



Capitalization Report

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1.Introduction

1.1 Overview

The purpose of this capitalisation report is, above all, to provide a solid basis of data and methodologies to facilitate decision making in relation to the action plans of the InnoVagroWomed project regional partners.

The report summarizes the main activities, makes recommendations and draws conclusions regarding inclusion of women in the workplaces or creating a gender startup.

1.2 Project overview

On both sides of the Mediterranean region, there is a common trend in terms of low women empowerment and women participation in the labor force. InnoVagroWoMed project aims at boosting women participation and entrepreneurship, by leveraging on the potential of the agro-food sector - an industry closely linked to the cultural identity of the Mediterranean basin, - 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 agro-food sector, albeit, with very low level of women participation, the MENA agricultural business is still fragmented, and with low women employment. 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 agro-food sector: Rural Social Innovation (RSI). RSI redefines the boundaries between organizations and the community, addressing broader societal challenges by seeking economic, social and environmental sustainability, balancing tradition and innovation and explicitly seeking community development at the local level.

The innovative RSI model, tailored according to the local needs, ensures that 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.

InnoVagroWoMed was a three-year project funded at 87% by the European Union for a global amount of EUR 2,8 million. It is implemented by UTV (Lead Beneficiary), CESIE, JOVE, ASALA and CAWTAR (partners).

Capitalisation is a crucial action to ensure the success of the project, as it is structuring knowledge. It is based on the experience of the project, the know-how developed and the behaviours to be managed.

Capitalising on InnoVagroWoMed experience allows the development of models that can be used in other similar projects.

The objective of this document is to retrace the life of the InnoVagroWoMed project, the identification of managerial situations, the strategy and management of communication, the process and approaches of the training and coaching programme launched by the project in its 4 partner countries, the

launch and the implementation of the sub-grant, the expertise and involvement of Human Resources, etc. The aim is to build up, in the long term, a bank of good practices that can be adapted on a case-by-case basis to the different types of future projects of the ENI CBC Med Programme or any other similar programme. The capitalisation of the InnovAgroWoMed experience will indeed allow the development of models that can be used in similar projects in order to

- ✓ Avoid making the same mistakes
- ✓ Valorise and adapt good practices
- ✓ Develop analogies
- ✓ Develop appropriate measures quickly

2. Main activities of InnovAgroWoMed

- Development of the training model - The first group of activities aimed at defining a new and innovative training and placement model based on the rural social innovation (RSI) and tailored according to the specific drivers, barriers and needs identified in the four different regions involved. Each research team has investigated how the rural social innovation paradigm can be applied to its local agro-food sector in order to create new and sustainable job opportunities for young women.
- Training and coaching - This group activities included the project core and aimed at delivering innovative and effective training and coaching programs to increase the employability (including self-employability) level of the young women from the participating territories. The training model has been designed at local level according to the results of the research activities methodologically inspired by the Rural Social Innovation model. All training programs shared a common framework based on two different (hard) skills categories cross cutting skills inspired by the Rural Social Innovation paradigm as Managerial, Community and Digital Empowerment and the sectoral skills including the production techniques, logistics and transformation.
- Job matching and job creation - To increase the employment opportunities of the young women involved in the project activities, the beneficiaries have been divided in two different groups considering their most suitable future career paths:
 - 1) Employment path. All women interested in working as employee in an agri-food sector company. The correspondent profile in the rural social innovation paradigm has been "agent for the transition" of agri-food enterprises from the conventional value chain to the innovative one.
 - 2) Entrepreneurship path - All women interested in self-employment and willing to create their own cooperative start-up in the agri-food sector. The correspondent profile in the rural social innovation paradigm has been "agent for the generation" of agri-food enterprises directly adopting the innovative value chain.

3. Project actors and "cross-border transversal indicators"

Type of activities	Numbers
Staff assigned by the Lead beneficiary, partners and all associated partners to implement project activities	68
Number of people who participated in events organized in the framework of the project.	3.105
Number of visitors of project related link on the partnership organizations websites	91.000
Number of engagements on projects' social media	32.406
Increased employability of women (all ages) and youths people up to 30 years old, especially those belonging to the NEETS	71

Activitis/Tools	Outputs indicators	Involved partners and their role	Target groups
Coaching and mentoring program	4	University Tor Vergata	Beneficiaries
Innovative learning tool	1	Cawtar	Local/national/EU thematic networks/Eu organisations/associations(/private companies and cooperatives
Targeted training course based on rural social innovation paradigm	140	All partners	beneficiaries
New curricula and training model for new job opportunities in agro-food sector	4	University Tor Vergata	Beneficiaries/associations
Agro-business forum	4	All partners	cooperatives, companies, beneficiaries
Traineeship program for women trained	4	All partners	cooperatives, companies, beneficiaries

4. Transnational cooperation

In order to increase the synergies among stakeholders a number of initiatives have been organized within InnovAgroWoMed project. First of all, the project decided to dedicate an entire session of the Kick-off meeting to the search for synergies with other project. In order to increase the synergies among stakeholders and to search for synergies with other project initiatives in the Mediterranean area either funded by the ENI CBC Med Programme or by other donors. The kick-off meeting gathered several project coordinators. Among the project presented: HELIOS - enhancing the social inclusion of neets, MEDStarts - Med micro-finance support system for start-ups, MEDTOWN Co-producing social policies with SSE actors to fight poverty, inequality and social exclusion, BESTMEDGRAPE New business opportunities & environmental sustainability using MED GRAPE nanotechnological products. Following the event, we started a fruitful collaboration with SEMED – the Euro-Mediterranean Innovation Platform, a digital platform that connects innovation ecosystems in the Mediterranean. The project partners also signed different framework agreements with the relevant stakeholder in the agri-food sector of project countries among those included in the project stakeholder local network. Among them, Cawtar signed agreements with Manar Thon company (one of the largest manufacturers of tuna and fish products in Tunisia), the Municipality of Zarzis, a large town belonging to the Medenine Governorate concerned by the project, Taysir Conseils (and Taysir micro finances) to manage the progress of the training program. ASALA signed an MoU with the Youth Partnership Forum and with the Palestine Standards Institution, CESIE with Legacoop Sicilia, Fondazione Comunitaria di Agrigento e Trapani and Social Community Cooperative "Fa Bene Sicilia.

