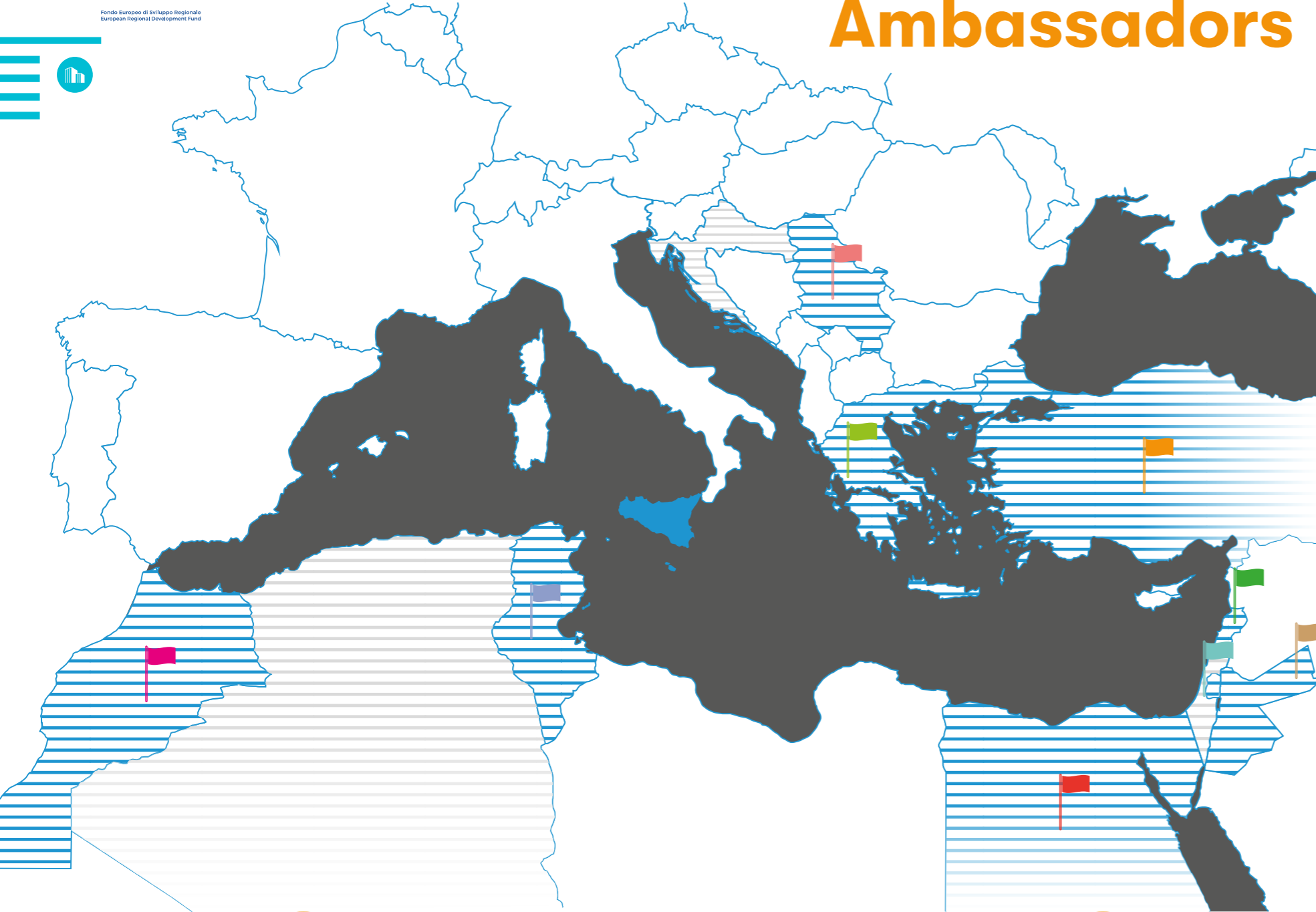


Ambassadors



Neven Marinović
SERBIA

He is director of Smart Kolektiv and Responsible Business Forum, leading organizations for CSR and social entrepreneurship in Serbia. He serves as the President of Euclid Network.
[Link in bio](#)



