Switch-MED
“switching” to sustainable consumption and production patterns in the Mediterranean region


SWITCH MED Partners

EC DEVCO

UNEP/DTIE

UNIDO
SWITCH-Med vision to contribute to the development of a Mediterranean Circular Economy

- **Empowerment of local agents, media and civil society organizations as key SCP drivers**
- **Integration of resource efficiency in the production of goods and services**
- **Integration of LCM / Ecodesign in products and services**
- **Mainstreaming of sustainable products/services in the market (SPP/eco-labelling)**
- **Encouragement of citizens to switch to sustainable consumption patterns and lifestyles**
- **Introduction of fiscal and economic instruments (green investments, green banking)**

**Policy Component (UNEP/MAP)**
- **Regional Level**: Integrate SCP into the Barcelona Convention (UNEP/MAP & CP/RAC)
- **National level**: Mainstreaming SCP in countries development policies (DTIE & CP/RAC)
- **Networking Facility (CP/RAC)**
- **MEDTEST (UNIDO)**
- **Green entrepreneurship & civil society (CP/RAC)**
- **Pilote activities SCP NAPs (DTIE & CP/RAC)**

- **4 M€**
- **Demonstration Component (UNIDO)**
- **14,5 M€ TBC**

- **Oct 2012-Sept 2015**
- **18,5 M€**

- **Oct 2013-Sept 2017 TBC**
SWITCH-MED structure

**Policy Component (UNEP/MAP)**
- Regional Level: Integrate SCP into the Barcelona Convention (UNEP/MAP & CP/RAC)
- National level: Mainstreaming SCP in countries development policies (DTIE & CP/RAC)

**Demonstration Component (UNIDO)**
- Networking Facility (CP/RAC)
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SWITCH-Med scoping missions for the Policy Component

**Informing beneficiaries and key partners in countries of the launch of SWITCH Med (key milestones/expected outputs)**

**Identifying key partners including SCP specific focal point for active participation in the development of SWITCH Med activities**

**First snapshot and mapping of the national processes and initiatives related to SCP and GE in preparation of the national SCP NAP development and the regional SCP Med Roadmap**
Regional Policy Component

SCP Med Road Map to be submitted to the COP of the Barcelona Convention in Dec 2013

Specific recommendations to support the integration of SCP and Green Economy into the UNEP/MAP Barcelona convention/governance process

SCP Med methodology and toolkit to be used in the development of SCP National Action Plans

National Policy Component

Steps for the development and approval of SCP National Action Plans

1. Designation of effective lead agencies, establishment of interministerial coordinating committees
2. Establishment of multi-stakeholders platforms
3. Def. of priorities, target and policy mix
4. Determination of source of funding
5. Drafting of the SCP action plan
6. Approval of the SCP action plan at the highest level
**Policy Component (UNEP/MAP)**
- Regional Level: Integrate SCP into the Barcelona Convention (UNEP/MAP & CP/RAC)
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**Demonstration Component (UNIDO)**
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**Pilot Activities SCP NAPs (DTIE & CP/RAC)**

- Pilot activities with 2 main phases, depending on the policies already existing in the countries
- Mainstreaming SCP priorities to be implemented coming from existing SCP/GE/SD processes in country 2013-2014
- Implementing priorities arising from development of new SCP NAPs 2015-2016

**Around 10 demo projects, built on:**
- CP/RAC and UNEP/DTIE past projects and expertise
- Past projects in the SWITCH Med countries
- Regional and national priorities
- ENPI CBC Med projects’ experience…
Green Entrepreneurship and Civil Society’s Demo Component (CP/RAC)

Specific Objective 1: Boosting green entrepreneurship
- Mediterranean Training Program (MTP)
- Guide, On site and on line

Specific Objective 2: Empowering civil society
- Capacity Building CSOs
- Raising Awareness Actions
- Change agents

Market Studies: Trends & scenarios
- Local trainers
- Match-making Online Platform and On site Event

200 New Green Businesses (strategic and financial access to 20)
- GE CS Joint Ventures

25 SCP Civil Society lead initiatives

Thank you for your attention