



OXFAM

MEDUP! PROJECT

2018 / 2022

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4-year project (2018 - 2022), co-funded by the European Union and implemented by a consortium led by Oxfam developed in collaboration with Impact Hub, Diesis, Euclid Network, Enactus Morocco, Tunisian Center for Social Entrepreneurship, Johud, Sekem and P.A.R.C.

Consortium Leader



European Partners:



South Mediterranean Partners:



Associated Partners:



MedUp! supports social entrepreneurship ecosystems



ACROSS **6** COUNTRIES



OF THE MENA REGION



We promote social entrepreneurship **WHY?**

Social entrepreneurship can be considered as a driver of change not only for its potential to create jobs and democratic participation, but also for fostering inclusive growth, shared prosperity and social inclusion.

4 YEARS (2018-2022)

8.000

WOMEN AND YOUTH ENGAGED IN SOCIAL ENTREPRENEURSHIP ACTIVITIES



ECOSYSTEM APPROACH

along three main levels of intervention



MICRO

MESO

MACRO

m

MICRO Level

635 application received

66 inspiring SEs selected

1 € million fund disbursed

ONE to ONE tailored business support

AREA



URBAN

47



RURAL

19

MARKET



LOCAL

21



NATIONAL

45

LEAD



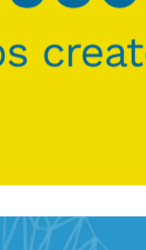
WOMEN

26



MEN

40



MICRO LEVEL MAIN ACHIEVEMENTS

SEs improved business performances, exposure, visibility and linkages with key partners, started new activities or added innovative processes.

1.385 Jobs created

851 Women **61%**

901 Aged 18/35 **65%**

809 Urban location **58,4%**

NUMBERS FROM THE SIX COUNTRIES

JORDAN LEBANON PALESTINE EGYPT MOROCCO TUNISIA

SEs supported with the project	JORDAN	LEBANON	PALESTINE	EGYPT	MOROCCO	TUNISIA
Revenue or human resources increase and business expansion	7	6	16	8	7	8

Jobs created thanks to MedUP! contribution	JORDAN	LEBANON	PALESTINE	EGYPT	MOROCCO	TUNISIA
Trained people in financial and technical tools	22	12	105	20	10	25

Linkages established with other actors	JORDAN	LEBANON	PALESTINE	EGYPT	MOROCCO	TUNISIA
	33	34	258	4	10	11

M

MESO Level

The MESO level aimed to reinforce Social Entrepreneurship Support Organizations (SESOs) by improving the quality, innovativeness and outreach of their services.

59 SESOs adopted tailored tools for SEs

12 partnerships between SESOs and local or international financial institutions /social investors

PAIR TO GROWTH to develop scalability and replication strategies

1 Operational platform: se-MENA

NUMBERS FROM THE SIX COUNTRIES

	SESOs involved in dedicated training and networking activities	New formal Partnerships	SESOs participate in the EU-MENA peer exchange	SESOs paired with SEs
JORDAN	21	2	4	3 SESOs paired with 3 SEs
LEBANON	20	1	4	2 SESOs paired with 2 SEs
PALESTINE	19	1	4	3 SESOs paired with 3 SEs
EGYPT	26	4	4	2 SESOs paired with 2 SEs
MOROCCO	34	2	4	3 SESOs paired with 3 SEs
TUNISIA	44	2	2	3 SESOs paired with 3 SEs

M

MACRO Level

The MACRO level aimed to improve Social Entrepreneurship regulatory and policy frameworks at country and cross-country levels.

Focus to raise awareness of the public opinion and decision makers.

HOW? workshops, roundtables, meetings, reports and research.

3 Peer Review workshops and networking events

28 public-private dialogues and meetings on Social Entrepreneurship

15 new or improved regulations and initiatives to promote women and youth social entrepreneurship in the six targeted countries

FOCUS FROM THE SIX COUNTRIES

JORDAN	A legislative framework is under development Close collaboration with MODEE (Ministry of Digital Economy and Entrepreneurship) and the National Committee for SE.	The efforts carried out at the meso level, as well as the networking and Linkages with European partners, have culminated in the establishment of the Association for Entrepreneurship and Social Innovation with the aim of becoming a public umbrella for social entrepreneurs in Jordan.
LEBANON	A draft law to set a legal framework for SEs was submitted to the Minister of Social Affairs and the Office of Prime Minister. Events and discussions created more awareness around social enterprises in Lebanon	2 case studies on: • The economic impact of SEs. Key recommendations: strengthening social impact measurement • Obstacles faced by women social entrepreneurs (WSEs).
PALESTINE	The ecosystem in Palestine has got a complete awareness about the difference between Social Entrepreneurship (SE) and business Entrepreneurship, thanks to MedUp! At the beginning of the MedUp! public actors were mixing between social entrepreneurship and cooperative work	Round table discussions on: • SE within the Palestinian legislative context; • How to strengthen the social impact of the cooperative sector; • SEs access to finance.
EGYPT	Several institutions and initiatives are now focusing efforts to support SE. Attention has been given to encourage women social entrepreneurs and to stimulate the national discussion around social entrepreneurship.	• One Gender advocacy campaign aimed to educate the public on issues facing women SEs, encourage and mobilize stakeholders to take appropriate action. 507.959 people reached. • Actively discussing social entrepreneurship related topics at: Greenish Festival, Social Initiatives Forum, and Entrepreneurship in Minutes.
MOROCCO	Networking events to gather public and private institutions in order to discuss different support structures and programs that exist at the country level in favor of social entrepreneurs. National round table discussions increased the awareness on the importance of entrepreneurship. Strong focus in supporting young entrepreneurs to meet private financial structures and public institutions	Two studies conducted on social entrepreneurship and the impact on youth and women in Morocco. • Thematic workshops for the Ministry of Tourism, • Handicraft and Social and Solidarity Economy (SSE) around structuring the SSE sector; • Governance and actors of the ecosystem of the SSE; • Defining SSE and its principles.
TUNISIA	The Tunisian PMU with other SE actors strengthen the movement of "la tribune/TouneSolidaire" to engage communities and other structures to advocate. Conduct policy and advocacy initiatives and enhance public-private debate around SEs.	Three SEs supported regulations: • Social and Solidarity Economy Law; • Auto Entrepreneur Law; • Crowdfunding Law.

LESSONS FOR THE FUTURE

Working at the policy-level is challenging: it requires a strong knowledge and adaptation of the local context and understanding of the different local SEs ecosystems and priorities.

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OXFAM Italia