



switchmed

Promoting Sustainable
Consumption and Production
in the Mediterranean

TOURISM

IDEAS, CHANGE, PARTNER

ECO DESIGN, ECO-INNOVATION,

GREEN ENTREPRENEURS,

EMPOWERMENT,

STRATEGIC THINKING, MAINSTREAMING, INNOVATIVE POLICIES,

IMPACT, GRASSROOTS INITIATIVES,

EXCHANGE,

SCALE-UP,

INCLUSIVE BUSINESS SOLUTIONS, CO-CREATION, SUSTAINABLE DEVELOPMENT,

CHANGEMAKERS,

PLANNING,

SUSTAINABLE LIFESTYLE,

TEAMWORK

OPPORTUNITIES,

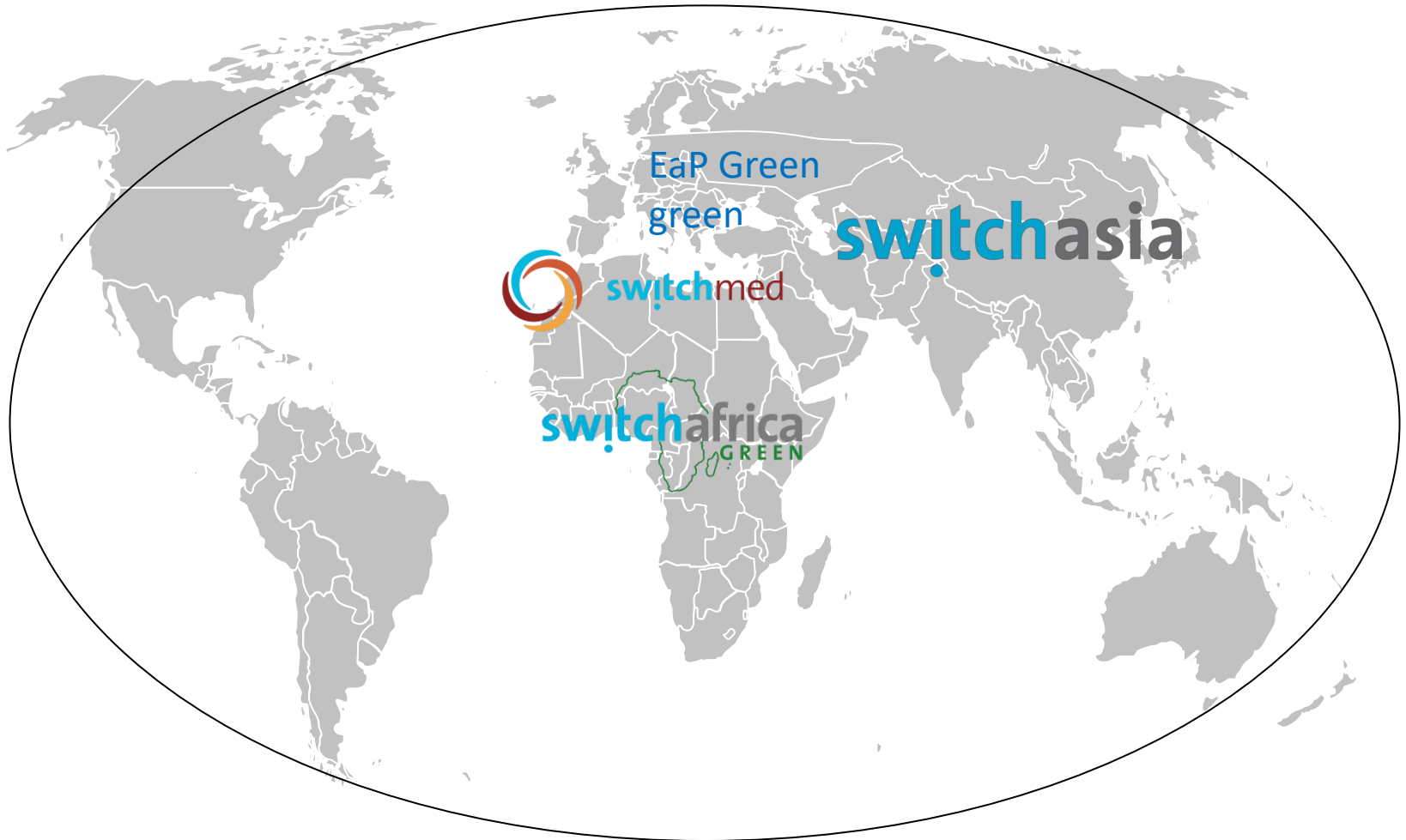
AGRO-FOOD, MANUFACTURING,

CIRCULAR ECONOMY, LIFE CYCLE

HOUSING, SHARE, CYCLE

SYNERGY

The SWITCH Family



SWITCH TO GREEN



Overview of the SwitchMed Programme

Objectives, regional focus & components

www.switchmed.eu

Name Surname, Organisation

SwitchMed Programme
is funded by the
European Union



Regional Activity Centre
for Cleaner Production

“ SwitchMed is an initiative that supports and connects stakeholders to scale up eco and social innovations in the Mediterranean. ”

“ Our mission is to provide all Mediterranean stakeholders, like you, with tools to resolve environmental and social challenges, and to connect you with supporting partners. ”

“ Our vision is moving towards prosperity in the Mediterranean. ”

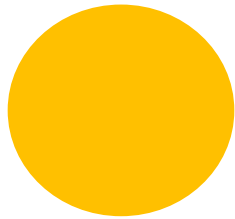
The Mediterranean

The Mediterranean is a region that shares a common culture of innovation and progress based on the care for the environment and the efficient use of resources.

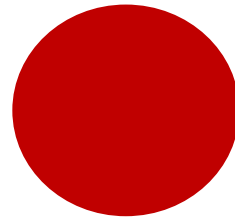
The SwitchMed target countries are: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, and Tunisia.



