



SWITCH Med Programme

“Switching towards more sustainable consumption and production (SCP) patterns in the Mediterranean”

EU/6030-12-21

Policy Component

Project Executive Summary

The SWITCH-MED project will address the need in the Mediterranean to promote sustainable consumption and production and resource efficiency which are key thematic priorities of the current UNEP/MAP strategic Work Programme 2010-2014. Mainstreaming SCP into areas such as food, housing, tourism, manufacturing, mobility and the enhancement of inter-sectorial cooperation are major challenges in the Mediterranean reflected in the Mediterranean Strategy for Sustainable Development (MSSD) coordinated by the Mediterranean Commission for Sustainable Development (MCSDD) and approved by the Contracting Parties of the Barcelona Convention in 2005. The SWITCH-MED project will be implemented in the context of renewed interest for regional cooperation in the Mediterranean in the wake of the important political changes occurring in a number of Southern Mediterranean countries. These changes will only be sustained by a real economic integration which is itself conditioned by the mainstreaming of SCP in the less advanced countries of the region.

Accordingly, one of the MAP components, the Regional Activity Centre for Cleaner Production (CP/RAC), has a specific mandate and a programme of actions to promote SCP in the Mediterranean region. At global level, the UNEP's Division of Technology Industry and Economics (UNEP/DTIE) has been promoting SCP worldwide in particular through the Marrakech process and its task forces. DTIE has also been involved in the SWITCH-Asia Programme developed to support Asian countries in the adoption of SCP, building also on activities carried out under the Marrakech Process, UNEP's Green Economy Initiative and UNESCAP's Green Growth Initiative. During the last years, MAP - through CP/RAC - and UNEP/DTIE have successfully collaborated in the development of several actions to promote the integration of SCP and related mechanisms in the Mediterranean countries.

The SWITCH Med is envisaged as a multi-component programme, involving actors presently playing a key role in the area of Sustainable Consumption and Production (SCP) in the Mediterranean region. The current proposal concerns the policy component (both regional and national) of the SWITCH Med and will be built on the framework and network of the Barcelona Convention. The other two components of SWITCH Med will include (i) demonstration activities to scale up the MED TEST methodology, to promote green entrepreneurship and to empower civil society as key SCP drivers and to implement specific priorities identified by the SCP NAPs and (ii) a networking function to allow for exchange, lesson learning and further scaling up of SCP activities.

The SWITCH MED regional policy component will target the Barcelona Convention and its member countries¹ as well as Jordan. The main outputs from this component will include 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, a SCP Road Map for the Mediterranean and the establishment of a SCP knowledge online platform. Likewise countries will benefit from the capacity building that will be delivered through the MCSDD meeting organized within the project as well as the pooling of resources within the UNEP/MAP network and the synergies established with UNEP/MAPs thematic Regional Activity centers (RACs). The SWITCH MED national component will target the 9 ENPI South beneficiary countries (Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Israel, PoT and Lebanon)¹ and will support them in the process of development and approval of their SCP National Action Plans. In the national component the 9 project countries will be assisted in creating an enabling environment for SCP through the participatory development and approval of SCP national action plans. Sub-regional SCP capacity building, exchanges of experience and policy convergence will be encouraged during this process and fed back into the regional governance and policy framework of the UNEP/MAP- Barcelona Convention.

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I. Project Overview

A. Project Information

Project Title	SWITCH Med
Project Manager and Org. Unit	UNEP/MAP
Type/Location	Regional: Mediterranean
List Countries	9 ENPI South beneficiary countries (Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Israel, Palestinian Occupied Territories (POT) and Lebanon ¹)
Programme of Work	<p>Activities from UNEP/MAP Programme of Work (PoW) 2012-2013 relevant to SWITCH MED Policy Component:</p> <p>Regional: <i>MAP advisory bodies for sustainable development are fully operational and effective (Act. 1.1.3 of PoW); integrating and streamlining approaches in implementing horizontal and emerging issues relevant to MAP (Act. 1.1.5); improving MAP's capacity for an integrated strategic planning (Act. 1.1.6); 5 year PW 2014-2019 prepared, 2014-2015 programme of work aligned with the updated 5 yr programme of work; Result based management enhanced, Indicators to measure cost effectiveness of implementation of PW per output established (Act. 1.1.6.1); adoption, updating and implementation of Regional policies, guidelines and plans necessary for the effective implementation of the Convention, protocols and strategies (Act. 1.2.1); preparation of a detailed marine litter regional (1.2.1.8); support in the application of National SCP Action Plans (1.2.2.2); countries assisted to implement the adopted Regional Plans in the framework of Art 15 of LBS Protocol (Act. 1.2.2.3); Creation of global communities interested in SCP, co-feeding, through on line interaction (more than 150 members participating) and effective dissemination and knowledge exchange on SCP among Mediterranean stakeholders and MAP components (Act. 1.3.3.8); Implementing ICZM protocol through specific local and policy initiatives (Act. 2.1.3)</i></p> <p>National: <i>Identification and dissemination of BATs and BEPs in activity sectors of Egypt, Morocco and Tunisia within the scope of the Regional Plans, BAT4MED project (Act 4.2.1.3); Technical assistance to countries not targeted in BAT4MED in the application of BATs and BEPs and alternatives for the prevention and minimization of mercury, new POPs and BOD from the food sector (Art. 4.2.1.4); Assistance to countries to reduce unintentional POPs, greenhouse gases and heavy metals by developing/upgrading and implementing BAT/BEP in key economic sectors in Mediterranean countries (Act. 4.2.1.5); Increased knowledge of representatives from public sector, business and civil society on CP, SCP, Green Public Procurement, Green Banking, Green jobs, Carbon and Water footprint (Act. 5.1.3.2); Assist countries to develop and implement National Action Plans on SPP; National Action Plan implementation on the short-medium and long run, (Act. 5.1.5.1); Enhanced involvement of Mediterranean regional organizations and networks in SCP and SCM; Enhanced partnerships and MoUs signed; Projects jointly implemented (Act.5.1.6.3)</i></p>

¹ EU co-operation with Syrian governmental authorities has been suspended. Depending on the developments, the EU will assess the opportunity to involve Syria in the implementation of actions.

B. Duration and Cost

Project Commencing: (06/2012)	Project Completing: (05/2015)	Total duration in Months: (36)
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Cost to:	2012-2015 in Euros
Contribution from the European Commission	2,897,000
Programme Support Cost (7%)	202,790
Subtotal	3,099,790
DTIE contribution	127,862
MAP contribution	237,000
CP/RAC Contribution	251,000
Project Countries	126,000
Total	3,841,652

II. Project Justification

The Mediterranean Region has common environmental problems and challenges which have led to the adoption of the Mediterranean Action Plan in 1975 and the Barcelona Convention in 1976. This Convention provides a unique regional governance framework bringing together all the Mediterranean neighboring countries to address the root causes of the region's problems and its future prospects of development and protect the marine and coastal environment.

While some progress has been achieved, the existence of regional environmental institutions, agreements and strategies has not eliminated the environmental challenges faced by the Mediterranean. On the contrary, the current pace of economic development of the 21 countries of the Barcelona Convention coupled with mainly wasteful production processes and the adoption of "consumption intensive" lifestyles is increasing the pressure on the local and regional environment. This pressure, which is characterized, inter-alia, by water scarcity, growing waste generation and intense tourism, is compounded by population growth and rapid urbanization in coastal areas.

In order to address these challenges, it is paramount to deliver a resource efficient and green economy through sustainable consumption and production patterns, thus decoupling development from environmental degradation and resource depletion. This approach will be clearly supported by the next UN Conference on Sustainable Development in 2012 in which the Green Economy in the context of Poverty Eradication and Sustainable Development will be one of the key themes to be addressed.

The SCP approach is at the core of the Green Economy concept since it involves a radical transformation in the way goods and services are produced and consumed so that human development is effectively decoupled from planet degradation. A first formal acknowledgment by the 21 Mediterranean neighboring countries on the need to shift to SCP is clearly reflected in the Mediterranean Strategy for Sustainable Development (MSSD), a regional strategy coordinated by the Mediterranean Commission for Sustainable Development (MCSDD) and approved by the Contracting Parties of the Barcelona Convention in 2005, which established sustainable consumption and production as major crosscutting objective to attain sustainable development.

Indeed, during the last years SCP and green economy have progressively gained importance in the regional policy agenda for sustainable development until becoming top priorities. Several regional formal and informal multi-stakeholders forums such as the Mediterranean Roundtable on SCP (2008), the XVI Conference of the Parties to the Barcelona Convention (2009), the 4th ECOMEDA Green Forum (2010) and the XIV Meeting of the MCSDD (2011) have raised the need to switch to SCP and green economies. Those regional consultations joining public sector representatives, businesses, financial institutions and civil society organizations from all the region, urged to increase the political commitment for the implementation of SCP in the Mediterranean and to integrate SCP and green economy at the core of national development policies due to their great potential to decouple socio-economic development from environmental degradation and the generation of future employment.

Likewise, considerable progress has been made by UNEP/MAP by identifying SCP as one of its key thematic priorities in the current 5-year Work Programme 2010-2014. Accordingly, one of the MAP components, the Regional Activity Centre for Cleaner Production (CP/RAC), has a specific mandate and a programme of actions assigned and endorsed by the Contracting Parties of the Barcelona Convention to promote SCP in the Mediterranean region.

At the global level, the UNEP's Division of Technology Industry and Economics (UNEP/DTIE) has been promoting SCP worldwide in particular through the Marrakech process and its task forces. In Asia, the organization plays, together with the EC, a leading role in the SWITCH-Asia Programme developed to support Asian countries in the adoption of SCP and that includes a Policy support component (PSC) that is being implemented in a selected number of countries of that region. The PSC helps selected countries develop a more programmatic and strategic approach to SCP and RE, building on activities carried out under the Marrakech Process, SWITCH-Asia, UNEP's Green Economy Initiative and UNESCAP's Green Growth Initiative.

During the last years, UNEP/MAP and UNEP/DTIE have successfully collaborated in the development of several actions to promote the integration of SCP and related mechanisms in the Mediterranean countries. Building on the successful experiences of collaboration between those UNEP branches, the SWITCH-MED project constitutes a great opportunity for UNEP and the EC to mainstreaming SCP and Green Economy within the regional and national policy and regulatory frameworks for sustainable development in the Mediterranean countries. One of the priorities in this context will be to address unsustainable consumption and production patterns in coastal areas with a view to prevent pollution to the Mediterranean Sea.

Likewise, the SWITCH-MED project will be in line with the recent evaluation of the first 5 years of implementation (2005-2010) of the MSSD which concluded that weak environmental governance, the lack of an integrated operational approach and insufficient capacities led to limited achievements. The evaluation proposed substantive adaptations to align the MSSD with the new international context, notably by integrating new emerging areas such as adaptation to climate change and green economy. It also stressed the importance of improving synergies between existing initiatives in the Mediterranean. In this regard, the MCSD can provide an extremely valuable platform to enhance regional dialogue on green economy with a focus on SCP. The challenge, however, will be to redefine its role towards facilitating environmental mainstreaming and integration as well as the strengthening of inter-sectorial policy development at national and regional levels.

The broadening agenda of the Mediterranean actors, changing regional context and the emergence of new structures (Union for the Mediterranean, Mediterranean Water Strategy, Horizon 2020 initiative, Mediterranean component of the EU water initiative) require the establishment of collaboration mechanisms and synergies towards better integration and more efficient delivery of activities.

The SWITCH-MED project will address the need in the Mediterranean to promote sustainable consumption and production as well as resource efficiency which are key thematic priorities of the current UNEP work programme 2012-2013. The SWITCH-MED project will take place in a new context characterized by a renewed interest for regional cooperation in the Mediterranean in the wake of the important political changes occurring in a number of Southern Mediterranean countries..

A. Region and Country Focus

The SWITCH Med is envisaged as a multi-component programme, involving actors presently playing a key role in the area of Sustainable Consumption and Production (SCP) in the Mediterranean region. The current proposal concerns the policy component (both regional and national) of the SWITCH Med and will be built on the framework and network of the Barcelona Convention. The other two components of SWITCH Med will include (i) demonstration activities to scale up the MED TEST methodology, to promote green entrepreneurship and to empower civil society as key SCP drivers and to implement specific priorities identified by the SCP NAPs and (ii) a networking function to allow for exchange, lesson learning and further replication/scaling up of SCP activities and ensure linkages between the policy and the demonstration component.

The SWITCH MED regional policy component will target the Barcelona Convention and its member countries² The current project policy component will support the ENPI South countries as well as Jordan and where applicable and possible financing from complementary sources will be sought to involve the other eastern Mediterranean signatories to the Barcelona Convention..The main outputs from this component will include 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, a SCP Road Map for the Mediterranean and the establishment of a SCP knowledge online platform. Likewise all contracting Parties to the Barcelona Convention will benefit from the capacity building that will be

²Albania, Algeria, Bosnia and Herzegovina, Croatia, Cyprus, Egypt, the European Community, France, Greece, Israel, Italy, Lebanon, Libya, Malta, Monaco, Montenegro, Morocco, Slovenia, Spain, Syria, Tunisia, Turkey

delivered through the preparation, holding and follow-up of the MCSD meeting organized within the project as well as the pooling of resources within the UNEP/MAP network and the synergies established with UNEP/MAPs thematic Regional Activity centers (RACs).

The SWITCH MED national component will target the 9 ENPI South beneficiary countries (Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Israel, PoT and Lebanon)³ and will support them in the process of development and approval of their SCP National Action Plans.

Likewise, activities that are developed within both the regional and national components of SWITCH MED will cover a sub-regional dimension coordinated with the Networking facility. In particular, sub-regional recommendations and lessons learnt will be provided and will facilitate sub-regional exchange of experiences throughout the project's development and the replication of actions in Mediterranean countries not targeted by the SWITCH MED national component (non beneficiary Barcelona Convention countries).

Countries beneficiaries of SWITCH MED have already expressed their interest in integrating SCP at the regional and national level through their national representatives participating in formal meetings addressing SCP and Green Economy issues, namely, the last CP/RAC National Focal Points Meeting, the last Meeting of the Commission for Sustainable Development held in May 2011, the Conferences of the Parties to the Barcelona convention and through formal correspondence within the framework of the Horizon 2020 Initiative.

The situation of SCP in 5 of the project countries is detailed in Annex 1.