Huseyin Akturk
TURKEY

He holds a bachelor's degree in International Relations and Master's degree in Management. He currently works as a senior expert / consultant in several EU funded Programmes. He is also the founder and managing director of AB-ilan.com, and Gelbasla.com.
[Link in bio](#)



Elena Kalimeri
GREECE

She driven by my personal interest on social coherence and sustainable development issues, Elena expertise addresses the enhancement of the home-grown third sector organizations. She worked as a policy maker on social economy.
[Link in bio](#)



May Nasr
LEBANON

She has over 20 years of experience and she is the Founding Director of PartnersLebanon. She brings forward her professional background in grassroots entrepreneurship development and empowerment, capacity building and conflict mediation management.
[Link in bio](#)



Eric Asmar
MOROCCO

He has worked for 10 years at the intersection of technology, culture and society in the United States, Europe and the MENA region. He is the CEO of Happy Smala an innovation lab that supports startups, NGOs & public institutions on issues of innovation, digitalization & collaborative finance.
[Link in bio](#)



Asma Mansour
TUNISIA

She is a Tunisian entrepreneur and women's activist who in 2011 co-founded the Tunisian Center for Social Entrepreneurship. She became an Ashoka member in 2014.
[Link in bio](#)



Ahmed Bastawy
EGYPT

He is a social engineer and a facilitator who is passionate about applying new experiential learning techniques and practical training methodologies. He is Managing director and founder of IceAlex, which is a community driven technology innovation space with a strong social and environmental commitment.
[Link in bio](#)



Lama Amr
PALESTINE

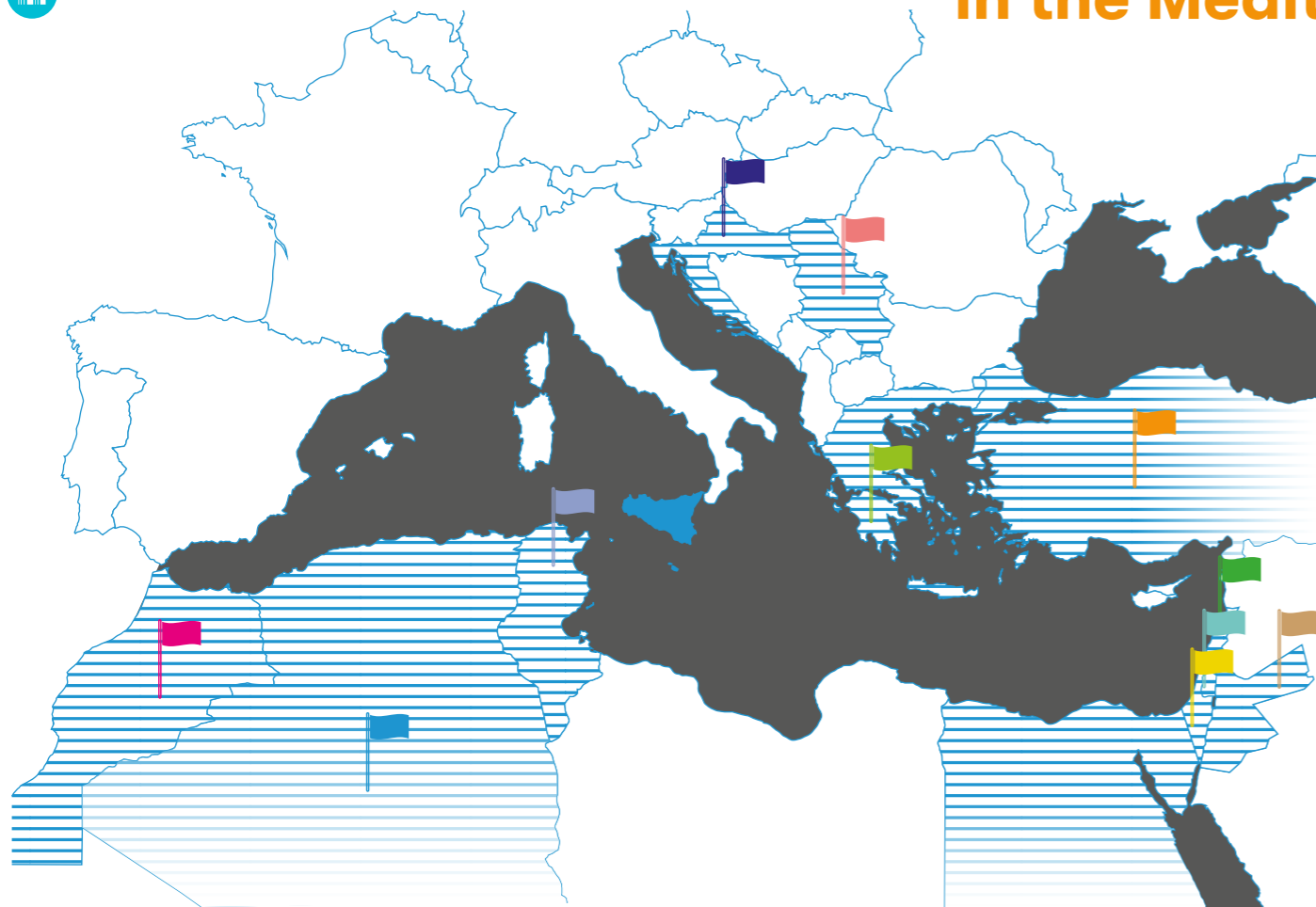
She is the Chief Operations Officer at BuildPalestine. With extensive experience in crowdfunding, she has coached over 35 projects to raise \$350K+. She is passionate about working with early-stage social impact projects in Palestine and lead the design of BuildPalestine's Social Innovation Bootcamp.
[Link in bio](#)



