



Consortium Leader
OXFAM
Italia

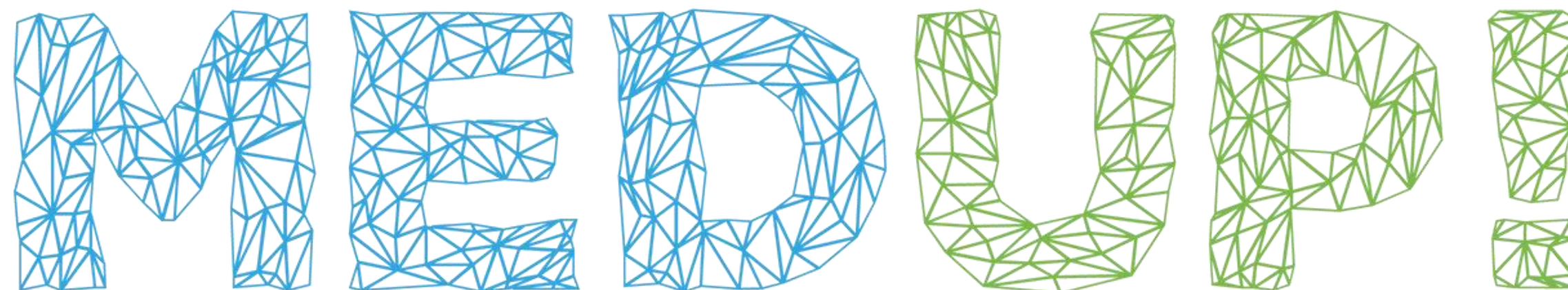
European Partners:



Southern Mediterranean Partners:



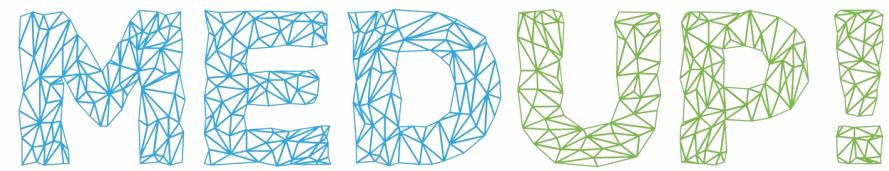
Associated Partners:



MEDUP! PROMOTING SOCIAL ENTREPRENEURSHIP IN THE MEDITERRANEAN REGION



This project is co-funded
by the European Union



Promoting social entrepreneurship in the Mediterranean region

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

MedUp! supports social entrepreneurship ecosystems across six countries of the MENA region: Morocco, Tunisia, Egypt, Lebanon, Jordan and Occupied Palestinian Territories.

Why promote social entrepreneurship? Social enterprises (SEs) tackle social and environmental challenges with innovative sustainable solutions, combining business with social impact. 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.

The project was implemented following an ecosystem approach along three main levels of intervention:

Micro Level:

Providing financial and technical support to the most promising social enterprises

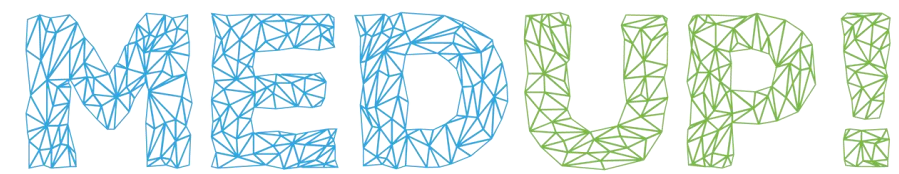
Meso Level:

Reinforcing social entrepreneurship support organizations through capacity-building and networking activities.

Macro Level

Promoting country and cross-country policy and advocacy initiatives and public-private dialogue to create an enabling regulatory and policy environments

The Action relies on the active engagement of key relevant actors at national, regional and EU levels to develop a supportive social entrepreneurship ecosystem in each target country.



