

Conference

Sustainable entrepreneurship in the Southern Mediterranean:
Building regional cooperation for a green transition

Tunis | 18-19 December, 2025

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MedWaves

Tunisia

Conference organized by



within the framework of the Switchers Support Programme & Green Forward Programme



The Switchers Fund

Catalytic capital for a just transition in the Mediterranean

Session 4: Impact investment for a Sustainable SME in the Mediterranean, Tunis, 18 December 2025

THE MEDITERRANEAN

- The Mediterranean concentrates some of the highest environmental and socio-economic pressures globally.
Climate change, resource scarcity and social vulnerabilities are increasingly interconnected.
- This context calls for a profound transformation of economic and development models.

FROM CHALLENGES TO IMPLEMENTATION

- A sustainable transition requires solutions that can be implemented locally and at scale.
- SMEs and entrepreneurs are key actors of the transition, translating policy objectives into real solutions on the ground.

STRUCTURAL BARRIERS

A financing gap at local level:

- Capital exists but rarely reaches early-stage impact SMEs.
- Existing financial instruments are often not adapted to patient capital and impact-driven business models.

EVIDENCE TRACK RECORD

A gap identified through 10 years of field work of the Switchers Support Programme

3747

Entrepreneurs

Persons supported to develop their Sustainable Businesses.

632

Trainers

Experts trained in Sustainable Business Model Development.

125

BSO

Business Support Organizations members of the Switchers Support Programme.

400

Members

Eco-innovators of The Switchers community.

43 %

are women

% of supported entrepreneurs that are women

85 %

are satisfied

% of entrepreneurs that are satisfied with the supporting services and tools

162

Sources

sources of financing available in our database

3.9

Milion

million € raised by The Switchers

INNOVATIVE APPROACH: THE SWITCHERS FUND

A Transformative Venture Philanthropy Model for SME in the Mediterranean region.



THE SWITCHERS

- > Social and green enterprises often overlooked by traditional finance.
- > Transformative initiatives with strong potential for systemic change.
- > Resilient business models promoting sustainability across the Mediterranean region.



TAILORED TECHNICAL ASSISTANCE

- > Proven methodologies to help Sme's to strength and scale their models.
- > Training and capacity building at the local level. Impact measurement tools to assess environmental and social performance.



Beyond capital: CATALYST FOR ECOSYSTEMS

- > Connecting needs with resources to unlock new opportunities and partnerships.
- > Strong networking through access to a wide community of local partners and experts.



