Extraordinary meeting of SCP/RAC National Focal Points on the SCP Action Plan for the Mediterranean

Barcelona, Spain, 25-26 November 2014

First Draft of the SCP Action Plan for the Mediterranean
# DRAFT SUSTAINABLE CONSUMPTION AND PRODUCTION ACTION PLAN FOR THE MEDITERRANEAN

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I. INTRODUCTION

The Mediterranean Region has common environmental problems and challenges which led to the adoption of the Mediterranean Action Plan (hereinafter UNEP/MAP) in 1975 and the Barcelona Convention in 1976. This Convention provides a unique regional governance framework bringing together all the Mediterranean countries to address the root causes of the region’s problems concerning the marine and coastal environment and future development prospects.

While some progress has been achieved, the existence of regional environmental institutions, agreements and strategies has not eliminated the environmental challenges faced by the Mediterranean. On the contrary, the current pattern of economic development of the 21 countries of the Barcelona Convention is characterized by wasteful production processes and the adoption of “consumption intensive” lifestyles, increasing the pressure on the local and regional environment. This pressure, resulting from, inter-alia, water scarcity, growing waste generation and intense tourism, is compounded by population growth and rapid urbanization in coastal areas.

In order to address these challenges, it is paramount to deliver a green and socially inclusive economy through sustainable consumption and production patterns, thus decoupling development from environmental degradation and resource depletion. The Sustainable Consumption and Production (hereinafter SCP) approach is at the core of the Green Economy and Circular Economy concept since it involves a radical transformation in the way goods and services are produced and consumed so that human development is effectively decoupled from environmental degradation.

II. GENERAL PROVISIONS

II.1 Mandate to prepare the SCP Action Plan for the Mediterranean

During their 18th ordinary meeting (COP18) in Istanbul, in December 2013, the Contracting Parties to the Barcelona Convention adopted the Decision on the Development of an Action Plan on Sustainable Consumption and Production in the Mediterranean (Decision IG. 21/101), with the following statements (excerpts):

- **Request** the Secretariat to prepare, according to the timeline presented in Annex I, with the support of the SCP/RAC and timely and constant involvement of relevant National Focal Points, a Mediterranean SCP Action Plan including the corresponding Roadmap, addressing the Region’s common priorities for sustainable development, including pollution reduction; and identifying SCP actions and tools to effectively implement the obligations under the Barcelona Convention and its Protocols;

- **Further request** that the Action Plan be designed as a dynamic and forward-looking framework, integrating the potential of the different policy instruments and measures addressing targeted human activities which have a particular impact on the marine and coastal environment and related transversal/cross-cutting issues;

• Urge the Secretariat to ensure that the Action Plan proposes a set of actions to work in synergy with and complement existing regional and national policy frameworks addressing the shift to sustainable patterns of consumption and production and in particular the Mediterranean Strategy for Sustainable Development.

Likewise, the Istanbul Declaration adopted at COP18 states the need for the Contracting Parties to “strengthen their commitment to accelerate the shift towards sustainable consumption and production patterns by adopting an Action Plan on SCP, which is in line with the commitments adopted at Rio+20 and which aims to reduce the impacts of human activities in the marine and coastal ecosystems”.

II.2 Geographical coverage

The SCP Action Plan for the Mediterranean is aimed at covering the 21 contracting parties of the Barcelona Convention, and is open to neighbouring countries whose activities have an influence in the Barcelona Convention geographical area. Given the nature of SCP, the Action Plan covers the entire territory of each riparian country, but with specific focus on the economic activities situated around the coastal areas and river basins feeding the Mediterranean Sea.

II.3 Time Perspective for the implementation of the Action Plan

The timeframe for this Action Plan is the 1st January 2016 to the 31st December 2030. It will be divided into shorter periods of 6 years (alignment with MAP Midterm strategy timeframe), allowing the design of appropriate implementation roadmaps, the measurement of indicators for objectives achievement, and the overall assessment of progress towards sustainable patterns of production and consumption.

The consecutive 6-year roadmaps of actions and activities will be designed in full synergy with UNEP/MAP strategies and programmes, namely the biennium programme of work and the 6-year MAP strategy.

II.4 Stakeholders groups targeted by the Action Plan

The SCP Action Plan for the Mediterranean is prepared and adopted through the governance mechanisms of the Barcelona Convention, in close collaboration with its Contracting Parties and with consultation of key regional SCP stakeholders and partners. Thus, its successful implementation and effective application hinges not only on the engagement of the Contracting Parties, but also on the active involvement of the non-governmental stakeholders, namely those listed below.

• Contracting Parties: Most of the Operational Objectives of the Action Plan are related to the Protocols of the Convention. For this reason the Contracting Parties’ involvement is necessary but also beneficial for the implementation of the Protocols themselves.

• Private sector: The activities for sustainable production and market success of goods and processes for sustainable goods and services are entirely dependent of the involvement of private sector (multinational companies, large scale national companies, small and medium enterprises, and entrepreneurs). Involving their upstream and
downstream flows, these economic actors need to be part of the implementation process, and their instrumental role must be taken into consideration in the development of the policy background by national and regional decision-makers.

- **Social partners and civil society as a whole:** In the form of regional or national organisations (including NGOs), professional unions, civil society organisations (CSOs) and consumers’ groups are of key importance as they have unique capacity of linking civil society with the sustainability agenda. Their field of action is wide and varied – from the promotion of sustainable consumption by organizing farmer’s markets, through training and education in, for example, composting and recycling, to lobbying in multilateral environmental agreements. Therefore, this stakeholders’ group represents a key actor to drive the switch to SCP policies in both the private and public sectors.

- **Academia and the research organizations:** The need to benefit from innovative technologies and processes in the fields of production, marketing, and life cycle solutions, as well as the education components cannot be reached without the appropriate involvement of the academic and research stakeholders.

### II.5 SCP in the Global and Mediterranean Policy Agendas for Sustainable Development

In order to reach the objectives of the SCP Action plan for the Mediterranean and implement its corresponding actions, the Action Plan must be anchored into the Global and Mediterranean governance frameworks for Sustainable Development. Effective coordination mechanisms should be established with existing frameworks addressing the shift towards sustainable patterns of consumption and production.

**Global processes**

At the UN Conference on Environment and Development (Rio de Janeiro, 1992), the notion of unsustainable patterns of consumption and production first came to the fore. World leaders acknowledged that “the major cause of the continued deterioration of the global environment is the unsustainable patterns of consumption and production” (UN, 1992). The final declaration of the Rio conference proclaimed that in order to achieve sustainable development, SCP needed to be adopted.

At the World Summit for Sustainable Development (Johannesburg, 2002), SCP was recognized as a central concept for achieving sustainable development and was identified as one the overarching objectives of the Johannesburg Plan of implementation.

At the Rio+20 Summit (Rio de Janeiro, 2012), Heads of State and Government reaffirmed that promoting sustainable patterns of consumption and production was an overarching objective of, and essential requirement for, sustainable development. They also reiterated that fundamental changes in the way societies consume and produce are indispensable for achieving global sustainable development. Accordingly they strengthened their commitment to accelerate the shift towards SCP patterns with the adoption of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) – as stated in paragraph 226 of the Rio+20 Outcome Document “The Future We Want”.

The Mediterranean Action Plan – Barcelona Convention

The Mediterranean Action Plan constitutes the main framework of action for environmental protection and sustainable development in the Mediterranean. It is the first-ever plan adopted as a Regional Seas Programme under UNEP’s umbrella in 1975. Its legal framework comprises the Barcelona Convention (Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean) and 7 protocols to ensure its application.