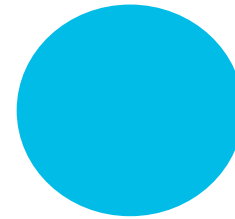
Target Groups in the Mediterranean



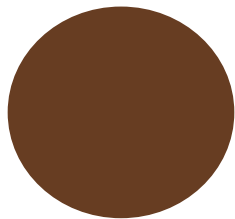
Policy-makers



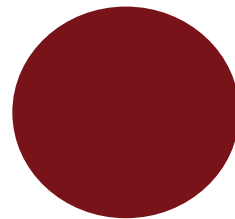
Civil Society
Organisations



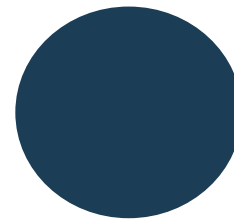
Start-ups &
entrepreneurs



Industry Service
Providers

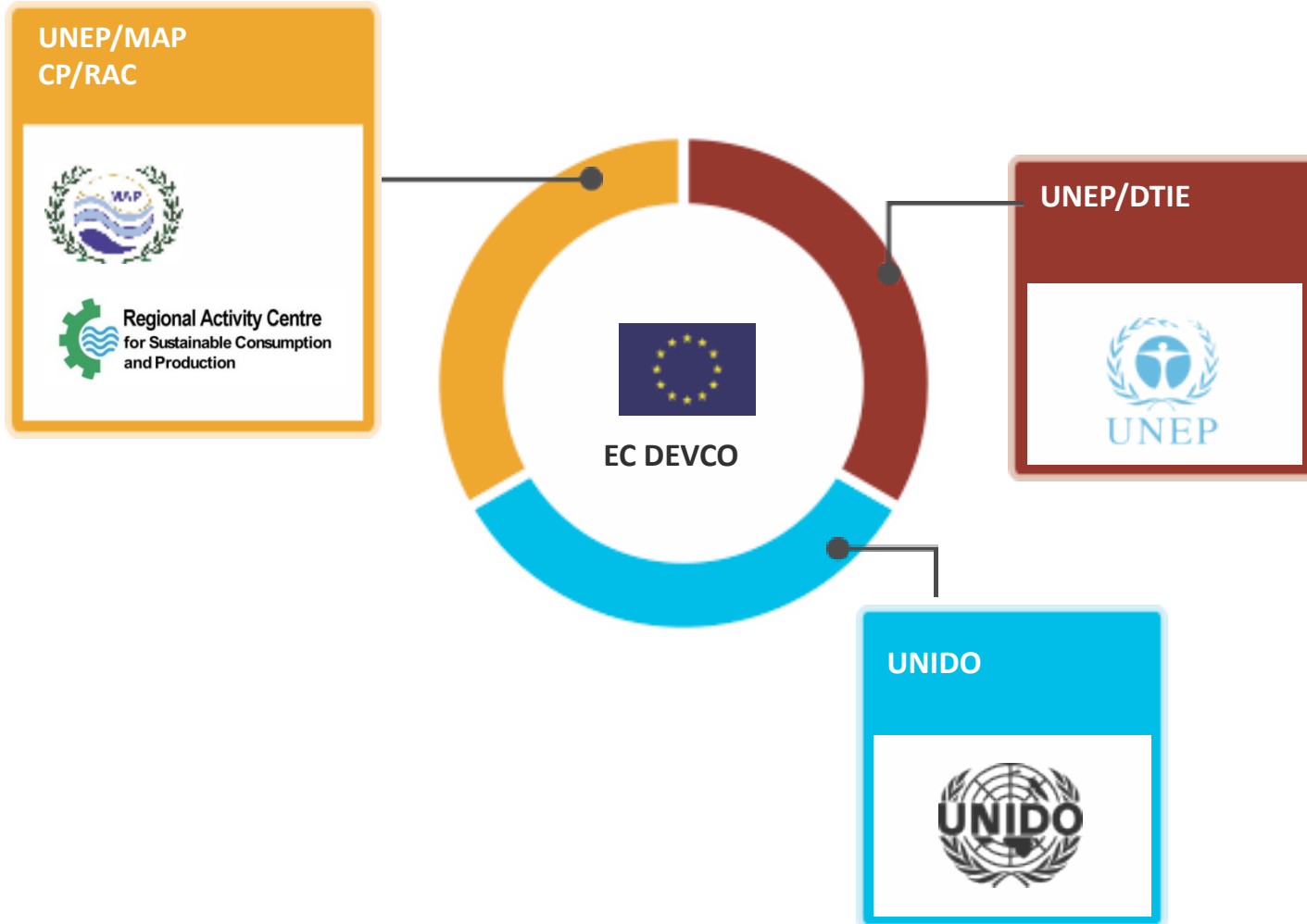


Big business



Impact investors

Regional Coordination Group

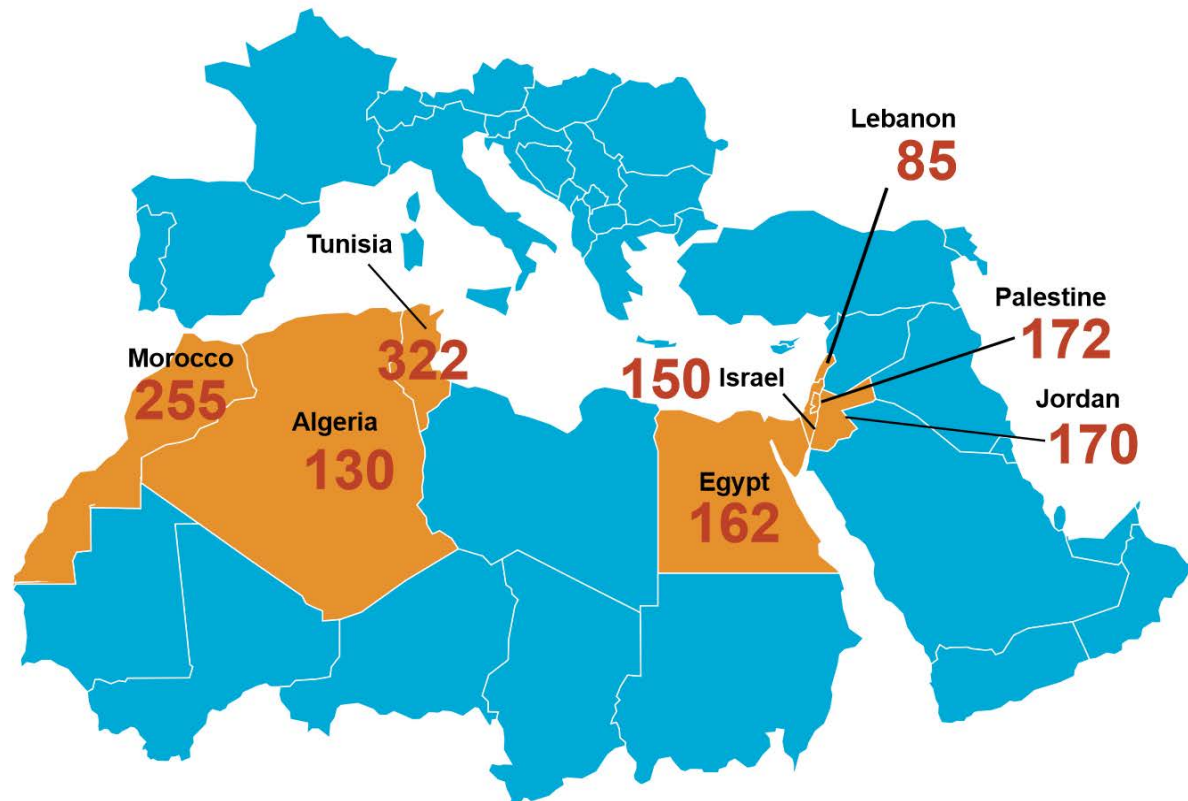


