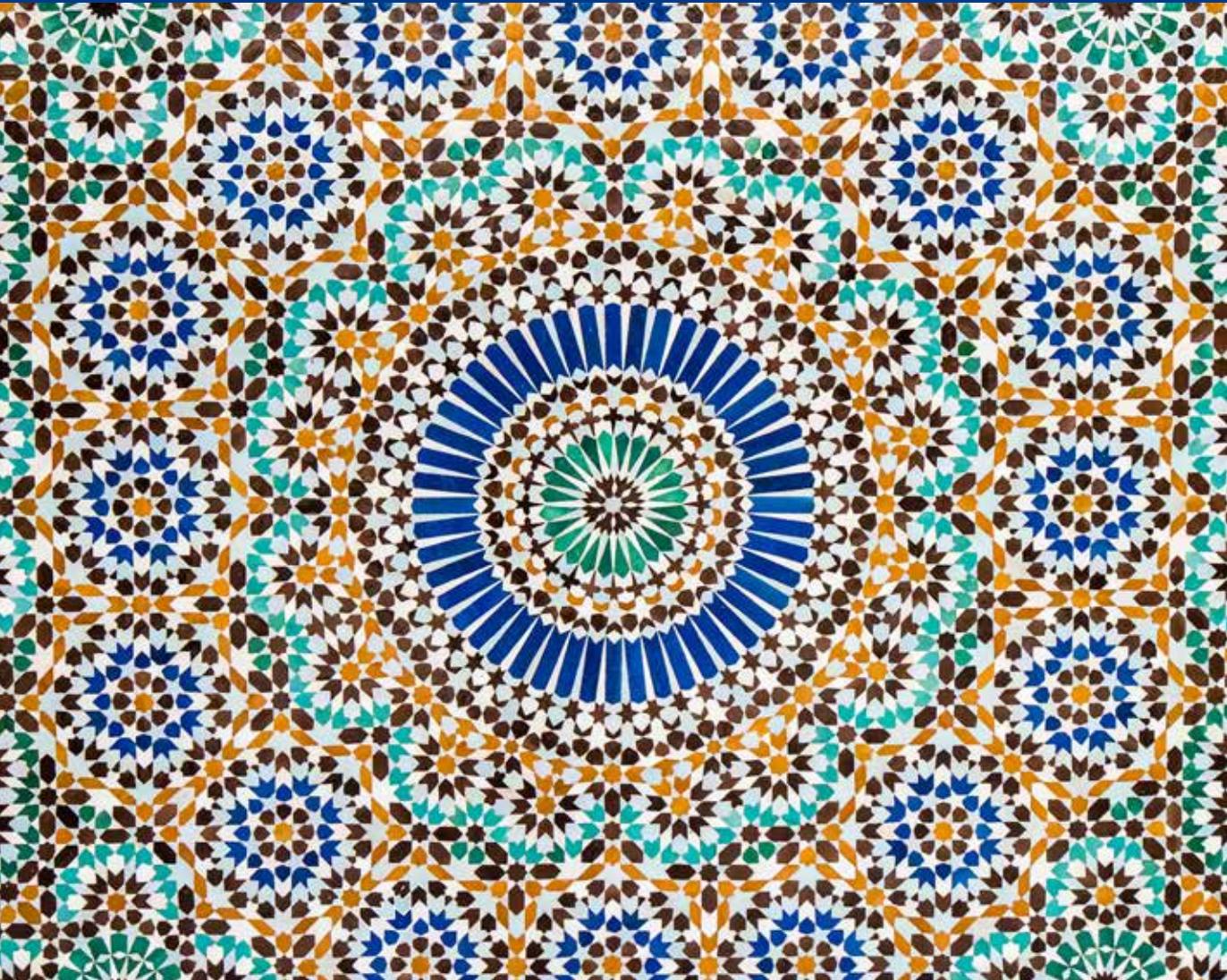


# REGIONAL ACTION PLAN ON SUSTAINABLE CONSUMPTION AND PRODUCTION IN THE MEDITERRANEAN



United Nations  
Environment Programme



Mediterranean Action Plan  
Barcelona Convention

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## Review panel

Coordinating Unit of the UN Environment/MAP -  
Secretariat to the Barcelona Convention,  
and its Regional Activity Centre for Sustainable Consumption and Production



**Cover photo** by Regional Activity Centre for Sustainable Consumption and Production

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## Foreword

Gaetano Leone

Coordinator of the United Nations Environment Programme/Mediterranean Action Plan  
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The Mediterranean Region has been facing common environmental problems and challenges, mainly related to the way human activities have developed over the years, and the associated unsustainable patterns of production and consumption. Addressing these challenges requires the transition to a green, circular, low carbon and socially inclusive economy through the adoption of sustainable consumption and production patterns, thus decoupling development from environmental degradation and resource depletion.

Despite the priority given to sustainable production and consumption in the regional and national policy agendas of the Mediterranean region, varying challenges continue to hinder the shift towards more sustainable patterns of production and consumption. They are linked to a lack of appropriate legislative and regulatory frameworks and means of their implementation, to the need of effective economic instruments to support sustainable businesses and products on the market but also related to the necessity of increasing eco-innovation in products and services, awareness raising and education for sustainable lifestyle, as well as civil society empowerment.

Since its adoption, the Mediterranean Action Plan – Barcelona Convention has been pioneer among the UN Environment Regional Seas programmes in integrating Sustainable Consumption and Production (SCP) in its regional strategic framework. This forefront position has been confirmed by the assignment of SCP mandate by the Contracting Parties to one of the Regional Activity Centres, the Regional Activity Centre for Sustainable Consumption and Production. Sustainable production and consumption has also been developed into a thematic pillar of the UN Environment/MAP Mid-Term Strategy 2016-2021 and as an overarching objective and cross-cutting theme of the Mediterranean Strategy for Sustainable Development 2016-2025 (MSSD).

In the context of the recent developments in the global and regional processes, particularly after the Rio+20 Summit with the adoption of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns and the adoption of the 2030 Agenda for the Sustainable Development Goals (SDGs), the moment has come to strengthen UN Environment/MAP 's role in facilitating the implementation of the Barcelona Convention, its Protocols and MSSD through concrete regional and national actions fostering the adoption of more sustainable patterns of consumption and production in key economic sectors for the Region (food, fisheries and agriculture, tourism, goods manufacturing as well as housing and construction).

The Sustainable Consumption And Production Action Plan for the Mediterranean was thus developed through an extended consultation process, and adopted by the Contracting Parties to the Barcelona Convention and its Protocols at their 19<sup>th</sup> meeting in February 2016, as a forward-looking framework, to complement and work in full synergy with existing national and regional policy frameworks, and to support the implementation of the Barcelona Convention and its Protocols.

