

# Presentation of the Regional Publication and Manifesto on Sustainable Business Support

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# Navigating sustainable and circular business support in the Mediterranean: a regional outlook

*draft content*

- Introduction: Why fostering sustainable and circular business support in the Mediterranean?, MedWaves.
- The Barcelona Convention set of regional measures to support the development of circular businesses in the Mediterranean, MedWaves
- Public Policies as Levers for Promoting Sustainable Entrepreneurship: Insights from the ongoing Morocco's Social and Solidarity Economy Institutionalization Process, REMESS
- Networking BSOs for sustainable business development: the experience of the Eco-Switch Coalition in Lebanon, Eco-consulting
- The importance of BSOs' networking in sustainable entrepreneurship development: insights from Palestine, Center for Continuing Education-Birzeit University
- Financing the Circular Transition: Empowering Green SMEs to Solve the Mediterranean Waste Crisis, Fondation Diane
- Sustainable business development support in Jordan, Palestine and Tunisia, comparative insights, Leaders International

# Navigating sustainable and circular business support in the Mediterranean: a regional outlook

*draft content*

- Strengthening BSOs' capacities to promote and inclusive green economy in the MENA: the experience of Green Forward. SPARK
- Perspectives for a southern mediterranean network of BSOs for sustainability: what we can learn from the experience of the European network EBN/eubic?, Berytech
- Advancing Sustainable and Circular Business Support Systems in the Southern Mediterranean: Towards a Practical Agenda for Greener, Inclusive Enterprise Growth, Business Development Center (BDC)
- Advancing Gender-Inclusive Green Entrepreneurship Through Strategic Partnerships, RedStart
- Current developments of venture philanthropy in the MENA region and its relations with BSOs, ALFANAR
- Investment and finance's challenges and needs of women-led green and social companies in the MENA region, RAMA Impact
- Social clusters and impact investment: insights from The Switchers Fund initiative, Messina Foundation

# The Mediterranean Manifesto for sustainable and circular business development

*The urgency*

Time is running out to prevent irreversible damage from the triple planetary crisis: climate change, environmental pollution, and biodiversity loss.

Social inequalities are widening, and we are far from achieving the Sustainable Development Goals.

The well-being of current and future generations and nature's biodiversity are at stake.

We urgently need a radical transformation of our economic systems and consumption and production patterns towards sustainable, circular, inclusive, and participatory socio-economic models.

*The reality*

Despite these dramatic challenges, no encouraging transformation is happening at the macro level: countries are failing to make adequate progress towards environmentally and socially sustainable economic systems.

Yet at meso and micro levels, we can drive the transition towards sustainable and equitable business models. These are companies that understand that no enterprise exists in isolation — every economic activity forms part of a broader social reality, and both are embedded within the natural ecosystems that sustain us all. Such emerging businesses acknowledge their interdependence and embed environmental and social objectives into their business strategies.



# The Mediterranean Manifesto for sustainable and circular business development

*Our commitment*

As organisations supporting business creation and development, we are committed to promoting the transition towards justice-oriented circular economy models: businesses which create ecological value and safeguard the environment by addressing environmental challenges and reducing environmental impacts, while also being equitable and socially empowering.

No company should be allowed to externalise its environmental and social costs. The transition from linear to circular economy is not optional — sustainable businesses must become the new normal.

Business Support Organisations (BSOs) should also enhance their collaboration and networking to increase the coherence, effectiveness, and efficiency of service provision for sustainable entrepreneurs and companies.

## *Our call for action*

With this vision, we, Mediterranean BSOs, call on all Public, Private, and Non-Profit BSOs to work towards embracing the following decalogue of principles and actions:

# The Mediterranean Manifesto for sustainable and circular business development

1. Apply innovative approaches, methodologies, and tools to foster environmental and social value creation while minimising negative impacts of business models. This includes, among others, applying circular economy strategies, eco-innovation, eco-design, and promoting fair labour relations, participative governance, gender equity, and global environmental justice.
2. Continuously build internal capacities and expertise to support sustainable and circular business development.
3. Ensure that the transition to sustainable business models is inclusive and equitable, providing targeted support to underrepresented entrepreneurs, including women, youth, and marginalised communities, so that no one is left behind in the circular economy transition.
4. Regularly measure and transparently report on the environmental and social impacts of business support initiatives through robust MEAL (monitoring, evaluation, accountability, and learning) systems.
5. Share and exchange knowledge, resources, and experiences on sustainable business development with like-minded organisations and make learning publicly accessible to accelerate collective progress.

# The Mediterranean Manifesto for sustainable and circular business development

6. Coordinate activities, launch joint initiatives, and promote networks at national and regional level with organisations that share these values to amplify our collective impact.
7. Collaboratively boost access to market and increase demand for sustainable products and services while challenging unsustainable consumption practices.
8. Engage financial actors and channel financial resources (grants, loans, equity) towards sustainable and circular businesses.
9. Raise awareness and knowledge widely concerning sustainable and circular business models.
10. Advocate collaboratively for supportive policies and regulatory frameworks that enable sustainable business development and create a level playing field where sustainable businesses can thrive and unsustainable practices face appropriate consequences.

# The Mediterranean Manifesto for sustainable and circular business development

*Join the movement*

The Mediterranean region has been a cradle of innovation and exchange for millennia. Now, we must channel that same spirit to build an economy that serves both people and planet.

Organisations which have adopted the Manifesto:

<b>alfanar, UK</b>	<b>Eco-Consulting, Lebanon</b>	<b>RedStart, Tunisia</b>
<b>Business development center (BDC), Jordan</b>	<b>Eco-Switch Coalition, Lebanon</b>	<b>Réseau Marocain de l'Economie Sociale et Solidaire – REMESS, Morocco</b>
<b>Center for Continuing Education (CCE) - Birzeit University, Palestine</b>	<b>Fondation Diane, Lebanon</b>	<b>SEKETAK Solutions, Egypt</b>
<b>Centre Marocain des Études et des Recherches sur l’Entreprise Sociale – CMERES, Morocco</b>	<b>Fondazione Messina, Italy</b>	<b>Spark (GreenForward - Meso Level), Netherlands</b>
<b>CITET, Tunisia</b>	<b>MedWaves, Spain</b>	





Thank you!

Articles, endorsements, and suggestions:  
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Mediterranean  
Action Plan  
Barcelona  
Convention



MedWaves  
the UNEP/MAP Regional  
Activity Centre for SCP