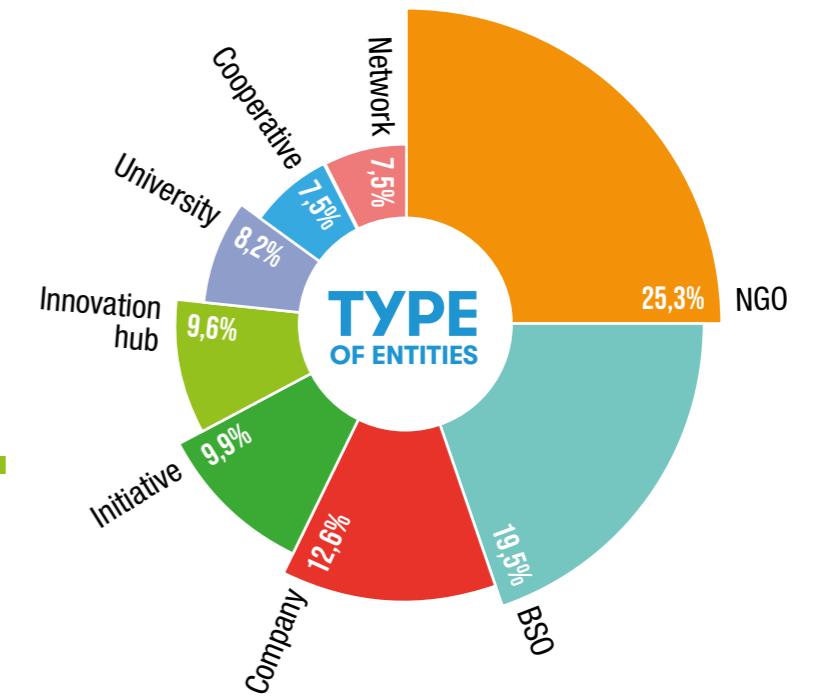
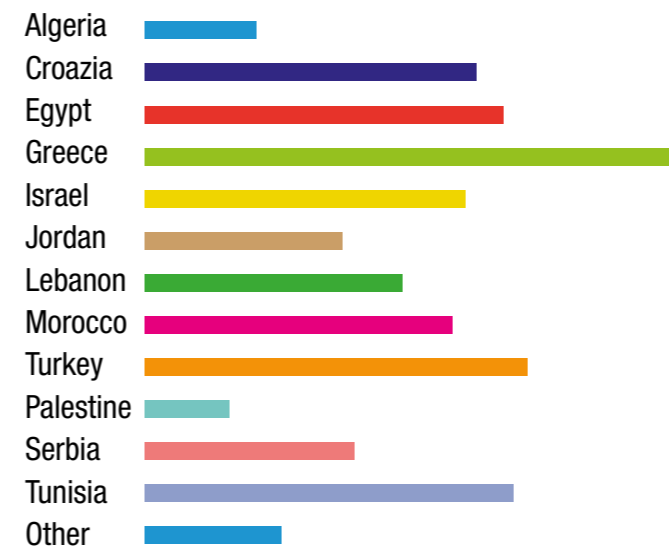
Ghassan Halawa
JORDAN