ACHIEVEMENTS AND LEARNINGS

AROUND THE 3 LEVELS OF
INTERVENTION

WE PROMOTE SOCIAL ENTREPRENEURSHIP

4 YEARS
(2018-2022)

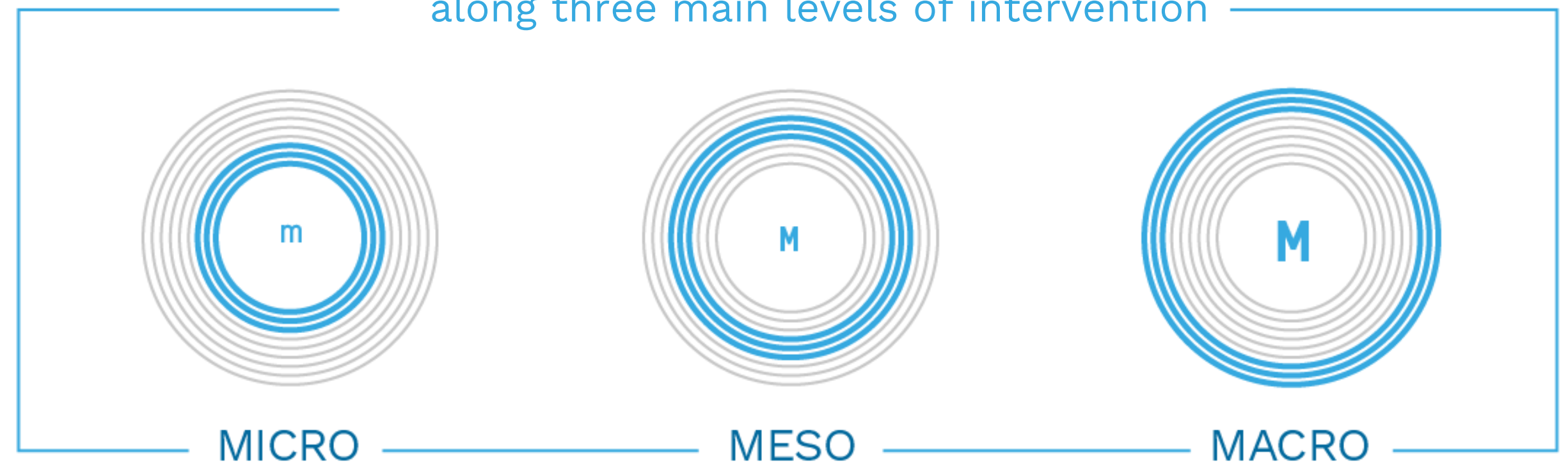
8.000

WOMEN AND YOUTH
ENGAGED IN SOCIAL
ENTREPRENEURSHIP ACTIVITIES



ECOSYSTEM APPROACH

along three main levels of intervention



MEDUP!

m

MICRO
Level

MICRO LEVEL

In the last

4 YEARS

Med Up! project has involved more than:

+8.000

youth and women in activities related to social entrepreneurship.

5

LOCAL PARTNERS

6

OXFAM COUNTRY OFFICES WERE INVOLVED IN THIS LEVEL.

The MICRO level provided financial and technical support to the most

66 promising social enterprises

in the six targeted countries of the MENA region.

MEDUP! SUPPORTED 66 INSPIRING SOCIAL ENTERPRISES FROM DIVERSE SECTORS AND WITH DIFFERENCES IN SIZES, WITH A TOTAL AMOUNT OF

1 million Euros fund

IN FORM OF SUB-GRANTING AND ONE-BY-ONE TAILORED BUSINESS SUPPORT TO IMPROVE TECHNICAL AND SOFT SKILLS.

MICRO LEVEL

TECHNICAL SUPPORT TO SES HAS BEEN CARRIED OUT BY MATCHING SES WITH SOCIAL ENTERPRISE SUPPORT ORGANIZATIONS (SESOS). ABOUT THE SEs SELECTED:



MICRO APPROACH MAIN ACHIEVEMENTS

SEs improved business performances, exposure, visibility and linkages with key partners, started new activities or added innovative processes. They also increased their business resilience in challenging situations, such as COVID-19 pandemic.



SOME NUMBERS FROM THE SIX COUNTRIES



60%

All enterprises said MedUp! financial support positively impacted their business.

Nearly 60% stated that MedUp! technical support contributed to their business growth.

80%

said MedUp! expanded their network.

