

The Switchers Support Programme: Promoting Sustainable Business Development

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MedWaves, the UNEP/MAP Regional Activity Centre for SCP

Who we are:



MedWaves develops its activity under the **Mediterranean Action Plan (MAP)** for the protection and development of the Mediterranean basin, an organisation belonging to the **United Nations Environment Programme (UNEP)**, acting as one of its Regional Centre.



Based on the decision of the Parties of the Convention for the Protection of the Mediterranean Sea against Pollution (Barcelona Convention), MedWaves was established in 1996 by means of a collaboration agreement between the Spanish Ministry of Environment and the Government of Catalonia. MedWaves is based in Barcelona and legally hosted by the Catalan Waste Agency.



MedWaves has been also designated as Regional Centre by the Parties of the Stockholm Convention on Persistent Organic Pollutants (POPs).

Why Promoting Sustainable Business Development?

Take-make-waste production and consumption models have led us to an unprecedented environmental crisis:

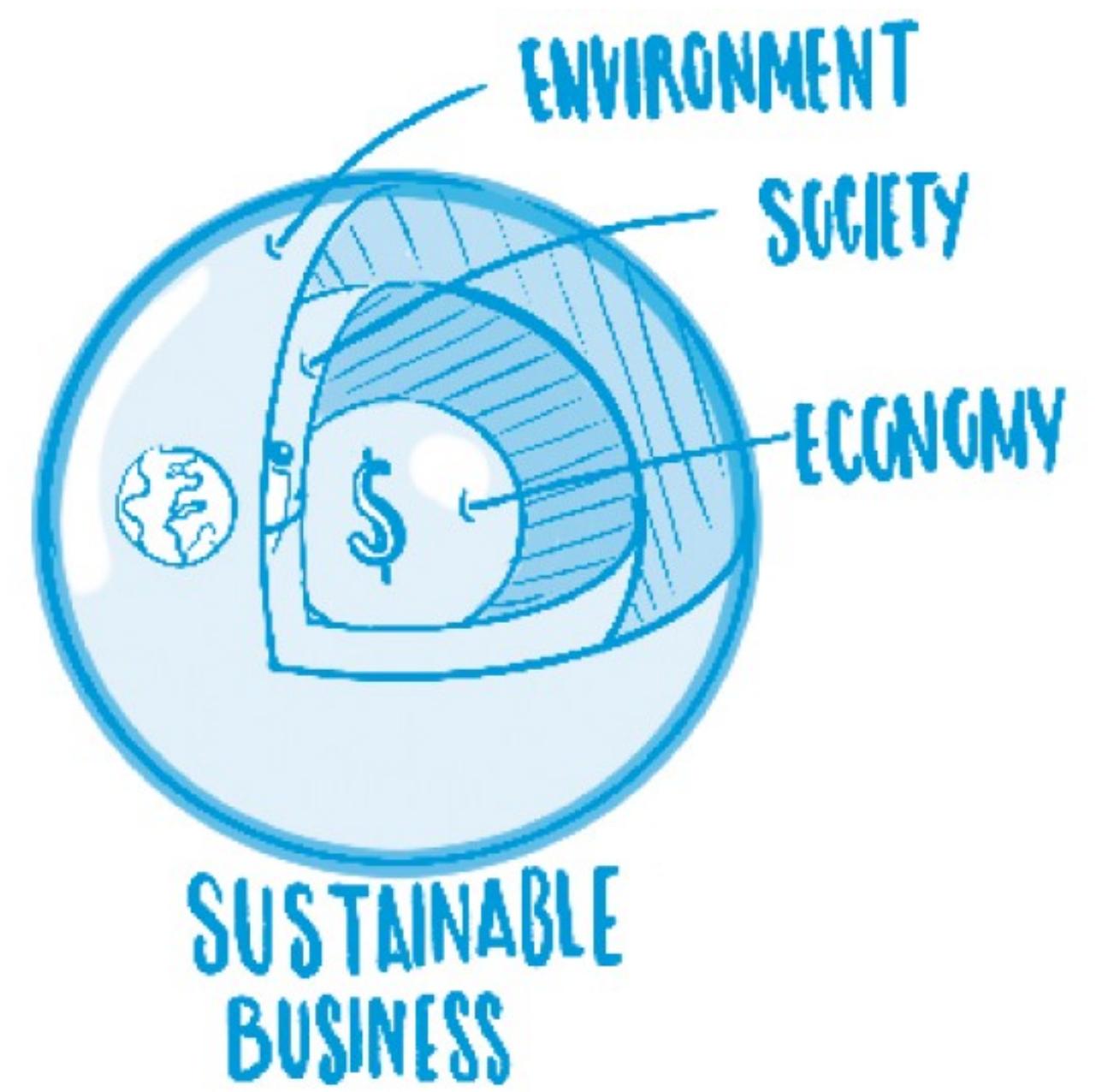
- Climate change
- Biodiversity loss (the sixth mass extinction as a result of human activities)
- Waste and emissions beyond nature's absorption capacity
- Resource consumption beyond the planet's regenerative capacity
- Unsustainability coupled with rising social inequalities

→ Urgent shift towards sustainability is needed.

Sustainable Consumption and Production and Circular Economy as major global approaches.

What is a Sustainable Business?

A sustainable business provides commercial solutions which create ecological value and/or safeguard the environment (addressing environmental challenges and/or reducing environmental impacts) and are economically viable and socially empowering.



