

## 1<sup>st</sup> Edition of the EDILE awards Trophy of inclusive investment and launch of the EDILE label

**Wednesday 4 November 2015**  
18h30-20h30 Amphithéâtre  
Followed by a cocktail at the Belvédère  
*Villa Méditerranée, Marseille (France)*

An award ceremony hosted by Paul Molga, journalist at Les Echos

In the framework of the Mediterranean Economic Week, ANIMA Investment Network and OCEDO will be holding Wednesday 4 November 2015 from 18h to 20h the first edition of the EDILE awards, which reward the companies that have contributed the most to the development of their territories.

On that occasion, 14 companies committed to the EDILE project will sign the charter for local impact, first step toward the attribution of the EDILE label, a new pact between territories and investors.

### LAUNCH OF THE EDILE LABEL

Recommended by international institutions Medcop 21 and UNEP/MAP, EDILE is the first label committed to the evaluation of local spillovers at the Mediterranean scale. Its objective is to identify and promote investment projects with a positive impact on its implantation territory. The EDILE label expertise operates in four strategic areas: economic (good practices, contribution to local economy), social (respect and promotion of employees), environmental (taking into account ecological factors) and community (local value creation). The official launch will be materialised by the delivery of the first EDILE label charters, synonymous of involvement in the labeling process.

### INCLUSIVE IMPACT INVESTORS CLUB

Such occasion aims at promoting a new dynamic in Euro-Mediterranean territories, with the creation of a club of inclusive impact investors committed to the optimisation of their local spillovers. Inside the club, economic development stakeholders may act together, exchange good practices and provide each other with business opportunities.

### THE EDILE TROPHIES, 5 REWARDS FOR INCLUSIVE COMPANIES

The EDILE trophies reward the investment projects with the positive local impacts. Personalities from institutions recognised for their commitment to the development of the Mediterranean will give the trophies: the European Investment Bank, Caisse des Dépôts et Consignations, Agence Française de Développement and the Union for the Mediterranean. Four companies from the private sector committed to the initiative and one public company will be highlighted on the economic, social, environmental and community levels. These companies come from Lebanon and Tunisia, and belong to both public and private sector, various activity sectors and dimensions, from agrifood to ecotourism through industries and construction. These investors all share the will to reconcile profitability and positive spillovers, by getting involved today in the economy of tomorrow.

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For further information on EDILE: [www.edile-initiative.org/en](http://www.edile-initiative.org/en)

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## PROGRAMME

Wednesday 4 November 2015 18h30-20h30

**Hosted by Paul Molga, journalist at Les Echos**

- 18:30 **Welcome of participants**
- 18:30-18:40 **Label presentation (video)**
- 18:40-19:00 **Opening Speech**  
Khalil Laabidi, President, ANIMA Investment Network, Vice-president, OCEMO  
Bernard Morel, Vice-President, PACA Region
- 19h00-19h30 **EDILE label launch and charter delivery**  
Emmanuel Noutary, General Delegate , ANIMA and the pilot projects
- 19:30-19:50 **EDILE Awards of Trophy of inclusive investment**  
**Trophy of economic impact**  
by Henry Marty-Gauquié, Director, European Investment Bank  
**Trophy of social impact**  
by Elisabeth Viola, Regional Director, PACA regional direction of Caisse des Dépôts et Consignations
- 19:50-20:10 **Partners speeches**  
Rabih Sabra, General Director, Chamber of Commerce, Industry and Agriculture of Beirut Mount-Lebanon, Lebanon  
Samir Bechouel, General Director, Agency for the Promotion of Investment and Innovation, Tunisia
- 20:10-20:30 **Trophy of environmental impact**  
by Virginie Lucas, Business Migration Officer Private Sector,  
Agence Française de Développement  
**Trophy of community impact**  
by Guy Fleuret, Director Infrastructure and Urban Development, Union for the Mediterranean  
**Awarding of the 2015 EDILE Grand Prize trophy**  
by Philippe de Fontaine Vive, co-president of OCEMO
- 20:30-22:00 **Cocktail** at the Belvédère

## EDILE

The EDILE project is carried out by 7 Euro-Mediterranean partners, managed by ANIMA Investment Network and is financed, for an amount of EUR 1.7 million, by the ENPI-CBC-MED programme of the European Union. The project provides economic bodies in charge of regulating or implementing investment projects with evaluation tools and guidance. The creation of the EDILE Label will help to maximise local economic spillovers such as job creation, subcontracting and environment conservation.

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

### About ANIMA:

ANIMA Investment Network is a multi-country cooperation platform for economic development in the Mediterranean. The objective of ANIMA is to contribute to a better investment and business climate and to the growth of capital flows into the Mediterranean region. ANIMA participates, in association with a network of public and private, national and international stakeholders, to the development of investments and business partnerships, of innovation and entrepreneurship, and to the internationalisation of companies, in order to contribute to the creation of added-value and jobs, to an increased awareness of the environmental and social stakes, to the balanced partnership between North and South and to the economic integration of the countries in the region.

Website: [www.animaweb.org/eng](http://www.animaweb.org/eng)

### About OCEMO:

The Office of Economic Cooperation for the Mediterranean and Middle East (OCEMO) was created in 2011 to develop responses to challenges such as the expectations of young people, education, employability support, business creation and economic development. OCEMO was founded with the initial task of bringing together some of the most widely recognised initiatives for the economy, investments, education, project design and funding in a single place, using regional networks and tools created under the Barcelona process. OCEMO's ultimate aim is to help improve policies implemented in the region and generate new projects or systems for development. OCEMO mediates between economic players in the Mediterranean and Middle East, and supports and implements actions to promote economic and social development. In the same vein, it provides access to a network of integrated expertise and strategic analysis for the implementation of operational projects.

Website: [en.ocemo.org](http://en.ocemo.org)

**Partners:**

Coordination: ANIMA Investment Network (France)

Partners: Chamber of Commerce, Industry and Agriculture of Beirut-Mount Lebanon (CCIA-BML, Lebanon), Palestinian Investment Promotion Agency (PIPA, Palestine), Agency for the Promotion of Industry and Innovation (API, Tunisia), Office of Economic Cooperation in Mediterranean and Middle East (OCEMO, France), ClassM (France), Toscana Promozione (Italy), iesMed (Spain).

Associated Partners : BusinessMed, Ministère du Développement Régional et de la Planification (Tunisia), WWF (Italy), Région PACA (France), Agence des Villes et Territoires Méditerranéens Durables (France), Agence Française de Développement (France), Enterprise Greece (Greece), Finances Conseil Méditerranée (France), Caisse des Dépôts et Consignations (France), General Authority For Investment (Egypt)

