

SwitchMed Connect 2021

AGENDA

19th - 20th October



Facilitating the uptake of green and circular economy best practices.



FIRST DAY 19TH OCTOBER WITH INVITATION ONLY

10:00 - 11:40
(CET)

▶ **OPENING CONFERENCE:
“JOINING THE DOTS”**

11:40 - 12:00
(CET)

COMFORT BREAK

12:00 - 13:00
(CET)

▶ **PRESENTATION OF
SWITCHMED ACHIEVEMENTS
STEERING COMMITTEE**

13:00 - 14:00
(CET)

BREAK

14:00 - 16:00
(CET)

▶ **PRESENTATION OF
SWITCHMED ACHIEVEMENTS
(CONT'D)
STEERING COMMITTEE**

▶ **DISCUSSION & PROJECTS
NEXT STEPS
STEERING COMMITTEE**

SECOND DAY 20TH OCTOBER PUBLIC CONFERENCE - REGISTER NOW

10:00 - 11:00
(CET)

▶ **PUBLIC CONFERENCE:
“TOGETHER WE RISE”**

11:00 - 11:15
(CET)

COMFORT BREAK

11:15 - 13:00
(CET)

▶ **TRACK CONFERENCES:
FOUR PARALLEL EVENTS
(HAPPENING AT THE SAME TIME)**

A_ POLICY

**B_ GREEN AND CIRCULAR
ENTREPRENEURSHIP**

C_ INDUSTRY

**D_ NETWORKING &
COMMUNICATION**

13:00 - 14:30
(CET)

BREAK

14:30 - 16:00
(CET)

▶ **WEMED AWARD CEREMONY**



Co-financed by:



**19TH OCTOBER
WITH INVITATION ONLY**

10:00 - 11:40
(CET)

**OPENING CONFERENCE:
“JOINING THE DOTS”**

The scope of the session is gathering SwitchMed’s stakeholder community and filling the gap between the different phases of the programme. The conference will offer an overview of the programme scaling-up strategy and how this has been harnessed in the on-going programme’s phase.

It will also inform the project stakeholders on the new Blue Economy component and its connection to SwitchMed.

09:45 - 10:00
(CET)

VIRTUAL FOYER

10:00 - 10:20
(CET)

WELCOMING

Mr Frédéric Fournet, Programme Officer at DG NEAR

Ms Carolina Gonzalez Mueller, Industrial Development Officer at UNIDO

10:20 - 11:40
(CET)

TAKING STOCK OF THE INDUSTRY COMPONENT

Ms Roberta de Palma, Chief Technical Advisor at UNIDO

Contributions from the SwitchMed programme community

TAKING STOCK OF THE GREEN ENTREPRENEURSHIP COMPONENT

Mr Giorgio Mosangini, Team Leader - Green Entrepreneurship & Civil Society at SCP/RAC

Contributions from the SwitchMed programme community

TAKING STOCK OF THE NATIONAL POLICY COMPONENT

Mr Luc Reuter, Programme Officer at UNEP Economy Division

Contributions from the SwitchMed programme community

TAKING STOCK OF THE REGIONAL POLICY COMPONENT

Ms Magali Outters, Team Leader Policy Area at SCP/RAC

Contributions from the SwitchMed programme community

11:40 - 12:00
(CET)

COMFORT BREAK

12:00 - 16:00
(CET)

**SWITCHMED STEERING
COMITTEE**

SwitchMed national focal points, donors and implementing partners gather to discuss progress to date and the way forward.



Co-financed by:



10:00 - 11:00
(CET)

**PUBLIC CONFERENCE:
"TOGETHER WE RISE"**

The objective of this session is to highlight impacts and uptakes of the SwitchMed programme's results and to give visibility to its multi-layered approach, emphasizing global partnership and ecosystem development activities.

The key outcomes of these public sessions are:

1. To raise awareness on the opportunities and challenges of a Circular Economy transition in the Mediterranean, focusing on the catalysing role of private sector and entrepreneurs as well as conducive policy frameworks.
2. To display key policy frameworks adopted in the Region, their implementation pathways and expected impacts for a Circular Economy transition.