III. Project Statement & Approach

A. Project Statement

The current project proposal refers to the policy component of the SWITCH MED programme. Accordingly it has a strategic, policy and regulatory focus. The aim of SWITCH MED policy support component will be to facilitate the shift towards sustainable consumption and production patterns and the green economy in the Mediterranean. The project will focus on strengthening of the regional environmental governance and policy frameworks as provided by the Barcelona Convention and UNEP/MAP as well as on the development and implementation of SCP policy action plans and corresponding policy and regulatory instruments in nine Mediterranean countries.

The SWITCH MED project will address the need in the Mediterranean to promote sustainable consumption and production which is a key thematic priority of the current UNEP/MAP 5 year work programme, the MSSD and MCSD. Mainstreaming SCP into key areas for sustainable development in the Mediterranean region such as food, tourism, sustainable coastal management, manufacturing, mobility, housing and priority pollutants such as BOD and Persistent Organic Pollutants (POPs), together with the enhancement of inter-sectoral cooperation, are major challenges in the Mediterranean. These challenges have only been partially addressed through the legal and policy tools developed by UNEP MAP, UNEP/DTIE, and other national and regional players which need to be better integrated.

B. Project Approach

The objectives of the project are as follows:

1. Develop proposals for the integration of SCP in the Regional Mediterranean policy & governance framework (MSSD, MCSD within the Barcelona Convention) submitted for approval of the Contracting Parties of the Barcelona Convention. Develop sub-regional recommendations and lessons learnt and assess the replication

³ Syria is expected to join the project as soon as its suspension from receiving assistance is removed

potential to the other contracting Parties of the Barcelona Convention (BC). Develop an SCP Road Map for the Mediterranean).

2. Assist 9 project countries in creating an enabling environment for SCP through the participatory development and approval of SCP national action plans. Encourage sub-regional SCP capacity building, exchanges of experience and policy convergence during this process, with a primary focus on the regional agreed priorities.⁴

Expected Result 1: Proposals for the integration of SCP in the Regional Mediterranean policy & governance framework are submitted for approval to the Contracting Parties of the Barcelona Convention. A SCP Road Map for the Mediterranean is developed.

Actions related to this expected result will aim at integrating SCP and Green economy into the Barcelona Convention thereby strengthening this regional governance and policy implementation framework. Outputs under this component will assist in introducing the needed policy reforms and thereby placing the environmental, economic and social axis of sustainable development at the core of the regional development policies and cooperation programmes in the Mediterranean. These activities will work at the integration of SCP at regional policy level building on the existing structures and processes offered through the Barcelona Convention framework.

Activities which are part of the regional dimension will include the development of a Mediterranean SCP Road Map based on activities planned under the current MAP PoW for 2012-2013 (ie. Strengthening *MAP advisory bodies for sustainable development*, Activity 1.1.3 of the PoW). A designated expert group on SCP in the Mediterranean (MSEG) will assist UNEP/MAP in the review and upgrading of the structure and work programme of UNEP/MAP, Barcelona Convention, in particular the Mediterranean Commission for Sustainable Development (MCSD) in order to strengthen it into an effective coordination platform for the mainstreaming of SCP and Green Economy in the Barcelona Convention governance and policy framework.

Likewise, it must be noted that several regional multi-stakeholders meetings identifying challenges and priorities on SCP such as the Conference of the Parties of the Barcelona Convention, the Mediterranean Roundtable on SCP, the ECOMEDA Green Forum and the last MCSD Meeting have already been held in the recent years. In this sense, the recommendations provided by those meetings will be integrated in the discussions of the working groups that are presented in the present chapter. Regional Forums on Green Economy are planned to be held in 2012 within the framework of existing regional cooperation programmes like the Horizon 2020 (e.g. Regional seminar on Green Economy and Green Jobs to be organized by CP/RAC and MIO-ECSDE). Accordingly, mechanisms to coordinate and build synergies between the SWITCH MED workshops and working groups that are detailed further below and other Regional Meetings on SCP and Green Economy will be established (for more information, refer to the Horizon 2020, mentioned in Annex 3).

Activity 1.1 Development of SCP/Green Economy measures and objectives in the context of the Barcelona Convention with the support of a Mediterranean SCP Independent Expert Group (MSEG)

A Med SCP Expert Group (MSEG) will be designated by the Project Steering Committee (PSC) to support UNEP/MAP in developing an SCP Road Map for the Mediterranean with clear milestones and implementation time table. 6 thematic SCP experts will be designated as part of the Med SCP Expert Group to identify the priorities and the optimal process by which SCP and Green economy will be integrated into the in the regional governance and regulatory frameworks of the Barcelona Convention and into the concrete implementation of the UNEP/MAP work programme.

⁴ This will be undertaken in close cooperation with the networking component

Concrete outputs (main objectively verifiable indicator of achievement of Activity 1.1) will consist of a set of proposals and recommendations to be submitted to the COP of the Barcelona Convention of 2013 addressing:

- The incorporation of SCP and Green Economy objectives and measures into the framework of implementation of the Barcelona Convention and corresponding Protocols, as well as legally binding measures (e.g. Regional Plans on Mercury, Food and new POPs agreed under the LBS Protocol). In this sense, draft decisions would be prepared and submitted to the approval of the Contracting Parties to the Barcelona Convention.
- Identification of SCP measures for the further development of the Ecosystem Approach by MAP, in particular through the identification of policy measures and indicators that foster the implementation of the ECAP in the Mediterranean.
- The inclusion of specific SCP measures and objectives in the Five-Year Strategic Programme of Work 2015-2019 and the corresponding work programmes of UNEP/MAP components as required.
- The integration of SCP and Green Economy objectives and measures into the thematic priorities of the MSSD, which currently include, water, energy, mobility, tourism, management of coastal zones, urban development and agricultural and rural development.
- This includes the identification of SCP indicators for the MSSD in the Mediterranean. Discussions on the mentioned indicators will feed from existing attempts to identify indicators on SCP and Sustainable Development developed by MAP components as CP/RAC and Blue Plan.
- The review and upgrading of the UNEP/MAP, Barcelona Convention work plan and methods of work according to SCP and Green Economy objectives and in particular those of the MCSD in order to enhance the corresponding regional multi-stakeholder coordination.
- Development and implementation of an SCP Roadmap for the Mediterranean.

More specifically, the outputs of the Med SCP expert group will address the following issues according to the priorities emanating from the Barcelona Convention-MAP PoW:

1. SCP integration in UNEP/MAP's Ecosystem Approach –ECAP- in the Mediterranean and in Coastal Areas Management (relevant to ICZM Protocol and MSSD and MCSD).
2. SCP to phase out and eliminate POPs, toxic chemicals and mercury from main activity sectors of the LBS Protocol (relevant to Regional Plans on POPs and mercury, LBS Protocol and MSSD and MCSD)
3. SCP in primary and secondary food sectors (relevant to Regional Plans on POPs and BOD from food sector and the MSSD and MCSD)
4. SCP regional Plan on Marine Litter (relevant to Regional Framework Strategy for Marine Litter and the LBS Protocol)
5. SCP in the thematic priorities of the UNEP/MAP Work Programme, MSSD and MCSD's structure

In their task on integrating SCP objectives and measures in the mentioned areas of Governance of the Barcelona Convention, the high-level experts will work on a diverse range of measures, including, among others, regulatory, fiscal and economic instruments as required, to promote a Mediterranean circular economy through the:

- Integration of resource efficiency in the production of goods and services;
- Integration of life cycle development in products and services;
- Integration of the economic, social and environmental axis in the core business of companies and organizations;
- Mainstreaming of sustainable products/services in the market (sustainable public procurement, eco-labelling);
- Introduction of fiscal and economic instruments for SCP (green financing, environmental accounts, etc)

- Encouragement of citizens to switch to sustainable consumption patterns and lifestyles;
- Empowerment of local agents, media and civil society organizations as key SCP drivers.

The MSEG will be providing expert advice and will feed the development of a Roadmap for SCP integration in MAP Work Plan and SCP indicators for the Mediterranean (refer further below to Act. 1.3).

Special attention will be paid to ensuring interconnectedness with the development of activities within the implementation of the ECAP Road Map activities. Also cross-fertilization within the MSEG will ensure that outputs are responsive to the evolving priorities of the UNEP/MAP Programme of Work and duplication of resources are avoided. In as much as possible meetings will be organized back-to back with meetings scheduled within UNEP/MAP programme and related processes (H2020, UfM...).

The MSEG will also be making best use of internet communication tools such as video conferences and email and/or skype to ensure the necessary smooth coordination among its members.

Activity 1.2 Integration of SCP and Green Economy proposals into the UNEP/MAP Barcelona Convention policy and governance process and the provision of capacity building at regional level.

The Med SCP expert group will be working within the existing governance framework of UNEP/MAP, Barcelona Convention seeking synergies with the existing policy development processes therein. Particular attention will be paid to building on- and making optimal use of- the existing UNEP/MAP governance framework which includes CP/RAC, as a Regional Activity Center with a specific mandate on SCP given by the countries signatories to the Barcelona Convention, and its thematic focal points designated by their governments. Likewise the other MAP components, RACs and MEDPOL will be associated with the MSEG as required to assure their participation and expertise in the policy development process.

It will also be ensured that the Med SCP expert group (MSEG) draft proposals are developed on the basis of the SCP priorities identified by previous formal regional consultations (e.g. RAC thematic focal point meetings, especially CP-RAC focal point meeting, MAP focal point meeting, in preparation of the COP to the Barcelona Convention) and the ongoing activities which are part of the implementation of the Protocols and the current the MAP PoW 2012-2013, such as the MEDPOL coordinated Regional Plans (BOD in the food sector, and the reduction of 9 POPs), the ECAP, etc.

Likewise, the information and material gathered from the national SCP multi-stakeholders dialogues and capacity building activities therein will also contribute to the outputs of the MSEG (See Activity 2.2).

As mentioned above, SWITCH MED will contribute to the design of the next UNEP/MAP- Barcelona Convention Programme of Work including the redefinition of the role of the future MCSD, with potential broadening of participants to key sector ministries, other than environment and other key stakeholders for sustainable development. Accordingly the MSEG will be instrumental in the preparation of the MCSD meeting to be held in 2013. In that line, SWITCH MED will enable that the next MCSD Meeting brings the formal members of the MCSD together with representatives of other ministries and relevant agents to whom the recommendations from the MSEG will be submitted for review. The integration of SCP will serve to strengthen further cross-sectoral and inter-sectoral policy development at sub-regional and regional levels.

In addition, the meetings of the MSEG and related meetings of government designated experts scheduled within the UNEP/MAP process, such as the MCSD ordinary meeting will also provide capacity building to the Med countries not targeted by SWITCH MED.

In order to ensure the needed integration of the MSEG progress within the preparatory development of the governance process for COP 2013 the draft proposals of the MSEG will be presented to the corresponding UNEP/MAP and components National Focal points (NFP) framework, as appropriate. The outputs of the MSEG will contribute to the already ongoing policy reform process within UNEP/MAP and encourage synergies with ongoing activities and initiatives in order to avoid duplication and encourage optimal use of resources.

Activity 1.3. Development of an SCP Road Map for the Mediterranean

An SCP Road Map containing strategic goals with clear milestones and implementation time table will be developed for consideration by the Contracting Parties with the objective of progressively adapting the Barcelona Convention Governance Framework according to its institutional mandate to integrate SCP in the Mediterranean region. The project outputs related to activity 1.1 together with the aggregation of the multiple results of the national activities will form the basis for the establishment of a regional Mediterranean SCP Road Map. The MSEG will guide UNEP/MAP in the gradual development of the milestones of the SCP Roadmap for the Mediterranean, in ensuring effective implementation of related UNEP/MAP PoW priorities and will be assisting in drafting the subsequent decisions to be presented to the Conference of the Parties of the Barcelona Convention.

A regional analysis report aggregating the results of SCP national implementation and highlighting sub-regional and regional recommendations will constitute the backbone of the Road Map. The report will be presented to the MSCD, MAP and then subsequently COP meetings.

Likewise the Road Map will include a Med specific SCP methodology/toolkit, adapted to the specific socio-, economic and cultural characteristics of the Mediterranean region and the experience already gathered on SCP in this region. This activity will build on the experience of SWITCH Asia (SWITCH Asia toolkit and UNEP methodology Planning for change). The methodology will be integrated into the policy framework of the Barcelona Convention and MAP PoW.

Activity 1.4 International conference on the presentation of results of SWITCH MED

The results and outputs of SWITCH MED will be presented widely at a final international conference at the end of the project to be carried out in the last stage of the SWITCH MED project. All project partners, experts of the MSEG and representatives of the stakeholders involved in the SCP National Action Plans and the development of ground activities will be brought together with Public Authorities, policy and decision makers, industries and any other interested stakeholders from the other Mediterranean Countries that had not been targeted in the development of the project national activities, in an International Event on SCP and Green Economy in the Mediterranean region. Project partners will present most relevant results of SWITCH MED. The Conference will also be an opportunity to present other relevant experiences related to the implementation of SCP and Green Economy in other Mediterranean countries as well in other related SCP Initiatives like SWITCH ASIA. When possible, it will be celebrated in the framework of a major related event, in order to coordinate efforts and increase its impact. The Med SCP international conference will be organized by UNEP/MAP in co-ordination with UNEP/DTIE.

Activity 1.5 SWITCH MED Communication component

The SWITCH MED Communication component will consist of:

- The development of a Communication Strategy (CS) and Work Plan including guidelines to ensure the harmonized implementation of communication activities by all partners. The CS will include both internal and external components:

Internal CS: (i) ensure exchange of appropriate information among/between partners, PMU, Steering Committee, working groups; (ii) communicate in a brief and easy-to-read way the progress, challenges and lessons learned of SWITCH MED, (iii) address the important need for coordination among/ between the SWITCH MED lead agencies, the project partners and the PMU in order to improve efficiency and synergies and avoid duplication.(coordination with activities 1.2.1.)

External ES: (i) to mobilize the maximum number of relevant target groups from the partner countries, for gaining support from all relevant stakeholders to collaborate towards achieving the commonly identified goals

for the effective implementation of the SWITCH MED activities, (ii) to catalyze the fund raising process for the SWITCH MED components; (iii) to support/facilitate replication of SWITCH MED activities.