How do we support Circular Business Development?

the **Switchers** Support Programme

TheSwitchers.org



Mediterranean
Action Plan
Barcelona
Convention

Interreg
Co-funded by
the European Union
NEXT MED
Waste2Fashion

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



STAND Up!



switchasia



Funded by
the European Union



GIMED

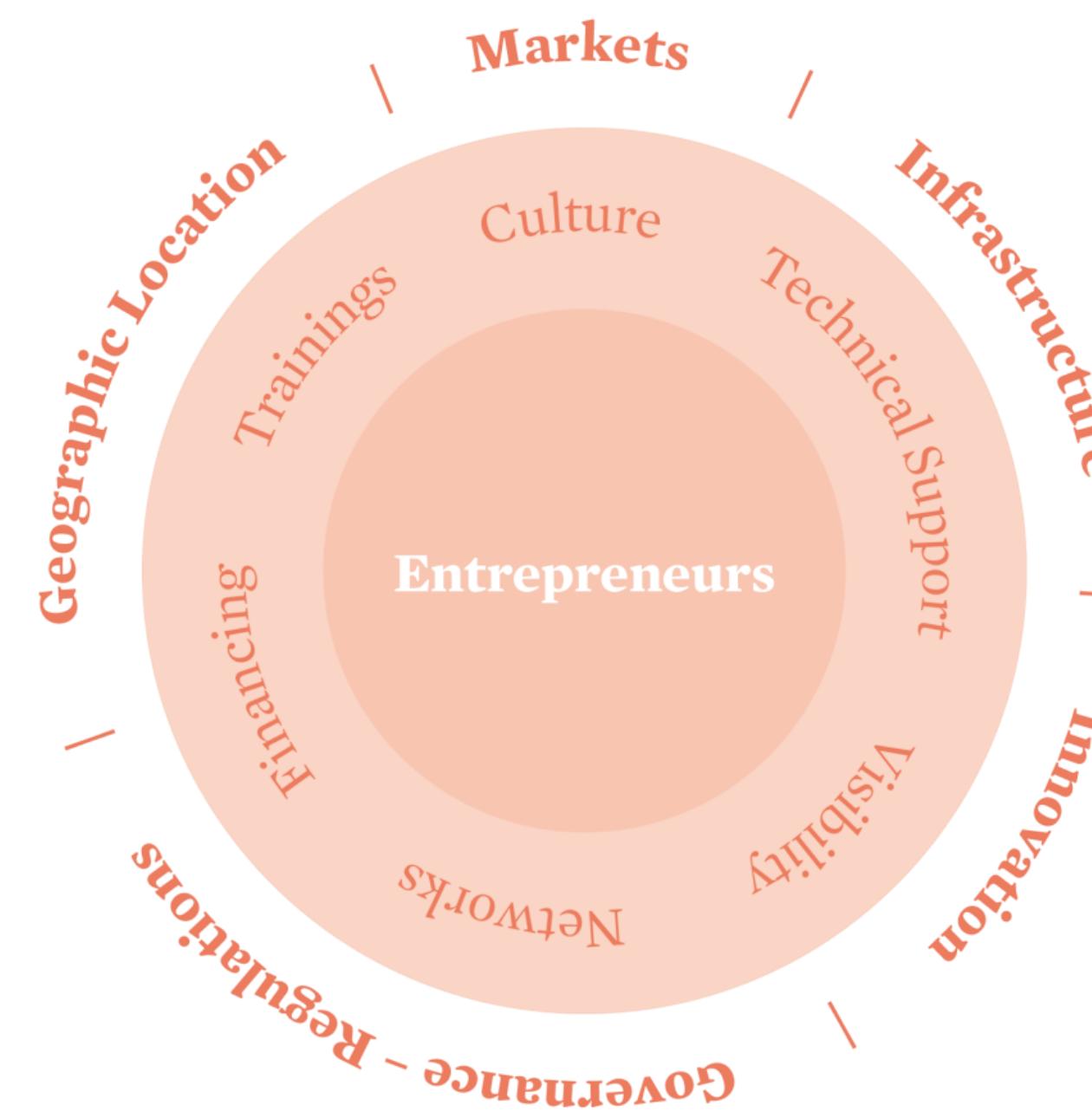


RESET

MedWaves
the UNEP/MAP Regional