The 22 Contracting Parties to the Convention recognise the importance of switching to more sustainable patterns of consumption and production in order to achieve sustainable development. They have been progressively integrating SCP within the regular implementation programmes of the Convention and defining biannual SCP programmes of work. The main milestones are reminded in the table below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2005</td>
<td>Approval of the Mediterranean Strategy for Sustainable Development (MSSD) which establishes SCP as a major cross-cutting objective to attain sustainable development</td>
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<td>2008</td>
<td>1st Mediterranean Roundtable on SCP organised by SCP/RAC</td>
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<tr>
<td>2009</td>
<td>SCP identified as one of the six thematic priorities of MAP’s Five-Year Programme 2010-2014</td>
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<tr>
<td>2011</td>
<td>Strengthening SCP actions is requested in the 14th meeting of the Mediterranean Commission for Sustainable Development</td>
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<tr>
<td>2012</td>
<td>Reaffirmation of the commitment of the Barcelona Convention to “support, at Mediterranean level, capacity building and other activities associated with green economy as means to achieve sustainable development, such as the promotion of sustainable production and consumption patterns” (COP17, Paris Declaration)</td>
</tr>
<tr>
<td>2013</td>
<td>Request by the Contracting Parties for the preparation of a specific Mediterranean SCP Action Plan (Further detailed in II.1.) The Istanbul Declaration adopted at the 18th Conference of Parties reiterates the need for the Contracting Parties to accelerate the shift towards SCP patterns (Further detailed in II.1.)</td>
</tr>
<tr>
<td>2014</td>
<td>“Transition towards a green economy, including Sustainable Production and Consumption” constitutes one of the 6 cross-cutting areas of the MSSD review process</td>
</tr>
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</table>

Table 1: Milestones for the recognition of SCP by the Contracting Parties to the Barcelona Convention

The above mentioned milestones clearly reflect the world’s forefront position of the Mediterranean region in addressing SCP. Since 2005 many actions have been developed through the main programmes for regional cooperation (e.g. MAP, Horizon 2020, MedPartnership) to raise awareness on SCP and to provide capacity building and technical assistance to the countries of the region.

The Contracting Parties acknowledged that SCP tools and instruments (Decision IG. 21/10):

- are well anchored in the articles of the LBS Protocol, such as Article 5.4, which provides for the implementation of Best Available Techniques (BAT) and Best Environmental Practices (BEP) whose definition in Annex IV of the Protocol provides for SCP tools to phase out inputs of the substances that are toxic, persistent and bioaccumulate; as well as Article 9.(c) according to which countries shall promote access to and transfer of cleaner production technology, a term that now includes Resource Efficiency according to UNEP,
- provide relevant tools for the implementation of Article 5.2 of the Hazardous Wastes Protocol according to which Parties shall take all appropriate measures to reduce to a minimum, and where possible eliminate, the generation of hazardous wastes,
• are central to the implementation of Article 9 of the ICZM Protocol on the sustainable development of economic activities in the immediate proximity to, or within, the coastal zones (e.g., agriculture, aquaculture, fishing, infrastructure, industry, mineral exploitation, recreational activities, seawater for desalination, tourism), for which planning and management require an appropriate mix of regulatory, technical, economic, and market oriented measures.

The Union for the Mediterranean – Barcelona Process

The Ministerial Meeting of the Union for the Mediterranean (UfM) on Environment and Climate Change (Athens, 2014), has recognized SCP as a necessary approach to de-pollute of the Mediterranean. Together with De-pollution of the Mediterranean Sea and Climate Change, Sustainable Consumption and Production was identified by the 43 UfM partner countries as one of the main axes of work for the years to come.

The ministerial declaration welcomes the adoption of the Ten Year Framework Programme on Sustainable Consumption and Production Patterns (SCP) by the Heads of State in Rio+20, takes note of the SCP Decision under the Barcelona Convention on the development of a Regional SCP Action Plan and strongly supports the ongoing collaborative efforts of the European Union and the UfM Secretariat on the implementation of the SWITCH-Med and the Med ReSCP projects, respectively.

II.6 The four priority sectors of the SCP Action Plan

The SCP Action Plan for the Mediterranean aims at achieving sustainable patterns of consumption and production in resource-intensive economic sectors, generating high environmental impacts in the Mediterranean. It is therefore structured around the four following priority economic sectors:

• Food and agriculture;
• Goods manufacturing;
• Tourism; and
• Housing and construction.

The criteria for the selection of these sectors are: (i) the relevance for the implementation of the existing commitments under the Barcelona Convention, (ii) the contribution to the Mediterranean economies and social well-being, (iii) the environmental impacts (waste, pollution) associated with the sectors activities, and (iv) the contribution to the Mediterranean ecological footprint.

Relevance for the Barcelona Convention Protocols

The food and agriculture sector (including food processing and fisheries) is listed as key sector of activity in the Annex I of the LBS protocol (fertilizer production, production and formulation of biocides, agriculture, animal husbandry, food processing, aquaculture, and transport). In the same way, the Annex I of the hazardous waste protocol identifies as category of wastes subject to this protocol the wastes from the production, formulation and use of biocides and phytopharmaceuticals. Finally the Article 9 of ICZM protocol identifies as key economic activities: Agriculture and Industry, Fishing and Aquaculture.

The goods manufacturing sector embraces a number of sectors of activity listed in the Annex I of the LBS Protocol, such as the paper and paper-pulp industry, the tanning industry, the metal
industry, the textile industry, the electronic industry, organic chemical industry, inorganic chemical industry, petroleum refining, mining, transport, the recycling industry, and the waste management industry. Furthermore several of the hazardous waste categories listed in the Annex I of the hazardous waste protocol are related to the production and consumption of goods.

The tourism sector is of utmost importance for the ICZM protocol as most of the tourism activities are taking place on coastal areas. Article 9 identifies tourism, sporting and recreational activities as key economic activity in the framework of the protocol. The Annex I of the LBS Protocol lists tourism and shipbuilding and repairing industry as sectors of activity to be primarily considered. Furthermore, sustainable tourism is of special relevance for achieving the sustainable use of coastal and marine areas of interest of the SPA/BD protocol.

Finally, the housing and construction sector is also targeted in the Annex I of the LBS protocol with focus on cement production, metal industry, mining, waste management industry, treatment and disposal of domestic waste water, and transport. Likewise, this sector is of utmost importance for ICZM Protocol as one of its objectives detailed in the Article 5 is to facilitate, through the rational planning of activities, the sustainable development of coastal zones by ensuring that the environment and landscapes are taken into account in harmony with economic, social and cultural development. Finally the deconstruction of building entails the generation of hazardous waste to be carefully managed in the framework of the hazardous waste protocol.

**Contribution to the Mediterranean ecological footprint**

A recent application of the ecological footprint for the Mediterranean Region (Galli et al., 2012) found that during the period 1961-2008, the per capita ecological footprint of an average resident grew by 52% (from 2.1 to 3.1 gha²) while per capita bio-capacity decreased by 16% (from 1.5 to 1.3 gha). While local bio-capacity was able to meet about 73% of the region’s demand (ecological footprint of consumption for renewable resources and ecological services) in 1961, by 2008 only 40% of the region’s footprint of consumption was met by local bio-capacity. The remaining 60% was met by over-consumption of local resources and/or resources imported from outside Mediterranean boundaries. The analysis helped to identify the three areas contributing the most to the ecological footprint of Mediterranean residents. They are: ‘food and non-alcoholic beverages’, ‘housing, water, electricity, gas and other fuels’ and ‘transportation’.

**Contribution to the Mediterranean economies and in terms of environmental impacts**

“The State of Environment and Development in the Mediterranean” 2009 report highlighted the food, tourism, transport and manufacturing sectors as being relevant areas of economic activity for the sustainable development of the region (UNEP/MAP/Plan Bleu, 2009).

The 2012 MED report: “Toward Green Growth in Mediterranean Countries. Implementing Policies to Enhance the Productivity of Natural Assets”, from the World Bank, highlights agriculture, fisheries and tourism as key contributors to the vulnerability of Southern and Eastern Mediterranean Countries to environmental degradation (World Bank/IBRD, 2012).

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² Global hectares.
Transportation, mentioned as key area for the sustainable development of the Mediterranean in several reports, is considered as a transversal area for the SCP Action Plan and will be addressed together with other transversal issues when defining SCP measures for each of the priority sectors.

