



University
EMUNI

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**LOCAL EMPLOYMENT, SKILLS AND ENTREPRENEURSHIP
STRATEGIES IN THE MEDITERRANEAN: DEVELOPING
PATHWAYS FOR THE FUTURE
18 JULY, PALAU DE PEDRALBES, BARCELONA, SPAIN**

Real Needs, just-in-time solutions.

A Premise based on three simple statements:

Stresses the importance of a structured cooperation in the field of higher education and research in order to encourage mutual recognition of qualifications and education systems, with a view, in particular, to increasing mobility for students, economic developers, researchers and 'star' workers.

Insists on the importance of bringing investment, training, research and innovation concretely closer together;

Believes sustainable development and that expertise does not lie in one country, one area or one region, should be a cross-cutting principle of the UfM Partnership.

The Voice of Research from Emuni Universities

- Uneven development process both in focused higher education and in ambitious development projects, heavy industry, education and public health
- Many economies left with top-heavy economic structures linked to State-Owned enterprises with underdeveloped private sectors
- Growth in the south rim, benefits of the transitions to market economies felt in the northern rim
- Not number, not just quality, definitely also purpose

Statement of premise

If the Euromediterranean Area seeks to spur domestic growth, and emerge as a possible economic region, policymakers must re-create the dynamism that historically characterized a thriving economy. This economy should be defined by generating new ideas and entrepreneurship instead of focusing on the production and consumption of goods.

Promoting Private not Just Public Sector Investment:

- **Today there is a worrying decline in foreign direct investment, reflecting a wide-spread lack of confidence in economic recovery.**
- **Investment is an indispensable vehicle to stimulate growth and create employment opportunities. The existence of different, and sometimes conflicting, rules has further complicated investment activities.**
- **It is beyond the capability of governments to produce sustainable prosperity—public investment cannot replace private sector investment for sustained economic growth. The success of fiscal stimulus packages will have a lasting impact.**
- **Stimulus packages could do more damage than good by weighing on asset problems rather than stimulating demand and jobs.**

Just in time vs Just in Case

- What are the training priorities?
- What is required by countries, regions, local realities - Arlem?
- When and what kind of training can be delivered?

Two proposals:

Foresight exercise – the Launching of a just in time foresight exercise for the Union for the Mediterranean on LOCAL EMPLOYMENT, SKILLS AND ENTREPRENEURSHIP STRATEGIES IN THE MEDITERRANEAN

And a Graduate Master Programme for an integrated cohort.

LOCAL EMPLOYMENT, SKILLS AND ENTREPRENEURSHIP FORESIGHT

- A Foresight is a "story" illustrating visions of possible future or aspects of possible future. It is perhaps the most emblematic Foresight or future studies method. **Scenarios** are not predictions about the future but rather similar to simulations of some possible futures. They **MUST BE** used both as an exploratory method AND AS a tool for decision-making, mainly to highlight the **discontinuities from the present** and to **reveal the choices available** and their **potential consequences**.

Emuni think tank beliefs: Antalya 2011

- Sustainable capabilities for value creation are KNOWLEDGE based rather than RESOURCE based.
- It is important to encourage INVESTMENT in knowledge intensive industries and to fully participate in international markets for goods and services.

Priority areas requiring government SUPPORT must include research, innovation, education and entrepreneurship.

- These areas for investment are INTERLINKED and good policy development requires a high level of communication between government MINISTRIES and with major STAKEHOLDERS from Industry, academia and civil society.

Emuni Programme

Graduate Programme in MSME

- Co developed
- Co sponsored
- Co delivered
- Co Taught
- Joint Staff
- Joint Student cohort
- Alignment with needs of industry

Master in Mediterranean Business Development:

- It will provide training to students to face the obstacles and enhance the solutions that Micro, Small and Medium Enterprises face in the Euro Med Region. It will have as a result, a clear professional orientation materialized thorough the undertaking of professional internships in partner institutions, research projects and case studies that will study real situations. Also the program aims at being innovative and flexible providing two tracks: The Research track and the Professional Track.
- The Master in Mediterranean Business Development will differentiate itself from other Masters offered in the region not only by its focus on issues relevant for the development of MSMEs in the Mediterranean, but also by the importance of research, the participation of practitioners and its professional orientation in the Euro med area through internships:
- The research projects will be undertaken in collaboration with the proposed partners involved in the MBDI initiative and with the UfM Secretariat.

CONTENT

- Some formal courses will also be partially taught by practitioners provided by the proposed partners
- Internships will be organized in collaboration with the partner institutions
- The Research Programme proposed will study among others, important areas for the MSME sector in the region such as:
 - The Union for the Mediterranean as a catalyzer for Trade and Investment in the region
 - Mapping the MSME sector: The Euromed charter for enterprises
 - The MBDI initiative and the creation of a Euromed financing facility
 - MSME Access to finance: Understanding the problem and proposing solutions

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