He is a serial social entrepreneur and an active member in the entrepreneurship ecosystem. During his 14 years of active experience, he founded 8 startups and landed on his 7th with PARACHUTE16. It is an Impact Design House specialized in entrepreneurship and innovation.
[Link in bio](#)

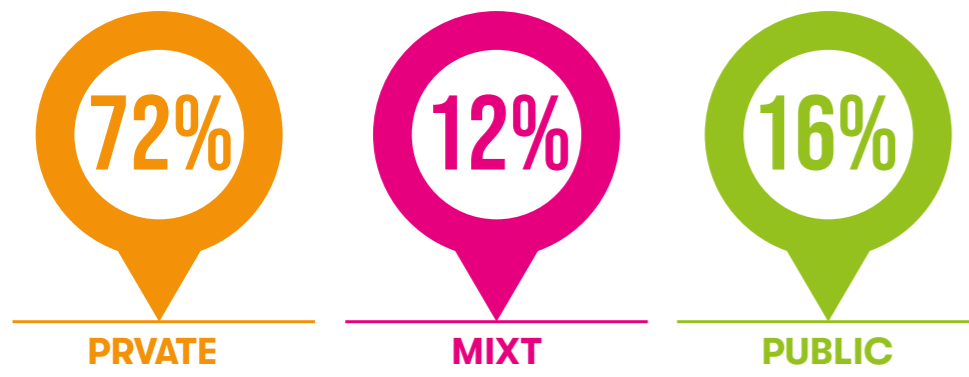
Social innovation mapping in the Mediterranean region



300 ENTITIES



LEGAL STATUS



These data represent on one side the development and independence of civil societies in the countries analyzed, but at the same time, they show that there is little interest of the governments.

