



**ENI  
CBCMED**  
Cooperating across borders  
in the Mediterranean



Programme funded by the  
**EUROPEAN UNION**



**REGIONE AUTÒNOMA  
DE SARDIGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA**

# **Synergies for the Blue Economy in the Mediterranean Area. ENI CBC MED Programme**

**Roma – 4 ottobre 2022**

*The project HELIOS and the results achieved during its implementation.*

*Filling the skills gap in blue economy sectors and reducing the NEET  
phenomena*



**Dipartimento per le Politiche di Coesione  
Presidenza del Consiglio dei Ministri**



**PAC CTE**  
2014 - 2020  
PROGRAMMA COMPLEMENTARE DI AZIONE E COESIONE  
GOVERNANCE NAZIONALE DEI PROGRAMMI DELL' OBIETTIVO  
COOPERAZIONE TERRITORIALE EUROPEA 2014-2020



*Agenzia per la  
Coesione Territoriale*



**REGIONE  
PUGLIA**



**REGIONE  
LAZIO**

# Project snapshot

## enHancing thE social Inclusion Of neetS



### CAPACITY BUILDING

#### Common Challenges

- Inclusive growth, reduction of NEETs phenomena and Skills Mismatch

#### Activities & Results

- 1720 NEETs and Women trained in Blue and Circular Economy through courses, coaching and mentor programmes

#### Crossborder perspective

- identification of relevant issues, development and capitalization of common solutions (methodologies, tools, best practices)

A project funded by ENI CBC MED Programme (2.7 million)

#### Contacts

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[www.enicbcmmed.eu/projects/helios](http://www.enicbcmmed.eu/projects/helios)

#### Target groups

- Focus on young people and women currently not in education, employment or training

#### Geographical Area: 6 Med Countries

- Italy, Spain, Greece, Tunisia, Palestine, Jordan



# Why Helios

## Unemployment rates

- **Youth unemployment** is extremely high (31%-55%) in Partner areas

## Skills mismatch

- Many young people educated with **skills not required** by the market

## NEET rates in the EU partner countries

- The **NEETs rate** for young women in the EU MS stood at **14.6% in 2019** and remains higher than the rate of 10.8% for young men (<https://www.eurofound.europa.eu/>)



## NEET rates in the MPCs (Jordan, Palestine and Tunisia,)

- 39% of **Jordanian** youth aged 15-29 are NEET in 2019 (<https://www.unicef.org/mena/reports/opportunities-youth-jordan>)
- NEET rate in **Palestine** (18-29) is 50%, 64% in Gaza and 41% in Westbank.
- One out of every two young women in rural **Tunisia** (50.4 percent) is NEET ([https://www.worldbank.org/content/dam/Worldbank/document/MNA/tunisia/breaking\\_the\\_barriers\\_to\\_youth\\_inclusion\\_eng\\_chap3.pdf](https://www.worldbank.org/content/dam/Worldbank/document/MNA/tunisia/breaking_the_barriers_to_youth_inclusion_eng_chap3.pdf))

# Why Helios

## The Mediterranean has key environmental issues to address

- Reducing waste and pollution
- Sustainable management of maritime transport
- **Sustainable fishing**
- Creation and management of protected marine areas
- Achieving sustainable tourism

## BaCE - Blue and circular economy

- **Promoted by EU** as having high potential for sustainable growth
- Throughout the **Med region**, MSMEs are considered to be key economic drivers in **creating jobs** and stimulating innovation

## Example

### Fisheries sector

- Artisan fishing economies and heavy reliance on the fisheries sector
- Ageing workforce
- Lack of technology
- Overexploitaton of fish stocks





# Project general and specific objective(s)

## General objective

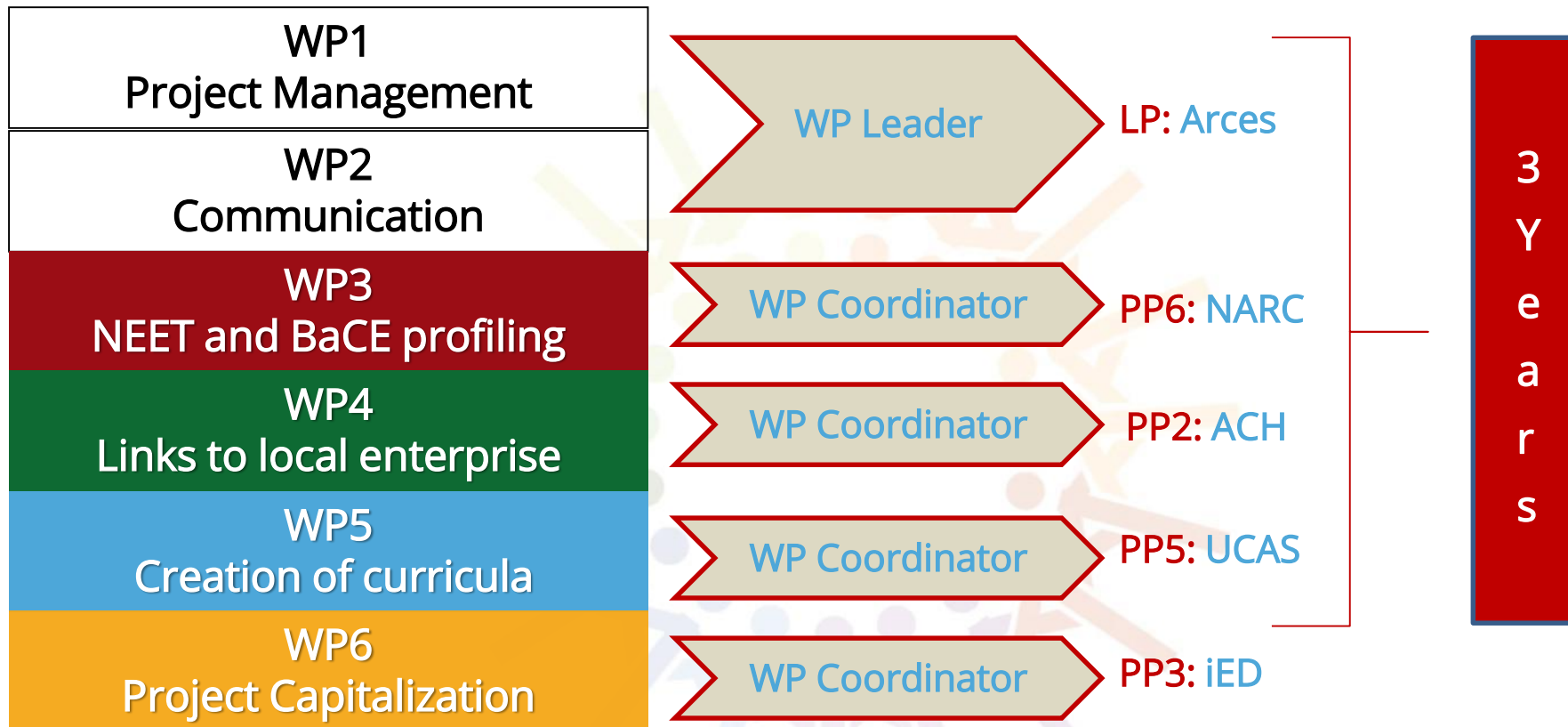
GO is to help tackle social exclusion and poverty amongst vulnerable groups by identifying the sector with greatest potential for growth and by providing skills to NEETs to meet those sector needs.



