

# Innovative Circular Economy Business Models in the Mediterranean



1<sup>st</sup> Peer-to-Peer Meeting

26 April 2023

Moderated by: MedWaves





## 2. Opening

*Anis Ismail, Key Environmental Expert*



---

Tour de table /presentation of the peers and the experts

Go to [www.menti.com](http://www.menti.com) and use the code 7596 8786 to share your expectations for this regional activity



## 3. Overview of the 1st meeting of the P2P exchange

*Magali Outters, Team Leader Policy Area*



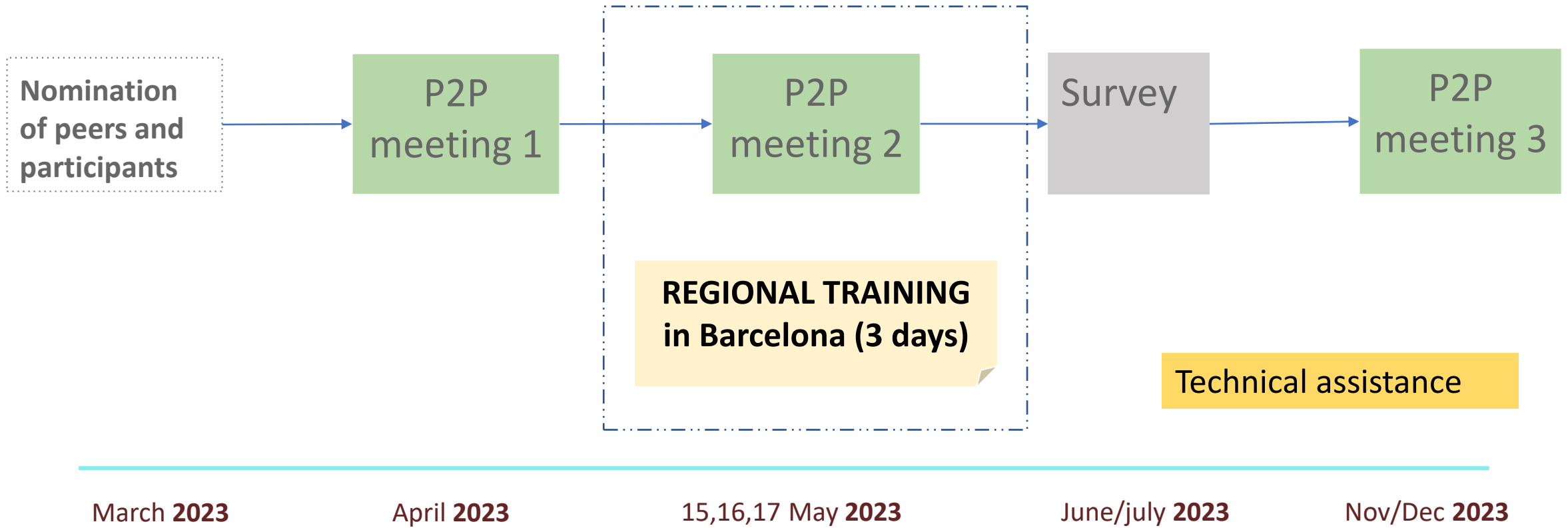
---

**Peer-to-Peer exchange and Regional training on  
Innovative Circular Economy Business Models in the Mediterranean  
(Activity No: RE-3-REG /RE-3-P2P)**

# ACTIVITY OVERVIEW



**Water and Environment Support**  
in the ENI Southern Neighbourhood region





## 6. The P2P process

---

### Objectives of the P2P activity

- Sharing knowledge
- Sharing expertise on solutions
- Boosting south-to-south (and north- south) cooperation
- Building lasting relations and exchanges



## Peer's role

—

## Rôle du Pair

- **Sharing and learning** from other peer's experiences
- **Proposing specific topics to be discussed** with others peers and coach
- **Sharing my country's experience** with the WES Project coach and technical experts
- **Shaping** meeting **Agendas** (*topics, speakers, etc.*)
- Directly participating in **running meetings** (*moderating a session, presenting an experience...*)

- **Partage et apprentissage des expériences** d'autres pairs
- Proposer des **sujets spécifiques à discuter** avec d'autres pairs et coach
- **Partager mon expérience** avec le coach du projet WES et les experts techniques
- Contribuer à **développer l'agenda** des réunions (*sujets, speakers, etc.*)
- Participer activement dans **la conduction des réunions** (*modération, présentation de cas*)



# AGENDA



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

1. Introduction to the technical settings
2. Opening
3. Overview of the 1st meeting of the P2P exchange
4. Regional context
5. Introduction to the regional training
6. The concept of Open eco Innovation
7. Interactive session with the peers
8. Final Q&A, closing remarks and wrap up





## 6. The P2P process

### Objectives of the 1<sup>st</sup> P2P meeting

- Consultation on the proposed modules and agenda of the Regional Training;
- Collecting, and selecting relevant case studies/lessons learned from the Peers to be presented during the regional training;
- Starting the formulation of challenges to be addressed during the Regional Training