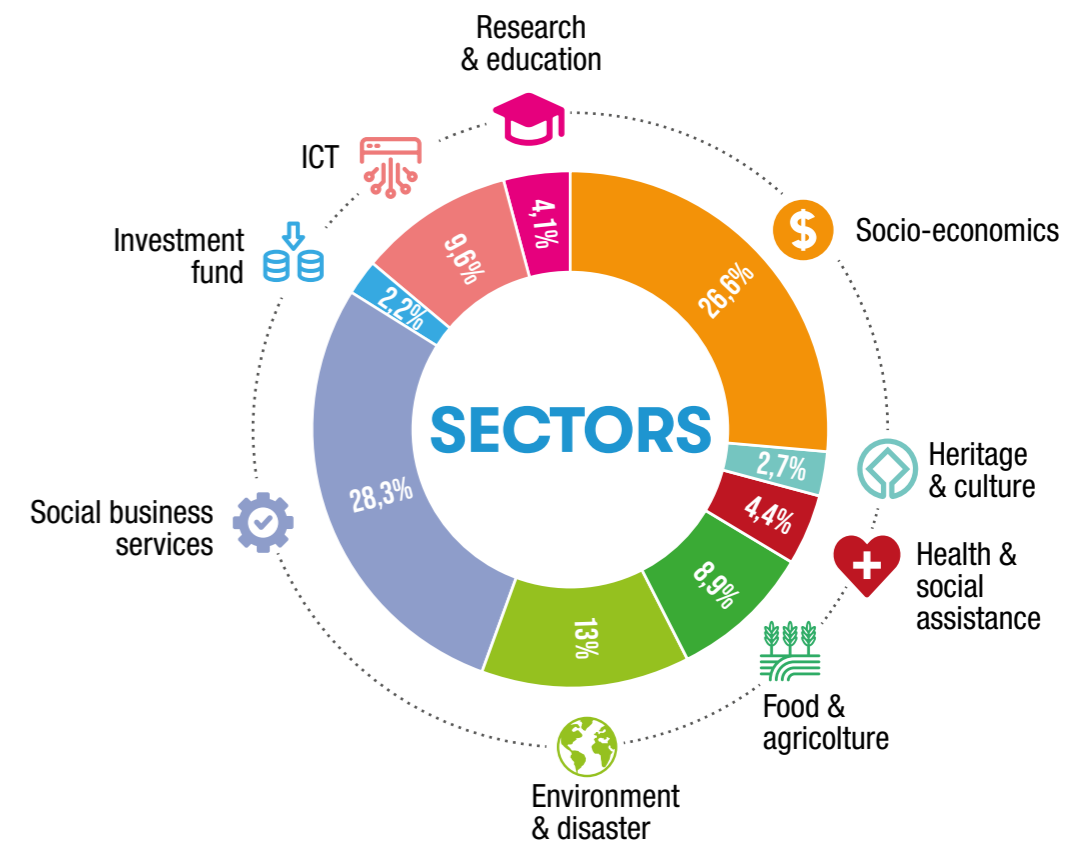
They usually reflect those organizations born after the implementation of projects in which there was also the involvement of the public sector that remains partially involved in the management board.

The entities that are considered in the public sector are mainly universities that invested in acceleration programs or business development incubators for startups.



This data may be misleading, in fact most of the private and mixed entities researched declare to be a nonprofit, this choice is due the lack of legal recognition by the government that translates in a lack of legislation.

For the most part they are ordinary companies that offer business or financial services, training programs and business education. Traditional business concepts are often mixed with elements of Social Innovation and social economy.



Catalogue of case studies in the Mediterranean region

26 CASE STUDIES

9 COUNTRIES

8 SECTORS

- Food & Agriculture
- Social Business Services
- Heritage & Culture
- Environment & Disaster
- Research & Education
- Health & Social Assistance
- ICT
- Socio-economics

Scalable

- Locally rooted
- Potentially scalable
- Already scaled

linkable



Egypt

- 1 **Karm Solar**
Environment & Disaster
Energy, sun power, community building
- 2 **Alwan w Awtar**
(رات وأو ناولاً)
Health & Social Assistance
Social, Health, Education, Psychological support



Greece

- 3 **Ithaca laundry**
Social Business Services
Work inclusion, social enterprise, laundry
- 4 **Choose Love Help Refugees**
Social Business Services
Charity, emergency aid
- 5 **Kypseli Municipal Market**
Research & Education
Education, culture, social business



Jordan

- 6 **Baraka Destinations**
Heritage & Culture
Tourism, local communities development in secondary tourism sites
- 7 **Bilforon**
Food & Agriculture
ICT, home food
- 8 **Zain Innovation Campus**
ICT
Social services, accessibility through ICT



Lebanon

- 9 **TourLeb**
Heritage & Culture
Tourism, responsible, experiential, sustainable travels
- 10 **The Hope Project**
Health & Social Assistance
Empowered health care workers
- 11 **Dry and Raw**
Food & Agriculture
Health food shop



Morocco

- 12 **HealthCare Education**
Health & Social Assistance
Create a more caring world by developing the most caring people
- 13 **Djebli Club**
Heritage & Culture
Tourism, participative hostel, an artist's residence
- 14 **Pikala Bikes**
Environment & Disaster
Environment, tourism



