

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

Daniel Hires, SCP/RAC

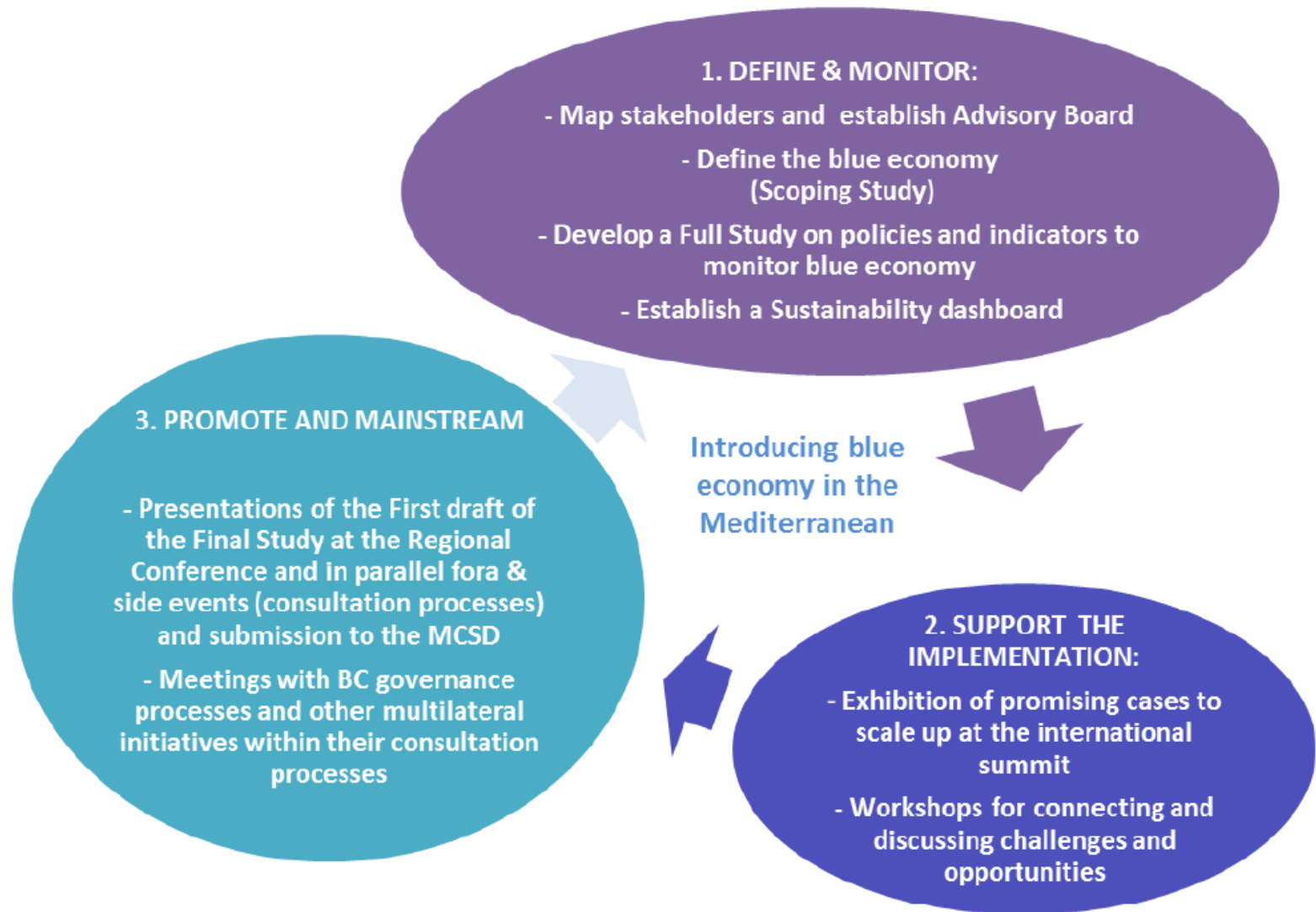
Conférence du projet - Marseille, 30-31 mai 2017

Une économie bleue pour un développement durable
de la région méditerranéenne

Project Conference - Marseille, 30-31 May 2017

A blue economy for a sustainable development
of the Mediterranean region





Implementation Activities

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

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The stories of the people THE *who are changing the world*
SWITCHERS

Who are The Switchers?

