SCP Action Plan for the Mediterranean

Results of the regional stakeholders' consultation meeting on the SCP Action Plan for the Mediterranean – Marseille, 1st and 2nd of October 2014

[15.10.2014]

Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)

United Nations Environment Programme - Mediterranean Action Plan

Regional Centre Under the Stockholm Convention on Persistent Organic Pollutants

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Brief summary of the meeting

During the 18th Conference of the Contracting Parties to the Barcelona Convention held in Istanbul at the end of 2013, the Mediterranean Countries and the European Union requested the Secretariat of the Barcelona Convention and SCP/RAC to prepare 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."

The aforementioned Decision made special emphasis on the importance of leading a consultation process involving relevant regional stakeholders having a key role in the shift towards sustainable patterns of consumption and production, like "Policy makers, Business sector, Entrepreneurial organizations, Civil society, Research institutions, Educational bodies, Local governments and other relevant bodies active on SCP in the Mediterranean Region". Indeed, the path towards a green, sustainable and circular economy will only be possible with the active participation and collaboration of all stakeholders groups previously mentioned.

Therefore, in the framework of the consultation process for the preparation of an SCP Action Plan for the Mediterranean and with the financial support of the SWITCH-Med Programme, SCP/RAC organized a "regional stakeholder's consultation meeting on the SCP Action Plan for the Mediterranean". The meeting aimed at consulting with economic and social organizations, business and entrepreneurial bodies, financial organizations, consumer unions, environmental protection entities, academia, Civil society, non-governmental organizations about the measures to be included in the SCP Action Plan for the Mediterranean, and keeping them involved in the long run, not only for the development of the Action Plan but also for its implementation.

The event took place in Marseille, Villa Valmer on the 1st and 2nd of October2014 and gathered participants from around 40 different organizations (see detailed list of participants in Annex 1 of the report).
The meeting was structured around 3 main sessions:

Introductory session/contextualization (1/2 day):
The session aimed at introducing the context for the elaboration of the SCP Action Plan, in particular the main fields of action and key stakeholders for the SCP approach, how SCP is already integrated within the Mediterranean Governance Framework for Sustainable Development through the Mediterranean Action Plan and the Union for the Mediterranean. The session, led by SCP/RAC, also introduced the different steps for the preparation of the Action Plan that will lead to the submission of the document for its approval by the Contracting Parties of the Barcelona Convention at the end of 2015. They are summarized in the figure next page.