5. The context in which the project is carried out: climate of tension, acceptance, special mention of COVID-19

The project InnovAgroWoMed started its activities on December 25th, 2019. Project activities suffered from an initial delay due to the spread of Covid19 pandemic and had to be re-adjusted to suit the situation appropriately. All partner countries have been affected whose consequences impacted the implementation of the project activities. According to the OECD the situation of women (especially in the MENA region) suffered from expanding unpaid care burdens and gender based violence and it will probably worsen their situation in terms of gender equality if specific and concrete policy actions are not undertaken. The OECD also acknowledges that despite the risks it represents, Covid 19 could represent an opportunity to rethink women's role in the economy and society. Actually the "region's long term recovery will depend on its ability to fully leverage the potential of both its men and women". In this specific context the importance of InnovAgroWoMed is highlighted as a tool to empower the young generation of women living in rural areas not only in the MENA region but

on the other side of the Mediterranean where similar conditions apply. In the first 30 months of project implementation the project team dealt with consistent interference (noise between the project and its audiences) related to Covid-19 and had to re-module and reschedule part of the activities foreseen in its work plan so as to adapt to the new context. Likewise the Team faced similar conditions in the months ahead. This required constant and consistent monitoring and continuous adjustment to respond to the crisis in the most efficient way. In the short term the first communication messages (mainly project's publications on Facebook and Twitter) were focused on the international context and the agro-food sector. It has been reminded that the program Managing Authority has prepared and published a note containing recommendations for a safe project implementation to follow in case activities become too difficult to carry out as initially planned.

The project partners acted accordingly whether at the strategic level (CDP) and/or the operational level. The project best practices documented and disseminated with the aim to promote Med cross-border cooperation to overcome the novel post-crisis economy and social challenges.

Despite significant improvement due to vaccination campaigns in partner countries, new challenges were foreseen as a consequence of the Delta variant of Covid-19 pandemic. The research activities have mapped the effects of the Covid-19 pandemic in the project territories and its results constituted the basis for adjustments to the project activities. The research completed at the end of October 2021 gave the communication team solid ground to consistently coordinate the production of communication materials (leaflets, radio/ video spots, etc), disseminate the main results, and provide the target audiences with reliable and accurate information. Furthermore, based on the research model each partner selected through an open call 35 young women interested in acquiring new competences and finding a job in the agro-food sector. The call was launched by partners in April and the first training courses started in May 2021.

6. Obstacles/Challenges/Problems/Solutions during the InnovAgroWomed

6.1 Obstacles and Challenges from the project staff

Obstacles	Challenges
<ul style="list-style-type: none"> - 4 countries and different contexts 	<ul style="list-style-type: none"> - understanding the commonalities between the 4 project contexts, has been the key factor to be potentially transferable, with adaptations, to any Mediterranean context
<ul style="list-style-type: none"> - <i>the representation of the 4 countries involved in the most balanced way</i> 	<ul style="list-style-type: none"> - The duty to represent all 4 countries in the most equitable and balanced way, even though they do not have the same frequency of activities, the same opportunities and obstacles
<ul style="list-style-type: none"> - <i>to implement the activities during the covid pandemic time</i> 	<ul style="list-style-type: none"> - the implementation of the activities have been discussed during the project partners meetings and during the covid pandemic time to be able to realise the kickoff meeting and the training activities have been moved on online platforms (zoom)
<ul style="list-style-type: none"> - <i>to rise awareness during the covid pandemic time</i> 	<ul style="list-style-type: none"> - the awareness campaigns has been discussed online during COM meetings and realised differently according the situation and the best available media tools for every partner country involved
<ul style="list-style-type: none"> - <i>financial constraints and obstacles to scale initiatives to larger contexts</i> 	<ul style="list-style-type: none"> - The main challenge in the project has been to capture the different levels of these factors in each local context, how they change when related to women's conditions, and adapt the research-to-training transition accordingly