## Decision IG.22/5

### Regional Action Plan on Sustainable Consumption and Production in the Mediterranean

*The 19<sup>th</sup> Meeting of the Contracting Parties to the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean, hereinafter referred to as the Barcelona Convention,*

Recalling that, at the Rio+20 Summit, Heads of State and Government reaffirmed that promoting sustainable consumption and production (SCP) patterns was an overarching objective of, and essential requirement for, sustainable development and that, accordingly they strengthened their commitment to accelerate the shift towards Sustainable Consumption and Production patterns with the adoption of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns;

Recalling Article 4 of the Barcelona Convention, the Mediterranean Strategy for Sustainable Development (MSSD), and Decision IG.21/10 of COP 18 (Istanbul, Turkey, December 2013) which mandated the Secretariat to prepare a Mediterranean Sustainable Consumption And Production Action Plan and a Roadmap for its implementation;

Recalling that at the UfM Ministerial Meeting on Environment and Climate Change (Athens, May 2014), Ministers expressed support for the development by UN Environment/MAP of a Regional SCP Action Plan and Roadmap;

Fully aware that the Sustainable Consumption And Production tools are called for, *inter alia*, in articles 5.4 and 9(c) of the LBS Protocol; Article 5.2 of the Hazardous Wastes Protocol; and Article 9 of the IZCM Protocol;

**Adopts** the Action Plan on Sustainable Consumption and Production in the Mediterranean (herein after referred to as “Action Plan”) contained in this Decision including the corresponding Roadmap for implementation, as a substantive contribution to the implementation of the 2030 Agenda for Sustainable Development;

Strongly **encourages** the Contracting Parties to mainstream sustainable consumption and production in national and local development policies, according to national laws in order to implement the Action Plan at the national and local levels, ensuring enabling conditions, policy coherence and promotion of synergies among national stakeholders and understanding the need to support member countries in the implementation through capacity building and technology transfer;

**Requests** the Coordinating Unit and the MAP components, to ensure the coordinated delivery of regional actions in support of the countries’ efforts, including through technical assistance, capacity building and transfer of know-how and technology programme, upon request and subject to availability of funds;

**Requests** UN Environment/MAP in cooperation with relevant international and regional organisations, to prepare specific sustainable consumption and production guidelines, taking into account as appropriate existing guidelines, to support and facilitate the implementation of the actions provided for in the Action Plan that fall under the competences and scope of action of the MAP/Barcelona Convention;

**Encourages** relevant international organizations and in particular the Union for the Mediterranean (UfM), intergovernmental organizations, donor agencies, industry, non-governmental organizations, business organizations and academic institutions to support the implementation of the Regional Action Plan and streamline its priorities in their work;

**Encourages** the Contracting Parties to also include information on measures taken implementing the Action Plan in the relevant sections of their reporting under the Barcelona Convention and its Protocols;

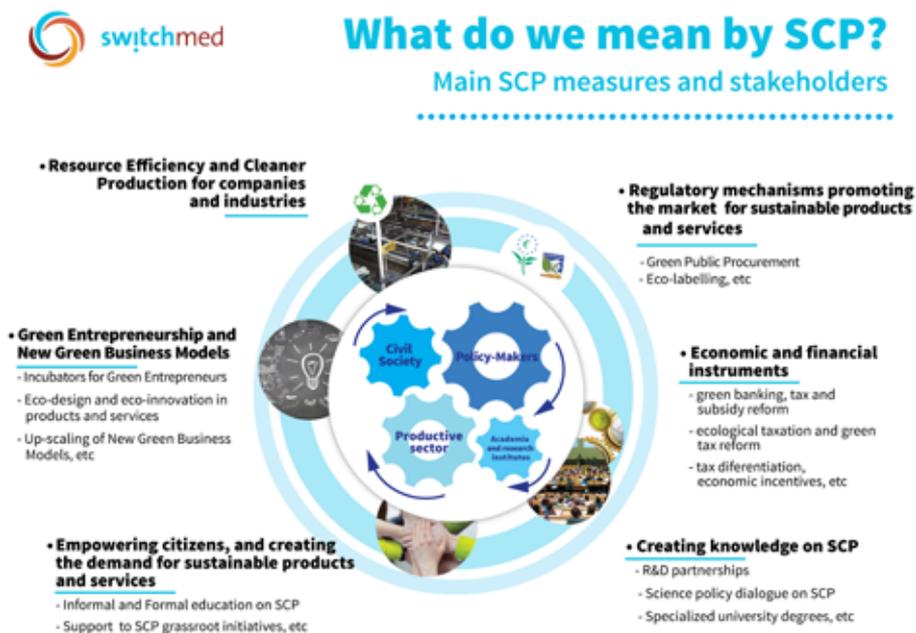
**Requests** the Coordinating Unit in coordination with SCP/RAC to undertake in 2020 an indicator-based midterm evaluation of the Action Plan implementation for submission to COP 21.

## Background

Sustainable Consumption and Production is achieved through the combined implementation of diverse actions, involving policy makers, businesses, retailers, academia, civil society and consumers in order to redesign the way in which goods and services are produced and consumed and to drive the revitalization of industrial and socio-economic development towards non-pollutant, no-waste, low-carbon, resource efficient, socially inclusive, green and circular economies.

The main mechanisms and stakeholders involved in this process are summarized in Figure 1.

Figure 1. SCP tools and key stakeholders<sup>1</sup>



1. SCP/RAC, 2014

The absence of a common regional action framework identifying sustainable consumption and production priorities and tools has contributed to the dispersion of the different actions undertaken to foster the shift towards sustainable consumption and production in the Mediterranean, with scarce coordination and communication between the different actors. The duplication of efforts, lack of synergies and insufficient dissemination and replication of the results and outputs obtained in the projects developed were some of the shortcomings.

With the Ecosystem Approach, the Contracting Parties to the Barcelona Convention affirmed their commitment to apply the ecosystem-based approach to the management of the human activities as an integrated approach to enhance sustainable development in the region. They also agreed to identify sustainable consumption and production, together with ICZM and Climate Change, as main crosscutting approach, to address the main environmental challenges defined in the new MAP's Mid-Term Strategy for the period 2016-2021. The Mediterranean Strategy for Sustainable Development has also been designed as a framework strategy aiming at adapting international commitments to the regional conditions and guiding national sustainable development strategies. To do so, the shift to sustainable patterns of consumption and production was essential.

The elaboration of the SCP Action Plan for the Mediterranean was undertaken in a global and regional policy environment, taking into account ongoing and upcoming initiatives and activities for sustainable development in order to ensure the alignment of the Action Plan with global processes and the streamlining of implementation at the regional and national levels, with which it intends to create synergies and work complementarily. Among those initiatives, the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), and the 2030 Agenda for sustainable development and in full synergy with the Union for the Mediterranean and the European Commission orientations and initiatives.

# Introduction

## 1. Scope and focus of the Sustainable Consumption Production Action Plan: priority areas of Consumption and Production

The SCP Action Plan for the Mediterranean is aimed at supporting the implementation of sustainable consumption and production actions at the regional level to support sustainable consumption and production common objectives. It addresses key **human activities which have a particular impact on the marine and coastal environment and related transversal and cross-cutting issues**. It defines common objectives and identifies actions guiding the implementation of the sustainable consumption and production at the national level.

