SCP for an eco-innovative Mediterranean

Roundtable “National Strategy on Sustainable Development until 2030 and Sustainable Consumption and Production”

31st March 2017, Podgorica (Montenegro)
Outline

• What is SCP and the SCP Action Plan?
  • Eco-innovation in companies
  • The Switchers
What is SCP?

- **Resource Efficiency and Cleaner Production for companies and industries**
  - Green Entrepreneurship and New Green Business Models
    - Incubators for Green Entrepreneurs
    - Eco-design and eco-innovation in products and services
    - Up-scaling of New Green Business Models, etc

- **Regulatory mechanisms promoting the market for sustainable products and services**
  - Green Public Procurement
  - Eco-labelling, etc

- **Economic and financial instruments**
  - green banking, tax and subsidy reform
  - ecological taxation and green tax reform
  - tax differentiation, economic incentives, etc

- **Empowering citizens, and creating the demand for sustainable products and services**
  - Informal and Formal education on SCP
  - Support to SCP grassroot initiatives, etc

- **Creating knowledge on SCP**
  - R&D partnerships
  - Science policy dialogue on SCP
  - Specialized university degrees, etc
SCP in the Med

SCP as one of the key theme of the UfM Ministerial Declaration on Environment and Climate Change (May 14)

Adoption of the SCP Action Plan for the Mediterranean and its Roadmap for implementation at the COP 19 of the Barcelona Convention (Feb 16)
SCP Action Plan for the Mediterranean

Take Action {IN} KEY ECONOMIC SECTORS

Spread THE SCP PERSPECTIVE INTO POLICY PLANNING
Priority areas of the SCP Action Plan

- **Food and Agriculture**
- **Tourism**
- **Goods Manufacturing**
- **Housing and Construction**
Eco-innovation in companies

- Support to eco-tourism operator
- Support for eco certification of sust. Tourism facilities
- Implementation of CE concept in tourism facilities
Support to composting plant / biogas production

Implementation of CE in food companies (olive oil / dates)

SPP in the food sector
Support to the Stockholm Convention on POPS

Identification of innovative solutions for the prevention of toxic chemicals in products

Working Group on Marine litter plastics and micro plastics and its POPs and EDC components: proposal of measures for consideration by the CPs
Support for the implementation of the Regional Plan on Marine Litter

Support to develop regulatory framework for the ban of single-use plastic bags / EPR

Development of measures for ML prevention in MPAs

Identification of innovative solutions for plastic prevention
The Switchers

The stories of the people who are changing the world
A candlelit eco-friendly hotel

Feynan Ecolodge

Dana, Jordan
THE SWITCHERS SUPPORT PROGRAMME IS BASED IN 3 MAIN CORE ACTIVITIES:

1. TRAINING AND COACHING PACKAGE:
   It includes training and incubation methodologies guiding entrepreneurs how to eco-design their business.

2. GREEN IMPACT INVESTMENT NETWORK:
   Creation of a community of investors who are keen to facilitate access to funding for green entrepreneurs and eco-innovative business models.

3. NETWORKING SERVICES: THE SWITCHERS ON-LINE PLATFORM.
   A space collecting the successful stories of switchers to inspire other Switchers and to connect them with relevant stakeholders like other businesses, potential investors...

www.theswitchers.eu
INNOVATIVE TRAINING & INCUBATION METHODOLOGIES

Create your Green Business!
The Handbook for Green Entrepreneurs in the Mediterranean
The community was created just 2 years ago under SwitchMed.

Around 4000 candidates from MENA countries have applied to be supported.

Around 1600 were selected and trained.

Around 150 have already launched their business.
Green Impact Investment Network

Demand for Financing

– Assessment of financial needs of green entrepreneurs

– Development of new services
  • Access to finance guidebook
  • National dialogues between financing institutions and entrepreneurs: Green entrepreneurs meet investors
  • Crowdfunding campaign support
  • Regional award for grants

Supply of Financing

– Mapping of interest and instruments

– Design and develop the ‘Switchers Fund’
**Promotion of Adoption of Sustainable Consumption and Production patterns and Resource Efficiency in the Mediterranean**

| **Promoter** | EBRD – European Bank for Reconstruction & Development  
| UNIDO – UN Industrial Development Organization  
| UNEP/MAP - SCP/RAC |
| **Result** | 600 entrepreneurs and other local stakeholders trained  
| 6-8 service providers of integrated SP services (TEST) for industry in the local market, 10 new Green Businesses created and in operation;  
| 100 new local initiatives business opportunities identified by the strategic local agents, 4 local stakeholders (1*country) led initiatives on grassroots, innovation. |
| **Beneficiaries** | Industries, businesses and national banks (600 entrepreneurs, 200+ industries through 30 demo projects, 100 new local initiatives) |
| **Duration** | 2015 – 2019 |
| **Partners** | Sustainable Resources Initiative of the EBRD |
| **Budget** | EUR 8.9 million |
Thank you!

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