6.2 Problems and Solutions from the beneficiaries (add more...)

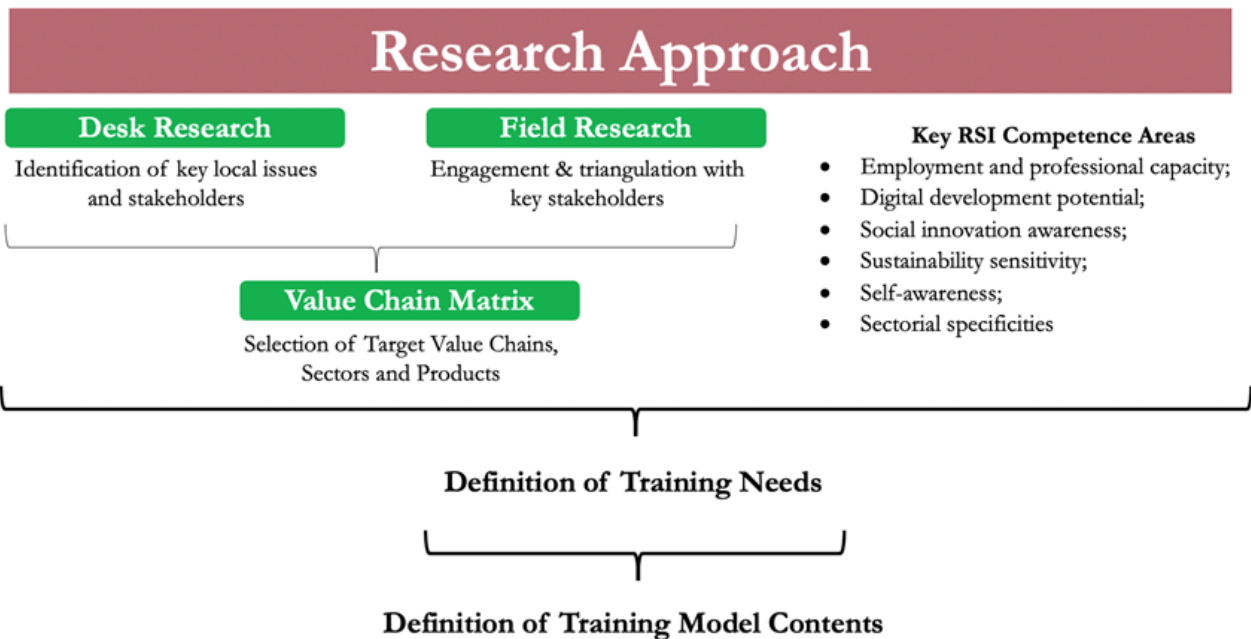
Problems	Solutions
<ul style="list-style-type: none"> - access to information - internet connection 	<ul style="list-style-type: none"> - to provide some fee for internet connection - to provide a computer/training room to gather beneficiaries together
<ul style="list-style-type: none"> - gender discrimination (agrifood sector is a male dominated sector) 	<ul style="list-style-type: none"> - trainings and awareness campaigns, media appearances, awareness videos
<ul style="list-style-type: none"> - mobility 	<ul style="list-style-type: none"> - Arrange a safe transport for the beneficiaries who couldn't reach the place - awareness campaign about unsafe transports in Spain, Palestine and Tunisia
<ul style="list-style-type: none"> - call for participation 	<ul style="list-style-type: none"> - partnerships with local stakeholders
<ul style="list-style-type: none"> - limited access to restricted areas due to political situation to reach more beneficiaries (Palestine) 	<ul style="list-style-type: none"> - work more proactive with local stakeholder to reach the beneficiaries
<ul style="list-style-type: none"> - difficulties to interact among the beneficiaries from the Mediterranean 	<ul style="list-style-type: none"> - to organise more study visits (I.e. the Winter Camp in Jordan)

7. Activities to capitalise at output level

7.1 Research: Rural Social innovation

The project "Social Innovation in the Agri-food sector for Women Empowerment in the Mediterranean Sea basin", coordinated by the University of Rome Tor Vergata, aimed to promote social inclusion and the fight against poverty in four different local contexts: Sicily (Italy), Palestine, Valencia (Spain), and Beja and Médenine (Tunisia). These regions have been identified as suitable for the implementation of the Rural Social Innovation (RSI) model, which serves as the backbone of innovative training on the agri-food sector, exclusively addressed to women.

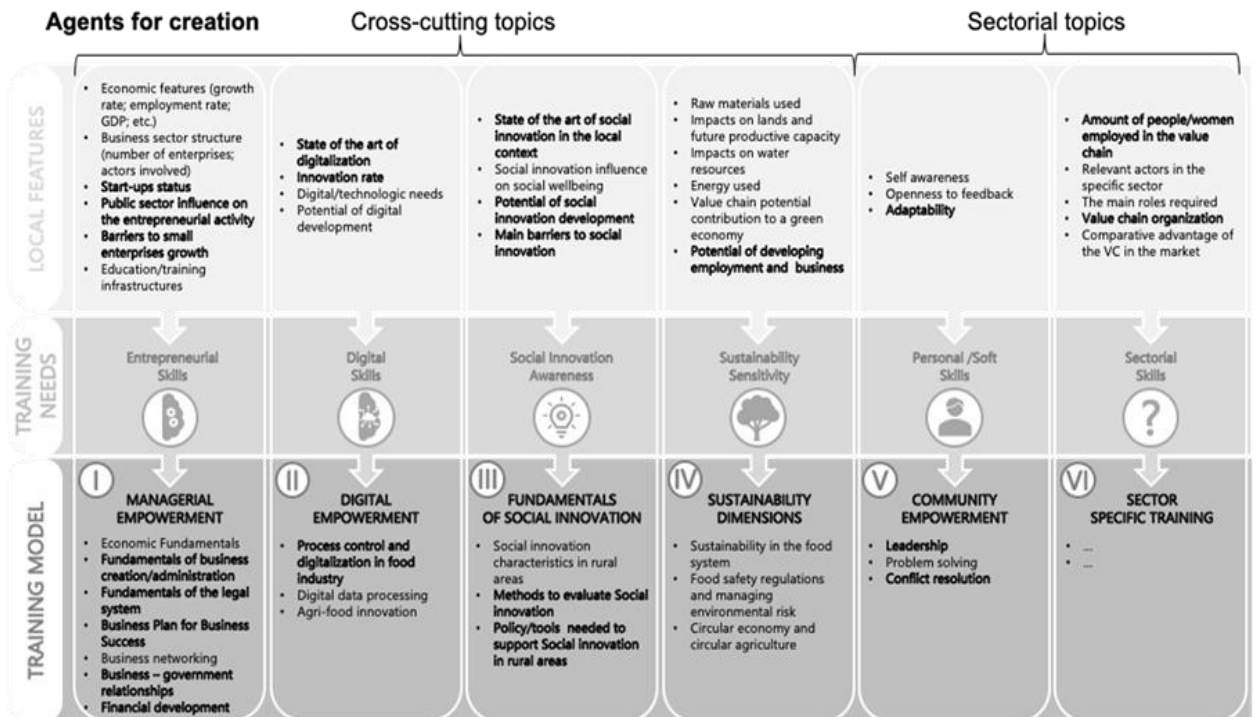
The four local contexts have been investigated through a triangulation approach: first, using secondary data via desk research, then triangulating the findings with interviews, case studies, and focus groups directly with key local stakeholders. This in order to validate the most relevant value chains in terms of agrifood products and sectors on which the new curricula have been focused.



