The official launch of the EDILE label is to take place on 4 November 2015 during the Mediterranean Economic Week, simultaneously with the first edition of the « EDILE Award » rewarding the pilot projects which allowed experimenting the EDILE methodology.

It is the first Mediterranean label aiming at maximising the positive local impacts of investment projects, according to transversal aspects on economic, social, environmental and community levels. Compatible with ISO 26000 CSR international norm or United Nations

Sustainable Development objectives (SDO), its objective is to create a learning process pushing project promoters to better take into account their local impacts and turn possible obstacles into opportunities. Label attribution allows valuing the continuous improvement policy of investment projects by granting access to several levels of privileges: visibility and brand image, club and community of EDILE investors, online resource platform, trainings, advantages with administrations and financiers etc.

« *The matter is not to know if investments contribute to local economic development, as it usually is the case, but rather how they can contribute more significantly* » such were the words of Emmanuel Noutary, General Delegate of ANIMA, at project launch. At the time we are writing, EDILE has developed a rating methodology for investment projects, which was tested, improved and adapted to both public and private projects from all business sectors. [\[Read +\]](#)

[Click here to see the new leaflet](#)

Highlight

Tunisian Investment Forum 2015 (TIF)

In the framework of the TIF, on 11-12 June 2015, the EDILE workshop focused on "Dialogue, follow-up and corporate social responsibility: the new partnership with investors in Tunisia".

Organised by ANIMA and FIPA in partnership with OCEMO and APII, this workshop highlighted the willingness of countries' economic leaders to join the EDILE approach. From the TIF opening speech, Prime Minister Mr. Habib Essid showed the inclusive approach supported by government action through the will for a participatory process backed by the regional level and the ambition to modernise the country's infrastructure. [\[Read +\]](#) [Watch the video of TIF Part 1](#) [Part 2](#)



Regional Seminar in Marseille



The second regional seminar of the EDILE project was held in Marseille, on 21-23 April 2015 and was focused on economic analysis and local impacts of investment projects

It revolved around two main highlights: an introduction to the analysis of the economic impact of investment and the presentation of a rating method on the way to create a label. During these two days, project stakeholders, professionals and researchers addressed theory and practical implementation of the optimisation of investment projects. [\[Read +\]](#)



The EDILE project seen by...

Vincent DOUILLET, Pedagogical Project manager at CEFEB

"EDILE fills a gap for intermediate projects and help them to gain more time by giving them a simple and practical methodology"

Life of the project

[Top of page](#)

Technical assistance and local expertise: towards a complete rating method



This EDILE rating method will be the auditing tool of projects applying for an EDILE labelling, and should be finalised soon before robustness check in September 2015 ; it is the result of a process based on two types of actions spread over the first half of 2015: a Technical assistance missions of partners and the contribution of local experts in Lebanon and Tunisia, with the mission of testing and revising the first version of the EDILE rating method. [\[Read +\]](#)

Online soon: the EDILE Self-Assessment Tool



Technical assistance missions have also enabled designing and improving the EDILE self-assessment tool (SAT). This quick and accessible tool allows going through the essential criteria for the evaluation of project impacts on local development. Once filled in, it delivers a first indication on the position of the project and gives an incentive to commit to a continuous improvement policy. It will be accessible from September 2015 on the EDILE website. [\[Read +\]](#)

Local trainings Tunisia: awareness and learning



The first EDILE trainings took place in two sessions in Tunis and Sfax, with the objective of informing and raising awareness on the EDILE approach, as well as appropriating its tools (especially the referential and the label). Such appropriation triggering feedback that should allow clarifying the work done to this day and a better adaptation to local issues. [\[Read +\]](#)

Mediterranean Commission on Sustainable Development: EDILE highlighted



EDILE attended the 16th meeting of the Mediterranean Commission on Sustainable Development (MCSD) in Marrakech from 9 to 11 June 2015. In collaboration with the United Nations Environment Programme/Mediterranean Action Plan (UNEP/MAP) and Plan Bleu, the goal of such meeting was debating the revised preliminary version of the Mediterranean Strategy for Sustainable Development. [\[Read +\]](#)

MEDCOP 21: EDILE inspiring project"

From November 30 to December 11 2015, France will host and chair the twenty-first Conference of Parties to the United Nations Framework Convention on Climate Change (COP21/CMP11); in this purpose the Provence-Alpes Côte d'Azur Region held [MEDCOP21](#), the forum of Mediterranean civil society on climate, on 4 and 5 June 2015 in Marseille at the Villa Méditerranée. The EDILE project is cited in the agenda of solutions as inspiring project. [\[Read the agenda of solutions\]](#)

Focus on

[Top of page](#)

Tunisian pilot projects

Majed AZZABI, local APII expert from Société de Conseil et d'Etudes (SCE), delivers his analysis of the Tunisian pilot projects.



