Support the Implementation of an environmentally sustainable economy (Component 2)

Daniel Hires, SCP/RAC
1. DEFINE & MONITOR:
   - Map stakeholders and establish Advisory Board
   - Define the blue economy (Scoping Study)
   - Develop a Full Study on policies and indicators to monitor blue economy
   - Establish a Sustainability dashboard

2. SUPPORT THE IMPLEMENTATION:
   - Exhibition of promising cases to scale up at the international summit
   - Workshops for connecting and discussing challenges and opportunities

3. PROMOTE AND MAINSTREAM
   - Presentations of the First draft of the Final Study at the Regional Conference and in parallel fora & side events (consultation processes) and submission to the MCSD
   - Meetings with BC governance processes and other multilateral initiatives within their consultation processes

Introducing blue economy in the Mediterranean
Implementation Activities

1. Identification of new Switchers in 3 sectors
2. External experts to develop the platform
3. Switchers at SwitchMed Connect
4. Sustainable Fashion Show
5. Switchers Expo
6. Video Production
7. Future outlook
Implementation Activities

1. Identification of new Switchers in 3 sectors
2. External experts to develop the platform
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6. Video Production
7. Future outlook
The stories of the people who are changing the world

SWITCHERS
Who are The Switchers?

The Switchers is a community of inspiring green entrepreneurs and changemakers in the Mediterranean region.

Switchers are individuals, enterprises or civil society organizations implementing innovative ecologic and social solutions that contribute to a switch to sustainable and fair consumption and production pattern.
Terre et Humanisme: Combining Agroecology and Pedagogy in Morocco
Identification of initiatives

Support from industry experts:

Amer Bargouth, USA: 9 cases of Renewable Energy

Lydia Chaparro, Spain: 13 cases of Sustainable Fisheries

Tétraktys, France: 20 cases of Sustainable Tourism
Eco Wave Power founder Inna Braverman was only two weeks old
Tnagem, which means “you can!” in the Tunisian dialect, is the stimulating title the Youth science Association kerkennah chose for their new project.
TNAGEM Organic food and agriculture
TNAGEM Organic food and agriculture

This initiative has participatory approach with artisanal fishermen, as well as various stakeholders, and is an example of integrated coastal zone management. TNAGEM contributes in the economic development and in the efficient management of the natural resources of the Kerkennah Islands.

Fishing is one of the most important natural and cultural heritages of the Kerkennah archipelago, however it is increasingly threatened.

Tnagem, which was initiated in 2015, aimed to safeguard an artisanal fishing technique called Charfiya or Charfia.

This ancestral fishing technique involves fishing with the palm leaves that are cut and arranged in water in V-shapes forms a path. These paths lead the fish to the capture chamber, the traps (named drina in Arabic), are where the fishermen collect the different types of trapped fish.
Developing the platform

Support from external experts:

- Eman
  Editor
  Cairo

- Oumeima
  Storyteller
  Tunis

- Hilary
  Storyteller
  nomad

- Mayya
  Community
  Barcelona
Making Change Visible: www.theswitchers.eu
Implementation Activities

1. Identification of new Switchers in 3 sectors
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Switchers at SwitchMed Connect

SwitchMed Connect is an 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 come together in Barcelona once per year.

SwitchMed Connect 2015 at CCCB Barcelona (October 2015) hosted multiple sessions for blue economy startups, including a Sustainable Fashion Show.

SwitchMed Connect 2016 at Hospital Sant Pau, Barcelona (October 2016) included a Pecha Kucha of 8 Switcher speakers to the plenary.
Sustainable Fashion Show

Exhibiting sustainable collections at SwitchMed Connect 2015

Asli Guvenç (*Asli’s Closet*, online marketplace for second hand clothes in *Turkey*)
Bijan Kafi (*Sekem*, biodynamic agriculture developing organic textile in *Egypt*)
Marc Metni (*Waste*, bags, accessories, and furniture from reused materials in *Lebanon*)
Implementation Activities

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Waste Management

Collection D&E Recycling

Sustainable Tourism
Switchers Expo

30 columns, each featuring a story & details on a Switcher

Oct 2015  SwitchMed Connect 2015, Barcelona
          (250 attendees from Med region)

Feb 2016  UNEP-MAP COP19, Athens 2016
          (22 Ministry representatives attending)

Sep 2016  Coast Day 2016, Barcelona (100 attendees,
           co-organized with PAP/RAC)

Oct 2016  SwitchMed Connect 2016, Barcelona
          (400 attendees from the Med region)
A Blue Economy for a healthy Mediterranean

Measuring, monitoring and promoting an environmentally sustainable economy in the Mediterranean region

OBJECTIVES

1. Define a vision of the sustainable economy in the Mediterranean region
2. Define tools and measures to integrate the Blue Economy vision within the ongoing regional governance processes:
   - Integrated Coastal Zone Management (ICZM) Protocol
   - Mediterranean Strategy for Sustainable Development (MSSD) 2016-2025
   - Ecosystem Approach (EaA) initiative
   - Sustainable Consumption and Production (SCP) Action Plan

DEFINE & MONITOR:
- Map stakeholders and establish advisory board
- Define Blue Economy (keystone study)
- Full study on policies and indicators for Blue economy
- Establish sustainability dashboard

PROMOTE & MAINSTREAM:
- Presentations of first draft, in parallel fora & exhibitions, at the final study (Med Centr. Day 2016) and submission to the MSSD
- Meetings with RC governance processes