II.7 The Transversal Issues

Besides the four economic sectors for which the SCP Action Plan for the Mediterranean is developed, there are other human activities that can be considered as stand-alone economic sectors (water, waste, energy) or be perceived as sustainability issues to address (energy efficiency, water management, waste reduction). These issues are related to unsustainable use of resources and development models, and associated with major environmental concerns, such as marine pollution and biodiversity loss.

The non-governmental stakeholders’ consultation meeting, organized as part of the elaboration of this SCP Action Plan, has identified the following issues as key transversal issues that run through all of the priority sectors of the Action Plan:

- Transportation & Mobility;
- Land use;
- Water efficiency;
- Resource efficiency;
- Energy efficiency; and
- Pollution (generated by waste water, chemicals, solid waste, etc.).

For instance, the issue of ‘transportation and mobility’ is considered centrally connected with agricultural production, produce transportation, and logistics for the provision of the food industry and outlets, and equally central to goods manufacturing operations, to tourism activities, as well as to the housing and construction sector operations.

The table below depicts the inter-linkages between the transversal issues and the four economic sectors of the Action Plan.

<table>
<thead>
<tr>
<th></th>
<th>Food and Agriculture</th>
<th>Tourism</th>
<th>Goods Manufacturing</th>
<th>Housing and Construction</th>
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<tbody>
<tr>
<td>Transportation and Mobility</td>
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<td>Land Use</td>
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<td>Resource efficiency</td>
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<td>Water efficiency</td>
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<td>Energy efficiency</td>
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<td>Pollution</td>
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<td>Low</td>
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Table 1: Inter-linkages between the Action Plan priority sectors and the transversal issues

The Operational Objectives of the Action Plan have been discussed during the consultations with the above inter-linkages in mind. Thus, the activities suggested under each operational objective will be developed in ways that will not neglect the importance of the transversal issues related to each sector.
II.8 The Socio-Economic Dimension

The socio-economic dimension of the sustainable development is as important as the environmental aspect. Thus, the SCP Action Plan has to tackle the social and economic aspects of the development process. Issues such as youth employment and gender equity must be integral parts of all efforts aimed at securing environmentally sound production and consumption. Through its operational objectives, the SCP Action Plan will support economic activities that incorporate new technologies and innovation that can lead to better working conditions in terms of health and safety, as well as address social inequalities and gender issues.

II.9 Toolbox of SCP measures

SCP is about the combined implementation of diverse measures, involving policy makers, businesses, retailers, academia and civil society in order to redesign the way in which goods and services are produced and consumed and to drive the revitalization of industrial and socio-economic development towards non-pollutant, no-waste, low-carbon, resource efficient, socially inclusive, green and circular economies.

Likewise, the SCP approach holds “life cycle thinking” at its core. It involves considering and understanding the environmental and social impacts that a product, service or solution causes at each stage of its life cycle, from the extraction of raw materials, to their processing, design, and production/manufacture, through to the distribution, use/reuse or delivery to end-of-life disposal (SWITCH-Med SCP Policy Toolkit: Mainstreaming SCP into Key Economic Sectors in the Mediterranean, SCP/RAC, 2014).

The Figure below summarizes the main measures influencing the sustainability of consumption and production patterns, as well as the main stakeholders’ groups to be involved.

Figure 1: SCP toolbox of measures and key stakeholders (SCP/RAC, 2014)
III. Vision, objectives and actions

In order to elaborate the specific actions to be implemented in the framework of this Action Plan, a common vision and strategic objectives covering the four priority sectors have been defined. Then, for each of the four sectors, operational objectives, along with corresponding specific actions and indicators were suggested.

III.1 Vision

Vision for the SCP Action Plan for the Mediterranean

“By 2030 a prosperous Mediterranean region is established, with circular, socially inclusive economies based on sustainable consumption and production patterns, ensuring the well-being of societies and contributing to clean environment and healthy ecosystems that provide goods and services for present and future generations.”

III.2 Strategic objectives

Strategic objectives for the SCP Action Plan for the Mediterranean

- **Strategic objective 1:** Ensure coherence and coordination for SCP activities in the Mediterranean among the Contracting Parties to the Barcelona Convention at national and regional level, MAP Components as well as business and social partners (including civil society organisations).

- **Strategic objective 2:** Develop and implement SCP Operational Objectives in the Mediterranean, in a way that stakeholders (Decision makers, business sector, consumers, civil society, universities and research organizations) engage in Sustainable Consumption and Production models and circular economy measures, leading to high resource efficiency, reduced pollution, and decoupling the development process from environmental degradation.

- **Strategic objective 3:** Support the implementation of the Barcelona Convention, its protocols, regional plans and the Mediterranean Strategy for Sustainable development (MSSD).
III.3 Operational objectives and actions by priority sector

III.3.1 FOOD AND AGRICULTURE

Main Challenges
The main identified challenges related to the improvement of the consumption and production patterns within the food and agriculture sector are the following:

- Current agricultural and fisheries practices are affecting heavily natural resources especially water and land resources and entail overexploitation of fishery resources in the Mediterranean;
- The overuse of chemical fertilisation (including toxic chemicals) is leading to heavy contamination of soil and water, to the decrease of biodiversity and to health problems;
- Major impacts of climate change on the agricultural sector are further affecting this sector;
- Food processing industry is a high consumer of freshwater and leads to the generation of wastewater with an excessive organic load;
- Food processing industry is also leading to excessive packaging production and use, entailing the generation of excessive plastic and non-biodegradable types of municipal waste;
- Limited or selective collection/reuse of organic waste;
- Changes in food consumption patterns have led to an increase in obesity of the local population and to major health impacts;
- Limited access to certification, lack of quality control and traceability and significant market disadvantage in the production costs of organic agriculture caused, among others, by perverse subsidies/incentives in agriculture and food production; and
- Decreasing importance of agricultural activities in the Mediterranean economies (including reduced number of jobs) leading to rural migration and long-term impacts on Food Security.

Operational objectives, actions and indicators to mainstream SCP within the food and agriculture sector

Operational Objective 1 - Food and agriculture

Promote an efficient management of resources in food growing and harvesting, including best environmental practices, efficient use of land, water, nutrients and management of common resources

Suggested actions to reach operational objective 1:

- Adopt Good Agricultural Practices (GAP) schemes optimizing use of resources (water, land, energy, and fertilisers) in agricultural areas. This will include the adoption of Integrated Pest Management (IPM), drip irrigation and other sustainable agricultural practices;
- Adopt “Sustainable Fishing Practices” namely in the Industrial / semi-Industrial Fisheries sector to reduce the conflict between coastal users on the spatial scale (e.g. over-regulated small-scale fisheries versus non-regulated recreational fisheries);
• Facilitate technology transfer and revive traditional knowledge for agricultural practices supporting Sustainable Land Management (including seed banks and endemic species, water management schemes, land erosion schemes, pasture management, no-till techniques, etc.);
• Engage in adaptation to Climate Change (crop selection, crop rotation, water use, etc.) in order to meet Food Security challenges;
• Promote organic farming (including the use of bio-fertilizers and bio-pesticides) and support to organic farmers providing a service to the conservation of the ecosystem; and
• Promote labelling schemes for sustainable open-sea fisheries products and aquaculture.

**Suggested indicators and measurement tools for operational objective 1:**

• Percentage of reduction of use of resources (water, energy, fertiliser) in agricultural areas;
• Percentage of increase in the lands dedicated to organic agriculture; and
• Percentage of increase of labelled products for organic farming and sustainable fisheries.

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**Operational Objective 2 - Food and agriculture**

Promote best environmental practices for food production and processing, including transfer of innovation and technology upstream (raw products/ adoption of new and innovative technologies) and downstream (2nd level-processing/ minimising resource waste in processing and packaging)

**Suggested actions to reach operational objective 2:**

• Adopt new/innovative technologies adapted to local situations and streamline their production methods with processes based on Life Cycle Approaches, including control of flows of material and extended producer responsibility for food processing. Examples of this could include the adoption of “Water Stewardship” in the full value chain of the food produce;
• Promote eco-design in the packaging of food products especially with plastic and non-biodegradable materials;
• Promote secondary and tertiary production to diversify the value chain in agricultural production;
• Assess the potential for recycling of agricultural waste and identify feasible technological and business solutions to enable the utilization of these residual/waste products in bioenergy production, utilization and trade;
• Introduce recovery/reuse schemes including using food waste as raw material;
• Promote the use of organic waste in composting and energy production including the utilization of untapped bioenergy potentials from agricultural residues; and
• Promote proper handling of storage facilities.