Activity Centre for SCP

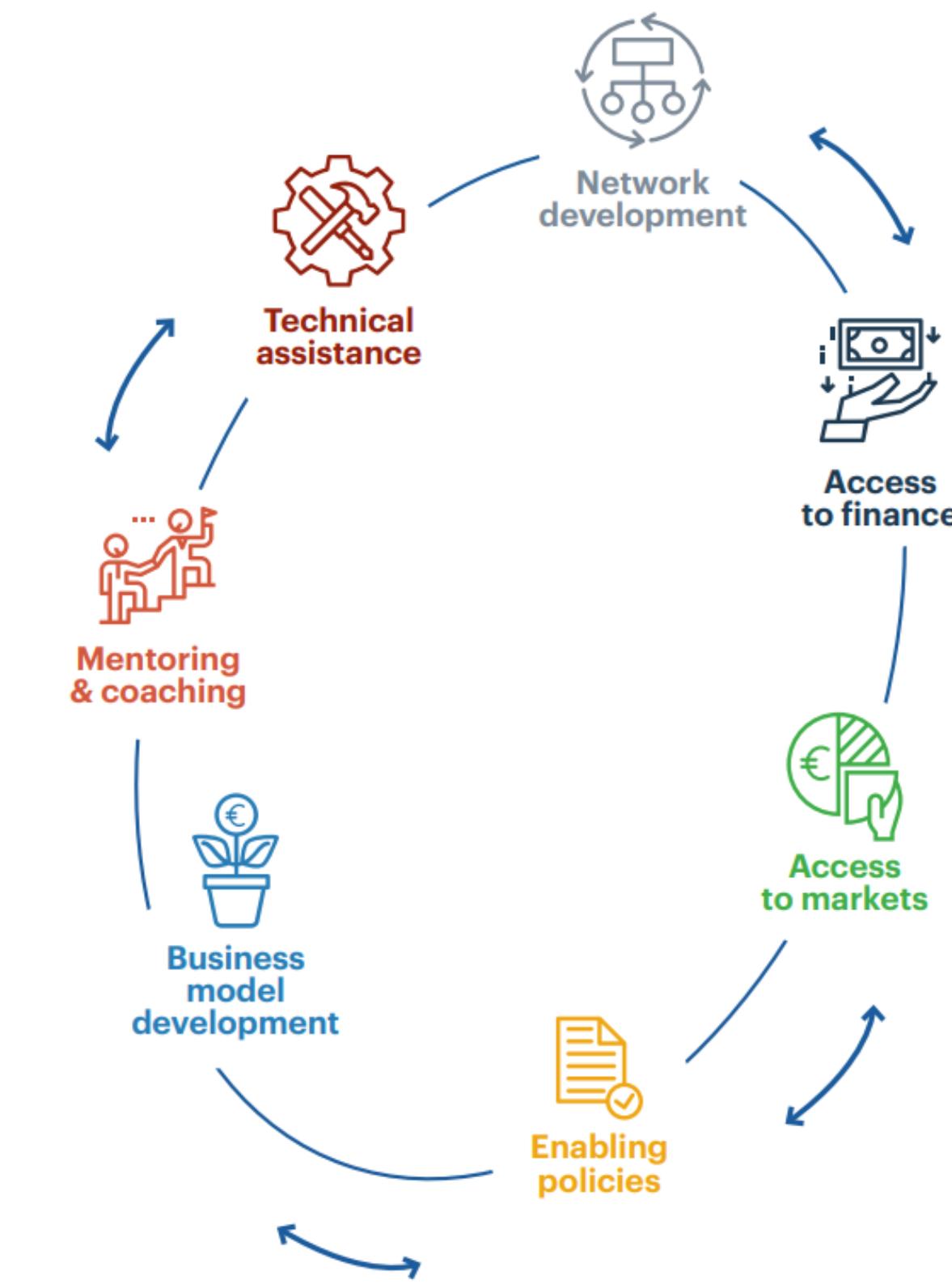
How do we support Circular Business Development?

Our approach: *Enabling Ecosystems* for development of Sustainable Businesses



The factors of green entrepreneurship ecosystem.

A Holistic Service Offer



The Switchers Toolbox (www.theswitchers.org/toolbox)

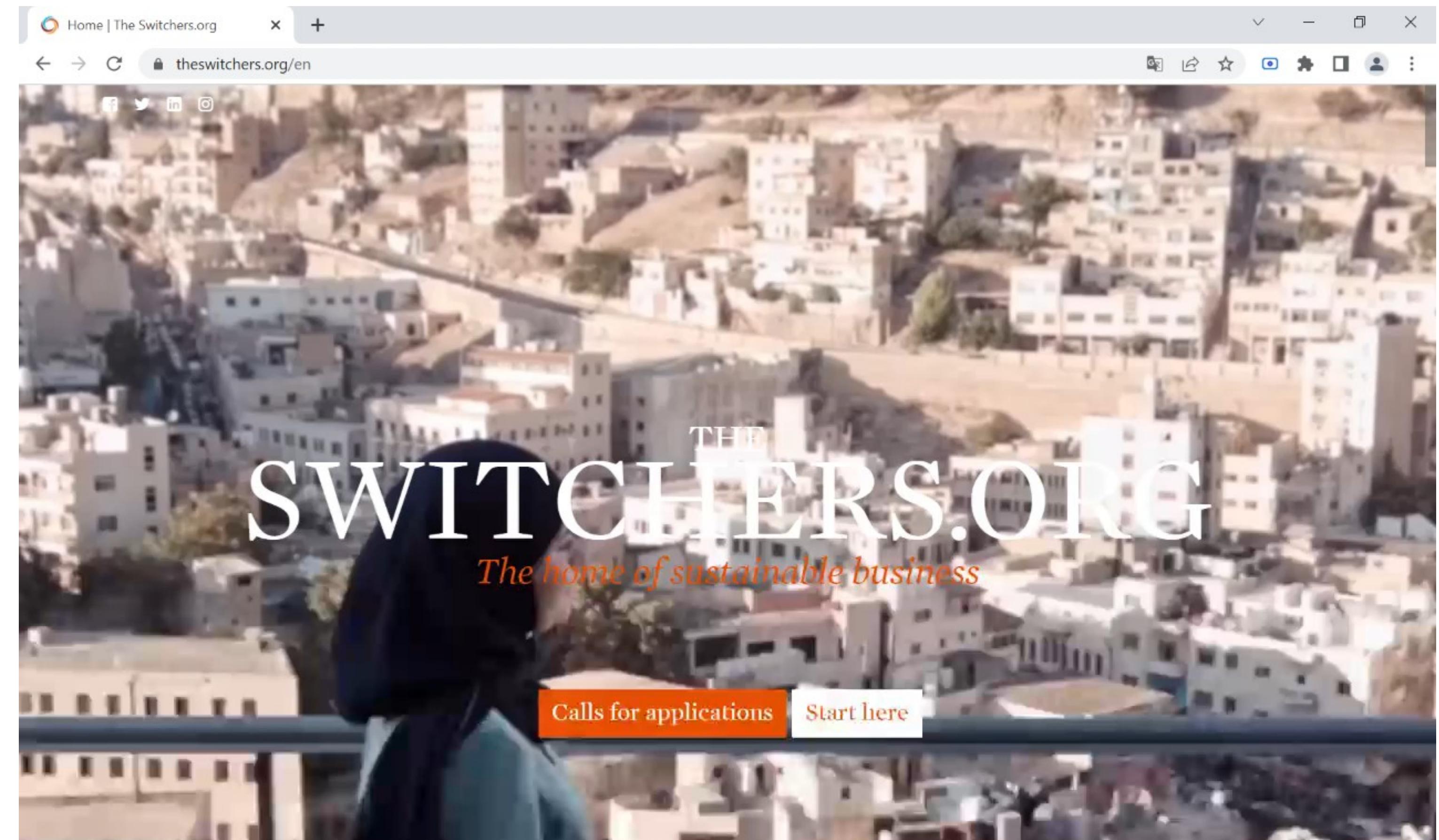
Innovative Methodologies for Sustainable Business Development

