Switching to the circular economy in the Mediterranean
What is SwitchMed?

SwitchMed is an initiative that supports and connects stakeholders to scale-up Sustainable Consumption and Production (SCP) in the Southern Mediterranean Region through eco and social innovations. It aims at achieving productive, circular and sharing economies in the Mediterranean by changing the way goods and services are consumed and produced so that human development is decoupled from environmental degradation. It supports industry, emerging green entrepreneurs, civil society and policy makers through policy development, demonstration activities and networking.
The Mediterranean: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia.
Our achievements in the ‘Regional and National Policy Programme’

- 8 SCP National Action Plans (SCP-NAPs) developed.
- 1 SCP Toolkit.
- 8 SCP assessments undertaken at country level.
- Over 1,500 national stakeholders from government, private sector, civil society, industry, academia and media trained.
- 20 demonstration pilot projects implemented by the end of 2018: 2 in Algeria, 2 in Egypt, 3 in Israel, 2 in Jordan, 1 in Lebanon, 3 in Morocco, 2 in Palestine and 4 in Tunisia.
- 8 multi-stakeholder nationally owned and nationally driven policy processes undertaken to best respond to the national priorities on SCP.

25 policy measures in which the Contracting Parties must report with the new Barcelona Convention Reporting System to learn about the activities done in order to implement the SCP Regional Action Plan.

Over 40 national workshops, roundtables and nationally-tailored training sessions were organised to reinforce national capacity on SCP.

1 Regional SCP National Action Plan and 1 Roadmap towards circular economy for its implementation in the Mediterranean developed while engaging with the Mediterranean policy-makers.

25 set of SCP selected, quantitative and qualitative, comprehensively aligned with the Sustainable Development Goals (SDGs), and to other existing SCP indicators already used in international reporting systems.
There is an urgent need for systemic change

Sustainable Consumption and Production (SCP) actions are powerful levers to accelerate the transition to an eco-efficient economy and to turn environmental and social challenges into business and employment opportunities. In the Mediterranean region, Contracting Parties to the Barcelona Convention have demonstrated their commitment to support SCP actions by adopting the “Sustainable Consumption and Production Regional Action Plan for the Mediterranean” and its Roadmap. The SCP Regional Action Plan is built around the following vision: “By 2027 a prosperous Mediterranean region is established, with non-polluting, circular, socially inclusive economies based on sustainable consumption and production patterns, preserving natural resources and energy, ensuring the well-being of societies and contributing to clean environment and healthy ecosystems that provide goods and services for present and future generations.”

The SCP Regional Action Plan for the Mediterranean was adopted as a forward-looking framework, to complement and work in full synergy with existing national and regional policy frameworks, such as the Barcelona Convention and its Protocols. It aims to consolidate the political will and commitment of Contracting Parties to the Barcelona Convention and the Regional Mediterranean Action Plan at the national and local levels, ensuring existing conditions, policy coherence, and promotion of synergies among national stakeholders and at European, Mediterranean, and global levels. It was developed through a process of collective engagement among all stakeholders, including governments, academia, international organizations, civil society, industry, and the general public.

The SCP Regional Action Plan covers five consumption and production priority areas that are main engines of drivers of pollution generation and environmental processes on the Mediterranean. These priority areas are food, energy, transport, manufacturing, and tourism. It is the outcome of a long process of constructive dialogue and consultations with governments and stakeholders to ensure that the strategy is inclusive and truly innovative.

For each of the five SCP Action Plan priorities, a number of practical objectives and recommendations are proposed for implementing the SCP Action Plan in the Mediterranean. These objectives and recommendations are designed to support the implementation of the SCP action plan in the region. They include measures to improve energy efficiency, reduce waste, promote sustainable consumption, and support the development of circular economy strategies. The SCP Action Plan is designed to be implemented at the national and regional levels, with a focus on cross-border cooperation and regional integration.

The SCP Action Plan is expected to contribute to the achievement of the 2030 Agenda for Sustainable Development and the Paris Agreement, while also addressing the specific challenges faced by the Mediterranean region. It is a stepping stone towards a more sustainable future for the Mediterranean, where economic growth and environmental protection go hand in hand.

How is SwitchMed integrating SCP into the Mediterranean governance framework?

The recognition of SCP as a key priority for the sustainable development of the Mediterranean region is multifaceted. It is essential to adopt a wide range of measures to foster a transition towards a circular economy and a sustainable future. To achieve this vision, the Mediterranean Action Plan (MAP) has been developed as a framework for implementing SCP actions in the region. The MAP aims to address the urgent need for increased collaboration and coordination across different sectors and stakeholders to promote sustainable consumption and production patterns in the Mediterranean.

The MAP focuses on a range of key areas, including the promotion of sustainable consumption, resource efficiency, and circular economy practices. To achieve these objectives, the MAP has developed a regional framework for implementing SCP actions, which includes the following key components:

- Strategic partnerships: The MAP has established partnerships with key stakeholders in the region, including governments, NGOs, and businesses, to promote collaboration and coordination on SCP initiatives.
- Policy making: The MAP has developed a set of recommendations and initiatives for policymakers at the national and regional levels to support SCP actions.
- Measurement and evaluation: The MAP has developed a monitoring and evaluation framework to track progress and assess the impact of SCP initiatives.
- Awareness-raising: The MAP has developed campaigns and educational programs to raise awareness among consumers and stakeholders about the importance of SCP.
- Innovation and technology: The MAP has supported the development and implementation of innovative technologies and solutions to promote SCP in the Mediterranean.

In summary, the MAP is a comprehensive framework for implementing SCP actions in the Mediterranean, with a focus on fostering collaboration, coordination, and innovation to achieve a sustainable future for the region.
Planes and strategies are crucial to the successful implementation of the SCP Region of Action Plans and its inclusions and mainstreaming within national actions. In particular, the SwitchMed initiative in collaboration with several European Countries’ and the European Union has designed a project to provide policymakers with a set of national action plans to be implemented aimed at moving towards mainstreaming SCP. The project seeks to promote a coherent approach to SCP through the development of national action plans (SCP-NAP). In this context, the SwitchMed initiative aims to help SwitchMed beneficiary countries kick-start SCP action plans, and sectoral strategies and plans, as well as in comments that are articulated in a variety of national documents, which have existing policy objectives and commitments that are articulated in a variety of national documents. National priorities as expressed in the SCP National Action Plans

**Algeria**
- SCP governance framework
- Energy transition and energy efficiency
- Waste and emission management

**Egypt**
- Policy instruments for its SCP engagement
- Sustainable tourism
- Sustainable agriculture
- Sustainable water management
- Sustainable and renewable energy applications
- Waste management

**Israel**
- Sustainable production – Initiatives that give emphasis to the supply side (e.g. households or procurement)
- Sustainable consumption – Initiatives that are positioned in the interface between sustainable production and sustainable consumption

**Jordan**
- Agriculture and food industry
- Transport sector
- Waste management sector

**Lebanon**
- Adopts best available techniques to promote SCP to the industrial sector
- SCP indicators integrated to the industrial sector in the policy and institutional frameworks
- Educates and new awareness among contractors with regard to SCP in the construction sector

**Morocco**
- Agriculture and agri-foods
- Green construction and sustainable urban development

**Palestine**
- Sustainable tourism
- Agriculture and food (including food security)
- Housing and construction

**Tunisia**
- 10-year framework action plan for the environmental sector
- Coordination mechanism for SCP-NAP implementation

Let’s move the circular economy to the mainstream

One of the overall objectives of SwitchMed is to assist eight Southern Mediterranean countries in moving towards a greener economy by facilitating the implementation of action plans at national level so sustainable consumption and production (SCP) can be mainstreamed as a priority or a target in national policies. To that end, eight sustainable consumption and production national action plans (SCP-NAPs) were developed through nationally owned and nationally driven multi-stakeholder processes. These are cross-sectoral, and they emphasise resource efficiency and enhance coherence and inter-ministerial cooperation, while engaging the private sector and consumers.