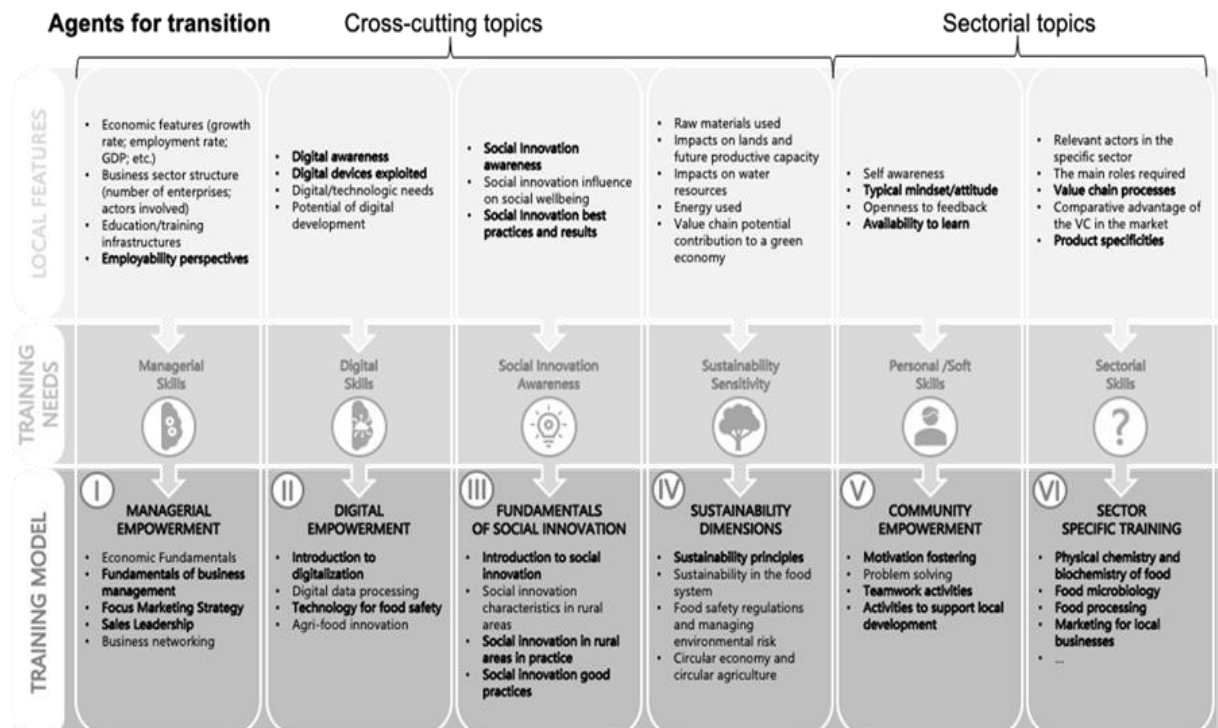
The final output is the development of a training model that has been attended by 35 participants for each region, in order to achieve two main targets, represented by the launch of start-ups and the improvement of employability conditions for young women (NEETS) in the Mediterranean area. To do so, the model has been adapted for the realization of two different professional profiles: “Agent for creation” (the entrepreneurial one) and “Agent for transition” (the employability one).

The model has been developed in order to cross specific local training needs with six key competence areas: five of them are cross-cutting and the other one is sector-specific.

Adapted model for the 'Agent for creation' (entrepreneurial) profile



Adapted model for the 'Agent for transition' (employability) profile



7.2 New curricula and training model for new job opportunities in agri-food sector

The development of training models has been a process based on three main steps, according to which local features represent the starting point in order to identify the main training needs that has been satisfied by training activities/contents organized in several modules, some of which are dedicated to cross-cutting topics and others to sectorial ones.