# P2P COORDINATION TEAM



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

Name	Role
<b>Mr. Anis Ismail</b>	<ul style="list-style-type: none"><li>• Facilitation of meetings</li></ul>
<b>Ms. Anna Ibañez</b>	<ul style="list-style-type: none"><li>• Prepare the technical content of the meetings</li></ul>
<b>Ms. Marta Junquera</b>	<ul style="list-style-type: none"><li>• Act as a helpdesk, connect with resources</li><li>• Communication and logistics</li></ul>





## 4. Regional measures to support green and circular businesses

Magali Outters, *Team Leader Policy Area*



# Baseline and Policy Recommendations for the Support to Circular Businesses in the Mediterranean Region

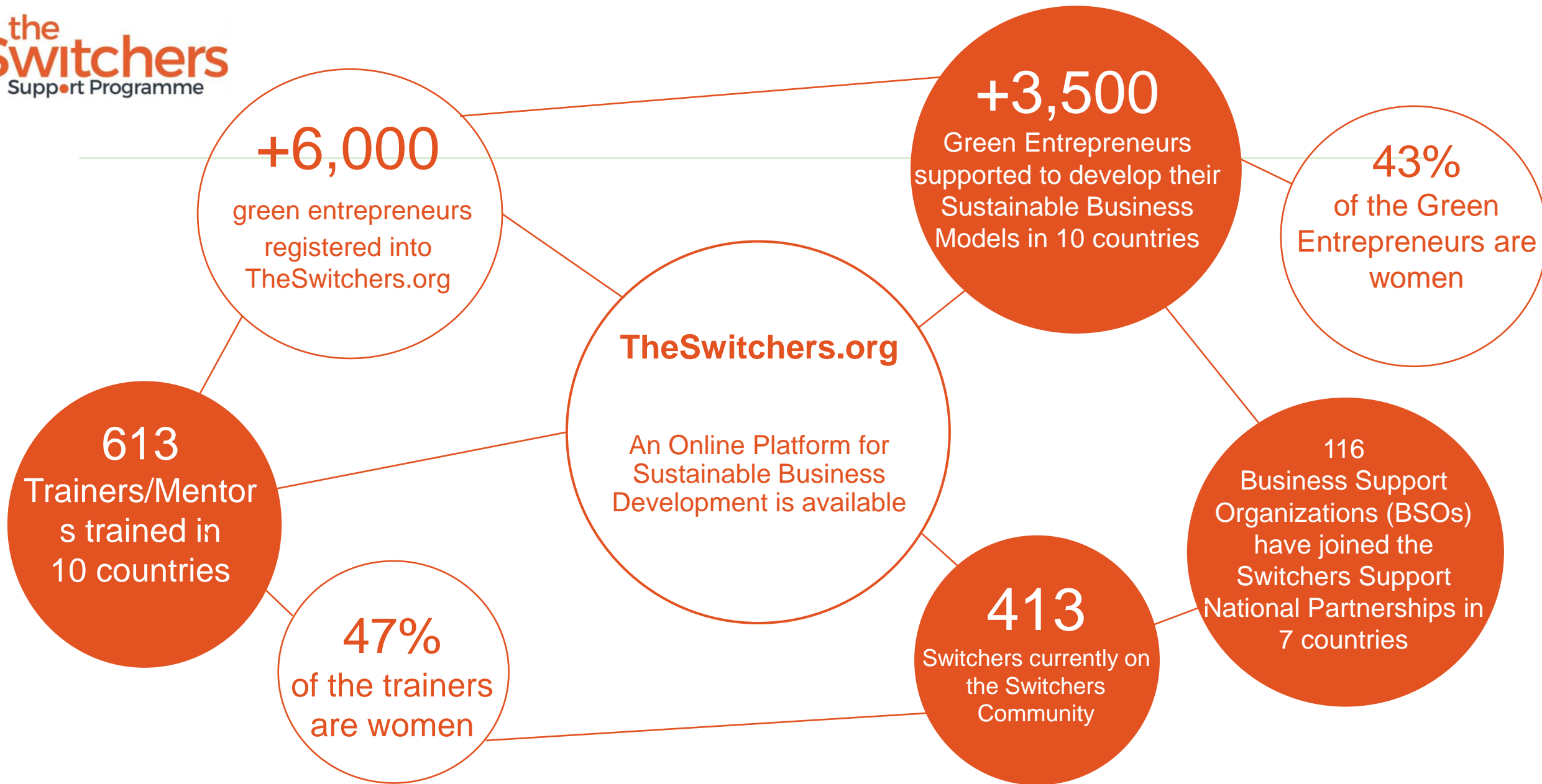
[medwaves-centre.org](http://medwaves-centre.org)



Mediterranean  
Action Plan  
Barcelona  
Convention



MedWaves  
the UNEP/MAP Regional  
Activity Centre for SCP



# the Switchers

The online platform for sustainable business development: [www.theswitchers.org](http://www.theswitchers.org)

.A single entry point to:

*Pathfinder*  
Find your path to sustainable business.

