The EBSOMED Academy on “Strategic planning for BSOs” is organized in Lebanon from November 30 to December 01 2018 by CAWTAR.

The Academy is organized in the framework of the project EBSOMED (website www.ebsomed.eu) is a 4-year project (2018-2022) funded at 80% by the European Union for a global amount of EUR 6,25 million. It is co-funded and coordinated by BUSINESSMED (The Union of Mediterranean Confederations of Enterprises) in the framework of the EBSOMED consortium which consists of 6 members: GACIC (German-Arab Chamber of Commerce), ASCAME (Association of Mediterranean Chambers of Commerce), ANIMA Investment Network, EUROCHAMBRES (Association of European Chambers of Commerce), CAWTAR (Center of Arab Women for Training and Research).

EBSOMED Academies are training programmes for BSOs aiming at improving their overall capacity / management as well as the quality of services provided to their members. EBSOMED Academies offer informal, stimulating and international environment favourable to further develop networking between BSOs and to exchange experience / best practices.

The EBSOMED Academy organised in Lebanon is focusing on Strategic planning for BSOs: It aims to Strengthen the capacity of BSOs in strategic planning so that they can refine their visions and orientations by taking into consideration possible synergies with the 2030 SDGs, horizon 2020 and adapting a gender and human rights approach (GHRA).

Around 30 participants from Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon will be selected to participate in the Academy. The working language of the EBSOMED Academy will be English/Arabic

The participants costs in the Academy are covered at 80% of the eligible costs by the EBSOMED past operations. More information about the application for participation can be found in the call for application in annex 1.

We remain at your disposal for any further information.

Hedi Bchir
Project Manager - CAWTAR
Annex1: Call for Application

1. Background & context

EBSOMED is a 4 year project co-financed by the European Commission, led by the Union of Mediterranean Confederations of Enterprises (BUSINESSMED) and implemented by the MEDALLIANCE consortium consisting of 5 partners: EUROCHAMBRES (Association of Chambers of Commerce in Europe); ASCAME (Association of Chambers of Commerce in the Mediterranean); ANIMA Investment Network; CAWTAR (Center of Arab Women for Training and Research); GACIC (German-Arabic Chambers of Commerce).

In the last 15 years, while the focus has been put on economic integration, business and investment promotion, EBSOMED has been designed to achieve a higher indirect economic leverage by helping Med Business Support Organisations (BSOs) to make a qualitative scaling up in regards to the services they offer to their beneficiaries, while pursuing this successful cross border cooperation dynamic. Business Support Organisations (Employers’ Confederations, Economic Development Agencies, Chambers of Commerce and Industry, Business Associations) play a fundamental role in the Euro-Mediterranean scenario, for the most part cooperating well with governments and national economic stakeholders. They contribute to the development in their countries, not only in the economic sectors, but also in civil society by strengthening democracy, social equity and gender equality. In particular, in the Southern Neighbourhood Countries, business support Organisations play an essential role in the course of the changeover from a previous planned economic system to a new market economy.

EBSOMED aims at boosting the Mediterranean business ecosystem promoting an inclusive economic development and job creation, by enhancing the private sector organisations in the Southern Neighbourhood countries. More specifically, EBSOMED will improve the overall management capacity of Mediterranean Business Support Organizations (BSO) through enhanced services and quality standards. The action will empower MED private sector stakeholders by developing business linkages and networks between SNC and EU counterparts supporting them in seizing the financing offered by Development and Finance Institutions (DFI). At the entrepreneurial level, EBSOMED will stimulate trade and investment flows by supporting the internationalization of MED SMEs. On the other hand, EBSOMED will increase Economic Regional Integration and stimulate the MED business community by creating a sustainable hub for developing business partnerships in key sectors of...
common interest in the Euromed region.