09:45 - 10:00
(CET)

VIRTUAL FOYER

10:00 - 10:10
(CET)

WELCOMING & INTRODUCTION

H.E. Ms Teresa Jordà i Roura, Minister of Climate Action, Food and Rural Agenda of Catalonia
Mr Enrique de Villamore Martin, Director at SCP/RAC (acting moderator)

10:10 - 10:20
(CET)

KEYNOTE SPEECH – THE EURO-MEDITERRANEAN BLUE AND GREEN TRANSITION SCENARIO

Professor Rym Ayadi, Founder and President of EMEA

10:20 - 11:00
(CET)

SCP AND CIRCULAR ECONOMY IN THE POLICY AND REGULATORY FRAMEWORK OF THE BARCELONA CONVENTION

Ms Tatjana Hema, Coordinator at UNEP/MAP

THE NEW AGENDA FOR THE MEDITERRANEAN AND THE GREEN TRANSITION

Mr Patrick Wegerdt, Policy Officer at DG Environment

THE GREENER MED AGENDA

Ms Alessandra Sensi, Head of Sector - Environment and Blue Economy at UFM

CONCLUSIONS

11:00 - 11:15
(CET)

BREAK

11:15 - 13:00
(CET)

TRACK CONFERENCES

**FOUR PARALLEL EVENTS
(HAPPENING AT THE SAME TIME):**

Four parallel conferences will be organized following the key project's thematic components:

A_ POLICY

**B_ GREEN AND CIRCULAR
ENTREPRENEURSHIP**

C_ INDUSTRY

**D_ NETWORKING AND
COMMUNICATION**

POLICY SUPPORT FOR GREEN AND CIRCULAR BUSINESSES IN THE MEDITERRANEAN REGION: WHERE ARE WE AND HOW CAN WE STRENGTHEN IT?

11:15 - 11:40
(CET)

Introduction of the session and presentation of the findings of the study on the enabling environment for the development of green and circular businesses in the Mediterranean region.

Ms Magali Outters, Team Leader Policy Area at SCP/RAC

11:40 - 11:50
(CET)

Interactive exercise

Ms Ananda Alonso, Project Manager Policy Area at SCP/RAC

11:50 - 12:45
(CET)

MODERATOR Mr Mounir Temman, Senior expert at Enviro Consulting International

Learnings from the Interreg MED Green Growth Community

Ms Patricia Carbonell, Project Manager at REVOLVE

Public funding for Circular Economy initiatives - Experience from the Catalan Waste Agency

Ms Pilar Chiva Rodríguez, Head of Circular Economy at Waste Agency of Catalonia

Case study from outside the Mediterranean from the Best Practices Factsheets: Western Cape Industrial Symbiosis Program of South Africa

Mr Oliver Bonstein, WISP Facilitator, Green Cape "Supporting the business of green"

Enhancing connection between needs of circular businesses and policy making in Jordan

Eng. Ruba Al-Zubi, Green Economy Policy and Governance Advisor

12:45 - 13:00
(CET)

Q&A

LOOKING INTO THE KEY ROLE OF PUBLIC AND PRIVATE SUPPORTING ORGANISATIONS TO SET ENABLING ENVIRONMENTS FOR ECO-INNOVATIVE START-UPS AND SMES

MODERATOR Mr Giorgio Mosangini - Team Leader - Green Entrepreneurship & Civil Society at SCP/RAC

11:15 - 12:00
(CET)

FOSTERING NATIONAL ECOSYSTEMS FOR SUSTAINABLE BUSINESS DEVELOPMENT

Why national ecosystems for sustainable business development?

Mr Giorgio Mosangini, Team Leader - Green Entrepreneurship & Civil Society at SCP/RAC

The EcoSwitch Coalition: the network of organisations that support eco-entrepreneurs in Lebanon

Ms Nancy Boueri, Program Manager at Fondation Diane

The Moroccan network of Organizations Supporting Green Entrepreneurship

Ms Meriem Hachami, Administrative and Public Relations Manager at Centre Des Très Petites Entreprises Solidaires

Towards an Algerian partnership of Sustainable Business Support Organizations

Mr Abdelkader Fergui, Director General at Centre National des Technologies de Production plus Propre

Open discussion panel on supporting national ecosystems for sustainable business development

SwitchMed GE's partners in the southern Mediterranean countries

Transferring tools to local trainers and experts within the National Partnerships

Mr Doron Fahima, SwitchMed GE certified trainer

Q&A

12:00 - 12:35
(CET)

SUPPORTING ECO-INNOVATIVE BUSINESS IDEAS TO TACKLE THE ENVIRONMENTAL AND CLIMATE CRISIS

How is SwitchMed supporting sustainable entrepreneurs and Start-ups?