**Toolbox**

**The Switchers Toolbox**  
Get free access to the most innovative set of methodologies and tools for sustainable business development.

**Fund**

**The Switchers Fund**  
Connecting sustainable businesses with financial actors in the Mediterranean.

**Community**

**The Switchers Community**  
Meet and join the inspiring community of sustainable businesses across the Mediterranean.

**Policy Hub**

**The Switchers Policy Hub**  
Learn more about enabling policies for sustainable businesses in the Mediterranean.

**Products**

**The Switchers Products**  
Find the products and services offered by sustainable businesses in the Mediterranean.

**Open Eco-innovation**

**The Switchers Open Eco-Innovation**  
Connecting companies and entrepreneurs in the Mediterranean.

Developed by  
 **MedWaves**  
the UNEP/MAP Regional Activity Centre for SCP

Funded by  
 **switchmed**



Mediterranean Action Plan  
Barcelona Convention



Generalitat de Catalunya  
Departament d'Acció Climàtica,  
Alimentació i Agenda Rural



# What are the main obstacles for green and circular businesses?

---

→ Go to [www.menti.com](https://www.menti.com) and use the code **7596 8786** to answer



# Main obstacles for green and circular businesses

## Structural / most immediate obstacles :

- Challenges to establish a viable business case and access credit/ funding
- Impeding regulations
- Insufficient knowledge (support services)
- Conservative financial sector
- Insufficient collaboration in supply chains and between sectors
- Lack of demand for green and circular products and services

## General institutional and political obstacles, more complex to address in the short term:

- Inadequate enforcement of environmental regulations
- Corruption and clientelism
- Vested interests
- Bureaucracy and unclear regulations
- Current prices and taxation favour linear practices
- Skilled workforce emigration
- High immigration influx of refugees

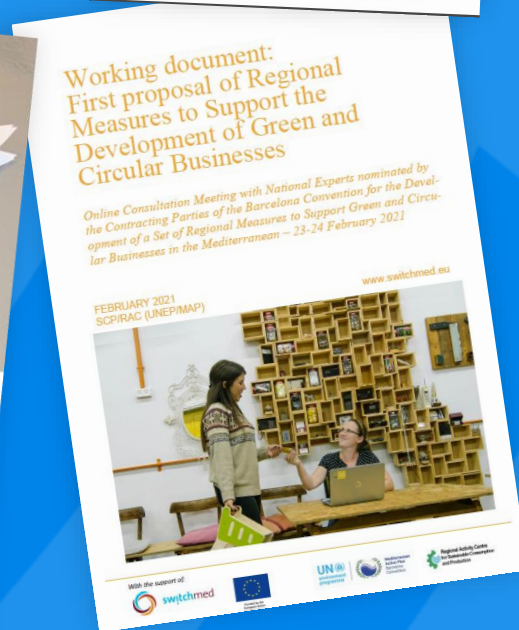
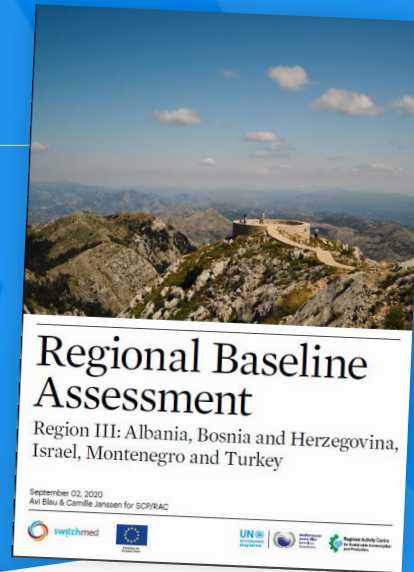
Set of regional measures to support the development of **green and circular businesses** and strengthen the demand for more sustainable products in the Mediterranean



