Project: A blue economy for a healthy Mediterranean

ACTIVITIES OBJECTIVE 2

Miquela Grimalt
Project Manager
Sophia Antipolis, 7-8 July 2015
2. SUPPORT THE IMPLEMENTATION:

- Exhibition on promising cases to scale up at the international summit
- Workshops for connecting and discussing challenges and opportunities
Support the implementation of an environmentally sustainable economy

Result 2.1: INSPIRE: Exhibition of promising cases to scale up at SwitchMed Connect

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

Barcelona: 29 & 30 October 2015
www.switchmedconnect.com
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Result 2.1. INSPIRE: Visibility, dissemination and exchange on promising cases

A walk style exhibition of promising cases will be prepared to concretize the vision of environmentally suitable economy in the Mediterranean
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Activity 2.1.1: Concept design and development of the exhibition with eco and social innovation cases

Promising cases are The Switchers:
Change makers who provide eco and social innovative solutions in the Mediterranean, making an impact for sustainable living

- **eco-innovation** as a new business and/or organizational strategy to enhance sustainable performance from a long-term sustainability perspective, in terms of process, product or system.

- **social-innovation** as a new solution (products, services, models, processes...) that meets social needs and is able to lead to new or improved capabilities and relationships and better use of assets and resources, for benefit of people and planet.

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Change over process → Efficient manufacturing

Change over product → Recycling & reuse of electronic waste & mobile devises

Systemic change → A village autonomous in terms of resources management
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Activity 2.1.2: Set-up and management of the exhibition by a professional management company

A great team for a successful output!!

Graphic design & architecture company

Event management company
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Result 2.1. EXCHANGE: Workshops for connecting and discussing challenges and opportunities

Activity 2.2.1: Preparation of workshops and eco and social innovative solutions

- We will hold a special “story telling” training on how to best tell the story of eco and social innovation.
- The Switchers will present their stories and learn the basic options of graphic facilitation.
- The presentations will follow with a discussion on collection of challenges and opportunities for scaling up the niche innovation.
- The sessions will be co-organized with leading intermediary institutions of each focus sector.
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Result 2.1. EXCHANGE: Workshops for connecting and discussing challenges and opportunities

Activity 2.2.2: Preparation of summary reports on challenges and opportunities

The summary reports on the stories presented to the workshops will be elaborated based on the challenges and opportunities structure and the disseminated
The Switchers: Online Platform

Souk el Tayeb in Lebanon

The story of Souk el Tayeb
An experimental farmer’s market

We give small-scale farmers market opportunities to sell their traditional Lebanese produce, their organic products and showcase their Lebanese online.

Souk el Tayeb is a social entrepreneurial initiative that began as a weekly farmer’s market promoting small-scale farmers and products, and slowly evolved into a bigger organization involved in capacity building and awareness raising to consumers. Souk el Tayeb’s small-scale farmers are also able to access markets through a weekly farmers’ markets, local symbols, co-operatives and supermarkets. The initiative was founded in 2004 by Nadim Nazarek, creating additional farmer markets, as a part of social-economic-educational project, where farmers would pay a participation fee for organizing organic market opportunities to sell locally traditional and organic products. It is now the commercial extension team of Switching’s operations reaching and reaching out to manufacturers and staff members. Long-term plans to gather 100 farmers, offer new sales opportunities and educate consumers about traditional and organic foods.
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**Calendar**

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<th>OBJECTIVE 2</th>
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Thank you

www.scprac.org