LONG-TERM FINANCIAL SUPPORT

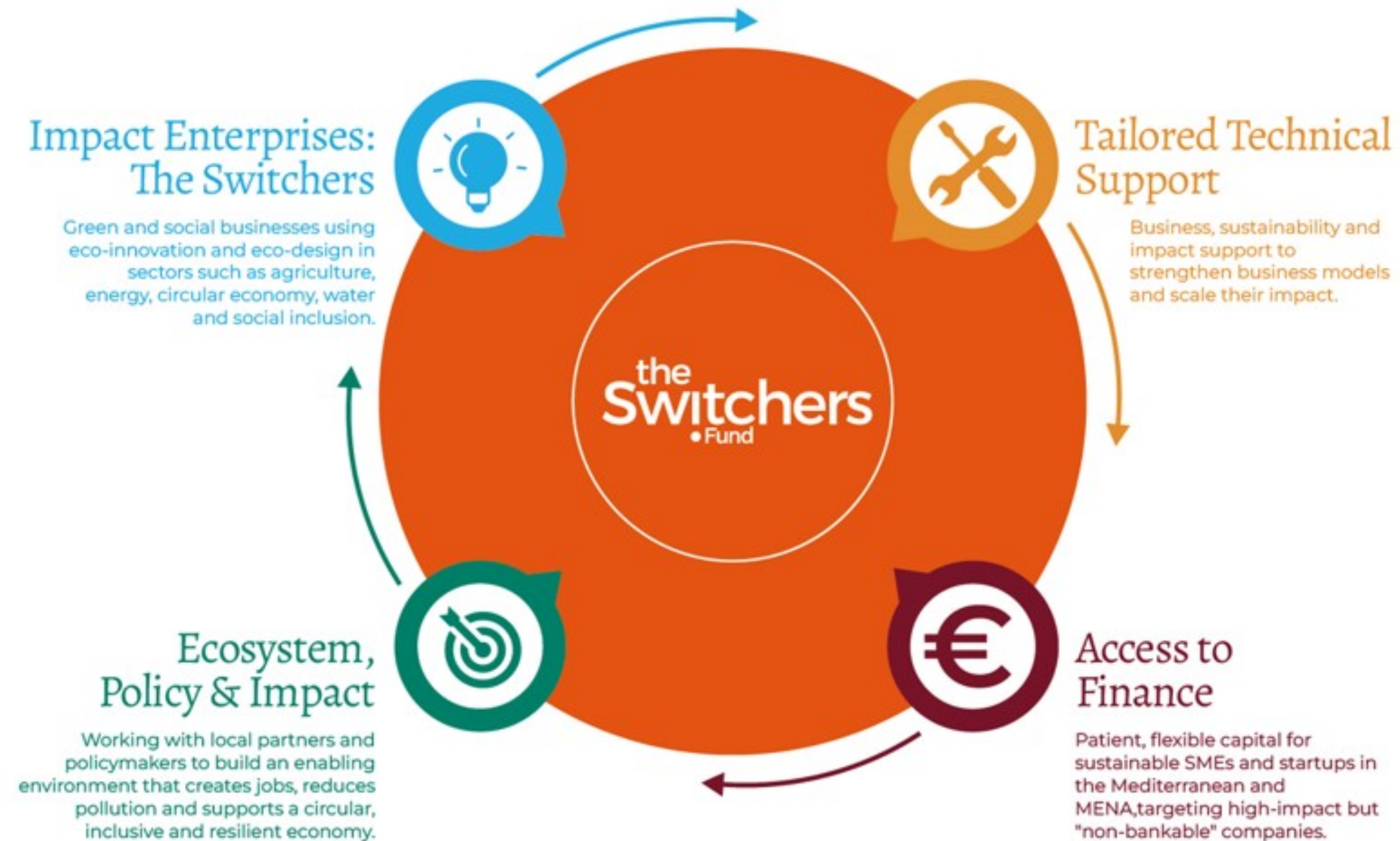
- > Venture philanthropy model – providing patient capital to foster sustainable growth.
- > Blended finance approach – leveraging public, private and philanthropic resources to invest in Switchers enterprises and scale their impact.



IMPACT

- > Tangible, measurable results focused on:
 - Environmental sustainability
 - The circular and blue economy
 - The green transition
- > Strong commitment to gender equity, applying a gender lens across all investment and decision-making processes.

HOW THE SWITCHERS FUND OPERATES:



SYSTEMIC VALUE – BEYOND FINANCE

The Switchers Fund goes beyond financing individual enterprises.

It acts as a **catalyst for systemic change**, strengthening local ecosystems, de-risking early-stage impact ventures and building investor capacity.

The Fund contributes to policy objectives related to the circular economy, pollution reduction and job creation in the Mediterranean.

WHO WE ARE



SEFEA MED Cooperative
leading financial support
through ethical banking and
green investments across
Europe.



Fondazione de Messina is
Community foundation
promoting social justice and
innovative socio-economic
policies in marginalized areas.



Barcelona
Convention



Medwaves is an UNEP /MAP Regional
center addressing Mediterranean
environmental challenges through
circular economy and sustainable
consumption and production.

**Shaping a sustainable and inclusive
future, together.**

Thank you !

Nayara Naranjo

MedWaves

Spain