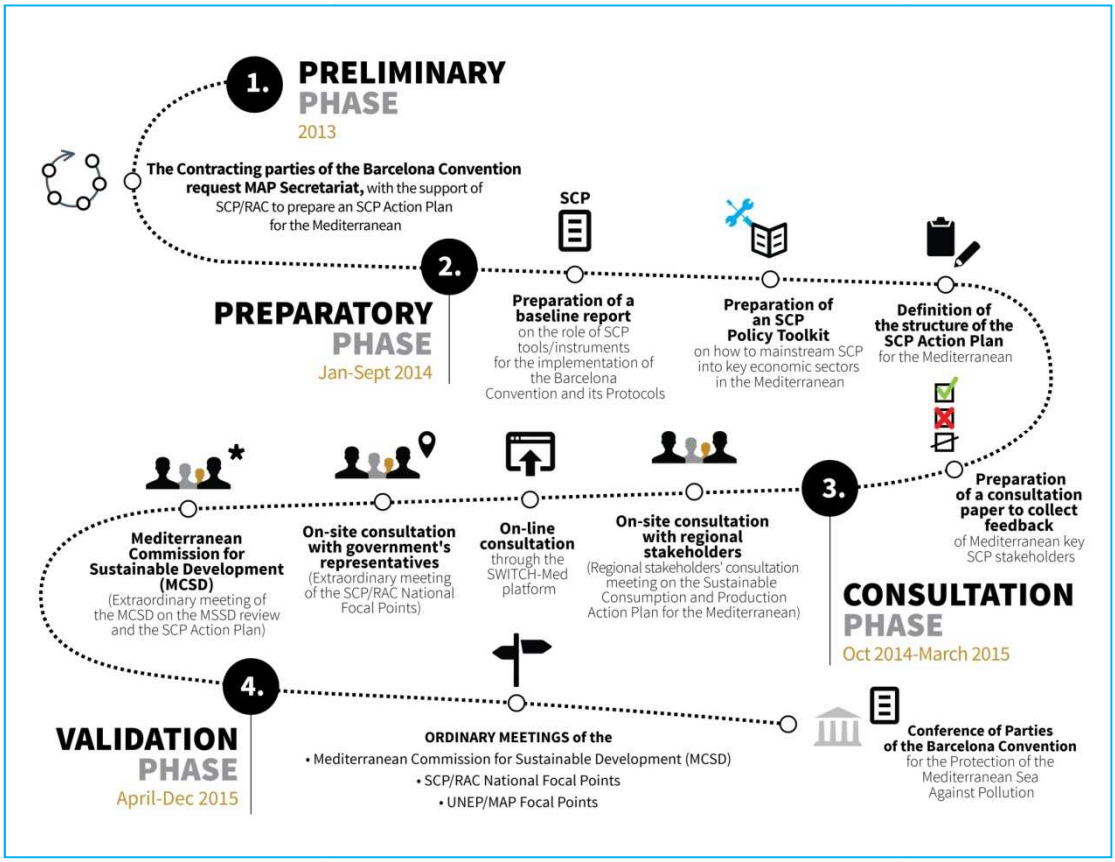

Figure 1: Main steps for the elaboration of the SCP Action Plan for the Mediterranean (SCP/RAC- SWITCH-Med)

Working group session (1/2 day):

Before dividing the participants into 4 working groups, the 1st part of the session aimed at introducing the key economic sectors around which the first draft of the SCP Action Plan. This was used as a basis to structure the topics of the working groups according to the sectors:

i. **food and agriculture,**
ii. **tourism,**
iii. **goods manufacturing and**
iv. **housing and construction (see Consultation paper).**

The choice of the sectors was introduced by a presentation of the Global Footprint network on the Mediterranean Ecological Footprint and followed by complementary information provided by the main consultant of the Mediterranean SCP Expert Group (MSEG) to further argument the choice of sectors and highlight the transversal issues to be also taken into account (water, energy, transport and mobility, waste, pollution and chemical, land use). Then the other experts of the Mediterranean SCP Expert Group, supporting the preparation of the SCP Action Plan introduced the key elements to have in mind when mainstreaming SCP in each of the 4 selected sectors.

Following the introduction of sectors but the MSEG, the participants had the opportunity to join 2 different working groups on 2 different sectors. In total, 8 working groups, 2 for each

targeted sector, took place. They were moderated by the MSEG and 8 participants had to volunteer for being rapporteurs of the working groups.

Each group had to work around the following consultation questions during 1h45 min:

1. Identify the challenges related to the promotion of sustainable patterns of consumption and production in that sector ;
2. Suggest a list of specific measures to be included in the Action Plan
3. For 3 or 4 selected measures, specify:
    - The environmental, social and economic benefits
    - The stakeholders to be involved for the implementation and their role
    - Modalities for implementation:
        - needs for capacity building, technical and financial support at the regional level,
        - Constraints, specific activities, pre-conditions…

The 1st and 2nd questions were mostly addressed during all the working groups while the 3rd question was partially completed due to the lack of time and complexity of the issue.

"Ideas pooling" session (1/2 day):

The 3rd session took place during the morning of the 2nd of October and aimed at pooling the results of all the working groups and then to complement and discuss the results, having a particular view on the specific needs for the implementation of the proposed measures.

For each sector, 2 rapporteurs designated among the participants presented the results of their workings groups and then the results were commented in a plenary session.

The chapters 1 to 4 of this document present a summary of the main results of the working groups and plenary discussions for each sector.

Each chapter is built on the same structure:

- It first provide a list of the identified challenges, structured around 4 categories: Challenges related to resource management, challenges related to production, challenges related to market and demand and policy challenges.

- Then the 2nd part of the chapter includes, as shown below, a table listing the suggested measures for each category of challenge and detailing, most of the time, the stakeholders to be involved as well as elements related to the modalities for implementation.

Link with challenges	Suggested measures	Stakeholders to be involved	Modalities for implementation (eg regional needs, constraints, specific activities, pre-conditions…):

The online consultation, through the SWITCH-Med platform, will aim at completing those results by:

1) **Adding new challenges;**

2) **Proposing new measures or further elaborate the suggested measures;**

3) **Detailing the modalities of implementation of the already suggested measures (suggesting specific activities, stakeholders to be involved and specific needs and structures for its implementation at national and regional level).**

The outputs of the Marseille consultation meeting, complemented by the online consultation will serve as a basis to develop the first draft of the SCP Action Plan that will be presented for the first time to Governments' representatives at the end of November 2014 during the extraordinary meeting of the SCP/RAC Focal Points.

1 Results of the discussions related to the Food and Agriculture sector

1.1 Identified challenges/issues/needs

Challenges related to resources management:

- Land deterioration (nutrients, provision of services);
- Overfishing and aquaculture-related degradation;
- Overfishing, overhunting, aquaculture and the lack of control entail an over use and degradation of natural resources, decrease the biodiversity and induce an illegal market of protected species;
- Conflict of coastal fisheries with protected species;
- Low land productivity;
- Great potential for a better use/management of water and for reducing the waste generation during production and consumption phase of food products;
- Farmers and food producers lack information and knowledge of the impact of their activities on their health and the environment;
- Seeds market mainly controlled by few multinationals promoting GMOs which endangers the biodiversity;
- Selective collection of organic waste is still very low, composting of organic waste represents important opportunities.