This below represent an overview of the value chains selected by research units and the related training needs:

Research Units	Categories of Stakeholders involved	Selected Value Chains	Related training needs
CESIE (Italy)	<ul style="list-style-type: none"> Public authorities at regional level Local Action Groups (LAGs) Research entities and institutions Trade unions, workers and/or professional associations Firms and cooperatives of the agri-foods 	<ul style="list-style-type: none"> Wine Fruits and Vegetables 	Leveraging on opportunities for young women to find sustainable employment and develop the entrepreneurial spirit in such sectors.
ASALA (Palestine)	<ul style="list-style-type: none"> Palestinian unions National Council NGOs Universities 	<ul style="list-style-type: none"> Agricultural food processing Dairy derivatives production 	Raising gender awareness in the perspective of creation of cooperatives.
JOVESÓLIDES (Spain)	<ul style="list-style-type: none"> Public administration Civil organizations Firms and cooperatives of the agri-food sector Trade unions, workers and/or professional associations Educators 	<ul style="list-style-type: none"> Agroecological production (raw & processed) 	Empowering women in terms of leadership, communication, and business management skills.
CAWTAR (Tunisia)	<ul style="list-style-type: none"> Public sector Private sector (companies) Financial institutions 	<ul style="list-style-type: none"> Dairy products (Beja) Fisheries (Medenin) 	Re-integrating women into the labor force by giving them the necessary soft-skills and short-term technical training.

Even if the training has been specific to the value chain/s selected by each research team, it has been open to attract beneficiaries who are potentially

interested also in other products/sectors. The aim was to retrace specific local features, the suggestion was to look at the following dimensions:

- Employment and professional capacity;
- Digital development potential;
- Social innovation awareness;
- Sustainability sensitivity;
- Self-awareness;
- Sectorial specificities.

Then, on the basis of such local features, the research unit identified the specific training needs that characterize their local context, trying to respond to the question: What are the main skills needed?

	I - Managerial Empowerment	II - Digital Empowerment	III - Fundamentals of Social Innovation	IV - Sustainability Dimensions	V - Community Empowerment	VI - Sector Specific Training
CESIE	I - Managerial Empowerment	II - Digital Empowerment	III - Social & Technological Innovation	IV - Sustainability	V - Soft Skills	VI - Sector Specific Training
ASALA	I - Financial Literacy	II - Developmental Issues and women's rights	III - Digital Empowerment	IV - Sustainability Dimensions	V - Social Innovation Awareness	VI - Food processing and Dairy derivatives production
JOVESÓLIDES	I - Fundamentals of Social Innovation	II - Sustainability Dimensions	III - Managerial Empowerment	IV - Digital Empowerment	V - Community Empowerment	VI - Sector Specific Training
CAWTAR	I - Entrepreneurship	II - Digital Empowerment	III - Fundamentals of Social Innovation	IV - Sustainable Development	V - Social Empowerment	VI - Sector Specific Training

7.3 Training and coaching programs

The partners completed their training and coaching programs although some delays have been experienced due to the covid situation. Each partner selected a max number of 35 women who attended the training courses on the agri-food sector based on the RSI model developed. Classes have been delivered in a blended format with online and presence classes. The online e-learning platform has been released on time and used by all partners to store teaching materials and for online classes. A common e-learning platform has been designed to support the organization of the training programs. The e-learning platform was customized for each partner language, and it was used by the participants and trainers to store the training material as well as to organize the online classes. The project target group (young women) that have participated in the training in the 4 partner's countries have been selected through a call for participation. The call has been advertised locally in synergy with the awareness campaign and through local events (see WP2). The call included the requirements and awards criteria for selecting the participants with higher interest and motivation. It will include the requirements and awards criteria for selecting the participants with higher interest and motivation. It will also include the criteria to award subgrants for those selected participants interested in setting their own start-up after the training period.

In Addition to the training 4 *online joint Master classes* have been organized on relevant topics linked to the Agri-food sector.

The *Winter Women's Camp* was a training event in Jordan, organized in Jordan on 19-22 March 2022, that brought women working or interested in working in the agricultural sector together from across the Mediterranean region, including Tunisia, Palestine, Spain, and Italy to share personal experiences, exchange knowledge, foster communication and networking, and enhance their soft and technical skills. The training utilised several different methods including working groups, table tours, design labs, observations, discussion panels, and presentations.

The participants who have been taking the training path offered by InnovAgroWoMed during the last year, about 35 women in each participating country, who have met on-line through master classes, finally had the chance to meet physically and exchange their experiences.

The participants were able to meet for the first time, enjoy some field visits to the Jordanian "National Center of Agriculture Research" and to a nice Jordanian hydroponic farm. They also benefited from some training sessions, such as "management of agricultural projects; challenges and opportunities"; "Introduction to communication skills for better businesses"; "Cross-cultural communication" centered on the "beach and coconut culture theory"; "Stakeholder management and business diplomacy"... and seize the opportunity to learn from each other's experiences, to get to know the agricultural, cultural, economic, culinary, and social particularities of Jordan and of each InnovAgroWoMed partner country, which further enhances the cross-border dimension of the ENI CBC Med program and its multiple benefits both professionally and personally.

The participants came away with improved intercultural understandings, new business model ideas and strategies, and improved understandings of agricultural ways of working in nearby countries.

7.4 Implementation of the traineeship program

In each project area, the beneficiaries have started traineeship in local companies. Each participant selected for the training program has followed a specific project previously agreed between the local partner, the employer and the same participant. The traineeship programs lasted at least 3 months and some of them led to a work contract.

In Italy 4 traineeships in agri-food businesses in Sicily: Valdibella, Casale di Campo, Pina Salemi.

During the traineeship, participants had the opportunity to discover innovative food practices and processes and learn how to use tools and machineries for food processing and storing food products. In particular, the trainees were involved in the following tasks: handling foodstuff according to specific food safety standards; packaging semi-finished and finished products; storing different typologies of foodstuff; collaborating in warehouse management.