- Development of a project website - SWITCH MED online platform -that will be integrated in the action plan for the development of the *One Voice* UNEP/MAP Campaign (refer to Activity 1.3.4. of the MAP PoW). Likewise, the platform will articulate the coordination and the creation of synergies between the actions within SWITCH Med and other existing and/or on-going sub-regional, regional and global platforms on SCP related topics such as the Arab Knowledge Management System, the GEF Strategic Partnership for the Mediterranean Large Marine Ecosystem (MedPartnership) the ConsumpediaMed, the UNEP's SCP Information Hub, the UNEP's SCP Clearinghouse and the UNIDO-UNEP RECP Network to coordinate and synergize the integration of SCP and green economy in major regional programmes and initiatives for amplification of impact and resource-effectiveness (for more information on those existing platforms, refer to Annex 3). With all that, the SWITCH MED platform will constitute an effective communication mechanism to share experiences and lessons learned through joint communication materials, networking events, cross-learning seminars, SCP experts databases, successful experiences from entrepreneurs, businesses and civil society and Consultation forums.
- Publication of a SWITCH MED news bulletin informing on planned and ongoing initiatives and projects in the Mediterranean region and a SWITCH MED Annual Technical Publication with SCP articles from relevant experts of the region.
- Networking: the MSEG will activate and animate networks of experts identified in national and sub-regional activities⁵
- The branding of the SWITCH MED project through the development of a logo and brochure in English, French and Arabic and additional information material, to be developed under the criteria of dematerialization and in line with the EU specific guidelines.
- The development of other additional communications tools/outputs/channels such as social networks and their coordination/synergies.

Expected Result 2: Conditions for the mainstreaming of SCP in the project countries' main policies and strategies are put in place through the participatory development and approval of SCP national action plans. SCP policy convergence is increased at sub-regional level.⁶

The nine project countries (Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Israel, PoT and Lebanon) will be assisted in the development of SCP action plans inclusive of specific policies and policy instruments, regulatory frameworks, policy instruments and ground activities. The choice of the countries is based on their expressed interest towards SCP and level of commitment in previous SCP related activities.

The pursued objectives will be to:

- a. Integrate resource efficiency in the production of goods and services to achieve the least environmental impact in their activities (CP, EMS, etc.);
- b. Minimize the environmental impacts associated to the life cycle of products and services (LCA, greening value chain, carbon footprint);

⁵ This activity will be undertaken in coordination with the Switch Networking Component

⁶ Idem

- c. Integrate the economic, social and environmental axis in the core business of companies and organizations;
- d. Mainstream sustainable products/services in the market (sustainable public procurement and eco-labelling);
- e. Encourage citizens to switch to sustainable consumption patterns and lifestyles;
- f. Empower local agents, media and civil society organizations as key SCP drivers.

For the preparation and design of the SCP NAPs, SWITCH MED will apply and adapt the *Planning For Change* methodology that UNEP has implemented in several countries (see UNEP Guidelines for National Programmes on Sustainable Consumption and Production in Annex 2).

The methodology will be adapted to the particular context of the Mediterranean and integrated into the policy framework of the Barcelona Convention and MAP PoW.²

The Planning for Change methodology comprises the following steps:

1. Agree on a lead agency and establish a Coordinating Committee
2. Conduct a review exercise
3. Set institutional framework
4. Select priority areas
5. Define objectives and set targets
6. Select policies and initiatives
7. Official approval of programme
8. Implement the programme
9. Document, monitor and evaluate
10. Sustain and improve

The implementation of the Planning for Change methodology should lead to the following expected results:

- a. Taking into account already existing structures, a lead agency is designated and an SCP inter-ministerial Coordinating Committee established. The lead agency will be an existing structure (see 2.1 below).
- b. The status of SCP in the participating countries is assessed. Challenges and opportunities to switch to SCP and Green Economy are identified.
- c. The links between the consumption and production patterns, environmental degradation and social disparities as well as the benefits of leapfrogging to SCP and resource efficient and green economies in participating countries are understood and integrated into the mindsets of national policy and decision makers.
- d. SCP and Green economy Stakeholders are identified and mobilized. Inter-ministerial and public-private policy dialogues on SCP are strengthened and institutionalized via formal multi-stakeholder platforms in the participating countries. The SCP Coordinating Committee alongside the multi-stakeholder platforms will ensure the continuity and the sustainability of the national efforts on SCP.
- e. SCP priorities are defined and targets are set
- f. Policies and initiatives are determined and agreed upon
- g. The SCP action plan is developed and approved at a high level.

Activity 2.1. Agree on a lead agency, appoint a project manager and establish a Coordinating Committee

The first task foreseen in the methodology concerns the designation of a strong **lead agency** which will be in charge of the project implementation at the national level. In many cases the initial “champion” of the SCP programme is the Ministry of Environment. However, partnership arrangements among various ministries are also very common and will be encouraged wherever appropriate. Indeed, in order to ensure integration with a national development plan or national sustainable development strategy, other leading institutions may be the President’s or Prime Minister’s Office, Ministry of Finance, Ministry of Planning or a special commission.

The Switch MED lead agency will appoint a **project manager** which will be in charge of overseeing the implementation of the national activities. UNEP will ensure during a kick off mission that the designated project manager has the required capacities and time availability to carry out its assignment successfully.

One of the initial tasks of the Lead agency and Project manager will be to setup a **Coordinating committee** to manage the elaboration of the country’s SCP action plan. This group will be responsible for the full process from development through to implementation and monitoring and evaluation. UNEP will ensure that the key government agencies and stakeholders from civil society and business participate in the group. The Coordinating Committee will comprise between eight and ten people.

Activity 2.2. Review of the environmental impacts of consumption & production patterns and “state of the art” of SCP

National SCP studies will seek to illustrate and quantify the impacts of consumption patterns and production systems on the environment; identify “hotspots” of consumption and production systems in project countries; identify priority areas and general types of intervention to be considered in the policy-making on SCP.

Building on existing knowledge and documents, the studies will report on the assets and challenges of SCP in each country, reviewing current initiatives as well as the regulatory and institutional frameworks promoting SCP. In this regard, a particular attention will be paid to (i) identifying eventual barriers for SCP implementation and (ii) the types of interventions needed to mitigate poor enforcement/implementation of SCP-related laws and policies.

The SCP studies will be undertaken by the lead agencies with the guidance of UNEP and the MSEG which will provide a standard template allowing comparability of results as well as all relevant material.

The reporting tasks already developed by MAP-CP/RAC during the last years on the progress made by the Mediterranean countries in the development of measures to promote SCP related mechanisms as well as other reporting tasks developed by the EEA provide a good baseline for the preparation of the national studies.⁷ Relevant data by EUROSTAT will be also taken into account as opportune.

Likewise other existing and ongoing reports led by UNEP/MAP-CPRAC to assess the availability of data required for the identification of environmental impacts associated to the consumption and production patterns in the framework of the Mediterranean region will also be useful background information for the preparation of the national studies. (for more

⁷For more information, refer to the Report *Steps Towards Sustainable Consumption and Production in the Mediterranean countries*, www.cprac.org/en/downloads/documents/general-studies and the EEA Study on *Sustainable consumption and production in South East Europe and Eastern Europe, Caucasus and Central Asia* www.eea.europa.eu/publications/eea_report_2007_3, www.eea.europa.eu/publications/eea_report_2007_3.

information, refer to the *UNEP/MAP-CPRAC's work on SCP and the ecosystem approach* and the *UNEP/MAP-CP/RAC studies on the carbon footprint associated with consumption*, in Annex 3). The prospective studies of the Blue Plan and, where applicable, information collected by other RACs and other relevant entities will also feed usefully into the SCP studies.

The results and recommendations of the SCP national studies will be integrated in the SCP Regional analysis report to be presented to MSEG/MCSD.

The background exercise will consider a number of prime objectives. These include, but are not limited to, the following:

- Evaluation of ecological, economic and social impacts of consumption and production patterns possibly related to key sectors (e.g. water, energy and waste)
- Clarification of benefits of SCP in the local context
- Overview and evaluation of recently completed and ongoing SCP policies and activities particularly those at the international/regional level and those included in existing national policies and strategies such as Cleaner / Sustainable Production Policies and Green economy strategies.
- Evaluation of compatibility of various existing policies and instruments (i.e. some actions may impact negatively on the objectives of other actions and some actions may be repeated unnecessarily by different bodies).
- Presentation of possible stakeholders that should be involved in the process of SCP mainstreaming.
- Study of good practices on programme development and policy responses (e.g. guidelines and case studies developed by regional and international bodies)
- Identification and discussion of possible priority / focus areas and policy responses.
- Review of enabling conditions to implement SCP locally and possible obstacles to overcome in the programme development and implementation process.

Some of the above aspects may already have been studied, but not necessarily using the term SCP. The review will consider combining both quantitative and qualitative data from desk-based reviews, surveys and interviews of SCP experts, policy experts, non-governmental and business stakeholders, and the public.

Activity 2.3. Establishment of multi-stakeholders platforms

The project will attach a great importance to the multi-stakeholder orientation. Only by effectively engaging stakeholders through a formalised process can their perspectives be reflected in the decision making process.

Due to the cross-sectoral nature of SCP, inter-ministerial and cross-sectoral cooperation will be encouraged. A broad government participation will provide the basis to discuss the existing situation, including potential conflicts between policies and activities being undertaken by different ministries at different levels of government. Special attention will be paid to the involvement in the platforms of entrepreneurs and civil society. The review exercise will have identified the possible conflicts and potential overlaps of the prevailing policies, activities and strategies.

The Multi-stakeholders platform will be an extension of the Coordinating Committee involving key representatives from the business community (e.g. companies that have been leaders in sustainability), as well as nongovernmental and government sectors. Representatives from sub-sectors such as the media, industry associations, consumer organisations and academia will also be invited to join in addition to important organizations related to the country's priority sectors.

Relevant stakeholders on SCP and Green economy issues in the participating countries will be identified through the data provided by the Coordinating Committee but also through the data on national SCP agents collected by UNEP/MAP-CP/RAC and UNEP/DTIE as well as other relevant sources (EEA, EUROSTAT, etc) through their respective experiences in working with the Mediterranean countries.

The members of the Multi-stakeholders platform will be closely associated to the development and implementation of the National SCP action plans. Particular attention will be paid to ensuring that the existing network of UNEP focal points (MAP, CP/RAC,DTIE,) will be activated and connected to the platforms, and synergies/coordination sought at national level in order to avoid duplication and encourage optimal diffusion of information.

Activity 2.4. Elaboration of National Action Plan (NAPs) on SCP and RE in 9 countries

The nine project countries (Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Israel, Palestinian occupied Territories (PoT) and Lebanon) will receive assistance in the development of SCP action plans. The process will be led by a **specialized consultant** under the supervision of the Coordinating Committee and the guidance of UNEP.

The process of elaboration of the SCP Action plan will involve all members of the multi-stakeholder platform through public consultations (focus groups and surveys), multi-stakeholder task forces and working groups. Special attention will be paid to the regionally agreed priorities. Two workshops will be organized respectively to (i) define priority areas and targets and (ii) to select policies and initiatives.

Subactivity 2.4.1: selection of priority areas

Given the difficulty to implement the full range of SCP policies and instruments at one time, project countries will be required to limit the number of priority areas to be targeted and concentrate on the ones that will bring about “win-win” outcomes in the short to medium-term.

The prioritization process will also take into account the strengths (competitive advantage), expertise, needs, and interests which can include for example a country’s desire to reduce waste, foster sustainable technologies, improve energy or water efficiency, and sanitation. In the exercise of prioritization, particular attention will be paid to selecting priorities in line with the ones defined in the regional framework of the Barcelona Convention, the MSSD/MCSD and the current UNEP/MAP programme of Work and in particular pollution industries (SMEs) in the Mediterranean Sea whose production hinders the implementation of the UNEP/MAP- Barcelona Convention regional actions for pollution reduction.

- The scoping exercise will have highlighted potential priority areas for the country such as the ones included in the national sustainable development strategies or, at regional level, in the MSSD and in the MAP POW. The set of following questions applied to the results of the scoping exercise will help to select priority areas. What areas have been covered by existing policies, instruments and activities?
- What areas have been covered by discontinued policies or completed activities?
- What have other similar Mediterranean countries used as their priority areas?
- What areas would be the most challenging to implement?
- What areas would have the best replication potential at sub-regional level?
- What important areas have yet to be covered at all?

The Consultant will prepare a paper structured around the above questions and concerns which will be submitted to the participants of the first SCP AP workshop.

Subactivity 2.4.2: Define objectives and set targets

This is a crucial step of the NAP development process. Without clearly defined and stated objectives with short, medium and long-term targets it will be difficult to monitor and evaluate the programme. Including easy-to-understand targets should also help engage various stakeholders such as the general public.

Moreover, the targets need to be verifiable. The business sector and the public in particular need to understand the merits of a strategic approach to SCP as early on in the process as possible. The targets will be specific and as realistic as possible. The multi-stakeholder consultation process will have to play an important role at this stage. They will be linked to the objectives and priority areas being pursued in the plan. The more challenging targets will normally be set in the medium to long-term periods.

The targets will address the political and economic realities of the country as well as the prevailing method for designing and communicating national targets. They will be linked to any related targets included in other national policies and strategies and will not contradict or repeat already stated objectives and targets. The scoping exercise will have unearthed all the related SCP objectives and targets included in other plans so that an efficient and effective process of integrating all the competing and complementary targets can be undertaken.

The first SCP Action plan Workshop will discuss and validate the priority areas, objectives and targets. UNEP representatives will ensure that countries' choices are made in accordance with the priorities identified by Contracting parties in the context of the Barcelona Convention and MAP PoW (legally binding measures, priorities of MSSD, MCSD). Participants from other Mediterranean countries will be invited to take part in the SCP Action plan workshops to provide their experience. They will be asked to report on the lessons learned from the Workshop and from the whole process for their countries and for the region in general.

Subactivity 2.4.3: Select policies and initiatives

The policies and initiatives will be selected on the basis of their support to the agreed objectives and targets. The Coordinating Committee and the members of the Multi-stakeholder platform will also prioritize the actions according to their synergistic potential and cost effectiveness (e.g. which will deliver the objectives and targets at the most effective price). They will also take into account the specific SCP expertise of UNEP and its partners described in Annex and will cover the following areas:

- key economic sectors such as agri-food, tourism, construction or pollution fighting (BOD, Persistent Organic Pollutants (POPs))
- specific tools targeting a higher demand and supply of sustainable goods and services as part of an integrated SCP package: eco-labelling, sustainable public procurement, support to green entrepreneurs, resource efficient and cleaner production, eco-design, life cycle approach.
- awareness raising activities targeting the educational or media sectors.

