

COP29 - UNFCCC*11-22 November 2024, Baku, Azerbaijan***EVENT CONCEPT NOTE****Call for Green Transition Projects: Highlighting Interreg NEXT MED Financing Opportunities for Climate Action***14 November 2024***1. Objectives**

The event will introduce the upcoming €83 million EU-funded Interreg NEXT MED Programme call for green transition projects, explaining how partners can access funding. This call addresses root causes of climate-induced mobility in the Mediterranean—such as disaster risks, drought, high temperatures, and water scarcity—by supporting low-carbon, scalable solutions for risk prevention, climate adaptation, and resilience-building. Key aspects of the call, including thematic priorities, participation guidelines, and project types, will be discussed. Special focus will be given to youth-led projects, empowering young organizations to drive climate resilience initiatives in the region.

2. Panel discussions / Event showflow

- **Advancing climate action in the Mediterranean: Main features of the call for green transition projects**
- **Expectations from the call for green transition projects**
- **Wrap Up by**

Conclusions – Grammenos Mastrojeni, Senior Deputy Secretary General for the Union for the Mediterranean

3. Date and Venue

14 November 2024 | 11:00 – 12:00

The Mediterranean Pavilion, Blue Zone, F1B - COP 29

4. Agenda

Important to flag who will be online and/or using PPTs /Videos

Time	
11:00 – 11:15	Opening remarks Introduction and objectives of the event by the Moderator, Vincent Ernoux , Coordinator for the Western Mediterranean - Interreg NEXT MED Programme .

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	Interreg NEXT MED fostering regional cooperation to build a smarter, greener and more inclusive Mediterranean, Moray Gilland , Head of Unit for Macro-regions, Transnational/Interregional/External Cooperation, Enlargement Directorate-General for Regional and Urban Policy. European Commission
11.15 – 11.35	Advancing climate action in the Mediterranean: Main features of the call for green transition projects Martin Heibel , Communication Manager, Interreg NEXT MED Programme Alessandro Pischetta , Programme Officer, Interreg NEXT MED Programme
11:35 – 11:50	Expectations from the call for green transition projects Rim Ayadi , Founder and President of the Euro-Mediterranean Economists Association - EMEA Marta Junquera , Team Leader, UNEP-MAP Regional Activity Center for Centre for Sustainable Consumption and Production - MedWaves Sergio Ponsá Salas , Interreg Euro-MED Innovative Sustainable Economy Mission, BETA Center
11:50 – 12:00	Conclusions – Grammenos Mastrojeni , Senior Deputy Secretary General for the Union for the Mediterranean

5. Bios of speakers

Grammenos Mastrojeni

Italian diplomat and professor, focused on the socio-economic impacts of environmental degradation and sustainability for 25 years. He led Italian delegations in climate negotiations and chairs the UN Mountain Partnership. Mastrojeni has taught globally and presides over Italy's largest sustainable development education association, "Isola della Sostenibilità." He has authored numerous reports and eight books, including the best-seller *The Ark of Noah – Saving Together Our Common Home*, advocating urgent environmental action.

Rym Ayadi

Professor Rym Ayadi is Founder and President of the Euro-Mediterranean Economists Association (EMEA), a Barcelona based regional Think Tank that serves as a leading independent and innovative policy research institution. Co-Founder of the Brain Capital Alliance, and founder and Director of the Euro-Mediterranean and African Network for Economic Studies (EMANES), Professor at the Bayes Business School (Former CASS) of the

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City University of London and Senior Advisor at the Centre for European Policy Studies (CEPS). For more information please visit www.rymayadi.com

Sergio Ponsá

Sergio Ponsá (PhD in Environmental Engineering), serves as the Director of the BETA Technology Center (UVic-UCC) since 2014. His expertise spans the circular economy and bioeconomy, with a focus on fostering sustainable development in rural areas and throughout the agrifood system value chain. Dr. Ponsá has extensive knowledge of technology and knowledge transfer to practitioners and policymakers, having contributed to over 150 R&D&I projects with companies and public administrations at various geographical levels, with a particular emphasis on the Mediterranean Basin. Additionally, he possesses substantial experience in interregional innovation programs, including Interreg Euromed and NextMed.

Vincent Ernoux

Currently Coordinator of the Interreg NEXT MED Programme Branch Office for the Western Mediterranean, he has previously been working in other EU programs like INTERACT or the Interreg Spain-Portugal Cross Border Programme. Between 2014 and 2017, he was the EU and International Projects Manager at the Valenciaport Foundation. He holds master's degree in Business Administration, EU Affairs and Human Resources.

Martin Heibel

A French and Italian national, Martin Heibel has over 15 years of experience in the fields of communication and public relations of EU-funded cooperation programmes and projects, especially those implemented across the Mediterranean area.

Martin Heibel holds a B.A in Political Sciences and an M.A. in European Affairs from Sciences-Po Strasbourg as well as a M.Sc. in Space Studies from the International Space University.

Martin Heibel is currently the communication manager of Interreg NEXT MED, the largest EU-funded transnational cooperation programme in the Mediterranean region.

Alessandro Pishedda

An Italian national, Alessandro Pishedda has over 25 years of experience in the fields of Information and Communication technologies of EU-funded cooperation programmes and projects, especially those implemented across the Mediterranean area. Alessandro Pishedda holds a 5 years degree in Engineering and is actually working for the Managing Authority of INTERREG NEXT MED Programme as ICT manager.