**Suggested indicators and measurement tools for operational objective 2:**

• Level of enforcement of national guidelines based on Life Cycle Approaches in food processing for priority material flows such as water use and wastewater generation;
• Percentage increase in the adoption of eco-design in the packaging of food products; and
• Percentage reduction in the disposal of organic waste originating from food processing.
Operational Objective 3 - Food and agriculture

Preserve and promote the Mediterranean diet as a sustainable lifestyle and an intangible cultural heritage of human kind through enhanced quality control schemes, certification, and labelling, in order to increase market access and job creation related to sustainable food products

<table>
<thead>
<tr>
<th>Suggested actions to reach operational objective 3:</th>
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<tbody>
<tr>
<td>• Promote the brand of the sustainable “Mediterranean Food” to create value added products and increase market access for local producers. This should support value chains with high market potential to efficiently promote the transition towards a more sustainable production while maximizing the employment and income generation gains. Follow up on promising prospects such as the “Green Product Space” methodology which can be used to identify green products from Mediterranean countries with a competitive advantage;</td>
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<tr>
<td>• Adopt labelling schemes for “Mediterranean Food” products and provide needed support for market access. This could include the creation of labels such as the “MedDiet Quality Label” for restaurants and the follow-up on the adoption of the label &quot;Mediterranean High Quality Products&quot; which is an EU collective label guaranteeing the quality and origin of the product;</td>
</tr>
<tr>
<td>• Establish quality control, traceability, standards harmonization and certification schemes and implement related campaigns to promote the schemes (such as prize for best quality Mediterranean food). This could include the certification of sustainability with a special label for &quot;Sustainable Food Products&quot; that certifies sustainable production for each of the three pillars of sustainability: environment, society (including nutrition, health and culture) and economy;</td>
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<tr>
<td>• Ensure the promotion of affordable certification mechanisms since related costs can constitute a problem for small farmers;</td>
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<tr>
<td>• Build a shared Mediterranean Knowledge System of the “Mediterranean Food” among the youth and the community at large to strengthen job creation, building upon on-going initiatives such as the “Emblematic Communities representative of the Mediterranean Diet as Intangible Cultural Heritage UNESCO”;</td>
</tr>
<tr>
<td>• Educate and raise awareness and promote “Mediterranean Food” to respond to health and obesity problems and sustainable consumption patterns;</td>
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<tr>
<td>• Promote urban farming and create linkages to sustainable housing and building; and</td>
</tr>
<tr>
<td>• Promote linkages between sustainable and local food and sustainable tourism.</td>
</tr>
</tbody>
</table>

Suggested indicators and measurement tools for operational objective 3:

| • Percentage increase of sustainable “Mediterranean Food” products at the level of local producers; |
| • Percentage increase in the adherence to labelling and certification schemes for “Mediterranean Food” products; |
| • Number of visitors of an interactive electronic platform for knowledge sharing on the virtue of sustainable “Mediterranean Food” products across the Mediterranean countries; and |
- Number of tourism companies offering sustainable and local food to customers.

### Operational Objective 4 - Food and agriculture

Strengthen the policy and institutional framework to improve the environmental, social and economic sustainability of the food and agricultural sector taking account Food Security challenges

### Suggested actions to reach operational objective 4:

- Adopt rural development policies including the development of sustainable value chains with high market potential to maximize employment and income generation, limit rural migration and respond to Food Security challenges. This can include policies such as a National Organic Strategy, Sustainable Farming Strategy, Action Plan on “Green Financing” for the food and agriculture sector;
- Promote “Green Financing” for the food and agriculture sector by facilitating access to loans for farmers to start up sustainable agriculture activities and creating small grants schemes;
- Strengthen institutional mechanisms for promoting sustainable agricultural practices such as producers’ cooperatives to support a shorter circuit between producers and consumers for the promotion of SCP in the food sector and institutional set up for labelling and certification schemes and quality control;
- Introduce an appropriate mix of fiscal instruments such as reduction of subsidies on water and energy, imposing new taxes on harmful substances, providing incentives for GAP, organic farming, sustainable packaging. This should ensure that policy makers can take a key role in promoting both social as well as environmental responsibilities in this sector; and
- Support the sustainable use and conservation of local agro-biodiversity products and related ecosystem services by conducting economic valuations of Ecosystem Services (ES) for the adoption of Payment for Ecosystem Service (PES) schemes.

### Suggested indicators and measurement tools for operational objective 4:

- Percentage increase in the level of disbursement of “Green Financing” for promoting SCP initiatives in the food and agriculture sector;
- Adoption of needed institutional mandate within existing set up for labelling, certification schemes, traceability and quality control in the food sector; and
- Adoption of appropriate fiscal instruments for promoting SCP in the food and agriculture sector.
III.3.2 GOODS MANUFACTURING

Main Challenges
The main identified challenges related to the improvement of the consumption and production patterns within the goods manufacturing sector are the following:

- Manufacturing goods have a significant demand of resources including metals, natural resources and energy (priorities of the LBS protocols);
- There is a lack of appropriate waste management to optimize resource use. Resource recovery, recycling and recovery quota are low and many goods are designed for a short life cycle, their obsolescence is planned and responsible investments and infrastructures are often missing;
- Low use of life cycle thinking in products development and lack of information on alternative chemicals to toxic chemicals for the production of manufactured goods;
- Lack of qualified personnel and low integration of SCP tools for the design and manufacture of goods (in industry and within Universities Curricula);
- Polarized industries (very large and small) in the region bringing difficulties for policy making;
- Cheap price and availability of unsustainable goods and often higher cost and low availability for sustainable products, thus consumers are driven by affordability before sustainability criteria and quality of products;
- Lack of recognition/awareness that waste generation is closely related with consumption of unsustainable goods and that contamination of environment and humans is also related to chemicals in consumer goods;
- Lack of integrated science-based decision making/life cycle thinking, as well as lack of long term decision-making;
- Growth-based economy not taking external costs (degradation of ecosystem services) or well-being of people into consideration;
- Economic inequality and instable political and financial environments; and
- Lack of integrated pollution prevention and control policies and lack of mechanisms to develop extended producer/product responsibility schemes.

Operational objectives, actions and indicators to mainstream SCP within the goods manufacturing sector

Operational Objective 1 – Goods manufacturing

Increase recycling, reuse and recovery of manufactured goods to reduce the waste volume to be disposed, to reduce primary resource use and to create employment in recycling and repair of manufactured goods (for progressing towards a circular economy)

Suggested actions to reach operational objective 1:
- Create appropriate mechanisms to improve recycling, recovery and reuse of manufactured goods and promote best available technologies / best environmental practices (BAT/BEP) for waste management and recycling;
• Create green and decent jobs in recycling, reuse and waste management of manufactured goods sector, including the formalization of the informal sector and improvement of the technical skills of labour forces;
• Compile best practices and case studies for recycling, recovery and reuse of manufactured goods from the region and disseminate them in view of their replication;
• Adopt/use Material and substance flow analysis (SFA/MFA) of individual goods (e.g. EEE/WEEE, vehicles, batteries, plastic goods and packaging) and resources (e.g. metals, wood, plastic, glass) as a knowledge base for recycling and recovery and therefore decision making tool for policy makers and industry;
• Improve waste management schemes for individual manufactured goods as base for recycling, recovery and reuse;
• Develop/extend green sectors value chains through, among others, the set-up of industrial recycling/ remanufacturing networks connecting companies generating wastes and those recycling it; and
• Promote BAT/BEP and cleaner production in goods manufacturing including integration of renewable energy, especially solar energy.