## Specific objectives

1. SO1 is to increase employability in young people belonging to NEETs (up to 30 years old) **and women (all ages)** by providing these target groups with marketable skills to prepare them for skill-based occupations, piloted within the Blue and Circular Economy;
2. SO2 is to better connect the business sector with the labour market: to promote connections between market needs, TVET institutions and professional sector stakeholders in the Blue and Circular Economy;
3. SO3 is to provide an innovative approach to skills targeting with etools by identifying a sector with greatest potential for growth in areas with high numbers of vulnerable people (NEETs) in order to ensure that training courses provide specific skills of interest to the identified economic sector;

# Work Packages implementation



# PROJECT ACHIEVEMENTS

..Slowly but we arrive!!!



# Main actions implemented

## WP2 Communication







# Main actions implemented

## WP2 – communication

### First, second and third year of activity

- The Consortium has identified and built synergies with ENI CBC projects and other EU Funded projects developing solutions similar or related to Green and Blue economy

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- Organic Ecosystems project:** Boosting cross border Organic Ecosystem through enhancing agro-food alliances (<http://www.enicbcmmed.eu/projects/organic-ecosystem>)
- Blue generation project:** Blue generation (<https://www.bluegeneration.org/index.php/en/> )
- BYTHOS project:** BYTHOS Biotechnologies For Human Health and Blue Growth <https://www.culturadelmare.it/bythos/>
- JobMatch 2020 project:** Italy – Malta, a cross-border Cooperation Center for the Blue & Circular Economy <http://www.jobmatch2020.eu/>
- INTESA project:** Italy – Tunisia: New technologies to support the sustainable development of agro-industry <https://www.italietunisie.eu/projets/les-projets/intesa/>
- GREEN-skiLLs for a sustAiNable Development: GREENLAND project** <https://www.enicbcmmed.eu/projects/greenland>
- MYSEA Project:** Mediterranean Youth, NEETs and women advancing Skills, Employment and Awareness in the blue and green economy <https://www.enicbcmmed.eu/projects/mysea>





# Main actions implemented (cont..)

## WP2 – communication

### First, second and third year of activity

- Memorandum of understanding (MoUs) and letter of Intent (LoI) has been jointly developed between the Consortium and several actors operating in the field of Education, Social inclusion, Environment, etc.

- **TVETs** : Technical and vocational training centers (Jordan, Italy)



**WP5**  
Creation of curricula

- **Local Authorities, NGOs** : Gaza Directorate of the Palestinian Ministry of Labor; Society of Women Graduates



**WP5**  
Creation of curricula

- **Municipalities**: Municipality of Mazara del Vallo – Trapani (Italy)



**WP6**  
Project Capitalization

- **NGOs, Associations, etc**: Legambiente Sicilia – Palermo (Italy)



- **EU Initiatives** : Switchers Support Programme under SwitchMed initiative





# Main actions implemented (cont.)

## WP2 – communication

### First, second and third year of activity

- Several audiovisual products and thematic Posts, seven newsletters, etc., were made and published on the ENI CBC MED project web site and other social Media channels (YouTube, FB, Instagram, LinkedIn, etc.,) to attract the attention of NEET and women