Two traineeships took place in *Cooperativa Valdibella*, a farmers' cooperative focusing on biodiversity and regenerative agriculture and is a good example of

how social, environmental and financial value can coexist by pairing agroecological practices with collective work as a community, including people with social or physical disadvantages.

One traineeship was in *Casale di Campo*, a family-run organic farm focusing on a zero-kilometer supply chain and providing job opportunities to people with social disadvantages.

Furthermore, CESIE facilitated the contacts between one of the participants to the InnovAgroWoMed project and *Salemi Pina*, a farm that produces, processes and markets organic food preserves such as tomato sauces, pestos and extra virgin olive oil. As a result of this contact, the participants had a collaboration opportunity with Salemi Pina.

In Tunisia 2 traineeships in agri-food business in Tunisia: Beja (cheese) and Medenine (fisheries)

In Spain the Spanish labor legislation prevents non-formal internships in companies. In this case, the work is considered as volunteering. Four women carried out practical volunteering within the InnovAgroWoMed. All of them are in companies in the agri-food sector.

In Palestine 7 traineeships have been given to the beneficiaries in a finance company, food processing company, packaging company, women kitchen and an institution that is working with youth and cooperatives.

7.5 Innovative learning tool

The training management platform has been an innovative supporting tool for the participants to help them to enjoy the full potential of the training programs. It has been a common framework and customized according to the local needs. It was featured with a total integration approach including e-learning, instructor led training, blended learning and training reporting system (including surveys to partners, beneficiaries and stakeholders).

7.6 Agreements for a local agri-food stakeholder network

The agreements have aimed at creating mutual rewarding relationships between the main local actors in the agri-food sector and the project partners. We have relied on the support of local actors for research, training and placement activities while local actors have benefited from the possibility to improve the matching between the demands of requested job profiles with the supply of job profiles with the most appreciated marketable skills (skills women have got from the participation to the project).

The identification and mapping of key stakeholders has been completed with a total number of 147 organisations.

In Tunisia, more specifically in Medenine, a dozen or so women beneficiaries have joined fish processing factories after completing 600 hours of training and practical training sessions. Even the other women who are no longer in the factory are no longer there, simply because of mobility problems. Transport in the rural environment of this governorate is very limited.

Unlike the beneficiaries in Béja (northern Tunisia), who were in the "entrepreneurship path" from the start of the project, the beneficiaries in

Medenine (southern Tunisia) were in the "employment path" of the project. They were expected to complete the training programme and join the fisheries factories as "employees". To the great surprise of the project in Tunisia, 3 beneficiaries-employees of the factory-had the courage to prepare a well-developed application file and to present themselves to the project's subgrant, in order to launch their own aquaculture business. These 3 beneficiaries were able to convince the jury of their project and succeeded in obtaining the InnovAgroWoMed grant, and joining the "entrepreneurship path" to become entrepreneurs.

Job matching

In Tunisia, CAWTAR has provided its beneficiaries, who have started to produce their own products, with a wide range of marketing, networking and advertising opportunities. The beneficiary entrepreneurs have been able to take part in

"Balades culinaires" - Sidi Bou Said

Rural women's exhibition - Tunis

"Fée mains" - Gammarth

Organic farming forum - UTICA - Tunis

International agri-food fair - Sahline

Sousse International Crafts Fair (02 participations)

They are also regularly invited to meetings/conferences organised/co-organised by CAWTAR to help them showcase their work and introduce them to the ecosystem.

In Spain 35 unemployed women have been trained, nearly 60% of whom are working or have started their own business in the agri-food sector. Some examples are: gardening, catering, teaching, entrepreneurship, services, sales, assistants, agronomists or communication.

In Palestine 6 beneficiaries found jobs in packaging and labeling companies, poultry companies, dairy production companies and finance companies.

In Italy During the traineeship, participants had the opportunity to discover innovative food practices and processes and learn how to use tools and machinery for food processing and storing food products. In particular, the trainees were involved in the following tasks: handling foodstuff according to specific food safety standards; packaging semi-finished and finished products; storing different typologies of foodstuff; collaborating in warehouse management.

In Italy (Sicily) two traineeships took place in *Cooperativa Valdibella*, a farmers' cooperative focusing on biodiversity and regenerative agriculture and is a good example of how social, environmental and financial value can coexist by pairing agroecological practices with collective work as a community, including people with social or physical disadvantages. One traineeship was in *Casale di Campo*, a family-run organic farm focusing on a zero-kilometer supply chain and providing job opportunities to people with social disadvantages.

Furthermore, CESIE facilitated the contacts between one of the participants to the InnovAgroWoMed project and *Salemi Pina*, a farm that produces, processes and markets organic food preserves such as tomato sauces, pestos and extra

virgin olive oil. As a result of this contact, the participants had a collaboration opportunity with Salemi Pina.

7.7 Agro-business forum

Four Agro-business forums have been organized in each partner's country. The agro-business forum took the form of a career forum to match the requests in terms of job profiles from local business actors of agri-food sectors with the profiles of women after training. The forum has been organized in close collaboration with the project stakeholders network and it has been mainly addressed to women trained interested in a future employment path (agents for transition).

The partners organized the Agro-business forum by involving the main local stakeholders for the design and planning of the event. One of the partners (ASALA) had the necessity to anticipate the scouting and involvement of the local business actors for the organization/participation of the Agro-business forum. This activity proved to be more time consuming than expected due to the difficulties in terms of movement restrictions that arose with the breakout of the covid-19 pandemic as well as with the tensions with Israel. To mitigate such difficulties the involvement of the relevant business actors started earlier in parallel with the training courses that started in July 2021 as some of their representatives were also involved in the training activities.