Suggested indicators and measurement tools for operational objective 1:

• Collection, recycling, recovery and reuse quota for key manufactured goods and materials (e.g. EEE, vehicles, paper, glass, metals, plastic) are increased. Numbers of recycling targets set and reached in countries;
• Number of workers employed in recycling and repair; number of informal labour in the sector formalized;
• Number of best practice case studies on recycling, repair and reuse (from the region) are compiled, disseminated and replicated;
• Number and quality of SFA/MFA conducted; and
• Emission reduction (%) and energy conservation (%) and use of renewable energy in the goods manufacturing sector.

Operational Objective 2 – Goods manufacturing

Reducing the environmental impacts of manufactured goods and increasing the market share in the region and competitiveness on the international market of sustainable goods

Suggested actions to reach operational objective 2:

• Support and promote the use of SCP tools for the sustainable design and production of manufactured goods (Eco-design, Cradle to Cradle, Life Cycle Management);
• Support and promote entrepreneurs working on innovative green products and services;
• Support the transformation of jobs and labour skills towards a resource efficient and greener production;
• Enhance the visibility of eco-innovation for manufactured goods on the market;
• Foster the substitution of hazardous chemicals in products and production;
• Develop extended producer/product responsibility/accountability schemes; and
• Promote the corporate social responsibility approach, which broadly embraces all aspects of environmental (and social) impacts.
Suggested indicators and measurement tools for operational objective 2:

- Increased amount and share of sustainable goods produced (with e.g. national, EU or other eco-label awarded or received energy star label)
- Number of jobs created in the manufacturing of sustainable goods
- Number and volume of toxic and hazardous chemicals substituted in products and production
- Number of product groups covered by adequate CSR (Corporate social responsibility) and by extended producer responsibility included in the legislative framework; and
- Amount of LCA performed for manufactured goods.

Operational Objective 3 – Goods manufacturing

Increase the visibility and demand for sustainable products by promoting eco-labelling schemes, green public procurement, awareness raising among consumers and education

Suggested actions to reach operational objective 3:

- Establish and promote eco-label schemes for manufactured goods in the country/region;
- Promote and adopt Sustainable/Green Public Procurement schemes for manufactured goods;
- Educate and raise awareness among consumers, producers, policy maker on SCP in the goods manufacturing sector goods;
- Compile best practices on education for sustainable consumption and support their replication and dissemination; and
- Support the switch from product owned based economy to Product-Service Systems (Servicizing).

Suggested indicators and measurement tools for operational objective 3:

- Share of Eco-label products on the market; purchase volume of eco-labelled products;
- Purchase volume of manufactured goods by sustainable/green public procurement ;
- Number of best practice cases for education on sustainable consumption on manufactured goods compiled;
- Number of campaigns on SCP of manufactured goods. Number of stakeholders reached with these campaigns; and
- Best practice cases of service/product use economy compiled and replication supported. Number of new cases of switching from product owned to servicizing approach.

Operational Objective 4 – Goods manufacturing

Develop and improve the policy framework and support sustainable consumption and production in the goods manufacturing sector in view of progressing towards circular economies

Suggested actions to reach operational objective 4:

- Promote tax benefits and market base instruments (MBI) to favour sustainable goods in
the market;

- Increase financial mechanisms to support sustainable manufacturing (including renewable energy use), eco-innovation and green entrepreneurs;
- Integrate life cycle thinking, forward looking decision making and life cycle management in policy making;
- Include education on sustainable consumption/lifestyles and sustainable production in national education curricula;
- Create of support institutions that can help enterprises to implement environmental management systems, and support the creation of the necessary accreditation and certification bodies; and
- Support for industry through awareness-raising, capacity-building, and the development and transfer of technology.

**Suggested indicators and measurement tools for operational objective 4:**

- Volume of subsidies redirected from non-sustainable manufacturing to sustainable manufacturing and to sustainable goods;
- Volume of financial support for sustainable manufacturing/eco-innovation in manufacturing;
- A set of market base instruments (MBI) are developed/selected which are tailored to support the sales of sustainable products, as well as MBI tested and effective MBIs implemented;
- Trainings conducted for policy makers on life cycle thinking, forward looking decision making and life cycle management (amount of trainings and persons reached); and
- Education on sustainable consumption is developed for different age groups (pre-school, school levels) and for sustainable production (University and other curricula related to manufacturing).
III.3.3 TOURISM

Main Challenges
The main identified challenges related to the improvement of the consumption and production patterns within the tourism sector are the following:

- Lack of appropriate water, waste and energy management in the accommodation sector; with seasonality generating resources consumption peak and oversizing of wastewater treatment plants and waste management infrastructures;
- Overtaking of the ecological and social carrying capacity of tourism destinations;
- Coastal land consumption and coastal landscape degradation (destruction of natural soil; deterioration of sensitive habitats - sand, dunes and wetlands -, and loss of fragile natural habitats) due to new tourism development (e.g. hotels, transportation network, marinas);
- Scarce or non-existent visibility of green tourism offer in the market;
- Behaviour of most of tourists in the Mediterranean is unsustainable; there is a need to make green tourism a fashionable lifestyle;
- Lack of efforts to solve conflicts between tourists and local population;
- Lack of local capacities empowerment to enhance quality of life of host communities;
- Lack of capacity of tourism professionals (hotel managers, staff) to implement SCP measures;
- Obsolete accommodation structures (e.g. low-efficiency air conditioning);
- Lack of common standards for measuring eco-efficiency and for eco-labelling in the tourism sector;
- Lack of regional, national and local Governance on policies for tourism planning and development within the ICZM process; and
- Lack of national regulations for mainstreaming SCP practices within the Tourism sector and in particular to manage the impacts of Cruise Ship Tourism.

Operational objectives, actions and indicators to mainstream SCP within the tourism sector

Operational Objective 1 – Tourism

Make an optimal and efficient use of resources, especially water and energy, minimize the impacts on air, water and land and reduce the generation of waste in the tourism industry in order to reduce the pollution of coastal and marine environments, as well as threats to biodiversity

Suggested actions to reach operational objective 1:

- Support projects minimising the use of unnecessary packaging (e.g. for food products, take-away) and incentive packaging recycling (for example through deposits, returns systems);
- Promote the use of stand-alone and self-sustainable systems (e.g. waste water treatment plants, energy management) for the accommodation sector;
- Promote the introduction of resources accounting schemes for tourist activities (e.g. water use in specific activities, waste reduction);
- Increase the use of environmental management systems in the tourism sector (e.g. ISO 14001);
- Support and enhance visibility of “green” hotels, tour operators, and transport services with a smaller carbon footprint and environmental management policies; and
- Encourage service providers to provide skills and training programmes on Eco management.

**Suggested indicators and measurement tools for operational objective 1:**

- Per capita consumption of energy from all sources (overall, and by tourist sector, per person day);
- Percentage of energy consumption from renewable resources (at destinations, establishments);
- Water use (total volume consumed and litres per tourist per day);
- Water saving (% reduced, recaptured or recycled);
- Percentage of tourism establishments with water treated to national potable standards;
- Percentage of sewage from site receiving treatment (to primary, secondary, tertiary levels);
- Waste volume produced by tourism establishments (tons/month);
- Percentage of waste recycled; and
- Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO$_2$ offset, low energy systems, etc.

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**Operational Objective 2 – Tourism**

Ensure the viability and competitiveness of Mediterranean tourism by developing sustainable destinations and greening the tourism industry to attract ecologically oriented tourists

**Suggested actions to reach operational objective 2:**

- Influence the tourism market to increase the volume and nature of green tourism demand, the choices made by tourists, their activities and behaviour;
- Develop an open-source platform for sharing relevant knowledge based on best practices and scientific research on green tourism (building on existing tools);
- Disseminate the results of “successful” green tourism business cases among operators and promote green tourism schemes for traditional and web based tour operators;
- Provide incentives and support tools to increase the supply of green tourism services;
- Improve the integration between existing eco-labels (e.g. EU Ecolabel, Green Key, etc.) through the definition of minimum common standards;
- Develop a Mediterranean ecotourism label for ecotourism in Natural Parks and MPAs (e.g. based on SPAMIS initiative of SPA/RAC);
- Provide incentives and support tools to increase the supply of green tourism services;
- Provide incentives for the refurbishment of existing built heritage for new green tourist activities; and
- Implement an innovative and creative outreach campaign to promote adoption of SCP practices among tourists (e.g. discounted vouchers).