**SCP-NAPs are a first step in a country’s response to the Sustainable Development Goals (SDGs) adopted in 2015 and, in particular, Goal 12: Sustainable Consumption and Production.**

Luc Reuter, SwitchMed National Policy Coordinator of the UN Environment Economy Division

National priorities as expressed in the SCP National Action Plans

| 1 | Implement the SCP action plan | 2 | Establish the SCP action plan | 3 | Implement multi-stakeholder Roundtable | 4 | Implement the SCP action plan | 5 | Establish the SCP action plan | 6 | Implement the SCP action plan |

How is SwitchMed integrating SCP into national policies?

- **Def. of priorities, source of funding, establishment of multi-stakeholder Roundtable**
- **SCP action plans**
- **SCP action plans**
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**National Action Plans in 8 MENA countries**
Circulatory economy measures adopted in 20 pilot projects

By the end of 2018, 20 demonstration projects will be implemented on the ground. The national pilot project selection was based on the priorities expressed in their SCP National Action Plan that has been developed under the SwitchMed policy component.

Algeria
Recovering unused dates
Date fruits contain a higher than required amount of essential minerals, vitamins, and other substances. Dates were stuffed with almonds and coated with sugar before being baked. Dates are a product capable of competing with traditional date bars. Dates also existed in fine breads and flour used in the domestic cooking. Dates were stuffed with almonds and coated with sugar before being baked. Dates are a product capable of competing with traditional date bars. Dates also existed in fine breads and flour used in the domestic cooking.

Lebanon
Screen printing and learned to adapt their products raw materials used in the workshop. They also engaged in the commercial activities and in the quality of the fabrics from factories, businesses and homes by providing income to farmers and other women involved in the process.

Morocco
Building a microplant
The project will use the agricultural cooperation credit model to implement the microplant in the region of Beni Mellal. The project aims to produce and test different durable carrier bags, and the association Docteur Fatiha, which produced and tested different durable carrier bags, and the association Docteur Fatiha.

Tunisia
Sustainable practices in construction
The sustainable construction practices in construction are the most important in the development and implementation of construction projects. Sustainable construction practices in construction are the most important in the development and implementation of construction projects.

3
Morocco
4
Tunisia
2
Algeria

Egypt
Reducing plastic bag consumption
The pilot project aimed at an improvement of the environmental quality of the packaging sector by using the organic waste and biodegradable plastics. The project aimed at an improvement of the environmental quality of the packaging sector by using the organic waste and biodegradable plastics.

Israel
Green public procurement
This pilot project aimed to promote a process of sustainable public procurement in Israel in order to reduce the environmental impact of public expenditure. The project aimed to promote a process of sustainable public procurement in Israel in order to reduce the environmental impact of public expenditure.

Jordan
Improving solid waste management
The aim of the pilot project was to improve the existing solid waste management system in Jordan through a shift in behavior. The target group for the project included government officials, local authorities, and private sector stakeholders.

Palestine
Sustainable consumption and production (SCP) awareness raising
The pilot project aimed to develop awareness raising activities about sustainable consumption and production (SCP) with the participation of more than 100 practitioners and stakeholders from the public and private sector in the region of Khouribga. The biogas plant allowed the restoration of five tourist trails. The activities included the development of guidelines for the use of biodegradable materials.

20 demonstration pilot projects in 8 MENA countries

Algeria

Lebanon

Morocco

Tunisia

Egypt

Israel

Jordan

Palestine

Promoting recycling
The pilot project aimed to develop a methodology for estimating the cost of recycling and improving the economic efficiency of recycling systems. The project aimed to develop a methodology for estimating the cost of recycling and improving the economic efficiency of recycling systems.

Promoting sustainable consumption
The pilot project aimed to develop a methodology for estimating the cost of recycling and improving the economic efficiency of recycling systems. The project aimed to develop a methodology for estimating the cost of recycling and improving the economic efficiency of recycling systems.

Sustainable public procurement
The aim of this pilot project was to promote sustainable public procurement in the country’s cities. The project aimed to promote sustainable public procurement in the country’s cities.
Industries sectors

- Chemical sector: 12%
- Textile sector: 10%
- Leather sector: 4%
- Mechanical sector: 8%
- Industries from the food and beverage sector: 71%

Capacity building

Service providers qualified on TEST:
- The MED TEST II project has enabled 44 service providers with hands on experience on the TEST methodology.
- Professionals from academia, business associations, government institutions, consultancy and industries received training on the TEST tools (682 in total).

- 65% Men
- 35% Women

1,830 identified RECP measures which will save:
- 707 GWh of energy.
- 3,512,660 m³ of water.
- 33,623 tonnes of raw material.
and will avoid:
- 197,525 tonnes of CO₂ emissions.
- 19,612 tonnes of solid waste.

125 industries in total. 

41.7 million for the 125 industries in annual production costs.

28 industries from the chemical sector.

1,830 RECP measures were identified generating 87.6 million euros in RECP investments in the food, chemical, textile, leather and mechanical sectors.

30,673 direct impacted jobs.

10 industries from the mechanical sector.

71 industries from the food and beverage sector.

4 industries from the leather sector.

12 industries from the textile sector.
Turning challenges into opportunities for industries in the Southern Mediterranean

Moving industries to become more resource efficient and clean in their production will have long lasting effects, not only for the businesses but also for the Southern Mediterranean region. SwitchMed’s MED TEST II project has demonstrated how this can happen and reveals the untapped economic and environmental potential of a Resource Efficient and Cleaner Production in the region.

The remarkable figures from the MED TEST II project also bring a message to industries in the Southern Mediterranean, namely that prioritizing the shift to a more sustainable production process is not only good for the environment, but also for the bottom line. For instance, in 2008 the energy costs for the production of ready meals in the Mediterranean region was 75% of 2008-2018 increased from a minimum of 20% in Algeria to almost 80% in Egypt, has contributed to the need for industries in the Southern Mediterranean to increase their resource efficiency. Rising prices of imported raw materials, energy and water, and costs to demonstrate how best practices can be implemented in a resource efficient manner, with an emphasis on improving business operations of industries in the Southern Mediterranean, and to assist industries in turning challenges into opportunities, calls for a change in knowledge, attitudes and practices in order to stay competitive.

Consequently, the MED TEST II project has followed a combined approach that has included strengthening the national capacity of offering RECP services and develop the local market for these services in combination with the RECP industry demonstrating. This approach has been tested on two industries in a pilot that has been funded by the Southern Mediterranean and has also been tested in the MED TEST II project. The combination of a systematic approach to training and capacity building, and the local RECP advice and training support, has been effective in bringing the industries to adapt RECP implementation with an emphasis on the importance of operating at a low cost and environmental sustainability. The business case for RECP in the region has the last decade become substantial for productive industries. Rising prices of imported raw materials, energy and water, and costs to demonstrate how best practices can be implemented in a resource efficient manner, with an emphasis on improving business operations of industries in the Southern Mediterranean, and to assist industries in turning challenges into opportunities, calls for a change in knowledge, attitudes and practices in order to stay competitive.