Training services for green entrepreneurs

**1,446 Green
Entrepreneurs
trained**



www.switchmed.eu





Waste Management (29%)



Organic Food (27%)



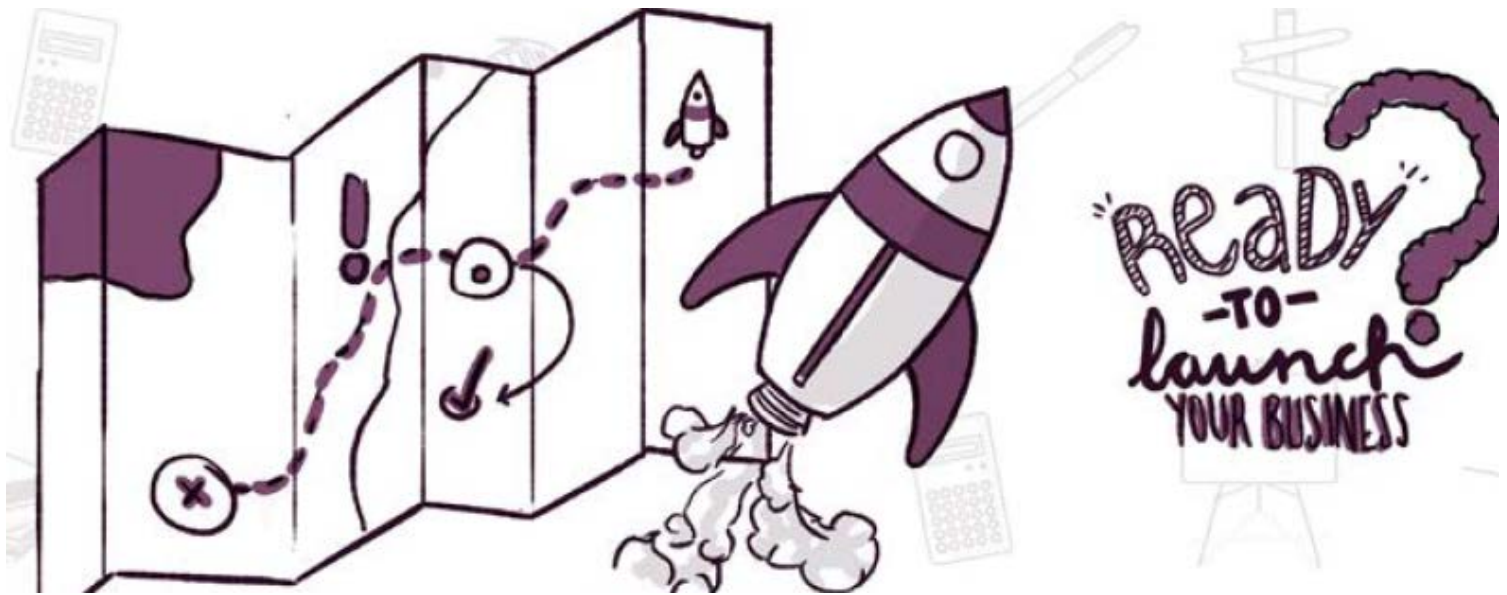
Renewable Energies (19%)

