

# How is circular and green entrepreneurship catalyzing action towards sustainable Blue Economy?

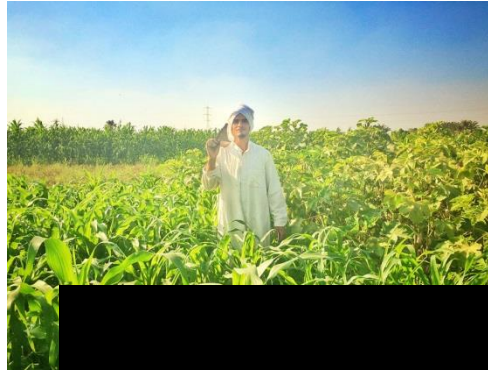
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# What is a green entrepreneur?

**Green entrepreneurs market innovative business solutions to respond to environmental challenges**



# **Green entrepreneurship: key leverage point contributing to support development and innovation for Green and Blue economy in the framework of the Barcelona Convention**

## **1. Mediterranean Strategy for Sustainable Development (2016 – 2025)**

Strategic direction 5.1: **Create green and decent jobs for all**, particularly youth and women, to eradicate poverty and enhance social inclusion

Strategic direction 5.4: **Encourage environmentally-friendly and social innovation**

## **2. UN Environment MAP Mid-Term Strategy (2016 – 2021)**

Cross-cutting Theme 2: Sustainable Consumption and Production (SCP)

**Strengthen technical capacities of businesses, entrepreneurs, financing agents, and civil society to implement SCP solutions**

## **3. Mediterranean Regional SCP Action Plan**

Green entrepreneurship is transversal to the actions in the four priority sectors of **food, fisheries and agriculture; goods manufacturing; tourism; and housing and construction**

# The Switchers, the UNEP/MAP first ever regional programme to support Entrepreneurs for Green and Blue Economy

- **1,600** green entrepreneurs trained and developed green and circular business ideas (4,000+ applicants)
  - **38% women**
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- A map of the Middle East and North Africa (MENA) region, with countries colored in orange and blue. The orange countries represent the focus of the UNEP/MAP programme, with the number of green businesses created in each country labeled in red. The blue countries are not labeled.
- | Country   | Number of Green Businesses |
|-----------|----------------------------|
| Morocco   | 286                        |
| Algeria   | 130                        |
| Tunisia   | 322                        |
| Egypt     | 161                        |
| Israel    | 150                        |
| Lebanon   | 122                        |
| Palestine | 205                        |
| Jordan    | 199                        |
- **Unique** training and coaching methodologies **among 50** existing international programmes for entrepreneurship
  - Provides entrepreneurs with tools on how to integrate **life cycle thinking** in the very design of the business
  - In **1,5 years** already contributed to the creation of **100 new green businesses**
  - **200 new businesses** by 2019
  - Incubated entrepreneurs receiving awards, while the training being replicated in other projects



# Turning waste into Fashion

Nour Kays, Switcher  
Lebanon



2 400  
plastic bags  
a year

recycled into  
**fashionable accessories**

In 5 years, Nour will have prevented  
**12 000** of plastic bags from  
becoming marine litter

Facebook @NKbyNourKays to  
see all the collection

25 innovative and inspiring solutions to combat  
**PLASTIC MARINE LITTER**  
in the Mediterranean Region





Med Edition of the New Plastics Economy – Catalysing Action Report

Join the Switchers and apply for  
the OSCE GEMS Award by 10 November, 2017

Funded by







Entrepreneurs

# Thank you