The SCP Action Plan for the Mediterranean aims at achieving as a first step the shift to sustainable patterns in four priority areas of consumption and production, namely Food, fisheries and agriculture; Goods manufacturing; Tourism and Housing and construction, according to:

1. Their relevance in the main framework of the Barcelona Convention and its Protocols
2. Their contribution as mainstream drivers of pollution generation and environmental pressures on the marine and coastal ecosystems;
3. Their contribution to the Mediterranean economies and to social well-being,

### (i) Relevance of the priority areas for the Barcelona Convention and its Protocols

The **food, fisheries and agriculture** areas are listed as key sector of activity in Annex I of the LBS Protocol (fertilizer production, production and formulation of biocides, agriculture, animal husbandry, food processing, and aquaculture). Similarly, Annex I of the Hazardous Waste Protocol identifies as category of wastes subject to its measures the waste from the production, formulation and use of biocides and phytopharmaceuticals. Finally the Article 9 of ICZM Protocol identified Agriculture, Industry, Fishing and Aquaculture as key economic activities for which planning and management require an appropriate mix of regulatory, technical, economic, and market oriented measures.

The **goods manufacturing** consumption and production area embraces a number of sectors of activity listed in Annex I of the LBS Protocol, such as the paper and paper-pulp industry, the tanning industry, the metal industry, the textile industry, the electronic industry, organic chemical industry, inorganic chemical industry, mining, transport and the recycling industry. Furthermore several of the hazardous waste categories related to the production and consumption of goods are listed in Annex I of the Hazardous Waste Protocol which calls, among others, for appropriate measures to reduce to a minimum, and where possible eliminate, the generation of hazardous wastes.

**Tourism** is of utmost importance for the ICZM Protocol as most of the tourism activities are taking place in coastal areas. Article 9 identifies tourism, sporting and recreational activities as key economic activity in the framework of the Protocol. Annex I of the LBS Protocol also lists tourism and shipbuilding and repairing industry as sectors of activity to be primarily considered. Furthermore, sustainable tourism is of special relevance for achieving the sustainable use of coastal and marine areas of interest for the SPA/BD Protocol.

Finally, **housing and construction** activities are also targeted in Annex I of the LBS Protocol with focus on cement production, metal industry, mining, waste management industry, treatment and disposal of domestic wastewater, and transport. In addition, Annex IV of the LBS protocol defines Best Environmental Practices (including energy efficiency measures) that should be applied to the existing buildings as more than 80% of the energy consumption and greenhouse gas emissions of that sector are related to the use phase (heating, lighting and appliances). Likewise, this priority area is of utmost importance for ICZM Protocol as one of its objectives, under Article 5, is to facilitate, through the rational planning of activities, the sustainable development of coastal zones by ensuring that the environment and landscapes are taken into account in harmony with economic, social and cultural development. Finally the deconstruction of building entails the generation of hazardous waste to be carefully managed in the framework of the Hazardous Waste Protocol.

### (ii) Impacts of the priority areas on coastal and marine environment

The four consumption and production priority areas are main upstream drivers of pollution generation and environmental pressures on the ecosystems in the Mediterranean.

**Food, fisheries and agriculture** - Current agriculture practices affect heavily natural resources, especially water and land resources, and exert great pressure on the local biodiversity. For instance, the nutrient load from intensive agriculture and/or large consumption of chemicals are linked to nutrient over-enrichment of the sea and the introduction of heavy metals, oils and POPs into the marine and coastal environment. The food processing industry is also characterized by high levels of freshwater and energy consumption, the production of wastewater with excessive organic load and contaminants and the generation of by-products and residues that end up polluting the coasts and the sea. Moreover, food distribution related to consumption habits impacts negatively on climate change, as globalized transport of food generates green-house gas emissions. As regards to fisheries, current consumption and production patterns have in many cases increased the pressure on fish stock, altering fish populations and destroying sensitive habitats while aquaculture still faces a number of important environmental challenges (degradation of the sea-floor, release of metabolic waste, chemical pollution, eutrophication etc.).

**Goods manufacturing** - The manufacturing of goods in a context of strong industrial growth is directly linked to the release of polluting substances in the air, soil and water, contributing to the chemical contamination and eutrophication of the Mediterranean Sea and coasts. It involves processes that are resource intensive (water, energy and raw materials) and are highly pollutant. Consumption habits and the treatment of goods in their end of life are the major source of marine litter with plastic amounting up to 83% of marine litter floating on the sea and deposited on shorelines. Yet, current consumption and production patterns tend to increase the rate in which people consume products which have shorter lifespan. Moreover, the globalized production and consumption of goods make the transportation operations very impacting, in terms of resource and energy consumption, as well as green-house gas emissions.

**Tourism** - The diversity and fragility of the coastal and marine ecosystems suffer greatly from tourism-related impacts. Coastal tourism induces a rise in the coastal population, which increases demand for resources such as water, food, energy and construction material, and also worsens waste and wastewater generation. It also contributes to coastal land consumption and coastal landscape degradation (destruction of natural

soil; deterioration of sensitive habitats - sand, dunes and wetlands -, and loss of fragile natural habitats). Tourists' activities and behaviours (e.g. yachting, diving, recreational fishing) may also cause damage to habitats and species while the transport of passengers contributes to greenhouse gas emissions.

**Housing and construction** - The urbanization rate in the Mediterranean coastal areas is expected to grow to 72% by 2025<sup>2</sup>, increasing significantly the pressure in the environment. The extraction of raw material and production of construction material (cement, bricks, etc.) are directly associated with the deterioration of the natural landscape, with atmospheric emissions (dust, NO<sub>x</sub>, SO<sub>2</sub>, CO<sub>2</sub>, COV, etc.), as well as noise and vibrations. They involve considerable energy and water consumption and are responsible for huge wastewater and solid waste production. The growth in the coastal population increases demand for domestic water, food, energy and construction material, leading to further challenges in terms of atmospheric pollution and treatment and disposal of solid waste and effluent. Housing and construction is seen as the consumption and production area with high potential for delivering significant and cost-effective GHG emission reductions (UN Environment/SBCI, 2009).

### (iii) Contribution of the priority areas to the Mediterranean economies and to social well-being

The four consumption and production priority areas are major socio-economic contributors in the Mediterranean region, namely in terms of employment and wealth generation. For instance, with regard to employment opportunities, Agriculture is one of the largest sources of jobs, and tourism is contributing an overall 13% of total employment in the Mediterranean economies. Regarding Mediterranean economies, while the manufacturing sector accounts for 20 to 33% GDP, the construction, renovation and maintenance of buildings sector contributes 10 to 40% global GDP.

The promotion of sustainable consumption and production patterns within the different consumption and production priority areas entails a number of benefits for the populations of the region, improving social well-being and quality of life in terms of health, employment, respect to local culture and traditions, valorisation of traditional practices, new jobs creation, etc. The transition of food systems towards more sustainable models such as the Mediterranean Diet offers a range of new economic and employment opportunities while it contributing to food and nutrition security and healthier lifestyles. Making tourism businesses more sustainable benefits local communities and can create stronger linkages with the local economy, increasing local development potential. Investments related to the integration of sustainable consumption and production patterns in production are shaped by key principles of social justice, social protection and decent job creation.

## 2. The transversal issues

With the 'life cycle thinking' at its core, the sustainable consumption and production approach entails taking into account the environmental and social impacts a product or a service causes at each stage of its life cycle.

2. Plan Bleu, 2009

The above section shows how each selected consumption and production priority area has impacts on the environmental degradation. Some of these impacts can be seen as sustainability issues to address (e.g. energy efficiency, water management, waste reduction) or as important human activities to develop (e.g. water, waste and energy sectors). In this Action Plan, proposed actions under each priority area are designed in order to address these environmental degradation challenges, which are transversal in nature and scale, to all the above mentioned priority areas.