- Green Business Model
- Green Business Plan
- Eco-design Tool
- Access to Finance
- Access to Market
- Impact Monitoring Tool

EN / FR / AR / ESP / ITA

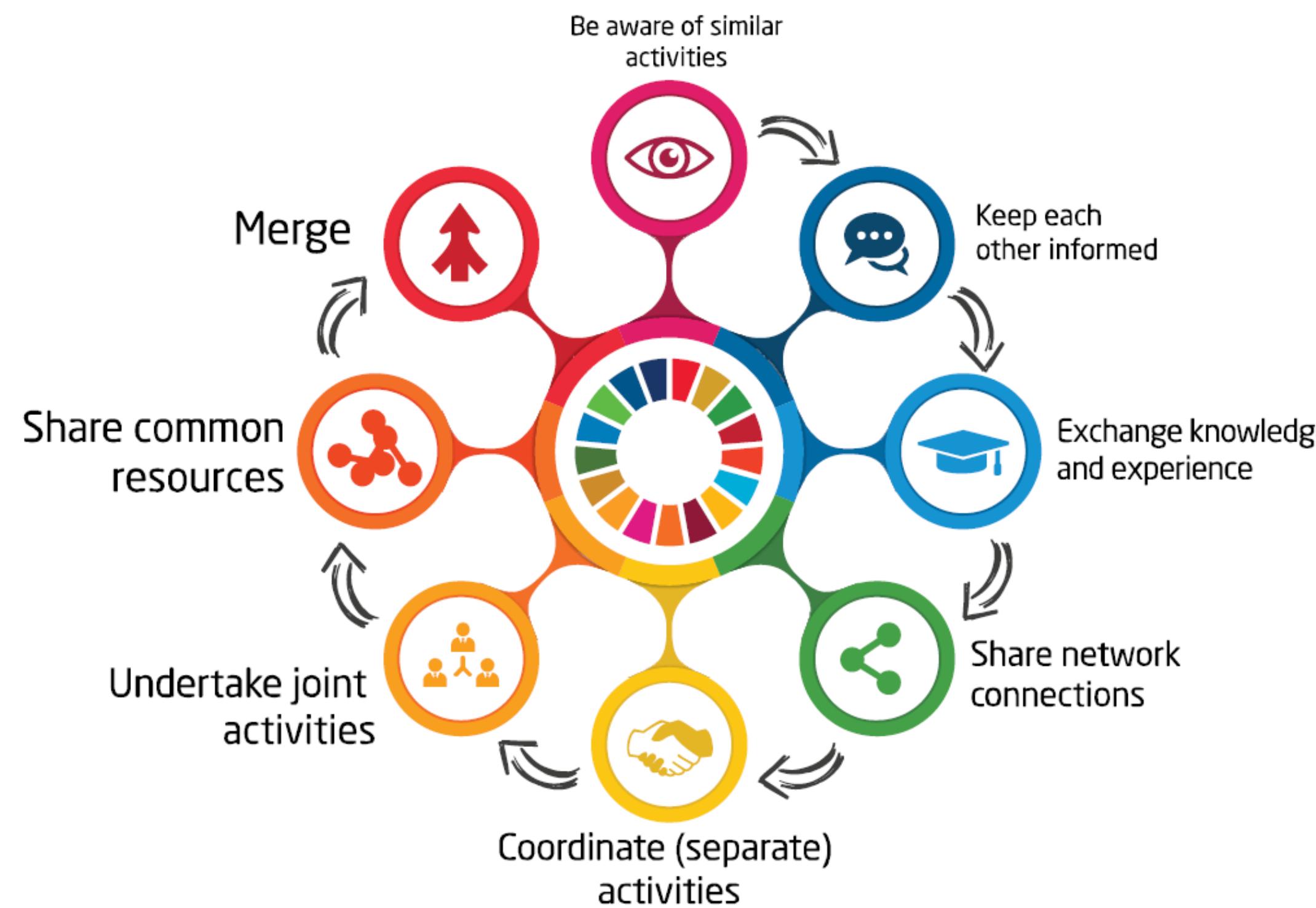
Registered users:

- +8,000 entrepreneurs/companies
- +250 BSOs
- +430 trainers



The Switchers Support National Partnerships

Networking among +120 Business Support Organizations promoted



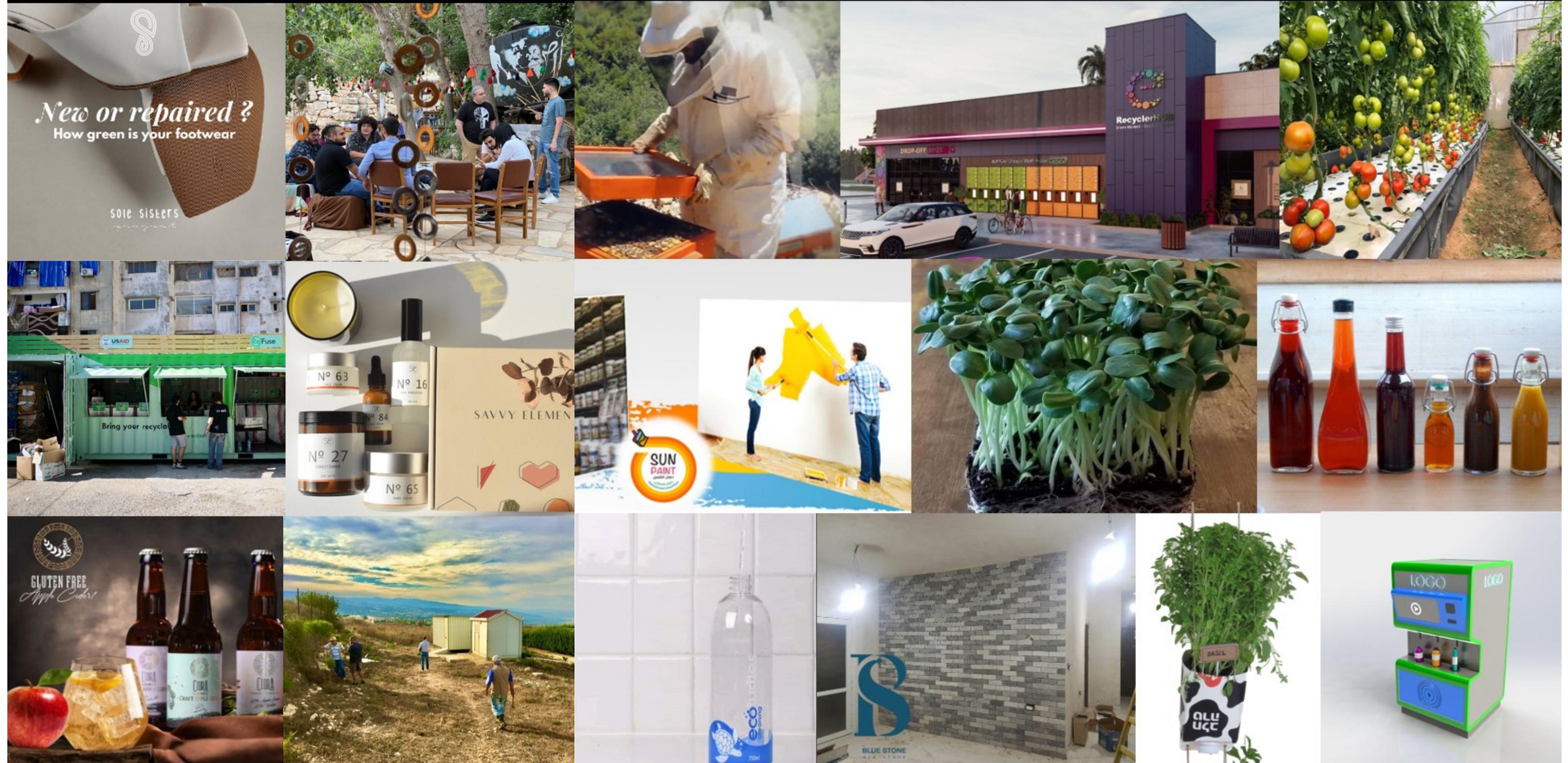
Training of Trainers in Sustainable Business Development

*More than 750 experts
(49% women) from
+350 BSOs trained in
Sustainable Business
Development in 12
countries*



Training on Sustainable Business Model Development

+3,800 Green Entrepreneurs in 10 countries supported to develop their Green Business Model (43% women)



Incubation and Technical Assistance

*Incubation of
+300 Sustainable
Businesses in 10
countries*



Business Networking and Market Development

The Switchers Community and Products

the **Switchers** Community

filter by **COUNTRY**

Algeria / Egypt / France / Greece /
Israel / Italy / Jordan / Lebanon /
Malta / Morocco / Palestine / Spain /
Tunisia / Turkey /

filter by **ACTIVITY**

→ Communication for sustainability
→ Renewable Energy and Energy Efficiency
→ Resource Efficiency and Sustainable Waste Management
→ Sustainable Cleaning Products and Cosmetics
→ Sustainable Construction
→ Sustainable Electrical and Electronic Equipment
→ Sustainable Food and Agriculture
→ Sustainable Furniture
→ Sustainable Mobility
→ Sustainable Textiles and Clothing
→ Sustainable Tourism



Netaalem

Netaalem: A sustainable childhood, one playtime at a time

This Tunisian startup focuses on building a community of parents, educators, and children who share the same values. It creates educational toys that are durable, eco-friendly, and, above all, respectful of children's development. More than just offering an alternative...

Tunis, Tunisia Communication for sustainability, Resource Efficiency and Sustainable Waste Management



Smart Travel Planet
Rethinking Tourism Through Responsibility and Impact

Rather than operating within the conventional, profit-driven tourism model, Smart Travel Planet fosters collaborations that prioritize sustainability, cultural preservation, and community well-being. Discover how they're transforming travel into a force for good.