Hence, recognizing the EU commitment in supporting private sector development as the main vector for job creation, this initiative will represent a unique opportunity to reaffirm the commitment to work together on effective regional cooperation through action driven roadmap and following the regional approach that will remain the distinctive feature of the project. EBSOmed will promote the harmonization of national policies frameworks and foster Euro-Mediterranean integration and investment by exchanging best practices bilaterally and multilaterally.

2. The BSOs Management Academy

In the framework of the EBSOmed project CAWTAR will organize the first BSOs management academy on strategic planning for BSOs which will be held in Lebanon from November, 30, 2018 to December, 01, 2018. This academy is a part of a series of 4 Academies which will cover – in addition to strategic planning for BSOs – 3 additional thematic, namely

- **Academy #2** - EU Project development / planning – 27-29 May 2019 in Tunisia (TBC)
- **Academy #3** EU Project Management –2020 in Morocco (TBC)
- **Academy #4** EU Project Monitoring, Evaluation & reporting – 2021 Jordan (date TBD)

Laureate from each BSO management academy will be rewarded. She / he will have the opportunity to participant to **BSO MANAGER EXCHANGE PROGRAMS**.

The **BSO manager exchange program** foresees the implementation of short term exchanges (5 days) between Med BSO staff or European and Med BSO staff. The objective is to develop initial interaction & potential twinning, exposing managers or executives to nontraditional forms of acquiring expertise and knowledge.

The BSOs Management Academy aims to:

- Enhance the capacities of BSOs executives to better manage their organisation and improve the qualities of services provided to their members.
- Network, exchange of experiences and best practices among the BSOs involved.
- Create synergies between the BSOs involved.

**BSOs Management Academy Expected output**

- 30 business support organizations strengthened their capacities in term of strategic planning,
- At least 10 project proposals are presented,
Objective of the BSOs management academy on strategic planning for BSOs:

The BSOs management academy on strategic planning for BSOs aims to strengthen the capacity of BSOs in strategic planning so that they can refine their visions and orientations by taking into consideration possible synergies with the 2030 SDGs, horizon 2020 and adapting a gender and human rights approach (GHRA).

3. Duration and Target group

BSOs Management Academy is a 2 days event that targets Intermediary Organisations’ executives in the south-Mediterranean countries (Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon) in the view of offering them dedicated capacity training.

Example of BSOs: Associations/NGOs, employers’ organizations, chambers of commerce and industry, networks of entrepreneurs, public and private institutions working on business issues and targeting mainly women entrepreneurs.

4. Participants Profile/ Eligibility criteria

- Be an executive / representative of an BSO for at least one year and have a clear idea about the strategic orientation of the organization
- Be an executive / representative of an BSO based in the south-Mediterranean countries (Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon).
- Fluency in Arabic and English
- Have a valid passport.

5. Submission of application and deadline

The submission file must include:

- The CV of the participant,
- The application form (template in annex 2)
- A Nomination letter signed by the legal representative of the concerned BSO
- Letter of commitment certifying that the participant will follow the 4 training academies and will participate in the follow-up and evaluation actions
- Photo ID (passport format)
- a copy of a valid passport
- The autorisation of diffusion (template in annex 3)
- Letter of commitment certifying that the organization of the participant will cover 20% of the participant’s participation cost (template in annex 4)
The application file of each participant should be sent by email to the following address: EBSOmed@cawtar.org (CC to hedi.finance@cawtar.org)

The deadline for receipt of applications is 20 October 2018.

6. Selection
The Fellows will be selected based on their profile, motivation and commitment of their organisations.
A first selection will be made on the basis of the submitted application files; the successful candidates will be invited for a motivational interview allowing them to express themselves and analyze their know-how, to check the contents of the CV as well as the knowledge of the foreign language.

Applications from BSOs that target women or women BSOs will be prioritized.

Membership in civil society organizations working primarily on women's empowerment are significant benefits.

