



## **MYSEA**

### **Mediterranean Youth, NEETs and women advancing Skills, Employment and Awareness in the blue and green economy**

**Kick off Press Conference**  
**Online platform (link coming soon)**  
**15 February 2021, 11h00 – 12h45 (GMT)**

### **Background**

The MYSEA is an EU funded project under the ENI CBC MED programme, which addresses the common challenges of the countries of the Euro-Mediterranean region: youth unemployment and the low participation of women in the labour market. Youth unemployment rates in the EU and in the Mediterranean partner countries are the highest in the world: 20% to 35% of young people are unemployed and one out of four young people in the southern Mediterranean do not have a job, education or a training (NEET). In addition, women are under-represented in the labour market due to persistent social and economic barriers and the mismatch between the legislative framework and effective

implementation. The transition from education to work is hampered by the gap between the skills acquired in the educational path and those required by the labour market. The Sustainable Development Goals (particularly SDGs 8 and 5) cannot be achieved unless sustainable economies are addressed as a priority. The Euro-Mediterranean region presents new employment opportunities for the proliferation of sustainable and eco-responsible innovations in agri-food and waste management with a growing need for new professional profiles.

The MYSEA project aims to exploit these opportunities by collaborating with 6 partners from 5 countries to promote youth, women, and NEETs employment in the agri-food and waste management sectors. Through labour market oriented training combined with work experience, a total of 1000 young people, women, and NEETs will acquire the necessary skills to enter the labour market. The implementation strategy is based on public-private partnerships involving public institutions and key ministries, 500 economic actors in the agri-food and waste management sectors, TVET institutions, and civil society organizations. The project encourages learning and sharing of good practices among the networked institutions for a scaling up and a replication of the results on a wider scale.

## Scope of the event

The event will begin with the launch of the MYSEA project. It will promote collective reflection on future challenges, opportunities for effective action and political commitments necessary for the success of the project.

The reflection will deepen the centrality of cross-border cooperation and partnership to increase the employment of young people, women and NEETs.

A key feature of the discussion will be the need to understand and address the interrelated links that hinder social inclusion and gender equality. Hence the need to analyse the agri-food and waste management sectors, their modifying factors including the economic, social and environmental ones in order to exploit opportunities for economic growth and job creation, mitigate risks and steer attention and political interest.

## Event format

An inaugural speech will open the conference, followed by the launch of the MYSEA project through an introduction of the ENI CBC MED programme and an overview on objectives, priorities, methodology and strategy of the project. Keynote speakers will follow and share complementary evidence on key drivers and outcomes of agri-food and waste management sectors and opportunity of employment for new professional profiles.

The event will take place as follows:

11.00-11.05	Opening remarks	Elisabetta Melandri, President of CIES ONLUS
11.05-11.15	ENI CBC MED Programme	Joumana Sweiss, Representative of Branch office for the Western Mediterranean - Valencia
11.15-11.20	MYSEA Project overview	Loredana Gionne, International Cooperation Director, CIES ONLUS
11.20-11.30	Employment in green and blue economy in the Mediterranean area and the case of Tunisia	Mohamed Madhkour, Expert, Tunisia
11.30-11.40	Commitment of the Lazio Region towards the green and blue economy: possible synergies with the MYSEA project	Paolo Orneli, Councillor of the Executive Board for Economic Development, Commerce and Crafts, Research, Start-Up and Innovation, Lazio Region
11.40-11.50	Employment and social rights in the Mediterranean area: opportunities and challenges	Silvio Bologna, Researcher at University of Palermo, Italy
11.50-12.00	Training Youth, NEETs and Women: Sketching a Canvas for the MYSEA Project	Yannis Lyeris, Training expert, Greece
12.00-12.10	Clean energy at the heart of a sustainable agri-food system and waste management: new professional profiles for youth, women and NEETs	Laury Haytayan, Expert, Lebanon
12.10-12.20	Waste Management in Lebanon: Policies Deficiency, Economic Patterns and Employment Opportunities	Dominique Salameh; Expert, Lebanon
12.20-12.30	Challenges and opportunities of women's entrepreneurship in Jordan: partnering the MYSEA project with the private sector	Penelope Shihab; Private sector, Jordan
12.30-12.35	Conclusion	Loredana Gionne, International Cooperation Director, CIES ONLUS
12.35-12.45	Q&A	

## Speakers

### Italy

**Dr Paolo Orneli** since 2019 is Councillor of the Executive Board for Economic Development, Commerce and Crafts, Research, Start-Up and Innovation of the Lazio Region. He has held various political and administrative offices. From 2001 to 2016 he was municipal Councillor of Rome, in charge for the coastal sector of the city; from 2006 to 2008 he has been president of the X (formerly XIII) District (Municipio) of Rome. From 2008 to 2012 he was administrative officer of the Province of Rome and then Lazio Region's secretarial Manager of the Department of Economic Development and Productive Activities from 2013 to 2018. After this he became president of Lazio Innova, an in-house company of the Lazio Region.

**Dr Silvio Bologna** is researcher at the University of Palermo in labour law and industrial relations, his main topics of research are: working conditions in atypical and undeclared employment arrangements; decentralised collective bargaining; the European social policies, including the European Pillar of Social Rights; global trade and labour rights. Over the past few months he has been involved in the analysis of health and safety measures

undertaken by the Italian legislator and social partners to face the Covid-19 pandemic emergency, with a specific focus on platform workers' rights. In 2019 his monographic work on "Company agreements in Southern-Europe" was awarded as best young scholars' book in Labour law by the Accademia Nazionale dei Lincei.