<https://www.facebook.com/ala.wahbeh.75/posts/10159361077676019>

<https://www.facebook.com/HeliosENICBC/videos/221496792906596>

<https://www.youtube.com/watch?v=tW2AHq0CUgk&t=2s>

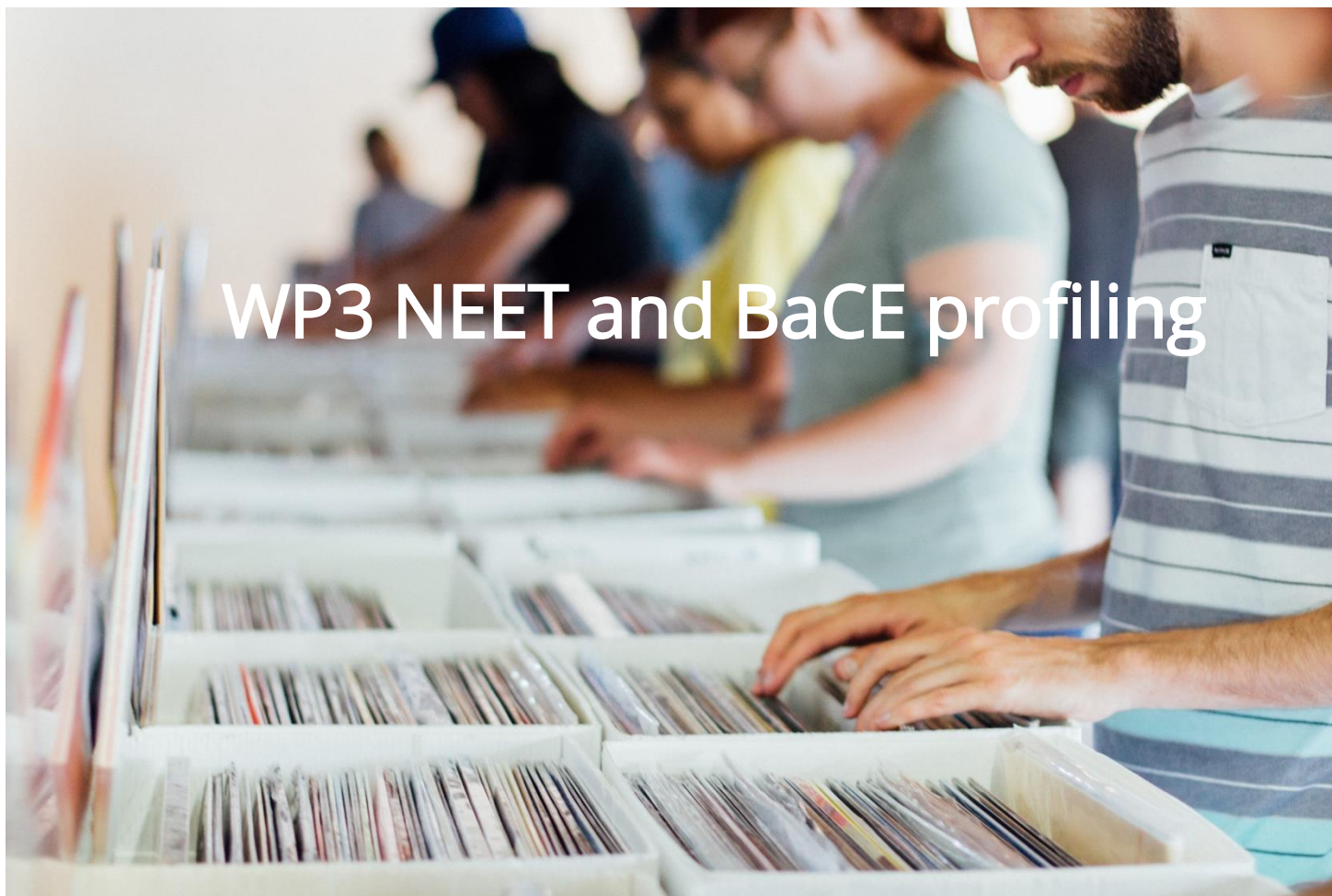


<https://www.enicbcmmed.eu/helios-supports-social-inclusion-youth-and-women-mediterranean-read-it-7th-newsletter>

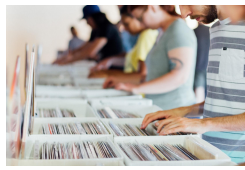




# Main actions implemented



WP3 NEET and BaCE profiling

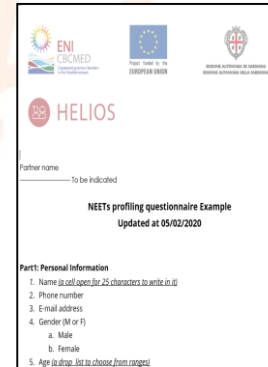


# WP 3 Output 3.1 NEET Profiling

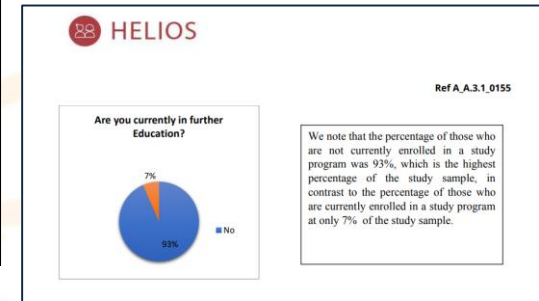
## Results

### First and second year

- 3851 questionnaires were collected from the Project area (*Italy, Spain, Greece, Jordan, Tunisia, Palestine*) most of them were carried out in **Palestine**, the results were analysed
- HELIOS project consortium has involved **more than 3000** young people and women in **the needs analysis process** to determine the training needs.



### On-line NEE profiling Questionnaire



- **One Joint analysis Report is available now for all !**

<https://www.enicbcmmed.eu/helios-analysis-employment-needs-young-people-and-women-mediterranean-region>



# WP 3 Output 3.2 BaCE Profiling

## First and second year

### Results

- Data collection activities included **surveys**, direct **interviews** with local SMEs, **workshops**, meetings, **questionnaires** and **statistics** from relevant RLAs
- The Joint Bace Profiling Questionnaire was elaborated by NARC (PP6) and all PPs
- The NEET and BaCE Profiling REPORT (O.3.2 Economic sector profiling) provides an overview of the results from a series of surveys carried out by PPs regarding companies operating in the Blue and Circular Economy (BaCE) in local partner regions.
- The results of the surveys will allow the PPs to focus on those areas of the BaCE with high potential for **sustainable job creation** and to orient training courses and course curricula towards closing the **skills mismatch**.

1. BLUE AND CIRCULAR ECONOMY COMPANY PROFILE QUESTIONNAIRE TEMPLATE	
COULD WE ASK YOU TO PLEASE BE AS DETAILED AS POSSIBLE?	
COMPANY DEMOGRAPHICS	
1 Name of company	Please include type of company, where relevant (SME, sole proprietorship etc.)
2 Town or city where you operate?	
3 What sector of the economy do you operate in?	Please be as specific and detailed as possible (e.g. fish farming, fish processing, tourism, agriculture etc.)
4 How many years has the company been operating?	0-5, 5-20, over 20 years
5 Which of the following stages of production are present in your company?	Production, processing, commercialization, services, other (please give details)
6 What is your target market?	Local, mostly international, both local and some international,
7 Other details?	We should use these questions to collect some information about departments, social responsibility etc.

BaCE profiling Questionnaire

ENI CBCMED Cooperazione economica Sardegna e la Sicilia meridionale			Project funded by the EUROPEAN UNION			REGIONE AUTONOMA DI SARDEGNA REGIONE AUTONOMA DELLA SICILIA		
								
Ref A.A.3.1_0155								
WP3 NEET and BaCE Profiling REPORT O.3.2 Economic sector profiling (Blue and Circular Economy): existing situation analysis ENI CBC MED Programme 2014-2020 HELIOS Project								





## WP 3 Output 3.2 BaCE Profiling

### Results



Blue companies and general needs in the blue economy sector (i.e. fish supply chain) : The case-study of Mazara del Vallo's fishing district.



There is a **strong need** for support from HR in the approach to:

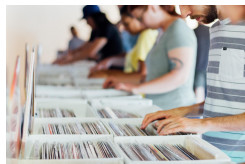
1. **Attack** markets, new markets, international markets;
2. Support **credit access** and finance;
3. Support **process and product innovation** activities;
4. Support **sustainability transitions**

Many companies belonging to the different sectors of the ***fishery supply chain*** express the desire to **equip** themselves with **innovative, preformed and low energy-consuming equipment** as well as new and **additional human resources** such as **consultants, collaborators, employees** to be integrated into their workforce.



 **DISTRETTO DELLA PESCA  
E CRESCITA BLU**





# WP 3 Output 3.2 BaCE Profiling

## Results



Blue companies and general needs in the blue economy sector (i.e. fish supply chain) : The case-study of Mazara del Vallo's fishing district.