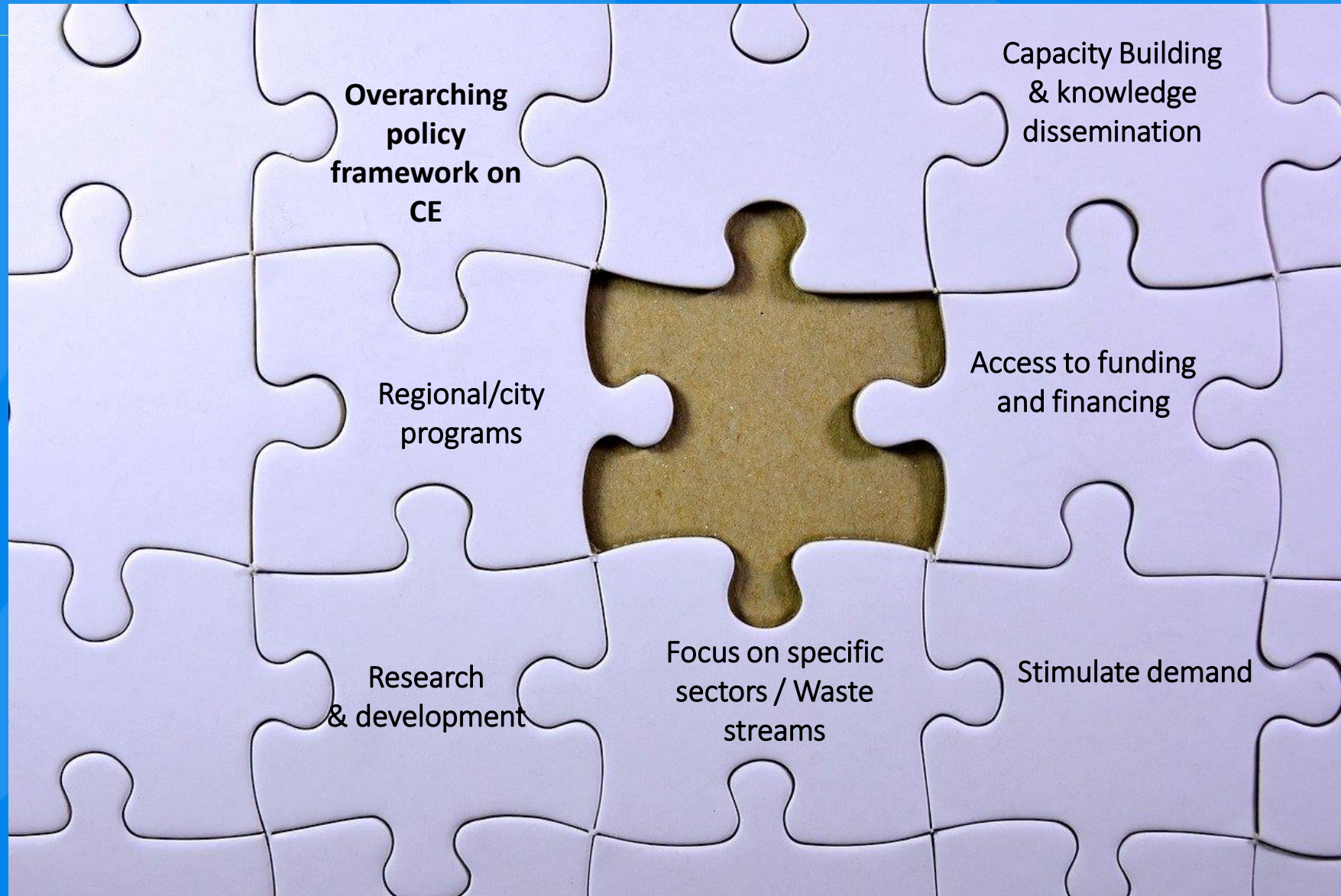
Adopted at:



BARCELONA CONVENTION  
**COP22**  
ANTALYA 2021



# Structuring the recommendations



## Regional Measures targeting mainly Entrepreneurs/ start-ups/SMEs

### REGIONAL MEASURE E1

Create and/or support long-term national and regional programmes for sustainable business development.

### REGIONAL MEASURE E2

Nurturing, growing and managing a **Mediterranean community of eco-entrepreneurs**, facilitating business opportunities, peer learning and participation in decision-making processes.

### REGIONAL MEASURE E3

Promoting **Open Eco-Innovation** and facilitation of market deals along specific value-chains to scale up SCP and Circular Economy.

### REGIONAL MEASURE E4

Regional **Monitoring and Evaluation framework** to measure and demonstrate the impact of Green and Circular Economy entrepreneurship in delivering social, economic and environmental value.

### REGIONAL MEASURE E5

**Regional exchange programme for entrepreneurs** and companies for Circular Economy.



Addressing sectors of relevance  
for the Barcelona Convention

## Regional Measures targeting mainly Policy-makers/ public authorities

### REGIONAL MEASURE P1

**Regional Policy Hub** to support peer learning, exchange and inform on policy instruments to foster the development of green and circular businesses (including a Mediterranean Sustainability Award).



### REGIONAL MEASURE T1

Tackling Single-Use Plastic Items to reduce marine litter and stimulate sustainable alternatives.

### REGIONAL MEASURE T2

Creating an enabling framework for sustainable and inclusive businesses within sectors of the Blue Economy.

### REGIONAL MEASURE D1

Strengthening access to sustainable products and services / sustainable consumption.

## Regional Measures targeting mainly Business Support Organisations (BSOs)

### REGIONAL MEASURE B1

Creation of a **Mediterranean Network of Networks of Business Support Organizations (BSOs)** for Sustainable Business Development (Including the promotion of a toolkit for BSOs for the assessment of the integration of sustainability and circular economy approaches into their business development services).



## Regional Measures targeting mainly Financial actors

### REGIONAL MEASURE F1

Establishing the **Sustainable Finance MED Observatory** gathering regional experts and investors.

### REGIONAL MEASURE F2

Designing and implementing a **public-private fund facility**, attracting and channelling funds to eco-innovative business ventures for circular economy in the Mediterranean.