FOCUS FROM THE SIX COUNTRIES

JORDAN
LEBANON
PALESTINE
LEBANON
EGYPT
MOROCCO
TUNISIA





JORDAN

11

SEs supported
with the project

7^{Out of} 11

SEs increased
their revenue or
human resources
and all the 11 SEs
expand their
business

85

jobs created
thanks to MedUp!
contribution

22

people from the
target SEs
received training
on financial and
technical tools
where **49% were
women**

33

linkages have
been established
by the targeted
SEs with other
actors in the
business sector

LEBANON

10

SEs supported
with the project

6^{Out of} 10

increased their
revenue or human
resources and 8
of them expand
their business

145

jobs created
thanks to MedUp!
contribution

12

people from the
target SEs
received training
on financial and
technical tools
where **50% were
women**

35

linkages have
been established
by the targeted
SEs with other
actors in the
business sector

PALESTINE

16

SEs supported
with the project

ALL
THE 16

increased their
revenue or human
resources and
expand their
business

422

jobs created
thanks to MedUp!
contribution

105

people from 16
SEs have been
trained in
financial and
technical tools

258

linkages have
been established
by the targeted
SEs with other
actors in the
business sector



EGYPT

8

SEs supported
with the project

All out of

8

increased their
revenue or human
resources and all
the 16 SEs expand
their business

529

jobs created
thanks to MedUp!
contribution

20

people from 16
SEs have been
trained in
financial and
technical tools

4

linkages have
been established
by the targeted
SEs with other
actors in the
business sector



MOROCCO

12

SEs supported
with the project

7^{Out of} 12

increased their
revenue or human
resources and
expand their
business

171

jobs created
thanks to MedUp!
contribution

10

people from 16
SEs have been
trained in
financial and
technical tools

10

linkages have
been established
by the targeted
SEs with other
actors in the
business sector



TUNISIA

9

SEs supported
with the project

8^{Out of} 9

increased their
revenue or human
resources and
expand their
business

33

jobs created
thanks to MedUp!
contribution

25

people from
target SEs have
been trained in
financial and
technical tools

11

linkages have
been established
by the targeted
SEs with other
actors in the
business sector

MEDUP!



THE MESO LEVEL

Matching with SEs to put in practice the capacity developed and provide support for replication and scaling up with the “Pair to Growth” activity.

1 AVAILABLE OPERATIONAL PLATFORM:

se-MENA aims at providing a networking space and knowledge database for the social enterprise ecosystems in the MENA region.

59

SESOS ADOPTED TAILORED TOOLS for SEs in developing their business.

12

PARTNERSHIPS between SESOs and local or international financial institutions/social investors has been created.

The MESO level aimed to reinforce

Social Entrepreneurship Support Organizations

(SESOS) by improving the quality, innovativeness and outreach of their services.



THIS WAS ACHIEVED BY CAPACITY BUILDING ACTIONS (TO GROUPS AND TO INDIVIDUAL SESOS), PEER 2 PEER

exchanges among EU and MENA

AND THROUGH NATIONAL AND INTERNATIONAL NETWORKING ACTIVITIES.

FOCUS FROM THE SIX COUNTRIES

JORDAN
LEBANON
PALESTINE
LEBANON
EGYPT
MOROCCO
TUNISIA





JORDAN

21

SESOs have been involved in dedicated training and networking activities both on national and regional level.

2

new formal partnerships between SESOs and local or international financial institutions or social investors.

3

SESOs paired with 3 SEs to put in practice the coaching skills gained and together develop scaling and replication strategies.

4

SESOs participate in the EU-MENA peer exchange: 2 from Jordan, 1 from Cyprus and 1 from Greece. **An occasion to discover a different ecosystem,** exchange knowledge and good practices, following “learning from each other” approach, as well as establishing a network of contacts.



LEBANON

20

SESOs have been involved in dedicated training and networking activities both on national and regional level.

1

new formal partnerships between SESOs and local or international financial institutions or social investors.

2

SESOs paired with 2 SEs to put in practice the coaching skills gained and together develop scaling and replication strategies.

4

SESOs participate in the EU-MENA peer exchange: 2 from Lebanon, 1 from Türkiye and 1 from France.
An occasion to discover a different ecosystem, exchange knowledge and good practices, following “learning from each other” approach, as well as establishing a network of contacts.

PALESTINE

19

SESOs have been involved in dedicated training and networking activities both on national and regional level.

1

new formal partnerships between SESOs and local or international financial institutions or social investors.

3

SESOs paired with 3 SEs to put in practice the coaching skills gained and together develop scaling and replication strategies.