What conclusions could you draw from your expertise mission in Tunisia?

The interviews carried out with representatives from Biome Solar Energy and the Dairy Station of Sidi Bouzid in the framework of the assessment mission allowed highlighting a great interest for the EDILE program. Such interest shows growing awareness among these executives that the sustainable development of a company can no longer be exclusively based on the only economic aspect and should integrate social, environmental and local dimensions too. It is important to notice that the current Tunisian context, characterised by growing social, environmental and local claims, contributes to the growing development of such awareness.

What is the benefit on the ground and the perception of the EDILE approach?

As a global approach merging all dimensions, the EDILE approach could be an adequate answer to these claims by showing company engagement as an approach of sustainable development. This specificity of integration of the four components (economic, social, environmental and local), appears like a real advantage compared to other referentials and/or labels which usually work on a single aspect. Nevertheless, this good perception involves specific expectations of companies that the EDILE programme must take into account to succeed in its implementation. These expectations can be summarised in two points: distinction and promotion of subscribing companies and support in the implementation of the approach. [\[Read +\]](#)

Tunisian Agency for the Promotion of Industry and Innovation (APII)

APII evokes its activities and its vision for project EDILE.

The Agency for the Promotion of Industry (API) and Innovation is a public organisation in charge of the development of the industrial sector in Tunisia. APII offers a network of services to companies ranging from strategic positioning studies per branch and sector, facilitated procedures, financial advantages, individual coaching and support for innovation and technological development, as well as a partnership platform to encourage company internationalisation. The main mission of APII consists in evaluating investment projects that request public financial incentives, specifically to foster regional development.

APII is committed in the EDILE initiative, which aims at developing an evaluation tool to optimise local spillovers of investment projects. Part of a consortium of Euromediterranean partners, APII is responsible for the implementation of the project's activities in Tunisia. The ambition of the project in Tunisia would be to provide public and private investment support organisations with an innovative evaluation tool allowing a better selection of projects and an optimisation of devices and investment support mechanisms. The tool will allow companies to optimise the economic, social, environmental and community performance of their investment projects for a better insertion in their territory. [\[Read +\]](#)

[Visit the APII website](#)



Upcoming events



9-10 September 2015

Local Training, Beirut, Lebanon

With the aims to raising awareness among decision-makers on evaluation of investment projects, this training will highlight environmental impact assessment. [\[Read +\]](#)



9-10 October 2015

National Forum, Beirut, Lebanon

This event will be focused on the promotion of EDILE. [\[Read +\]](#)



19 October 2015

Regional Seminar, Tunis, Tunisia

This seminar will focus on the theme of territorial governance. [\[Read +\]](#)



4 November 2015

EDILE Award (Mediterranean Economic week), Marseille, France

In the framework of the Mediterranean Economic Week, EDILE will reward the most innovative pilot project and launch the first labelling. [\[Read +\]](#)



23-25 November 2015

Regional Seminar, Barcelona, Spain

The seminar will focus on the social and solidarity economy aspects. [\[Read +\]](#)



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Partners and project associates

Coordination : ANIMA Investment Network

Partners: Chamber of Commerce, Industry and Agriculture of Beirut-Mount Lebanon (CCIA-BML, Lebanon), Palestinian Investment Promotion (PIPA, Palestine), Agence de Promotion de l'Industrie et de l'Innovation (API, Tunisia), Office de coopération économique pour la Méditerranée et l'Orient (OCEMO, France), ClassM (France), Toscana Promozione (Italy), iesMed (Spain).

Strategic partners: General Authority for Investment (GAFI, Egypt), BusinessMed, Ministère du Développement Régional et de la Planification (Tunisia), WWF (Italy), Entreprise Greece (Greece), Région PACA (France), Agence des Villes et Territoires Méditerranéens Durables (France), Agence Française de Développement (France), Finances Conseil Méditerranée (France), Caisse des Dépôts et Consignations (France).

[Top of page](#)

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The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French (www.enpicbcmec.eu).

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