There is a significant labour demand for

1. HRs to enhance the **Back office** and **Front office** activities, especially in **fishery transformation** and **service sectors**
2. Highly qualified and **unskilled profiles**
3. Experts in the field of **economics, sales, languages** (English, Arabic, Spanish, French, Chinese and Russian)
4. Skilled and **unskilled labour** or **manual labour**
5. Employees for **Administration** and **Accounting services**;
6. Employees for **Sales**;
7. **Marketing** managers;
8. **Energy** and environmental management experts
9. **ICT** managers





## WP 3 Output 3.2 BaCE Profiling

### Results



The case-study of Mazara del Vallo's fishing district:  
The production reality of the district



The Fishery production chain is characterized by the following activities

1. Catching, aquaculture, mari-culture and fish farming
2. Fish processing and transforming of fish products
3. Fish Marketing
4. All the services linked to 'Fishing Industry', such as **shipbuilding** (construction, maintenance and repair of fishing vessels)
5. and the part of technical, **logistical** and support services for the **processing** and **marketing** of fresh, processed or frozen fish products







## WP 3 Output 3.2 BaCE Profiling

### Results



The case-study of Mazara del Vallo's fishing district:  
The production reality of the district.



The **primary processes** considered as fundamental components of the supply chain are:

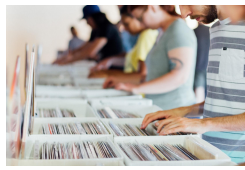
#### 1. Production, preparation, treatments and sales

Then we have the **processes of "support"** necessary for the management of all the activities that affect all the **primary processes**, i.e.

2. Systems for Quality management
3. Systems for Tracking and Traceability, Environmental aspects
4. Systems for Social and administrative accounting.

**Support processes** contribute to the **creation of value**, by facilitating the effectiveness and efficiency of primary processes, providing them with **inputs, technologies, human resources**.





## WP 3 Output 3.2 BaCE Profiling

### Results



The case-study of Mazara del Vallo's fishing district:  
The production reality of the district.



Summarizing here are grouped the activities of the fishery supply chain.  
These sectors can attract and retain NEETs and Unemployed women



- Ship-owning
- Aquaculture (fish farming)
- Processing
- Shipbuilding
- Services (stations for ships assistance, etc.)
- Governance

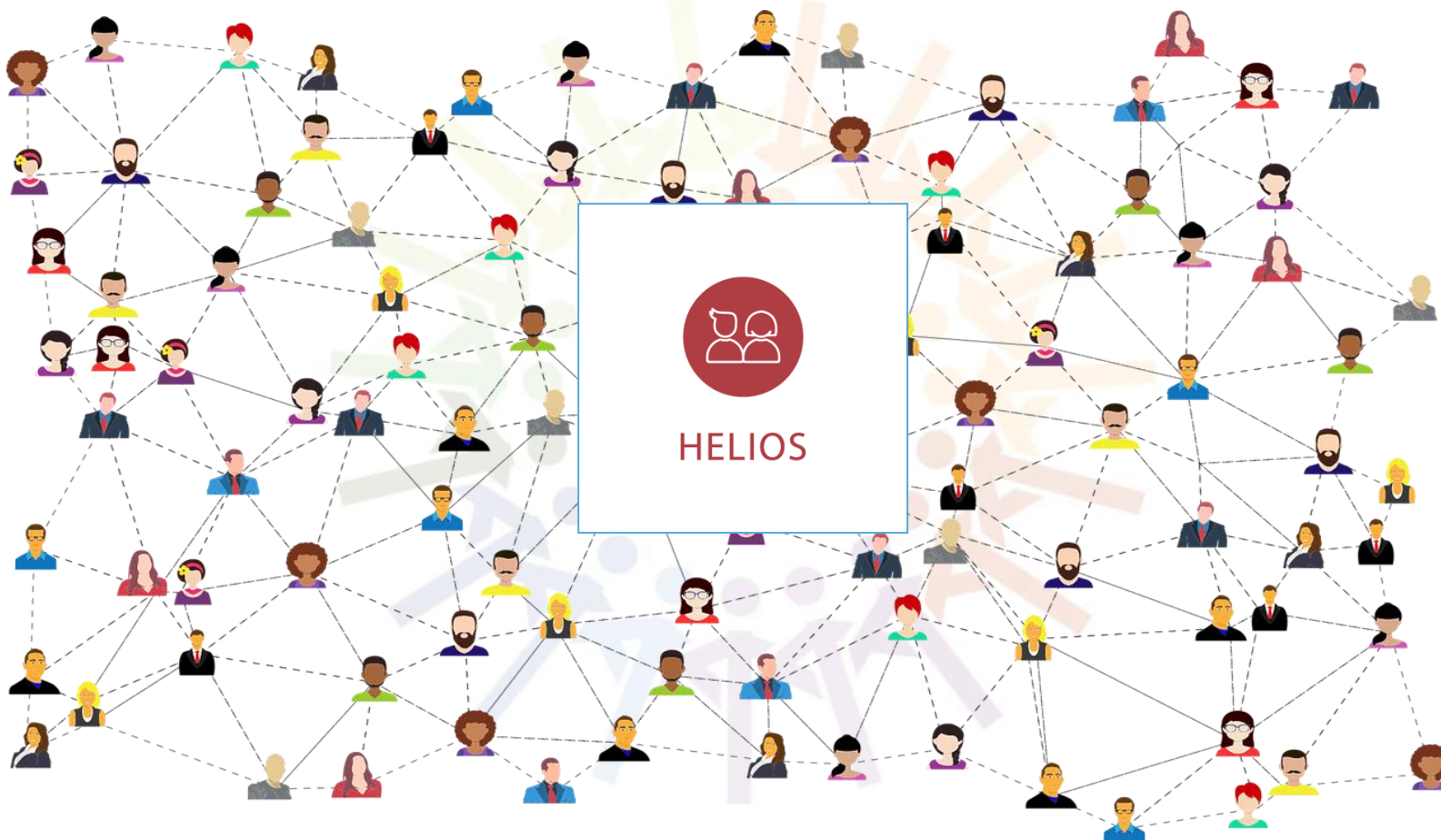
Finally, the supply chain system has a complex and articulated structure, equipped with **cross-functional processes**, such as: refrigeration, freezing, packaging, salting, smoking, oil preservation and packaging.





