

# Project: A blue economy for a healthy Mediterranean

## ACTIVITIES OBJECTIVE 2

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Sophia Antipolis, 7- 8 July 2015

## 2. SUPPORT THE IMPLEMENTATION:

- Exhibition on promising cases to scale up at the international summit
- Workshops for connecting and discussing challenges and opportunities



## Support the implementation of an environmentally sustainable economy

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

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

**Barcelona: 29 & 30 October 2015**  
[www.switchmedconnect.com](http://www.switchmedconnect.com)

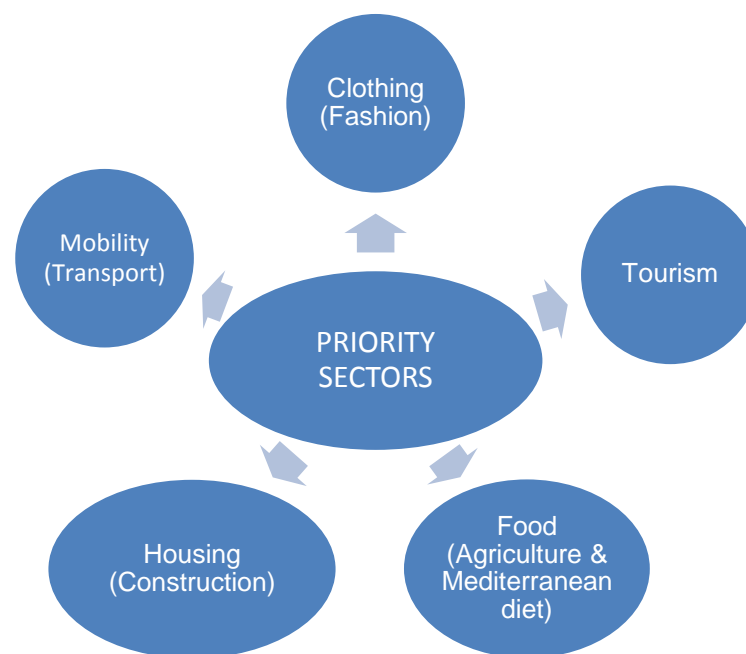


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## Result 2.1. INSPIRE: Visibility, dissemination and exchange on promising cases

A walk style exhibition of promising cases will be prepared to concretize the vision of environmentally suitable economy in the Mediterranean



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## Activity 2.1.1: Concept design and development of the exhibition with eco and social innovation cases

Promising cases are The Switchers:

*Change makers who provide eco and social innovative solutions in the Mediterranean, making an impact for sustainable living*

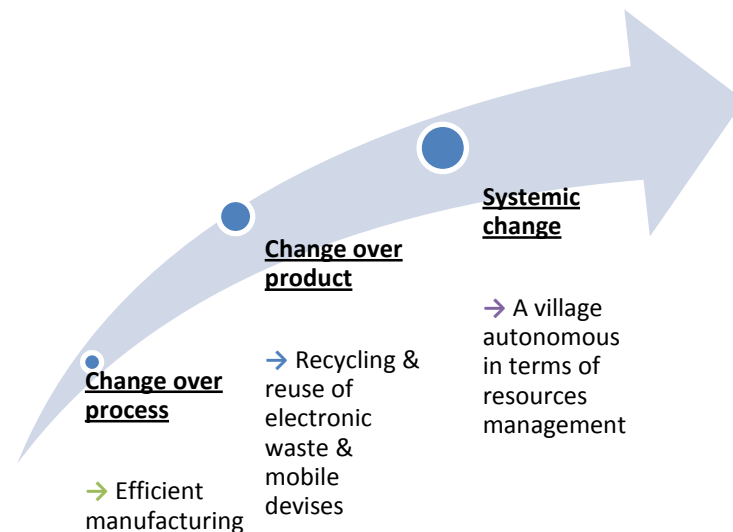


eco-innovation as a new business and/or organizational strategy to enhance sustainable performance from a long-term sustainability perspective, in terms of process, product or system

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



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Activity 2.1.2: Set-up and management of the exhibition by a professional management company

Graphic design & architecture company

A great team for a successful output !!