Moreover, the MED TEST II project has demonstrated that the RECP concept has a substantial potential to improve industrial performance in the Southern Mediterranean region. Industries in the Southern Mediterranean are often vulnerable to rising energy and raw material costs. For example, a number of percentage points may lead to resources being used more efficiently in production. The MED TEST II project has shown that there is a clear need for improved energy and water management practices, and that these savings have for the local community.

By saving energy and water, we contribute to our community to use this energy and water in other fields.”

Iqreg R. Yaqoub Production Manager, Al-Hijaz Chocolate Company

The MED TEST II project helped us a lot. It supported us to use tools to better monitor and calculate our consumption energy and raw materials, which enabled us to reach a better utilization of our resources.”

Mohamed Gamal, COO

Bariq Egypt
Scaling up the impacts of resource efficient and cleaner production to the Southern Mediterranean region

Adopting the concept of resource efficiency and cleaner production would not only be a profitable step to the industries of the Southern Mediterranean, it would also help the region to become more competitive while improving climate change resilience, raw material security and green job creation.

The ability of economies to adapt, become low carbon and resource efficient while remaining competitive, depends on the upscaling of eco-innovative production models that can be carried out over the whole industrial supply chain. The MED TEST II project has demonstrated that the concept of RECP paired with the UNIDO TEST methodology, is viable and can increase the competitiveness of industries in the Southern Mediterranean. Moreover, the transition to circular economy is becoming a central issue in sustainable development strategies at international, regional, and national levels, which is in line with the importance of increasing resource efficiency as a fundamental tool to achieve green jobs. To this end, the United Nations 2030 Agenda for Sustainable Development aims member countries to ensure sustainable consumption and production patterns for promoting resource and energy efficiency.

By the end of the MED TEST II project, the 125 participating companies reported total annual savings of 3.5 million m³ of water, 707 GWh of energy, 33,623 t of raw material and avoidance of 197,525 tons of CO₂ emissions. In this sense, the average reduction achieved by the demonstration companies in water consumption was by 20%, while energy use by 24% and the raw material inputs by 5% per unit of product manufactured. Extrapolating and projecting these figures on the resource consumption of the whole manufacturing sector of the region would result in 76,667 GWh of energy saved per year and 700 Million m³ of water conserved, which are impressive figures. Moreover, if RECP would be adopted by most of the industries in the region, the expected reduction in greenhouse gas emissions would correspond to 18.5 million tons of CO₂e per year. This again, underlines the potential of RECP, not only as a tool to improve the productivity, but also as a means for local governments to fulfill national commitments and achieve greenhouse gas emission targets set by the 2030 agenda.

The 41.7 million euro of economic savings achieved by the 125 demonstration companies in MED TEST II are equivalent to the salaries of approximately 10,500 workers, considering the different average salary scales of employees in the manufacturing sector of the eight countries. This highlights that by adopting RECP and becoming more competitive and productive, companies are in a better position not only to expand their activities and retain existing labor force, but also create new job opportunities.

Managing the transition from demonstration activities to sector-wide mainstream adoption of RECP in the industry of the Southern Mediterranean will require country specific actions that can take into consideration local constraints, regulatory frameworks, and development aspects into the required context-specific actions. RECP in the project, “Managing the transition from demonstration activities to sector-wide mainstream adoption of RECP in the Mediterranean region”, will require country specific actions that can take into consideration local constraints, regulatory frameworks, and development aspects into the required context-specific actions. RECP in the project, “Managing the transition from demonstration activities to sector-wide mainstream adoption of RECP in the Mediterranean region”, is a tool for countries to increase their economic competitiveness, improve their resource efficiency, and help the region to become more competitive while improving climate change resilience, raw material security and green job creation.

“The achieved results from the MED TEST II project are conclusive as they confirm the relevance and effectiveness of the TEST methodology as an instrument for industries that wish to overcome challenges related to a sustainable consumption and production.”

Projecting the average resource savings achieved in the MED TEST II project on energy (24%), water (20%), and CO₂ (24%) to the overall industrial manufacturing sector in the Southern Mediterranean region:

- Saving 76,667 GWh per year, which corresponds to the residential energy consumption of the inhabitants of Morocco, Tunisia and Palestine together equivalent to the consumption of more than 30 million people.
- Avoiding 18,570,856 tons of CO₂ emissions, which equals the unconditional declared contribution of Algeria for reaching the 2030 reduction target under the Paris Agreement.
Our achievements in the ‘Green Entrepreneurship Programme’

Applicants: Entrepreneurs who submitted their green business idea in order to be selected to access to the training programme.

Trainees: Entrepreneurs who received a 5 day intensive on-site training sessions along a period of 3 months in order to develop their green business models and prove their feasibility through the practical tools, exercises and tests provided by the SwitchMed methodology.

Coached: Entrepreneurs who received a 10 hours individual coaching in order to improve their green business models. They submitted their green business model canvas for the incubation phase/follow-up advisory service.

Incubated: Entrepreneurs received support from a local mentor and technical experts to develop their Green Business Plan and to launch their product on the market.

<table>
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<th>Country</th>
<th>Applicants</th>
<th>Trainees</th>
<th>Coached</th>
<th>Incubated</th>
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<td>1375</td>
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</tr>
</tbody>
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Trainees per sector

- Sustainable building & construction: 14%
- Renewable energy & energy efficiency: 7%
- Sustainable agriculture & food: 27%
- Sustainable tourism: 9%
- Sustainable products & cosmetics: 5%
- Communication for sustainability (7% & other): 4%
- Sustainable cleaning products & cosmetics: 5%
- Resource efficiency & sustainable waste management: 31%
- Other sectors breakdown: Sustainable clothing & textile, renewable electrical & electronic equipment, sustainable furniture, sustainable mobility, and sustainable transport.

Trainees gender balance

- 61% Men
- 39% Women

Incubated gender balance

- 63% Men, 37% Women

SwitchMed contributed to the creation of +200 green companies.
How to develop a green business plan

Trainee’s survey results

29% of the trainees* have started their business; 154 green business have been launched; 66% of the trainees said that the training had a high or very high impact in the launch of the company; 82% of the trainees feel that the training programme met their expectations and 83% of the trainees think that the training programme was good or very good; 95% of the trainees who have not launched their business believe the training provided them useful skills; 98% of the trainees which have not launched their company are still willing to get support to create their green business.

* A survey was conducted among the trainees who attended the training workshops held during the first phase of the Green Entrepreneurship Training Programme. The survey was send to 1,356 trainees and 540 answered the questionnaire (40% of the total).
Developing green business models that allow for new ways of doing business is essential to foster and scale more sustainable projects. Circular economy principles are increasingly reflected in the business ideas of young people and entrepreneurs in the region, who are seeking to address a market need while also generating benefits for the environment and local communities.

At SwitchMed, we have trained more than 2,300 entrepreneurs to develop projects that are more socially, environmentally and economically viable. A total of 48 incubated green entrepreneurs are examples that will inspire essential community-makers, investors and developers alike.

"By 2020, we will have avoided 38 million tonnes of CO₂ so we will be contributing to reduce CO₂ emissions, while boosting the development of the renewable energy sector."

Kaoula Remmal, EnRD, EnRD Bio

Another example is Ahmed Al-Masri, the Egyptian founder of Handi, which grows to transform the city of Zagazig into a model of sustainability and to put the circular economy into full practice. During the training and incubation process, the programme offered 15,000 euros to support the entrepreneur and his business. This investment was crucial for making the business grow. Today, SwitchMed is on the way to becoming a model for the region thanks to the support of the SwitchMed Business Support Programme.