Palestine

- 15 **Flowless**
Environment & Disaster
Water utilities
- 16 **Om Sleiman Farm**
Food & Agriculture
Agriculture, farming, rural community
- 17 **Sunbula**
Socio-economics
Empower Artisans in Palestine through Fair Trade



Serbia

- 18 **Agro Iris**
Food & Agriculture
Healthy snacks from small producers
- 19 **Bagel bagel**
Food & Agriculture
Food for good, anti trafficking
- 20 **Café bar 16**
Social Business Services
Hospitality, social services



Tunisie

- 21 **Vélorution Tunisie**
Environment & Disaster
Environment, mobility
- 22 **Ahmini**
Health & Social assistance
Social, health
- 23 **Tunisie Recyclage**
Environment & Disaster
Environment



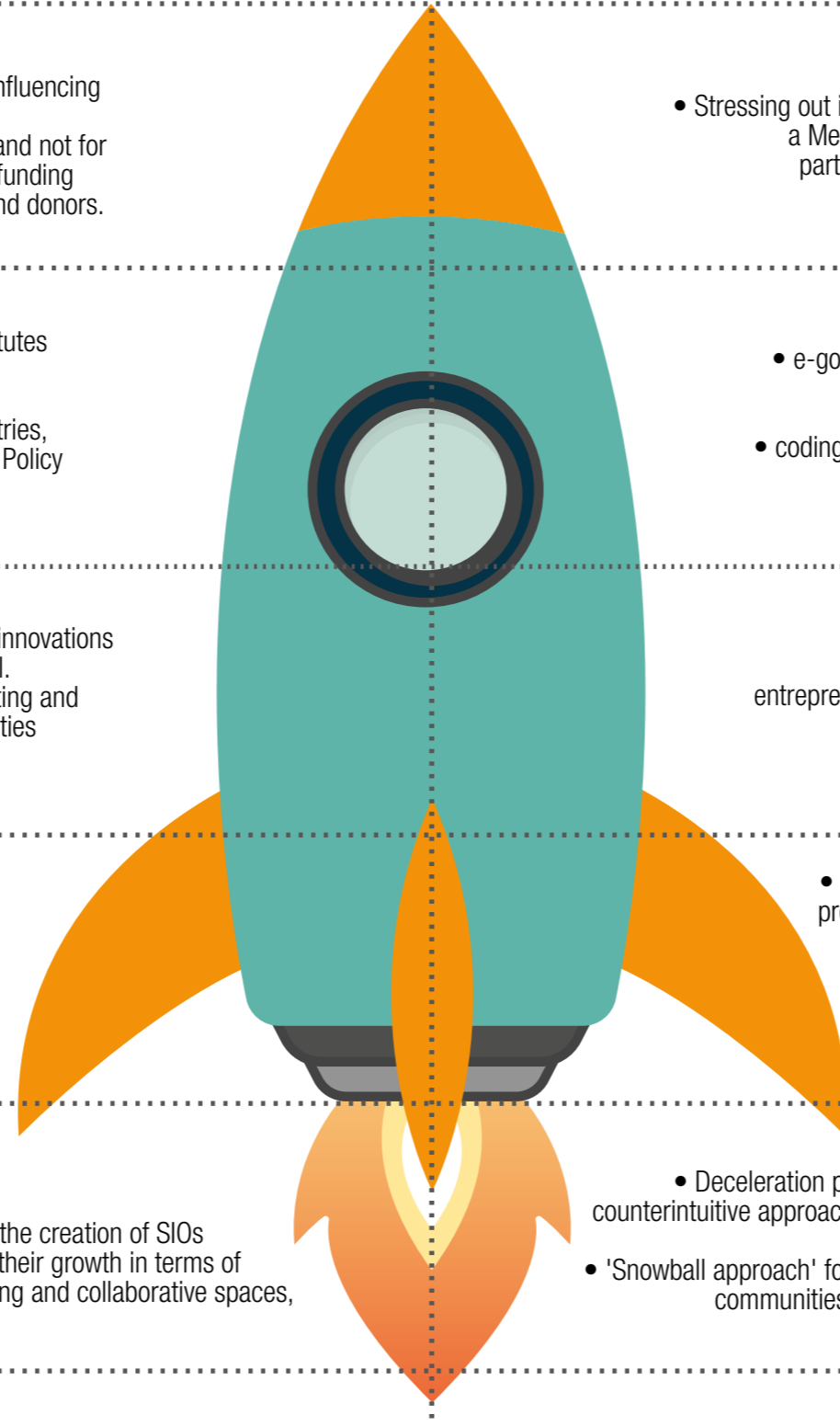
Turkey

- 24 **The Village Schools Exchange Network**
Research & Education
Teaching, community empowerment
- 25 **Foundation of the Support for Women' Work**
Health & Social Assistance
Gender, social services, health
- 26 **Good4Trust**
Social Business Services
Fair trade, food, social & health

9 key points for Social innovation in the Mediterranean region



Decalogue of desired actions in the Mediterranean region



1
Supportive public policies

- Cross-governmental implementation teams for influencing co-designed policies driven by long term vision.
- Openness to hybrid legal status, between profit and not for profit distribution, in order to encourage private funding and reduce dependency from public agencies and donors.

2
Scientific and qualitative data collecting

- Engaging national and international statistical institutes and independent research for:
- Mapping quality and density of SIOs,
 - Standardising a SIO definition among Med Countries,
 - Setting-up a Social Innovation index, including a Policy Sonar and a Barometer for SIOs in the area.

3
SIOs internationalization

- Promoting clusters and networks enabling local innovations and spreading their impacts at international level.
- Engaging business and nonprofits networks, testing and measuring their real effectiveness and opportunities development for the Mediterranean SIOs.

4
Impact investing literacy and piloting

- Engaging impact-oriented financial institutions with private-public partnerships.
