

The Euro-Mediterranean Charter for Enterprise

CEPS 17 September 2010

Marie Corman



European Commission

Directorate-General for Enterprise and Industry

Achievements

- “In the South, the main tool for business reforms is the Euro-Mediterranean Charter for Enterprise, adopted in 2004. The Charter is inspired by best-practice from the EU and has been adopted by partner countries as a reference for their reform agendas. In view of the success of this approach, it is planned to integrate key features of the European Union’s Small Business Act (SBA) into the Charter.
- COM(2010) 207, **Taking stock of the European Neighbourhood Policy**
http://ec.europa.eu/world/enp/pdf/progress2010/com10_207_en.pdf page 8

The Charter and MBDI

Both are multi-facetted



Added value

- § **Interministerial coordination**
- § **Cross-sector approach**
- § **Public-private dialogue**
- § **Common language across the region**
- § **Method of coordination for economic governance at regional level**
- § **EuroMed Free Trade Area**

Next steps - where MED countries all agree

- § Implement recommendations at country level (NIP 2011-2013)
- § Focus on capacity building
- § Evaluate again in 2011-2012 (incl. sustainable enterprise development)
- § Revise text of the Charter after evaluation

Capacity building – MED expectations

- § Data base featuring good practice from EU and MED, focusing on SMEs (SY) and leading to concrete knowledge sharing, capacity building, transfer activities and joint projects across the region (MO)
- § On-line tools (EGY : add tools in the area of ACAAs)
- § Training courses
- § Appoint one focal point for each dimension (PA)

Training courses – MED views

§ At three levels : national, subregional, regional levels

§ Objectives

- At national level : progress in areas where needs for improvement were identified in 2008
- At subregional level : address needs shared by a number of countries
- At regional level : improve Charter stakeholders' ability to understand what is needed to progress from one level to the next. Improve their ability to use the Charter assessment grid and to measure impact

§ Contents : all dimensions covered by the Charter

§ Format : use study cases, incl. from EU Member States. Consider applying for support from Taiex.

§ Participants : involve Charter Coordinators in the selection (MO)

Next evaluation of progress - MED expectations

- § Based on unchanged Charter (10 existing dimensions)
- § Add dimension on sustainable enterprise development)
- § Use the same indicators - marginal improvements are possible provided they do not harm comparability
- § Cover all dimensions
- § Apply common approach
 - Either independent assessment, involving country's stakeholders, followed by a review/validation by the country (MO, ALG, JO)
 - Or country self-assessment and independent assessment in parallel (as in 2007-2008) (ISR, TUN, EGY, LEB)
- § Add review by peers and involve EU Member States (EGY)
- § Measure impact at company level (MO, JO, SY, EGY). Involve private sector more closely (EGY)
- § Measure impact across country (MO)
- § Measure access to EU programmes and generated added value (EGY)

A few questions

§ Capacity building

- § How to train multipliers

§ Evaluation

- § How to measure impact at company level

- § How to involve private sector more closely

- § How to measure impact across country
(MO)

Revising the Charter - Adding dimensions

- § Sustainable enterprise development (ALG, EGY, ISR, JO, LEB, MO, SY, TUN)
- § Social dimension/labour market (ALG, MO, SY)
- § Gender (JO, MO)
- § Infrastructure (TUN, JO)
- § Investment and free movement of investors (ALG, MO, PA, JO)
- § SBA (LEB, 2nd chance, JO)
- § Informal economy (MO, JO)
- § Competition (MO)
- § Governance (MO)

Amend text and fine-tune evaluation tool

- § Entrepreneurial learning (JO)
- § Improved skills (TUN [title])
- § Access to finance (JO) taxation ((TUN [title])
- § Market access (JO)
- § Innovation (ALG, EGY [title]), JO)
- § Business services (TUN)

Next steps

§ The Commission is preparing proposals relating to capacity building and evaluation

Euro-Mediterranean Industrial Cooperation

http://ec.europa.eu/enterprise/policies/international/promoting-neighbourhood/mediterranean/index_en.htm

Marie.Corman@ec.europa.eu