"That programme helped me to acquire the knowledge deemed essential for turning my green business idea into an up-and-running company."

Lina Al-Kuri, founder of Lina Energy, Jordan

The SwitchMed Green Entrepreneurship Programme received 2,000 applications from both industries. Laboratory results proved that the green products derived completely from organic waste are superior. With SwitchMed, the entrepreneur started with SwitchMed. I always concentrate more. In just a few months' time she diverted more than 2,000 tonnes of CO₂, which means 3,400 tonnes per year saved."

In Lebanon, NK by Nour Kays puts the circular economy to practice. Nour Kays has already manufactured three durable, eco-friendly stylish handbags and other fashion products from recovered plastic bags. She is currently working to raise awareness through a series of workshops nationwide, training 1,000 local young people. NK by Nour Kays puts the circular economy to practice.

"Our top entrepreneurial business stories"
Green entrepreneurs in action

48 incubated green entrepreneurs launched their businesses
“At NK we managed to introduce 5 new product items which helped us increase the amount of single-use plastic bags discarded and we aim to double that amount up to 70kg which is 9,000 bags in the next 5 years.”

Nour Kays, NK, Lebanon

“Our organic waste recycling project has also a positive social impact as 24 permanent jobs will be created for a period of 10 years.”

Khaola Remmal, PNUR, Morocco

“By recycling around 2,800 tires per year, I contribute to reduce the level of energy consumption equivalent to 11,800 refrigerators per day, the CO2 emissions equal to a car traveling for 33,300 km, and the amount of water consumed by 11,200 washing machine cycles.”

Elomari Naoual, PNUR, Morocco

“Currently we receive between 300-400 visitors per year but through the increase of accommodation capacity and the food production area, I expect to triple the number of eco-responsible visitors and double the organic production up to 15 tons by 2020.”

Salaheddine El Azzouzi, Sté Green Services et Terroirs, Morocco

“Eden has collected and recycled more than 200 m3 of wood per year, which means around 30 tonnes of wood waste during these 3 years. We have also upcycled 150 tonnes. Our goal is to recycle 400 tonnes of wood waste per year in 3 years’ time to create 20 inclusive jobs.”

Ben Yavnieli, EDEN Social Wood Recycling, Israel

“Almost every green construction project we work on we created 5 new jobs to local people in the area where the building was built. Moreover, we can guarantee now to our customers a 30% reduction of their energy bills.”

Anas Saleh, Building WORX, Jordan

“In Tunisia, over 1,170 tons of non-degradable, ultra-toxic pesticides are dumped into the environment. Through my project, I aim to reduce this amount by 20% over the next 10 years by expanding my activity and turn more lands from conventional to organic farming. By doing so, I will compensate the negative environmental effects of our agricultural system and its impact on global warming.”

Leila Horchani, Ferme Bio Warda, Tunisia

“As a winner of OSCE GEMS Award of the SwitchersFund, we are investing these 15,000 Euros to buy new equipment including sewing machines, to hire one staff, to establish an agreement with an NGO that employs 28 immigrant women to help us to produce some of our products and to re-design our new website.”

Yara Yasin, Up-Fuse, Egypt

“Plastic4Life will positively impact both the environment and the local economy. My objective is recycling 2300 tonnes of plastic waste yearly, will reduce CO2 emissions by up to 3530 tonnes a year.”

Oussama Boutrigui, Plastic4Life, Morocco

“Electronic waste is becoming a global problem with lots of implications on the environment and public health. The UN estimates that there are around 40 million tons of e-waste that accumulates globally each year. Taifke offers a global collection system to connect e-waste generators in Palestine and e-waste recycling companies abroad.”

Tasneem Abuhijleh, Taifke

“My dream now is scaling up and replicating the Oasis Community Center in different governorate and different countries. SwitchMed is helping me to achieve this.”

Sally Bahgat, Oasis Community Centre

“After finishing SwitchMed Green Entrepreneurship Programme I was able to register my company legally”

Ahmed Abdallah, Eco Food Dehydrator

“We have established a sustainable and circular system for the production of organic mushroom. Comparing to regular producers we use 0.49 kWh less energy per Kg. of mushroom produced. We also up-cycle 55 tonnes of agricultural waste per year.”

Wissam Mansour, Lili’s farm manager, Lebanon

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Lina Al-Kurdi, Lina Energy Production

“Waste to Value aims to reduce the harmful effects associated with chemical fertiliser use and the decomposition of 240 tons of used coffee grounds in landfills. By producing yearly 240 tonnes of organic fertiliser we are reducing the collection systems of CO2 and restoring the soil fertility.”

Mohamed Khell, waste to Value, Tunisia

“In order to make the vitamin supplement based on wheatgrass extract, we use 90% less space for growing, as to grow 1 ton of wheatgrass we require only 40m2 of land and we use 90 times less water than soil-based farming. Our system allows water reuse up to the 90% too. Our packaging is reusable and made of biodegradable material.”

Amina Abu Hamdeh, Oro Verde, Jordan

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Oussama Boutrigui, Plastic4Life, Morocco

“We have employed five members of staff and we aim to double that number by 2020”

Lina Al-Kurdi, Lina Energy Production

“Waste to Value aims to reduce the harmful effects associated with chemical fertiliser use and the decomposition of 240 tons of used coffee grounds in landfills. By producing yearly 240 tonnes of organic fertiliser we are reducing the collection systems of CO2 and restoring the soil fertility.”

Mohamed Khell, waste to Value, Tunisia

In the south of Algeria, we build houses with high energy performance and respectful with the environment, while keeping the architectural and urban styles inspired by ancestral modes of construction, like those of Issour from the M’Zab Valley. About fifty workers will be recruited during the next 3 years and trained to use these techniques”. Daddi Addoun El Khoudir. Les bâtisseurs des oasis, Algeria

“Our circular prickly pears revalorization process has the potential to convert 1200 tonnes per year into 600 litres of high quality oil and hundred employees will be needed to properly manage Ferrah Cactus”.

Ferrah Regua, Ferrah Cactus, Algeria

“This book is directly associated with the Handbook, it will help you to put into practice the knowledge you acquired with the Handbook, but above all, to make your project progress more practical. It will guide you through the business creation journey, from a business idea to a green business model.”

Crowdfunding guide: This guide addresses eco-entrepreneurs and eco and social initiatives in the southern Mediterranean, to orient them in the implementation of a crowdfunding campaign: preparing a campaign, mobilising a community, optimising the transformation, carrying out a campaign, and creating loyalty in a community.

Incubation programme for green entrepreneurs in the Mediterranean: This toolkit is intended to provide you with the necessary guidance and support to help you out in the most critical phase of your business: the take off! Throughout this document and other complementary templates and assistance activities, you will be reviewing the work you have done so far, validating your proposal and getting ready to launch and run your business.

Green Entrepreneurship SwitchMed’s publications

Handbook for green entrepreneurs in the Mediterranean: This book explains all the major steps for setting up your green business project. It provides the necessary theoretical basis, tools and methodology and presents also different examples of entrepreneurs and their business.

Workbook for green entrepreneurs in the Mediterranean: This book is directly associated with the Handbook. It will help you to put into practice the knowledge you acquired with the Handbook, but above all, to make your project progress more practical. It will guide you through the business creation journey, from a business idea to a green business model.