Ms Andrea Ruzo, Project Manager at SCP/RAC

How are experts delivering support and technical assistance to entrepreneurs and enterprises through SwitchMed's methodologies and TheSwitchers.org

Ms Maya Karkour, SwitchMed GE certified trainer

Sustainable business ideas supported by SwitchMed

Presentation from Green entrepreneurs

Q&A

12:35 - 13:00
(CET)

IMPACT INVESTMENT FOR SUSTAINABLE BUSINESSES

Promoting impact investing solutions for sustainable businesses

Ms Claudia Pani, Impact Investing Manager- Green Entrepreneurship at SCP/RAC

The Impact Investing Task Force in Tunisia

Mr Anis Daoud, SwitchMed Consultant

The Impact Investing Task Force in Lebanon

Ms Tracy El Achkar, SwitchMed Consultant

Q&A

BUILDING CIRCULAR TEXTILE VALUE CHAINS: SUSTAINABLE BUSINESS MODELS FOR BRANDS AND LOCAL SUPPLIERS

MODERATOR Ms Roberta De Palma, Chief Technical Advisor at UNIDO

11:15 - 11:20
(CET)

Introduction on UNIDO's role and the SwitchMed regional textile circular initiative

Ms Carolina Gonzalez Mueller, Industrial Development Officer at UNIDO

11:20 - 11:40
(CET)

Key findings from waste mapping surveys in Egypt, Morocco, Tunisia, key figures, opportunities and possible business models for valorisation of textile waste in the region

Mr Marco Ricchetti, Expert at Blumine

11:40 - 11:55
(CET)

Insights and next steps from the Nudie Jeans pilot project case study from Tunisia

Mr Sadok Zlittni, Management System Manager at Denim Authority

Ms Elina Brinkberg, Environmental Manager at Nudie Jeans

11:55 - 12:00
(CET)

Bridge to the ZDHC component – The holistic perspective of circular economy and management of chemicals

Ms Roberta De Palma, Chief Technical Advisor at UNIDO

12:00 - 12:10
(CET)

The ZDHC approach and the cooperation model ZDHC/SwitchMed in Mediterranean countries

Ms Mariella Noto, Senior Implementation Manager at Implementation HUB ZDHC

12:10 - 12:20
(CET)

The business case from ZDHC pilots

Mr Alberto Saccavini, Technical expert at Blumine

12:20 - 12:30
(CET)

How has the growing sustainability trend impacted the local value chain and what are the short term/long term effects

Ms Fatima-Zohra Alaoui, General Manager at AMITH, the Moroccan Association of Textile and Apparel Industries

12:30 - 12:40
(CET)

What must be done to accelerate the adoption of safer chemicals in the production, and how this is important for local suppliers to retain clients in the near future?

Mr Haithem Bouagila, Director General at Tunicotex

12:40 - 12:50
(CET)

Where are the biggest opportunities/challenges for exporting and non-exporting textile companies within different textile branches to produce more sustainable?

Mr Hany Salam, Board Member at Egypt Textiles & Home Textiles Export Council (THTEC)

12:50 - 13:00
(CET)

Closing remarks

Ms Roberta De Palma, Chief Technical Advisor at UNIDO

A GLANCE AT THE BEST PRACTICES TO FUND AND CATALYSE AN INCLUSIVE TRANSITION TO GREEN AND CIRCULAR ECONOMY IN THE SOUTHERN MEDITERRANEAN

11:15 - 11:20
(CET)

Virtual foyer

11:20 - 11:30
(CET)

Welcoming and Introduction

Mr Alessandro Miraglia, Team Leader of the Networking and Communication Facility at SCP/RAC

11:30 - 11:45
(CET)

Keynote speech

Dr Patrick Schröder, Senior Research Fellow, Environment and Society Programme at Chatham House

11:45 - 13:00
(CET)