In Tunisia instead of organizing a new agro-business forum as initially planned, Cawtar joined different well-known fairs, exhibitions and agro-business related events (International Organic Farming and Food Fair - UTICA; International Crafts Fair - Sahline; Culinary walks, etc.)

In Italy (Sicily) 20 local producers participated to the Expo Area of the Agri- Forum; 3 sustainable local businesses in the agri-food sector sharing their experience during the talk sessions, namely: *Cuoche Combattenti*, a social entrepreneurship project that provides on-the-job training in the food sector to women victims of violence; *Carlo Amodeo*, the most important producer of Sicilian Black Bee honey, a type of honey that reflects the diversity of Sicilian endemic flora and has been recognised as a Slow Food Presidium; *Sorelle Turco Bioscustodi*, a family-run farm growing organic ancient Sicilian grains and committed in protecting natural resources for the conservation of biodiversity.

The Agro Forum **in Spain** was called "Resilient: four challenges to feed the future" it was a space of confluence of the Valencian agri-food sector that has had nine presentations to address the main challenges, as well as four participatory workshops to identify proposals to reverse the difficulties into opportunities. It was created to promote awareness, reflection and networking with the aim of outlining future solutions to the current challenges facing the sector. This innovative forum has brought together expert voices from the academic and business fields of agri-food in the Valencian Community, all with extensive international experience in sustainability, circular economy, agrotechnology and production. It was designed as a space of confluence of the Valencian agri-food sector, and was structured in four specific blocks:

1. An informative space led by a presentation on AgroTech.

2. An area of recognition with awards given to women entrepreneurs, within the framework of the InnovAgroWoMed project.
3. A networking space during lunch time
4. A constructive space from workshops-challenge to address 4 specific topics (Production, AgroTech, Sustainability and Circular Economy).

The meeting was held with the aim of generating innovative resources, including a new space for dynamic networking, analysis and participatory construction of proposals that can define new routes towards the future.

Profile and number of participants: 68 The profile of attendees has been diverse considering approximately the following profiles: 40% companies and private sector, 10% university environment, 10% entrepreneurs, 10% students, in addition to people registered for free.

Stakeholders involved: 22

In Palestine a B2B event was organised titled "Dairy Delights" , and 15 members who work with dairy products participated. Multiple businesses, restaurants, supermarkets, potential selling point owners, representatives of local and international non-governmental organizations, ministries, cooperatives, and journalists, attended the event to try and taste Asala members' products.

7.8 Implementation of the subgrants

In this framework every partner organized technical support meetings addressed to women interested in self-employment initiatives that have been awarded a sub-grant to create their own start-up. The workshops organized in collaboration with associate partners, will provide technical and financial information on how to run a company as well as discussing potential trading agreements. If technically possible, road shows to present products produced by the start-ups created by women will also be organized.

All partners launched the open call for sub-grants in the period from May to July 2022 and concluded the selection awarding the sub-grants to a total of 22 entrepreneurial initiatives.

In Italy (Sicily) 3 start-ups were sub-granted (15.000 euro each):

- A'Naca - bringing together Agri-tourism and bike-tourism enriching the rural hospitality in the Valley D' Agro (Messina) with the offer of trekking and biking and the sale of agricultural products of own production. The Agri-bike camping is a non-intensive farm, in an unpolluted and less densely populated area. Moreover, it will be a bicycle repair shop where the bicycle tourists can leave, do the upkeep and repair their bicycles.
- AgroMini - a catalyst for regenerative agriculture in Sicily, providing consulting services, monitoring and training activities for the new generation of farmers. With this aim, the business model is shaped around three main components: training offer for agricultural businesses aimed at promoting the knowledge and implementation of field practices of regenerative agriculture and of protection and improvement of the quality of the soil | customized consulting and guidance during the transition phase towards regenerative agriculture through design and monitoring activities in close cooperation with the business clients |

in the medium term, to facilitate the sale of certified carbon credits in the international market of carbon credits.

- Nivura - bringing innovation in beekeeping, combining the urban apiculture with the high-tech precision agriculture, respecting the cycles of nature. Of crucial importance in the business idea is the recovery of the Sicilian black bee (*Apis mellifera sicula*), a subspecies at risk of extinction that has its natural habitat in the Province of Palermo and Trapani.

In Tunisia, 6 subgrants have been allocated to 16 women to enable the creation and launch of 6 projects (ca. 15.000 Euro each):

- Project 1: Siwar Kouki, Meriem Ayedi, Ameni Jelji, Imen Souissi, Awatef Awechri, Ahlem Saidani. An Agricultural Development Group (GDA) that produces milk, cheese and various local products.
- Project 2: Karima Moussi and Souhir Ayari: a milk and by-products project.
- Project 3: Dhekra Touhemi, Nesrine Dridi and Chaima Messaai: a mobile cheese shop: a caravan in the shape of a cranberry offering a variety of cheeses from Béja in different regions thanks to its mobility.
- Project 4: Ibtissem Karrab, Sameh Debiche and Latifa Yahya: an aquaculture project
- Project 5: Amal Mekni - a large cheese factory and a GDA
- Project 6: Asma Rouissi- GDA and cheese dairy

In Spain, 6 subgrants of 7,500€ each have been awarded to:

