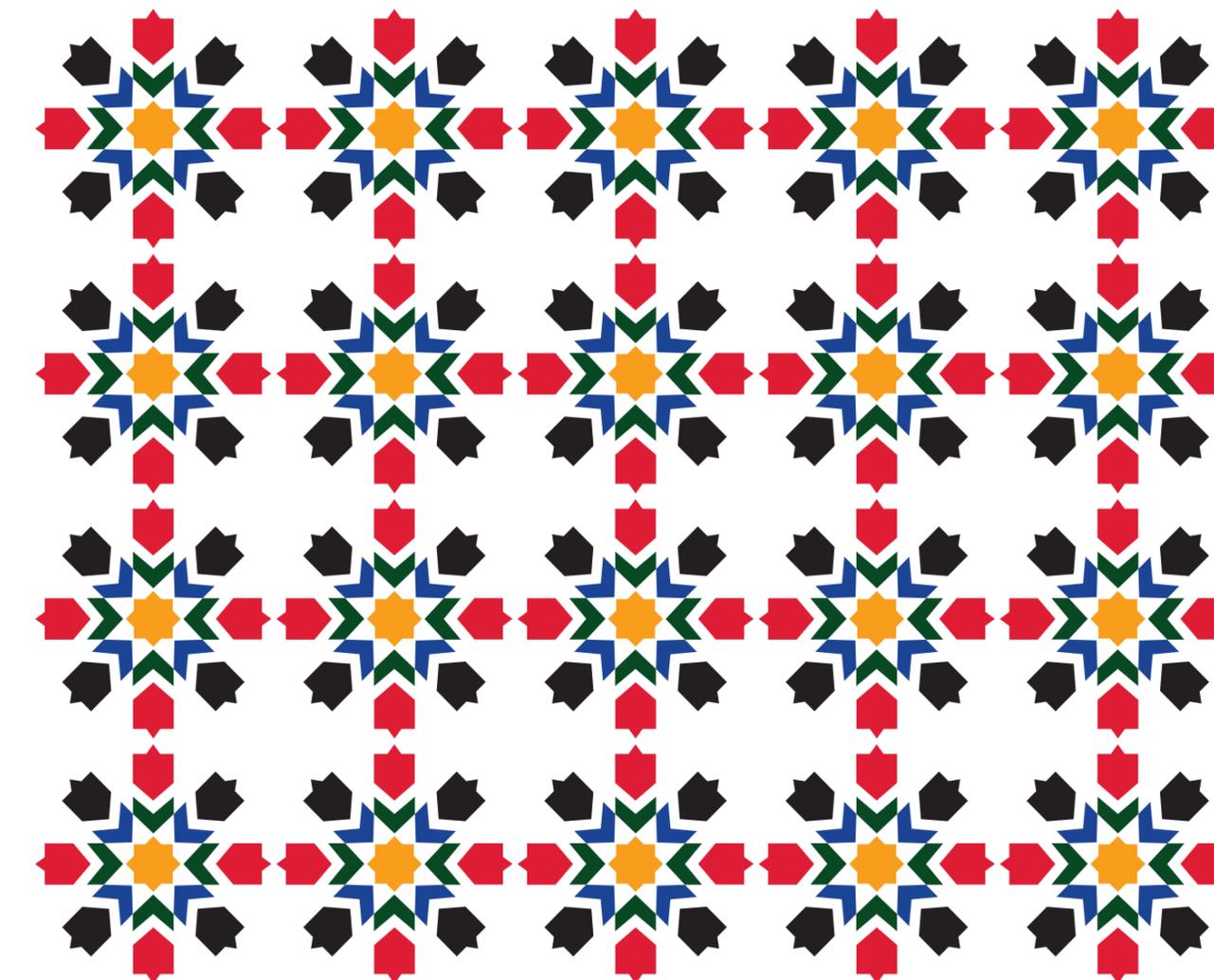


**Masar conecta, regional subprogramme on public policy insight and innovation.**

*Masar al'an / masar ahora* has a specific line of work for regional technical cooperation with public administrations and civil society in Arab countries. Specialist technical training and activities relating to public policy insight and innovation will be scheduled, in different formats: training itineraries, conferences, debates, courses, seminars, workshops, symposiums, dialogues, meetings and public innovation labs. Public policy dialogue will be promoted, as will collaborative frameworks (working groups, platforms, networks) and relevant research, development and innovation.

To implement *masar conecta*, AECID will work with stakeholders from Spanish Cooperation that specialize in technical cooperation, such as FIIAPP and other public bodies of Spain specializing in the planned lines of work —such as national research institutes and centres— drawing on the experience of bodies linked to *masar al'an / masar ahora*, such as Casa Árabe and Casa Mediterráneo (attached to the Ministry of Foreign Affairs), European Union and Cooperation, as well as IEMed and TRAGSA.

The distinctive element of *masar conecta* is a methodology based on learning and knowledge, focusing on analysis, systematization and sharing of good practices.



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**Complimentary edition**



MINISTERIO  
DE ASUNTOS EXTERIORES, UNIÓN EUROPEA  
Y COOPERACIÓN



The aim of the new *masar al'an / masar ahora* programme is to contribute to a threefold transition —social, ecological and economic— in Arab countries, in response to their economic, social and climate-related challenges, and particularly creation of jobs for young people; and to foster partnerships by enhancing regional cooperation and pursuing practical solutions based on innovative knowledge.