The transversal issues are:

- Land use;
- Water efficiency;
- Resource efficiency;
- Energy efficiency; and
- Pollution (generated by waste water, chemicals, solid waste, etc.).
- Transportation & Mobility and
- Consumer Behaviour.

For instance, “transportation and mobility” is centrally connected with **agricultural** production, produce transportation, and logistics for the provision of the food industry and outlets, and equally central to **goods manufacturing operations**, to **tourism** activities, as well as to the **housing and construction** sector operations. Accordingly, actions to integrate sustainable consumption and production in the consumption and production priority areas of this Action Plan are to have a direct impact in the sound management of the mentioned transversal issues.

# Vision, Objectives and Actions

The SCP Action Plan is based on a common vision that translates into strategic objectives and it identifies operational objectives and specific actions for each of the four consumption and production priority areas. In addition, cross-cutting actions relevant to all four consumption and production priority areas are identified.

## 1. Vision

### Shared vision for the SCP Action Plan for the Mediterranean

The SCP Action Plan for the Mediterranean is built around the following vision:

*“By 2027 a prosperous Mediterranean region is established, with non-pollutant, circular, socially inclusive economies based on sustainable consumption and production patterns, preserving natural resources and energy, ensuring the well-being of societies and contributing to clean environment and healthy ecosystems that provide goods and services for present and future generations.”*

## 2. Strategic objectives

The above vision translates into the following strategic objectives:

**Strategic objective 1.** Establish a regional sustainable consumption and production framework to ensure coherence, coordination and implementation of sustainable consumption and production activities at the regional and national levels, and thus translate the global commitments on sustainable consumption and production to the Mediterranean Region.

**Strategic objective 2.** Develop and implement sustainable consumption and production Operational Objectives in the Mediterranean in order to promote and strengthen circular and green economy and support the Barcelona Convention, its Protocols and Regional Plans, the Mediterranean Strategy for Sustainable Development (MSSD), and other regional policy frameworks for sustainable development.

**Strategic objective 3.** Engage key stakeholders (international organisations, national and local public authorities, business sector, consumers, civil society, universities and research institutions) in sustainable consumption and production models and circular economy measures leading to high resource efficiency and preservation, reduced pollution, and decoupling the development process from environmental degradation and promoting sustainable lifestyles.

### 3. Operational objectives and actions by consumption and production priority area

#### Food, Fisheries and Agriculture (FFA)

**Operational Objective 1.1.** Promoting Innovation and Knowledge in the implementation of Best Environmental Practices and Technologies in the growing, harvesting, processing and consumption phases, allowing efficient management of resources, minimizing environmental impacts of the FFA sector in all its life cycle.

##### Suggested actions to reach operational objective 1.1.

1. Adopt Good Agricultural Practices (GAP) schemes for optimizing the use of different resources needed (water, land, energy, fertilisers, pesticides and Plant Protection Products) in agricultural areas and in line with the EcAp ecological objectives and ICZM guidelines.
2. Adopt "Sustainable Fishing Practices", including in the Industrial/semi-Industrial Fisheries sector and reduce the conflict between coastal resources users; such as over-regulated small-scale fisheries versus non-regulated recreational fisheries and in line with the EcAp ecological objectives and ICZM guidelines. Inform consumers regarding "Sustainable Fishing Practices" and associated sustainable purchases.
3. Adopt new and innovative technologies based on the Life Cycle Approach, including control of flows of material, extended producer responsibility and eco-design in the food and fisheries processing and packaging.
4. Prevent and minimize resource waste and food wastage in all the life cycle of the food; promote the production and use of energy and compost from food waste coming from the selectively collected fraction of the municipal waste and agricultural organic waste.

**Operational Objective 1.2.** Develop the policy and legal framework to promote sustainable agriculture, fisheries and food production and consumption, with special focus on the "Mediterranean Diet"<sup>3</sup>, engaging local communities and small-medium scale producers, distributors & retailers of sustainable Food, Fisheries and Agriculture products.

##### Suggested actions to reach operational objective 1.2.

5. Adopt rural development policies including the development of sustainable value chains with high market potential to maximize employment and income generation, address rural migration and respond to Food Security challenges (e.g. National Organic Strategy, Sustainable Farming Strategy).

3. See definition in Appendix 2

6. Promote “Green Financing” for the food, agriculture and fisheries consumption and production areas by facilitating access to loans and grants for farmers and fishermen to start sustainable agriculture and fishing activities, introducing fiscal instruments favouring sustainable agriculture and fisheries practices, like elimination or reduction of deemed “harmful” subsidies on water and energy consumption, and providing incentives for good environmental practices like Integrated Pest Management (IPM) and organic farming”
7. Establish quality control, traceability, standards harmonization and certification schemes that confirm the sustainable production of food and fisheries products.
8. Promote Sustainable Public Procurement (SPP) schemes for food and fisheries products and promoting the “Mediterranean Diet” as a basis for sustainable and healthy consumption patterns.

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**Operational Objective 1.3.** Sensitize and educate food producers, retailers and consumers, and support the development of appropriate market tools and information, to promote sustainability throughout the value chains of agriculture and fisheries management, as well as food processing and food distribution.

**Suggested actions to reach operational objective 1.3.**

9. Support the development of regional value chains integrating sustainable consumption and production principles in the Food, Fisheries and Agriculture priority area, and with high market potential, ensuring the transition towards a more sustainable production while maximizing the employment and income generation gains for local producers
10. Promote the labelling and branding of the sustainable locally produced food (including organic food and zero-kilometre products) and fair trade products and provide needed support for market access of the “Mediterranean Diet”
11. Improve the knowledge base and build a shared Mediterranean Knowledge System on the “Mediterranean Diet” for concerned research organizations, producers, certification bodies and governments and increase visibility and impact
12. Implement information and education campaigns to promote the concept of the “Mediterranean Diet” and ensure public engagement in production and consumption of sustainable food and local agriculture and fisheries products, along with reduction of food waste. Increase consumer awareness regarding best practices to prevent food wastage (quantity, storage, expiry dates, etc.)

## Goods Manufacturing

**Operational Objective 2.1.** Promote sustainability-driven innovation<sup>4</sup> and knowledge and the integration of Best Available Techniques (BATs) and Best Environmental Practices (BEPs) through the entire value chain of goods production, including the upstream and downstream flows of resources and waste, paying particular attention to the life-cycle of manufactured goods.

### Suggested actions to achieve operational objective 2.1.

13. Promote innovation and use BATs and BEPs including (but not limited to) environmental performance; human protection (toxic free products and manufacturing processes), resource efficiency, renewable energy, in the manufacturing of goods and the provision of alternative services.
14. Promote innovation and use BATs and BEPs to implement the waste management hierarchy<sup>5</sup> and encourage closed loop material cycles. This should consider toxics elimination, product durability, reparability and dematerialization and should include the encouragement of green sector value chains by the establishment of industrial recycling and remanufacturing networks connecting companies generating wastes with those recycling it.
15. Promote, use and develop tools such as eco-design, Life Cycle Management, risk assessment of chemicals, substitution of hazardous chemicals, and Cradle to Cradle to facilitate the sustainable design and production of manufactured goods. This should include the formulation and promotion of a related research and development agenda and the compilation of best practice cases<sup>6</sup>.
16. Create green businesses and jobs in sustainable goods manufacturing and recycling/refurbishment and alternative services such as switching from a product ownership to a Service Systems and lease based economy ("servicizing"), social businesses and other innovative business approaches.