Funding strategies to accelerate the transition in the Mediterranean

Ms Claudia Pani, Impact Investing Manager at SCP/RAC

Mr Daniel Sorrosal, Secretary General at FEBEA

NEXT-MED: Cross-border strategies for a common future

Mr Aldo Puleo, Programme Officer at ENI CBC MED Managing Authority

Pooling resources to foster innovation in the Mediterranean

Mr Octavi Quintana, Director of the Secretariat at PRIMA

Investing for Impact: from principle to practice

Mr Gianluca Gaggiotti, Research Manager at EVPA

Investing in People and Nature

Mr Gonzalo Oviedo, Manager, Mediterranean Basin at MAVA

A Southern Mediterranean Experience: Viridis Fund & SwitchMed

Mr Selim Chami, Viridis Investment Platform Manager at Fondation Diane

Mr Gaby Kassab, Founder of EcoServ

Conclusions

13:00 - 14:30
(CET)

BREAK

14:30 - 16:00
(CET)

WEMED AWARD CEREMONY

The WeMed Award Ceremony recognises success stories of sustainable businesses and public authorities supporting them.

One ideation-stage entrepreneur and one early-stage entrepreneur will be awarded during the ceremony as well as a public authority supporting sustainable businesses.

14:30 - 14:45
(CET)

OPENING OF THE CEREMONY AND INTRODUCTION TO THE WEMED AWARD

Ms Elisabetta Quartaroli, Master of Ceremony

Ms Jihen Boutiba, General Secretary at Union of Mediterranean Confederations of Enterprises (BUSINESSMED)

Mr. Mitja Bricelj, Secretary at Ministry for Environment and Spatial Planning of Slovenia, President of the MCSD

Ms Anna Barnadas, Secretary of Climate Action, Government of Catalonia

14:45 - 15:45
(CET)

CATEGORY A1 "SUSTAINABLE BUSINESS MODELS - EARLY STAGE"

Presentation of finalists and announcing the winner between: Green Fashion; The Illumine Initiative; Reforest

Ms Maya Karkour, WeMed Jury Member, Managing Director of EcoConsulting

CATEGORY A2 "SUSTAINABLE BUSINESS MODELS - GROWTH STAGE"

Presentation of finalists and announcing the winner between: Live Love Recycle; Agrona; FabricAID

Mr Ramón Fareny, WeMed Jury Member, Circular Economy and Green Entrepreneurship Specialist at Inèdit

CATEGORY B "PUBLIC AUTHORITIES": ANNOUNCING THE WINNER

Mr Mounir Temman, WeMed Jury Member, Senior expert at Enviro Consulting International

ANNOUNCING THE HONORARY MENTIONS

Ms Zoé Luçon, WeMed Jury Member, Senior Expert in sustainable investment and impact measurement at ANIMA

15:45 - 15:50
(CET)

WEMED AWARD CLOSING

Mr Enrique de Villamore Martin, Director at SCP/RAC

15:50 - 16:00
(CET)

SWITCHMED CONNECT CLOSING

Mr Isaac Peraire Soler, Director at the Waste Agency of Catalonia

Welcome to SwitchMed Connect,
the key event of the EU-funded
SwitchMed programme!

ABOUT SWITCHMED

The SwitchMed programme is implemented by the United Nations Industrial Development Organization (UNIDO), the United Nations Environment Programme (UNEP) Economy Division and the Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) of the United Nations Environment Programme Mediterranean Action Plan (UNEP/MAP). It aims at achieving productive, circular and sharing economies in the Mediterranean by changing the way goods and services are consumed and produced so that human development is decoupled from environmental degradation.

More information about the programme here: <https://switchmed.eu/>



SWITCHMED CONNECT

SwitchMed Connect is a gathering of Mediterranean stakeholders aiming to build synergies, exchange knowledge, and scale up eco and social innovations. It hosts 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. During this regional event, both macro and micro level organisations come together for cross-country exchanges, knowledge sharing and elaboration of solutions to challenges for scaling up eco innovative business models.

In the first phase of the SwitchMed programme (2013-2018), three editions of the SwitchMed Connect were organized, each with more than 400 participants from diverse types of organisations. SwitchMed steering committee decided to postpone the 2020 edition of the SwitchMed Connect, due to the COVID 19 pandemic. SwitchMed Connect 2021 will therefore be the first edition of the second phase of the SwitchMed programme (2019-2023). In this sense, its role is to introduce the new activities and partners of the programme.

REGISTER AND LEARN MORE ABOUT
THE EVENT HERE

WWW.SWITCHMEDCONNECT.COM