Challenges related to Production:

- Limited possibility of small-scale farmers and fishermen to integrate into the value chain;
- Small-scale producers have difficulties to be competitive in front of large scale/decentralized producers;
- Difficulty of greening the value chain, in particular to reach retailers;
- Food wastage;
- Need to further promote local food production, shorten distances between producers and consumers, and decentralize food production;
- Over-use of pesticides that entails major environmental and health impacts (need to promote alternatives);

- Great potential for improvement in the production of packaging and to promote a reduction in the use of packaging (in particular there is a need to support eco-innovation on packaging, work with retailers sector and improve recycling and end of life management) .

Challenges related to the food market and demand:

- Agricultural waste management (resource implications);
- Limited access to certification;
- Lack of quality control and traceability;
- Limited market integration within the region;
- Market disadvantage : Cost/price of organic agriculture (for production and for consumers);
- Preservation of the Mediterranean diet (patterns) – Consumption and local sourcing (Policy);
- International competition;
- Alternatives to hazardous chemicals/pesticides exist but the process to get them approved and patented is time consuming and costly;
- Lack of availability of sustainable and healthy food products;
- Need to raise awareness on the consumption of local and seasonal products.

Policy challenges:

- Decreasing importance of agriculture in the Mediterranean economies (including reduced number of jobs);
- Subsidies or perverse incentives (agriculture) and dumping;
- Mass production of food entails unacceptable loss of food.

1.2 Suggested measures

Link with challenges	Suggested measures	Stakeholders to be involved	Modalities for implementation (eg regional needs, constraints, specific activities, pre-conditions…):
Resource challenges	**Incorporate the full ecological value of resources used in agriculture, increased awareness and sensitivity for natural resources used (integrating the Life Cycle thinking).**	• Farmers • Fishermen • Chambers of agriculture • Food processing industry • Tourism sector • Retailers • Civil society • Policy makers • Training and education institutions • Research and development • Consumers	The measure would be addressed through: Price schemes a. Training and education b. Technology/Knowledge c. Include ecological value into business models
Resource challenges	**Promotion of composting and selective collection of organic waste**		
Production challenges	**Improve sustainability of the value chain by working with retailers on LCA approach, control of flows of material, extended producer responsibility for food**		

	packaging		
	Improve sustainability of production process using transfer of technology from research-industry adapted to local situation		
Market and demand challenges	**Creation of a Mediterranean Independent labelling for food products. (targeting typical Mediterranean Products)**	Multi-stakeholders approach, involving policy-makers, retailers, producers	• Need of a steering committee to manage the activity • Technical assistance to build on existing schemes and networks • Communication / benchmarking activities.
	Preserve and promote the Mediterranean diet as a brand through enhanced quality control, traceability, certification and increased market integration and access particularly for small local producers	• Farmers • Fishermen • Chambers of agriculture • Food processing industry • Tourism sector • Retailers • Civil society • Policy makers • Training and education institutions • Research and development • Consumers	The measure would be addressed through: a. Urban farming b. Promotion of consumer cooperatives c. Strengthen sustainable value chains with high market potential

	Education / awareness campaign on sustainable food consumption targeting youth and schools and launch of a Mediterranean contest between schools.	• Necessary collaboration among different ministries (education, environment, energy, etc.) • Schools, Education stakeholders	• Development of exhibitions and awareness material • Integration in the schools curricula
	Sustainable procurement of food within public entities and educational institutions		
Policy challenges	**Set of policy and legal instruments to promote sustainable consumption of food and short circuit between producers and consumers**	Policy makers – NGOs – Associations representing of producers.	The measure would be addressed through: 1. Legal framework for organic agriculture and public incentives to promote it. 2. Promotion of locally produced food for tourism 3. Preventive targets for food waste 4. Ban of harmful substances 5. Taxes for internalisation of externalities 6. EPR schemes 7. tax exemption – 8. Target to reduce the use of plastic bags
	Promote agri-food circular economies turning towards efficient biomass-based production of food, energy and materials as well as associated consumption patterns	• Farmers • Fishermen • Chambers of agriculture	The measure would be addressed through: a. Reallocate incentives b. Training

		• Food processing industry • Tourism sector • Retailers • Civil society • Policy makers • Training and education institutions • Research and development • Consumers	c. Technology transfer d. Mainstreaming agri-food training into education curricula
	Support research on biological control as alternative to pesticides. (dissemination of information)		

2 Results of the discussions related to the Tourism sector

2.1 Identified challenges

Challenges related to resources management:

- Lack of appropriate water, waste and energy management in the accommodation sector (e.g. resources overconsumption in the luxury sector);
- Seasonality generating resources consumption peak and oversizing of wastewater treatment plants and for waste management infrastructures;
- Overcoming of ecological and social carrying capacity of tourism destinations;
- Coastal land consumption and coastal landscape degradation due to new tourism development (e.g. hotels, transportation network, marinas, etc.).