# Main actions implemented

## WP4 Links to local enterprise





# Main actions implemented

## WP4 Links to local enterprises

First and second year

Entrepreneurship: Blue Crowdfunding

### Activities

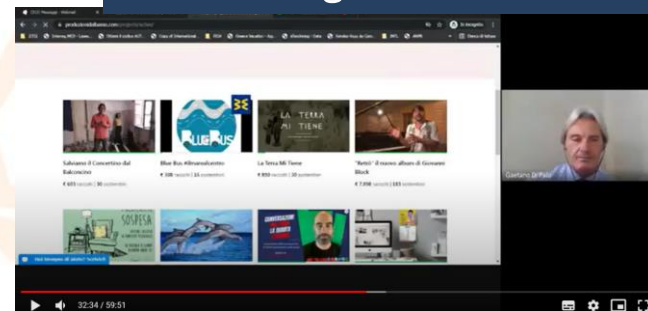
- Mentor Mapping

The selection process was done. Mentors were engaged in the trainings carried out by the PPs

The process is always On-going

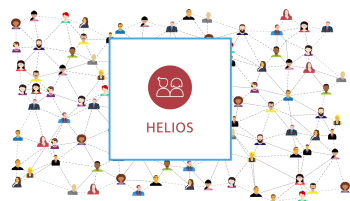
Done !

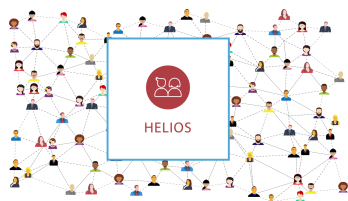
- Coaching and Mentors involvement in curricula and course design



### Output

O 4.1 Coaching and tutoring actions with leading mentors





# WP4 Links to local enterprises

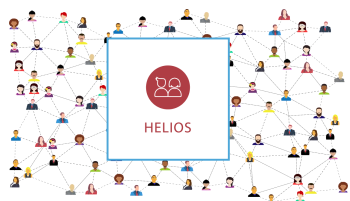
## First and second year

### Results

- Guidelines on Mentor functions and role
- The volunteer Program
- Road map: Entrepreneurship courses
- Road map: Soft skills courses

### Output

O 4.1 Coaching and tutoring actions with leading mentors



# WP4 Links to local enterprises

First, second and third year of activity

## Results

Country	Partner	WP 4 - Proof of achievements – 6 agreements and 30 mentors (letters of Intent (LoI)/ Indicator name: Number of agreements between TVET institutions and the business sector	
		Completed (LoI)	MoU Signed (6 )
Sicily (Italy)	ARCES/COSVAP	8	1
Viladecans (Spain)	ACH	8	1
Agia (Greece)	IED	8	1
Gaza Strip (Palestine)	UCAS	11	10
Zaboussa (Tunisia)	UTAP	0	-
Al Balqa (Jordan)	NARC	4	1
	Total	39	14

## Output

O 4.2  
Initiatives to better connect TVETs with market needs



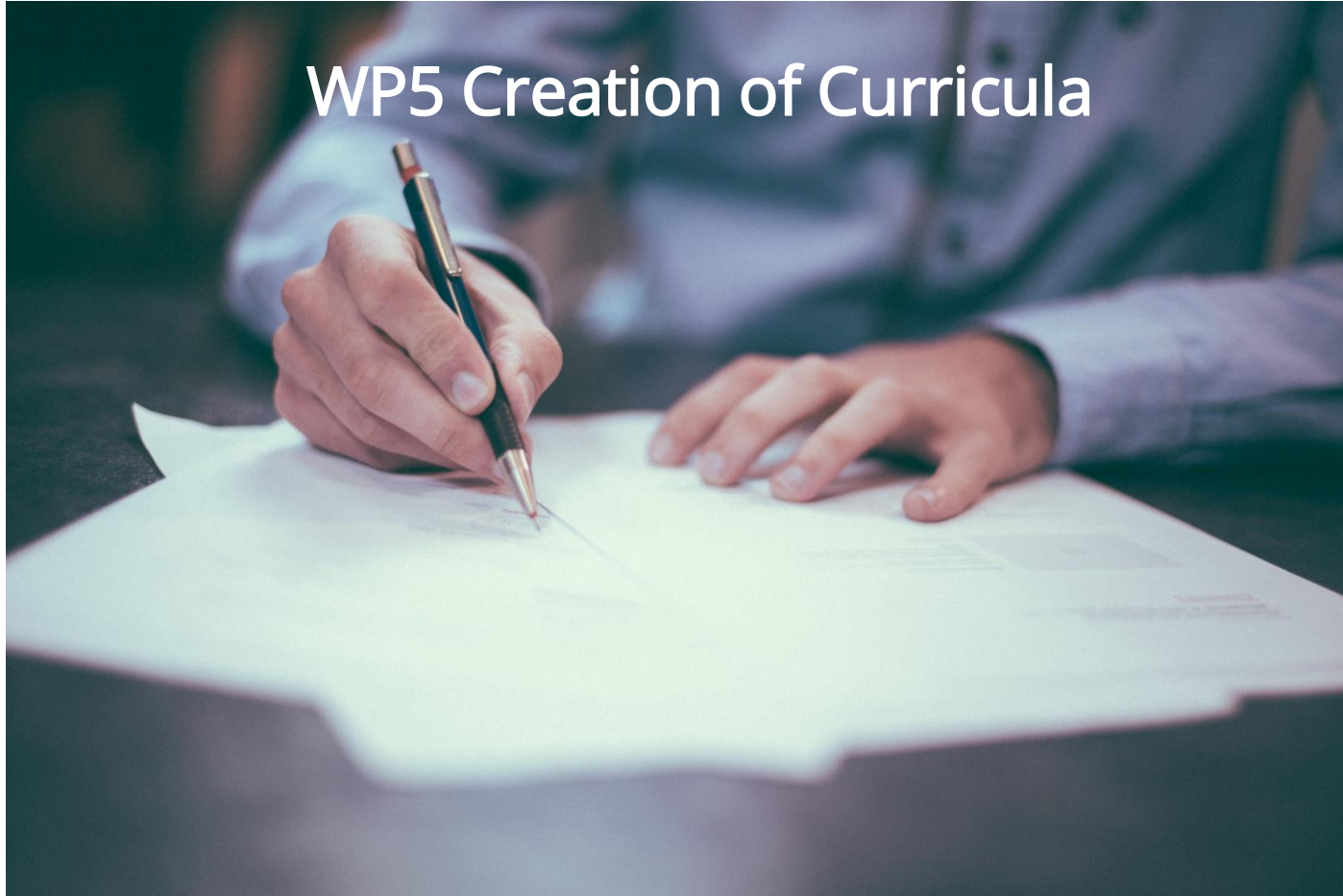
Programme  
Output indicators  
Indicator nr: ENI  
CBC MED 3.1.1.5.g  
Indicator name:  
Number of  
agreements  
between TVET  
institutions and  
the business sector



# Main actions implemented



## WP5 Creation of Curricula



# WP5 Creation of Curricula

Output

## First and second year

O 5.1 Targeted training courses oriented to the labour market

### Development of 9 curricula

### Results

- An outline **Course architecture** was shared across the participating partners !



