

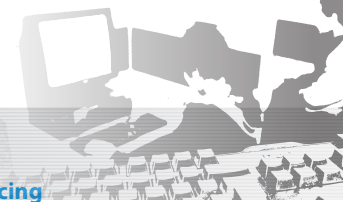


## Supporting the Promotion and Financing of Innovation in the Mediterranean (IT1)

## The Marseille Center For Mediterranean Integration



**CMI** The Marseille Center for Mediterranean Integration was launched in 2009 with the mandate of creating a platform for integration in the Mediterranean through high-level policy dialogue and the sharing of knowledge in key development areas that are of primary importance for the region: urban and spatial development; skills, employment and labour mobility; the environment and water; transport and logistics; the knowledge economy and innovation. The founding members are Egypt, France, Jordan, Lebanon, Morocco and Tunisia, together with the World Bank (WB) and the European Investment Bank (EIB). Additional members are likely to join the Center in the near future.



## Supporting the Promotion and Financing

of Innovation in the Mediterranean (IT1)

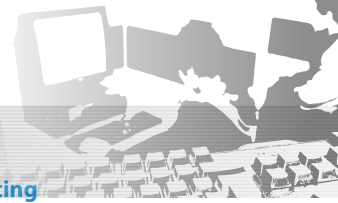
The IT1 programme “Supporting the promotion and financing of innovation in the Mediterranean” is coordinated by the EIB within the framework of its Facility for Euro-Mediterranean Investment and Partnership (FEMIP). It builds both on the conclusions of the Tunis Conference organised in December 2009 by ISESCO, the WB and Tunisia on the Knowledge Economy, and on the FEMIP March 2010 Conference on Innovation held in Tunis, which aimed to create a Euro-Mediterranean area for Research, Development and Innovation (RDI).

**Programme Partners** In line with the avowed aim of the CMI to facilitate access to improved knowledge of the issues, promote sustainable development and foster the convergence of public policies towards greater integration, the IT1 programme has placed particular emphasis on closely involving the Mediterranean partner countries in the definition and management of activities (the most active countries are Morocco, Tunisia and Egypt). The European Commission participates in the programme via its DG for Research. A number

of financial institutions and international agencies provide support in terms of expertise and co-financing: AFD (Agence Française de Développement) and CDC (Caisse des Dépôts et Consignations). Institutions such as UNCTAD, ANIMA, MIRA, GIZ and FEMISE are also providing their know-how, inputs and analytical support. A steering committee has been set up with the twofold objective of validating the implementation of the programme and better publicising its various initiatives.

“Supporting the Promotion and Financing of Innovation in the Mediterranean” (IT1) is a programme coordinated by the European Investment Bank aimed at helping to increase the deal flow for innovative projects across the region and to strengthen the chain of innovation from action upstream of this cycle through to the final financing stage.





## Supporting the Promotion and Financing

of Innovation in the Mediterranean (IT1)



## What is IT1?

The IT1 programme “Supporting the promotion and financing of innovation in the Mediterranean” is based on one of the three pillars of the knowledge economy, namely innovation, which is considered to be a key economic factor. In fact at the micro level it impacts corporate performance and has a bearing on the development of firms, especially start-ups. At the macro level, it also has a strong influence on economic growth and employment.

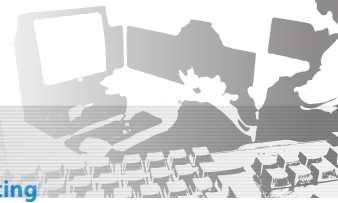
Mediterranean countries need to embark on greater technological development and innovation for two reasons: (i) economic growth is now based on total factor productivity (TFP) and implies investment in human capital and innovation; (ii) the potential for job creation in innovative SMEs is now (according to the analyses of bodies such as ANIMA) over 1 million jobs a year compared to 100 000 for FDI.

Drawing on the EIB's long experience, European know-how within the Lisbon Process and the potential for creating jobs, innovation is of great importance for Mediterranean countries. IT1 arose specifically from the realisation of the need to increase the deal flow for innovative projects across the region, further focusing on consolidating the chain of innovation – all the technical, financial and training mechanisms required to support the innovative project throughout its life cycle.

IT1 is therefore organised into coherent rational modules that address the current challenge of innovation in the Mediterranean: (i) diagnoses of barriers to innovation, (ii) analysis of operational innovation policy tools, (iii) training and raising awareness among those involved in supporting innovation and (iv) knowledge sharing between policy-makers, professionals and innovation managers – all agents of change.

The objective of the programme is to define and implement a long-term strategy for innovation by: (i) improving the un-

derstanding of innovation systems and identifying areas for improvement at the regulatory, financial and organisational levels; (ii) strengthening initiatives for the development of skills and information for entrepreneurs and other agents of innovation and (iii) activating financial arrangements and mechanisms in support of innovation.