Challenges related to production (providing activities and services for tourist):

- Lack of sufficient knowledge about production and consumption patterns within the tourism sector (both for the private sector and at the destination scale);
- Inadequate capacity of tourism professionals in integrating SCP measures (e.g. lack of capacity of hotel managers and staff on Eco management);
- Lack of awareness of the business case behind adopting SCP practices in the tourism sector;
- Obsolete accommodation structures (e.g. low-efficiency air conditioning).

Challenges related to market and demand

- Lack of shared standards (and ranking) for eco efficiency & eco-labelling in the tourism sector;
- Scarce or non-existent visibility of sustainable tourism offer in the market;
- Unsustainable behaviour of tourists (e.g. dunes being used for parking all types of vehicles;
- Need to make ecotourism a fashionable lifestyle.

Policy challenges

- Lack of regional, national and local Governance on policies for sustainable tourism:
    - Lack of coordination and cohesion between the different levels of competence;
    - Need to define a regional Observatory for sustainable tourism (e.g. benchmarking, ameliorate indicators);
- Lack of national regulations for licensing & rating entities discouraging SCP practices;
- Lack of regional, national and local policies to manage the impacts of CRUISE Ship Tourism;
- Need to regulate and solve conflicts between tourists and locals.

2.2 Suggested measures

Link with challenges	Suggested measures	Stakeholders to be involved	Modalities for implementation (eg regional needs, constraints, specific activities, pre-conditions…):
Resource management challenges	**Introducing environmental management system in the tourism sector (e.g. ISO 14001)**	• Tourism businesses • Tourism associations • Trade Unions	
	Promote stand alone and self-sustainable systems (e.g. waste water treatment plants, energy management);	• Tourism businesses • Tourism associations • Trade Unions • Industrial Associations (e.g. waste management companies) • Green entrepreneurs • Policy makers	
	Strengthening the application of the ICZM protocol (e.g. no construction zones);	• Government/related ministries; • Regional and international organizations (e.g. PAP/RAC)	
Production challenges	**Conduct a robust study to build the business case behind SCP in the tourism sector and disseminate the results of « successful » business cases among operators (good SCP is good economics)**	• Tourism businesses • Tourism associations • Trade Unions • Universities and research institutions • NGOs	
	Encouraging implementation of existing tools for sustainable tourism	• Tourism businesses • Tourism associations • Trade Unions • Industrial Associations	

		• Green entrepreneurs • Policy makers	
	Incentives for greening existing tourism structures	• Tourism businesses • Tourism associations • Trade Unions • Policy makers (e.g. national and local Governments)	
	Incentives for the refurbishment of existing built heritage for new tourist activities	• Tourism businesses • Tourism associations • Trade Unions • Policy makers (e.g. national and local Governments)	
	Promote social and environmental responsibility in the tourism industry	• Hotels and travel agencies including internet based booking operators • Tourism associations • Policy makers (e.g. national and local Governments)	
	Tour operators sensitisation	• Tour operators including internet based booking operators • Tourism associations	
Market and demand challenges	**Improve integration between existing ecolabels (e.g. EU Ecolabel, Green Key, etc.) through the definition of minimum common standards**	• Tourism businesses • Tourism associations • Trade Unions • Policy makers (e.g. national and local Governments and European Commission) • Universities and research institutions • NGOs • International Certification bodies	

	Definition of Mediterranean label for ecotourism in Marine protected Areas and other protected areas to be integrated with the list of SPAMI's (Specially Protected areas of Mediterranean Importance) defined under the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean	• Policy makers (e.g. national and local Governments) • MPAs • SPA/RAC • Universities and research institutions • NGOs (e.g. MEDPAN)	
	Dissemination of the European Charter for Sustainable Tourism in the southern shore and common recognition of the Charter.	• Policy makers (e.g. national and local Governments) • Parks and other Protected Areas • Universities and research institutions • NGOs (e.g. MEDPAN)	
	Open-source platform for sharing of relevant knowledge based on best practices and scientific research on « SCP and tourism (e.g. Segmentation or clustering of sector by country, activity, place in value chain, destination, etc.)	• Policy makers (e.g. national and local Governments) • Universities and research institutions • NGOs	
	Innovative and creative outreach campaign to promote adoption of SCP practices among tourists (e.g. discounted vouchers)	• Policy makers (e.g. national and local Governments) • Tourism associations • Consumers • NGOs • Civil society	
Policy challenges	**Revise national tourism legislation to mainstream SCP (e.g. water usage per occupied room, electricity saving measures, etc.)**	• Policy makers (e.g. national and local Governments) • Tourism associations	
	Eco-tax to compensate impacts of tourists	• Policy makers (e.g. national and local Governments)	
	Support local observatories on sustainable tourism practices	• Policy makers (e.g. national and local Governments)	

