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
**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 demonstration 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.

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**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.