The Project management team and the Coordinating Committees will ensure that the SCP activities foreseen in the Action plan are fully integrated and synergized at the national and regional level.

As stated above, a specific workshop will be dedicated to the selection of policies and initiatives. Besides government officials and main stakeholders, the workshop will be attended by representatives from UNEP and its main partners as well as Cooperation agencies. It will notably aim at securing financial commitments for the implementation of the activities foreseen in the SCP AP.

The policy and instrument mix for a SCP programme will undoubtedly be quite varied. These policies can be categorized into several areas including economic instruments like taxes and subsidies, information and communication campaigns and regulatory interventions to support, for example, sustainable technologies and sustainable procurement. Policies on SCP will also adopt a full life cycle perspective of the products and services that they address. This is to help prevent that positive actions in one way may lead to negative outcomes in another. The added value and crucial aspect of the national SCP programme will be to bring together all these policies in an integrated and coherent manner. The Coordinating Committee will ensure that no resources will be wasted on limited or competing, ineffective or redundant policies.

One prerequisite for starting the process of policy and instrument selection will be the review of the papers / studies on SCP policies prepared for the scoping exercise (see activity 2.2). Understanding driving forces, enabling conditions and

major obstacles is crucial for arriving at effective tool selection. Evidence-based research will be harnessed to ensure the most effective SCP activities are chosen. Ongoing related activities in other national strategies such as regional and international conventions signed by the country will be carefully evaluated. Some existing actions such as information campaigns will be simply modified to meet the demands of the stated objectives.

The Coordinating committee will ensure that all stakeholders work toward shared outcomes and that action will be supported by practical implementation considerations such as:

- who will implement the action (which stakeholder/ stakeholders),
- who will fund the action (internal budget / external partners),
- how will it be implemented (specific actions should be spelled out as well as links to other ongoing actions)
- when will it be implemented (timeframes targets).

The development of SCP National action plans will also be supported and complemented by the following activities of MAP Work Program 2012-2013: Support in the application of National SCP Action Plans (act. 1.2.2.2.); Assist countries to develop and implement National Action Plans on SPP (act. 5.1.5.1); and. Mediterranean Universities develop Plans to implement Sustainable Procurement (act. 5.1.6.1).

Subactivity 2.4.4: approval of the SCP Action plan

The modalities of action plan approval will vary from country to country. In some countries, the SCP action plan may be endorsed by a group of ministers or a committee instead of being put forward for official government approval. In some other countries, the SCP programme may be linked to another new or existing national mechanism such as a national development plan or national sustainable development strategy, which will facilitate its approval. This could possibly also have the effect of raising the profile of the programme.

Wherever possible we will seek to have the SCP programme approved by various ministries or Cabinet. This will help in the goal of mainstreaming SCP themes in all government policies.

The project will also demonstrate to the decision making body that a thorough and participatory process has been followed and that the objectives, targets and actions of the programme fit with the country's overall priorities. In this respect, the SCP action plan will highlight the links to all relevant existing macro and sectoral strategies and will delineate the complementary status of the programme's actions.

The SCP programme will also clearly define its short, medium and long-term goals and benefits to the country.

Implementation of the SCP Action plans

The implementation of the SCP plan will be undertaken in the framework of the Switch MED Demonstration component placed under the overall responsibility of UNIDO and the specific responsibility of UNEP.

National SCP Coordinating Committees will oversee the implementation of the SCP plans in coordination with the designated national implementing organizations. UNEP DTIE, UNEP MAP and other relevant partners will provide support and assistance according to their competencies and expertise.

SCP Action plans will constitute evolving reference documents for Government agencies and cooperation partners interested to support SCP mainstreaming.

C. Project Methodology

The Project combines methodology development, compilation of lessons learned from previously developed projects and tools and initiatives. It also looks for testing/implementation on the ground so as to deliver concrete results in the target groups while also verifying the approach for later dissemination and replication of the project methodology in other Mediterranean countries. The project will have the following overarching principles to be met through application of the following mechanisms, partnerships, tools and experience.

- Deliver concrete gains to Mediterranean regional policy and governance framework (introducing the needed policy reforms at the regional governance and regulatory frameworks of the Barcelona Convention to integrate SCP and Green economy and thus contributing to integrating the environmental, economic and social axis of sustainable development at the core of the regional development policies and cooperation programmes in the Mediterranean);
- Deliver concrete gains on SCP and RE in the participating countries (economy of resources, reduction of pollution, improved environmental governance, capacity to design and implement policy tools, etc.);
- Build on existing capacities, achievements, tools and lessons learned on SCP and RE in the region that have been developed so far from numerous pilot projects, tools, networks and initiatives conducted (refer to Annex 3 for the specific experience of project partners).
- Amplify and expand the SCP and RE approach by involving governments, institutional stakeholders and the private sector in the participating countries and use multipliers for the delivery of project's outputs.

The SWITCH-MED is envisaged as a multi-component programme, to be implemented by key institutions presently playing a key role in the area of Sustainable Consumption and Production (SCP) in the Mediterranean.

The current regional project proposal concerns the policy component (both a regional and national) of the SWITCH-MED which will be implemented through the UNEP/MAP- Barcelona Convention framework and complement the activities of the UNEP/MAP strategic Programme of work 2010-2014.

This policy component will be accompanied in the near future by two other components making up the SWITCH-MED namely:

- (i) a demonstration component involving demonstration activities to scale up the MED TEST methodology, to promote green entrepreneurship, to empower civil society as key SCP drivers and to implement specific priorities identified by the SCP NAPs and
- (ii) a networking facility allowing for the exchange of best practices/experiences, lessons learnt and further replication/scaling up of SCP activities, and linking the policy and the demonstration component.

The SWITCH MED regional policy component will target the Barcelona Convention and its member countries⁸ as well as Jordan. SWITCH Med regional activities will ensure the information and, where appropriate, involvement of all the Contracting Parties of the Barcelona Convention when integrating of SCP in the UNEP/MAP-Barcelona Convention Regional Mediterranean policy and governance framework.

The capacity building activities constitute a very significant part of the project and will be designed and implemented in close collaboration with national experts from the participating countries in order to give ownership to the capacity

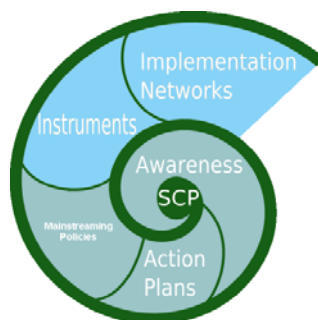
⁸Albania, Algeria, Bosnia and Herzegovina, Croatia, Cyprus, Egypt, the European Community, France, Greece, Israel, Italy, Lebanon, Libya, Malta, Monaco, Montenegro, Morocco, Slovenia, Spain, Syria, Tunisia, Turkey

building process and ensure the sustainability of the activities at the local level. Particular attention will be given to coordinating activities in countries in order to avoid overlap and duplication of resources. These activities will also make use of expertise available from capacity building institutions based outside the region. Sub-regional dialogue and recommendations will be encouraged throughout and fed back into the regional governance and policy development framework of the Barcelona Convention, more particularly into the MCSD. The UNEP/MAP Secretariat will facilitate the diffusion of information and exchange of experiences through the existing communication channels within its network of Regional Activity Centers (RACs) and their respective focal points in the participating countries.

The activities of the Project will have a direct impact on the countries' performance on SCP and RE. For example, the use of specific instruments incorporating SCP and RE principles in existing institutional arrangements across all strata of government will have a direct impact on the countries financial and economic environment. Among the potential SCP and RE regulatory approaches that the program can build upon are: a « reactive » one, in which command and control regulatory mechanisms will employ penalties for negative environmental approaches and a « proactive » economic incentive approach that will encourage practices and reforms through instruments like subsidies and tax reductions. The policy-mix which will be adopted will depend on the specificities of each country.

The participating countries will have the opportunity to strengthen their legal framework and enforcement, while avoiding sectoral overlap and duplication. Critical sections of important and already existing legislation need to be reviewed and in some cases revised to achieve a more coherent legislative and policy framework for environmental management. This will have to be responsive to the trends in international environmental legislation – in particular the various international conventions and treaties addressing global threats such as biodiversity loss, transboundary pollution, climate change and trade in hazardous substances and waste. The Project will assist countries and respond to their need for support to implement environmental legislation and apply other policies and tools such as environmental quality standards, support for training and education in natural resource management for government policy-makers. Support for researchers, private-sector managers, entrepreneurs, students, consumers, « SCP champions », and the general public will also be delivered. This will facilitate development of national strategies and green growth roadmaps to ensure that resource efficiency and environmental concerns become an integral part of the selected countries' development agendas, and are reflected in both policy design and implementation.

To satisfy these operational needs the project's methodology revolves around the concept of a logarithmic spiral (*Spira mirabilis*) as illustrated in the next figure.



The design of SCP action plans or SCP programmes within existing national strategies will be a key activity of the project which will be developed through UNEP's Planning for change methodology which will be adapted to the conditions and realities of the Mediterranean region (see description in Annex 2).

D. Stakeholder Analysis

The current SWITCH Med project is intricately integrated into the existing regional policy and governance framework of the Barcelona Convention for the protection of the Mediterranean Sea and its coastal areas and into the implementation of its strategic and biennial programme of Work. SWITCH Med will be benefiting from a well established UNEP/MAP network of regional activity centers (RACs), policy and thematic focal points in the countries and Partners and initiatives working at regional and national levels.

The Project will build upon partnerships at various levels with different stakeholders. At regional level a number of programmes and initiatives are actively involved in the implementation of activities related to sustainable development and SCP (Union for the Mediterranean, Mediterranean Water Strategy, Horizon 2020 initiative, Mediterranean component of the EU water initiative, etc.). Particular attention will be given to creating synergies and avoiding duplication of activities and resources. A key characteristic of the project's implementation is the high level of collaborative work foreseen with national stakeholders in the participating countries, other UN entities and regional intergovernmental networks or organizations.

Mainstreaming SCP requires the contribution of a vast array of stakeholders encompassing government and other institutional stakeholders, civil society and private sector. Fostering collaboration between such a diversity of stakeholders will represent the project's main challenge. This challenge will be met at regional level through the optimal use of – and -reinforcement of the UNEP/MAP governance framework and integration of SCP into the MCSD, and at national level through the establishment of multi-stakeholders platforms and a clear political support to Switch MED.

Within national governments, a key challenge will be to develop and implement cross-ministerial activities which will require an increased coordination between state entities. In this regard, the role of the Coordinating Committee will be instrumental to guarantee an effective level of collaboration between public entities.

The contribution of the private sector, media and civil society will be essential to ensure the success of the project. In this respect, the identification of relevant stakeholders undertaken in the framework of the initial SCP study and the integration of business and civil society representatives in the multi-stakeholders platforms will facilitate the involvement of the productive sector and nongovernmental organizations in the project.

E. Partnership Analysis

A significant proportion of the implementation activities at regional and national will be outsourced to project partners whose experience and ongoing work is described in Annex 3. The exact level of involvement of project partners will be known after the adoption by project countries of their SCP plans. Nevertheless it is expected that a number of initiatives supported by the European Union and UN agencies such as UNIDO will be closely associated in project implementation. A preliminary list of important potential partners would include the following initiatives: **FP7 Project "Boosting Best Available Techniques in the Mediterranean Partner Countries"** this project aims to analyse the potential impact of the introduction of the Integrated Pollution Prevention and Control (IPPC) concept in the Mediterranean Partner Countries (MPCs hereinafter). The project objectives are to identify, assess and select the Best Available Techniques (BAT) for pollution prevention and control in the Dairy and Textile sectors in 3 selected countries (Morocco, Tunisia and Egypt), spreading and promoting their use through dissemination activities (training workshops). The information collected through this project could be very relevant background information for the SWITCH MED activities to be developed at the national level in the mentioned countries, especially as far as the introduction of sustainable patterns of productions in key industrial sectors is concerned.

Arab Knowledge Management System (KMS). It is an internet platform focused on Resource Efficient and Cleaner Production (RECP) for the Arab Region. It is currently under construction under the support of UNIDO. The platform is envisioned as an information hub on RECP.

UNIDO-UNEP RECP Network: The RECP-Net is a joint effort of UNIDO and UNEP that aims to enable and contribute to the effective and efficient implementation of RECP by establishing a worldwide network that successfully shares networking and knowledge management among National Cleaner Production Centres (NCPC) and other organisations that deliver RECP services. It also facilitates both South-South and North-South collaboration and transfer of RECP relevant knowledge, experiences and technologies. The functions of RECP-Net will include Innovation and knowledge management, capacity building, advocacy and quality assurance and branding. NCPCs are presently established in Morocco, Tunisia, Algeria, Lebanon, Egypt and Jordan. They are expected to be key partners in project implementation.

SEEDS Initiative: The SEED Initiative is a global partnership for action on sustainable development and the green economy. Founded by UNEP, UNDP and IUCN at the 2002 World Summit on Sustainable Development in Johannesburg, SEED supports innovative small-scale and locally driven entrepreneurs around the globe which integrate social and environmental benefits into their business model.

H2020 Capacity Building / Mediterranean Environment Programme (H2020 CB/MEP - Funded by the EC): The H2020 Capacity Building / Mediterranean Environment Programme (H2020 CB/MEP - Funded by the EC), supports the implementation of the H2020 Initiative Road Map and Work Plan to de-pollute the Mediterranean by the year 2020. CP/RAC, as partner of the Capacity Building Subgroup, leads the organization of a series of capacity building activities on SCP and Green Economy issues⁹ under the initiative. The identification of the needs and existing initiatives, the experience in designing capacity building activities, the database of trainers and trainees, the training material and evaluation reports generated by H2020 CB/MEP will be useful elements to implement some of the SWITCH-MED activities.

F. Socio-economic Contribution, including Gender and Poverty Alleviation

In the Mediterranean region, a transition process towards a green economy, shifting to sustainable consumption and production, thus decoupling development from environmental degradation and resource depletion, becomes an urgent need due to the pressure of the economic development of the 21 countries of the BC on the local and regional environment. The pressure is characterized by water scarcity, population growth and rapid urbanization in coastal areas, growing waste generation, and intense tourism.

Undoubtedly, the recent events of the Arab Spring are a turning point in the development process of many Mediterranean countries that brings the right momentum for those countries to leapfrogging to green economies that are environmentally sustainable and socially inclusive.

In this context it is proposed to put in place the modalities for a Mediterranean programme assisting the switch to SCP and Green Economy approaches at regional and national level through strengthening of the existing regional environmental governance framework (the Barcelona Convention).