## Principles

- **Building on what has already been achieved.** The Masar Programme has shaped lines of work and partnerships that provide a solid foundation for work towards the objectives of the new programme.
- **Identifying practical solutions to the complex development challenges the region faces,** through action-oriented learning and management of innovative knowledge, drawing on the methodologies set out in the AECID Intercoconnecta programme.
- **Applying a comprehensive, multicountry, multistakeholder, multi-sector, multidimensional and inclusive approach** to formats and instruments, stakeholders and partnerships and consideration of activities, at the different levels of action.
- **Forming synergies with other AECID strategies, programmes and instruments,** such as the Agency's global programmes, multilateral and cultural cooperation, open calls for non-governmental development organizations (NGDOs), and innovation activities, with a view to activities having more of an impact, being better aligned and complementing each other to a greater degree.
- **Effectively applying a human rights-based approach to activities, mainstreaming cultural diversity, with disability inclusion.**

## Strategic framework

- *Act 1/2023 of 20 February, on Cooperation for Sustainable Development and Global Solidarity.*
- *Fifth Master Plan for Spanish Cooperation for 2018–2021, 2018, the draft Sixth Master Plan and the plan in force in each year.*
- *2022–2023 AECID Action Plan and the plan in force in each year.*
- *Conclusions of the Council of the European Union on a renewed Partnership with the Southern Neighbourhood - A new agenda for the Mediterranean, 2021.*
- *UfM Roadmap for Action, The Union for the Mediterranean: an action-driven organisation with a common ambition, 2017, as well as the renewed priorities of UfM agreed in November 2020 on the occasion of the twenty-fifth anniversary of the Barcelona Process, and the action plans, strategies and other operational documents from the UfM agendas adopted through the ministerial declarations by UfM members.*
- *Transforming our world: the 2030 Agenda for Sustainable Development, 2015 Agenda 2030 para el Desarrollo Sostenible, 2015.*

## Issue-based priorities

### EMPLOYMENT AND CREATING OPPORTUNITIES

- Promote creation of decent jobs for women and young people, supporting development of businesses and inclusive social and digital economies.**
- Promote the social and solidarity economy and support entrepreneurship by young people and women, supporting start-ups, with a focus on those related to the digital, green and blue economies.
  - Support vocational training and labour market access.

- Foster financial inclusion in sectors with the potential to create decent jobs, through non-banking financial alternatives (impact investing, local investment funds, microfinance) and innovative financial products (venture capital, seed capital).

### GENDER EQUALITY

- To make progress on effective gender equality, and promote the political, social and economic empowerment of women and their effective contribution to inclusive sustainable development.**
- A legal and institutional framework that enables effective equality for women in the exercise of their rights, as well as equal opportunities in the political, economic and public spheres.
  - Political participation and strengthening of women's leadership and participation in decision-making spaces in public life.
  - Promotion of women's economic and labour rights and entrepreneurship, paying particular attention to start-ups and especially innovation and emerging technologies, and to closing the digital divide.



### THE ECOLOGICAL TRANSITION, THE ENVIRONMENT AND WATER

- To support a transition to a resilient and sustainable production and social model, through environmental protection, sustainable, effective and equitable access to water resources, and by fostering a socially just and inclusive blue economy.**
- Improvement and expansion of environmentally sustainable equitable access to water, focusing on unconventional water resources and fostering effective governance of water that contributes to reducing water poverty.
  - Nature-based solutions for climate change mitigation and adaptation. Combating desertification and improving resilience to droughts, floods, and fires. Conservation and restoration of degraded ecosystems, and particularly land and water.
  - Sustainable, profitable, socially inclusive agrifood and fishery systems that are resilient to climate change, with an approach based on the Water–Energy–Food–Ecosystems (WEFE) Nexus.
  - Sustainable waste management, promotion of the circular economy and prevention and elimination of inland and marine water pollution.

## Cross-cutting themes

### YOUNG PEOPLE

- Supporting generation of socioeconomic and cultural opportunities for young people and their participation in national development strategies.
- Addressing, as a priority, the structural causes of limited opportunities, youth unemployment, brain drain, school dropout and a lack of schooling, in keeping with the new 2021 EU agenda for the Mediterranean, successor to the 1995 Barcelona Process.

### SUPPORT FOR REGIONAL INTEGRATION

- Promote trans-regional and interregional cooperation in the Mediterranean by supporting and strengthening organizations and institutions such as UfM, IEMed and ALF.
- Foster collaborative networks for regional political and technical dialogue; establish, develop and publicize strategic plans and regional regulatory frameworks; finance regional projects; and promote mobility of researchers.
- Support development of institutional and technical capacities of regional civil society organizations.

### INCLUSIVITY

- Fostering citizens' political, social and cultural participation, above all for groups that have habitually been excluded, such as young people and women, and also building the capacities of local bodies.

## Formats of intervention

- The regional programme will combine activities implemented by AECID with activities undertaken in partnership with or through third-party stakeholders:
- ***masar conecta***, a regional subprogramme on public policy insight and innovation, with three main lines of action: **specialist technical training; public policy dialogue; and research, development and innovation.**
  - **Contributions to cooperation organizations for the Mediterranean region,** such as UfM, to launch, develop and publicize policy processes and tools for strategic plans and regulatory frameworks, and to implement programmes and projects.
  - **Contributions to bodies from the United Nations system,** to implement regional programmes and projects in Arab countries.
  - **Grants for civil society organizations in partner countries,** to implement regional projects in priority sectors and ultimately to improve their capacities and promote work through networks.
  - Regional organizations from the Euro-Mediterranean system, such as UfM, ALF and IEMed
  - FIAP - The International and Ibero-American Foundation for Administration and Public Policies
  - Casa Árabe
  - Casa Mediterráneo
  - TRAGSA
  - Spanish Public Administrations