

PROJECT PROPOSAL
for
the creation of a Euro-Arab Consultancy Network

1. Vision

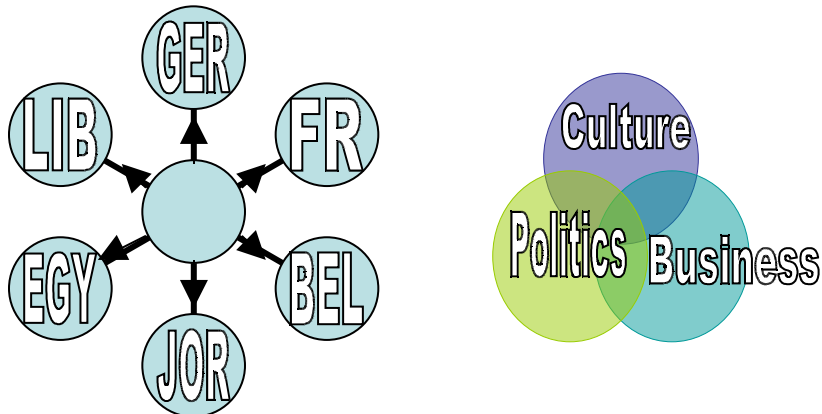
The existence of an active and influential Consultancy-Network for the European/Arab region in the fields of culture, business, politics, media and development by 2010

2. Background

- The need for an expert network to bridge the gap over the Mediterranean by 2010 (The date for the conclusion of the Euro-Mediterranean Free Trade Area)
- The growing interdependence of Culture and Business
- The need for conflict and crisis prevention via an increased dialog between Europe and the Arab world. (Example: the escalation of the Cartoon crisis in Denmark)
- Under-developed inter-cultural sensitivity within companies
- Insufficient links between potential sponsors and partners in the private sector and cultural organisations
- Trend towards Private-Public-Partnerships (PPP)

3. Project conceptualisation (pilot phase)

- Creation of a Network-Database and training workshops for young European and Arab Consultants



4. Time frame and phases for the establishment of the Network between 2007 and 2009:

Pilot phase: Phase one & Phase two (in 2007)

Phase one (Spring/Summer 2007)

- Research, development of a detailed work plan; financial and partner agreements
- Launching the network and first contact making seminar
- Creating links to existing consultancies with a focus on Euro-Arab and Euro-Mediterranean relations.
- Development of the network's database and launching of the online application process, followed by inscription into the database.

Phase two (Summer/Winter 2007)

- Selection of top 12 candidates for an intensive 4-day training workshop in Brussels (see detailed budget break-down)
- Training would entail development of skills (i.e. intercultural communication, outcome orientation, crisis management) necessary for the consultation of Euro-Mediterranean projects.
- Creating channels of communication between the consultant network, institutions and the private sector.
- Target group: Consultants and experts between the age of 25 and 40. Initial target countries: Belgium, Germany, France & Jordan, Lebanon, Egypt

Once the following objectives have been achieved the project implementation will start:

- Sponsor and partner agreements
- Launch of the network
- Establishment of the Euro-Arab Consultancy database
- First training session for 12 young consultants
- Set-up of the High-level Advisory Committee
- Further sponsor and partner agreements for 2008+

Project implementation

Phase three (Spring 2007-Summer 2008)

- Follow-up on strengthening the influence of the consultants in their home countries and the Euro-Mediterranean area.
- “Consulting consultants multiplier effect”: Each of the 12 participants assures that s/he consults/trains 6 consultants in a workshop thus increasing the number of trained consultants to around 80 (trainings receive an incentive payment out of the overall budget)
- Ensure the implementation of the mandatory multiplication effect
- Follow-up, further strengthening of the Network
- Implementation of inter-cultural consulting work in the NGO and private sector

Phase four (Fall/Winter 2008)

- Second training following the approach of the Brussels-training
- with a “best of” selection out of all the network participants
- place: Alexandria to emphasis the change of perspective
- Feedback, evaluation of the programme, adaptation to new demands and circumstances

Phase five (Winter 2008 -Summer 2009)

- Second “consulting consultants multiplier effect”: Each of the 80 participants of the second round assures that s/he consults/trains 6 consultants in a workshop thus increasing the number of trained consultants to around 550

Phase six (Fall/Winter 2009)

- Organise final event with network and database members and partners from the private and public sector.
- Evaluation and follow-up of the Network to insure a self-sustaining structure

Constant development over all six phases

- Development and strengthening of the network’s database
- Follow-up on activities
- Support and encourage initiatives out of the consultant network

- Promote the network to international partners, potential clients, NGOs etc.
- Documentation of the project
- Ensure “consulting consultants multiplier effect”
- Create a self-sustainable financial and organisational structure until the end of the project

5. Project owning and sponsors

- Project managers and project owning: Olaf Deussen & Mona Shair
- Main partners:
 - Regional Government of Hessen
 - MEDEA (European Institute for Research on Mediterranean and Euro-Arab Cooperation, Belgium)
 - Anna-Lindh-Foundation & other partners

6. Partners

- MEDEA (Euro-Arab think tank, Brussels)
- Regional Ministry of Hessen, Germany
- WUS-Germany (World University Service Germany)
- BADER (aims to support young entrepreneurs, Vice-President: Nader Hariri, Lebanon)
- Sustainable Development Association (Egypt)
- Lebanon Youth
- Progressive Youth Organisation, Lebanon
- EMYEN (Euro-Med-Young-Entrepreneur-Network, France)

7. Supporters

- The Anna Lindh Euro-Mediterranean Foundation for the dialogue between cultures, Dr. Traugott Schoefthaler, Executive Director
- The European Network Against Racism, Bashy Quraishy, President
- MEDEA, Robert Vandenbegine, Secretary General

8. Follow-up after 2010

- The Network and the database offers its services and expertise in the Euro-Mediterranean region
- Enterprises and cultural organisations are professionally consulted on Euro-Mediterranean, Euro-Arab and intercultural issues
- To integrate the project into the new Barcelona +15 starting in 2010 and transfer the project into a multi-annual programme