**Operational Objective 2.2.** Develop integrated policy making and the legal framework to promote sustainable consumption, production and recovery in the goods manufacturing sector with the aim to move towards a circular economy.

### Suggested actions to achieve operational objective 2.2.

17. Develop an institutional framework to encourage integrated national and local decision making through the involvement, collaboration and coordination of relevant stakeholders including governmental bodies, industries and civil society for improved integrated policy making (national and local) using life cycle thinking and forward looking decision making for the sustainable production, consumption and recovery of manufactured goods including an enforcement and assessment system.
18. Create at regional level an effective policy and regulatory framework for the reuse, repair, recycling and recovery of manufactured goods (waste management<sup>7</sup> hierarchy) based on life

4. See definition in Appendix 2

5. To minimise, reuse/repair/refurbishment, recycle, recover and dispose considering LCA.

6. Best practice cases should considering eco-innovations and sustainable local approaches.

7. Considering the Barcelona Convention and the protocols particularly related to Land Based Sources and Sea Dumping

cycle techniques and the promotion of extended producer responsibility. This should include the set-up of a frame for decent jobs in repair, refurbishment, recycling and waste management considering the role of the formal and informal sectors along with their respective needs for training, health and safety and livelihood.

19. Promote full cost accounting<sup>8</sup> and market base instruments (MBI) which favour sustainable goods and alternative services taking account of renewable energy use; eco-innovation; and support of green entrepreneurs and green jobs. This would also include financial and tax based mechanisms to encourage relative sustainable goods production<sup>9</sup> and practices, and discourage unsustainable goods consumption<sup>10</sup>.
20. Promote and adopt Sustainable Public Procurement (SPP) schemes for manufactured goods based on agreed standards.
21. Support existing institutions or create new ones that can help enterprises to implement Environmental Management Systems (EMS) and Ecolabels, facilitate hazardous chemicals substitution, sustainability reports, and support the creation of the necessary accreditation and certification bodies.

**Operational Objective 2.3.** Educate and raise awareness of consumers and other stakeholders and support the development of market structures, increasing the visibility and market share of sustainably manufactured, used and disposed-of goods and alternative services.

#### Suggested actions to achieve operational objective 2.3.

22. Establish and promote certification schemes (eco-labels) for manufactured goods and alternatives services in the country; promote related activities like voluntary agreements between retailers and public authorities to promote sustainable products.
23. Educate and inform stakeholders (consumers, policy and decision makers, producers, retailers, academia) about sustainable production and consumption of manufactured goods and alternative services including information relating to Ecolabels, local/regional products, waste hierarchy, ecological footprint accounting, Life Cycle Assessment, external cost, corporate sustainability reporting and other approaches.
24. Demonstrate and publicize the economic, environmental and social benefits of sustainably manufactured goods and alternative services using appropriate media outlets. Particular emphasis should be given to promoting the economic and business case for individual categories of manufactured goods (or alternative service provision), emphasizing the benefits to consumers, the private sector and the environment.
25. Improve education on sustainable production and consumption of manufactured goods and alternative services by reviewing and updating primary, secondary and tertiary educational curricula in relation to issues such as engineering processes, design, marketing, advertising, economy (including business schools), chemistry, health, education, social and environmental impacts of products and services.

8. To take account of and, so far as possible, to internalize external environmental costs.

9. E.g. recycled goods; repairable products, long warranty.

10. E.g. including hazardous chemicals (e.g. REACH SVHC or CMR substances) or disposable goods.

## Tourism

**Operational Objective 3.1.** Develop and promote practices and solutions to ensure efficient use of natural resources and reduce environmental impacts of tourism, respecting spatial, ecological, and socio-cultural carrying capacities of the destination.

### Suggested actions to achieve operational objective 3.1.

26. Promote the sharing of relevant knowledge on sustainable consumption and production applied to tourism (e.g. best environmental practice (BEP) and best available techniques (BAT)) to optimise the eco-efficiency of tourism activities and the use of environmental management systems (e.g. ISO 14001);
27. Develop a destination management model to promote sustainable tourism and create a network of sustainable destinations;
28. Promote local sustainable tourism training to enhance local capacities and upgrade the existing ones;
29. Promote the diversification of the tourism offer from mass tourism to alternative forms of tourism (e.g. ecotourism, cultural tourism, rural tourism, off-season tourism) to reduce the impacts of seasonality and to reduce environmental pressures on coastal areas.

**Operational Objective 3.2.** Promote regulatory, legislative and financial measures to mainstream sustainable consumption and production in the tourism consumption and production area, to reduce tourism seasonality creating green and decent jobs and to promote local community engagement and empowerment.

### Suggested actions to achieve operational objective 3.2.

30. Revise current tourism legislation at the national level to facilitate the integration of sustainable consumption and production principles and measures in the tourism sector;
31. Create eco-taxes, eco-charges or fees as an effective instrument to internalize externalities (e.g. tax relief of tourism activities during the low season) creating a fund exclusively earmarked for the improvement of the environmental quality of the destination and for the creation of green jobs;
32. Promote the Tourism Carrying Capacity Assessment (TCCA) approach as a mandatory analysis for the preparation of national and local tourism planning and for the approval of new tourism investment;
33. Develop policies and actions to minimize the physical impact of tourist activity.

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**Operational Objective 3.3.** Raise awareness, capacities and technical skills to support sustainable destinations and green tourism services, and promote the development of appropriate marketing and communication tools to ensure a competitive sustainable Mediterranean Tourism.

**Suggested actions to achieve operational objective 3.3.**

- 34.** Promote tourism eco-labels with robust environmental criteria based on a standards scheme verified by an independent organization (e.g. EU Ecolabel, Green Key, Nordic Swan, etc.);
- 35.** Develop and implement capacity building activities for tourism private operators to improve capacities and awareness on the importance of adopting sustainable consumption and production strategies;
- 36.** Encourage marketing and communication activities focused on promoting the Mediterranean sustainable destinations and enhancing the visibility of Mediterranean sustainable tourism service providers in the international and national markets (e.g. flagship events; participation to international fairs, exhibitions and major public events; agreements with online tour operators and other intermediaries; web-marketing and thematic publishing).

## Housing and Construction

**Operational Objective 4.1.** Promote innovation and knowledge and the integration of Best Available Techniques (BATs) and Best Environmental Practices (BEPs) that enhance resource efficiency throughout the entire planning and construction process and life cycle of a building.

### Suggested actions to achieve operational objective 4.1.

37. Promote knowledge and innovative approaches that support the adoption of a holistic and integrated approach (integrating social, environmental, and economic dimensions) in city planning, urban renewal and housing design and construction, as well as in the surrounding built environment, and the implementation of sustainable urban development policies in cities that drive economic activities and revitalize the economy by opening new opportunities for economic activities and businesses, investments, and employment;
38. Promote innovation and knowledge through the integration of Best Available Techniques (BATs) and Best Environmental Practices (BEPs) that promote eco-design and the planning and construction of sustainable and affordable housing and high quality of urban environment that caters for the needs of the all social income groups, particularly medium and low income families, and introduce sustainable solutions for slums and downgraded neighbourhoods;
39. Develop, in collaboration with planning, engineering and construction professional bodies, building and urban development codes for the provision of mix uses, compact urban development, space for pedestrians and cyclers, green roofs, as well as public space and green areas in residential areas for communal use, as means to promote social integration and cohesion, while at the same contributing to a clean, healthy, and productive environment;
40. Promote innovative planning and construction models leading to smart cities that secure sustainable housing easily accessible from and to work place, commercial, social, recreation and cultural services in order to reduce commuting, congestion, emissions, and air and noise pollution, as well as to reduce and separate waste from households and public administration buildings, retail buildings in order to develop model for PP buildings.