### ***Tunisia***

**Mr Mohamed Madhkour** is a consultant for international development and cooperation projects, specialist in public policies and strategies on employment, entrepreneurship, and promotion of private investments in the ground. Proven experience in the leading financial advisory and auditing institution of Tunisia and the largest UN development program in the country. He is expert advisor in economic and social development for key players in the public and private sector and for national and international non-governmental organizations.

### ***Greece***

**Mr Yannis Lyeros** is an expert in training and a consultant. He obtains extensive professional experience as a consultant and an external expert for public sector institutions, private organisations, welfare Institutions and Non-Governmental Organisations (NGOs). His fields of activity include among other project implementation and management, adult education, community work, youth education, child protection, elderly care, migration, social inclusion actions designed for vulnerable groups, capacity building training, employment counselling etc. In addition, Mr Lyeros is a specialized trainer in vocational and non-formal education. Last but not least, his scientific interests and academic background focus in the fields of social inclusion, adult education, public management and public policy, social policy, social economy and social research.

### ***Lebanon***

**Mrs Laury Haytayan** is an expert on energy transition toward clean energy and in geopolitics. She is the Middle East and North Africa director at the Natural Resource Governance Institute (NRGI) in charge of setting the strategy for the region in accordance with the organization' mission and vision. She has several publications on energy resources in Lebanon and the EastMed and is a regular on TV shows and serves as resource for media outlets. She teaches a part time course on geopolitics of energy in the East Mediterranean at the American University of Beirut (AUB). Previously, she was Executive Director of Beirut-based Arab Region Parliamentarians against Corruption (ARPAC), where she worked with parliamentarians and civil society groups to strengthen legislators' oversight and legislative capacities. She has a proven track record in regional projects in Bahrain, Yemen and Saudi Arabia focused on promoting the role of women in development and policymaking.

**Dr Dominique Salameh** is a senior consultant, entrepreneur and green innovation mentor. He is a specialist in chemical engineering and sustainable strategies. Precisely, he

is an expert in fermentation process, as well as in waste management. He holds a PhD in Chemical engineering and environment and a Habilitation Diploma (HDR) - Research strategies and projects management from Toulouse University, and an MBA Diploma from Paris Dauphine and Paris Sorbonne University. Professor at Saint Joseph University, he was the chair of chemistry department at the Faculty of sciences, and is today the head of continuous learning and training department. He is in parallel the responsible of doctoral programs. His passion for cleantech industries and sustainable development, lead him to participate in the foundation and management of national and global entrepreneurship projects, where he supported through consulting and management, several national and international organizations.

## ***Jordan***

**Dr Penelope Shihab.** Penelope Shihab is CEO and founder of Jordan Company for Antibody Production (MonoJo Biotech) a leading biotech company in the Arab region, which has been selected by the World Economic Forum as one of the 100 Arab Start-ups shaping the Fourth Industrial Revolution in 2019. Furthermore, out of these 100 start-ups, MonoJo Biotech has been selected as one of the 10 start-ups that are helping to change the Arab world. She has won EY's Emerging Entrepreneur of the Year, Jordan award, ranked 16th in the World's 100 Most Influential Arabs list by Arabian Business. She founded the Applied Scientific Research Fund (ASRF) with the aim to increase awareness on innovative scientific research and influence women and young professionals to become leading entrepreneurs and innovators.

## **Participants**

The press conference will be launched on social media and the streaming link will be available to allow various groups of stakeholders and the general public to connect online.

Among these:

1. The six partners of the project, namely: Eurotraining, Greece; University of Palermo, Italy; Jordan University of Science and Technology (JUST); Lebanese Development Network (LDN); Union tunisienne de solidarité sociale (UTSS)
2. Donor's representatives: ENI CBC MED Managing Authority; EC staff
2. Representatives of national governments of the 5 partner countries (Ministries, Local Authorities)
3. TVET Institutions
4. NGOs, farmers' organizations, foundations, CSOs
5. Research agencies, think tanks, and private companies
6. General public

## Program

15 February 2021, 11h00 – 12h45 (GMT)

11h00-11h05

### Opening Remark

- **Elisabetta Bianca Melandri**, President CIES ONLUS

11h05-11h20

### MY SEA Project launch

- **Joumana Sweiss**, Representative of Branch office for the Western Mediterranean - Valencia. *The ENI CBC MED Programme*
- **Loredana Gionne**, International Cooperation Director, CIES ONLUS. *MYSEA Project overview*

11h20-11h50

### Thematic Interventions

- **Mohamed Madhkour**, Expert, Tunisia. *Employment in green and blue economy in the Mediterranean area and the case of Tunisia*
- **Paolo Orneli**, Councillor of the Executive Board for Economic Development, Commerce and Crafts, Research, Start-Up and Innovation, Lazio Region. *Commitment of the Lazio Region towards the green and blue economy: possible synergies with the MYSEA project*
- **Silvio Bologna**, Researcher, University of Palermo. *Employment and social rights in the Mediterranean area: opportunities and challenges.*

### Interventions from the countries

11h50-12h00

#### Greece

- **Mr Yannis Lyeros**, Training Expert. *Training Youth, NEETs and Women: Sketching a Canvas for the MYSEA Project*

12h00-12h20

#### Lebanon

- **Mrs Laury Haytayan**. Expert energy transition governance and geopolitics. *Clean energy at the heart of a sustainable agri-food system and waste management: new professional profiles for youth, women and NEETs*
- **Dr Dominique Salameh**. Expert in waste management system. *Waste Management in Lebanon: Policies Deficiency, Economic Patterns and Employment Opportunities*

**12h20-12h30**      **Jordan**

- **Penelope Shihab** ASFR, private sector. *Challenges and opportunities of women's entrepreneurship in Jordan: partnering the MYSEA project with the private sector*

**12h30-12h35**      **Conclusions**

- **Loredana Gionne**, International Cooperation Director, CIES ONLUS

**12h35-12h45**      **Q&A**