## Supporting the Promotion and Financing

of Innovation in the Mediterranean (IT1)



## Why innovation?

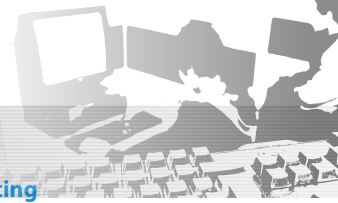
The present economic transition and increased competitiveness of the southern and eastern countries of the Mediterranean are key issues for sustainable development, given the challenges of job creation, sector diversification and adaptation to associated industries.

During the financial crisis most Mediterranean countries showed remarkable resilience. They now have to size up opportunities to spark new growth, modernise their economies and, more importantly, create jobs because unemployment among skilled people is high on the southern rim and cohorts of young people will be entering the labour market of these countries in the coming years (60 million by 2030).

The IT1 programme is particularly useful in these circumstances as it can help the Mediterranean partner countries to better leverage long-term credit for the knowledge economy and to take better advantage of the technical assistance that could be provided.







## Key components

To improve their performance, Mediterranean stakeholders need to identify obstacles to the innovation process and find active strategies to tackle them. Skills building policies must serve to identify the key qualifications best suited to encouraging and advancing innovation within the economic fabric. Finally, it is necessary to accumulate and continually add to appropriate information and knowledge.

IT1 provides responses and solutions to meet these different needs by being divided into four modules that aim to increase the understanding of the innovation process at the conceptual and practical level and organise the dissemination of knowledge to the intended audience vertically and horizontally. IT1 targets the precompetitive stage of the innovation process.



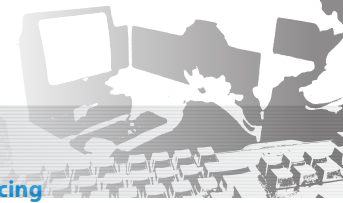
## Main deliverables

Projected activities and studies concern a number of interested countries and provide different modules with inputs regarding science parks, training programmes, business incubators, regulatory obstacles to innovation systems, technology platforms, an innovation portal, skills and a final conference. These are organised as follows:

1. **the publication and broad dissemination of a Guidebook for decision-makers on how to Plan and Manage a Science Park in the Mediterranean** (published in March 2010);
2. **the organisation of training programmes and workshops, in collaboration with the World Bank Institute (WBI)** on innovation strategies, innovation in SMEs and the management of structures for supporting innovation, to train and

ensure knowledge-sharing between decision-makers and operational managers on topics of common interest (organisation of a first workshop on “Services for Innovating Firms” in April 2011; other forthcoming events);

3. **analysis and benchmarking of the arrangements on business incubators** in order to share knowledge between decision-makers and international financial institutions (IFIs) with a view to taking action aimed at improving the ways in which incubators operate;
4. **analysis of obstacles to innovation systems, especially in the relationship between academic institutions and businesses (“innovation assessments”)**, to enable candidate countries to identify in particular the legal and regulatory



## Supporting the Promotion and Financing

of Innovation in the Mediterranean (IT1)

aspects that need to be targeted for improvement, the aim being to have measures facilitating the innovation process added to public authorities' agendas;

**5. preliminary studies on (i) the development of technology platforms** in order to draw up an appropriate business model for making scientific and technical resources available to businesses and (ii) the development potential for patents in the southern Mediterranean countries;

**6. a feasibility study on the creation of an innovation portal;**

**7. a study on the system of professional qualifications in the field of innovation**, to identify in certain target occu-

pations and sectors the skills that are needed to facilitate the growth of innovation;

**8. the organisation of a conference in the Mashreq region** to raise public decision-makers' awareness of the challenges involved with innovation policies focused on the introduction of effective tools to support the consolidation of the innovation chain. The key results and recommendations of the IT1 programme are scheduled to be examined at this conference.

## Programme Leaders

### Philippe Guinet

☎ (+352) 4379 84616

✉ (+352) 4379 64699

### Guy Fleuret

☎ (+352) 4379 74619

✉ (+352) 4379 64699

✉ [g.fleuret@eib.org](mailto:g.fleuret@eib.org)

## Contact at CMI

### Myriam Benraad

CMI Policy Officer

☎ (+33-4) 91 99 24 67

✉ (+33-4) 91 99 24 79

✉ [m.benraad@eib.org](mailto:m.benraad@eib.org)



Center for Mediterranean Integration

Villa Valmer, 271 Corniche Kennedy, Marseille 13007, France

ISBN 978-92-861-1428-1



9 789286 114281