White papers: The white paper is a photograph of the moment that highlights the strengths and weaknesses of the green entrepreneurship ecosystem in each beneficiary country, in order to reveal the areas and axes where the needs for action are greatest. It summarises the opinions of 40 stakeholders interviewed individually (public institutions, financial institutions, support structures, project sponsors) as well as the results of the Synergies workshop held in each country during the SwitchMed programme. Each country has one white paper.
Meet the Switchers

The Switchers is a community of inspiring green entrepreneurs and change-makers in the Mediterranean region. Switchers are individuals, enterprises or civil society organizations implementing innovative and ecological solutions that contribute to sustainable and fair consumption and production models. They are active in a variety of fields, such as organic farming, green tourism, renewable energy or waste management. The platform www.theswitchers.eu tells their stories of sustainable transformation and change.

There are 300 Switchers showcased in the Switchers platform. They are all shining examples of how circular economy approaches can lead to business opportunities and also drive innovation that benefits people and the environment.

• Are you also working for a fair and sustainable future?
• Are you based in a Mediterranean country?
• Are you an independent initiative (non-governmental), either a non-profit organization or a for-profit startup?

If so, then you can be a Switcher too!

Join the tribe to connect with other like-minded people, and benefit from a community supporting its members to grow and scale their solution.
Explore the new Switcher’s Travel Guide

Your guide to off-the-beaten-path sustainable travel and shopping is now ready. Discover a travel-ready pocket guide, the so-called Switchers Travel Guide, that will ease planning your trips, while being sustainable and supporting our Switchers. The first one out is Egypt. Algeria, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia will come too.

Each section of the Switchers Travel Guide features the projects and creations of our Switchers — the eco and social entrepreneurs who are creating circular, sustainable economies to benefit their country and beyond. Whether you are traveling solo, with family, or for business, we hope this guide helps you discover something new and inspiring.

As planning a trip can be overwhelming, we have kept this guide simple. Here are the four sections you will find:

- Where to Stay;
- Where to Eat;
- What to Do;
- What to Bring Home.

The main intention for this guide is to be used on mobile. Thus, while it is a normal PDF, it is responsive to mobile devices and invite you to view it on your phones as well. We have also created a Google Map featuring each location mentioned, and underlined text can be clicked to access relevant websites.

Switchers in numbers

Switchers per sector

- Sustainable transport: 9%
- 9% Sustainable tourism
- Sustainable housing & construction: 25%
- 25% Renewable energy & energy efficiency
- Organic food & agriculture: 22%
- Sustainable textiles & clothing: 12%
- Sustainable waste management: 12%
- Sustainable tourism: 10%
- Organic cleaning products & cosmetics: 2%
- 2% Resource efficiency & sustainable waste management

Switchers per country

300 Switchers

- Egypt: 18%
- Morocco: 15%
- Spain: 8%
- Israel: 8%
- Palestine: 8%
- Jordan: 6%
- Algeria: 300
- Tunisia: 10%
- Italy: 3%
- Lebanon: 1.5%
- Turkey: 1.5%
- Malta: 0.5%
Our achievements in the ‘Civil Society Empowerment Programme’

1 Training Methodology developed.

8 Workshops.

+570 Applicants.

+160 Local Partners.

+160 Local Trainers trained.

14 Civil society initiatives incubated.

+80 eco-innovation civil society initiatives.

Civil Society Organisations sectors

- Sustainable agriculture
- Sustainable waste management
- Sustainable tourism
- Sustainable consumption & education
- Sustainable businesses
- Sustainable transport
- Sustainable housing
- Sustainable agriculture & environmental education
- Sustainable agriculture
- Sustainable tourism
- Sustainable consumption & education
- Sustainable businesses
- Sustainable transport
- Sustainable housing

Civil Society Organisations trainees gender balance

- Algeria: 63% Men, 37% Women
- Lebanon: 74% Men, 26% Women
- Tunisia: 60% Men, 40% Women
- Morocco: 85% Men, 15% Women
- Jordan: 50% Men, 50% Women
- Palestine: 25% Men, 75% Women
- Egypt: 65% Men, 35% Women
- Israel: 39% Men, 61% Women

Gender Balance:

- 52% Men
- 48% Women

Photo credit @Folch Studio
Grassroots initiatives are innovative networks of activists and organisations that lead bottom-up solutions for sustainable development. Solutions that respond to the local situation and the interests and values of the communities involved. Nevertheless, initiatives from the southern shore of the Mediterranean have received little attention and support to date.

Empowering them is one of the main objectives of SwitchMed. More than 160 trainees representing 80 eco and social innovation organisations from civil society were trained and fourteen initiatives received close follow-up and comprehensive incorporation.

"Thanks to this initiative we have reduced travel time by 20% and the number of visitors to the village has increased by 50%.

Abdelkrim Boukhoud, Taxi Social, Morocco

"The rooftop garden is located on the rooftop of the biggest shopping mall in the capital,阿拉伯语, which is a perfect location for attracting customers for our events.

Boukhoud, founder of the movement. This initiative includes roaming swaps that function as a free-for-all market for various items that people want to give away or trade for other items, such as clothing, garden tools, and kitchen appliances. While the organisation does not charge a fee for participation, they encourage a circular economy by reusing discarded items.

"Make your Rooftop Paradise is a simulation project to help people create a roof garden that is surrounded by a wall. The initiative encourages people to create a garden that includes edible crops and medicinal plants on roofs and balconies, as well as water harvesting and greywater recycling. The project aims to promote sustainable living and to encourage the use of rooftops as spaces for recreation.

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Our achievements in the “Enabling access to finance” Programme

Number of candidates, green entrepreneurs and selected ones for the ‘Green start-ups meet investors’

<table>
<thead>
<tr>
<th>Country</th>
<th>Candidates</th>
<th>Green Entrepreneurs</th>
<th>Selected green entrepreneurs for the “Green start-ups meet investors”</th>
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<tbody>
<tr>
<td>Egypt</td>
<td>15</td>
<td>7</td>
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<td>Jordan</td>
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<td>Lebanon</td>
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<tr>
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<td>23</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>262</td>
<td>245</td>
<td>240h</td>
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Candidates: Candidates who applied to enrol the capacity building programme where green entrepreneurs deepened their understanding of the investment process, to prepare their business idea for showcasing to financial players in order to improve their communication skills to present their business idea.

Green entrepreneurs: Green entrepreneurs who attended the capacity building programme.

Selected green entrepreneurs: Selected green entrepreneurs to pitch during “Green start-ups meet investors”.

Money raised by green entrepreneurs:

2,150,000€
1,400,000€

Potential investment raised by the green entrepreneurs.

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Enabling access to finance: financial instruments for innovative green businesses

SwitchMed promotes enabling access to finance for green businesses and circular economy in Southern Mediterranean to promote job creation and sustainable economic growth. A total 2,150,000€ potential investment raised by the entrepreneurs is expected by the end of the programme.

SwitchMed that connects start-ups with the right investors during matchmaking events, the so-called ‘Green start-ups meet investors’, is a national event held in each beneficiary country. By covering the whole innovation process, from idea generation to scale-up, SwitchMed promotes enabling access to finance for green entrepreneurs that want to develop young Egyptian start-ups.