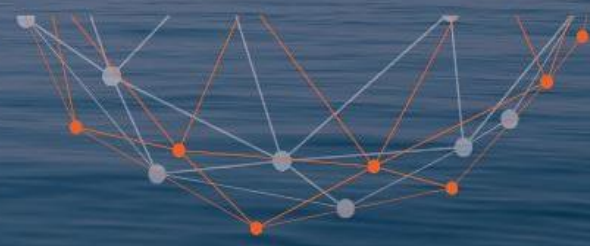
Addressing demand and visibility  
of products and services on the market



the  
**Switchers**  
Policy Hub



*The space for policymakers working  
for the green and circular economy  
transition in the Mediterranean.*



[TheSwitchers.org/Policy](https://TheSwitchers.org/Policy)

Thank you!

Magali Outters  
moutters@gencat.cat

[medwaves-centre.org](http://medwaves-centre.org)



Mediterranean  
Action Plan  
Barcelona  
Convention



**MedWaves**  
the UNEP/MAP Regional  
Activity Centre for SCP



## 5. Presentation of the regional training in Barcelona

*Magali Outters, Team Leader Policy Area*



# Regional training on innovative circular economy business models



**Water and Environment Support**  
in the ENI Southern Neighbourhood region

- Participants:

From each of the WES Partner Countries:

- 1 policy person from the Ministry of Environment (dealing with SCP and Green, Circular Economy and actively engaged in the relevant national strategy of the country), also acting as the Lead Peer
- 1 policy person from the Ministry of Industry (dealing with startups or innovation)
- 1 person from the productive sector (entrepreneur)
- 1 competent CSO representative (environmental NGO, consumers' association, women's group, youth group, ...) identified in collaboration with SwitchMed and the Bluegreen project and its network.

From the Western Balkans (Albania, Bosnia and Herzegovina, Montenegro and Turkey):

- 1 policy person from the Ministry of Environment
- 1 person from the Ministry of Industry (dealing with startups or innovation) or the productive sector or academia or a competent CSO

- Three regional NGOs: Berytech, BusinessMed, Yomken

- Dates: **15,16,17 May 2023**





# Regional training on innovative circular economy business models



**Water and Environment Support**  
in the ENI Southern Neighbourhood region

## Your feedback is key.



### Content:

- General **understanding circular business models**
- Some relevant **policy measures to boost the development of innovative green business model**

### Objectives:

- **Lessons** from **experienced countries**
- Collaboration across the **sectors**
- Use of **methodologies and instruments**
- Learn from **practical case studies**



# Regional training DAY 1 AGENDA



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

## **SESSION 1: Setting the scene:**

- Introductory session on key concepts: circular economy, circular business models, eco-innovation, eco-design and available tools to develop sustainable business models (Switchers Support Platform)
- Baseline and Policy Recommendations for the Support to Circular Businesses in the Mediterranean Region

## **SESSION 2: The case of Catalonia**

- Public policies to support Circular Economy Businesses
- Examples of circular business models

## **SESSION 3: Supporting access to finance CE business models and Green Innovation intellectual property rights Handbook**

## **SESSION 4: Ensuring a just Transition to circular economy**



# Regional training DAY 2 AGENDA



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

## **MORNING – Working Session:**

SESSION 1: Introducing the Open eco Innovation Manual and the living labs methodology

SESSION 2: LIVING LABS WORKING SESSION IN GROUPS

## **AFTERNOON – Study visit:**

VISIT 1. Example of a circular construction building. Awarded with LEED GOLD certification by the GBCI.

VISIT 2. Example of the City of Viladecans on its sustainable strategy

VISIT 3. Example of projects to repair and reuse products.



# Regional training DAY 3 AGENDA



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

## MORNING - STUDY VISIT:

VISIT 1. Roba Amiga - Textile recycling facility (Social company)

VISIT 2. Mercabarna – home to city’s fresh produce wholesalers (the Central Fruit and Vegetable Market, the Fish and Seafood Market and Mercabarna Flower market) and slaughterhouse

## AFTERNOON:

Plenary session – Exchange among peers

Wrap up and closing





- QUESTIONS? COMMENTS?
- Interested in preparing a presentation?





## 6. The concept of Open Eco innovation.

*Anna Ibañez, Non Key Expert on Open Innovation  
and support to CE Business Models*

# Definition

---



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

**Open innovation** with entrepreneurs is a means to attract and adopt innovations which assumes that companies can and should use external ideas from entrepreneurs as they look to advance their processes, technologies, products or business models towards sustainability.



# The Concept of eco-innovation

---



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

**Eco-innovation** is an approach that aims to respond to environmental and social challenges and take advantage of business opportunities by incorporating changes throughout the company, from business model and strategy to product, services and production design processes throughout the value chain.





