

Water and Environment Support

in the ENI Southern Neighbourhood region

Regional Activity on Innovative Circular Economy Business Models in the Mediterranean RE-3-REG / RE-3-P2P

Regional Training and Study Visit
Barcelona, Spain, 15-17 May 2023

Presented by: **Matías Ibañez Sales**, Project Manager at
MedWaves, WES Team





The rationale for this training

1) Scope of the problem

Linear approach of production, consumption, and disposal (throw away).



Environmental Pollution and Unsustainable Consumption & Production Models

- Most products and services are provided by the private sector. Private businesses therefore play a pivotal role in society's shift towards **Sustainable Consumption and Production (SCP)**.
- Policymakers need to create a level playing field, encourage and incentivize companies to take action.
- The shift to **sustainable patterns of consumption and production** that is urgently needed can be enabled only by pursuing a set of **Sustainable Business models**, based on **circularity principles and eco-innovation approaches**.





The rationale for this training

2) Regional & Policy Instruments

- **The UfM 2030 GreenerMed Agenda - The 2021 UfM Ministerial Declaration on Environment and Climate Action**

- **EU Green Deal & External Dimension**
 - *Circular Economy Action Plan*

- **The 2021 Agenda for the Mediterranean**

- **Barcelona Convention**
 - **UNEP/MAP Mid-Term Strategy 2022-2027**
 - **UNEP/MAP COP 22 in December 2021 in Antalya – A set of 12 Regional Measures to support the development of sustainable businesses and to strengthen the demand for sustainable products in the Mediterranean**





The rationale for this training

3) WES Regional Activity

- This WES Regional Activity comes to strengthen and complement the above-mentioned regional efforts, and support the WES Partner Countries via technical support and capacity building to implement and adopt effective measures at national and regional level to strengthen and develop green and circular businesses in the Mediterranean.
- The Peer-to-Peer process will support experience exchange and knowledge transfer among WES PCs on tools, initiatives, policy instruments to support green and circular businesses, while the Regional Training will include a study visit for a more hands-on experience.

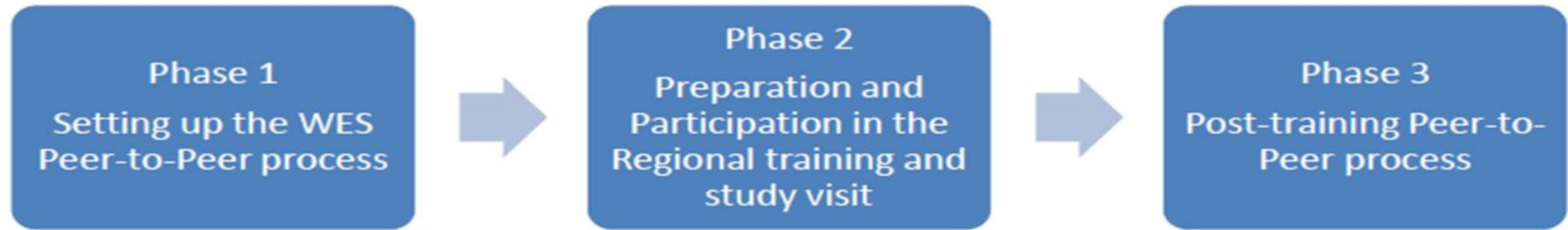


OVERALL STRUCTURE OF THE REGIONAL ACTIVITY

ACTIVITY OVERVIEW



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Technical assistance

March 2023

26 April 2023

15,16,17 May 2023

June/July 2023

Nov/Dec 2023



AGENDA FOR DAY 1 – MORNING SESSIONS



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10:15-11:00	Setting the scene: Key concepts	<ul style="list-style-type: none"> • Circular economy, circular business models, eco-innovation, eco-design and available tools to develop sustainable business models (Switchers Support Platform) (30 min) <i>Mr. Giorgio Mosangini, Team Leader, Green Entrepreneurship at MedWaves</i> • Q&A (15 min)
11:00-11:30	Coffee Break	
11:30-12:10	The case of Catalonia	<ul style="list-style-type: none"> • Public policies to support Circular Economy Businesses (25 min) <i>Ms Mireia Cañellas Grifoll, Department of Climate Action, Food and Rural Agenda of the Catalan Government</i> • Q&A (15 min)
12:10-12:45	Setting the scene: Key concepts	<ul style="list-style-type: none"> • Baseline and Policy Recommendations for the Support to Circular Businesses in the Mediterranean Region (20 min) <i>Mr. Alessandro Miraglia, Team Leader Networking and Communication Facility at MedWaves and Mr. Giorgio Mosangini, Team Leader, Green Entrepreneurship at MedWaves</i> • Q&A (15 min)
12:45-14:15	Lunch Break	