Despite having a large number of banks in Tunisia, investments in the green sector still remain an issue due to the lack of available financing options for such businesses. The second mission, only a few initiatives developed by green startups (ECOncrete and winner of the ‘Green startups meet investors’ in Morocco) and one is the fact that the green innovation market is still difficult at the beginning, but it is essential to make efforts to meet the appropriate financial players. The stages of the investment process were also taught during the session. In the selection process, SwitchMed aims at mobilising the investors’ community, SwitchMed aims at mobilising investment capital to help with the growth of green businesses in the Southern Mediterranean. In total, 245 applicants submitted an application to join the ‘Green startups meet investors’ and 79 green entrepreneurs were selected and coached to give their pitches to a panel of investors and to prepare their business to be evaluated by the financial players.

In total, 245 applicants submitted an application to join the ‘Green startups meet investors’ and 79 green entrepreneurs were selected and coached to give their pitches to a panel of investors and to prepare their business to be evaluated by the financial players. The selected received 30 hours of capacity building session to improve their communication skills and to prepare their business to be evaluated by the financial players.

South Africa is considered a major green economy voice and stands between innovative green entrepreneurs and stand between innovative green entrepreneurs and potential financiers. A total 2,150,000€ potential investment raised by the entrepreneurs is expected by the end of the programme.

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Strengthening access to finance: financial instruments for innovative green businesses

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Enable access to funding for green businesses and the circular economy in the Southern Mediterranean to promote job creation and sustainable economic growth is the mission of the newly created The SwitchersFund.

Launched in 2017, their first activity was setting up an award that would give 90,000€ in grants to entrepreneurs to implement their green businesses.

The SwitchersFund, a novel way of bringing finance directly to eco and social innovators in the Mediterranean

Lanuching a green business in the Mediterranean is not easy and entails a great deal of risks for entrepreneurs. This is why the SwitchersFund was created. It is one of the first green seed-funds in the region and its mandate is to bring finance directly to green entrepreneurs in the Southern Mediterranean to promote job creation and sustainable economic growth in the Mediterranean. The SwitchersFund’s first grantee, receiving 15,000 Euros to internationalise her green, social business.

In March 2018, Up-fuse, a brand that promotes an eco-conscious lifestyle by designing and producing upcycled bags from discarded plastic waste in Egypt became one of The SwitchersFund’s first grantees, receiving 15,000 Euros to internationalise her green, social business.

Additionally, The SwitchersFund’s Business Support Services promotes networking opportunities for entrepreneurs and helps them with multi-level support and adapted financial tools to effectively tackle the challenges they face. The SwitchersFund is also in the process of launching an eco-innovative tool that can be used by entrepreneurs to assess their current status and develop a plan for further development. This tool will be available through the eco-design toolkit, which also includes access to funding services such as Green Startups Meet Investors, Crowdfunding Boot Camp, and Green Startups Meet Investors.

The SwitchersFund is working with partners such as policymakers, business incubators, and non-governmental organizations to learn more about the role of incubators and accelerators in encouraging entrepreneurship. The SwitchersFund is also in the process of conducting workshops with green entrepreneurs, and they share is their tendency to address only one activity support programmes as well as European Union funding. For this reason, in 2017, SCP/RAC and FEBEA launched a green business in the Mediterranean countries and could contribute to generating economic growth, job opportunities and a better environment for everyone. This mapping report, launched by the SwitchersFund, is the first to present a comprehensive overview of the region’s green business ecosystem. It is a practical tool developed by SCP/RAC and includes access to funding services such as Green Startups Meet Investors, Crowdfunding Boot Camp, and Green Startups Meet Investors.

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All preliminary investments amounted to 1.4 million euros in total. 16 business partnerships have so far been concluded, resulting in technology cooperation agreements, skills transfer, and innovation research collaborations across several industrial sectors. 725 participants from industries in Egypt, Lebanon, Morocco, and Tunisia concluded over 315 business meetings between European eco-innovators and local industries. The results from the B2B events have not only engaged investment networks and created stages for eco-innovative business solutions relevant to the local context, but have also revealed to key decision makers the positive impact circular business solutions can have for businesses and the economic growth. So far, 16 business partnerships, with a preliminary investment of 1.4 million euros have been concluded, resulting in technology cooperation agreements, skills transfer, and innovation research collaborations across several industrial sectors. A pool of 42 relevant and ready for market uptake eco-innovative business solutions, developed under the framework of the EU "Eco-innovation Programme", "Best Life Environment", the "European Business Award", and the "innovation Seed" initiative, were proposed to local companies during a series of Business to Business (B2B) events in Egypt, Lebanon, Morocco, and Tunisia. The results from the B2B events have not only engaged investment networks and created stages for eco-innovative business solutions relevant to the local context, but have also revealed to key decision makers the positive impact circular business solutions can have for businesses and the economic growth. So far, 16 business partnerships, with a preliminary investment of 1.4 million euros have been concluded, resulting in technology cooperation agreements, skills transfer, and innovation research collaborations across several industrial sectors.

"By promoting business partnerships between local businesses and eco-innovators from the EU, new business opportunities have been opened and knowledge exchange between local industries and the EU has been enabled."

"At this B2B event I met a number of companies that work in the sector that turns waste into something viable and that can help us earn money. Waste is often misinterpreted and seen as not adding any value, but in fact we can have something good that works well that can reduce costs of the final product, becoming more competitive in the international market."

Ragheb Ben Ayed, Sobecom - Tunisia

"Ultimately, everything has to be economic. You can make as many environmental savings as you want to but if it is still not cost effective you are wasting your time."

Graham Downhill, MLSE - United Kingdom

Photo credit: UNIDO
Producing denim with less water, chemicals and energy at a better cost

SwitchMed B2B for eco-innovation brought game changing European technologies to textile industries of the Southern Mediterranean that will improve their resource consumption, competitiveness and could have wide-ranging impacts for the whole sector.

In the wake of the SwitchMed programme, Jeanologia, a European company with more than 20 years of experience in developing sustainable and efficient technologies for fabrics and garment finishing, took part in the UNIDO organized B2B eco-innovation events in Tunisia (December 2016), Morocco (January 2017) and Egypt (February 2017). As an outcome from the SwitchMed B2B, the company decided to purchase two G2 ozone-washers and three machines outfitted with the Eflow nanobubbles technology, with an investment of 600,000 euros. This will allow Jeanologia to reduce its water consumption by 13,000 litres per minute, saving 600,000 euros per year.

In the same way, Jeanologia set up a partnership with Emessa, a garment treatment center based in Egypt, producing high quality denim for the Egyptian, Moroccan and Tunisian markets. As a result of Jeanologia's technologies, the water savings would range from 19 million to 24 million m³ every year, equivalent to the water requirements of the textile sector. Consequently, even saving under the garment sector will not only protect the water resources of the region, but could also improve the ability of regions to increase their economic growth by creating additional employment.

Jeanologia, is an excellent example of how eco-innovative solutions can lead to increased productivity, reduced waste and energy consumption and significant cost savings. In this way, Jeanologia is the new partner of choice for textile producers to accomplish green standards. The adoption of Jeanologia technologies in the Southern Mediterranean region, the adoption of Jeanologia technologies could take one momentous step forward in the transformation of the textile industry with wide-ranging impacts for the whole sector.

Jeanologia produces denim with the help of ozone and E-flow technologies, that help in reducing water consumption and eliminate harmful emissions and waste, guaranteeing ZERO contamination. During the event, the G2 ozone-washer and the Eflow Nano-bubbles technology have been presented, explaining how the eco-innovative technology offered by Jeanologia could be a game changer to the use of water and chemicals in the production.