4

SESOs participate in the EU-MENA peer exchange: 2 from Palestine, 1 from UK and 1 from Austria.
An occasion to discover a different ecosystem, exchange knowledge and good practices, following “learning from each other” approach, as well as establishing a network of contacts.



EGYPT

26

SESOs have been involved in dedicated training and networking activities both on national and regional level.

4

new formal partnerships between SESOs and local or international financial institutions or social investors.

2

SESOs paired with 2 SEs to put in practice the coaching skills gained and together develop scaling and replication strategies.

4

SESOs participate in the EU-MENA peer exchange: 2 from Egypt, 1 from North Macedonia and 1 from Croatia. **An occasion to discover a different ecosystem**, exchange knowledge and good practices, following “learning from each other” approach, as well as establishing a network of contacts.



MOROCCO

34

SESOs have been involved in dedicated training and networking activities both on national and regional level.

2

new formal partnerships between SESOs and local or international financial institutions or social investors.

3

SESOs paired with 3 SEs to put in practice the coaching skills gained and together develop scaling and replication strategies.

4

SESOs participate in the EU-MENA peer exchange: 2 from Morocco, 1 from Italy and 1 from Germany. **An occasion to discover a different ecosystem,** exchange knowledge and good practices, following “learning from each other” approach, as well as establishing a network of contacts.



TUNISIA

44

SESOs have been involved in dedicated training and networking activities both on national and regional level.

2

new formal partnerships between SESOs and local or international financial institutions or social investors.

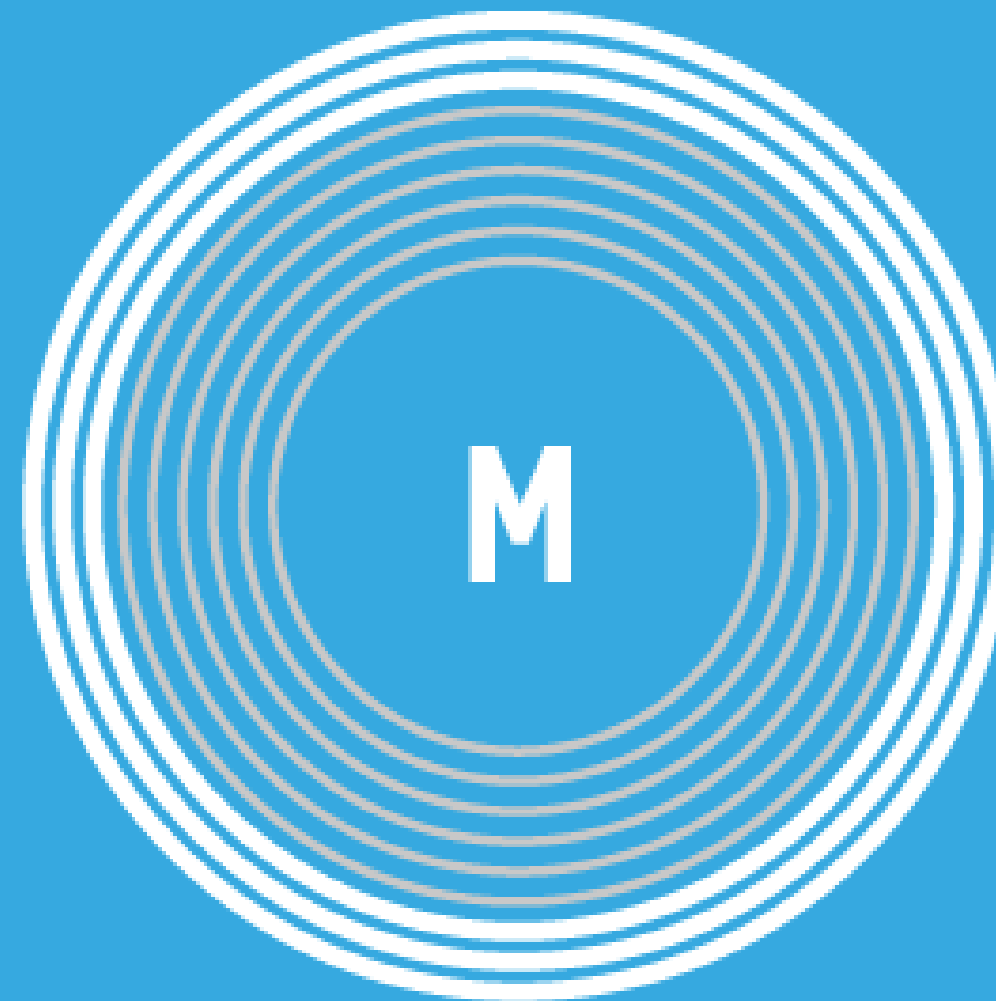
3

SESOs paired with 3 SEs to put in practice the coaching skills gained and together develop scaling and replication strategies.

