

How to meet the challenge of a more efficient implementation of investment projects, so that they contribute more to job creation, strengthening of local economy and environment conservation? The EDILE project provides evaluation tools and a label focused on the local impacts of investment projects in order to support investors and organisations in charge of regulation; with the objective of generation a maximum of positive local spillovers. EDILE is a project of the [ENPI CBC Mediterranean Programme](#), and is co-financed up to 1.7 million euros by the European Union through the European Neighbourhood and Partnership Instrument.

#2 Newsletter - March 2015

## Edito

### EDILE, a crucial first year

The EDILE initiative has built along its first year a strategy and tools aimed at meeting the challenges of economic, social and environmental efficiency of investment projects at the local level. Mobilised around this common mission, the eight partners which are ANIMA, classM and OCAMO in France, CCIA-BML in Lebanon, API in Tunisia, PIPA in Palestine, iesMed in Spain and Toscana Promozione in Italy have worked to make the project innovative, useful and sustainable through concrete achievements:



**70** criteria detailed in a methodological guide allowing to evaluate an investment project globally

**36** criteria specifically selected for the evaluation of the local impacts of investment projects, associated with a rating methodology: the EDILE toolkit

**16** pilot projects of Lebanese and Tunisian entrepreneurs involved in a co-construction process of the EDILE toolkit

**150** people from 8 countries mobilised during the first events of the project: kick-off conference in Florence (Italy), validation seminar in Marseille (France) and first regional seminar on experience exchange in Beirut (Lebanon)

### A diversified action plan

2015 is a decisive year patterned with four regional seminars for experience exchange, technical assistance missions as well as several local training sessions. These trainings, which will take place from May in Lebanon and Tunisia, aim at reinforcing the capacities of public and private actors in terms of project evaluation and optimisation. National forums will also take place in Lebanon and Tunisia in order to present the results of the EDILE project and to set up national and regional partnerships that will enable sustaining the



initiated dynamic. The objective is the creation of a label to distinguish companies that carry projects which are efficient in terms of local impacts.

To check event dates, access resources and discover project partners, please visit our website: [www.edile-initiative.org](http://www.edile-initiative.org)

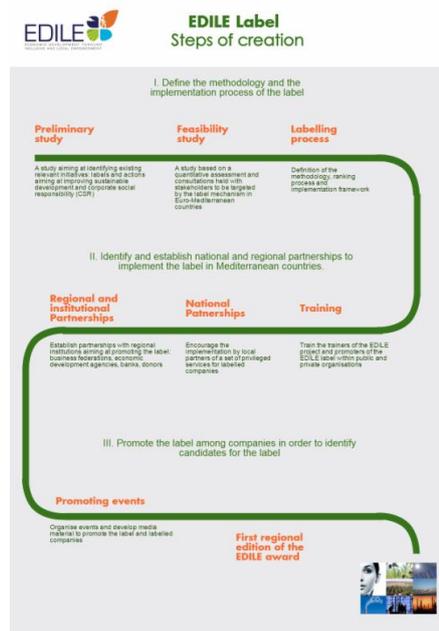
## Highlight

### Toward an EDILE label

The creation of an EDILE label was born from the will to involve businesses and private sector in the EDILE approach.

The labelling process relies on the EDILE toolkit: a rating methodology which enables the evaluation of 37 criteria characterising the local impacts of investment projects. Labelled companies will benefit from advantages in terms of communication, business opportunities and support mechanisms: international visibility, membership in the EDILE company and institution club, awarding of an EDILE prize, financing facilitation and administrative support. The EDILE label project will be presented during the final conference of the project in 2015.

[Click here to see the steps of creation of the EDILE label](#)



## Life of the project

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### 1st regional seminar, Beirut, Lebanon



The Chamber of Commerce, Industry and Agriculture of Beirut-Mount-Lebanon hosted from 28 to 30 January over 60 participants from 7 countries for the 1st EDILE project regional seminar.

The seminar, conceived as a training and a time of experience exchange, gathered professionals from public agencies, ministries, business and employers' federations around the topic of the evaluation of social and environmental impacts of investment projects. The discussions enabled presenting evaluation methods as described in the methodological guide developed by the EDILE project and as used by international institutions and other involved stakeholders. Topics also included the institutional and regulatory frameworks for investment project evaluation in Lebanon and Tunisia, as well as good practices from the private sector, supported by companies and business support organisations such as Morocco's CGEM (which created the CGEM CSR label), Tunisia's Conect, and BusinessMed, the Union of Mediterranean Confederations of Enterprises, associate partner of EDILE.