Level of course	BaCE skills module	Soft skills and mentoring module	Entrepreneurship skills module
NEETs level 1 – No-skills NEETs- beginner, no work experience or low schooling level	<b>All 9 curricula developed.</b>  This includes: <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>4 teaching modules</b> – Blue Economy, Circular Economy, Soft Skills and Entrepreneurship</li> <li><input type="checkbox"/> <b>3 levels</b> according to background of NEET and vulnerability level</li> <li><input type="checkbox"/> <b>5 languages</b> – Arabic, English, Italian, Spanish, Greek</li> </ul>		
NEETs level 2 – intermediate school-leaving exam level or work experience level			
NEETs level 3 – highly qualified NEETS - degree or PhD level			



# WP 5 Output 5.2 - E-learning tools, e-training platform

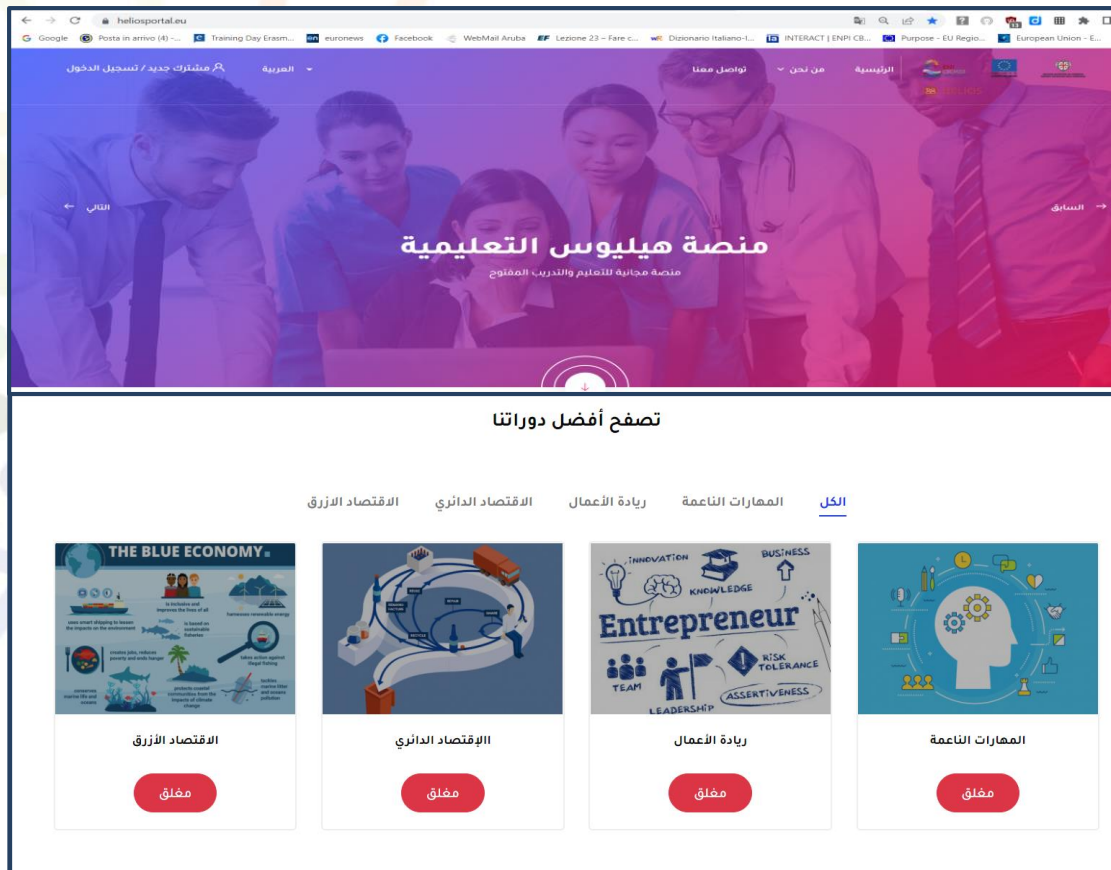
## First and second year

Output

O 5.2 E-learning tools, e-training platform

### Results

- The e-learning platform is online.
- Course participants are registering and teachers uploading **teaching materials** onto the platform for use
- <https://heliosportal.eu/>







# WP 5 Output 5.2 - E-learning tools, e-training platform

## First and second year

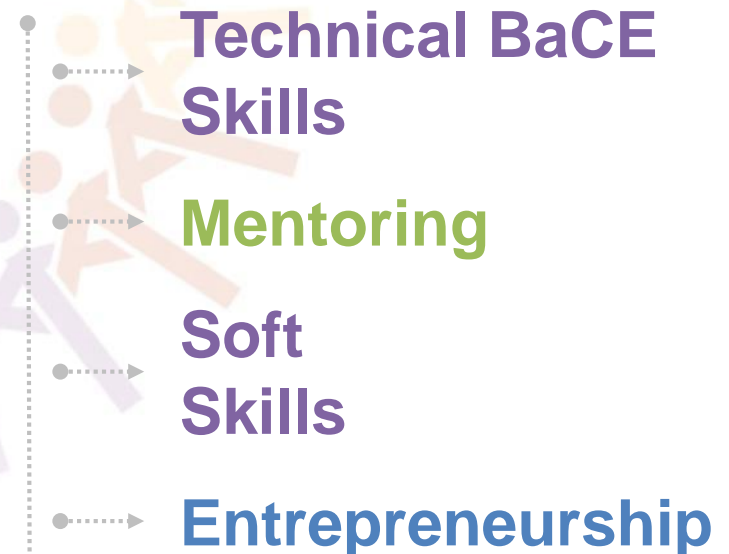
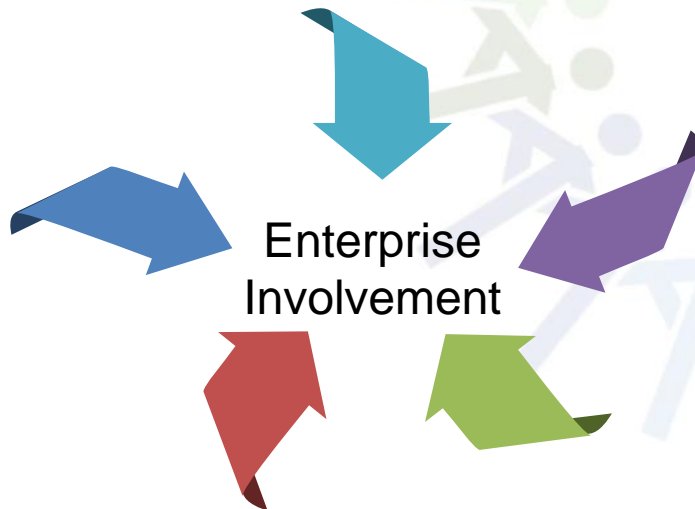
Output

O 5.2 E-learning tools, e-training platform

ToTs have been carried out for all modules.