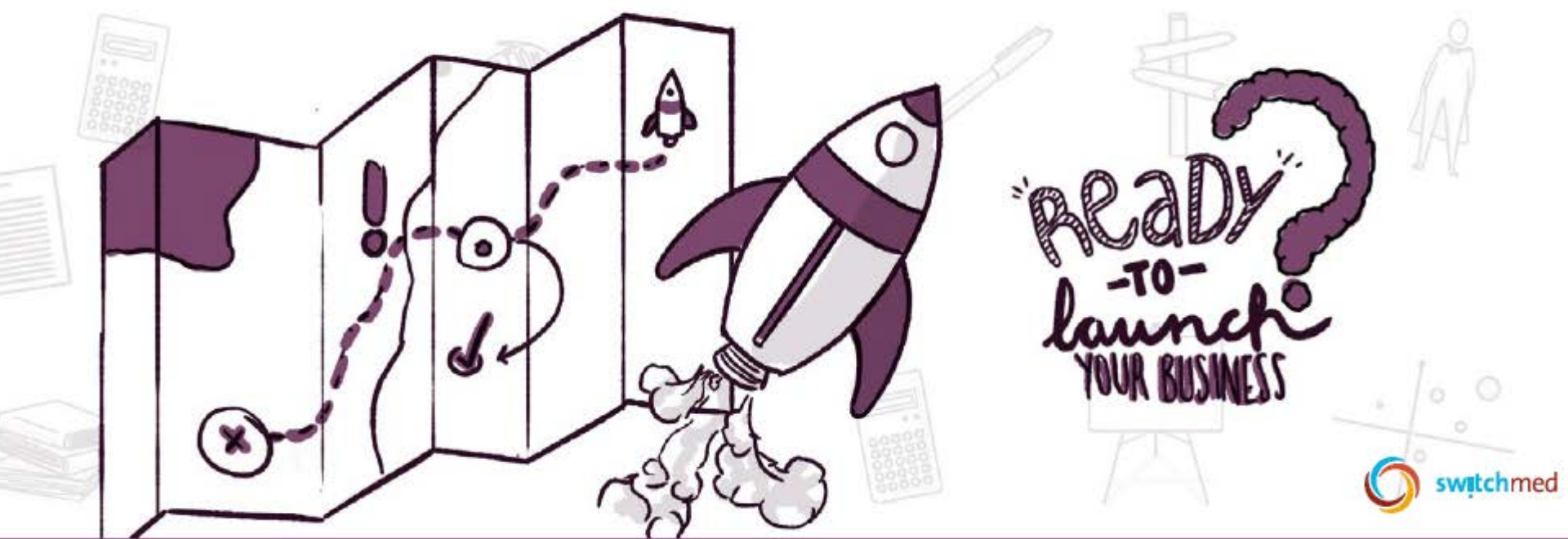


Other sectors (<7%): sustainable building, sustainable cleaning products & cosmetics, eco-tourism, sustainable mobility, sustainable textile, communication for sustainability...