**Operational objective 4.2.** Develop and strengthen the regulatory and legal framework to enhance the contribution of the housing and construction sector to sustainable economic development, social integration and cohesion, and environmental integrity.

### Suggested actions to achieve operational objective 4.2.

41. Develop and encourage regulatory and incentive policies and measures that support:
  - Sustainable coastal urban development and green construction throughout the entire planning and construction process and the life cycle of buildings, for the achievement of a more efficient use of natural resources and energy, and the protection of coastal and marine ecosystems;

- Sustainable practices in housing and construction through the use of local building materials, traditional knowledge, environmental friendly technologies and materials, sustainable and conscious purchasing practices, and sustainable waste management practices such as the recycling, recovery and reuse of construction-related waste, including demolition waste; and
  - Proper maintenance and operational efficiency of the existing housing stock;
  - Develop specific tools/guidelines for assessment of buildings prior to demolition and renovation with a view to optimal use of Construction and Demolition Waste.
- 42.** Promote sustainable public procurement (SPP) in the public housing and construction sector, including subcontracting and services;
- 43.** Introduce efficient monitoring, enforcement and assessment systems that ensure compliance with and adherence to sustainability principles in physical and urban planning and development (notably through implementing Sustainable Energy Action Plans); green and sustainable building regulations; codes of practice and standards; and the contribution of housing and construction to resource and energy efficiency, sustainable consumption and production, economic development, job creation, improved environment and human welfare.

**Operational Objective 4.3.** Sensitize and raise awareness of all stakeholders involved in urban planning, housing and construction, including consumers, professionals of the sectors and institutions and develop capacities for mainstreaming sustainable urban development.

**Suggested actions to achieve operational objective 4.3.**

- 44.** Provide an institutional setup that ensures public participation, involvement of relevant stakeholders (including the private sector and civil society), transparency, accountability, collaboration and coordination between various government entities and between the public and private sector - through Public-Private-Partnership (PPP) -, exchange of information on BATs and BEPs on sustainable physical and urban development, and green housing design and construction;
- 45.** Prepare communication packages specifically targeting relevant stakeholders, including policy- and decision-makers, the general public, academia, Civil Society Organisations, businesses, builders and contractors, clearly identifying the benefits of adopting sustainable consumption and production patterns in green and sustainable housing design, construction, energy efficiency and sustainable urban planning;
- 46.** Build capacities, educate and sensitize professionals, consumers, policy makers, and the public on concepts and tools that support the transition towards sustainable housing and construction, such as integrated assessment, life cycle assessment, green economy, and circular economy.

## 4. Actions applicable to all priority areas

Beyond the **operational objectives** and **specific actions** of each of the four consumption and production priority areas, several actions apply to all priority areas:

47. Enable the policy and regulatory conditions for mainstreaming sustainable consumption and production in national development policies
48. Establish financial mechanisms facilitating the implementation of sustainable consumption and production solutions
49. Ensure the exchange of knowledge and information on sustainable consumption and production and the upscaling of successful sustainable consumption and production solutions
50. Create and develop new business models integrating sustainable consumption and production approach as business strategy
51. Promote the generation and upscaling of civil society led initiatives promoting sustainable consumption and production

## 5. Implementation and Monitoring mechanisms

### Major stakeholders for the implementation of the Action Plan

The implementation of the Action Plan requires a concerted effort among various stakeholders at the national and regional levels. UN Environment/MAP, under the overall leadership of the Coordinating Unit, the technical direction by SCP/RAC and the collaboration of all MAP components, will ensure coordination for the delivery of regional actions in support of the countries' effort, including through technical assistance and capacity building (roadmap for implementation). In this regard, SCP/RAC will play a central role in coordinating the delivery of the Action Plan's regional activities.

The Contracting Parties will be responsible for effecting the proposed actions at the national and local levels, including through the set-up of enabling conditions to achieve the operational objectives of the Action Plan, along with policy coherence and promotion of synergies among national stakeholders, to avoid overlap with other sustainable consumption and production and green economy initiatives.

Moreover, the implementation of the Action Plan will be full and effective thanks to the active involvement of relevant national and international sustainable consumption and production stakeholders, which will have a central role in putting in place national sustainable consumption and production measures and instruments, as well as implementing them in the productive, service and consumption areas. These key stakeholders are:

- Policy-makers from all relevant ministries (planning, environment, industry, trade, economy, education, labour, social affairs), who set the regulatory institutional framework that incentivises the shift to sustainable consumption and production;

- National, regional and local administrations, in charge of insuring the implementation of the strategies and making the necessary adaptations;
- Private sector, including local small, medium and big enterprises, multinationals, entrepreneurs, manufacturers, producers, retailers and sellers, for they are responsible of the production processes and bringing to market products and services, and hence are in a unique position to advance sustainable consumption and production in the region;
- Civil Society, including unions, NGOs, citizens-led initiatives, social economy associations, consumers groups for their key role in mainstreaming sustainable consumption habits and ensuring the different stakeholders meet their commitments;
- Schools, Academia and Research Institutions who have a major role in educating on sustainable consumption and production at all levels and in driving innovation in sustainable processes, products and services;
- Financial institutions who give the financial means that make possible the shift to sustainable consumption and production;
- Regional and international Organizations for their role in committing and bringing support to the different stakeholders, through the exchange of information and knowledge and building the capacities of all the above mentioned stakeholders, enabling them to play their role in the shift to sustainable consumption and production.

### Budget and resources

Substantial funding partnership, beyond that of the UN Environment/MAP, is needed for the implementation of the Action Plan, regionally and nationally. The nature and scope of the proposed actions require mobilization of other financial resources than those from the traditional donors.

Effort will therefore be required at the regional and national levels to attract external funding from established sources/donors such as GEF, World Bank and EU, through regional organisation facilitating contacts with potential donors and fundraising (i.e. UfM Secretariat), as well as from other stakeholders having common agenda and shared interest in shifting towards more sustainable patterns of consumption and production, namely: business organizations, international and local financial institutions. Particular attention should be given to this Action Plan in the MAP resource mobilisation strategy that will seek for funding sources required, identification of potential donor organisations, partners and country contributions. In particular, the strategy should identify those complementary aspects of the Roadmap that can be “bundled” into packages more attractive to funding sources.

The roadmap for implementation, appendix 1, provides estimates for the regional activities to be undertaken under each operational objective of the Action Plan. For each proposed action of the Action Plan, the Roadmap suggests regional activities along with their corresponding estimated cost, progress indicators, related flagship initiatives and key partners.

