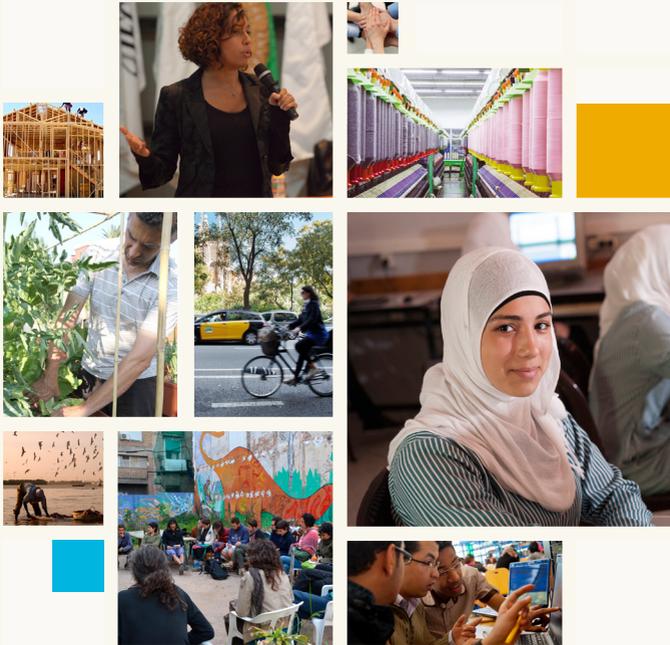


SwitchMedConnect

Barcelona 2015



The first annual gathering of 300 influential stakeholders, practitioners and change makers enabling eco and social innovative solutions in the Mediterranean.

29–30 October at CCCB

www.switchmedconnect.com

What is SwitchMed Connect?

SwitchMed Connect 2015 is the first annual gathering of Mediterranean stakeholders to build synergies, exchange knowledge, and scale up eco and social innovations.

Leading start-ups and entrepreneurs, industry agents, initiatives, change agents, policy and financial institutions working on applications of productive, circular and sharing economies in the Mediterranean will come together in Barcelona.

We will share our stories, expertise and experience on social and eco innovations. We will exchange in interactive sessions and find synergies. We will get inspired on how to scale social and eco innovations, and create actions in the scaling up labs.

Why join us?



Discover the Mediterranean networks working on productive, circular and sharing economies



Share and showcase your stories, expertise and experience on eco and social innovations



Exchange and find synergies with other likeminded change makers



Get inspired on how to scale eco and social innovations and create actions in the Mediterranean scaling-up labs

If you are...



Entrepreneurs

Join the green entrepreneurship training sessions and take your business idea to the next level



Change Makers

Experience and get an insight into the most promising Mediterranean initiatives and businesses in sustainable food, housing, tourism and fashion



Industry Agents

Exchange with leading industry service providers on how to successfully market and sell sustainable production services to industry



Financial institutions

Get an overview of impact investing practices in the region and take part in making of the Green Impact Investing Platform



Policy institutions

Be inspired about how to implement the Regional SCP Action Plan at the national and local level

Day 1 – 29th October

9am – Opening: Welcome notes and keynotes

10.30am – MEET THE SWITCHERS

Experience and investigate eco & social innovations

Sustainable
Tourism

Sustainable
Food

Sustainable
Fashion

Sustainable
Housing

Sustainable
Mobility

12.30pm – THE SWITCHERS EXPO OPENING

12.30pm – Matchmaking Lunch

2pm – PANEL: ACTORS' ROLE IN DRIVING INNOVATIONS

3pm / 4.30pm – MEET THE ACTORS

Experience and investigate initiatives and organisations driving eco & social innovations

Training start-ups
& ecosystem building

Financial instruments
for resource efficiency
and eco innovations

Circular economy
enablers in the
Mediterranean

Enabling social
and grass-root
innovations (CSOs)

Open innovation
platforms in the
Mediterranean

Developing &
implementing policies

8pm – Catalonia Eco-Design Award Ceremony

THE SWITCHERS EXPO

Day 2 – 30th October

9am – Wrap Up & Next: Summary of day 1

9am – PANEL: SCALING UP INNOVATIONS

10.30am / 12.30pm – SCALING UP LABS

Investigate and act on leverage areas

Scale up market pull:
Shifting private consumer behaviour with
a focus on middle class personas

Scaling up pathways and
leverage points to Sustainable
Manufacturing

Scale access to finance:
Towards a green impact
investing network in the Med

Scale up market links:
Conceptualisation of a Mediterranean
Open innovation Platform

2pm – Matchmaking Lunch

3.30pm / 5pm – SCALING UP LABS

Investigate and act on leverage areas (continuing)

Scale up market links:
Leveraging the power
of value chains

Scale up business models:
Investigating how to spread sustainable
collaborative society initiatives and
sharing economy business models
in the MENA

Scale up Policy Links: Co-create
inclusive business solutions
in response to policy challenges

Scale up technical support: Building a
network of eco-design practitioners

7pm – Closing and SwitchMed Connect Party

THE SWITCHERS EXPO

Meet the Switchers!

Eco and social innovation living stories will be displayed by key entrepreneurs and change makers working to practice sustainable food, housing, tourism and fashion. In addition, a new online Switchers platform will be launched at SwitchMed Connect and the stories will also be exhibited in our expo.

Are you a Switcher? Then join us at SwitchMed Connect to share and exhibit your story!



Credits of all images featured: ENP, UNIDO, World Bank, Zola

About SwitchMed

SwitchMed is an initiative that supports and connects stakeholders to scale up eco and social innovations in the Mediterranean.

We provide all Mediterranean stakeholders like you with tools and connections of supporting partners for your eco and social innovative solutions, to achieve productive, circular and sharing economies in the Mediterranean.

We train green business entrepreneurs and start-ups, empower grassroots innovative solutions, and build capacity for sustainable industry service providers.

We engage with policy institutions to establish a regulatory and policy

framework to boost the market for sustainable products and services.

The EU funded SwitchMed Programme (www.switchmed.eu) is implemented by UNIDO and UNEP, through the Mediterranean Action Plan (MAP) and its Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) and the Division of Technology, Industry and Economics (DTIE).

SwitchMed is run in close collaboration with the UfM labelled Mediterranean RESCP Post Rio+20: Supporting the adoption of Sustainable Consumption and Production (SCP) and Resource Efficiency (RE) models in the Mediterranean Region.

With the financial support of:



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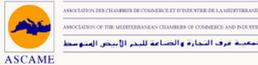


In partnership with:



Union for the Mediterranean
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With the collaboration of:



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