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

Switchers are individuals, enterprises or civil society organizations implementing **innovative ecologic and social solutions** that contribute to a switch to sustainable and fair consumption and production pattern.



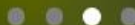
The stories of the people **THE** who are changing the world

EN / FR

SWITCHERS

Organic food and Agriculture, Casablanca, Morocco

Terre et Humanisme: Combining Agroecology and Pedagogy in Morocco



Featured Stories



Renewable energy and energy efficiency Driven by his passion for renewable energy, Adel Baba-Aissa changed his career path to found Renewable Energy Partner ("RnE Partner") and now develops...



Renewable energy and energy efficiency Green Essence Lebanon was founded by three passion-driven entrepreneurs looking to become leaders in renewable energy. Today they help businesses and clients transform...



Organic Food and Agriculture Adonis Valley: the first organic products line in founding and promoting the organic market in Lebanon



Identification of initiatives

Support from industry experts:

Amer Bargouth, USA: 9 cases of Renewable Energy

Lydia Chaparro, Spain: 13 cases of Sustainable Fisheries

Tétraktys, France: 20 cases of Sustainable Tourism




28 Mar 2017
Tel Aviv, Israel
Renewable energy and

Eco Wave Power founder Inna
Braverman was only two weeks old

Ecotourism and artisanal x

[www.theswitchers.eu/en/switchers/ecotourism-artisanal-fishing-kerkennah-can/](#)

Apps Trello SurveyMonkey Typeform MailChimp Switchers EN Switchers WordPress G Drive HubSpot Intranet arc Empleat Portal Other bookmarks



07 Feb 2017
Kerkennah, Tunisia
*Organic Food and
Agriculture,
Sustainable Tourism*

Tnagem, which means “you can !” in the Tunisian dialect, is the stimulating title the Youth science Association kerkennah chose for their new project


Ecotourism and artisanal

www.theswitchers.eu/en/switchers/ecotourism-artisanal-fishing-kerkennah-can/

Apps Trello SurveyMonkey Typeform MailChimp Switchers EN Switchers WordPress G Drive HubSpot Intranet arc Empleat Portal

Other bookmarks

≡ **TNAGEM** *Organic food and agriculture*



Facebook Twitter Telegram

Ecotourism and artisanal x

www.theswitchers.eu/en/switchers/ecotourism-artisanal-fishing-kerkennah-can/

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TNAGEM Organic food and agriculture

● ● ● ● ● ● ● ● ●

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

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

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

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

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Developing the platform

Support from external experts:



Eman
Editor

Cairo



Oumeima
Storyteller

Tunis



Hilary
Storyteller

nomad

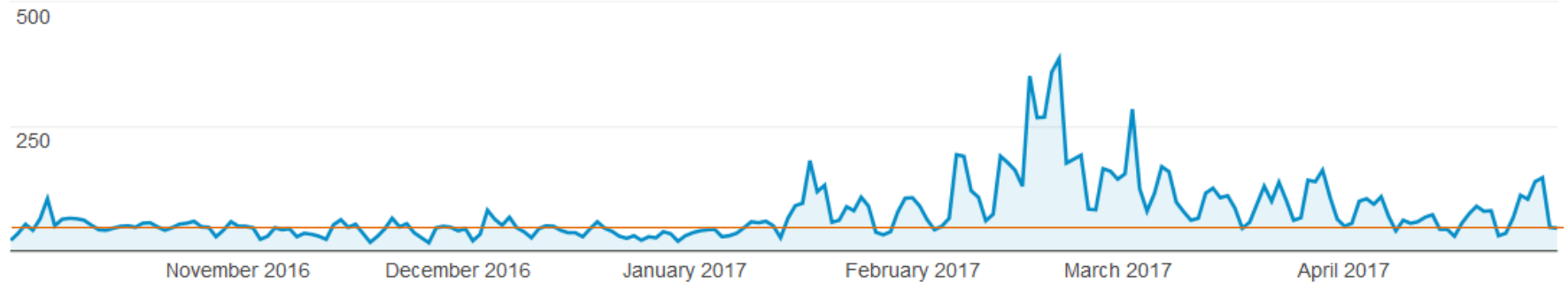


Mayya
Community

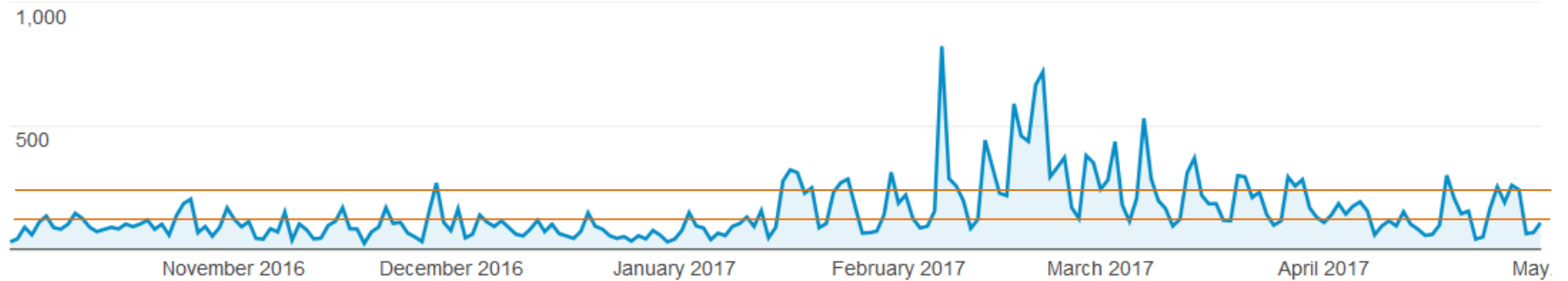
Barcelona

Making Change Visible: www.theswitchers.eu

● Sessions



● Pageviews



Implementation Activities

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SwitchMed Connect *Barcelona 2016*

18-20 October

Switchers at SwitchMed Connect

SwitchMed Connect is an annual gathering of Mediterranean stakeholders to build synergies, exchange knowledge, and scale up eco and social innovations. Leading start-ups and entrepreneurs, industry agents, initiatives, change agents, policy and financial institutions working on applications of productive, circular and sharing economies in the Mediterranean come together in Barcelona once per year.

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

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

The stories of the people **THE** *who are changing the world*
SWITCHERS

www.theswitchers.eu





switchmed

nect
2015

switchmed

Sylvia
Spain

More by 40 Years







Sustainable Fashion Show

Exhibiting sustainable collections at SwitchMed Connect 2015

Asli Guvenç (**Asli's Closet**, online marketplace for second hand clothes in **Turkey**)

Bijan Kafi (**Sekem**, biodynamic agriculture developing organic textile in **Egypt**)

Marc Metni (**Waste**, bags, accessories, and furniture from reused materials in **Lebanon**)

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seek sustainable
solutions that improve
quality, functionality
& value of space."

"Nous cherchons des
solutions durables qui
permettent d'améliorer
la qualité, la fonctionnalité,
la durabilité et la valeur
de l'espace ».

© 2017

Sustainable
Housing &
Construction

Sustainable
Agriculture
& Fishing



Sustainable
Agriculture
& Fishing



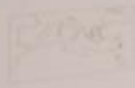
Sustainable Agriculture & Fishing

Souk el Tayeb

Food, Agriculture, Markets, Tunisia



Le Souk el Tayeb est un marché alimentaire traditionnel tunisien où les producteurs locaux vendent leurs produits frais. C'est un lieu de rencontre entre les consommateurs et les producteurs, favorisant ainsi le commerce équitable et la préservation des savoir-faire locaux.



Waste Management

Collectun D3E Recyclage

Electricity, Recycling, Waste
Tunisia, Tunisia



Collectun D3E Recyclage est une entreprise tunisienne spécialisée dans le recyclage des déchets électroniques.

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Sustainable Tourism

Sustainable Tourism



Sustainable Tourism est une entreprise tunisienne spécialisée dans le développement durable du tourisme.



