

Innovative Circular Economy Business Models in the Mediterranean

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

15/5/23, Barcelona

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MedWaves

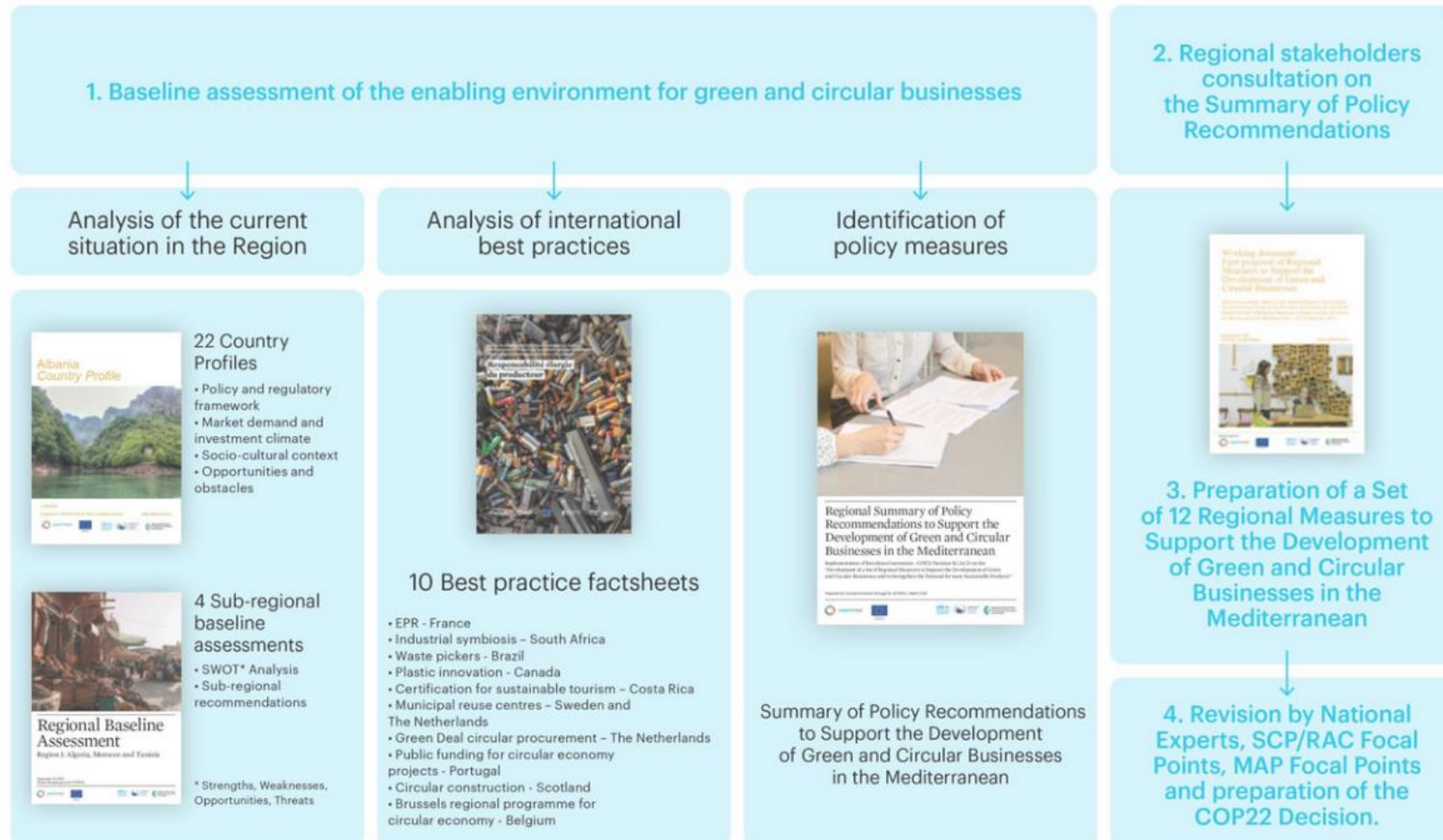


Baseline and Policy Recommendation: The process



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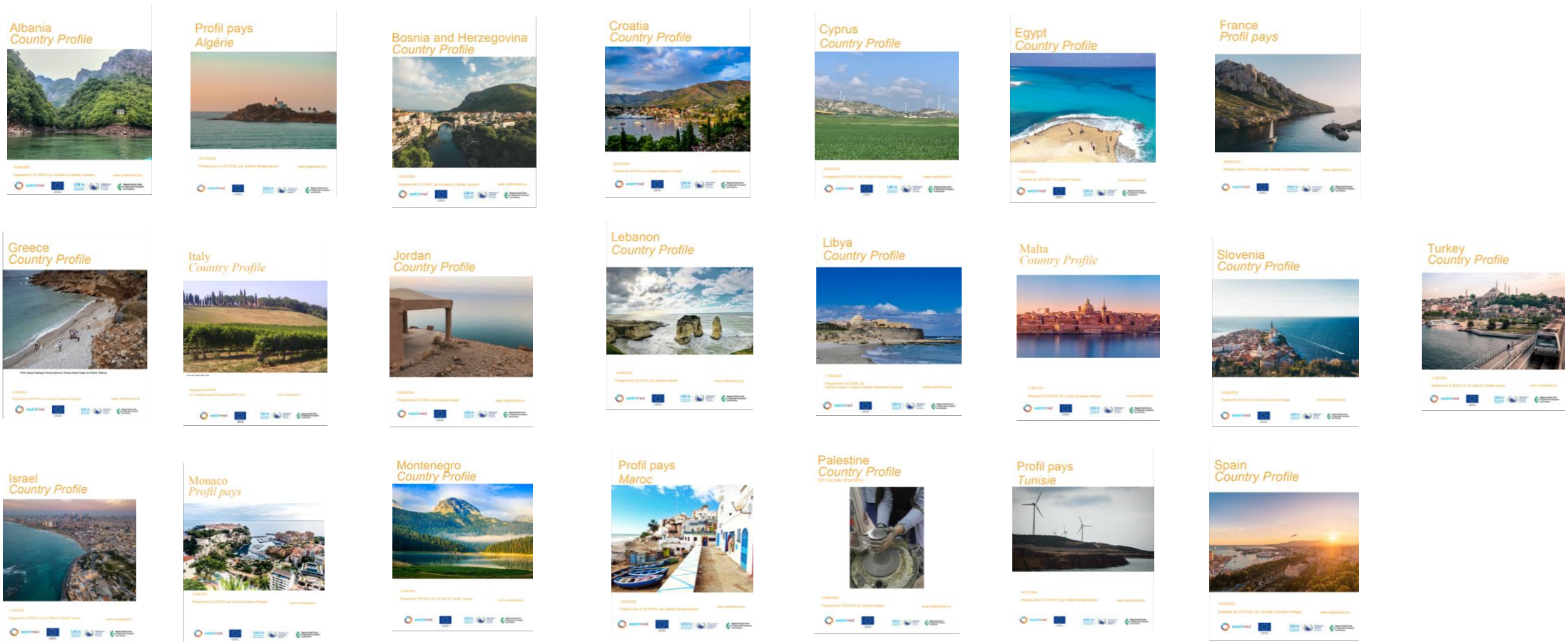
Preparation process for the Development of a Set of Regional Measures to Support the Development of Green and Circular Businesses and to Strengthen the Demand for more Sustainable Products COP21 Decision IG.24/13 – Barcelona Convention



Baseline and consultation process: Country Profiles



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The country profiles summarise the findings of the baseline assessment carried out in 22 Mediterranean countries. Each document contains a brief overview of the national political, economic and sociocultural context, and provides a SWOT analysis regarding conditions for green and circular businesses.

Baseline and consultation process: Sub-regional baseline assessment



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Regional Baseline Assessment

Region I: Algeria, Morocco and Tunisia

September 10, 2020
Sofiane Benguergu for SCRAC



**Region I: Maghreb
countries**



Regional Baseline Assessment

Region II: Lebanon, Jordan, Palestine,
Egypt and Libya

August 15, 2020
Antonio Karim for SCRAC



**Region II: Southern and
Eastern Mediterranean**



Regional Baseline Assessment

Region III: Albania, Bosnia and Herzegovina,
Israel, Montenegro and Turkey

September 02, 2020
Avi Blei & Camilla Jansen for SCRAC



**Region III: Northern and
Eastern Mediterranean**



Regional Baseline Assessment

Region IV: Croatia, Cyprus, France, Greece,
Italy, Malta, Monaco, Slovenia and Spain

