



MEDITERRANEAN
PAVILION



2022 United Nations Climate Change Conference “COP27”

Propelling SMEs and businesses into a green future

Organized by ENI CBC Med Programme

14 November 2022

12.30 – 13.30 PM Egypt time, 11.30-12.30 CET

Mediterranean Pavilion at COP27 'Blue Zone' and online at <https://bit.ly/3UwvgGR>
Sharm El-Sheikh, Egypt

Event moderated by *Mr. Vincent Ernoux*, coordinator of the Branch Office for the Western Mediterranean, ENI CBC MED Programme

- Welcome Address. *Dr. Rania A. Al-Mashat*. Minister of International Cooperation, Arab Republic of Egypt.
- SMEs working towards sustainability in the Mediterranean: lessons learnt from ENI CBC MED projects. *Dr. Alaa Ezz*, Secretary General, Confederation of Egyptian European Business Associations (CEEBA)
- Fostering the transition to green and circular business models: the experience of GIMED, STAND Up! and RESET projects. *Mr. Alessandro Miraglia*, Team Leader, Networking & Communication Facility - MedWaves, the UNEP/MAP Regional Activity Centre for SCP
- Supporting new, sustainable business opportunities for young people and women: focus on the INVESTMED project
 - *Ms. Jihen Boutiba*, Secretary General, Union of Mediterranean Confederations of Enterprises (BUSINESSMED)
 - *Ms. Cynthia Echave*, Senior Researcher, Euro-Mediterranean Association of Economists (EMAE)
- Connecting nature, research, innovation, and business creation: the experience of the BESTMEDGRAPE project. *Prof. Gianluigi Bacchetta*, Director of the Center for Biodiversity and Conservation, University of Cagliari - Italy



- Circular economy for a sustainable construction in the Mediterranean: the experience of RE-MED project. *Ms. Oumaya Marzouk*, Director of Circular Economy Projects, Centre for Studies and Expertise on Risks, Environment, Mobility and Planning, Mediterranean Territorial Directorate (CEREMA), France
- Discussion – Questions and answers