AGENDA FOR DAY 1 – AFTERNOON SESSIONS

12:45-14:15	Lunch Break	
14:15-14:45	Supporting a just transition	<ul style="list-style-type: none">• Supporting a just transition to Circular Economy (20 min) <i>Mr. Matías Ibañez, project manager JUST2CE at MedWaves</i>• Q&A (10 min)
14:45-16:15	Supporting sustainable innovation and access to finance	<ul style="list-style-type: none">• Green Innovation intellectual property rights (20 min) <i>Ms. Krystal Khalil, Director of Programs at Berytech, Lebanon</i>• Q&A (10 min)• Supporting access to finance of Circular Economy business models (30 min) <i>Mr. Alessandro Miraglia, Team Leader Networking and Communication Facility at MedWaves and Mr. Gianluca Gasperini, Programme Manager (FEBEA)</i>• Q&A (15 min)
16:15-16:30	Closing session of Day 1	<ul style="list-style-type: none">• Interactive session: Closing remarks and introduction to Day 2 <i>Mr. Anis Ismail/Mr. Alessandro Miraglia/ Mr. Giorgio Mosangini</i>



AGENDA FOR DAY 2 – MORNING SESSION



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08:45-09:00	Registration for day 2	
Time	Session	Description
09:00-09:15	Recap from Day 1	<i>Mr. Anis Ismail</i>
09:15-9:45	Introduction session	Presentation of open eco-innovation Tools (manual and platform) <i>Ms. Anna Ibañez, WES Non-Key Expert and project manager at MedWaves and Mr. Ignasi Clos, Open Innovation expert at SDLI Innovation Agency</i>
9:45-11:00	1 st part – Living-lab: Co-creating solutions for circular business challenges	Introduction of the working methodology (open eco-innovation process) and start of the living lab groups <i>Mr. Ignasi Clos, Open Innovation expert at SDLI Innovation Agency and Ms. Anna Ibañez, WES Non-Key Expert and project manager at MedWaves</i>
11:00-11:30	Coffee break	
11:30-13:00	2 nd part – Living-lab: Co-creating solutions for circular business challenges	Living labs (continuation) <i>Mr. Ignasi Clos, Open Innovation expert at SDLI Innovation Agency and Ms. Anna Ibañez, WES Non-Key Expert and project manager at MedWaves</i>
13:00-13:15	Wrap-up	Closing of the living labs <i>Ms. Anna Ibañez and Mr. Ignasi Clos</i>
13h15-14h15	Lunch break	



DAY 2 – AFTERNOON SESSIONS



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- **VISIT 1.** Example of a circular construction building. **GONSI**
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 electric and textile items. **REPARA TRUCK** and **DIDAL TRUCK**

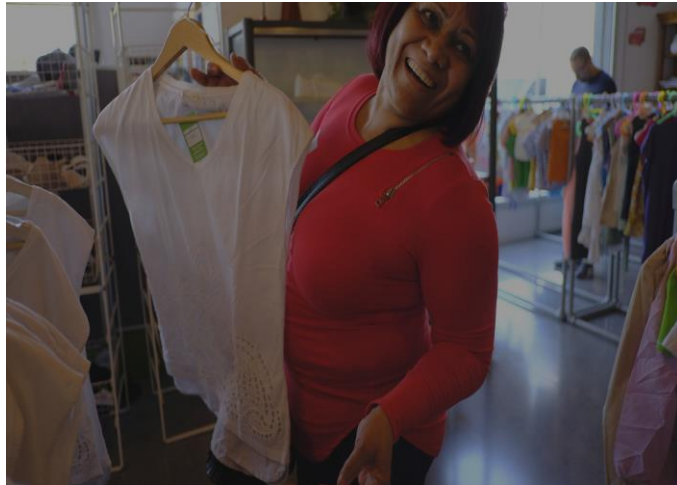


DAY 3 – MORNING SESSIONS



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- **VISIT 4.** Example of a textile recycling facility (Social company)
Roba Amiga
- **VISIT 5.** Example of the biggest wholesale Market in Barcelona,
Mercabarna



AGENDA FOR DAY 3 – AFTERNOON SESSIONS



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Time	Session	Description
14:30-14:45	Registration for day 3	
14:45-15:45	Wrap-up of the 3 days	<ul style="list-style-type: none">• Conclusions, lessons learnt and recommendations from the Regional Training and Study Visit
15:45-16:15	Closing session	<ul style="list-style-type: none">• Evaluation of the Regional Training and Study Visit• Certificates award• Closing remarks



For more information:



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Thank you for your attention!