Madrid, Spain Sustainable Tourism



waterSec
Watersec's mission to tackle water scarcity

Pluxee streamlined its water management with Watersec's technology, gaining real-time insights and ensuring ISO 14001 compliance. This is just one example of how Watersec is helping industries optimize water consumption and embrace sustainability.

Tunis, Tunisia Resource Efficiency and Sustainable Waste Management



the **Switchers** Products



Small Tally Scarf



Coster Fabric

By [GebRaa](#)

By [Aisha Design](#)



Eco-Cutlery Bags and Chopstick Bags

Palestine

By [Aisha Design](#)

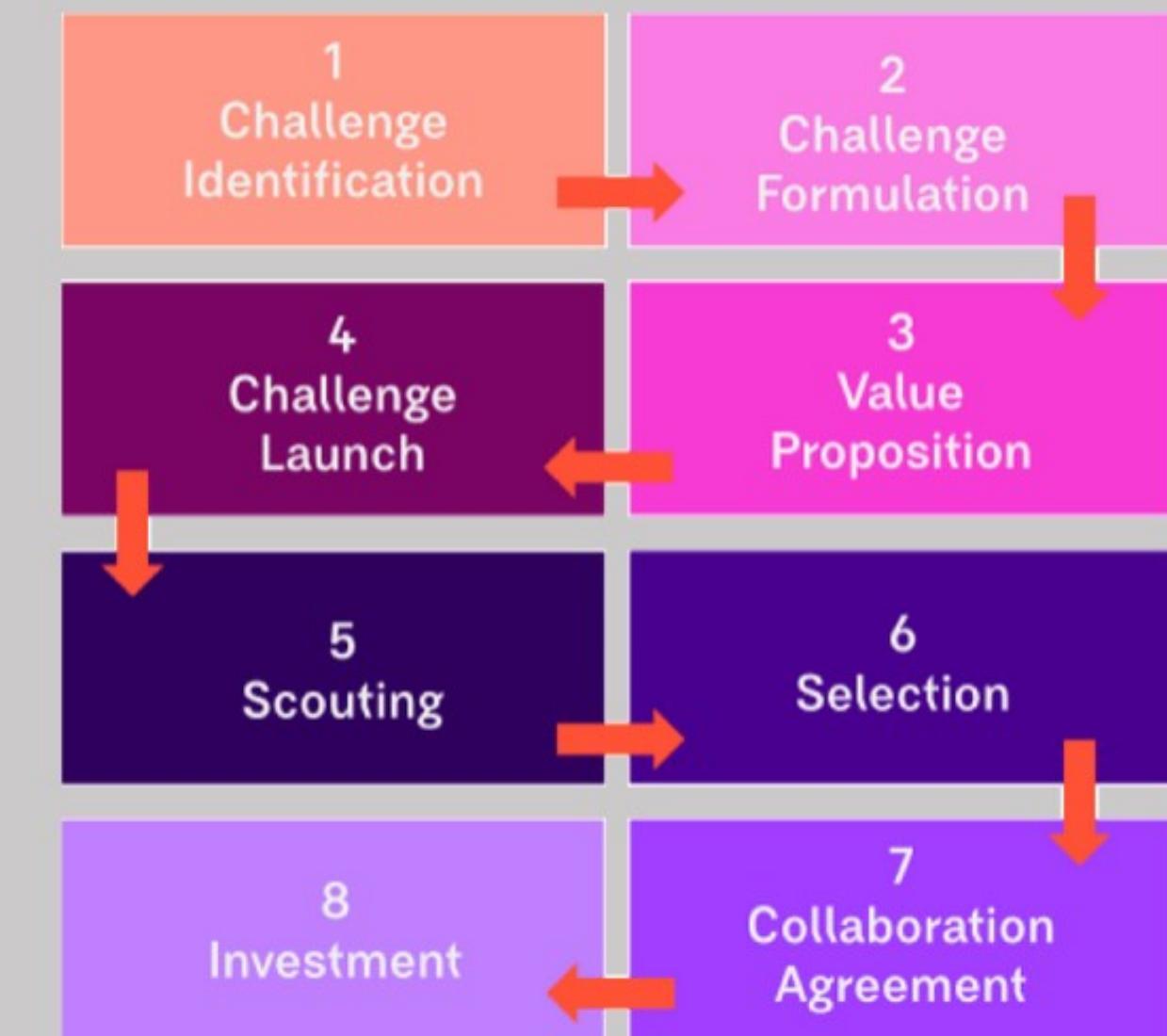


Business Networking and Market Development

Open Eco-Innovation Methodology and Platform



Methodological Framework for Open Innovation Enablers

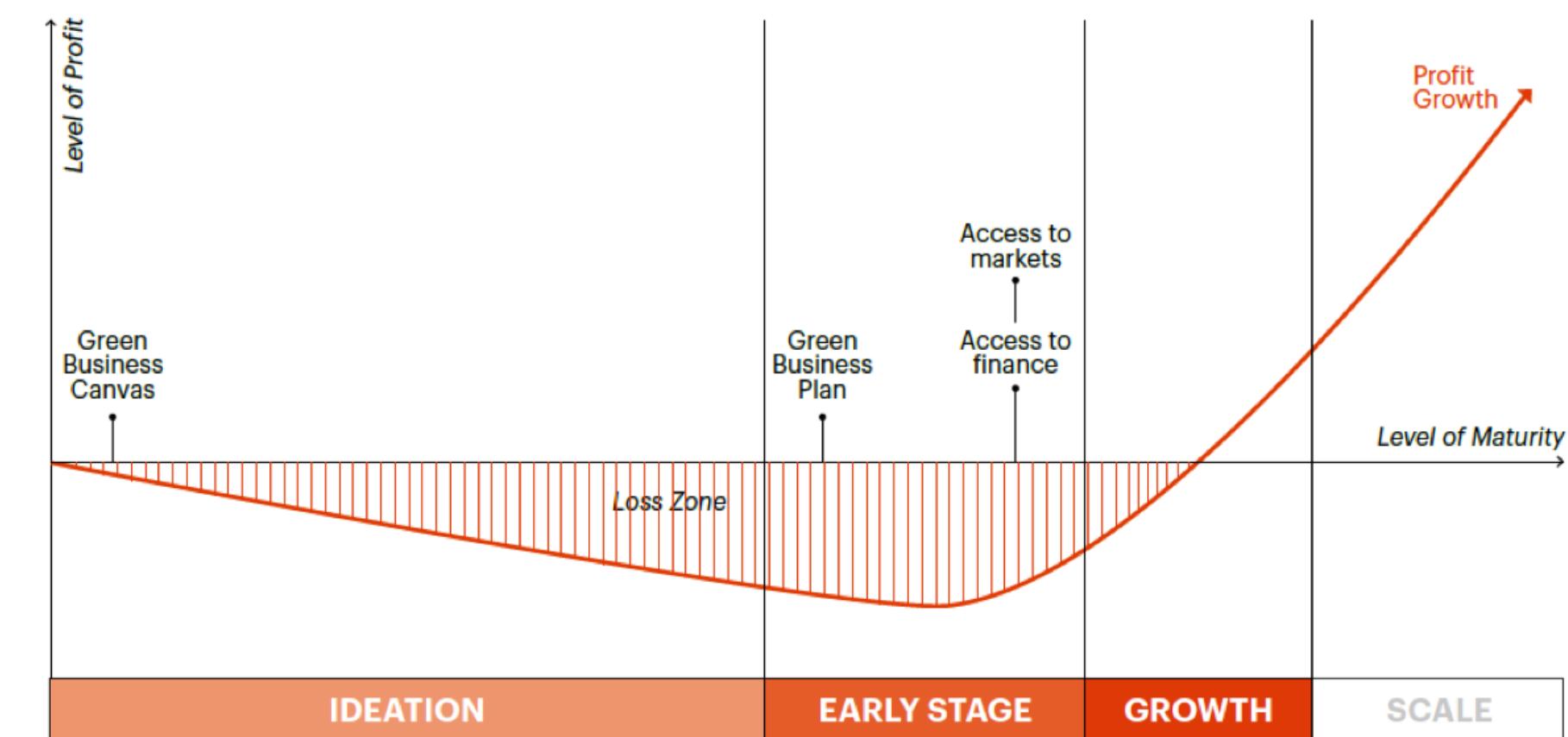


Access to Finance and Investment

the Switchers •Fund

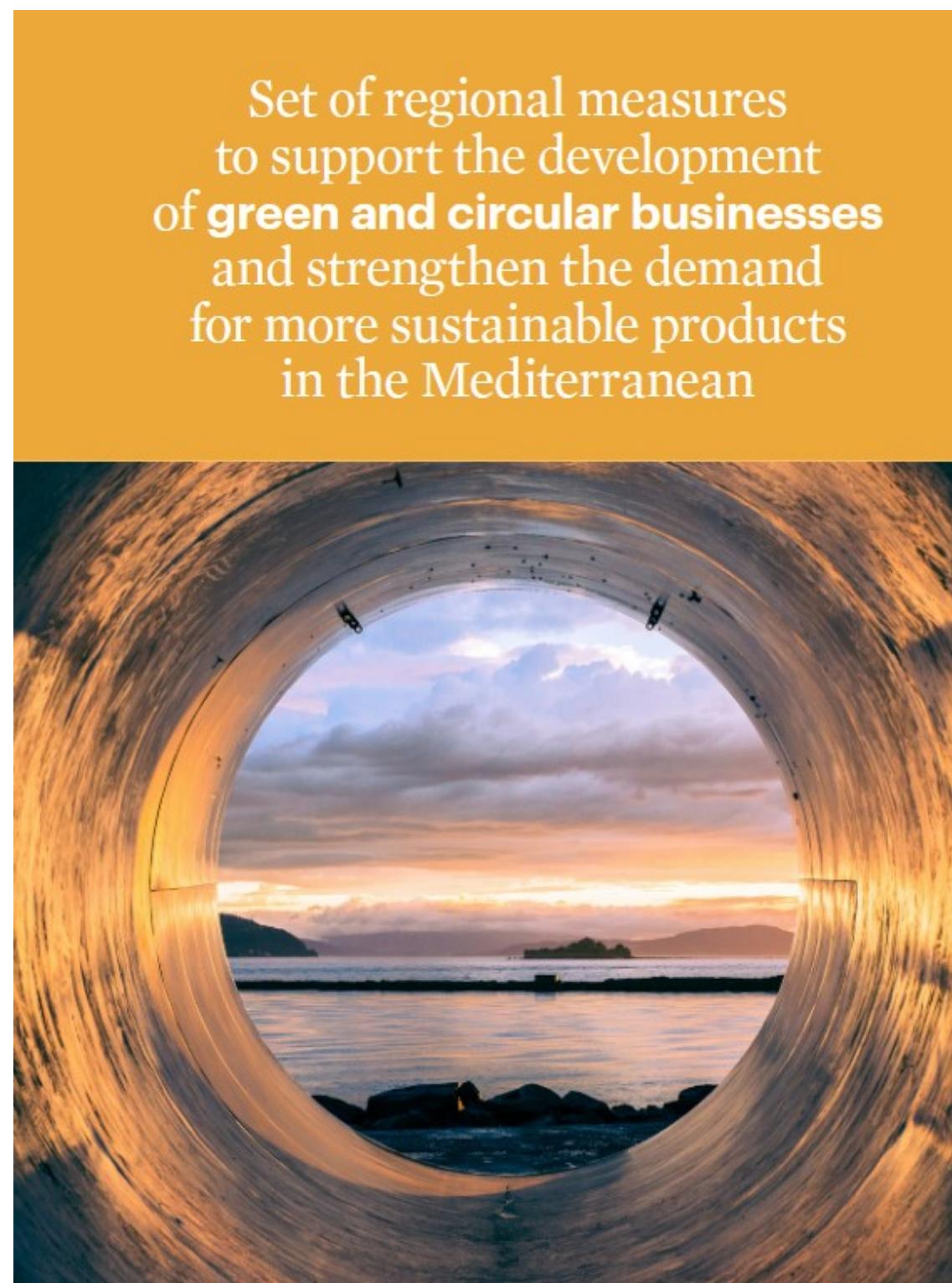
*The impact fund for
green and social
businesses in the
Mediterranean*