Switchers Expo

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

- | | |
|----------|---|
| Oct 2015 | SwitchMed Connect 2015, Barcelona
<i>(250 attendees from Med region)</i> |
| Feb 2016 | UNEP-MAP COP19, Athens 2016
<i>(22 Ministry representatives attending)</i> |
| Sep 2016 | Coast Day 2016, Barcelona <i>(100 attendees, co-organized with PAP/RAC)</i> |
| Oct 2016 | SwitchMed Connect 2016, Barcelona
<i>(400 attendees from the Med region)</i> |
-

A Blue Economy for a healthy Mediterranean

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

OBJECTIVES

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

1. DEFINE & MONITOR:

- Map stakeholders and Establish advisory board
- Define Blue Economy (Scoping study)
- Full study on policies and indicators for Blue economy
- Establish Sustainability dashboard

Introducing Blue Economy in the Mediterranean

2. SUPPORT THE IMPLEMENTATION:

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

3. PROMOTE & MAINSTREAM:

- Presentations of First draft, in parallel fora & Sides events, of the final study (Med Coast Day 2016) and submission to the MCSD
- Meetings with BC governance processes with their consultation processes and with other multi-lateral initiatives

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

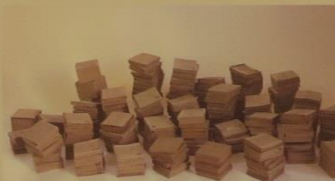
MAIN CHALLENGES

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

www.mava-blue-economy.com

Criaterra

Housing, Green Building Industry
Tel Aviv, Israel



CRIATERRA building materials, 100% recyclable. Manufacture de construction CRIATERRA, 100% recyclable.

CRIATERRA develops unique eco-innovative material mixtures and sustainable production processes, offering effective and impactful alternatives to the damaging and polluting conventional building materials. This technology is a result of a 3 year scientific and technological R&D.

CRIATERRA développe des matériaux composites éco-innovants et des procédés de production durables, offrant une alternative efficace aux matériaux de construction classiques, qui sont nocifs et polluants. Ces matériaux sont le résultat de trois années de R&D.



"Our business is all about sustainability & environmental awareness, by delivering eco-friendly solutions to the construction industry in the most cost-effective way."

"Notre travail est surtout une question de sensibilisation à l'environnement et la durabilité en proposant des solutions écologiques et rentables à l'industrie de la construction."



Eco Labina

Green Building Industry
Oren, Agave

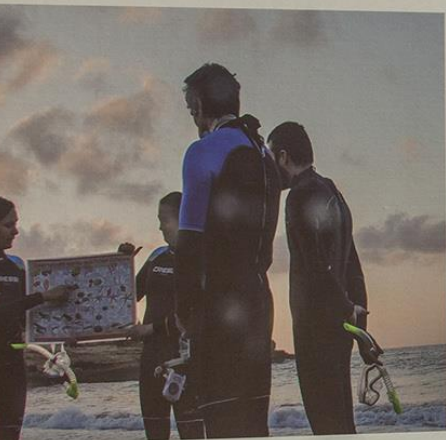


Eco Labina operates in the development of eco-friendly and sustainable building materials. These materials are 100% recyclable and 100% natural.

Eco Labina est une entreprise spécialisée dans le développement de matériaux de construction écologiques et durables. Ces matériaux sont 100% recyclables et 100% naturels.

Plàncton

ism, Ocean, Biodiversity
Catalonia, Spain



ies and explaining the importance of their protection.
ntes espèces et l'importance de leur protection.

g company specializing in divulgation, scientific
ne-related services including touristic activities
wareness about marine and coastal environment
its preservation.

eune entreprise spécialisée dans la sensibilisation
à l'environnement marin, notamment les activités
le faire connaître l'environnement marin et côtier
der à sa préservation.

harmaceuticals



CEM has evolved
anies producing
pharmaceutical
eople in its com-

h, la ferme biody-
type d'entreprises
uits alimentaires,
emploi actuelle-
fondation.



Video Production

3 five-minute videos highlighting the activities of Switchers



vimeo.com/192942277 & vimeo.com/switchmed

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Future Outlook: Blue Economy Entrepreneurs