Incubation services for green entrepreneurs

- Coaching/Mentoring
- Technical Assistance





Launch your Green Business!

The Incubation Programme for Green Entrepreneurs in the Mediterranean

Incubation Phase



www.switchmed.eu

Coached & eligible to apply

138



Selection through an international jury

Initiatives selected

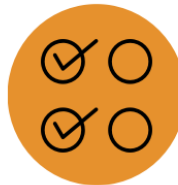
18



One to one Coaching
50H



Meeting with investors
National meetings + regional awards



Technical Assistance
Tailor made assistance by external experts



Crowdfunding
Support to launch a campaign

Visibility support for green entrepreneurs

The Switchers: an online space for the dissemination and connection of green entrepreneurs. To date: 100 stories of entrepreneurs and 3 videos.



Agriculture et tourisme, Mornag, Tunisie

Mornag Eco Farm: *Une ferme écologique qui rapproche les citadins de la nature.*

www.theswitchers.eu

ALL SWITCHERS

ISRAEL / TUNISIA / ALGERIA / ITALY / JORDAN / MOROCCO / LEBANON /
SPAIN / TURKEY / PALESTINE / EGYPT



clés imaginés dans un camp de

Le fruit d'une aventure humaine, celle de
une couturier ivoirien de 28 ans. Alors
un camp de réfugiés en Tunisie, il a eu
des sacs avec des matériaux...



El Mensej

*Redonner une vie aux vieilles fripes tout en
préservant un savoir-faire*

El Mensej est une entreprise sociale qui a pour mission
d'accompagner les artisans à repenser leur produit, à
valoriser leur savoir-faire et à accéder à une clientèle.
Né de la rencontre entre un jeune travailleur du
domaine social et...



Souk el Tayeb

An experimental farmer's market

Souk el Tayeb gives small-scale farmers many
opportunities to sell their traditional Lebanese
products, their organic products and show
Lebanese cuisine.

ALL SWITCHERS

RENEWABLE ENERGY AND ENERGY EFFICIENCY / SUSTAINABLE TRANSPORT /
ORGANIC FOOD AND AGRICULTURE / SUSTAINABLE TOURISM /
SUSTAINABLE TEXTILES & CLOTHING /
RESOURCE EFFICIENCY AND SUSTAINABLE WASTE MANAGEMENT /
SUSTAINABLE HOUSING & CONSTRUCTION /
ORGANIC CLEANING PRODUCTS AND COSMETICS



an city of the Algerian desert

new city in the M'Zab Valley that reflects the



Green Hand

An NGO dedicated to the protection of biodiversity in Lebanon

Engaged in the protection of biodiversity, the Lebanese



Ferme Chanouf

Une entreprise agricole qui fabrique briquettes de biomasse

La Ferme Chanouf est une entreprise agricole



The stories of the people **THE** who are changing the world

SWITCHERS

Cycling activities & bike delivery service, Beirut, Lebanon

Cycling Circle: The first cycling community in Lebanon

Featured Stories



Renewable energy and energy efficiency, Resource efficiency and sustainable waste management
Chanouf Farm is a farm that grows pears and olives in Tunisia. To diversify its sources of income, the company has created an...



Sustainable Textiles & Clothing
Ghitta Laskrouf reinvents clothes, by reusing/upcycling fabrics or materials and creating handmade products with high aesthetic that reduce the need to consume.



Sustainable Housing & Construction
EcoConsulting is a consulting company based in Lebanon which provides sustainable solutions for the construction industry. Among its many projects, the renovation of...