	Promote local dialogue on sustainable tourism considering all actors	• Policy makers (e.g. national and local Governments)	
	Integrating sustainable housing in tourism sector	• Policy makers (e.g. national and local Governments) • Tourism associations • Tourism businesses • Housing and building sector • NGOs	
	Definition of common standards for the sustainable management of cruise ship tourism	• Policy makers (e.g. national and local Governments) • Local communities • Cruise Ship companies • NGOs	
	Implementation of Tourism Carrying Capacity Assessment studies and tourism planning to reduce tourists/local communities conflicts	• Policy makers (e.g. national and local Governments) • Local communities • NGOs	
	Education / awareness raising campaign for tourists	• Policy makers (e.g. national and local Governments) • Tourists • NGOs	

3 Results of the discussions related to the Goods manufacturing sector

3.1 Identified challenges

Challenges related to resources management:

- Lack of appropriate waste management (for optimized resource recovery);
- Cost structure of waste management;
- Planned obsolescence or built-in obsolescence of products;
- Lack of sustainable design (for supporting waste hierarchy);
- Lack of extended producer/product responsibility /accountability;
- Lack of re-use, recovery and recycling non-avaoidable wastes (see also challenges linked with production below).

Challenges related to production:

- Lack of life cycle thinking and application of LCA tools in order to optimise product development and production;
- Lack of sustainable design;
- Processes with low efficiencies (energy, water, consumables). Lack of Best Available Techniques (BAT);
- Polarised industries (very large and small) and therefore difficult to address by policy making;
- Lack of recognition that chemical pollution (environment & humans) are also related with production, use and end of life of consumer goods;
- Lack of information on alternatives to toxic chemicals in productions.

Challenges related to market and demand/consumption:

- Lack of recognition/Information that waste generation is closely related with consumption of (unsustainable) goods;
- Cheap price/availability of (unsustainable) goods (wrong economic signal) and high cost for most sustainable products;

- Global supply chain and product policies are global;
- Consumers prefer affordibility before the sustainability;
- Lack of recognition that chemical pollution (environment & humans) are related with consumer goods;
- Non sustainable lifestyles;
- Poverty (limited access to sustainable goods).

Policy challenges

- Lack of pollution prevention of waters, soil and air. Externalities are not considered (emission of manufacturers, waste management, exposure);
- Non integrated decision making without adequate life cycle thinking;
- Globalization;
- Poverty; large gap of wealth;
- Lack of good governance and corruption;
- Growth-based economy (does not consider well-being of people and degradation of ecosystem services).

3.2 Suggested measures

Link with challenges	Suggested measures	Stakeholders to be involved	Modalities for implementation (eg regional needs, constraints, specific activities, pre-conditions…):
Resource management challenges	**Improved waste management for improved recycling, recovery and reuse**	• Government/related ministries • Waste management (public, companies, informal sector) • Producers and product associations • Civil society/consumer • Regional and international organisations (e.g. Sweepnet, ISWA, UNEP) and expert	• Improved waste collection schemes • Improved separation at source • Best practice case studies for individual waste streams • Waste statistics and waste database • Development of expertise within countries
	BAT/BEP in goods production and in waste management (incl. Recycling & recovery)	• Industry associations • Policy makers • Techniques providers • Independent experts and organisations having specific expertise	• Technical capacity • Development of expertise in the country • Investment
	Extended life of products; improved repair; availability of spare parts; skilled maintenance	• Industrial Associations • Green entrepreneurs • Policy makers • Consumers; civil society • Experts on life cycle management	• Warranties frame • Education of consumers • Capacity development of expertise within countries

Production challenges	**Integrate lifecycle thinking as a tool; design of production processes to minimize energy and resource consumption as well as emissions to air, water and soil,** **sustainable design of products**	• Industry associations • Green Entrepreneurs • Techniques providers • Independent experts and organisations having specific expertise	• Live Cycle thinking and life cycle management education. Expertise within the countries • Regulatory frame supporting LCT (models for national)
	Extended producer/product responsibility/accountability	• Policy makers • Industry • Civil society/consumer	• Examples for legislation • Implementation challenges • Support for eco-innovation • Labeling schemes (e.g. EMAS)
	Stewardship (Ownership)-Materials and products	•	•
Market and demand challenges	**Sustainable/Green Public Procurement** **Top runner products (considering environmental performance; LCA)**	• Governments and local authorities (Purchasing units)-(Legal requirements; standard development) for e.g. Construction materials, food, health care, electronics, office materials etc. • Suppliers, retailers, (achieving standards) • Specialised organisations/technical assistants for public procurement	• process guidance to help governments to define criteria for green public procurement (environmental & social) and moitoring • Monitoring system to the administration for comliance of green procurement guidelines • Development of standards (national level) • Multistakeholer dialogue • Regional Networks; Capacity building/trainings
	Eco-labels; more transparency of products	• Policy agencies/Governments/Ministry of trade/Industry • NGO, Consumers	• Development of standards for ecolabels • Consistent data and methods on products