# Services Provided





# WP 5 Output 5.2 - E-learning tools, e-training platform

First, second and third year of activity

## Results

Number of social media posting learning tools created such as e-learning platforms and online courses by the end of 2019 and 2022

Country	Partner		
		Completed	Contents
Sicily (Italy)	ARCES/COS VAP	6	Field visits & Learning Objectives of the training courses
Viladecans (Spain)	ACH	2	Muralism, Students presence
Agia (Greece)	IED	3	Learning Objectives of the training courses
Gaza Strip (Palestine)	UCAS	2	Hackathon & field visits
Zaboussa (Tunisia)	UTAP	1	Mid Term event in Tunis and training courses presentation
Al Balqa (Jordan)	NARC	2	Acquaponic and Organic Farming
	Total	16	

## Output

O 5.2 - E-learning tools, e-training platform



Indicator nr: ENI CBC MED 3.1.1.3.e  
Indicator name: Number of social media specifically targeting learning for unemployed youth and women

# WP 5 Output 5.3 - Course actuation - Blue and Circular Economy training Courses



YOUTUBE.COM

HELIOS' Tales: Palestinian trainees discover how Green Economy can create job opportunities in Gaza



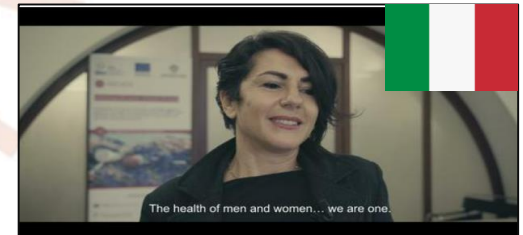
ENICBCMED.EU

HELIOS in Palestine starts a soft skills training session for young people and women



ENICBCMED.EU

HELIOS in Spain opens the registration for a new edition of the Blue and Circular economy course



YOUTUBE.COM

HELIOS'Tales: trainees highlight the importance of field visits and training to become entrepreneurs





## WP5 Creation of Curricula

First, second and third year of activity

### Results

Country	Partner	Planned	F-to-F training/On line	
			Completed	Upcoming (Sep. Oct. Nov. Dec, Jan)
Sicily (Italy)	ARCES/COSV AP	146(120+26)	30	35
Viladecans (Spain)	ACH	150(120+30)	47	60
Agia (Greece)	IED	136(120+16)	68	70
Gaza Strip (Palestine)	UCAS	1039(120+919)	120	50
Zaboussa (Tunisia)	UTAP	243(120+123)	51	-
Al Balqa (Jordan)	NARC	177(120+57)	218	30
	<b>Totals</b>	<b>1891</b>	<b>534</b>	<b>245</b>
	<b>Total (D+ E)</b>		<b>779</b>	

### Output

O 5.3 Course actuation - Blue and Circular Economy training Courses



Programme Output indicators:  
nr: ENI CBC MED 3.1.1.2.d  
Indicator name: Number of youth, NEETS and women trained



## WP5 Creation of Curricula

First, second and third year of activity

### Results

### Output

Country	Partner	Planned	F-to-F training/On line	
			Completed	Upcoming (Sep. Oct. Nov. Dec, Jan)
Sicily (Italy)	ARCES/CO SVAP	6	4	2
Viladecans (Spain)	ACH	6	5	3
Agia (Greece)	IED	5	3	2
Gaza Strip (Palestine)	UCAS	7	5	7
Zaboussa (Tunisia)	UTAP	3	1	-
Al Balqa (Jordan)	NARC	4	7	-
	<b>Total</b>	<b>31</b>	<b>25</b>	<b>14</b>

On going

O 5.3 Course actuation - Blue and Circular Economy training Courses



Programme Output indicators:  
Indicator nr: ENI CBC MED  
3.1.1.2.c Indicator name:  
Number of training courses designed and targeted to young people (18-24 year old) (especially those belonging to the NEETS and women)



# Stakeholders (BEN, Arces)



## Output

O 5.1 Targeted training courses oriented to the labour market







## WP5 Creation of Curricula

First, second and third year of activity

### Results

Country	Partner	Planned	Ongoing (Oct. Nov. Dec, Jan)
Sicily (Italy)	ARCES/CO SVAP		4
Viladecans (Spain)	ACH		10
Agia (Greece)	IED		-
Gaza Strip (Palestine)	UCAS		3
Zaboussa (Tunisia)	UTAP		-
Al Balqa (Jordan)	NARC		2
	Total	24	19

### Output

O 5.3 Course actuation - Blue and Circular Economy training Courses



Programme Output indicators:

- Indicator nr: ENI CBC MED 3.1.1.2.d
- Indicator name: Number of youth, NEETS and women trained (Traineeships, at national and Cross border level)