# Objectives

---



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

- Stimulate the demand for sustainable products and services
- Facilitate access to market to entrepreneurs with circular innovative business models



# Benefits of open eco-innovation



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

## For companies

- Exploration of new products, processes and business models quickly and cheaply
- Leverage of new ideas into new, more sustainable markets and meet the demands of a changing customer base
- Integration of new disruptive technology
- Greater options to diversify their business
- Achievement of new capacities by incorporating new ways of working and doing things

## For start-ups

- Access to resources such as capital, talent and management know-how
- Access to a large customer base
- Management and marketing expertise, strategic direction
- Access to industry expertise
- Access to breadth and depth of technology
- Established business processes
- Involvement with a prestigious brand, stable financial standing, network of connections and a developed product ecosystem





# Types of open eco-innovation

- **With no equity:** companies seek above all to create collaborative platforms with entrepreneurs, rapidly develop and test “proof of concepts” in real environments to assess their possible impact and benefit for the venturing company.
- **With equity:** When companies assume the risks inherent in a transaction involving an equity stake, this is known as corporate venture capital (CVC) and means that the company makes a direct investment in the entrepreneur or invests in investment funds for that purpose.



# Open eco-innovation challenges



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

An eco-innovation **challenge** is an established environmental problem, the solution to which is of value to a company. By identifying it, the entrepreneur helps the company to address their pains and gains.

Launching an eco-innovation challenge, then, means creating a call for solutions with the potential to resolve the specified sustainability problem or need.



# Manual for Circular Economy enablers



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region



Support circular economy enablers to develop open eco-innovation paths to help match companies and public institutions in search of green and circular business solutions with entrepreneur providers using an open innovation approach.

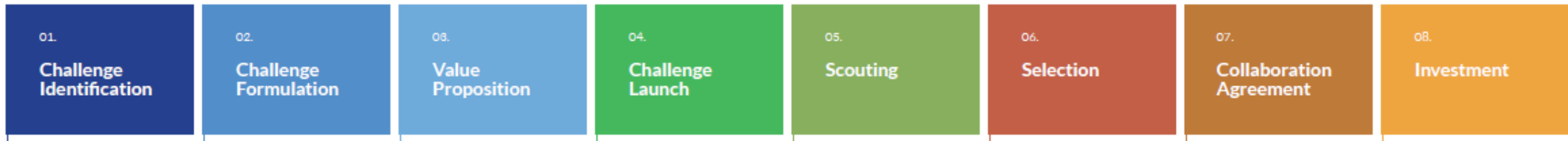


# Manual for Circular Economy enablers



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

## 8-steps process



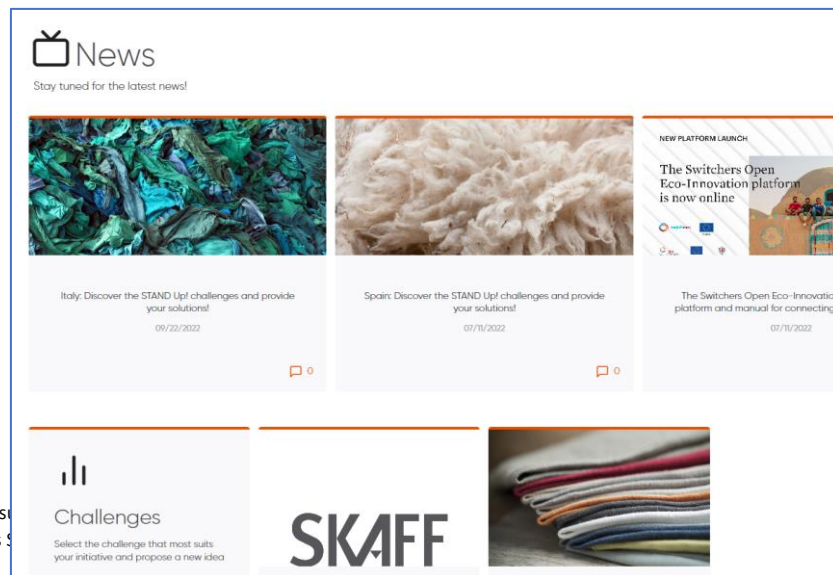


# The Switchers Open eco-innovation platform



The platform where eco-innovators meet to solve circular economy challenges, create connections, share knowledge and experience to build a more circular and sustainable Mediterranean.

- More than 500 users (BSOs and entrepreneurs)
- More than 40 eco-innovation challenges posted
- More than 100 solutions received



[Open Eco-innovation | The Switchers.org](https://www.the-switchers.org)