		• Industries and technical organisations/certification bodies • Academia, research institution	• Regional and national ecolabels • Public awarenes (consumers); communication/marketing campaigns (health benefits; social & environmental benefits) • Awareness of producers • Control of compliance of standards • Support of certification process (technical and financial)
	Education/awareness of consumer/producer/policy maker on SCP	All stakeholder groups	• Tailored SCP awareness raising materials (including also information on consumer goods related chemical pollution (environment & humans). information on alternatives; waste challenge and link with manufacture/consumption of (unsustainable) goods; footpint approaches) • Communication strategies (media, marketing) • Awareness raising campaign, (school, universities, educators, NGOs) • Capacity building (SMEs, industry associations, policy makers)
	Attractive, fun, positive marketing for sustainable goods/services (make it trendy)	• private marketing/advertisement sector • Research/academia	•
	Shift from product owned based economy to Service/product use economy and de-materialisation	• Government • Businesses	• Regional transition arena (multistakeholder dialogue to implement; example of Belgium)

	economy	• Trade Union; Academia; Consumer organization	• tax reform that encourage manufacturing industry • Compilation and dissemination of best practices (clearinghouse addressing businesses and NGOs)
	Strengthen local production and markets	• Businesses; associations • Local and regional policy makers • consumers	• prices of imported goods • awareness of consumers
Policy challenges	**Policy review and mainstreaming of SCP into regulatory framework**	• Stakeholder 1: Policy makers at different levels/pulic administrations • Stakeholder 2: NGO (consumer association...) • Stakeholder 3: Manufacturing associations	• National action plans on SCP/circular economy in line with the international and regional agreements and lines of actions (10 years framework program (Rio);) • Model legislation or model frame work (as option) (regional education) • Consultation of stakeholders
	Redirection of subsidies (shift subsidies for non- sustainable products to subsidies for sustainable products)	• Policy makers • Research institution/Academia	• Evaluation of subsidies considering Life cycle thinking • Policy makers able to apply integrated decision making
	Incentives: positive and negative (high price for unsustainable options)	• Policy makers • Academia/research	• Tax system • LCA and LCT • Labelling schemes (e.g. EMAS)
	Share of technology and knowledge (best practices)	• Industrial associations • Green entrepreneurs • Techniques providers	• creative commons • Support for SMEs

		• Independent organizations and experts with expertise	
	Access to finance (financial mechanism to support sustainable manufacturing/innovation)	• Banks (financers) • Producers, SME (receiving), business associations (intermediation role) • Civil society (control) • Government (financers), control agencies (control) • Accelerators and innovators (receiver) • Universities and research institutions (receiver)	• financial instruments provided by IFIs/commercial banks • Sensitizing and activating national banks • Support SMEs with sustainable products ; green entrepreneurs
	Tax reform from labour to materials/resource taxing. Tax benefits for sustainable products	• Policy makers • Academia; research institutions	•
	Policy strategy to achieve education/public awareness about sustainable lifestyles in national programs;	• policy makers • Civil society/NGOs	•
	Adapt the policy framework to support circular economy, collaborative/sharing economy	• Policy makers • Academia; research institutions	•
	Trade agreements for sustainable products	• policy makers • industry associations • Civil society	•

4 Results of the discussion related to the Housing and Construction sector

4.1 Identified challenges

Challenges related to resource management (in bold the priority challenges):

- **Insufficient information: Insufficient data on building stocks (multi-sectorial) for given countries (i.e. unregistered buildings) and, unified benchmark report for inter-country comparison;**
- Link to climate change: need to train urban and physical planners and architects on the design and construction of sustainable housing, including the use of new and innovative materials and planning concepts. There is a need to work in an inter-sectorial way;
- Appreciation for local (traditional) building design & building material to reflect local environments, culture and tradition;
- Applying circular economy/closed loop economy concept for the housing and the built environment;
- Promote the use of renewable energy for housing and the built environment.

Challenges related to production - including construction (in bold the priority challenges):

- **Social & cultural dimensions: There is a need to raise awareness & enhance appreciation for efficient traditional housing;**
- Quality control of buildings, including of material design, & maintenance;
- Optimization or minimization at the same time being pragmatic;
- Links between housing structural design and the main economic and service sectors that it supports, such as agriculture, industry and tourism;
- The adoption of full life cycle analysis in housing and construction.