The Switchers we invest in are entrepreneurs
in different stages of the business life cycle:

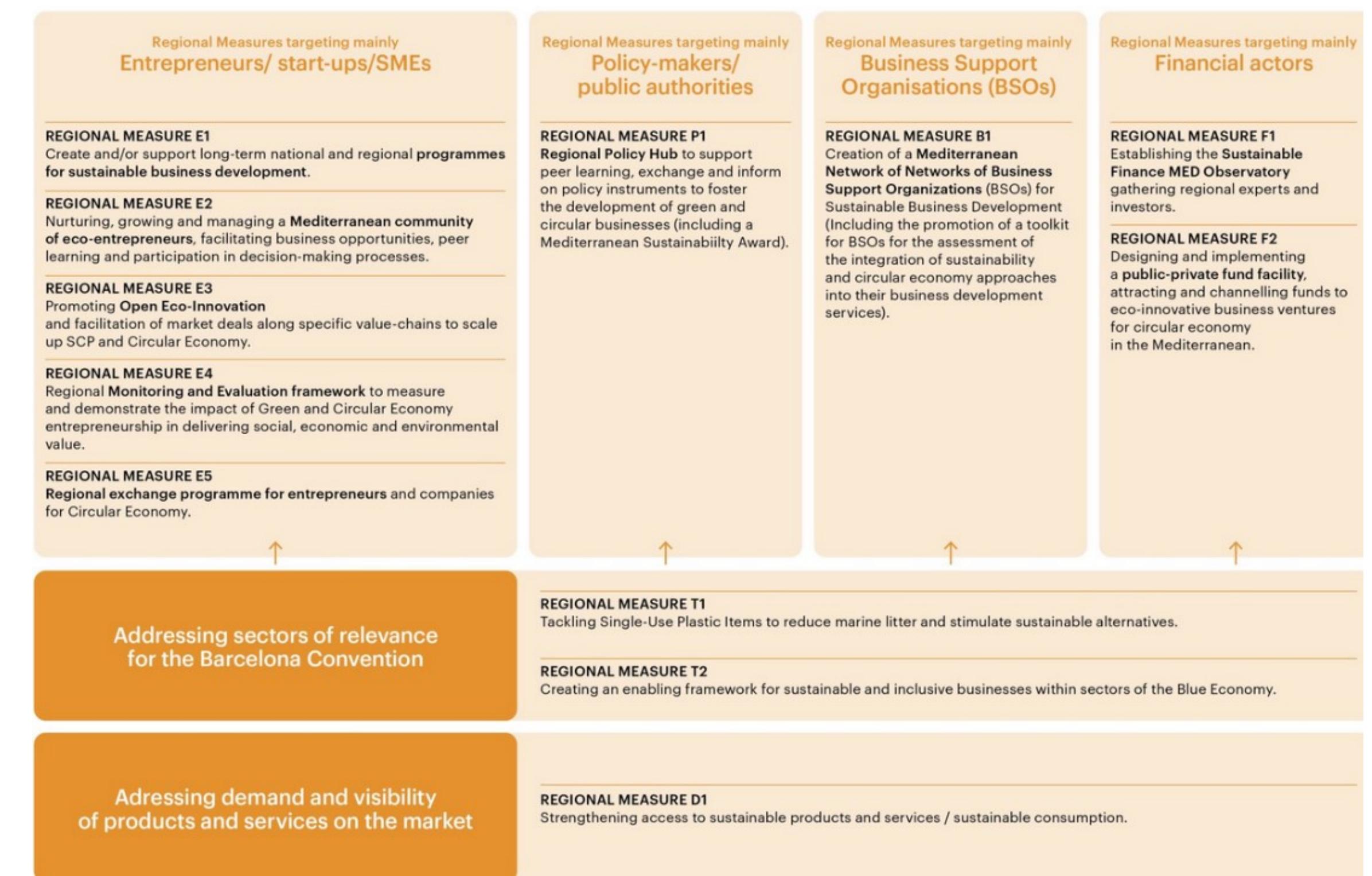


Enabling Policies

Approval of regional measures to support circular businesses by the Barcelona Convention contracting countries at COP22 in December 2021



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





Thank you!

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