

The Switchers Support programme *an overview*

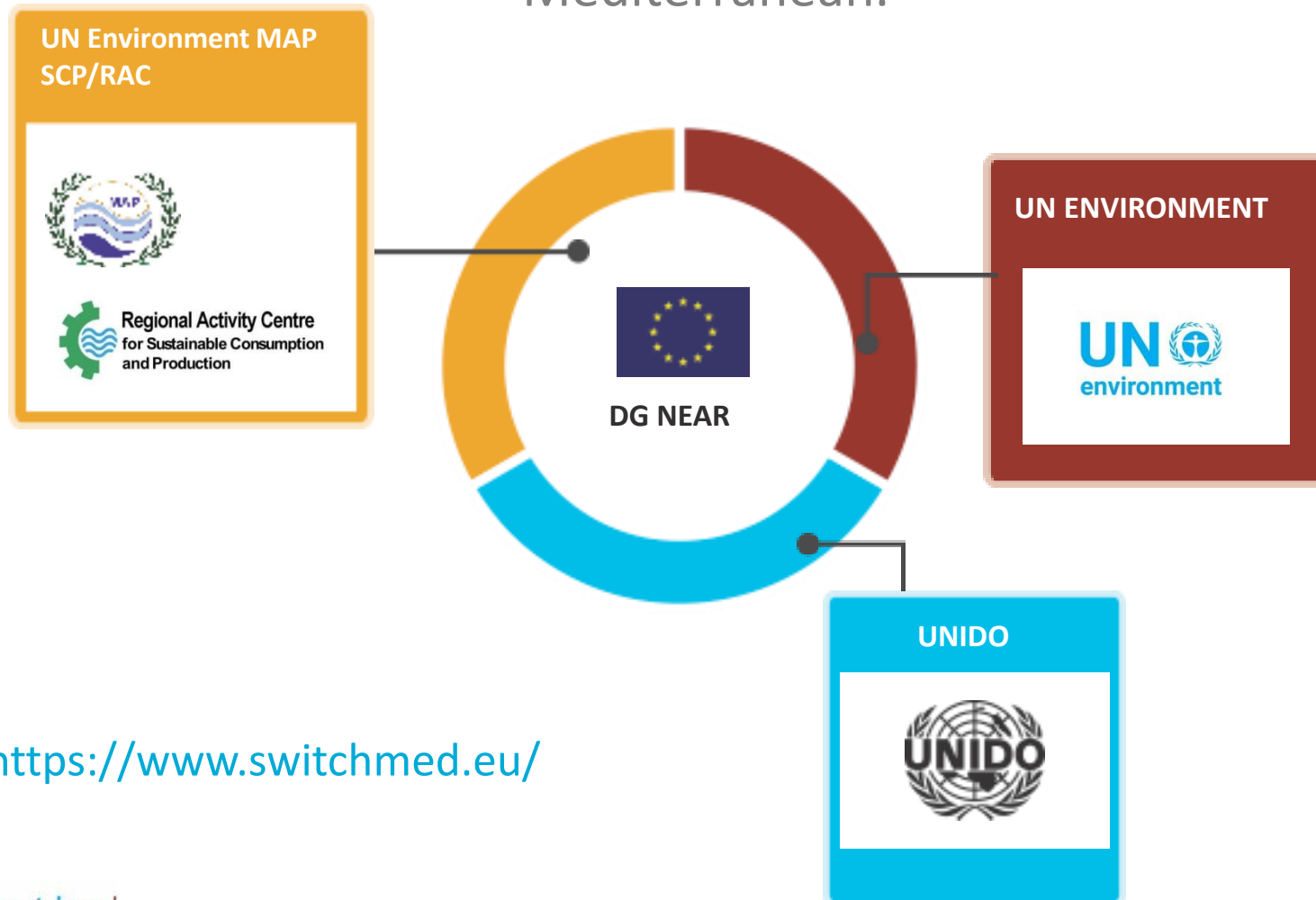
Roger Garcia i Noguera
Deputy Director

Athens, November 2019



The SwitchMed Programme

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



<https://www.switchmed.eu/>

UN Environment MAP SCP/RAC: Who we are



A centre for international cooperation on development and innovation based on the sustainable consumption and production approach (SCP).



UN Environment/ MAP

The Centre develops its activity under the Mediterranean Action Plan (MAP) for the protection and development of the Mediterranean basin, an organization belonging to the United Nations Environment Programme (UN Environment).

2 International treaties:

- Barcelona Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean – 21 Med countries
- Stockholm Convention on persistent organic pollutants (POPs) – 180 countries worldwide



The SCP/RAC was established in 1996 by means of a collaboration agreement between the Spanish Ministry of Environment and Ecological Transition (currently MAPAMA MITECO) and the Government of Catalonia.