Challenges related to market and demand (in bold the priority challenges):

- **Standards, codes and rating tools: Incoherence between different stakeholders, for given country. Incoherence between different market tools/instruments and rating systems;**
- **Existing built environment provides largest opportunity for improvement, intervention and innovation;**

- Lack of expertise & understanding of the need for housing to integrate social, cultural, economic, & environmental considerations in design & architecture, etc;
- The quality of the building and the extent to which it satisfies the needs of the end user, and the inclination of the builder/investor to maximize profits even if it compromises quality and sustainability;
- Tendency of builder/investor to give priority for short-term returns on investments over long-term profits;
- Knowledge gaps on SCP in built environment (Taking into consideration traditional building knowledge and the use of local materials).

Policy challenges (in bold the priority challenges):

- **Conflict of interests between macro & micro economic considerations, as well as the short and long term objectives;**
- **Inequality - polarization of society not allowing a harmonised regulatory framework that takes into account the housing needs of the different segments of the population, including for slum areas;**
- Lack of incentives to encourage investment in housing, particularly for medium and low income groups;
- Regulatory and incentive measures to encourage resource efficiency (water, and energy, and other factor inputs);
- High population growth, particularly in Southern Mediterranean countries;
- Outdated or lack of building codes and standards, particularly those that promote resource efficiency;
- Lack of adequate compliance and enforcement system;
- The need to adopt a holistic approach to building, where buildings should be considered as part of the built environment a not as an isolated structure.

4.2 Suggested measures

Link with challenges	Suggested measures	Stakeholders to be involved	Modalities for implementation (eg regional needs, constraints, specific activities, pre-conditions…):
Resource management challenges	**Revive and encourage the use of local materials & traditional architecture and design that promotes resource efficiency and reduces pollution and waste generation throughout the entire life cycle of a building**	Local communities, local construction companies, civil society, educational institutions, local authorities, regulatory authorities, architecture associations, donors, investment institutions, and UNEP-MAP	Regional research and educational center for SCP in building design and the use of building material
Production (including construction) challenges	**Extended builder responsibility**	local construction companies, civil society, local authorities, regulatory authorities, architecture associations, UN/MAP, promoter building, banks	(Standards, benchmarking and certificates for buildings to encourage smart and green buildings and construction) Encourage the design of green building codes and standards
	Enhance inclusive development & community participation & emphasizing the improvement and efficiency of the existing housing stock as opposed to replacement (i.e. retrofitting and upgrading of old houses, including slum areas)	Local construction companies, civil society, local authorities, regulatory authorities, building and architecture associations, UN/MAP, promoter building, banks	Guidelines for the upgrading and retrofitting of existing building stock
Market and demand challenges	**Enhance awareness through education and training**	Local communities, local construction companies, civil society, educational institutions, local authorities, regulatory authorities, architecture associations, donors, investment institutions, UNEP-MAP	Regional research and educational center for SCP building design and building material

	Harmonization of the different market tools between stakeholders involved	Professional associations, Regulators, Public administration, Local authorities, Local communities, practitioners, regional platform to ensure harmonization	Countries to have a strong institution entrusted with monitoring and implementation of building codes Regional building standards as appropriate Guidelines for SCP building code development around the region
	Introduce standard data collection, ensuring comparability between countries and the built environment sectors in the Mediterranean, together with a unified benchmark practice.	Professional associations, Regulators, Public administration, Local authorities, Local communities, Practitioners, Statisticians, National data centers, International data centers, Data providers	Establish key data sets to facilitate regional comparability and to support policy making processes.
Policy challenges	**Regulatory & incentive measures as well as as penalties and sanctions for builders not conforming to building codes and standards**	local construction companies, civil society, local authorities, regulatory authorities, architecture associations, UN/MAP, promoter building, banks	(Standards, benchmarking and certificates for sustainable and resource efficiency buildings) Encourage the design of green building codes
	Different regulations for new and existing building stock (Revitalize public space integrating different social groups)	Financing institutions, building owners, regulators, Local authorities, Built environment associations, Local communities, Civil society	Regulatory and incentives measures, including tax cuts and rebates specifically designed for energy efficiency applications in existing as well as for new buildings Tax-based incentives to rewarding good SCP practices Governments to put in place regulations that encourages resource efficiency,, including the use of renewable energy for existing buildings

			as well as for new buildings
	An integrated approach looking at social, environmental and economic dimensions	Local communities, local construction companies, civil society, local authorities, regulatory authorities, building and architecture associations, donors, investment institutions, UNEP-MAP	The provision of public space as a social function for integrating different social groups in the build environment
	Public action, involvement of private sector, and joint collaboration between the public and private sector, including through Public-Private-Partnership	Local construction companies, civil society, local authorities, regulatory authorities, building architecture associations	Framework for private sector involvement and PPP
	Different regulations, codes and standards for informal settlements than those applied for other buildings	Local construction companies, civil society, local authorities, regulatory authorities, building architecture associations	Consultation process in place to design building codes
	Monitoring and enforcement of mandatory codes and standards	Local authorities, regulatory authorities, building and architecture associations	An institution entrusted with monitoring and implementation of building codes