**Suggested indicators and measurement tools for operational objective 2:**
- Percentage of green tourism demand;
- Percentage of green tourism businesses;
- Revenues generated by green tourism (as % of total tourism revenues);
- Occupancy rate in eco-accommodation compared to traditional accommodation; and
- Number of potential tourists joined with awareness campaigns.

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**Operational Objective 3 – Tourism**

Incorporate tourism development and planning within the ICZM process and promote the necessary regulatory, legislative and financial measures to mainstream SCP in the tourism sector

**Suggested actions to reach operational objective 3:**
- Provide support to strengthen the application of ICZM strategies and programmes at the destination level;
- Integrate tourism planning in the overall coastal planning process;
- Promote the adoption of Tourism Carrying Capacity Assessment studies for new tourism investment;
- Develop codes of conduct and visitor management measures to reduce pressures on the carrying capacity and deflect activities to more robust sites;
- Disseminate the European Charter for Sustainable Tourism in the southern shore of the Mediterranean for a common recognition;
- Promote the creation of an eco-tax to compensate impacts of tourists in the Mediterranean;
- Revise tourism legislation to facilitate SCP integration in the tourism sector;
- Promote climate change adaptation measures for the tourism industry;
- Provide incentives for greening existing tourism structures;
- Promote sustainable housing good practices and guidelines for the tourism building sector;
- Promote sustainable mobility and transportation at the destination level; and
- Promote partnerships between tourist facilities and local farmers.

**Suggested indicators and measurement tools for operational objective 3:**
- Existence of a land use or development planning process, which includes tourism planning;
- Percentage of area subject to control (planning, conservation regulation, etc.);
- Number of tourists per square metre of the site (e.g. at beaches, attractions), per square kilometre of the destination, mean number/peak period average;
- Percentage of tourism enterprises involved in climate change “adaptation” responses and actions;
- Percentage of tourism enterprises involved in “green building” programmes; and
- Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public, private, etc.)
## Operational Objective 4 – Tourism

Enhance quality of life of host communities, increasing the number of green and decent jobs, respecting ecological, social and cultural heritage, and promoting local community engagement and empowerment

### Suggested actions to reach operational objective 4:

- Develop local green tourism schools and training centres to enhance local capacities;
- Promote social and environmental responsibility in the tourism industry;
- Promote specific forms of tourism, including cultural, rural and ecotourism, while respecting the traditions of local populations;
- Support research and studies aiming at proposing concrete measures to reduce tourists/local communities conflicts and promote the socio-cultural authenticity of host communities;
- Promote local dialogue on sustainable tourism considering all actors;
- Support the purchasing of goods for the tourism activities from ecological and sustainable local suppliers; and
- Develop activities to conserve local built and living cultural heritage and traditional values.

### Suggested indicators and measurement tools for operational objective 4:

- Ratio of tourists to locals (average and peak period/days);
- Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment);
- Number of local people (and ratio of men to women) trained in green tourism related capacities;
- Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services;
- Revenues generated by tourism as % of total revenues generated in the community;
- Local satisfaction level with tourism (questionnaire); and
- Percentage of local population believing that tourism has helped bringing new services or infrastructure (questionnaire-based).
III.3.4 HOUSING AND CONSTRUCTION

Main Challenges
The main identified challenges related to the improvement of the consumption and production patterns within the housing and construction sector are the following:

- Significance of the housing, construction, renovation and maintenance of buildings in the use of energy, GDP contribution (10-40%) and job creation (about 10% of jobs working in the sector) (UNEP SBCI, 2009);
- Buildings account for more than 40% of global energy consumption, a third of global greenhouse gas emissions and 25% of global water consumption. More than 80% of energy consumption and greenhouse gas emissions are related to the use phase of buildings (heating, cooling, lighting and appliances) (UNEP SBCI, 2009). More than a third of global resource consumption takes part in the building sector (UNEP SBCI, 2010);
- In developed countries, building construction and demolition waste accounts for 30% of solid waste streams and will further increase in future (UNEP SBCI, 2010);
- Increased population and urbanization with southern and eastern Mediterranean countries experiencing the highest rapid population growth and rate of urbanization;
- Gap between housing supply and demand, particularly for medium and low-income families of the southern and eastern Mediterranean countries;
- Sector being characterized in most Mediterranean countries by an inefficient use of resources and factor inputs and a deteriorating existing housing stock in the eastern and southern Mediterranean countries;
- Lack of integrated approach (social, environment and economic) including a life cycle approach in housing design and construction (e.g. Cradle to Cradle);
- Lack of appreciation for local (traditional) building design and architecture that reflects local environments, culture and tradition;
- Need for the adoption of a multi-stakeholder approach and to engage users in the identification of housing needs and requirements as well as the integration of the housing in the built environment; and
- The importance of good governance, monitoring, follow up, transparency and accountability in maintaining a resource efficient housing sector that supports economically viable, socially acceptable and an environmentally clean, healthy and productive communities.

Operational objectives, actions and indicators to mainstream SCP within the housing and construction sector

Operational Objective 1 – Housing and construction
Promote efficiency in the use of resources and factor inputs throughout the entire lifecycle of a building

Suggested actions to reach operational objective 1:
- Design and implement a package of regulatory and incentive SCP measures, resulting in more efficient use of resources in the design and construction of buildings and during operation and use (including the use of traditional design and architecture and local material);
- Introduce the concept of Green Infrastructure (GI) that emphasizes utilizing the provision
of ecosystem services to generate water management benefits;

- Introduce and promote the concept of “Extended Builder Responsibility” (EBR), encouraging builders and contractors to adopt green and sustainable building approaches in the design and construction of housing, including the adoption of a full life cycle assessment in building design and construction, and the recycling and reuse of demolition waste;

- Promote green public procurement for all related building and construction material, equipment, and services;

- Review the educational curricula to incorporate SCP, resource efficiency considerations, and the regenerative capacity of buildings in civil engineering, architectural, housing, and urban and physical planning disciplines;

- Creation of a Mediterranean Green Building Council that will be responsible for promoting green and sustainable housing and construction and promote collaboration, exchange of knowledge and experience with other countries in the Mediterranean region and worldwide (To be built on the existing structures). and

- The creation of an SCP national research and educational center that specifically address SCP in the housing and construction sector as well as other sectors.

**Suggested indicators and measurement tools for operational objective 1:**

- Increased percentage of green and sustainable housing units being constructed;
- Increased efficiency in water and energy consumption and other factor inputs;
- Increased percentage of net positive regenerative housing units;
- Increased percentage of housing units using renewable sources of energy as the main source of energy;
- Reduced fossil fuel generated energy and consequently CO₂ emissions;
- Reduction in the rate of municipal solid waste generation, with increasing rates of waste reuse, recycling, and recovery;
- Increased green public procurement in the purchase and provision of services, and building construction related material and equipment;
- Enhance capacity and availability of labour that can be engaged in sustainable and green building design and construction; and
- Increase awareness of different stakeholders to the social, economic, and environmental benefits resulting from adopting sustainable production and consumption patterns in the housing and construction sector.

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**Operational Objective 2 - Housing and construction**

**Enhance the role of sustainable housing in promoting social integration and cohesion**

**Suggested actions to reach operational objective 2:**

- Lay emphasize on the proper maintenance and operational efficiency of the existing housing stock (i.e. retrofiting, refurbishing and upgrading of old houses, including slum areas) as opposed to replacement;
- Ensure the provision of housing that is compact, resource efficient, accessible to work, and main commercial, social and recreational services, affordable and caters for the
needs of the different social and income groups, particularly medium and poor income families;

- Develop a regulatory framework for the housing and construction sector that encourages and incentivizes the refurbishing and retrofitting of the existing housing stock, and the design and construction of new green and sustainable housing;
- Ensure that different regulatory measures are introduced for existing housing stock as opposed to new housing units as well as different regulations, codes and standards for informal settlements than those applied for other buildings;
- Institute in law the requirement for government and private developers to provide public space and green areas in residential areas in order to provide communal public space for inhabitants, as a means to promote social integration and cohesion; and
- Prepare communication packages specifically targeting policy and decision makers, builders and contractors, and clients clearly identifying the benefits of adopting sustainable production and consumption patterns in housing design and construction and the greening of the sector.