SCP/RAC is based in Barcelona and benefits from a multicultural team of more than 25 professionals and experts.

Why 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, Morocco, Palestine, and Tunisia.



<https://www.switchmed.eu/>

SCP/RAC in the SwitchMed Programme

- One of the Main Target Groups: the Switchers
- Main Objective: Building an Enabling Ecosystem for Green Entrepreneurs, the Switchers
- Main Activities: Business Support Services for the Switchers

SwitchMed Programme

- What is it about?
- Who are the partners?
- What is the regional scope?

01 The Switchers

www.theswitchers.eu



02 Business Support Services to The Switchers



Innovative and Unique Training

&

Incubation Programme



Launch your Green Business!

The Incubation Programme for Green Entrepreneurs in the Mediterranean



Create your Green Business!

The Workbook for Green Entrepreneurs in the Mediterranean



Create your Green Business!

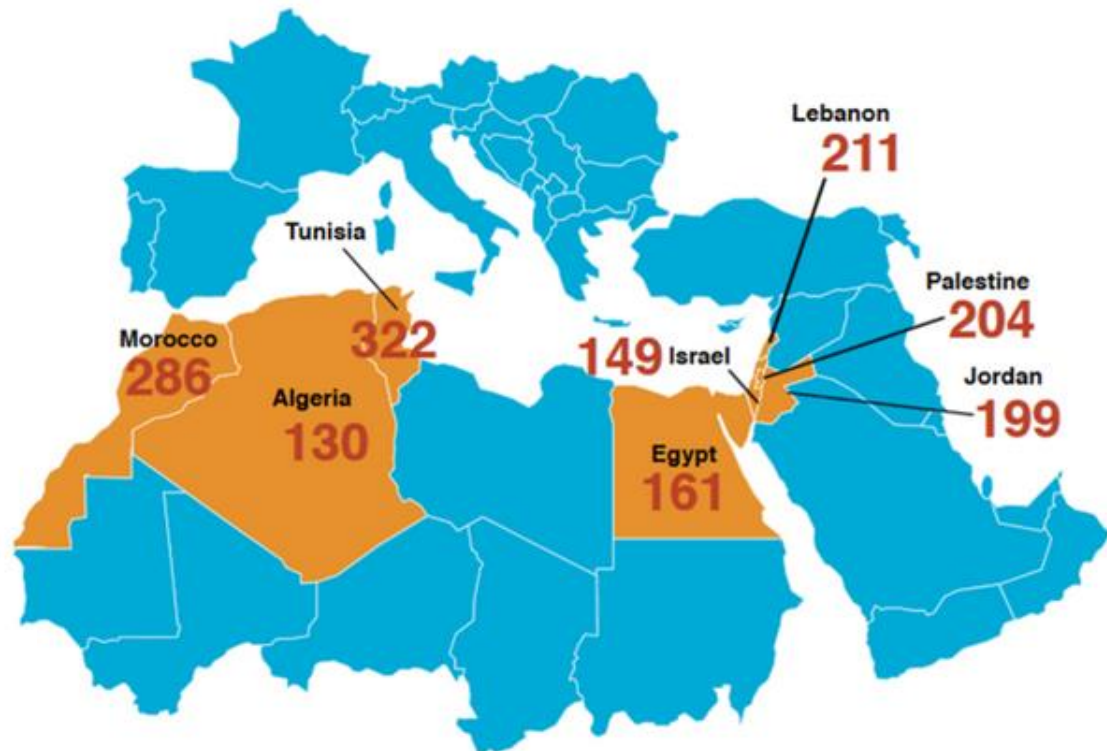
The Handbook for Green Entrepreneurs in the Mediterranean

1,662 young entrepreneurs developed green and circular business ideas

123 Local Trainers trained

+4,000 Entrepreneurs applied to the training programme

84 Workshops



166 Green Entrepreneurs coached
and eligible to apply

45 Green Entrepreneurs selected
and incubated



Coached &
eligible to apply



*Selection through an
international jury*



Initiatives
selected



**One to one
Coaching**
50H



**Technical
Assistance**
Tailor made
assistance by
external experts



**Meeting with
investors**
National meetings +
regional awards



Crowdfunding
Support to launch
a campaign

Preliminary results and assessment

Unique training and coaching methodologies **among 50** existing international programmes for entrepreneurship

Contribution to the **creation** of **+150** Green Businesses and **+1,000 jobs**

39% of the trainees and **45%** of the incubated entrepreneurs are **women**

Provided entrepreneurs with tools on how to integrate **life cycle thinking** in the very design of the business

+95% trainees believe the training provided them useful skills and are willing to get additional support

3 main sectors:



Sustainable waste management



Renewable energies



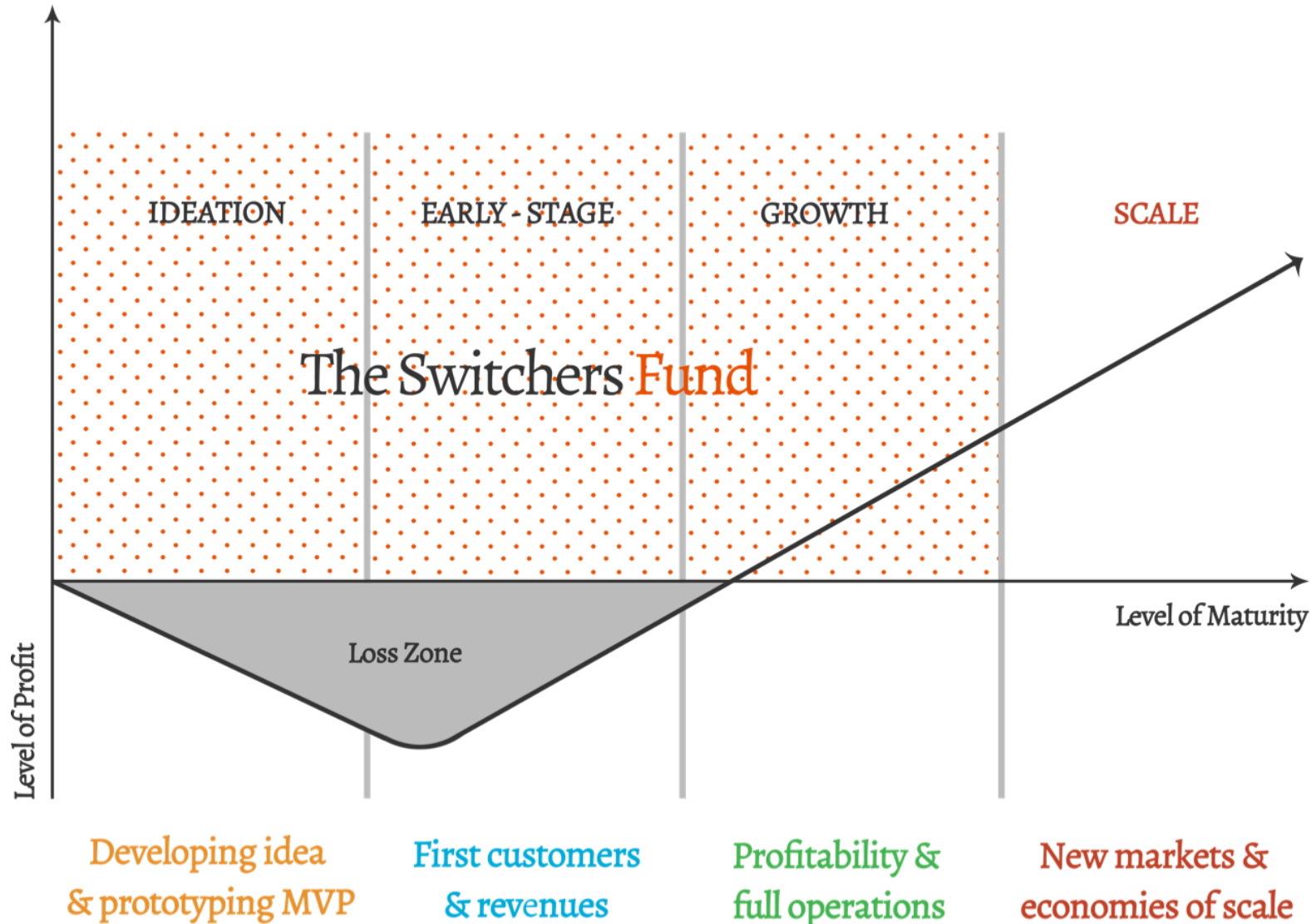
Organic food and agriculture

09 The Access to Finance Challenge

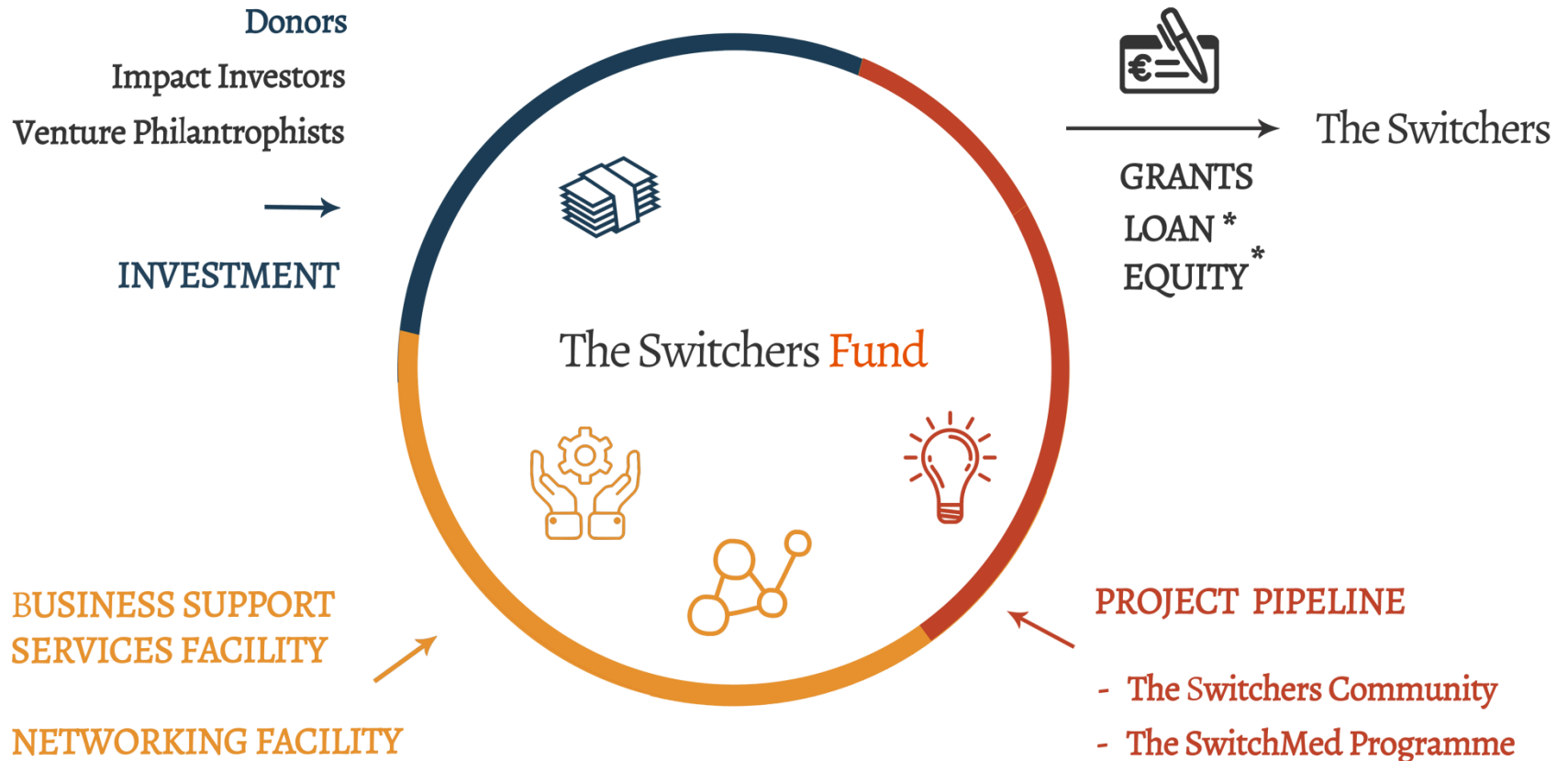
- An important gap green start-ups and green and social innovators have to overcome is access to finance.
- Main challenge with funding
- **73%** consider access to finance as the top challenge
- **56%** not finding investors
- What are they asking for? **70% grants – 61% equity – 37% loans**



The Switchers Fund



12 The Switchers Fund Structure



* : under development



We need to encourage young entrepreneurs' participation in the economy, making it a high priority for all those who care about the prosperity of the economy of the Mediterranean

MR. THOMAS GERMINGER

OSCE General Secretary

The Business Support Facility Services

> **70** Switchers pitched in front of > **120** Investors (37% Women)

Circa 70 % of Switchers achieved a match with investors

> **1 million euros** already raised
> **2 million euros** potential investment showed



During these kind of events, normally I found interesting one company... Today I found 5.

CLEANTECH VENTURES

SwitchMed Connect 2018

At Sant Pau Recinte
Modernista
On November 13 – 15
switchmedconnect.com



New companies and start-ups are crucial to shape and explore **future** economic models.

They allow not only doing things **better** but most fundamentally exploring how to do things differently.

Eco-innovation is the cornerstone of the change that is needed.

New companies and start-ups are the main drivers of the new and emerging business models needed for the **transition towards sustainability.**

thank you

Burcu Tuncer, btuncer@scprac.org, TL, SwitchMed Networking Facility
Giorgio Mosangini, gmosangini@scprac.org, TL SwitchMed Green Entrepreneurship
Demo Component, SCP/RAC
Claudia Pani, cpani@scprac.org, PM, SwitchMed Green Entrepreneurship Demo
Component, SCP/RAC

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www.theswitchersfund.eu

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Regional Activity Centre
for Sustainable Consumption
and Production