



SWITCH-Med Programme in short

The EC funded multi-component SWITCH-Med programme will assist the 10 ENPI South target countries of the southern Mediterranean to develop and implement policies to SWITCH to sustainable pattern of consumption and production promoting SCP among consumers, small and medium-sized enterprises and Mediterranean policy-makers.

The current project to be launched concerns the **policy component** of the SWITCH Med (with both regional activities as well as direct country level assistance in the design and implementation of SCP action plans in all 9 participating countries).

SWITCH MED is to be implemented making best use of the complementarities in institutional governance and networking structure of UNEP/MAP (which include SCP and Green economy mandates through the MSSD/MCSD) and UNEP/DTIE with its technical mandate on SCP globally and its long standing experience of setting up and implementing the SWITCH Asia programme.

The other two components of SWITCH Med to be launched in the near future include (i) **demonstration activities** to scale up the UNIDO MED TEST methodology; to promote green entrepreneurship and empower civil society as key SCP drivers; and to implement priorities identified by legally binding measures under the Protocols of the Barcelona Convention and by the SCP NAPs; and (ii) **a networking function** to allow for exchange, lessons learnt and further scaling up of SCP activities in the region.

SWITCH Med facts:

Multi-component programme: (i) the regional and national policy component (launching 2012), (ii) a demonstration activity; and (iii) a networking component (to be launched in 2013). Total budget: 15 to 20 EUR M including demonstration components and contribution by implementing agencies.

Geographical coverage: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, occupied Palestinian territory, (Syria) and Tunisia.

Project duration: Policy component (regional and national) 36 months (starting 2012) with launch of 3 related demonstration components in 2013.

Main objectives:

- Leapfrogging to socially inclusive Sustainable Consumption and Production (SCP) practices preserving the environment
- Integrating the natural capital and the environment in the core business of Mediterranean companies
- Creating a critical mass of citizens for SCP

Main results of SWITCH Med policy component:

- The submission to the Contracting Parties of the Barcelona Convention of a set of proposals for the integration of SCP in the Regional Mediterranean policy & governance framework (MSSD, MCSD...),
- The development of an SCP Road Map for the Mediterranean
- The establishment of a SCP knowledge online platform,
- A review of the environmental impacts of consumption & production patterns and “state of the art” of SCP,
- Elaboration of National Action Plans (NAPs) or related measures to integrate/mainstream SCP in national policy setting,
- The identification of demonstration activities for the implementation of SCP NAPs and related national SCP priorities,
- Capacity building through national and regional workshops/meetings.