



Social Economy: an enterprise model for the future of the Mediterranean

Sustainable growth, social cohesion and shared prosperity

Online event

14th December 2020

From 11h00 to 13h00 (Madrid time)

The social economy accounts for an important part of the private sector in the Euro-Mediterranean region. There are more than 3.2 million enterprises and organisations with 15 million quality jobs. Social economy is in the front-line response to the effects of the COVID-19 health crisis and those enterprises represent a key sustainable development vector to ensure inclusive economic growth in the region.

On the occasion of the 25th Anniversary of the Euro-Mediterranean Partnership, the Spanish Confederation of Social Economy Enterprises (CEPES) organises the online event "Social Economy: an enterprise model for the future of the Mediterranean" together with the Spanish Ministry of Labour and Social Economy and the support of the ESMED Network and Social Economy Europe in the framework of the **"European Social Economy Capital - Toledo 2020"**. This event focuses on the role of the Social Economy in building a Mediterranean area of shared prosperity in accordance with the values that govern that enterprise model: participation, the primacy of people over capital and solidarity.

11:00 – 11:40 Opening

- **Juan Antonio Pedreño Frutos**
President of CEPES and Social Economy Europe
General Coordinator of the ESMED Network
- **Francisco Rueda Sagaseta**
Member of the City Council of Toledo in charge of Tourism, Economic Promotion and Employment
- **Maravillas Espín Sáez**
Director General of Self-Employment, Social Economy and Corporate Social Responsibility. Ministry of Labour and Social Economy (Spain)
- **Santina Bertulesi**
Deputy Head, Cabinet of Nicolas Schmit, European Commissioner for Jobs and Social Rights. European Commission



11:40 – 12:00 Keynote speeches

Moderator: **Juan Manuel Sánchez-Terán Liedó**, Deputy Director General of the social economy and corporate social responsibility. Ministry of Labour and Social Economy (Spain)

- **Saloua Tajri**
Director for the promotion of the social economy
Ministry of Tourism, Crafts, Air Transport and Social Economy (Morocco)
- **Mohammed Elrazzaz**
Economic Development and Employment Division
Secretariat of the Union for the Mediterranean (UfM)

12:00 – 12:30 Social economy in action in the Mediterranean

Moderator: **Filipa Farelo**, Coordinator of the Institutional Relations Department. CASES – Portugal (member of the ESMED Network)

- **Supporting an innovative sustainable development and blue economy in the Mediterranean**
 - o **Rodérick Egal**. President of iesMed
 - o **Imen Ouardani**, responsible for partnership at iesMed-Tunisie
- **Building favorable ecosystems for social economy in the Euro-Mediterranean region**
 - o **Gianluca Pastorelli**. Executive President at DIESIS
- **Financing the sustainable development**
 - o **Bruno Dunkel**. Manager of COOPMED

12:30 – 12:40 Final remarks

- **Juan Antonio Pedreño Frutos**
President of CEPES and Social Economy Europe
General Co-ordinator of the ESMED Network