**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

---

# Example – Textile and Fashion sector

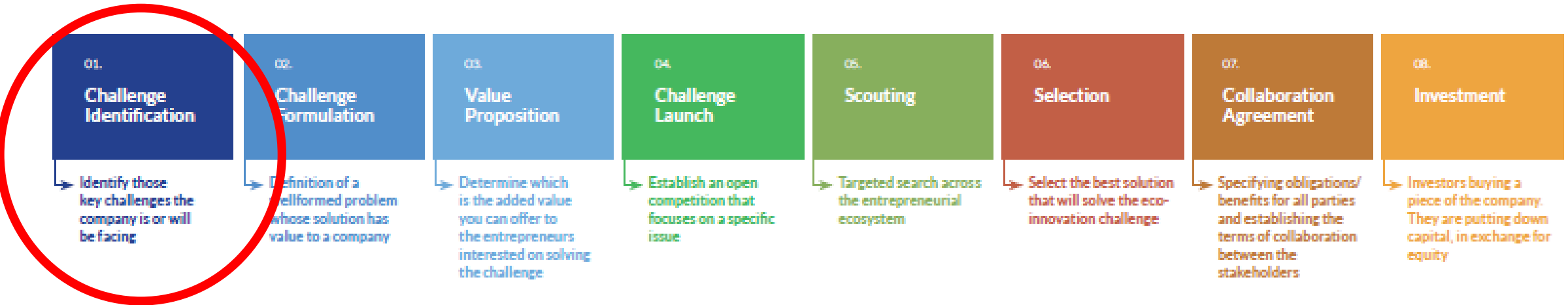




# Challenge identification



**Water and Environment Support**  
in the ENI Southern Neighbourhood region



# Challenge identification

---



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

## 3-steps process:

1. Identify the challenge: looking inside, around and outside
2. Categorise the challenges: group ideas by concepts and categories
3. Prioritize the challenges: relevance, capacity available, urgency





# Textile and Fashion sector - Mediterranean

- 30% and 50% of all industrial jobs in many South Mediterranean countries
- Accounts for 50% of exports of manufactured goods to the EU
- Great demand from consumers, especially youth.
- Increase of eco-friendly fashion demand
- Current business model based Fast fashion → “Takes-Makes-Wastes”
- Source of ecological stress for the region



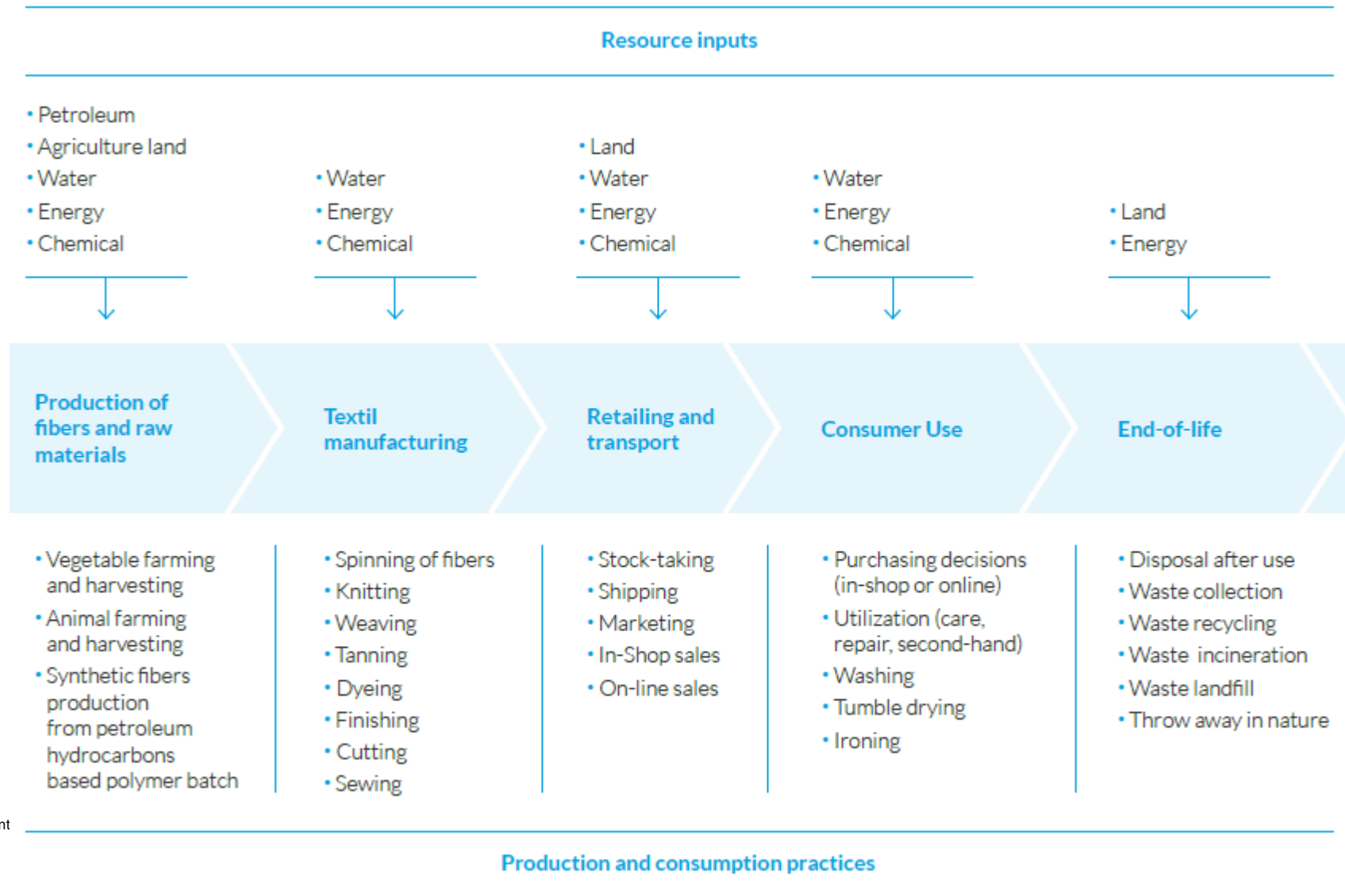
PUBLICATION: “Circular Business Opportunities in the South Mediterranean: How can businesses lead the way to sustainable fashion?”, MedWaves (2020).