Annex 1. List of participants

ACR+	**Françoise Bonnet** Secretary General Association of Cities and Regions for Recycling and sustainable Resource management
Anima Investment Network	**Karim El Arnaouty** Project assistant Anima Investment Network
CEDARE	**Hossam Allam** Regional Programme Manager / Strategic Concerns Programme Center for Environment and Development for the Arab Region and Europe
CMI	**Hervé Lévite** Senior environmental specialist Center for Mediterranean Integration
Consumers International	**Aziza Mourassilo** Middle East Project Assistant Consumers International
ECO-SCP-MED	**Anne Furphy** Project manager ECO-SCP-Med network (Capitalizing experiences for MED sustainable future) Andalusian Institute of Technology
EEB	**Leida Rijnhout** Director Global Policies and Sustainable European Environmental Bureau
ENDA Maghreb	**Hamid Chrifi** Coordinator ENDA Maghreb
EPEA Cradle to Cradle	**Yair Engel** Environmental Protection Encouragement Agency Internationale Umweltforschung GmbH
FEBEA	**Daniel Sorrosal** Policy and Advocacy Manager European Federation of Ethical and Alternative Banks
GBC	**Muhammad Asfour** Chair – MENA Network Jordan Green Building Council
GFN	**Alessandro Galli** Director, Mediterranean-MENA Program Global Footprint Network

GIZ	**Michael Janinhoff** Head of Responsible and inclusive business hub-MENA Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
GIZ / SWEEP Net	**Markus Luecke** Team leader Regional Solid Waste Exchange of Information and Expertise Network in Mashreq and Maghreb countries Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
IFOAM	**Xhevaire Dulja** Board Member and Responsible for Certifcation and Standards AGRIBIO Mediterraneo International Federation of Organic Agriculture movements
IPEN network	**Semia Gharbi** Hub regional MENA/North Africa IPEN network
JTS MED Programme	**Blanca Lopez Bassa** Project Officer Joint Technical Secretariat / MED Programme **Nuno Vaz Silva** Project Officer Joint Technical Secretariat / MED Programme
MedPAN	**Marie Romani** Executive secretary Network of Managers of Marine Protected Areas in the Mediterranean
MIO – ECSDE	**Thomais Vlachogianni** Programme Officer Mediterranean Information Office for Environment , Culture and Sustainable Development
Ouishare	**Marie-Anne Bernasconi** Ouishare connector Ouishare
PAP/RAC	**Marko Prem** Deputy director Priority Actions Programme Regional Activity Centre (UNEP/MAP)
Plan Bleu	**Julien Le Tellier** Programme Officer - Territorial Approaches Plan Bleu Regional Activity Center (UNEP/MAP) **Jérémie Fosse** MSSD Review Expert for the Technical Working group 5 on Green Economy and SCP
RAED	**Yasser Sherif** Advisor

	Arab Network for Environment and Development
RCREEE	**Ana Rovzar** Policy Analyst / International Affairs Officer Regional Center for Renewable Energy and Energy Efficiency
SPA/RAC	**Dhia Guezguez** Programme Officer Regional Activity Centre for Specially Protected Areas (UNEP/MAP)
UfM	**Alessandra Sensi** Senior Programme manager Secretariat of the Union for the Mediterranean
UNCTAD	**Malick Kane** Programme Assitant United Nation Conference on Trade and Development
UNEP/DTIE	**Luc Reuter** Sustainable Consumption and Production Branch Division of Technology, Industry and Economics United Nations Environment Programme
UN-ESCWA	**Riccardo Mesiano** First Economic Affairs Officer United Nation Economic and Social Commission for West Asia
UNIMED	**Menouer Boughedaoui** Professor / University of Blida Mediterranean Universities Union
WRFA	**Mathias Schluep** Program Director World Resource Forum Association

UNEP/MAP Coordinating Unit	**Driss Haboudane** Switch Project Manager United Nations Environment Programme Barcelona Convention Secretariat Coordinating Unit for the Mediterranean Action Plan
SCP/RAC	**Enrique de Villamore** Director Regional Activity Center for Sustainable Consumption and Production (UNEP/MAP) **Magali Outters** Team Leader SWITCH Med Regional Activity Center for Sustainable Consumption and Production

	(UNEP/MAP) **Meryem Cherif** Project manager Regional Activity Center for Sustainable Consumption and Production (UNEP/MAP) **Hussein Abaza** Centre for Sustainable Development Solutions Mediterranean SCP Expert group **Spyros Kouvelis** Senior expert Mediterranean SCP Expert group **Alessio Satta** Mediterranean SCP Expert group **Roland Weber** POPs Environmental Consulting Mediterranean SCP Expert group