### Support to implementation

UN Environment/MAP in cooperation with relevant international and regional organisations shall prepare specific guidelines, taking into account appropriate existing guidelines, to support and facilitate the implementation of the actions proposed in the Action Plan that fall under the competences and scope of action of the Barcelona Convention. Likewise technical assistance, transfer of knowhow and technology shall be provided, including capacity building, by the Secretariat to the Contracting Parties in need of assistance.

A special attention will be also put in insuring the alignment between the regional activities included in the Roadmap and the sustainable consumption and production national planning processes (e.g. Sustainable Development Strategies, National Green Economy Strategies, SCP National Action Plans).

The strategic partnership EU-UN Environment/MAP-UfM is crucial for the success in the implementation of the SCP Action Plan. In this context, the following EU funded initiatives in the Mediterranean region offer the appropriate collaborative mechanisms and platforms for a coordinated and synergetic execution of the regional actions proposed in the Action Plan's roadmap:

- The complementary sustainable consumption and production initiatives SWTICH-Med Programme and Med RESCP Project; and
- The upcoming second phase of the Horizon 2020 initiative to de-pollute the Mediterranean, for the development of which the SCP Action Plan for the Mediterranean will constitute a strategic action-oriented document as sustainable consumption and production actions are essential for the prevention and for addressing the drivers of the industrial emissions

Furthermore, special attention should be drawn to the Mediterranean Strategy on Education for Sustainable Development (MSESD), which has been endorsed by the 43 Ministers of Environment of the UfM including the EU and the Mediterranean non-EU countries, on 13 May 2014. Activities related to education for sustainable consumption and production will feed both the implementation of the MSESD and the SCP Action Plan.

### Reporting

Recalling the Decision IG.21/7 approved by the Contracting Parties in their COP of Istanbul in which they acknowledged that the implementation of sustainable consumption and production tools are necessary for the implementation of Article 5.4 of the LBS, Article 9 of the ICZM Protocol and Article 5.2 of the Hazardous Waste Protocol, countries shall report on a biennial basis on the measures adopted to support the above actions, following the reporting obligations referred to by Article 26 of the Barcelona Convention, Article 13.2(d) of the LBS Protocol and Article 31 ICZM Protocol.

The reporting on the Action Plan implementation will build on the existing MAP reporting system under the Barcelona Convention and its protocols. To this effect a specific section on sustainable consumption and production measures will be integrated in the MAP reporting system.

### Timeframe and evaluation

The timeframe for this Action Plan is the 1st January 2016 to the 31st December 2027. Accordingly the Action Plan will be subject to a mid-term evaluation and a review, coinciding with the end of the corresponding MAP 6-year Mid Term Strategies for the periods 2016-2021 and 2022-2027, respectively. Likewise, the activities of the Action Plan's Roadmap for implementation will be reviewed and adjusted every two years in full integration and synergy with the MAP biennial Programme of Work. Furthermore, the evaluation criteria will consider whether synergies have been created with other relevant initiatives and regional frameworks addressing the shift towards sustainable patterns of consumption and production. Also, new emergent consumption and production areas will also be identified and assessed periodically in order to propose when needed their integration as Priority Areas in the action plan.

The evaluation will be done on the basis of the accomplishment of the strategic and operational objectives of the Action Plan, using appropriated indicators measuring progress on sustainable consumption and production mainstreaming and streamlining at the regional level. To this end, the definition of a set of regional indicators will be required and will build on existing sustainable consumption and production indicators frameworks ( UN Environment, OECD, EEA, etc.). In this regards, and as suggested during the Extraordinary Meeting of the SCP/RAC Focal Points (November 2014, Barcelona), a Technical Working Group on sustainable consumption and production Indicators for the Regional Action Plan will be put in place by the Contracting Parties. Its specific mandate will be subject of a proposal to be submitted for consideration and approval by the Contracting Parties; it should include the establishment of a baseline against which progress will be measured.

### Communicating and advocating sustainable consumption and production: public awareness, visibility and stakeholders' involvement

A communication plan will be established on a 2-year basis and will detail the activities planned to communicate and disseminate the SCP Action Plan in order to reach and engage relevant stakeholders and their respective communication channels and platforms. Synergies with existing initiatives will be carefully considered.

UN Environment/MAP and SCP/RAC will take the lead in designing and delivering the communication plan, in close collaboration of the SCP/RAC National Focal Points. To this end, the Mediterranean HUB for knowledge exchange and networking on sustainable consumption and production and the SCP Social Action Network coordinated by SCP/RAC will be a strong mechanism to target policy-makers, start-ups and entrepreneurs, civil society organizations, industry service providers, big companies and impact investors. In addition, other actions will be undertaken to ensure the highest engagement of relevant sustainable consumption and production stakeholders.

Raising awareness among some key sustainable consumption and production stakeholders, such as the private sector, the Parliamentarians, the development agencies and the financial institutions, needs a specific approach for a targeted communication of sustainable consumption and production. Influencing them and ensuring their effective engagement for mainstreaming sustainable consumption and production in their decision-making require the involvement of committed key opinion leaders, experts in sustainable consumption and production, who can effectively communicate sustainable consumption and production and its benefits, promote engagement and nourish productive partnerships.

Accordingly setting a sort of enabling mechanisms through the establishment of an informal task force of implementation facilitators with experience and network in sustainable consumption and production areas and concerned stakeholders is crucial for the application of the Action Plan and the implementation of its Roadmap. Those implementation facilitators shall be tasked with the mission of reaching, lobbying and engaging key stakeholders from governments, businesses, financial agents, civil society and academia to participate actively and support the implementation of the actions and activities identified in the Action Plan and Roadmap. The “SCP task force” shall also ensure the coherence and alignment between the activities developed under the roadmap at the regional level and sustainable consumption and production national processes. The “SCP task force” will also provide SCP/RAC with the necessary support to properly take on the technical direction of the SCP Action Plan implementation. The mandate and mission of these facilitators will be subject of a proposal to be submitted to the attention of the Contracting Parties for their consideration and approval.

# Appendix 1. Roadmap for Implementation

The following roadmap has been designed to provide concrete support and guidance for the implementation of the actions suggested under chapter 3.3. The roadmap has set the year of 2021 as target, corresponding with the 6-year Mid Term Strategies of the MAP for the period of 2016-2021. After this period, a new version of roadmap will be elaborated for the following period of 2022-2027. For each action, a series of regional activities are suggested, associated with estimated cost and corresponding progress indicators with baseline and target. The roadmap will serve as a framework for creating a broad partnership for the promotion and implementation of sustainable consumption and production in the Mediterranean region and aims to be implemented by all sustainable consumption and production key actors and partners of the region. In this respect, the roadmap also proposes related flagship initiatives and key partners as an indication for what role the key actors and partners are to play. When implementing the suggested regional actions, a special attention will be given to align them with the efforts for the implementation of sustainable consumption and production/green economy national policies.