On poverty alleviation and creation of employment:

The project fosters a sustainable approach to the demand for product (goods and services) compliant with internationally recognized environmental standards and regulations. In the long term integrating the SCP approach into both the demand and supply side will increase competitiveness of the Mediterranean economies in the international market, while also improving the environmental efficiency of the production process in the region. In the mid-term, this leads to economic benefits for the innovative parts of the industry targeted under this project, generating more profit through increased market access/share and possible price premium, which will become available for further productive investments. In the long-term, this should result in more sustainable patterns of economic development with positive implications on poverty reductions and most importantly on environmental benefit as a governance policy objective.

⁹The following SCP and Green Economy related topics have already been and are planned to be addressed by regional and national Capacity Building Seminars for Mediterranean developing countries within Horizon 2020: SCP integration through education for sustainable development; green economy; green banking and green investments; green entrepreneurship and green employment; eco-labeling; sustainable public procurement; water and carbon footprint.

Additionally as a result of reduced exploitation of natural resources, these will become available for other alternative uses that may have better social and developmental impact. Especially this is valid in less developed countries where natural resources are often the most important asset in livelihood strategies of poor people.

Environmental and sustainable consumption and production credentials add value to the production process contributing to more sustainable industrial development and sustainable natural resource management. The approach of the SWITCH MED project is to advance those SCP processes and develop related standards and labels that have the most sustainable development potential. Involvement of sectors such as the food sector, agriculture and construction sector give opportunity to link the environmental and social aspects to broader development context.

Entrepreneurs are considered key drivers of economic progress, contributors to technological innovation and new job growth (World economic Forum). Accordingly green entrepreneurs are called to have a leading role in the transition to green economies. The importance of the environmental, economic and social benefits brought by the green entrepreneurs is being reflected in the growth experienced by new markets such as ecotourism, recycling, energy efficiency, organic agriculture and renewable energy, among others, and the number of jobs associated to these new sectors. Aware of that, the last Meeting of the Mediterranean Commission for Sustainable Development (Budva, 2011) recommended supporting successful cases of green entrepreneurship among the Mediterranean countries so that they can have a better knowledge on the environmental, social and economic benefits brought by those initiatives to the transition to green economies. However, in the southern Mediterranean several factors hinder the promotion of local green entrepreneurship and the creation of green jobs, in particular general there is an insufficiently developed entrepreneurial culture. Accordingly, entrepreneurs have limited access to investment from financial institutions and the private sector and receive a weak support from public administrations. Likewise, there is still a scarce local market for green entrepreneurs due to the lack of awareness from citizens on the environmental and social impacts associated to consumption choices and the corresponding low interest from consumers to green products and services as well as higher prices from some of these products. Likewise, competition with multinationals with outsourced operations and reduced costs is a major challenge for local, small scale green entrepreneurs, particularly for those operating in the textile and food production sectors.

Accordingly actions developed within SWITCH MED will aim at providing tools supporting local business models based on the SCP and RE approach while boosting green entrepreneurship, green growth and green jobs in the 4 target countries. Together with those activities promoting the increase of green products and services in the target countries SWITCH MED will also include a range of actions to raise civil society's awareness on the environmental impacts associated to human lifestyles and consumption choices patterns and to empower civil society organizations to play a crucial role in education on SCP to citizens and youth. An informed population will progressively bring to an increase of demand for green products and services in the countries.

On sustainable consumption and production:

The current challenges are bridging expectations of economic growth and stability to the Mediterranean region (with the progressive establishment of the Euro- Mediterranean Free Trade area) while at the same time ensuring that the expected growth on transport and trade flows will not lead to unsustainable consumption and depletion of resources in the Mediterranean. It is therefore paramount to deliver a resource efficient and green economy through sustainable consumption and production patterns, thus decoupling development from environmental degradation and resource depletion. That will be clearly reflected in the next UN Conference on Sustainable Development in 2012 in which the Green Economy in the context of Poverty Eradication and Sustainable Development will be one of the key themes to be addressed.

Sustainable consumption and production (SCP) is a practical implementation strategy that will lead to greening the economy and achieve resource efficiency. SCP is also about technological and social innovation. Cross-cutting in character, it needs an active involvement of all stakeholders and a wide range of locally-adapted policy responses. The activities of the Project will have a direct impact on the countries' performance on SCP and RE. For example, the use of specific instruments incorporating SCP and RE principles in existing institutional arrangements across all strata of

government will have a direct impact on the countries financial and economic environment. Among the potential SCP and RE regulatory approaches that the program can build upon are: a « reactive » one, in which command and control regulatory mechanisms will employ penalties for negative environmental approaches and a « proactive » economic incentive approach that will encourage practices and reforms through instruments like subsidies and tax reductions. The policy-mix which will be adopted will depend on the specificities of each country.

On gender:

Given that traditionally women are more involved in the purchasing activities and resource management at the household level, a programme like SWITCH MED targeting the shift to more sustainable production and consumption patterns directly implicate the gender dimensions. SWITCH MED will include a range of actions on SCP awareness raising in civil society from which women will obtain critical knowledge and empowerment to become active agents of change in the market and in a society. Information and realisation of the possibility to act upon a common problem through their individual action allow incremental shift towards a more gendered power balance. Likewise, SWITCH MED actions to promote green employment will put a special emphasis on supporting women entrepreneurship potential. The targeting of the food sector or the agricultural sector in less developed countries is a direct link to targeting women both indirectly and as direct beneficiaries of the positive switch to SCP patterns and therefore on their health and social inclusion.

Moreover, the principles of the internationally recognized information tools, to be promoted within this project, will ensure that gender imbalances are considered and addressed. This will be linked to the international agreed development goals and intergovernmental commitments towards gender equality.

G. Critical Success Factors

One of the main prerequisites for a successful project implementation will be the achievement of a high level of political support both at regional level through the framework of the Barcelona Convention (Programme of Work adopted by the COP and MSSD, MSCD) and nationally in all the project countries. This support will in turn guarantee the full participation of public entities and the establishment of trustful and effective working relationships between these entities, in particular in the framework of the Multi-stakeholder platforms and Coordinating committees.

It is however expected that the level of support to the project from National governments will depend on the capacity of the project countries to maintain or improve their level of political stability which is currently affected by the ongoing important changes occurring in the Arab world. The ability of UNEP to assist governments integrate and align project objectives with the social constraints and emergencies such as jobs creation will also play an important role in securing a strong support for the project.

H. Logical Framework

Table 1: UNEP Logical Framework¹

1. Project Outcome = Expected Accomplishment or PoW Output	Indicators ²	Means of Verification	
<p>EA (b) Improved capacity of Governments and public institutions to identify, regulate and manage key resource challenges, mainstream sustainable development aspects in their development planning and implementation and adopt policies and tools for resource efficiency</p> <p>EA (d) Demand-side decisions and consumption choices favour more resource efficient and environmentally friendly products, driven by standardized and internationally recognized tools and communications and by an enabling social infrastructure.</p>	<p>(b) Increased number of Governments and other public institutions implementing policies, economic instruments and initiatives for resource-efficiency improvements and introducing environmentally sustainable aspects into their economies</p> <p>(d) (i) Increase in the sales of targeted resource efficient and environmentally friendly products, goods and services</p> <p>(d) (ii) Increased number of Governments, companies and consumer groups with access to and making use of recognized tools and communications made available through UNEP-supported initiatives when making purchasing decisions with respect to more resource efficient and environmentally friendly products, goods and services</p>	<p>(b) Number of Governments that have adopted or begun implementing new policies, regulations or economic instruments promoting resource efficiency and sustainable consumption and production. Dec. 2009: 0, Dec. 2011: 10, Dec. 2013: 20.</p> <p>(d)(i) Sales of products, goods and services with recognized environmental standards and labels. Dec. 2009: \$50 billion (third party certified organic foods), 140,000 certifications with ISO 14001, Dec. 2011: \$52 billion (third party certified organic foods), 160,000 certifications with ISO 14001, Dec. 2013: \$60 billion (third-party organic foods) 180,000 certifications with ISO 14001.</p> <p>(d)(ii) Number of government and business organizations using tools supported by UNEP initiatives when making purchasing decisions. Dec. 2009: 7, Dec. 2011: 20, Dec. 2013: 40.</p>	
2. Project Outputs:	Indicators	Means of Verification	PoW-EA Output ³
<p>A) Development of an SCP Road Map including proposals for the integration of SCP in the Regional Mediterranean policy & governance framework submitted for approval of the Contracting Parties of the</p>	<p>Draft decision on SCP and Green Economy prepared and submitted to the approval of the Contracting Parties to the Barcelona Convention.</p> <p>Number of meetings of the Steering Committee</p> <p>Meeting reports, minutes and proposals</p>	<p>Decisions of the meeting of the Contracting Parties to the Barcelona Convention (2015-2017)</p> <p>Minutes of the Steering Committee</p> <p>Meeting report of the MCSD,</p>	<p>Governance in UNEP/MAP Programme of Work (PoW),</p> <p>- MAP advisory bodies for sustainable development are fully operational and effective (Act. 1.1.3 of PoW);</p> <p>- integrating and</p>

Barcelona Convention.	<p>for decisions of the MSEG to the Steering Committee, MCSD and Meeting of Parties to the Barcelona Convention reflecting integration of SCP and Green Economy objectives and measures into the thematic priorities of the MSSD.</p> <p>Number of Technical reports of the Task Forces on integration of SCP and Green Economy objectives and measures into the thematic priorities of the MSSD.</p> <p>Development and adoption of SCP Road Map.</p> <p>Updated MCSD work plan and methods of work in order to integrate SCP and Green Economy objectives</p> <p>Effective inclusion of specific measures and objectives on SCP in the UNEP/MAP PoW and 5-year strategic work plan 2015-2020 and the corresponding work programmes of the MAP components.</p> <p>The integration of SCP measures/indicators within the current MAP reporting system.</p> <ul style="list-style-type: none"> - operational web based forum - SCP knowledge and networking platform fully operational - Number of stakeholders participating in the SCP knowledge and networking platform and number of SCP experiences and lessons learned disseminated through the platform. - operational communication strategy 	<p>Review of the MSSD</p> <p>UNEP/MAP biennial Programme of Work (PoW) and next 5 year strategic work programme 2015-2020</p> <p>Website link to respective reports and decisions</p> <p>Website link to meeting reports</p> <p>SCP Road Map for Mediterranean</p> <p>Policy decisions adopted as part of the Barcelona Convention</p>	<p><i>streamlining approaches in implementing horizontal and emerging issues relevant to MAP (Act. 1.1.5); improving MAP's capacity for an integrated strategic planning (Act. 1.1.6);</i></p> <ul style="list-style-type: none"> - adoption, updating and implementation of Regional policies, guidelines and plans necessary for the effective implementation of the Convention, protocols and strategies (Act. 1.2.1) - countries assisted to implement the adopted Regional Plans in the framework of Art 15 of LBS Protocol (Act. 1.2.2.3).
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	<p>and plan</p> <ul style="list-style-type: none"> - SCP indicators developed and endorsed by MCSD, MAP focal point meeting - Implementation plan for theSCP Road Map for the Mediterranean 		
<p>B) In 9project countries an enabling environment for SCP is created through the participatory development and approval of SCP action plans.</p> <ul style="list-style-type: none"> - designation of effective lead agencies, project managers and establishment of interministerial coordinating Committees - establishment of multi-stakeholder platforms - determination of priorities, targets and policy mix - determination of sources of funding - drafting of the SCP action plan - approval of the SCP action plan at the highest level 	<ul style="list-style-type: none"> - Relevance and experience of the lead agencies in relation to the SCP subject - Composition of Coordinating Committees and level of participants, number and frequency of meetings, - Level of experience of project manager and share of time devoted to the project. - Composition of multi-stakeholder platforms, number and frequency of meetings, - Funding commitments from counterpart and donor agencies - Workshop reports with list of priorities and targets. List of prioritized policy measures and SCP activities. - Quality of the SCP action plan document - Statement of approval of the SCP Action plan. 	<ul style="list-style-type: none"> - Type of lead agency selected - Composition of Coordinating Committees and multi-stakeholder platforms - Meeting reports - CV of project manager - SCP action plan document - Statement of approval of the SCP Action plan 	EA(b) – Outputs:1, 2, 3
3. Project Milestones⁴:			Expected Milestone Delivery Date
<u>Milestones associated with component A</u>			

<ul style="list-style-type: none"> a. Establishment of the Steering Committee and of the Coordination Committee (discussed at the meeting on the 19/03) b. Steering Committee Kick-off Meeting: selection of experts of the MSEG and TOR (UNEP/MAP premises) c. MSEG Kick-off Meeting (end of May 2012, UNEP/MAP premises) d. MSEG 1st technical working meeting (In CP/RAC premises) e. Meeting of experts designated by the CP/RAC FP or MAP FP to review and make recommendations based on first draft of proposals from the MSEG f. MSEG 2nd technical working meeting (In CP/RAC premises) g. 2nd Meeting of Steering Committee; review of MSEG draft proposals (UNEP/MAP premises) h. Extended MCSD Steering Committee Meeting: review of the MSEG drafts proposals i. MSEG 3rd technical working meeting to review and amend proposals according to MCSD Extraordinary Meeting recommendations (ideally back to back) j. MCSD Ordinary Meeting to endorse the MSEG drafts proposals k. MAP Focal Point Meeting to review and to endorse the MSEG drafts proposals endorsed by the MCSD l. COP 2013 to approve the MSEG draft proposals and approve the roadmap for their implementation m. Development and Implementation of an SCP Road Map for the Mediterranean 	<ul style="list-style-type: none"> a. M2 b. M4 c. M6 d. M7 e. M9 f. M10 g. M11 h. M15 i. M16 j. M16 k. M20 l. M22 m. M25
<p><u>Milestones associated with component B</u></p> <ul style="list-style-type: none"> a. A lead agency is designated, a project manager is appointed and an SCP inter-ministerial Coordinating Committee is established. 	<ul style="list-style-type: none"> a. M2

b. The status of SCP in the participating countries is assessed and assets and challenges to switch to SCP and Green Economy are identified.	b. M6
c. The links between the consumption and production patterns, environmental degradation and social disparities as well as the benefits of leapfrogging to SCP and resource efficient and green economies in participating countries are understood and integrated into the mindsets of national policy and decision makers.	c. M6
d. SCP and Green economy Stakeholders are identified and mobilized. Inter-ministerial and public-private policy dialogues on SCP are strengthened and institutionalized via formal multi-stakeholder platforms in the participating countries.	d. M6
e. SCP priorities are defined and targets are set	e. M8
f. Policies and initiatives are determined and agreed upon	f. M10
g. The SCP action plan is developed and approved at the highest level	g. M12

1:Risks and assumptions should be captured in the Section 4. 2: Include baseline and targets. 3: Use nomenclature in the Programme Framework (Table 1). 4: A milestone is not equal to a summation of tasks or activities. Rather, it should represent the achievement of a feasible Project management stage and be *strictly* answerable with a yes or no answer.