October, 2020
Lindsey Wilson for SCRAC



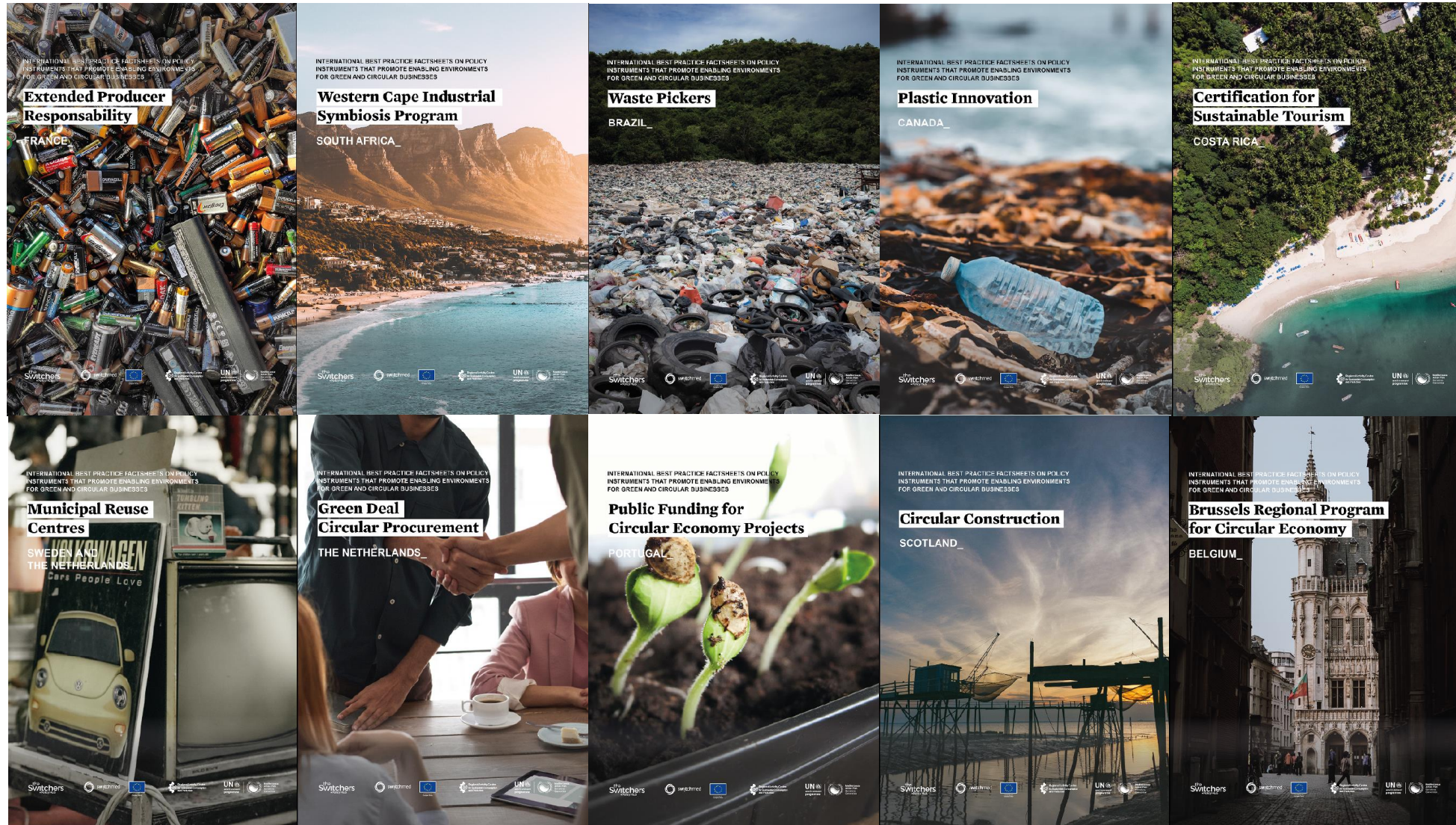
**Region IV: European
Mediterranean countries**

The reports summarise the findings of the baseline assessment carried out in Mediterranean countries, grouped by four sub-regions. They contain a brief overview of the political, economic and sociocultural context, and provide a strengths and opportunities analysis regarding conditions for green and circular businesses.

Baseline and consultation process: Analysis of 10 international best practices



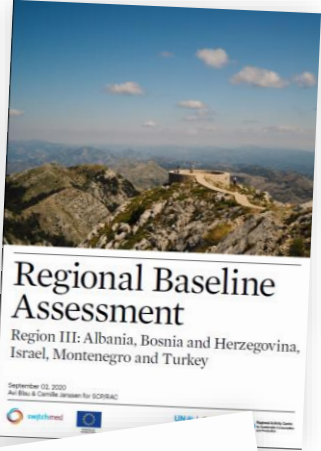
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The adoption of the set of regional measures to support circular businesses



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



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.



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 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 sectors of relevance
for the Barcelona Convention**

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.

**Addressing demand and visibility
of products and services on the market**

REGIONAL MEASURE D1

Strengthening access to sustainable products and services / sustainable consumption.



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Thank you for your attention!