"We participated in the B2B networking event organised by UNIDO. This is where we were introduced to Jeanologia. By using their technology, we are able to save 70% of water, 30% of energy and finally eliminate the use of harmful chemicals in our production. All in all, we were able to save over 135,000 euros allowing us to reinvest in our business, increase exports and become more competitive."

Bouguila Jelloul, the Director General of New Amico.

Photo credit: UNIDO
Exporting green products to the EU with a better footprint

Adopting common methodologies to measure the environmental footprint of products is part of the EU’s efforts to move toward a single market for green products. However, this development will also have a significant impact on businesses already exporting to the European single market and on their ability to compete on equal terms with their green products. We explain how in the SwitchMed programme, UNIDO conducted pilot studies in four countries, from some of the most significant export sectors for green products, to measure the preparedness of businesses to the new EU framework for green products.

S
In the case of the first company in Egypt to use any of the EU’s single market methodology as a marketing tool, it is a result of Dr Nakhla’s project. As a consultant to UNIDO, she carried out a PEF project for a company involved in fashion industries. The company was interested in the environmental footprint of its products, and how to demonstrate this environmentally friendly aspect to consumers. The company wanted to use the environmental footprint to differentiate its products on the European market. To support this initiative, the Product Environmental Footprint (PEF) methodology was developed to assess the life cycle environmental performance of a product. This framework takes into account system boundaries, i.e., the environmental impacts of all activities involved in any chain of events and outcomes (from input to output) that contribute to the provision of a product or service. PEF methodology can improve Egyptian business competitiveness in the international market.

The environmental performance of the product produced by an Egyptian company will be comparable to that of the same product produced by other companies in Europe. PEF will also show the company’s position when compared to its competitors, its ability and its ability to compete on the global market, and what it can further improve this development.

PEF – A step forward to be followed

Dr Dalia Nakhla has more than 20 years of experience as an environmental and energy management consultant. She is a Certified Environmental Impact Assessment Consultant and Senior Waste Management Consultant by the Egyptian Ministry of Environment. Dr Nakhla is also certified by the United Nations Industrial Development Organization (UNIDO) as an Energy Management Systems National Expert. She is an expert in the area of environmental management especially environmental impact assessment. She was the project manager and participated in a number of IEA related to different sectors: oil and gas, industry, solid waste, infrastructure and tourism. Dr Nakhla also aided in the introduction of Energy Management Systems in a number of energy-consuming industries in Egypt according to the requirements of ISO 50001, including cement, petrochemical and ceramic industries.

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The efficiency of this sector in the single European market will be assessed by comparing the environmental impacts of its products with those of its competitors. Businesses can use this opportunity to participate in local organized initiatives and environmental labels on the European market.

In 2017, UNIDO invited relevant parties to participate in the Life Cycle Assessment (LCA) training program, aimed at increasing awareness and knowledge about the life cycle impacts of products and services. The purpose of this training is to enable the participants to improve their environmental performance and sustainability in the global context.

The other challenge resided in modelling the factory and suspected data was recalculated by the team and data verification by the PEF consultant. At the factory, data was requested in that detail such as the type of chemicals used with indicators for their consumption as well as the emissions and waste streams. This will prevent environmental degradation and consequently the factory’s closure. An integrated environmental management system will help to ensure not only the interest of the export oriented companies, but also the interest of the local company, which can be achieved by establishing a PEF methodology and the potential for improvement. For each company, the PEF methodology can be developed to assess the life cycle environmental performance of a product or service.

The company was willing to cooperate but had to understand why data was requested in that detail. The consultant searched for publications for the same study in Piel Color? and was not enough. Also, data on quantities of materials, energy consumption and production patterns, and production technologies. 52

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Dr Dalia Nakhla shares with us her perspective on how the implementation of the PEFCR has been accomplished. For a company looking into the prospect of exporting its products to the EU single market, the following steps need to be followed:

1. First assessment of implementing the PEFCRs outside of the EU.
2. Product Environmental Footprint (PEF).
3. Product sectors selected for PEF pilot studies (wine, intermediate paper products, pasta and olive oil).
4. Companies were selected for the implementation of the PEFCRs.

PEF is based on Life Cycle Assessment methodology, which evaluates the environmental impacts of the flows of material/energy and the corresponding emissions and waste streams associated with a product or means to identify significant issues and inform decision-making. The PEF methodology can improve Egyptian business competitiveness in the international market.

The PEF methodology will allow the company to understand the real potential of their products and improve their ability to compete on the global market, and what it can further improve this development.

The PEFCR methodology is developed to assess the life cycle environmental performance of a product or service. This framework takes into account system boundaries, i.e., the environmental impacts of all activities involved in any chain of events and outcomes (from input to output) that contribute to the provision of a product or service.

The company was willing to cooperate but had to understand why data was requested in that detail. The consultant searched for publications for the same study in Piel Color? and was not enough. Also, data on quantities of materials, energy consumption and production patterns, and production technologies. The consultant searched for publications for the same study in Piel Color? and was not enough. Also, data on quantities of materials, energy consumption and production patterns, and production technologies.

The environmental performance of the product produced by an Egyptian company will be comparable to that of the same product produced by other companies in Europe. PEF will also show the company’s position when compared to its competitors, its ability and its ability to compete on the global market, and what it can further improve this development.

For a company that looks into the prospect of exporting its products to the EU single market, the following steps need to be followed:

1. First assessment of implementing the PEFCRs outside of the EU.
2. Product Environmental Footprint (PEF).
3. Product sectors selected for PEF pilot studies (wine, intermediate paper products, pasta and olive oil).
4. Companies were selected for the implementation of the PEFCRs.
Networking Facility

It is the main gathering of the SwitchMed that brings 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 in Barcelona.

2,000 subscribers to the SwitchMed Newsletter.

+1,000 participants from 16 different countries attended SwitchMed Connect.

11 SwitchMed Newsletters sent.

Since the launch of the SwitchMed webplatform, more than 440,000 page views have been recorded indicating at wide dissemination.

4 websites (SwitchMed, The Switchers, SwitchersFund, SwitchMed Connect).

3 SwitchMed Connect organised. It is the main gathering of the SwitchMed that brings 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 in Barcelona.

10,000 Followers on Facebook page on the SwitchMed and The Switchers channel.

32 strategic partners are likeminded organizations to facilitate the exchange of ideas, build bridges and synergies and foster cooperation among diverse organisations in different countries with shared goals.
Photos credits: @Joan Bardaletti

SwitchMed Connect 2018
13-15 November
Barcelona, Sant Pau Art Nouveau Site
www.switchmedconnect.com
## SwitchMed Connect 2018 Agenda

### Day 1 - Tuesday 13 of November (by invitation only)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 - 10:00</td>
<td>Francesc Cambó Auditorium</td>
<td>Opening Plenary</td>
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<tr>
<td></td>
<td></td>
<td>Main moderator: Burcu Tunçer (SCP/RAC).</td>
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<tr>
<td>10:00 - 13:00</td>
<td>Auditorium Pau Gil (Live streaming)</td>
<td>Working Group 1: MED TEST II Component</td>
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<tr>
<td></td>
<td></td>
<td>Main moderator: Roberta De Palma (UNIDO).</td>
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<tr>
<td></td>
<td></td>
<td>Working Group 2: Policy Component</td>
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<tr>
<td></td>
<td></td>
<td>Main moderator: Luc Reuter (UN Environment).</td>
</tr>
<tr>
<td>13:00 - 14:00</td>
<td></td>
<td>Networking Lunch</td>
</tr>
<tr>
<td>14:00 - 16:00</td>
<td>Auditorium Pau Gil (Live streaming)</td>
<td>RECP And Eco-Innovation In The Food sector (Hosted by UNIDO)</td>
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<td></td>
<td></td>
<td>Speakers: Chris Arvanitakis (Food sector and business development expert)., Martin Shuering (Tiz-Bremerhaven).</td>
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<td></td>
<td>Communicating Product Sustainability: 10 Guiding Principles (Hosted by UN Environment)</td>
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<td></td>
<td>Speakers: Elisa Tonda (UN Environment), Yan Chang (UN Environment).</td>
</tr>
<tr>
<td>16:00 - 17:00</td>
<td></td>
<td>Coffee Break and Networking Time</td>
</tr>
</tbody>
</table>