1. The Switchers will continue as a platform.

-

Future Outlook: Blue Economy Entrepreneurs

1. The Switchers will continue as a platform.
2. Establishment of a community spirit.

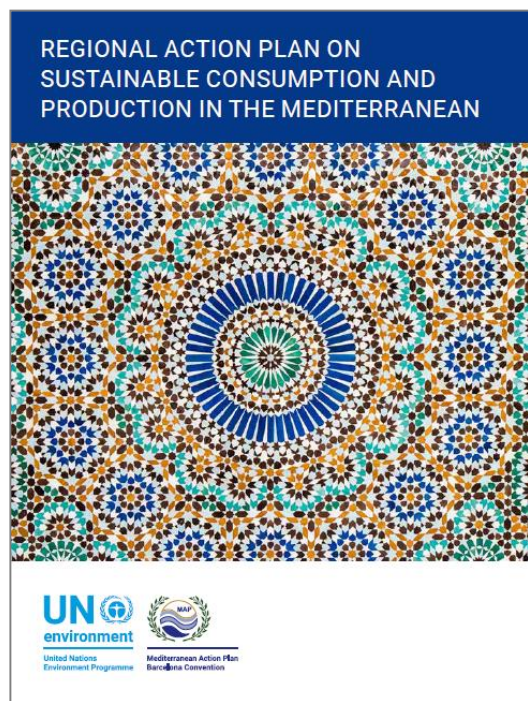
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Future Outlook: Blue Economy Entrepreneurs

1. The Switchers will continue as a platform.
2. Establishment of a community spirit.
3. Exploration of additional services to support Blue Economy enterprises.

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SCP in the regional policy framework



**SCP as one of the key theme of the
UfM Ministerial Declaration on
Environment and Climate Change
(May 14)**

**Adoption of the SCP Action Plan
for the Mediterranean and its
Roadmap for implementation at
the COP 19 of the Barcelona
Convention (Feb 16)**



Structure of the SCP Action Plan



Structure of the SCP Action Plan



**Food,
Fisheries and
Agriculture**



**Goods
Manufacturing**



Tourism



**Housing &
Construction**



Structure of the SCP Action Plan

Renewable off-shore energy sources

Fisheries & Aquaculture

Coastal and Marine Tourism
and recreational activities

Maritime transport, shipping
and port activities

Bio-prospecting, sea-bed mining and
exploitation of biological resources



**Food,
Fisheries and
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**Goods
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Tourism



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Renewable off-shore energy sources

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Coastal and Marine Tourism
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Food,
Fisheries and
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Goods
Manufacturing



Tourism



Housing &
Construction



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www.theswitchers.eu





Thank you

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www.scprac.org

www.switchmed.eu

www.theswitchers.eu



Regional Activity Centre
for Sustainable Consumption
and Production



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

Blue Economy Project Conference

Daniel Hires/30-31 May 2017/Marseille



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat



SwitchMed
programme is founded
by the European Union

The stories of the people THE *who are changing the world*
SWITCHERS



The Switchers

Closed Group

Discussion

Members

Events

Photos

Files

Manage Group

Search this group



Shortcuts

FinTech4Good 1

projecthires.com

Social Entrepreneur... 20+

Adoptees Living in K... 14

OuiShare Berlin 2

A Positive Space

Fabulous Homies

2013 Yonsei KGSP

PNU language class - K...

<2013 KGSP Graduate ...

NIIED Scholars 2013

Koreanische Adoptie... 15

See more

SWITCHERS

Joined

Notifications

Share



Write Post



Add Photo/Video



Add File



More



Write something...



14 people want to join this group



PINNED POST



May de la Youshe

April 21 at 4:11pm

[EN] Welcome to the ever green & growing Switchers community!

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

[FR] Bienvenue dans la communauté des Switchers, toujours ver...

[See More](#)

[See Translation](#)



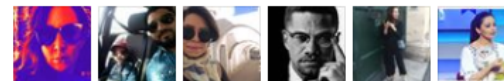
ADD MEMBERS

+ Enter name or email address...



MEMBERS

92 Members (28 new)



SUGGESTED MEMBERS

Hide



Sonia Ruiz

Add Member



Patty Schünemann

Add Member



Jugal Raja

Add Member

See More

INVITED

See More



chekchakbadis@...

[Send Reminder](#)

DESCRIPTION

Edit

This group is exclusively for The Switchers members. It is meant... [See More](#)

GROUP TYPE

Support

TAGS

Edit

Sustainabili

Chat (234)



MENA Entrepreneur Survey 2017

Summary → Design Survey → Collect Responses → Analyze Results



▼ CURRENT VIEW



+ FILTER

+ COMPARE

+ SHOW

SHOW: Page 2: Q1; Page 3: Q4, Q7; +2

FILTER: Q5: Yes / Oui, Not yet, I will apply before February 28 / Je vais postuler avant le 28 février

▼ SAVED VIEWS (9)



Original View (No rules applied)



Switchers + New Switchers

Save

Revert

Newbies

Switchers

Switchers vs. Newbies

e-mail entries

Switchers + Newbies: e-mail entries

Switchers: e-mail entries

Newbies: e-mail entries

RESPONDENTS: 408 of 408

Export All ▼

Share All



Question Summaries



Data Trends



Individual Responses

All Pages ▼



PAGE 2: Organization Organisation

Q1

Customize

Export ▼

Which country are you based in? Dans quel pays êtes-vous basé ?