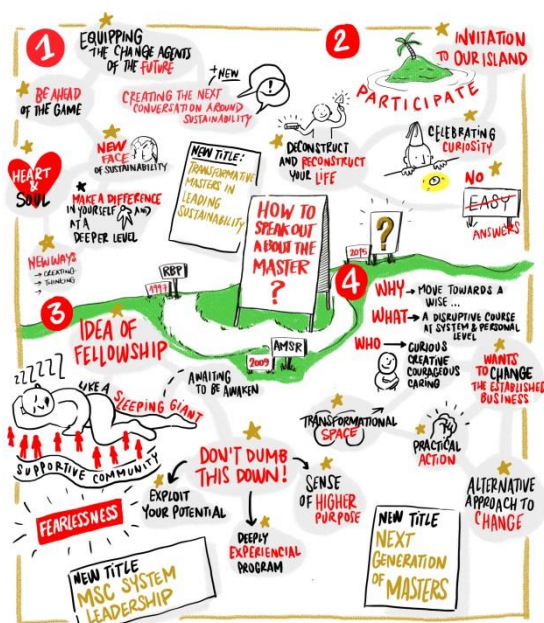
Event management company



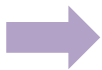
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## Result 2.1. EXCHANGE: Workshops for connecting and discussing challenges and opportunities

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



We will hold a special “story telling” training on how to best tell the story of eco and social innovation



The Switchers will present their stories and learn the basic options of graphic facilitation



The presentations will follow with a discussion on collection of challenges and opportunities for scaling up the niche innovation



The sessions will be co-organized with leading intermediary institutions of each focus sector



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# The Switchers: Online Platform



**Creating small-scale farmers market opportunities**

FOOD | LEBANON | SYSTEM INNOVATION



**We cultivate biodynamic products**

FOOD, TEXTILE, PHARMACEUTICALS | EGYPT | PRODUCT INNOVATION



**Handmade fashion designs from recycled material**

FASHION | TURKEY | PRODUCT INNOVATION



**Innovation solutions in the management waste**

MOBILITY AND TRANSPORT | SPAIN | PRODUCT AND SYSTEM INNOVATION



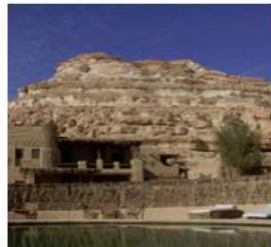
**Nylon 6 fibres from 100 % recycled material**

TEXTILE | ITALY | PRODUCT AND PROCESS INNOVATION



**A unique ecotourism experience**

TOURISM | MOROCCO | PRODUCT INNOVATION



## Souk el Tayeb in Lebanon

by switchmed — last modified Mar 25, 2015 02:24 PM — History

### The story of Souk el Tayeb An experimental farmer's market

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

Souk el Tayeb is a social entrepreneurship initiative that began as a weekly farmer's market promoting small-scale farmers and producers, and slowly evolved into a bigger organisation involved in capacity building and awareness rising to consumers. Souk el Tayeb small-scale farmers are also able to access market to through weekly farmer's markets, food exhibitions, eco-restaurants and supermarkets. The initiative was founded in 2004 by Kamal Mouzawak, creating Lebanon's first farmers market, as a non-profit social venture, where farmers would pay a participation fee funding organisational expenses. Since then, it expanded through several for-profit extensions, but keeping its core objective of giving fair market opportunities to small-scale traditional and organic products. Profits from the commercial extension fund Souk el Tayeb's operational expenses and activities. Souk el Tayeb employs 11 staff member full-time and gathers 100 farmers. Clients are mainly upper and middle-class Lebanese with a high environmental awareness.



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## Calendar

| OBJECTIVE 2   |         |         |           |        |        |        |           |       |        |
|---|---------|---------|-----------|--------|--------|--------|-----------|-------|--------|
|   | June 15 | July 15 | August 15 | Sep 15 | Oct 15 | Nov 15 | August 16 | Sep16 | Oct 16 |
| <b>2.1.1. Exhibition. Concept design and development of the exhibition with eco and social innovative cases</b> |         |         |           |        |        |        |           |       |        |
| Concept design  | X       | X       | X         |        |        |        | X         | X     |        |
| Collection and creation of the content  |         | X       | X         | X      |        |        | X         | X     |        |
| Video (interview / travel/ production)  |         |         | X         | X      |        |        | X         | X     |        |
| <b>2.1.2. Set-up and management of the exhibition</b>   |         |         |           |        |        |        |           |       |        |
| Production of all exhibition elements   |         |         |           | X      | X      |        |           | X     | X      |
| Physical set-up and dismantling of elements   |         |         |           |        | X      |        |           | X     | X      |
| <b>2.2.1 Preparation of workshops on eco and social innovative solutions</b>                                    |         |         |           |        |        |        |           |       |        |
| Expert preparation  |         | X       | X         | X      | X      |        |           |       |        |
| Graphical recording   |         |         |           |        | X      |        |           |       |        |
| <b>2.2.2. Preparation of summary reports on challenges and opportunities</b>                                    |         |         |           |        |        |        |           |       |        |
| Content summary workshop  |         |         |           |        | X      | X      |           |       |        |
| Graphical layout  |         |         |           |        | X      |        |           |       |        |



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# Thank you

[www.scprac.org](http://www.scprac.org)



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Y MEDIO AMBIENTE



Generalitat de Catalunya  
**Departament de Territori  
i Sostenibilitat**