### Day 1 - Tuesday 13 of November Evening event (open to the public)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:00 - 17:20</td>
<td>Francesco Cambó Auditorium</td>
<td>Welcoming</td>
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<tr>
<td></td>
<td></td>
<td>Welcoming address: Marta Subirà, Secretary at the Secretary for Environment and Sustainability, Government of Catalonia.</td>
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<td></td>
<td></td>
<td>Remarks by: Maciej Popowski, Deputy Director General in the Directorate General for Neighbourhood and Enlargement Negotiations, European Commission</td>
</tr>
<tr>
<td>17:20 - 18:30</td>
<td>Auditorium Pau Gil (Live streaming)</td>
<td>High-Level Opening Panel</td>
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<td>Moderator: Fernando Rodrígés (President of the Advisory Council for Sustainable Development of Catalonia).</td>
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<tr>
<td></td>
<td></td>
<td>Speakers: Tatjana Hema, MAP Deputy Coordinator. Officer in Charge, UN Environment Mediterranean Action Plan.</td>
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<tr>
<td>18:30 - 19:00</td>
<td></td>
<td>Launch of SwitchMed Exhibition: The Circular Economy In The Mediterranean</td>
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<tr>
<td></td>
<td></td>
<td>Remarks by: Mamiej Popowski, Deputy Director General in the Directorate General for Neighbourhood and Enlargement Negotiations, European Commission</td>
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<td>Cocktail Dinner &amp; live band</td>
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</tbody>
</table>
# SwitchMed Connect 2018 Agenda

## Day 2 - Wednesday 14 of November (open to the public)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 15:00</td>
<td>Francesc Cambó Auditorium</td>
<td><strong>MED TEST II Innovation Bazaar</strong></td>
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<tr>
<td></td>
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<td><strong>Moderators:</strong></td>
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<tr>
<td></td>
<td></td>
<td>Amy Serafin (Editor in chief and journalist).</td>
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<td></td>
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<td>Nick Spicer (Reporter and news presenter).</td>
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<tr>
<td></td>
<td><strong>Introduction on MED TEST II by:</strong></td>
<td><strong>Roberta De Palma (UNIDO).</strong></td>
</tr>
<tr>
<td>11:00 - 11:30</td>
<td>Auditorium Pau Gil (Live streaming)</td>
<td><strong>Grab a coffee and enjoy the Marketplace</strong></td>
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<tr>
<td>11:30 - 13:00</td>
<td></td>
<td><strong>Scaling-Up Resource Efficiency And Cleaner Production</strong></td>
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<tr>
<td>13:00 - 14:00</td>
<td></td>
<td><strong>Networking Lunch &amp; Marketplace</strong></td>
</tr>
<tr>
<td>14:00 - 15:30</td>
<td></td>
<td><strong>Enabling Policies</strong></td>
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<tr>
<td>15:30 - 16:00</td>
<td></td>
<td><strong>Grab a coffee and enjoy the Marketplace</strong></td>
</tr>
<tr>
<td>16:00 - 17:30</td>
<td></td>
<td><strong>Enabling Circular Economy Opportunities in the Agro-food sector</strong></td>
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<td><strong>Policies For Sustainable Consumption:</strong></td>
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<td></td>
<td>The Mediterranean Experience</td>
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<td></td>
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<td><strong>Moderators:</strong></td>
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<tr>
<td></td>
<td></td>
<td>Elisa Tondé and Luc Reuter (UN Environment).</td>
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<td></td>
<td></td>
<td>Ali Abdouni (Sustainable Urbanization).</td>
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<td>Faiza Haq (Axiada)</td>
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<td></td>
<td></td>
<td>Hossam Allam &amp; Ghada Mophny (CEDARE).</td>
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<tr>
<td>17:30</td>
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<td><strong>End of day</strong></td>
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</table>
SwitchMed Connect 2018 Agenda

Day 3 - Thursday 15 of November (open to the public)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Moderator/Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:15</td>
<td>Switchers Pecha Kucha</td>
<td>Francesc Cambó Auditorium</td>
<td>• Aminah Abu Hamdeh (Healthy Green Gold, Jordan).</td>
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<td></td>
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<td></td>
<td>• Khouloua Remmal (ENRED Engrais Bio Morocco).</td>
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<td></td>
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<td></td>
<td>• Mohamed Makki Maalej (M2M SA, Tunisia).</td>
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<td></td>
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<td>• Nadav Leshem (Toyswap, Israel).</td>
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<td>• Nadia Epifani (Treating Waste by Waste, Palestine).</td>
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<td>• Sammy Mohamed (Go Bike, Egypt).</td>
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<td></td>
<td>• Wissam Mansour (UJF Farm, Lebanon).</td>
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<td>• Ab Al Sena (ENCPC Egypt).</td>
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<td></td>
<td>• Lotfi Harbi (AHC Consulting).</td>
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<td>• Tracy El Achkar (Sane Foundation).</td>
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<td></td>
<td>• Yassine Ben Menadi (Bio-inntrants Technologie).</td>
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<tr>
<td>11:00 - 11:30</td>
<td>Grab a coffee and enjoy the Marketplace</td>
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<tr>
<td>11:30 - 13:00</td>
<td>Innovative Financial Instruments For Green Entrepreneurs In MENA</td>
<td>Auditorium Pau Gil (Live streaming)</td>
<td>• Leonardo Seni (UfM).</td>
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<td></td>
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<td></td>
<td>• Claudia Paré (SCP/RAC).</td>
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<td>• Daniel Sorrosal (FEBEA).</td>
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<td></td>
<td>• Gian Luca Gasparini (SEFEA).</td>
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<td>• Hala Mujalli (Finance Expert Jordan).</td>
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<td>• Michelle Mouarada (Afanar).</td>
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<td>• Najib Saab (AFED).</td>
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<td>• Shada Elsharif (Jordan Environment Fund).</td>
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<td></td>
<td>• Tracy El Achkar (Vidica Fund).</td>
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<tr>
<td>13:00 - 14:00</td>
<td>Networking Lunch &amp; Marketplace</td>
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<tr>
<td>14:00 - 15:30</td>
<td>How To Design A Business In The Circular Economy</td>
<td>Floor 1: Room 1-2</td>
<td>• Yiř Engel (Center for Sustainable Design/EPA Cradle to Cradle in Israel).</td>
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<td>• Andrea Gallardo (Inédit).</td>
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<td>• Michal Bitterman (The Natural Step Israel branch).</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Coffee break &amp; closing</td>
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<tr>
<td>16:00</td>
<td>End of SwitchMed Connect 2018</td>
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<tr>
<td>16:15 - 18:15</td>
<td>SwitchMed Steering Committee (by invitation only, SwitchMed closed-door event)</td>
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</table>
We are SwitchMed

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