Answered: 408 Skipped: 0



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Morocco Maroc Egypt Égypte Lebanon Liban Tunisia Tunisie
Algeria Algérie Jordan Jordanie Palestine Palestine
Germany Allemagne France France Spain Espagne Israel Israël
United Kingdom Royaume-Uni Italy Italie Switzerland Suisse
Syria, Syrian Arab Republic Syrienne, République Arabe Andorra Andorre

MENA Green Entrepreneur Survey 2017: Key Insights

What do Green Entrepreneurs need?

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

Why are they joining The Switchers?

- Resources and support for green entrepreneurs
 - Impact-driven motivation and focus
 - Specialized in green business models
 - Importance of being part of global movement for a green economy
-

Facilitating Business Connections

HOME BIOGAS®



Collectun
D3E
Recyclage



Switchers Certificate



Regional Activity Centre for
Sustainable Consumption and Production (SCP/RAC)
UNEP - Mediterranean Action Plan

Sant Pau Art Nouveau Site
Carrer Sant Antoni Maria Claret, 167
08025 Barcelona, Spain

The Switchers Community Membership

This certificate shall confirm that


Fady Daw

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

Adonis Valley


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

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








Gaetano Leone
UNEP MAP Coordinator

5 May 2017



Enrique de Villamore
Director of UNEP MAP/Regional
Activity Centre for SCP (SCP/RAC)



Regional Activity Centre
for Sustainable Consumption
and Production



Regional Activity Centre for
Sustainable Consumption and Production (SCP/RAC)
UNEP - Mediterranean Action Plan

Sant Pau Art Nouveau Site
Carrer Sant Antoni Maria Claret, 167
08025 Barcelona, Spain

The Switchers Community Membership

This certificate shall confirm that

Fadi Bkirat

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

Rack Tech

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UNEP MAP Coordinator

5 May 2017



Enrique de Villamore
Director of UNEP MAP/Regional
Activity Centre for SCP (SCP/RAC)



Regional Activity Centre
for Sustainable Consumption
and Production

Product Categories

Sustainable Furniture and Crafts

Sustainable Accessories

Sustainable Textiles

Greener Services

Greener Technology

Interested in a product?

Directly contact the producers

[Read More...](#)

Recently Viewed Products

Table "Nautila"



Abaca Ottoman "Toffee"



Eco-designed hand-woven Ikat



Chair "Palawan" and Table "Palawna"



Latest Products



Sustainable Rattan Briefcase "Wakato"



Sawahlunto – Sustainable Songket Textiles



Eco-designed hand-woven Ikat



Sustainable Food Adviser Professional Profile



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



Buy El Mensej's Products

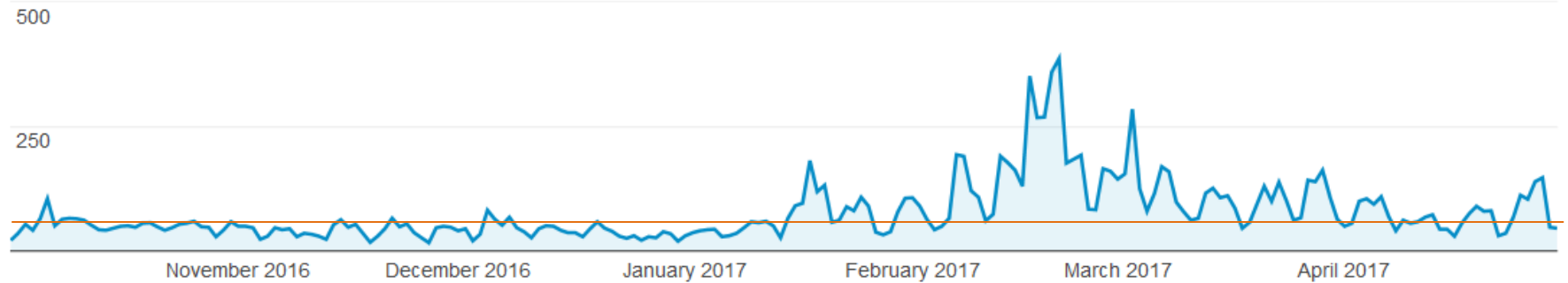
Looking for an environmentally-responsible gift for you or a friend? Look no further!