SUPPORT IMPLEMENTATION:
- Exhibition on promising cases
- Workshop on sustainable initiatives

"A new concept of Blue Economy to foster the shift towards a new sustainable economy"

MAIN CHALLENGES
- Sustainable use of biodiversity
- Food security
- Climate change and carbon budgets
- Marine and coastal tourism
- Pollution and marine debris

www.mava-blue-economy.com
Video Production

3 five-minute videos highlighting the activities of Switchers

vimeo.com/192942277 & vimeo.com/switchmed
Implementation Activities

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7. Future outlook
1. The Switchers will continue as a platform.
Future Outlook: Blue Economy Entrepreneurs

1. The Switchers will continue as a platform.

2. Establishment of a community spirit.
Future Outlook: Blue Economy Entrepreneurs

1. The Switchers will continue as a platform.

2. Establishment of a community spirit.

3. Exploration of additional services to support Blue Economy enterprises.
SCP in the regional policy framework

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)
Structure of the SCP Action Plan

3 Strategic Objectives

4 consumption and production priority areas
12 operative objectives

- Food, Fisheries and Agriculture
- Goods Manufacturing
- Tourism
- Housing & Construction

51 suggested actions and related regional activities
Structure of the SCP Action Plan

Food, Fisheries and Agriculture

Goods Manufacturing

Tourism

Housing & Construction
Structure of the SCP Action Plan

- Renewable off-shore energy sources
- Fisheries & Aquaculture
- Coastal and Marine Tourism and recreational activities
- Maritime transport, shipping and port activities
- Bio-prospecting, sea-bed mining and exploitation of biological resources

Goods Manufacturing

Food, Fisheries and Agriculture

Tourism

Housing & Construction
Structure of the SCP Action Plan

- Renewable off-shore energy sources
- Fisheries & Aquaculture
- Coastal and Marine Tourism and recreational activities
- Maritime transport, shipping and port activities
- Bio-prospecting, sea-bed mining and exploitation of biological resources

- Food, Fisheries and Agriculture
- Tourism
- Goods Manufacturing
- Housing & Construction
Thank you

Daniel Hires, SCP/RAC
daniel.hires@scprac.org

www.scprac.org  www.switchmed.eu  www.theswitchers.eu
Support the Implementation of an environmentally sustainable economy (Component 2)

Blue Economy Project Conference

Daniel Hires/30-31 May 2017/Marseille

SwitchMed programme is founded by the European Union
THE SWITCHERS

The stories of the people who are changing the world
Welcome to the ever green & growing Switchers community!
If you’ve just joined us - please take a moment to introduce yourself. We’d love to know who you are & what you’re doing as a Switcher. We’ll be sharing the useful information we find for you here, and we encourage you to do the same. Be it sharing an idea, asking for feedback/advice or simply sharing your thoughts or experiences as a green entrepreneur!

May de la Youshe
April 21 at 4:11pm

[FR] Bienvenue dans la communauté des Switchers, toujours ver...
Which country are you based in? Dans quel pays êtes-vous basé?

Answered: 408  Skipped: 0
What do Green Entrepreneurs need?
- The right connections – Local & international events
- Access to finance: Difficulty to find investors (55%+)
- Skill development on marketing & selling to target market
- Highly specialized, sector-specific technical assistance
- Help with getting (international, mainstream) media coverage

Why are they joining The Switchers?
- Resources and support for green entrepreneurs
  - Impact-driven motivation and focus
  - Specialized in green business models
- Importance of being part of global movement for a green economy
Facilitating Business Connections

HOME BI OMAS®

Recyclage

Collectun
D3E
Recyclage

TAFKEEK
Switchers Certificate

The Switchers Community Membership

This certificate shall confirm that

Fady Daw

has been accepted as a member of the Switchers community
as a recognition of his engagement in

Adonis Valley

The Switchers is a community of Mediterranean entrepreneurs and changemakers active in the circular economy. Our members are implementing innovative ecological and social solutions that contribute to a switch to sustainable and fair consumption and production.

The Switchers community is supported by the UNEP MAP Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) in the framework of SwitchMed, an initiative that supports and connects stakeholders to scale-up eco and social innovations and to achieve productive, circular and sharing economies in the Mediterranean.

[Signature]
Giacomo Leone
UNEPI MAP Coordinator

5 May 2017

The Switchers Community Membership

This certificate shall confirm that

Fadi Bikrat

has been accepted as a member of the Switchers community
as a recognition of his engagement in

Rack Tech

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[Signature]
Giacomo Leone
UNEPI MAP Coordinator

5 May 2017
To protect this tradition and make it a tool for economic integration, Mehdi Baccouche had the idea to create El Mensej in 2014, a social company that works with the weavers of Nefta, a small town in southwestern Tunisia, his hometown. His mission is to support craftsmen to better understand the needs of customers by offering responsible products that stand out, socially, culturally, and environmentally. For this, Kilims’ raw material comes from old second-hand clothing whose wool is unraveled then reused for carpet weaving.
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Future: The Next Balloons

**Media Coverage & Publicity**
- Content Distribution Partnerships
- More active PR & pitching
- Social Media: Less broadcasting, more listening & engaging

**Training & Support**
- Sales & Marketing: Webinars vs. Personal Coaching
- Technical Training: Country Experts

**Community Building**
- More (real-world?) interactions