Annex 1

Situation of SCP in 5 project countries

Egypt

Egypt is attempting to develop SCP related policies within the framework of the African 10 year programme on Sustainable Consumption and Production. The programme focuses on solid waste management, industrial and urban development, transportation and its associated emissions, and energy. Different policies and strategies developed by the government are also addressing specific industrial sectors which are relevant to the SCP program. Among these are the National Environmental Action Plan (2002 – 2017) and the drafting of a SCP strategy for Cairo city. A permanent National Committee responsible for the SCP initiative will enhance its progress and spreads its concepts further into other cities and governorates. Other activities include the the promotion of the Green Economy initiative in Egypt and the development of SCP framework strategy for Arabic countries. As part of a regional initiative on Green Economy in Africa, UNEP is partnering with Egypt on the implementation of a project on Green Economy and Social and Environmental Entrepreneurship Development in Egypt, with support from the European Union. Through this initiative, UNEP will provide support on macro-economic assessments of the opportunities to promote sustainable consumption and production and green investments in high potential sectors that contribute to green growth and development, decent job creation and environmental improvement. In this context, Green Economy scoping studies are being initiated in collaboration with the Egyptian Environmental Affairs Agency and the Egyptian National Competitiveness Council. These economic assessments seek to contribute to the Green Transformation pillar of the Egyptian Competitiveness Strategy 2020 and the National Sustainable Development Strategy of Egypt.

Jordan

Green Economy policy and action plans in Jordan are still awaiting the preparation of the green economy strategy which is underway with assistance of the French Development Agency (AFD). Expected priority implementation areas include energy for sustainable development, water resources management, waste management, rural development and alleviation of poverty. There might be a development of a separated SCP strategy in the future, but there are no plans for now. A green scoping study from the Green Economy Initiative showed the specific numbers and results of possible employment opportunities and financial turnover due to the implementation of sustainable green economy with many sectors targeted including water, energy, tourism, and agriculture among others. As a result, the government has expressed a particular interest in areas such as cleaner production and sustainable energy resources and efficiency, and established the Jordan Cleaner Production Program to lead the way. It is expected that new opportunities for investments in renewable energies will arise with the next approval of a new law by the Jordan government.

Lebanon

SCP as an integrated approach is a relatively new concept in Lebanon, and has not yet been identified in any existing public or private institution programme. Lebanon has established some environmental minimum standards (e.g. on wastewater discharge), but they are not is not fully enforced by public authorities. There is not any explicit regulation regarding the adoption of Cleaner Production measures. The lack of an overall regulatory framework and the ineffective implementation of existing environmental regulations related to industry development are important challenges that the country is actually facing. Those challenges are expected to be addressed by the development of a National Action Plan for the Environment, with a special focus on waste management that has been adopted recently. The action plan includes a specific action plan for waste management (with the construction of 13 waste treatment plants), a solid waste

management program in coastal areas, a collection and treatment of used oil initiative and the mitigation of Persistent Organic Pollutants (POPs). Likewise, it is expected that the permit system for new facilities and the Compliance Action Plan for existing industries developed by the Ministry of Environment will facilitate the adoption of RECP measures.

Morocco

The rapid industrialization and urbanization experienced by Morocco in the recent years, along with the importance of agriculture in the economy, are putting increased pressure on the environment. The main challenges for sustainable development faced by the Moroccan government today include water stress and environmental pollution. In the last years, a series of laws and programs have been adopted to promote SCP and Green economy related issues. Some of them are: the National Charter on Environment and Sustainable Development and the National Action Plan for the Environment, aimed at integrating the efficient use of resources in the socio-economic development. Likewise, Green Economy is one of the working topics of the recently established Economy and Social Council. Other governmental sectoral programs focus directly on energy and/or water efficiency use. Some examples are the Moroccan Energy Strategy, which plans to promote energy efficiency in all economic and social activities, and the Water Strategy which focus on ensuring sound management of water demand and water efficient use. A National Program on sewerage and sewage treatment aims to reduce environmental degradation caused by waste. Other relevant on going action plans are the National Plan against global Warming (adaptation measures to actual and potential consequences of climate change in various socio-economic sectors) and the Green Morocco Plan 2010-2020 to address food insecurity, adaptation of agriculture to climate change and sustainable growth of small farmers.

Tunisia

Until recently, sustainable development in Tunisia was very often associated, through the concept of SCP, with Cleaner Production and other forms of environment protection from industrial development. Nevertheless, after the recent revolution the country lived, sustainable development has become one of the keys to reconstructing the country and enabling its stability. The new government intends to conduct it by investing in the human capital which will consist in giving people more decent jobs or introducing the concept of social responsibility. The industries are also targeted, through politics of resource efficient cleaner production. Finally, agriculture is presented as a key sector to achieve development for its importance in the Tunisian economy. Project on organic agriculture, fight against desertification but also forests integrated management are in the agenda. These recent initiatives join other existing national programs of sustainable development mainly focused on policies for the reconstruction and recovery of the natural environment and regions heavily damaged by industrial pollution, being the maintenance of pollution within fixed limits one of the most important long-term policies from the government. As for the SCP as a concept, it is also integrated in agenda, through for example Tunisia's participation in the African Roundtable on Sustainable Consumption and Production (ARSCP). Recently, the government conducted a project on Eco-labelling, which framework is being totally integrated in the current government policy, and is also doing research on Sustainable Public Procurement.

Annex 2

UNEP's Planning for change methodology to develop SCP National Action Plans

The Planning for Change methodology is used to assist governments and other stakeholders plan, develop, implement and monitor a national SCP programme. There is no single method by which national SCP programmes can or should be instituted. Nevertheless, there is a general agreement on the key principles that should be respected. Some of these include: obtain high-level national commitment and leadership; initiate a multi-stakeholder process; define objectives, actions, targets, indicators; base the programme on comprehensive and reliable analysis; build from existing national policies (e.g. integrated product policy and cleaner production policy); integrate with existing national strategies; and develop sector or issue based action plans (e.g. resource efficiency or sustainable government procurement). The Planning for Change methodology defines how a national programme on SCP can be developed in several different ways, including being integrated in existing national development plans or national sustainable development strategies. Its guidelines are informed by earlier work to develop national action plans on SCP in Asia and work carried out by the OECD and UNDESA to develop national sustainable development strategies. Experts from the project's advisory group have also provided significant inputs. The methodology proposes practical and easy to follow steps for the development, implementation and monitoring of national SCP programmes. It is a flexible approach to SCP programme development that can be adapted to local circumstances. The methodology also considers the key building blocks involved in programme development such as the political, technical, participatory and resource mobilisation dimensions. The 10 steps proposed by the methodology are:

1. Establish an advisory group
2. Conduct a scoping exercise
3. Set the institutional framework
4. Select the priority areas
5. Define objectives and set targets
6. Select policies and initiatives
7. Obtain official approval of the programme
8. Implement the programme
9. Document, monitor and evaluate
10. Sustain and improve.

There is also an important cross-cutting step to link the programme to existing strategies such as national development plans (e.g. poverty reduction strategy papers) and national sustainable development strategies. A country's policy framework can be quite complex. Therefore, identifying potential linkages early on in the process is important.

Annex 3

Experience of project partners and coordination with other initiatives

The Project represents setting up milestone in the effective integration of SCP in the Mediterranean region. The Project represents a comprehensive and integral SCP project, which targets the regional and national SCP policy level as well as the supply and demand side of SCP. This proposal also builds upon a number of experiences and collaborations that several UNEP branches (UNEP/MAP UNEP/DTIE) have developed on SCP whether at the regional or global level.

This proposal draws from resources and lessons learned from several SCP programs and many projects. Some of the most important projects developed by the project partners whether at regional or global level are explained in detail below. Likewise, as it has been described in chapter 4.1. Description of the activities developed by SWITCH MED will feed, build from and interact from the experiences below as well as the Program of Work (PoW) of MAP for 2012-2013.

The following initiatives have been or are being developed by project partners or others and will be used to feed and build upon with the overall program:

UNEP/MAP and the Barcelona Convention

The Mediterranean Action Plan (MAP), and its legal framework, the Barcelona Convention, were adopted in 1975 and 1976 respectively, under the umbrella of the United Nations Environment Programme (UNEP). The main objectives of the Barcelona Convention are to assess and control marine pollution; ensure sustainable management of natural marine and coastal resources; integrate environmental protection into social and economic development; protect the marine environment and coastal zones; protect natural and cultural heritage; strengthen solidarity among Mediterranean coastal States; and contribute to an improvement of the quality of life in the Mediterranean region. Seven Protocols addressing specific aspects of Mediterranean environmental conservation further develop and complete the UNEP/MAP – Barcelona Convention legal framework.

UNEP/MAP is recognized as a unique legal framework and policy development process. As the guardian of the Barcelona Convention it coordinates the implementation of the related protocols by the Parties of the Convention. Its historical role in the Mediterranean is well recognized and respected both by the Parties and other key players in the region. It is the key environmental governance structure in the Mediterranean, with a longstanding pollution monitoring programme, a network of focal points in partner countries and a diversified network of regional activity centers that offer their expertise to the implementation of the Convention and its Protocols in the Mediterranean countries.

The 21 countries bordering the Mediterranean Sea and the European Union (EU) are the Contracting Parties (CPs) to the Barcelona Convention. They decide on MAP strategies, programmes and budget at biannual Ministerial meetings. A Coordinating Unit, based in Athens, performs legal and representational functions, facilitates dialogue and coordinates MAP's Programme of Work. Six technical Regional Activity Centers and a programme, so-called MAP components, assist Mediterranean countries in fulfilling their commitments under the Convention and the Protocols: MEDPOL, Greece, is responsible for marine pollution assessment and control; REMPEC, Malta, for Marine Pollution Emergency Response; SPA/RAC, Tunisia, for Biodiversity and Protected Areas; PAP/RAC, Croatia, for the promotion of Integrated Coastal Zone Management; BP/RAC, France, for prospective analyses of environment and sustainable development; CP/RAC, Spain, for Sustainable Consumption and Production; and INFO/RAC, Italy, for Environmental Information Systems.

The Mediterranean Commission on Sustainable Development (MCSD)

The creation in 1996 of the MCSD by the Contracting Parties conveys their commitment to sustainable development and to the effective implementation, at the regional and national levels, of the decisions of the Earth Summit and the United Nations Commission for Sustainable Development. The MCSD is made up of 46 members: 22 permanent, representing each of the Contracting Parties to the Barcelona Convention, as well as 24 rotating representatives from wider community (local authorities, the business community, NGOs, scientific community, intergovernmental organisations and eminent experts) and 14 alternate members, that in principle have a mandate of 2 years. The MCSD provides a platform for the assessment of major sustainable development issues of common concern to the countries of the region or set out in international and regional agendas. It makes relevant proposals and recommendations to the Contracting Parties. Priorities for this period are to contribute to the global issues to be discussed at Rio+20 (Green economy and SCP as well as the institutional arrangements towards sustainable development).

The MCSD provides a bridge between, on the one hand, the global and regional frameworks and, on the other hand, the national policies and actions at the local levels. The MCSD also enhances cooperation between the countries of the region and allows synergies between the MAP system and other institutions and initiatives concerning the region. The MCSD physically meets on a biannual basis. Between two meetings, dedicated working groups explore and debate on specific sustainable development issues of relevance to the region, thereby implementing the biannual MCSD programme of work.

The MAP Coordinating Unit ensures the role of MCSD Secretariat and coordinates the different working groups on a permanent basis. The MAP Regional Activity Centres and specialized programmes provide technical and organisational support according to their respective domains of responsibility. In addition to the recommendations presented to the Contracting Parties on specific Mediterranean challenges - e.g. energy and climate change; information and communication; integrated coastal management; management of water demand, marine pollution; sustainable development indicators; sustainable tourism; trade agreements; urban development; etc. - the MCSD has provided major inputs to the formulation of the Mediterranean Strategy for Sustainable Development (MSSD) and spearheads its implementation at the country level.

UNEP/MAP-CPRAC's work on SCP and the ecosystem approach.

CP/RAC is currently developing an analysis on how current human patterns of production and consumption in the Mediterranean are impacting on the ecosystem and how SCP tools could help in meeting the MAP's ecosystem approach ecological objectives. This analysis can be useful to the SWITCH MED by helping meet one of the project's objectives which is to give a better understanding of the impacts of unsustainable patterns in production and consumption and of the benefits of SCP and RE. Indeed, the work done upstream in researching the main human activities and relating them to the pressures put on the Mediterranean can be used to explain to decision makers the concept of DPSIR (Drivers-Pressure-State-Impact-Response) which is key to understand the impacts on the environment that unsustainable production and consumption patterns can exert. Moreover, this analysis also shows how specific SCP tools can address the environmental problems caused by unsustainable human activities and thereby show the SCP benefits to the environment.

UNEP/MAP-CP/RAC studies on the carbon footprint associated with consumption

In order to measure the environmental impact caused by consumption, various reports were prepared by CP/RAC in 2008 focusing on CO₂ emissions associated to consumption patterns. The report "Determining consumption emissions: carbon footprint, state-of-the-art" specifies the state of knowledge and development of the technique currently used to determine the emission of greenhouse effect gases from the perspective of consumption. This approach enables the quantity of greenhouse gas emissions associated with goods and services consumed in the country to be quantified, by category of end-consumption, with the goal of complementing the normal production perspective. The study "Determining consumption emissions using the carbon footprint: research and application perspectives in the Mediterranean region" evaluates the possibilities for study and potential application of greenhouse effect gases

emissions associated with consumption in Mediterranean countries. The document includes a complete analysis of the large statistical databases available in the region and identifies action areas.