Will be automatically rejected applications that:

- Not include all requested documents
- Submitted after the deadlines (date and time of receipt of the email as proof)
- Containing contradictory or fraudulent information
- Not meeting the required criteria / Eligibility criteria

7. Commitment and evaluation:
The selected participants will have to provide the information for all purposes of evaluation and monitoring of the program, even beyond the official end date.

Processing of personal data
The data provided by the candidates will be processed during the selection and evaluation. Data may be shared with participating institutions and public or private entities.

8. EBSOMED contribution
A maximum of 80% of the total cost of the participant participation will be covered by EBSOMED project.

Contact
For more information, kindly contact
Hedi Bchir
Project Coordinator – CAWTAR
hedi.finance@cawtar.org
Tel: 00216 50 787 152
# EBSOMED Academy

BSOs management Academy #1  
Strategic planning for BSOs  
30 November, 01 December 2018  
Lebanon

## Annex 2: Application form

⇒ To be returned to Project Manager (CAWTAR) E-mail: hedi.finance@cawtar.org no later than 20/10/2018

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**Is your organisation partner or affiliate in the project EBSOMED?**  
Yes ☐  No ☐  

Note: Dinner (for international participants and speakers)

If you are interested in attending this event please complete the application, indicating your motivation in participating as well as the selected courses. Should your application be successful, we will do our best to fulfil your preference.

## Questions below will be used as a reference in the selection

### 1. Your Organisation

Please describe the main features of your organisation: memberships, internal structure and activities, main objectives.
2. Your Role in the Organisation
Please describe your responsibilities in your organisation. Be as concrete as possible.

3. Main Achievements
Please outline which has been your main achievement while working for your organisation (e.g. introducing a new service, reorganising the organisation, increasing the membership, etc).

4. Your Motivation
Please explain in detail why you wish to participate in the EBSOMED Academy.
Annex 3: AUTORISATION OF DIFFUSION

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, agree as follows:

1. I agree to be photographed, recorded and videotaped by the EBSOMED project coordination team, co-applicants and affiliates (coordinated by BUSINESSMED) and its team in connection with my participation in the EBSOMED events.

2. transmit, broadcast, televise, digitize, display, otherwise use, and permit others to use, (a) my name, image, likeness, and voice, and (b) all photographs, recordings, videotapes, audiovisual materials, writings, statements, and quotations of or by myself (collectively, the “Materials”), in any manner, form, or format whatsoever now or hereinafter created, including on the Internet, and for any purpose, including, but not limited to, advertising or promotion of EBSOMED project, its affiliates, or their services, without further consent from or payment to me.

3. It is understood that all of the Materials, and all films, audiotapes, videotapes, reproductions, media, plates, negatives, photocopies, and electronic and digital copies of the Materials, are the sole property of EBSOMED project. I agree not to contest the rights or authority granted to EBSOMED project hereunder. I hereby forever release and discharge EBSOMED project (and BUSINESSMED), its employees, licensees, agents, successors, and assigns from any claims, actions, damages, liabilities, costs, or demands whatsoever arising by reason of defamation, invasion of privacy, right of publicity, copyright infringement, or any other personal or property rights from or related to any use of the Materials. I understand that EBSOMED project is under no obligation to use the Materials.

4. This document contains the entire agreement between EBSOMED project and the undersigned concerning the subject matter hereof.

Name of the collaborator _________________________
Address ___________________________
Date and place of birth ___________________________
Name of the organisation and position of the collaborator ____________________________
Signature and date____________________________
This template is an example of what a letter of commitment should contain. It is not obligatory to follow it strictly. However, the letter of commitment must contain the following information as well as the letterhead of the organization.

Annex 4 Commitment Letter

EBSOMED Project

I, the undersigned (name, function)…………………………………………………………………………, representative of (organization name) ……………………………………………… certify that (structure name) ……………………………………………… is committed to co-finance the participation of ………………………………………………(name of the participant) up to 20% of the total cost of her/his participation.

Name :…………………………………………

………………………………………………..

………………………………………………..

Signature & stamp :