## Pilot projects news

The EDILE project relies on a test phase involving 16 pilot projects in Lebanon and Tunisia, aiming at collecting the necessary data to test the EDILE toolkit for the evaluation of the local impacts of investment projects. The pilot projects, from both public and private sector, include various activity sectors and sizes:

- **Agrifood** : WilcoPM, Lebanon, Centrale laitière de Sidi Bouzi and North, Société Nozha Dattes, Tunisie Abeille, Tunisia
- **Ecotourism** : Shouf Reserve Protected Area, Lebanon
- **Solid waste treatment** : Green Eco Tech, Lebanon
- **Renewable energies and energy efficiency** : ESSCO, Lebanon and Biome Solar and Veder, Tunisia
- **Plastic, chemicals, mechanical, electrical and rubber industries** : API, Lebanon and Sotucam Plus, Enova Robotics, Tunisia
- **Leather and shoe manufacturing** : Reiker, Tunisia
- **Metallic and mechanic construction and construction materials** : Risel industries and Briquetterie Belmabrouk and Secin, Tunisia



## The EDILE project seen by...

### Tony Boutros, WilcoPM production manager

*"I seek a way to stand out from my competitors: I am number 3 in my field, my objective is to become number 1, the EDILE approach could be a mean to create value for my company beyond mere profit"*



## Focus on

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## Agence Française de Développement (AFD), associated partner

**Dominique Rojat, AFD Project coordinator for the Center for Mediterranean Integration, encourages the expansion of the EDILE project in the Mediterranean countries.**



### How is the EDILE project relevant to AFD?

A balanced regional growth is essential for all Mediterranean countries and remains the core of the AFD regional strategy. The EDILE project efforts to assess the local impacts of investments on local development and to build up an environmental and social labelling of projects, source of inclusion and sustainability, are especially welcome.

### What is the role of AFD as an associate partner in the EDILE project?

AFD follows closely the activities of the EDILE project and has contributed by providing knowledge and methodologies. AFD is eager to know the results of the evaluations of pilot projects carried out by EDILE and to be involved in the capacity building actions planned.

### What is your vision for the future of the EDILE project?

The EDILE project has mobilised a working community and strengthened networks that should keep sharing knowledge and best practices, as well as bringing cooperation or business opportunities. AFD is willing to expand its relations with EDILE partners in Mediterranean countries in order to improve quality and facilitate the implementation of its projects in support of the private sector (upgrading companies, credit lines to SMEs via local banks) and continue to share on the efficiency criteria of projects and labelling.

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## Our Partners

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### Chamber of Commerce, Industry & Agriculture of Beirut and Mount Lebanon



#### Shaden Beydoun, EDILE project manager, sheds light on the implementation of the EDILE project in Lebanon.

The EDILE initiative provides the much needed institutional support and capacity building to the country economic bodies and all authorities involved in investment project assessment, evaluation and monitoring.

After the investment environment in Lebanon was carefully assessed, five pilot projects were selected as case studies to be evaluated based on the investor financial status, but most importantly on their environmental, economic and social impacts at large.

Subsequent to the data collection stage, we teamed up with experts from EDILE partners, ANIMA, iesMed and ClassM, to collectively build an assessment tool based on interactive collaboration with two of our pilot projects; the process is ongoing and is shaping up progressively, with strong input from the first three-day Regional Exchange Seminar, held in Beirut on the 28-30 January 2015.

We strongly believe in EDILE's vision and hope by the end of this initiative, a referential will be comprehensive enough to encourage entrepreneurs to invest their capital in a way to stimulate growth and development to their entourage and assist authorities in approaching investments with the goal of maximising their positive local impacts.

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## Upcoming events

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**21, 22 April 2015**

**Regional Seminar**, Marseille, France

It will focus on project economic evaluation and the EDILE approach on the evaluation of local impacts, particularly for the economic aspects of investment projects. [\[Read +\]](#)



**25, 26 and 28, 29 May 2015**

**Local Trainings**, Tunis and Sfax, Tunisia

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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), Enterprise 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).

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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.enpicbcm.ed.eu](http://www.enpicbcm.ed.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.