FP7 Project “Boosting Best Available Techniques in the Mediterranean Partner Countries”

CP/RAC participates to this EC funded project that aims to analyse the potential impact of the introduction of the Integrated Pollution Prevention and Control (IPPC) concept in the Mediterranean Partner Countries (MPCs hereinafter) and, more specifically, if this can contribute to minimize the negative impacts associated with polluting industries from key industrial sectors. The project objectives are to identify, assess and select the Best Available Techniques (BAT) for pollution prevention and control in the Dairy and Textile sectors in 3 selected countries (Morocco, Tunisia and Egypt), spreading and promoting their use through dissemination activities (training workshops). The information collected through this project will be very relevant background information for the SWITCH MED activities to be developed at the national level in the mentioned countries, especially as far as the introduction of sustainable patterns of productions in key industrial sectors is concerned.

UNEP/MAP CPRAC - GRECO Initiative

This is a CP/RAC Initiative designed to raise awareness among private and public sector about the economic and environmental benefits that can be obtained by investing in Cleaner Production. The initiative aims at encouraging and committing the maximum number of companies, in each country, to integrate environment in their strategic objectives. The development of actions within GRECO have included the organization of several road shows and training activities on CP in most Mediterranean developing countries, the collection of more than 100 hundred successful CP case studies from Mediterranean SMEs of different industry sectors and the establishment of cooperation agreements with national cleaner production centres. Accordingly CP/RAC is currently developing the GRECO Initiative through a network of Greco Antennas which are local qualified professionals from the national cleaner production centres (NCPC) that act as catalysts of activities in each country and provide up to date information to CP/RAC on local companies training needs. Based on the information provided by the NCPC, the centre has prepared a strategic document defining detailed actions to reinforce the capacity/skills on NCPC and local experts in applying tools for Green Competitiveness, including the design of a performance evaluation and monitoring system consisting of periodical measurements of quantitative indicators and benchmarking against defined targets.

Arab Knowledge Management System (KMS)

This is an internet platform focused on Resource Efficient and Cleaner Production (RECP) for the Arab Region. It is currently under construction under the support of UNIDO and it is participated by the National Cleaner Production Centres from Morocco, Tunisia, Algeria, Lebanon, Egypt and Jordan, which are considered as participating members, and CPRAC as a guest member. The platform will open to new members and organisations in the future. The platform is envisioned as an information hub on RECP. Apart of an e-Library with documents provided by the participating members (which include reports, methodologies and tools), there will be a section of Living Documents, where Knowledge Generators of different countries may work together on-line on a given document. It will also host a database of professionals on RECP in order to foster collaboration, networking and capacity building within the region.

UNIDO-UNEP RECP Network

The RECP-Net is a joint effort of UNIDO and UNEP that aims to enable and contribute to the effective and efficient implementation of RECP by establishing a worldwide network that successfully shares networking and knowledge management among National Cleaner Production Centres and other organisations that deliver RECP services. It also facilitates both South-South and North-South collaboration and transfer of RECP relevant knowledge, experiences and technologies. The functions of RECP-Net will include Innovation and knowledge management, capacity building, advocacy and quality assurance and branding.

UNEP/MAP-CP/RAC actions to promote Sustainable Public Procurement (SPP) in the Mediterranean

Actions developed by UNEP/MAP, through CP/RAC, to promote the integration of SPP in the Mediterranean region have included awareness raising and training activities as well as technical support to the countries to prepare the ground for the development of SPP National Action Plans. Assets and challenges for SPP at the regional level have been identified through workshops organized by CP/RAC in 2008 and 2010 bringing together representatives of public administrations, business sector, academia and NGOs. Actions at country level have included capacity building activities and technical support. For example, in April 2011 the centre organized a capacity building seminar on Green Public Procurement procedures in Zagreb, within the centre's participation in the Horizon 2020 Initiative. After the seminar, CP/RAC met Croatian stakeholders to discuss on the preparation of a SPP National Action Plan (NAP). In May 2011, during the CP/RAC's National Focal Points Meeting, country representatives requested the center to provide technical support for the development of SPP NAPs. Accordingly, CP/RAC is currently developing technical missions to 4 countries - Montenegro, Croatia, Malta and Israel – with the objective of meeting relevant government stakeholders with whom identifying the key factors in the integration of SPP in the country and setting the ground for a government's policy commitment to prepare a SPP NAP.

UNEP/MAP regional plans on POPs, mercury and food

Following the Decision of the 16th Conference of the Parties to the Barcelona Convention, MED POL and CP/RAC have worked closely during 2010-2011 for the preparation of three Regional Plans for the New POPs, Mercury and BOD that will be approved by the next COP as legally binding measures to fight against those pollutants. In doing so, CP/RAC prepared technical background documentation for the preparation of the Plans by MED POL, namely a diagnosis on Mercury and the new POPs in the Mediterranean, a benchmarking on ELV for mercury based on BAT, and a document on BAT and BEP for the reduction of BOD from the food sector. Once the Plans are approved, the next steps will consist in assisting the countries in meeting the objectives of reduction of the pollutant substances targeted in the plans.

UNEP/MAP CPRAC's SCP experts database.

CPRAC owns a network of SCP Mediterranean experts that constitutes a valuable basis on which building the SWITCH MED Platform.

UNEP MAP CPRAC's SCP Indicator Framework.

The Regional Activity Centre for Cleaner Production (CP/RAC) has recently elaborated a SCP Indicator Framework for the Mediterranean countries to be able to measure progress on SCP in the different countries and to make data between the different countries comparable. The framework aims at promoting a set of quantitative and qualitative indicators for the Mediterranean countries and at harmonizing information on SCP in the region. The framework supports policy makers and experts on SCP with a comprehensive tool to systematize information on SCP and to provide an overview on relevant areas and topics related to SCP in the region. CP/RAC will use the proposed framework as the basis for its next report on the status quo of SCP in the Mediterranean Industry. The SCP Indicator Framework was developed based on extensive secondary literature review and existing frameworks and concepts, as well as on interviews and questionnaires to relevant SCP experts from the Mediterranean region. The objective was to adapt and integrate information from different existing international and national SCP indicator frameworks to the Mediterranean context.

UNEP/MAP-CP/RAC mandate as Regional Center for the Stockholm Convention on POPs

The Conference of the Parties of the Stockholm Convention on Persistent Organic Pollutants, endorsed CP/RAC as Regional Centre under the Stockholm Convention for the Mediterranean Region, with the objective of providing awareness raising, capacity building and transfer of solutions to developing countries and countries with economies in

transition to phase out and eliminate the use and generation of POPs. This assignment of CP/RAC complements its mandate as MAP component to promote SCP in the Mediterranean and involves the integration of POPs as one of the priority pollutants to which the CP/RAC addresses its activities, based on the centre's previous experience in the fight against those pollutants. According to that many of CP/RAC actions focus on promoting the sound management of chemicals and the use and production of alternatives or substitutes to hazardous chemicals among industries and governments (recent actions on capacity building on medical waste management and POP-free agriculture developed in Albania and Spain). In its mission of assisting countries in fighting against POPs and other hazardous chemicals, CP/RAC also provides support to governments in the development of strategic plans to phase out the use and production of POPs from their countries and promote available non chemical or less hazardous chemical alternatives. The Centre is currently helping Israel in the development of the NIP. Likewise, the centre works closely with NGOs, universities and the civil society of the Mediterranean countries to raise awareness on the harmful effect of chemicals, especially POPs, and sustainable lifestyles to avoid them (recent actions developed in Egypt and Malta). In the performance of its mandate as Regional Center for the Stockholm Convention, CP/RAC works closely with the Convention's Secretariat and with the initiatives developed by the organization like the *POPs-free Initiative* with which the centre is collaborating through the collection of information on alternatives for POP in industries and products.

UNEP/MAP-CP/RAC's ConsumpediaMed.

The ConsumpediaMed website was initiated by CP/RAC in 2009 with the objective to provide practical information to the Mediterranean civil society on how to consume specific goods in a more sustainable way. Products have been selected depending on their consumption level and environment and social impacts in the Mediterranean. For each product, ConsumpediaMed answers to the following questions: why we have to consume them, what should we know to choose more sustainable products and reduce our ecological footprint, where to buy, and what can we do at home. Information is now available for 21 products of different consumption categories in English, French and Spanish. During 2011 a new version of the web site has been launched. ConsumpediaMed 2.0 is the first online platform for sustainable consumption and lifestyles focused on the Mediterranean Region. Among others, it will provide a vision of the many existing initiatives on sustainable consumption and sustainable lifestyles led by the public, private sector and initiatives from NGOs and civil society organizations. ConsumpediaMed 2.0 will be a dynamic platform where the Mediterranean civil society will have the opportunity to exchange good practices, new initiatives, and awareness raising material and be aware of the latest news.

SEEDS Initiative

The SEED Initiative is a global partnership for action on sustainable development and the green economy. Founded by UNEP, UNDP and IUCN at the 2002 World Summit on Sustainable Development in Johannesburg, SEED supports innovative small-scale and locally driven entrepreneurs around the globe which integrate social and environmental benefits into their business model. SEED aims to assist any start-up social and environmental enterprise around the globe by providing them with guidance and tools on how to establish and grow their enterprise. Based on the experience of working with social and environmental enterprises, SEED has developed specific tools. One of these allows an initiative to assess what is needed to make its social and environmental business successful; another covers effective building and maintenance of partnerships. A wiki (www.entrepreneurstoolkit.org) is designed for social and environmental entrepreneurs to share their knowledge and experience with others.

UNEP/MAP-CP/RAC Work Plan to boost green entrepreneurship in the Mediterranean

CP/RAC is implementing a comprehensive action to promote green entrepreneurship, being aware of the crucial role that green entrepreneurs play in eco-innovation, the creation of new green jobs and the transition to green economies. In particular, the centre has started by collecting information from the Mediterranean countries on the state of the Art

on the Green Entrepreneurship (Turkey, Arab countries, Italy, Tunisia) together with the collection of Successful Business Cases of green entrepreneurs and the development of training activities to green entrepreneurs. The rationale behind the above mentioned activities is to gather as much as possible information to further design strategic/shaped projects according to the local challenges and opportunities for green entrepreneurship, as well as bringing together green entrepreneurs to share their successful experiences and promote their initiatives/ activities in different events, workshops, interactive trainings days on Green Entrepreneurship that are planned within the MAP PoW 2012-2013.

UNEP/MAP-CP/RAC Report on Sustainable Consumption and Civil Society in the Mediterranean and Handbook for Education on Sustainable Consumption and Production

CP/RAC developed a report assessing the concept of sustainable consumption in the Mediterranean region and identifying the most relevant organizations from the civil society that have integrated awareness raising and education activities on SC related issues in their work plans. In this sense the report constitutes a valuable document on the most important initiatives to promote SC developed by non governmental organizations of Mediterranean countries. Likewise, the document includes an annex with a list of those organizations and their main initiatives. The Handbook for Educating on Sustainable Consumption and Production (SCP) developed by CP/RAC is designed to raise awareness and educate Mediterranean civil society on SCP. The handbook is addressed to school teachers and educators, NGOs, and other civil society organizations. The activities in the Handbook are designed to facilitate reflection on the causes, consequences and implications of the relations of production and consumption, to acquire ability to evaluate different alternatives and to encourage changes in consumption attitudes and behaviours towards consumption. The Handbook was developed based on the lack of specific training material on SCP for Mediterranean educators and the experience from 2 workshops for young leaders from the Centre for Cooperation in the Mediterranean of Red Cross in Morocco and Tunisia to which CP/RAC and UNEP/DTIE participated as trainers. School teachers from Almeria, Spain, have already been trained on the Handbook, within CP/RAC's participation in the PAP/RAC's CAMP Project developed in that Spanish province. Due to the great experience with the teachers, the centre has been requested to teach a new course to NGOs in Almeria for 2012.

UNIDO MED-TEST

The MED-TEST project, launched by UNIDO, has been designed to address pollution from land-based activities of priority industrial pollution hot spots identified in the Strategic Action Plan of the Mediterranean Sea. The project aims to build national capacity to apply the UNIDO-TEST integrated approach in order to facilitate the transfer of environmentally sound technology (EST) that will improve the environmental performance and the productivity of priority industrial installations in the southern Mediterranean region. The novelty of the test programme lies in its integrated approach to green industry and competitiveness, as its methodology integrates traditional UNIDO CP methodology, including the adoption of best available techniques (BAT), with other aspects related to company management systems, environmental management accounting as well as corporate social responsibility. The project is organized in 3 main stages: start-up and capacity building, introduction of the TEST integrated approach, and the dissemination and replication stage. The organization and management of the project has a local dimension, supported by national contractors, and an international dimension supported by an external consulting team and UNIDO. Currently, the MED-TEST is being implemented in Morocco, Egypt and Tunisia.

SWITCH-ASIA

UNEP DTIE is leading the implementation of the Policy Support Component of the SWITCH-Asia Project. Also, building on the work of the Marrakech Process on Sustainable Consumption and Production, UNEP DTIE has developed the "Planning for Change" Guidelines, aiming to provide policy-makers with a roadmap towards mainstreaming SCP.

The International Resource Panel

The establishment of the International Resource Panel is a step towards addressing the need of sustainable management of natural resources in a holistic approach to underpin poverty reduction, environmental sustainability and sustainable development at large. The Panel, officially launched in November 2007, provides the scientific impetus for

decoupling economic growth from increase in resource use and environmental degradation through undertaking independent, coherent and authoritative scientific assessments of policy relevance on the sustainable use of natural resources and their environmental impacts over the full life cycle. The Panel builds its work on and makes a contribution to other related international initiatives, including Marrakech Process, the 3R Initiative, the circular economy approach, Global Environment Outlook, Green Economy Initiative and the Millennium Ecosystem Assessment. The International Resource Panel has served as a science-policy interface for policy-makers in governments and industries and other stakeholders to make informed decisions.

Marrakech Process on Sustainable Consumption and Production

The SWITCH-MED could make use of several of the SCP tools developed by the Marrakech Process by taking into account lessons learned from the regions, scaling up and replicating the good practices, and work of the thematic Marrakech Task Forces (guidelines on national SCP action plans, training kits on Sustainable public procurement, sustainable tourism, communications and education for SC, among others).

Mainstreaming SCP in Croatia, by CPRAC, UNEP Regional Office for Europe and UNEP/MAP

UNEP DTIE and UNEP/MAP together with the Ministry of Environmental protection, Physical Planning and Construction (MEEPC) in Croatia commenced a project titled "Pilot Projects of Increasing Importance of Sustainable Production and Consumption to Development Policy in the Republic of Croatia". Central activity of this project was to develop a National Action Plan for Sustainable Production and Consumption (SCP NAP) of the Republic of Croatia with the support of CP/RAC and UNEP. The project included an Assessment Report on Sustainable Consumption and Production Policy (AR SCP) in Croatia which represented the background document, basis, and the first phase in preparation of Action Plan for Sustainable Production and Consumption of the Republic of Croatia (AP SCP). The SCP NAP has already been drafted and is pending on submission to the Ministerial approval.

