



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

MEDITERRANEAN RESCP POST RIO+20:

Promotion for the adoption of
Sustainable Consumption and
Production (SCP) and Resource
Efficiency (RE) models in the
Mediterranean Region

OBJECTIVES

In a two-pronged approach the project aims to:

- Provide access to financing for companies adopting Sustainable Consumption and Production (SCP) / Resource Efficiency (RE) models in Egypt, Jordan, Morocco, and Tunisia.
- Stimulate the development of green industries and entrepreneurship in the Western Balkans and Turkey through the implementation of technical assistance and pilot projects.

BENEFICIARIES

- Small and medium-sized enterprises (SMEs)
- Industrial associations
- Chambers of commerce
- Entrepreneurs
- Start-ups
- Local financial institutions
- Service providers
- Local governments

LOCATION

- Albania
- Bosnia & Herzegovina
- Egypt
- Jordan
- Montenegro
- Morocco
- Tunisia
- Turkey



DURATION

2015 - 2019

TOTAL COST

€8.9 million

PROJECTS FOR PROGRESS

ACTIONS

In Egypt, Jordan, Morocco and Tunisia:

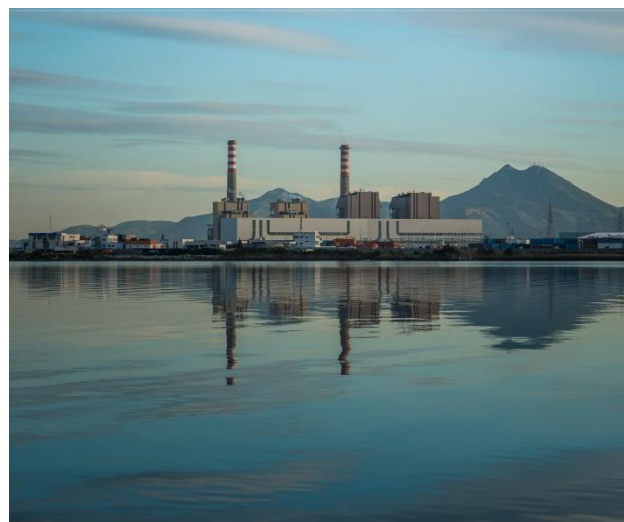
- Market assessment of resource efficiency opportunities.
- Policy dialogue activities, training and capacity building seminars to raise awareness on SCP and RE opportunities.
- Design and implementation of new financial instruments for companies adopting SCP/RE models as well as technical assistance packages to support these instruments.

In Turkey, Albania, Bosnia & Herzegovina and Montenegro:

- Implementation of demo projects for companies investing in cleaner & more resource efficient (*water, energy, raw materials and waste minimization*) manufacturing based on the MEDTEST methodology.
- Provision of training and advisory services to green entrepreneurs.
- Provision of capacity building programmes on SCP/RE to civil society organisations, business and consumer associations, universities, etc.
- Provision of information on lessons learnt, best practices and strategies for replication, as well as on ways to ensure long-term sustainability of SCP/RE demo initiatives.

RESULTS

- Increased number of industries and stakeholders applying SCP/RE principles in their activities;
- At least 30 demo projects successfully implemented and 100 new local initiatives identified as business opportunities;
- At least 10 new green businesses created and in operation by the end of the project; access to financing granted to the best 4 new green businesses; and grassroots innovations joint ventures established.
- A web-based regional platform established and linked with other regional and international initiatives to provide integrated information to stakeholders.



PROMOTER

European Bank for Reconstruction and Development (EBRD), United Nations Industrial Development Organization (UNIDO), UNEP/MAP Regional Activity Center for Sustainable Consumption and Production (SCP/RAC) of the United Nations Environment Programme

PARTNERS

The UfM project builds and further up-scales successful the experience of:

- UNIDO-TEST integrated approach and demonstration activities;
- The SCP/RAC- UNEP MAP methodology, ad hoc training and support programme for Green Entrepreneurs and local stakeholders;
- Sustainable Resource Initiative of the EBRD.



Contact details

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