

SwitchMed

Switching to the circular economy in the Mediterranean



SwitchMed Programme
is funded by the
European Union



switchmed



SwitchMed is a EU-funded initiative that supports and connects green changemakers to scale-up social and eco innovations in the Southern Mediterranean region. Our aim is to achieve productive, circular and sharing economies by changing the way goods and services are produced and consumed. For this, we engage with policymakers and with the private sector in the implementation of Sustainable Consumption and Production (SCP) patterns.

Budget

SwitchMed Phase I (2014 – 2018): Euro 21 million

SwitchMed Phase II (2019 – 2022): Euro 16.4 million

8 Countries



SwitchMed has three main components:



Direct support to the private sector: We support entrepreneurs and micro, medium and small enterprises (MSMEs) start and develop resource efficient and green businesses based on sustainable consumption and production practices.



Creation of an enabling environment: We aim at equipping institutions with appropriate tools for promoting sustainable products and services, including policies, regulatory frameworks and incentive structures.



Coordination, networking and communication: We offer support services such as fostering the networking and communication among the projects and countries, distilling knowledge from project implementation for wider replication, and facilitation of policy uptake.

Outcomes

600

Number of professionals from SMEs and industry providers have been trained on **Resource Efficient and Cleaner Production** using the TEST (Transfer of Environmentally Sound Technology) methodology.

€2.15m

Potential investment raised after the creation of **Switchers Fund** to enable access to funding for green business.

€41.3m

Annual savings on productions costs from saving **3.6m³ of water**, **707GWh of energy**, **3,400 tons of waste** and **197,525 tonnes of CO₂**.

2,200

2200 green entrepreneurs have been trained on eco-design and green business models. This has led to the creation of more than **200 new green companies**, in sectors such as organic food, sustainable tourism, renewable energy and waste management.

1,500

1500 national stakeholders were involved in the creation of **1 Regional and 8 National action plans** for Sustainable Consumption and Production.

8

Number of **National Action Plans** developed and currently being implemented.

20

Number of **demonstration projects** implemented in the priority areas identified by the SCP-NAPS

1,500

Number of members in the online networking platform "**Action Network**" and the creation of the **Switchers Community** with **350 active green entrepreneurs**.

SwitchMed II builds on the results from the SwitchMed I and will take advantage of the experience and capacity built during the first phase. The project has been designed following a comprehensive approach with the following overall **structure** and envisaged **outcomes**:



Enhanced economic opportunities for industry and start-ups following new green and circular business models

One of the core elements of this outcome is the capacity building of intermediary service providers that are essential to provide a qualified, sustainable offer of services to the private sector to help them shift toward greener and circular business models.



Creation of an enabling environment for Resource Efficient and a Circular Economy created at regional and national level

The regional framework for green and circular businesses under the Barcelona Convention will be further developed. At a national level SwitchMed II will continue supporting the implementation of NAPs in order to assist countries to put into actions their SCP priorities.



Effective coordination, networking and communication ensuring a cohesive, regional approach

This component will ensure a regional approach to the initiative, streamline communication among internal and external partners, and facilitate a smooth exchange of information.



for more information, please visit:

www.switchmed.eu

Implementing partners:



Find a self-help tool to access green funding at:

www.TheSwitchersFund.eu

Find examples of green innovations by beneficiaries at:

www.TheSwitchers.eu