UNEP/UNESCO YouthXchange Initiative in the Mediterranean.

UNEP has been working closely with the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE) to implement the UNEP/UNESCO YouthXchange Initiative regionally in the Mediterranean. This project, which ran from 2009-2011, was co-funded by the Anna Lindh Foundation (ALF) and in collaboration with CP/RAC. The project involved the adaptation, translation and dissemination of the UNEP/UNESCO YouthXchange training kit on responsible consumption (the guidebook) into Arabic in six Arabic-speaking Mediterranean coast countries (Egypt, Jordan, Lebanon, Morocco, Syria, Tunisia). The YouthXchange Arabic guidebook is enriched with Mediterranean-relevant case studies and numerous training workshops have taken place to integrate YouthXchange in teaching activities. In each of the six countries, MIO-ECSDE has been working with a local implementing partner. Two-day training workshops have taken place in all six countries between May 2010 and July 2011, involving youth, educators, policy-makers, government representatives as well as the media. The workshops garnered media attention in some countries, such as Lebanon where television interviews were conducted with the local implementing partner. In October 2009, CP/RAC published its 8th annual technical publication on 'Initiatives for Responsible Consumption'. A joint article from UNEP and UNESCO on YouthXchange was provided. In 2009, CP/RAC provided financial and technical support for the implementation of the YouthXchange Initiative in Turkey (training kit adaptation and organization of train the trainers workshops) and Croatia (translation of the training kit to local language). In 2011, UNEP provided training on the YouthXchange Initiative in the Mediterranean region: (i) A workshop held in June 2011 in Montenegro on Education for Sustainable Consumption (ESC) organized by CP/RAC, MIO-ECSDE and the National and Kapodistrian University of Athens (NKUA). (ii) A workshop on the role of young people in sustainable development held in July 2011 in Tunisia, organized by the "Association de sauvegarde de la Médina de Kélibia."

UNEP's Tunza

In February 2003, the Governing Council of UNEP adopted a long-term strategy for engaging young people in environmental activities and in the work of UNEP. The strategy was entitled the Tunza Youth Strategy. The word "TUNZA" means "to treat with care or affection" in Kiswahili (a sub-regional language of Eastern Africa). The overall Tunza Concept, therefore, is built around this theme. It is an initiative that is meant to develop activities in the areas of capacity building, environmental awareness, and information exchange, with a vision to foster a generation of environmentally conscious citizens, capable of positive action. Important by-products of this strategy include the annual Tunza International Youth Conference, Tunza Advisory Council and a quarterly Tunzamagazine. The Tunza Youth Advisory Council (TYAC) is a group of 12 youth leaders (two per region: Africa, Asia-Pacific, Europe, Latin America and the Caribbean, North America and West Asia), elected that the Tunza International Youth Conference to represent youth in international environmental fora and to advise UNEP on better ways of involving youth in its activities. It was launched in 1999 and has played a significant role in enhancing UNEP's work with youth. The Council also informs young people about UNEP's activities for youth. The term of each Council is two years.

UNEP's Here and Now! Education for Sustainable Consumption: Recommendations and Guidelines.

This publication provides recommendations and guidelines aimed at policy-makers and educators on how to best integrate and implement Education for Sustainable Consumption (ESC) in the formal education sector. It contains two main chapters: a) "Addressing the challenges" illustrates the importance of ESC to policy makers and its contribution in achieving major policy goals such as environmental protection and sustainable development strategies; b) "Optimizing opportunities" is targeted to educational authorities, teacher trainers and educators to include ESC in their curricula and teaching activities. This chapter contains a series of inspiring case studies and best practices from all over the world. This publication is a key tool in the UNEP project on the institutional strengthening of ESC, which is aimed at advancing ESC implementation and strategies at the national local level in three pilot countries: Chile, Indonesia and Tanzania. The main objectives are to advance ESC within national sustainable development, SCP and education strategies and in education practices and organize national discussions on ESC based on UNEP's *Here and Now! ESC Recommendations and Guidelines* to support the development, adaptation and dissemination of recommendations for ESC at the national level. The objective of this project is to also promote the replicability of the project in other countries.

UNEP's Global Survey on Sustainable Lifestyles.

The Global Survey on Sustainable Lifestyles (GSSL) was jointly developed by UNEP and the Task Force on Sustainable Lifestyles, which was led by Sweden from 2005-2009, in the framework of the Marrakech Process on Sustainable Consumption and Production (SCP). The GSSL was conducted among 8000 young adults from 20 countries in all regions, including Egypt and Lebanon. In partnership with UNEP, CPRAC took the lead on the implementation of the survey in Egypt, working in collaboration Alexandria University for the collection and analysis of questionnaires. Cairo and Suez Canal Universities were also involved in the collection of questionnaires. The survey's findings are included in UNEP's publication *Visions for Change: Recommendations on Effective Policies for Sustainable Lifestyles*, which provides recommendations to develop efficient sustainable lifestyles policies and initiatives. The publication is aimed at policy-makers and all relevant stakeholders on how best to help support the shift to sustainable lifestyles, for instance through effective communication and awareness-raising campaigns. The survey, which involved 8000 urban young adults from 20 different countries, points to three key dimensions of empowerment and creativity: new visions of progress, behavioral alternatives, as well as trust and participation. The report highlights the need for working together to better comprehend, educate and empower young adults globally, to enable them to create their own positive visions of sustainable lifestyles, and therefore become actors of change.

Sustainable Public Procurement.

Within the framework of the project Capacity Building for Sustainable Public Procurement supported by the European Commission, the Swiss Federal Office for the Environment and the Francophone Organization, UNEP has been assisting Lebanon and Tunisia in the development and implementation of sustainable public procurement policies and action plans through the methodology developed by the Marrakech Task Force on Sustainable Public Procurement. Both Lebanon and Tunisia are finalizing their initial assessment phases by compiling a status assessment questionnaire, and finalizing their respective legal reviews and market readiness analysis. Now, both countries are directing their efforts towards the elaboration of a SPP policy and action plans that will be the basis of SPP implementation in the countries.

Cleaner Production

The collaboration between UNIDO and UNEP on jointly promoting cleaner production started in 1994 with a pilot to establish National Cleaner Production Centres (NCPCs) in eight developing and transition countries. Over 14 years the programme has expanded to some 40 developing and transition economies in 2008, including several in the Mediterranean region (Albania, Egypt, Morocco, Tunisia, Croatia). The NCPCs work to foster the uptake of Cleaner and Resource Efficient Production (CREP) concepts, methods, techniques and policies, through the creation of national capacities for raising CREP awareness, providing CREP training, undertaking in plant assessments for CREP implementation, providing policy advice and facilitating transfer of Environmentally Sound Technologies (ESTs).

Responsible Production

UNEP-DTIE started a Responsible Production pilot exercise in Egypt in October 2010 in partnership with the Egyptian National Cleaner Production Centre (ENCPC) under the overall scope of a SAICM Quick-Start Project "Assessment and Capacity Building on Chemicals and Chemicals Waste Management in Egypt". UNEP and UNEP-contracted trainers from Beratungsgesellschaft für integrierte Problemlösungen (BiPRO) visited the ENCPC. The UNEP/BiPRO/ENCPC team provided a one-day training to selected companies and then visited each of the companies separately to further train them in their own site surroundings. A member of former GTZ's Chemical Convention Project team was also invited by UNEP in these site visits. The companies presented their improvements as case studies in a 2nd Advance Training on chemicals and chemicals Waste management workshop, organized by the Egypt National Cleaner Production Centre, that will take place on 29-31 May 2011 in Cairo. The companies will continue to implement risk reduction measures after project activities have been completed. The ENCPC is currently writing case studies on the pilot projects which may be used to further promote the Responsible Production approach in Egypt and in the Region.

Sustainable Tourism

UNEP is contributing to a long-term viability of the tourism sector in the Mediterranean region, by supporting countries in protecting and maintaining the environmental and socio-cultural assets of destinations while ensuring that tourism meets its potential as a tool for poverty eradication through the creation of local jobs (to adapt according to the EC's objectives: vehicle for Green economy, etc.).

UNEP has a long experience in assisting countries in their policy planning and tourism management. Some of the main projects include sustainable coastal tourism with the development of the Integrated Coastal Zone Management (ICZM) approach which consists of an operational manual for integrating sustainability in tourism planning and management in coastal zone development. The pilot project was implemented in Split (Croatia), and capacity building seminars enabled to disseminate this approach in the Mediterranean region. Project workshops took place in Morocco, Algeria and Tunisia. UNEP also published a guide for policy makers on how to make tourism more sustainable. The guide provides a comprehensive set of instruments for governments, ranging from planning regulations to economic instruments and the application of certification and indicators. It also sets out 12 aims for sustainable tourism and their implications for policy, and describes the collaborative structures and strategies that are needed at a national and local level.

The “DESTINATIONS” project was developed as part of the International task Force for Sustainable Tourism Development (ITF-STD) that run from 2006 to 2009. DESTINATIONS (Development of strategies for sustainable tourism in Mediterranean nations) aims to promote a continuous planning and management process for sustainable tourism development in Algeria, Morocco and Tunisia through decision-making tools for an effective management of tourism destinations, production of guidelines for tourism investors, capacity building and awareness raising.

The Global Partnership for Sustainable Tourism, resulting from the transformation of the ITF-STD into a permanent entity, aims to transform the way tourism is done worldwide. It focuses on policy, projects, tools, and networks for all tourism stakeholders. As part of the Global Partnership, destinations are regularly assisted in this context through training, workshops, and capacity building. For instance, the EC-funded Hotel Energy Solutions project helps to reduce hotel operational costs, while increasing competitiveness and sustainability and assist in alleviating the industry’s impact on climate change. This project aims to facilitate the use of renewable energy technologies and energy-efficient systems for European small and medium-sized hotelsthrough the development of an e-toolkit for energy efficiency and carbon calculator, training workshops, video material, brochure and conferences. One of the four European pilot tests was run in Palma de Mallorca in Spain.

Ecolabelling

The UNEP ‘Enabling developing countries to seize eco-labelling opportunities’ project works with industries in selected countries to meet the requirements of type I eco-labels (multi criteria, life cycle based and third party certified) and with governments to create an enabling policy framework. It focuses on obstacles and challenges that businesses in developing countries may face in terms of trade and voluntary environmental labelling. This is done through a combination of awareness raising, capacity building, technical assistance and consultation activities engaging various stakeholders. By the end of the project, it is expected to have a number of export products awarded with the EU Flower, the ecolabel selected for this project. Product groups identified by local partners are textiles (India and South Africa), footwear (Mexico and Kenya/Ethiopia), paper (Brazil) and televisions (China).The project methodology can be extended to the countries in the Mediterranean region. Moreover, Tunis has launched its own eco-labellingprogramme which effectiveness can be enhanced through application of best practices and alignment with international standards. The region can look at possibility of cooperation on eco-labelling similarly to the process taking place in Africa, Latin America and Asia.

H2020 Capacity Building / Mediterranean Environment Programme (H2020 CB/MEP - Funded by the EC)

The H2020 Capacity Building / Mediterranean Environment Programme (H2020 CB/MEP - Funded by the EC), supports the implementation of the H2020 Initiative Road Map and Work Plan to de-pollute the Mediterranean by the year 2020. CP/RAC, as partner of the Capacity Building Subgroup, leads the organization of a series of capacity building activities on SCP and Green Economy issues¹⁰under the initiative. The identification of the needs and existing initiatives, the experience in designing capacity building activities, the database of trainers and trainees, the training material and evaluation reports generated by H2020 CB/MEP will be useful elements to implement some of the SWITCH-MED activities.

UNEP MAP GEF Strategic Partnership for the Mediterranean Large Marine Ecosystem (MedPartnership).

It is a collective effort of leading organizations (regional, international, non-governmental, etc.) and countries sharing the Mediterranean Sea towards the protection of the marine and coastal environment of the Mediterranean. The

¹⁰The following SCP and Green Economy related topics have already been and are planned to be addressed by regional and national Capacity Building Seminars for Mediterranean developing countries within Horizon 2020: SCP integration through education for sustainable development; green economy; green banking and green investments; green entrepreneurship and green employment; eco-labeling; sustainable public procurement; water and carbon footprint.

MedPartnership is being led by UNEP MAP and the World Bank and is financially supported by the Global Environment Facility (GEF), and other donors, including the EU and all participating countries. MEDPOL and CPRAC have jointly the responsibility of the implementation of the sub component 2.3 of the GEF Strategic Partnership for the Mediterranean Large Marine Ecosystem entitled "The Environmental sound management (ESM) of equipment, stocks and waste containing or contaminated by PCBs in national electricity companies of the Mediterranean countries".

UNEP/SETAC Life Cycle Initiative

In 2002 UNEP teamed up with the Society of Environmental Toxicology and Chemistry (SETAC) and launched The UNEP/SETAC Life Cycle Initiative whose overall goal is to promote the development and application of life cycle approaches worldwide.

A life cycle perspective is essential in globalized economies where, for example, extraction, production and consumption of many products happen in different regions of the world. Trade offs of impacts is often underestimated and over-seen. Only by taking into account an integrated (holistic) view of product chains, a balanced judgment on economic, social and environmental impacts of human activities is possible and thus, better decisions for sustainable development are achieved. Life cycle based tools (e.g. life cycle management, life cycle assessments, carbon footprint and water footprint, ecolabelling and ecodesign) can assist to ensure better informed decisions in business and governments and society at large. Capability development is a complementary key dimension to count on successful implementation of life cycle based approaches. To leapfrog experiences and improve the life cycle thinking evolution trends, especially in the developing world and emerging economies, global coordination is important, according to the statements from Governments and international organizations.

The Life Cycle initiative aims at promoting life cycle approaches worldwide through (1) fine-tuning methodologies and (2) promoting and facilitating the application of knowledge and tools for the target groups (governments, business, and researchers). A key activity launched in 2012 is the Mediterranean Life Cycle Analysis Network (MELCAN) which involves experts from the Academia and Governments from Egypt, Tunisia, Morocco, Spain and France. A first regional meeting took place in Tunis (Tunisia) on 19 December 2011.