Visit the SwitchMed shop

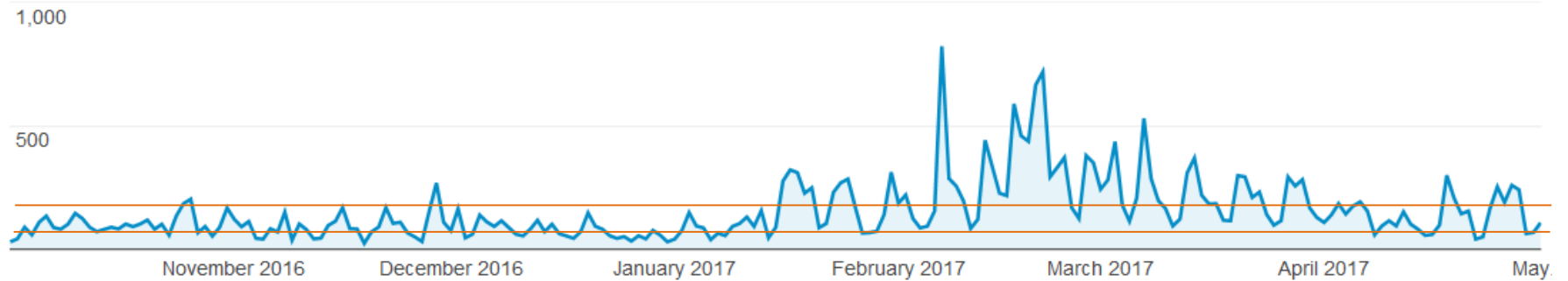
Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	4,991 % of Total: 100.00% (4,991)	3,912 % of Total: 100.00% (3,912)	00:02:27 Avg for View: 00:02:27 (0.00%)	2,508 % of Total: 100.00% (2,508)	70.74% Avg for View: 70.74% (0.00%)	50.25% Avg for View: 50.25% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	496 (9.94%)	395 (10.10%)	00:00:58	359 (14.31%)	28.69%	26.01%	\$0.00 (0.00%)
2. /en/	422 (8.46%)	252 (6.44%)	00:02:01	98 (3.91%)	46.94%	27.73%	\$0.00 (0.00%)
3. /en/switchers/dayra-back-to-your-roots/	208 (4.17%)	189 (4.83%)	00:03:40	163 (6.50%)	91.41%	79.33%	\$0.00 (0.00%)
4. /en	171 (3.43%)	138 (3.53%)	00:02:49	15 (0.60%)	53.33%	35.09%	\$0.00 (0.00%)
5. /en/switchers/	156 (3.13%)	106 (2.71%)	00:01:19	18 (0.72%)	38.89%	17.95%	\$0.00 (0.00%)
6. /fr/switchers/un-modele-de-ferme-ecologique-et-responsable/	154 (3.09%)	135 (3.45%)	00:05:16	130 (5.18%)	89.23%	83.12%	\$0.00 (0.00%)
7. /en/switchers/want-a-cleaner-community-an-app-for-that/	135 (2.70%)	107 (2.74%)	00:04:23	80 (3.19%)	85.00%	63.70%	\$0.00 (0.00%)
8. /fr/	123 (2.46%)	93 (2.38%)	00:02:26	46 (1.83%)	54.35%	38.21%	\$0.00 (0.00%)
9. /en/application/	105 (2.10%)	82 (2.10%)	00:05:54	58 (2.31%)	70.69%	66.67%	\$0.00 (0.00%)
10. /fr/application/	81 (1.62%)	66 (1.69%)	00:05:38	51 (2.03%)	74.51%	64.20%	\$0.00 (0.00%)

Making Change Visible: www.theswitchers.eu

● Sessions



● Pageviews



Future: The Next Balloons

Media Coverage & Publicity

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

Training & Support

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

Community Building

- More (real-world?) interactions
-