Suggested indicators and measurement tools for operational objective 2:

- Enhanced social integration and cohesion between the different segments and income and social groups in the built environment;
- Improved quality and functioning of the existing housing stock;
- Enhanced awareness of relevant stakeholders, including policy and decision makers, builders, and contractors to the gains resulting from green and sustainable building practices;
- Housing that meets the needs of the different income and social groups;
- Enhanced social integration and cohesion; and
- Reduced fuel consumption and consequently CO\(_2\) emissions, traffic congestion due to reduced transportation and traffic between living areas and work places.

Operational Objective 3 - Housing and construction

Improve the quality of life for inhabitants in the built environment

Suggested actions to reach operational objective 3:

- Promote energy efficiency and sustainable practices in the reduction of energy consumption through housing design, use of building material, including the use of innovative technologies and energy saving equipment and lighting bulbs;
- Promote the use of renewable sources of energy for lighting and heating through regulatory measures, pricing and incentive packages;
- Promote the reduction of water consumption through regulatory measures, pricing and incentive packages that promotes the introduction of water saving equipment in buildings;
- Promote the reduction of solid waste generated by households through conscious purchasing practise, consumption and source separation of waste in order to facilitate sorting, recycling, reuse, and recovery;
- Ensure accessibility of housing to working place, social and recreation services in order to reduce commuting, congestion, and consequently fuel consumption and CO\(_2\) emissions.
emissions; and

- Incorporate in design of houses the requirement to ensure the provision of space in the built environment for green public open space, as well as space for pedestrian, and cyclists.

**Suggested indicators and measurement tools for operational objective 3:**

- Good quality of life and living standards of population through improved environmental conditions; and
- Improved living standards through increased job opportunities resulting from refurbishing and construction of new housing units.

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### Operational Objective 4 - Housing and construction

**Promote good governance of the housing and construction sector**

**Suggested actions to reach operational objective 4:**

- Provide an institutional set up that ensures public and community participation, stakeholder involvement, transparency, accountability, and proper coordination between the various ministers;
- Promote the adoption of a holistic approach in order to ensure the integration of the social, environmental and economic sustainability dimensions in housing design and construction;
- Introduce standard data collection, ensuring comparability between Mediterranean countries, as well as a unified benchmark practice;
- Harmonization of the different policy measures and market tools in order to ensure consistency and supportiveness;
- Promote the involvement of the private sector, and joint collaboration between the public and private sector, including through Public-Private-Partnership in housing design and construction; and
- Introduce an efficient monitoring and enforcement system to ensure compliance with green and sustainable building codes and standards, including harmonisation for the data collection.

**Suggested indicators and measurement tools for operational objective 4:**

- Increased rate of compliance by builders to building codes and standards;
- Efficient functioning and operation of the housing sector; and
- Positive impact on productivity, competitiveness, and GDP.
III.4 Roles and responsibilities of stakeholders

The full and successful implementation of this Action Plan, under the leadership of the MAP Coordinating Unit and the technical direction of SCP/RAC, will require the involvement and the commitment of all MAP components, as well as of all relevant SCP stakeholders across the Mediterranean region and within its countries.

- The coordination Unit will be responsible for the overall coordination of the implementation process;
- The Contracting Parties will bear the responsibility of promoting synergies, coherence and complementarity with other national and bilateral/international initiatives;
- SCP/RAC will be primary responsible for the technical support and expertise provisions, both regionally and nationally by assisting MAP components and Contracting Parties in implementing the actions of this Plan;
- The other RACs will adhere to the implementation process by streamlining the SCP perspective, instruments and tools into their respective areas of action.
- The private sector will have a key role in facilitating the implementation of the Action Plan by adopting the proposed approaches, applying the suggested measures and investing in greening the value chain;
- The social partners (NGOs, CSOs, Unions, etc.) will play a leading role in disseminating the proposed approaches, raising awareness, educating the general public, making the case for SCP among private and public stakeholders, etc.

IV. IMPLEMENTATION AND MONITORING MECHANISMS

IV.1 Budget and funding

The success in implementing the SCP Action Plan in the Mediterranean region depends on many inputs, including political will and effective decision-making, human resources that will secure the mobilization of social groups, from the workforce involved in goods production and services, to consumers, within and outside the region. Moreover, a full and effective implementation of the proposed activities will require significant funding and sustainable resource mobilization.

The overall budget for the implementation of the SCP Action Plan over the next 15 years, with its broad scope of activities, involvement of a multiple types of stakeholders, and activities at local, national, and regional levels, cannot be estimated in its entirety with any degree of accuracy.

N.B.: For the next version of this Action Plan, which will take into account the outcomes of the extraordinary SCP/RAC NFP meeting, the following budget-related sections will be added:

VI.1. Budget implications and funding needs for the implementation process;
VI.2. Identification of potential donors and proposition of sources for funding specific activities
V.1.3. Potential synergies and partnerships with other regional initiatives.
IV.2 Reporting and progress measurement at regional level

IV.2.1 Measuring the effect of SCP implementation in the Mediterranean Region on the basis of agreed indicators

Evaluating the progress of SCP actions at the regional level and assess the evolution of consumption and production patterns in the Mediterranean region will require the definition of a set of regional indicators.

*N.B.: The mechanisms and specific indicators will be finalized for the next version of this draft, taking into account existing mechanisms within the UNEP/MAP system.*

IV.2.2 Reporting on the implementation of the SCP Action Plan at regional level

As this Action Plan supports the implementation of several Protocols and Regional Plans and given the transversal nature of SCP, the reporting on its implementation will build on existing reporting mechanisms under the Barcelona Convention and its protocols.

*N.B.: The next version of this draft will provide specific guidelines for reporting as part of the UNEP/MAP system.*

IV.3 Communicating SCP: public awareness, visibility and stakeholders’ involvement

A communication plan will be established on a 2-years basis and will detail the activities planned to communicate on the SCP Action Plan and to reach and engage the different stakeholders’ groups. Synergies with existing initiatives will have to be carefully considered.

For instance, the Mediterranean HUB for knowledge exchange and networking on SCP managed by the Networking Facility of the EU funded SWITCH-Med programme represents a multi-stakeholders platform targeting policy-makers, start-ups and entrepreneurs, civil society organizations, industry service providers, big companies and impact investors. It will be a strong asset for that purpose but other actions will have to be undertaken.

IV.4 Mid-term evaluation

This Action Plan will be subject to a mid-term review and evaluation every 5 years (2020, 2025 and 2030).

The evaluation will be done on the basis of the accomplishment of the strategic and operational objectives listed in this Action Plan using, as appropriate, the suggested indicators. The evaluation will have a particular focus on the contribution of the SCP Action Plan to the implementation of the Barcelona Convention Protocols, sustainable strategy and Regional Plans and on the synergies created with other relevant initiatives and regional framework addressing the shift towards sustainable patterns of consumption and production.
ANNEX I: DEFINITION OF TERMS

For the purpose of this Action Plan:

A Circular Economy is an economy that balances economic development with environmental and resource conservation. It puts emphasis on environmental protection and the most efficient use of and recycling of resources. A Circular Economy features low consumption of energy, low emission of pollutants and high efficiency. It involves applying Cleaner Production in companies, eco-industrial park development and integrated resource-based planning for development in industry, agriculture and urban areas (UNEP).

Cradle to Cradle promotes the principle that products can be designed from the outset so that, after their useful lives, they will provide nourishment for something new. This could be either as a biological nutrient that will easily re-enter the water or soil without depositing synthetic materials and toxins or as technical nutrients that will continually circulate as pure and valuable material within a closed loop industrial cycle (William McDonough & Michael Braungart).