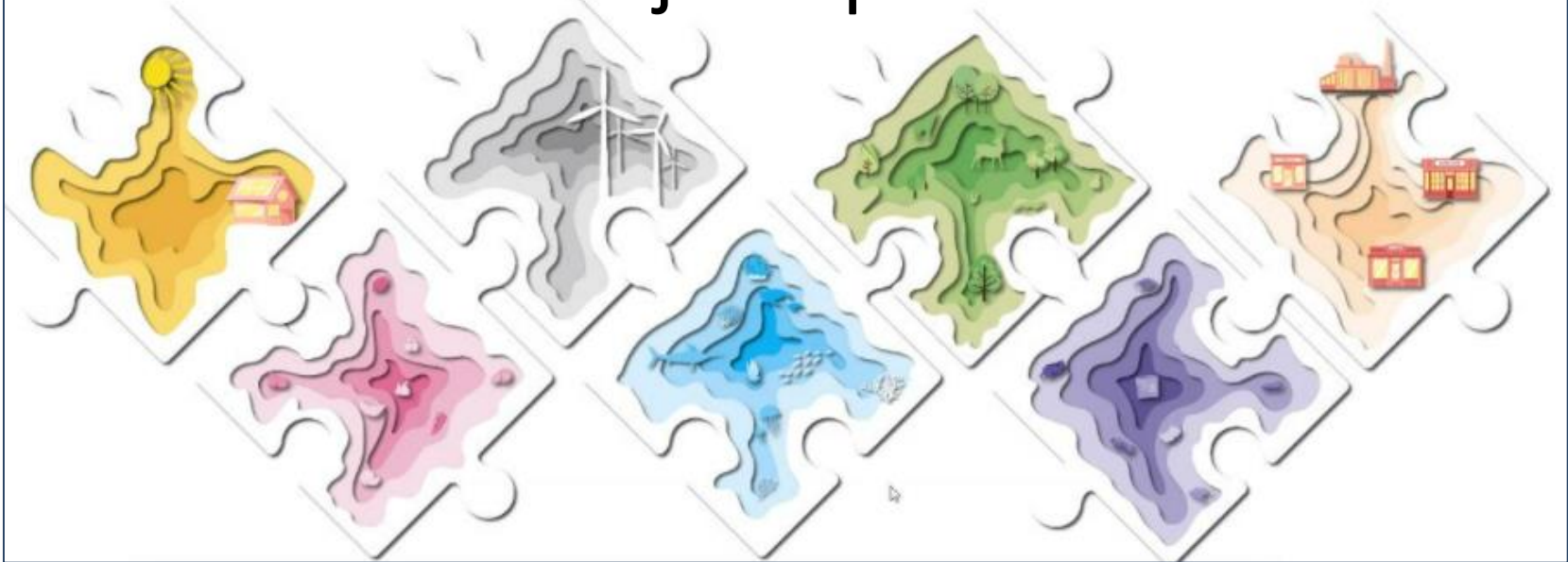


# Main actions implemented



institute of  
Entrepreneurship  
Development

## WP6 Project capitalisation





# WP6 Project Capitalization

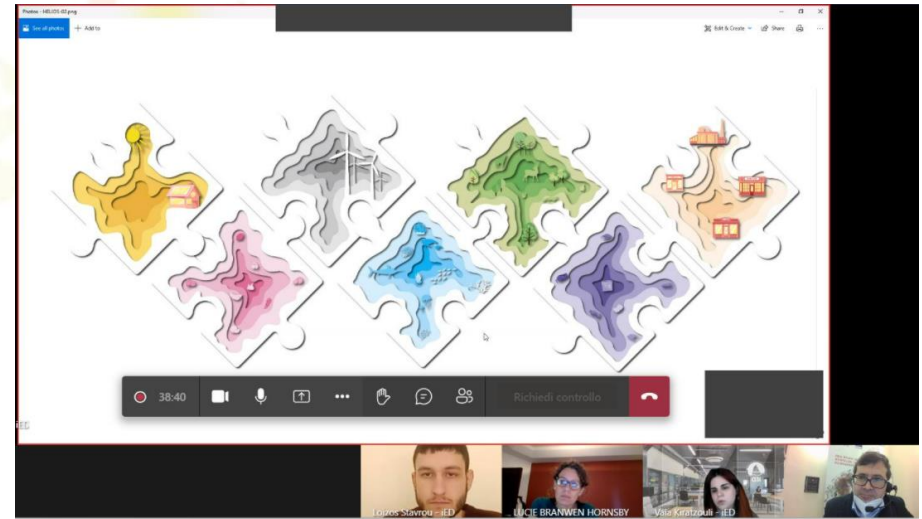


## Second and third year

### Preliminary Results

The WP6 started in the end of 2021. The first steps towards its completion were the development of:

- Draft version of the *impact assessment methodology*
- Guidelines and roadmap for the implementation of *6.1. Art through graffiti and blue economy*
- Guidelines for the stakeholder engagement.



Design of the common 'jigsaw' piece design which will appear in all the Helios partner murals was designed by IED and approved by the consortium.



## WP6 Project Capitalization

### Second and third year



#### Output

#### Results

In this activity, **third sector organizations** will be involved with **local artists** to create social inclusion actions and networks involving art, ports, maritime areas and themes, vulnerable Helios youths and women and the local community



ACH has chosen **La Mina area** for the mural following synergies with local area representatives. The artwork has been completed.



IED has also identified the **mural space** and has realized the artwork in May 2022.

O 6.1 Branding and marketing campaigns  
Art through graffiti and the Blue Economy



Programme Output  
Indicator nr: ENI CBC MED  
3.1.1.1.a  
Indicator name: Number of socio or sector professional representatives involved in social inclusion actions and networks



# Conclusions

## 1. The UfM stated that

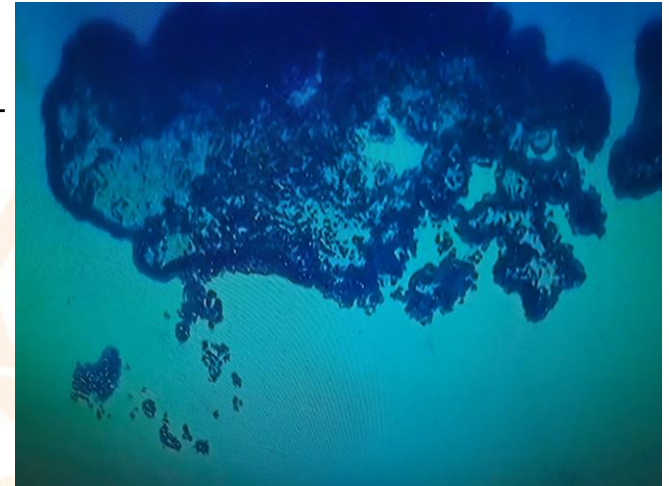
"With EUR 4.1 billion of GVA and 353.000 direct jobs created, the fisheries and aquaculture industry in the Mediterranean Sea is the third most important Blue Economy sector in socio-economic terms after tourism and maritime transport" (1).

## 2. The EESC in Brussels stated that

"in the coming years more attention from the EU institutions will be paid to emerging professions in the field of environmental sustainability (green economy, circular economy and blue economy)" (2)

## 3. CIRCLE ECONOMY, EHERO declared that

"New Circular jobs are emerging to replace those in decline. New Marketable skills become more important than others, while at the same time workers and employers are required to develop new mindsets and approaches to adapt to changing environments, to fight climate change, resource depletion, and achieve economic and inclusive growth (3)."



**We do believe that we should continue our effort to attract more NEETs and unemployed women to come to our training courses and invest in their future !**

1. Source: Blue economy in the Mediterranean Report, Union for the Mediterranean (UFM) 2018, pag.25.

2. Source: PAVIĆ-ROGOŠIĆ Lidija, Sviluppo sostenibile nella regione mediterranea, RELAZIONE INFORMATIVA, Sezione Relazioni esterne, Comitato economico e sociale europeo di Bruxelles, 18.12.2020, pag.3.

3. Source: CIRCLE ECONOMY, EHERO: Circular jobs. Understanding Employment in the Circular Economy in the Netherlands, June 2020.

# Thank you



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