# Textile's linear value chains



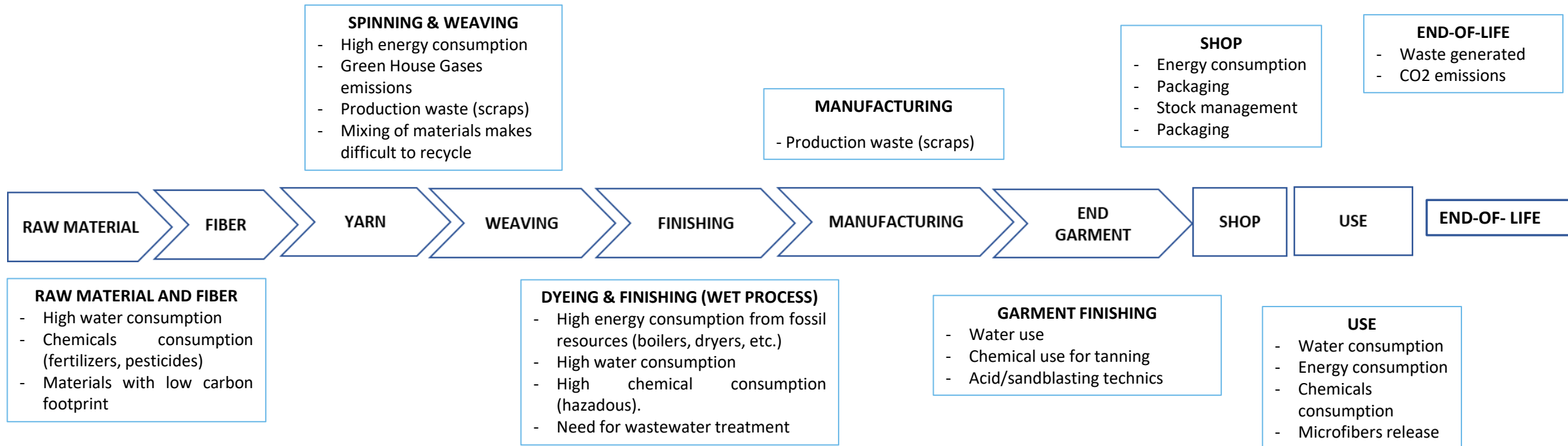
**Water and Environment Support**  
in the ENI Southern Neighbourhood region



# Environmental hotspots



**Water and Environment Support**  
in the ENI Southern Neighbourhood region



# Launched challenges



**Water and Environment Support**  
in the ENI Southern Neighbourhood region

## Raw material and fiber



Stimulating the response to the growing demand for sustainable and recyclable textile fibres by developing a 100% pure, 100% sustainable hemp viscose yarn | Next Technology Tecnotessile and...

## Dying and finishing



# CHALLENGE

**CÔNTROLE INTELLIGENT**

MFCpôle Challenge N3: Chemical product consumption automatic monitoring

## Manufacturing



# CHALLENGE

**VALORISATION**

King+ challenge: cutting waste management



# Challenges launched



**Water and Environment Support**  
in the ENI Southern Neighbourhood region

## Value chain traceability



Supply Chain Traceability of Spanish Merino Wool

## Use and End-of-life



Circular and Innovative Reuse Of The Textile Waste Produced By The Prato District - Municipality Of Prato, Italy

## End-of-life



Recycled Cotton Fabric for Toys - Egypt





**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

---

Let's identify together the eco-innovation challenges:

<https://menti.com>

**7596 8786**





# Open Eco Innovation

---



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

- The manual
- The platform



# Open Eco Innovation

---



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

- The publication on circular opportunities in the mediterranean. How can Businesses lead the way to sustainable fashion?
- The challenges:



# Final notes



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

- If you have a case study that you would like to present please send us the proposal to [mjunquerat@gencat.cat/moutters@gencat.cat](mailto:mjunquerat@gencat.cat/moutters@gencat.cat) before april 30<sup>th</sup>.
- The challenges that were proposed today will be used on may16th in the morning and will be the starting point for the living lab exercise.





**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region



## It's time for the Evaluation of the 1<sup>st</sup> P2P meeting!



**URL <https://forms.gle/qAsT8qTyxoo1LFc67>**





**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

---

- Thank you, see you soon!