Eco-design aims at reducing the environmental impact of products (including energy consumption) throughout their entire life cycle (European Commission).

Eco-innovation provides a win-win solution to improving economic competitiveness and sustainability as it starts at the company strategy level and extends influence beyond the company gates to the supply chain. Eco-innovation aims at reducing impacts on the environment, enhancing resilience to environmental pressures, or achieving a more efficient and responsible use of natural resources. The growing market, reputational and regulatory pressures in response to rising resource scarcity and environmental degradation reinforce therefore the business case for eco-innovation (UNEP)

Eco-labelling is a voluntary method of environmental performance certification and labelling that is practised around the world. An "ecolabel" is a label which identifies overall, proven environmental preference of a product or service within a specific product/service category (Global Ecolabelling Network).

Ecological Footprint is a measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices. The ecological footprint is usually measured in global hectares (a common unit that encompasses the average productivity of all the biologically productive land and sea area in the world in a given year). Because trade is global, an individual or country’s footprint includes land or sea from all over the world (Global Footprint Network).

Electronic Waste / E-waste/ Waste Electrical and Electronic Equipment (WEEE) is a generic term encompassing various forms of electrical and electronic equipment that are old, end-of-life appliances and have ceased to be of any value to their owners. A practical definition of e-waste
is “any electrically powered appliance that fails to satisfy the current owner for its originally intended purpose” (UNEP/DTIE).

**Extended Producer Responsibility** means that the producers take responsibility for their products from cradle to grave, and therefore, should develop products that have improved performance throughout all stages of the product life cycle. At each stage of the life cycle, opportunities for improved performance exist (UNEP Life Cycle Initiative).

**Goods** are a commodity, or a physical, tangible item that satisfies some human want or need. Goods are tangible objects, like bread or books, whereas services are intangibles, like TV broadcasting or teaching (Business Dictionary).

**Green building** focuses on ecological aspects. It is designed, specified and constructed with energy and water efficiency in mind, and minimising any adverse impact of the building on its inhabitants as well as the environment (Global expert working group of the Marrakech Task Force on Sustainable Buildings and Construction).

**A Green entrepreneur** (i) is a visionary who integrates environmental, economic and social axis in core business; (ii) Provides innovative solutions to the way good and services are produced and consumed; (iii) Proposes a business model whose scaling-up contributes to the transition towards green and circular economies; (iv) Identifies challenges and market opportunities based on new citizens’ needs such as the spreading of collaborative consumption model; (v) Facilitates a shift to sustainable consumption patterns and lifestyles (SCP/RAC).

**An integrated product policy** is an approach that begins by asking how the environmental performance of products can be improved most cost-effectively. It is founded on the consideration of the impacts of products throughout their life-cycle, from the natural resources from which they come, through their use and marketing, to their eventual disposal as waste. It is also a relatively new approach to environmental Policy (EEA).

**Life cycle thinking** expands the traditional focus on the production site and manufacturing processes and incorporates various aspects over a product’s entire life cycle from cradle to cradle (i.e. from the extraction of resources, through the manufacture and use of the product, to the final processing of the disposed product) (UNEP/SETAC Life Cycle Initiative).

**Life cycle management (LCM)** is a product management system aimed at minimising the environmental and socio-economic burdens associated with an organisation’s product or product portfolio during its entire life cycle and value chain. LCM supports the business assimilation of product policies adopted by governments. This is done by making life cycle approaches operational and through the continuous improvement of product systems (UNEP/SETAC Life Cycle Initiative).

**Material Flow Analysis (MFA):** in order to function, the global economy depends on a flow of materials that are extracted from the earth, processed via production and consumption processes
to meet human needs, and then disbursed as wastes generated by the extraction, production and consumption processes. The most important materials extracted for use are biomass, fossil fuels, ores, industrial minerals and construction minerals. These material flows, which are referred to as the metabolic rate, are measured in tonnes per capita or per unit of GDP (tonnes/$1 billion of GDP). Material Flow Analysis (MFA) is the methodology or accounting framework that has emerged to calculate these material flows (International Panel on Sustainable Resource Management United Nations).

**Planned obsolescence** is a business strategy in which the obsolescence (the process of becoming obsolete—that is, unfashionable or no longer usable) of a product is planned and built into it from its conception. This is done so that in future the consumer feels a need to purchase new products and services that the manufacturer brings out as replacements for the old ones (The Economist).

**Products**, also called “goods and services”, are the result of production. They are exchanged and used for various purposes: as inputs in the production of other goods and services, for final consumption or for investment (Encyclopaedia of the Earth).

**A Product-Service System (Servicizing)** can be defined as the result of an innovation strategy, shifting the business focus from designing and selling physical products only, to selling a system of products and services which are jointly capable of fulfilling specific client demands (UNEP/DTIE).

**Resource efficiency** is about ensuring that natural resources are produced, processed, and consumed in a more sustainable way, reducing the environmental impact from the consumption and production of products over their full life cycles. By producing more wellbeing with less material consumption, resource efficiency enhances the means to meet human needs while respecting the ecological carrying capacity of the earth (UNEP/DTIE).

**A Retailer** is anything and anybody that sells individual units or small quantities directly to the end-user for their personal use and consumption is a retailer. The sector also includes manufacturers who sell directly to end-customers via retail outlets (often franchised, like car manufacturers), and other channels such as mail order, TV channel shopping, or via the internet. Due to its unique position linking production (manufacturers/suppliers) and consumption (customers) aspects, the retail sector plays a key role in facilitating the shift towards sustainable consumption and production. Upstream, retailers can define environmentally oriented purchasing requirements to their suppliers. Downstream, they can educate consumers about sustainability issues. In addition to providing information on products produced in a sustainable manner, retailers are also well positioned to provide information on improving life-cycle impacts, for instance respecting the use-phase and end-of-life disposal of products. Moreover, this sector is a major driver for the global economy and employment (UNEP/DTIE).

**Social innovations** are innovations that are social in both their ends and their means – new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations. They are innovations that are not only good for society but also enhance society’s capacity to act. Social innovations take
place across boundaries between the public sector, the private sector, the third sector and the household (European Commission).

**Sustainable agriculture** ensures that the basic nutritional requirements of present and future generations are met, while providing a range of economic, social and environmental benefits. It provides durable employment, sufficient income, and decent living and working conditions for all those engaged in agricultural production. It maintains and, where possible, enhances the productive capacity of the natural resource base as a whole, and the regenerative capacity of renewable resources, without disrupting the functioning of basic ecological cycles and natural balances, destroying the socio-cultural attributes of rural communities, or causing contamination of the environment (FAO).

**Sustainable Buildings and Construction**, the concept refers to the performance of buildings along their entire life cycle, including design, materials production, transport, construction, use and maintenance, renovation, deconstruction and recycling. The concept seeks to optimise the performance and reduce negative impacts with regard to use of materials, energy, water and land, as well as to indoor air quality and comfort, and generation of waste, wastewater and air emissions, including greenhouse gases, particulates and other pollutants. The concept applies to new and existing buildings regardless of their location (UNEP/DTIE).

A **Sustainable product** is a product that incorporates environmental and social factors and minimises its impact throughout the life cycle, throughout the supply chain and with respect to the socio-economic surroundings (UNEP/Wuppertal Institute Collaborating Centre on SCP).

**Sustainable Procurement** is a process whereby organizations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organization, but also to society and the economy, whilst minimizing damage to the environment.

Sustainable Procurement seeks to achieve the appropriate balance between the three pillars of sustainable development i.e. economic, social and environmental (UK Sustainable Procurement Task Force).

**Sustainable tourism** (i) makes optimal use of environmental resources that constitute, a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; (ii) Respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values and contributes to inter-cultural understanding and tolerance; (iii) Ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed. These include stable employment and income-earning opportunities, social services to host communities, and contributing to poverty alleviation (United Nations World Tourism Organisation).