- L'Audaç-La Somniada, craft and organic brewery project
- Agrotransición, agro transition advisory and consulting project
- Ca Climent , project for the recovery of ecological landraces
- project Davicultora, horticultural production project
- Emprenderse, agri-food entrepreneurship consulting service project
- Alzisan cultivos, project for the promotion of proximity crops supporting small farmers

In Palestine 6 women awarded the subgrants but totally 15 women were benefited from the subgrants:

- Lama Nabeel Nathmi Barghouthi: She works with her mother in a home kitchen which produces traditional dish (15,000 Euro)
- Hanan Mohamad Mustafa Ya'aqbeh: Home kitchen produces different types of food, including cheese pastries. (8,700 Euro)
- Reem Asaad Boutros Mubarak: : a desserts project which produces an array of desserts, including healthy and vegan. (13,300 Euro)
- Ola Sami Abdulrahman Zeer: Handmakes dried tomatoes with and without olive oil. (10,000 Euro)
- Bayan Yasir Hamdan Qtiet: She has an eco-farm in Hebron, and she works on producing pickled and dried food from organic vegetables and fruits. (15,000 Euro)
- Kholod Walid Gebriel Al-Shafei: Food House. A home kitchen which produces an array of foods and desserts. (10,000 Euro)

7.9 The capitalisation final event - Tunis, 2023

The capitalization event has been organized the 8th of September 2023 in Tunis at the end of the project by the Tunisian partner (CAWTAR) aimed to share and disseminate the results of the capitalization in the above mentioned tools, by presenting the best practices and lessons learnt from the project, and to present the results obtained and the impacts of the project, while preparing the ground for the life of the RSI model outside of the project's current framework.

It is an opportunity to meet the journalists in a press conference on the sidelines of the event, and to open up networking and job-matching opportunities for the project beneficiaries by connecting them with various important stakeholders in the agro-food sector working on social inclusion and women's empowerment.

8. Channels and tools for capitalisation

Target Groups	Tools	Channels
<p>TG1</p> <p>(Program Managing Authority (PMA); Other relevant projects and initiatives with focus on other ENI CBC Med projects; CSOs; Funders involved in the agro-food sector and the social inclusion)</p>	<ul style="list-style-type: none"> - Quantitative and qualitative report - Project capitalization file (brochures, leaflets with dedicated graphic design, statistics, photos) - Good practices handbook 	<ul style="list-style-type: none"> - Email - Capitalization event (hybrid) - Project website/docs section - Newsletter
<p>TG2</p> <p>(Women entrepreneurs or potential entrepreneurs in the agro-food sector in the Med region)</p>	<ul style="list-style-type: none"> - Success stories features - Quantitative and qualitative report 	<ul style="list-style-type: none"> - Capitalization event (hybrid) - Project website - Project Social Media accounts

<p style="text-align: center;">TG3</p> <p style="text-align: center;">(Local private and public authorities involved in the agro-food sector)</p>	<ul style="list-style-type: none"> - Success stories features (videos) - Quantitative and qualitative report - Project capitalization file (brochures, leaflets with dedicated graphic design, statistics, photos...) - Good practices handbook 	<ul style="list-style-type: none"> - Capitalization event (hybrid) - Project website/docs section - Project Social Media accounts
<p style="text-align: center;">TG4</p> <p style="text-align: center;">(Journalists and InnovaAgroWoMed social media community)</p>	<ul style="list-style-type: none"> - Media kit inspired from the capitalization outputs - Quantitative and qualitative report - Project capitalization file (brochures, leaflets with dedicated graphic design, statistics, photos...) - Good practices handbook 	<ul style="list-style-type: none"> - Press conference in the margins of the capitalisation event - USB key containing the media kit - Press kit

9.The main suggestions for improvement

- The main difficulties linked to social innovation in agricultural and rural development are caused by financial constraints and by the obstacles to scaling initiatives to larger contexts. Reducing barriers to social innovation is a central aspect, mainly for what concerns risk-averse organizational structures of local administrations, fragmented capacities and skills, insufficient funding and lack of communication and trust among stakeholders. The main challenge in the project has been to capture the different levels of these factors in each local context, how they change when related to women's conditions, and adapt the research-to-training transition accordingly
- It is necessary to improve the working mechanism and to keep the attention of the target audience. This is why it is crucial to produce and disseminate interesting and relevant information on rural areas development and women engagement at international and local level so to act like a catalyst for knowledge sharing and engagement. Social media showed to be very effective and they allowed the project to reach a targeted, restricted and interested public. Press releases and activities towards local media should refer to a common strategic framework. This requirement emphasizes the importance of meeting regularly to coordinate efforts in this regard. Local media and stakeholders are crucial to the success of a women's empowerment project in the agri-food sector. A good tip for better results is to involve them from the earliest stages of the project
- In order to facilitate the diffusion of the key messages of the project towards the general public it is fundamental to develop better standard media relations towards local tv and radio stations to broadcast the radio and video spot. It is also recommended that all partners publish any relevant material (i.e. brochures) on their official websites and social media and report on their mailing and media activities
- Partners should put more efforts to start evaluating the Impact of the activities from the beginning through deeper analysis of digital and traditional flows of information. This should include some specific polls to be launched over the web and to beneficiaries
- Provide additional budget for the acquisition of more equipment to make project and COM managers more autonomous and with more professional outputs without the need for external providers

- the work should be done in a more proactive way by identifying and signaling more networking opportunities to beneficiaries, to enable them to pursue activities and exchanges at local, national and international level
- The delay in the launch of the sub-grants was caused by the need to better clarify the rules and procedure for a proper and effective management. This delay negatively impacts the implementation period and contributed to the extension the project duration