- Promoting an impact investing literacy
- Piloting a first 'Mediterranean Impact Fund' and a dedicated matching platform for investors, philanthropists and social innovators.

5
Distributed Networks for Social Innovation Districts and Lobbying

- Professionalizing SIOs
- Mapping intermediary organizations that enable the creation of SIOs startups (accelerators, incubators) and facilitate their growth in terms of networking and knowledge sharing (i. e. coworking and collaborative spaces, maker spaces and FabLabs).

- Facing the 'Social Innovation mythization'
- Stressing out identity, historical backgrounds and values of the Med area: a Mediterranean Social Innovation Manifesto, as an ongoing and participatory process should be co-designed and spread by the Ambassadors involved and their networks

6
Mediterranean narrative of Social Innovation

- Mapping the 'tech-driven SIOs' as initial promoters for:
- e-government innovations for a viable institutional and business environment;
 - spreading digital literacy for micro and small SIOs;
 - coding first ethical protocols for a sustainable digital innovation in the area;
 - contributing to a first Mediterranean Innovation Agenda.

7
Mediterranean Narrative of Social Innovation

- Codifying a new understanding for a Mediterranean entrepreneurial mindset, privileging principles to practices and for a 'patient capitalism'.

8
Knowledge sharing

- Pushing academic institutions and education and executive programmes for spreading 'Social Innovation knowledge' and training future generations of social innovators.
- Codifying a Mediterranean leadership for driving SIOs in terms of distributed and innovative governance.
 - Focusing SIOs value propositions on real needs and assets.

9
Capacity building

- Deceleration programmes for supporting SIOs and public innovation, as a counterintuitive approach for a deeper understanding, awareness and development of the Mediterranean Social Innovation
- 'Snowball approach' for a Med HUB International Association, testing a network of communities of practice of Social Innovation in the Mediterranean area.

10
Deceleration

10 Social Innovation Leverage (SIL) ● **ACTIONS**

Feasibility in the short term