2

SESOs participate in the EU-MENA peer exchange: 1 from Tunisia and 1 from Portugal. **An occasion to discover a different ecosystem**, exchange knowledge and good practices, following “learning from each other” approach, as well as establishing a network of contacts.

MEDUP!



MACRO
Level

THE MACRO LEVEL

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

The focus was to raise awareness of the public opinion and decision makers regarding the challenges faced by the SE ecosystems as well as their potential in terms of growth. This has been done through workshops, roundtables, meetings, as well as reports and research.

3

Peer Review were organized as well as workshops and networking events that have also included meetings with EU and local institutions in charge of developing enabling policies for the social economy. Opportunities to access direct, hands-on learning of key issues regarding the improvement of Social Entrepreneurship ecosystems.

28

Public-private dialogues and meetings on Social Entrepreneurship organized

ADVOCACY AND INFLUENCING ACTIONS FOR STRENGTHENING REGULATORY FRAMEWORKS CARRIED OUT THIS LEVEL OF INTERVENTION HAS SUPPORTED

15 new/improved

REGULATIONS TO PROMOTE WOMEN AND YOUTH SOCIAL ENTREPRENEURSHIP IN THE SIX TARGETED COUNTRIES.



JORDAN

A legislative framework is under development

For social entrepreneurial companies, to facilitate registration and solve challenges they face.

In the country there is now more awareness around Social Enterprises, a momentum is growing to support and build an enabling SE ecosystem.

The project advocated for the National Framework for Social Entrepreneurship in Jordan and the importance of boosting its Action Plan. This was achieved throughout a 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

Despite the challenges of carrying on advocacy activities with the current political, public health and security situation in the country; a **draft law to set a legal framework for SEs was submitted** to the Minister of Social Affairs and the Office of Prime Minister.

Different events that were organized and implemented and the wide discussions that took place under the umbrella of MedUP! project created more awareness around social enterprises in Lebanon.

2 case studies on:

1. The economic impact of SEs. **Key recommendations: strengthening social impact measurement**
2. Obstacles faced by women social entrepreneurs (WSEs). *Key recommendations: connecting WSEs with prominent incubating firms to build their capacity and enhance networking between individuals.*

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, the engagement with them in peers' learnings and peer reviews with public and private entities increased their awareness.

Round table discussions on: SE within the Palestinian legislative context; how to strengthen the social impact of the cooperative sector; SEs access to finance .

The public-private debates stimulated the public actors' sensitivity to work on developing the cooperative law in Palestine.



EGYPT

The SE ecosystem has witnessed rapid development in the last years, especially with the rise of interest in climate change, waste management, and healthcare.

Several institutions and initiatives are now focusing efforts to support SE.

Attention has been given in particular to women social entrepreneurs and to stimulate the national discussion around social entrepreneurship by taking part in national and international initiatives.

→ **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 among civil society, public institutions and social entrepreneurs increased the awareness on the importance of entrepreneurship as a mechanism of inclusive growth and job creation at the national level.

Strong focus in supporting young entrepreneurs to meet private financial structures and public institutions and initiate discussions about obstacles and ways of improving support to social entrepreneurship in Morocco. **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/TounesSolidaire ”** to engage communities and other structures to advocate.

Activities allowed to carry on national and regional analyses of social entrepreneurship perceptions, actors and priorities including barriers to women and youth involvement. Conduct policy and advocacy initiatives and enhance public-private debate around SEs.

Despite the political instability the activity done by the movement supported by the project contribute to bring the Tunisian parliament vote for many laws in favor of the Ses

→ **Three SEs supported regulations:** Social and Solidarity Economy Law, Auto Entrepreneur law, and 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.



MEDUP!

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