| N°   | Actions   | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners   |
|--|---|--|---------------------------------|---|---|--|
| <b>FOOD, FISHERIES AND AGRICULTURE</b>   |   |  |                                 |   |   |  |
| <b>Operational Objective 1.1. Promoting Innovation and Knowledge in the implementation of Best Environmental Practices and Technologies in the growing, harvesting, processing and consumption phases, allowing efficient management of resources, minimizing environmental impacts of the FFA sector in all its life cycle.</b> |   |  |                                 |   |   |  |
| 1  | Adopt Good Agricultural Practices (GAP) schemes for optimizing the use of different resources needed (water, land, energy, fertilisers, pesticides and Plant Protection Products) in agricultural areas; and in line with the EcAp ecological objectives and ICZM guidelines. | <ul style="list-style-type: none"> <li>Establish a working group of the main institutions and NGOs in the Mediterranean region active in the field of sustainable agricultural practices to promote GAP schemes, including the elimination of hazardous material and POPs.</li> <li>Integrate and implement sustainable consumption and production concepts related to sustainable agricultural practices taking into account innovative use of water and biomass resources in key on-going programmes and initiatives.</li> </ul> | 100                             | <ul style="list-style-type: none"> <li>Number of key regional institutions that have developed programmes specifically oriented to promote and implement GAP schemes: T:10</li> <li>Number of countries that have implemented new GAP schemes through these programmes: T:10</li> </ul> | <ul style="list-style-type: none"> <li>IFAD's Adaptation for Smallholder Agriculture Programme</li> <li>WWF's Sustainable Agriculture Programme</li> <li>EU Horizon 2020</li> </ul> | <ul style="list-style-type: none"> <li>IFAD</li> <li>FAO</li> <li>WWF</li> <li>EU</li> </ul> |

| N°                                     | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners |
|--|--|--|---------------------------------|---|---|--------------|
| <b>FOOD, FISHERIES AND AGRICULTURE</b> |  |  |                                 |   |   |              |
| 2                                      | Adopt 'Sustainable Fishing Practices', including in the Industrial/semi-Industrial Fisheries sector and reduce the conflict between coastal resources users; such as over-regulated small-scale fisheries versus non-regulated recreational fisheries and in line with the EcAp ecological objectives and ICZM guidelines. | <ul style="list-style-type: none"> <li>■ Establish a working group of main institutions and NGOs in the Mediterranean region active in the field of sustainable fishing practices.</li> <li>■ Integrate sustainable consumption and production concepts related to sustainable fishing practices in key on-going programmes and initiatives.</li> </ul>  | 100                             | <ul style="list-style-type: none"> <li>■ Number of key regional institutions that have developed programmes specifically oriented to promote and implement GAP schemes: T:10</li> <li>■ Number of countries that have implemented new GAP schemes through the programmes: T:10</li> </ul>   | <ul style="list-style-type: none"> <li>■ EU's ECOSAFIMED project</li> <li>■ FAO</li> <li>■ WWF</li> <li>■ Marine Stewardship Council</li> </ul>                 |              |
| 3                                      | Adopt new and innovative technologies based on the Life Cycle Approach, including control of flows of material, extended producer responsibility and eco-design in the food and fisheries processing and packaging.  | <ul style="list-style-type: none"> <li>■ Implement pilot projects to demonstrate innovative technologies based on the Life Cycle Approach in food and fisheries processing and packaging.</li> <li>■ Upscale pilot projects' findings at regional level through appropriate tools.</li> </ul>  | 500                             | <ul style="list-style-type: none"> <li>■ Number of pilot projects implemented that adopt innovative technologies based on the LCA in food and fisheries processing and packaging: BL: 0 / T: at least 5</li> <li>■ Number of advocacy initiatives to upscale pilot projects' findings at regional level: BL: 0 / T: at least 2</li> </ul>   | <ul style="list-style-type: none"> <li>■ WWF's Water Stewardship Programme</li> <li>■ IFAD</li> <li>■ FAO</li> <li>■ WWF</li> </ul>                             |              |
| 4                                      | Prevent and minimize resource waste and food waste in all the life cycle of the food; promote the production and use of energy and compost from food waste coming from the selectively collected fraction of the municipal waste and agricultural organic waste.   | <ul style="list-style-type: none"> <li>■ Compilation of publications and dissemination of best practices and lessons learned in the Mediterranean countries related to minimizing and reuse of waste resources in the FFA sector, specifically biowaste, as a means for improving soil ecology and reducing GHG emissions.</li> <li>■ Implementing pilot projects and upscaling project's findings at regional level, including promotion of home composting.</li> </ul> | 500                             | <ul style="list-style-type: none"> <li>■ Number of agriculture Ministries that benefit from capacity building on resource waste and food waste: T: 10</li> <li>■ Number of pilot projects implemented that adopt the prevention of resource and food waste: BL: 0 / T: at least 5</li> <li>■ Number of dissemination events at regional level for upscaling the findings: LB: 0 / T: 2 regional events</li> </ul> | <ul style="list-style-type: none"> <li>■ SWEEP-Net</li> <li>■ Spain's National Strategy for Food Waste</li> <li>■ IFAD</li> <li>■ FAO</li> <li>■ WWF</li> </ul> |              |

| N°  | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives   | Key Partners |
|---|--|--|---------------------------------|---|--|--------------|
| <b>FOOD, FISHERIES AND AGRICULTURE</b>  |  |  |                                 |   |  |              |
| <b>Operational Objective 1.2.</b> Develop the policy and legal framework to promote sustainable agriculture, fisheries and food production and consumption, with special focus on the Mediterranean Diet, engaging local communities and small-medium scale producers, distributors & retailers of sustainable Food, Fisheries and Agriculture products |  |  |                                 |   |  |              |
| 5   | <p>Adopt rural development policies including the development of sustainable value chains with high market potential to maximize employment and income generation, address rural migration and respond to Food Security challenges (e.g. National Organic Strategy, Sustainable Farming Strategy).</p>   | <ul style="list-style-type: none"> <li>■ Assessment of policy gaps for the adoption of rural development policies based on sustainable agriculture and fisheries development in the Mediterranean region.</li> <li>■ Identify regulatory procedures related to minimizing and reuse of waste resources in the FFA sector.</li> <li>■ Design and implement a toolkit on sustainable agriculture and fisheries development for policy makers based on the assessment.</li> </ul>                                     | 150                             | <ul style="list-style-type: none"> <li>■ Number of countries in which the toolkit for policy makers on sustainable agriculture and fisheries development is presented and implemented BL:0 / T: at least 6 countries</li> <li>■ Number of countries which national legislation has been reviewed to integrate sustainable agriculture and fisheries. T: at least 6 countries</li> </ul>   | <ul style="list-style-type: none"> <li>■ ISWA (Recycling &amp; Recovery)</li> <li>■ SWEEP-Net</li> <li>■ IFAD</li> <li>■ FAO</li> <li>■ WFP</li> <li>■ CIHEAM</li> </ul> |              |
| 6   | <p>Promote "Green Financing" for the food, agriculture and fisheries consumption and production areas by facilitating access to loans and grants for farmers and fishermen to start sustainable agriculture and fishing activities, introducing fiscal instruments favouring sustainable agriculture and fisheries practices, like elimination or reduction of deemed "harmful" subsidies on water and energy consumption, and providing incentives for good environmental practices like Integrated Pest Management (IPM) and organic farming".</p> | <ul style="list-style-type: none"> <li>■ Conduct a regional study on fiscal instruments for promoting sustainable agriculture and fisheries development.</li> <li>■ Develop guidelines for promoting fiscal instruments related to sustainable agriculture and fisheries development, including Payment for Ecosystem Services (PES) and supporting the creation of green jobs.</li> <li>■ Identify and promote innovative financial mechanisms and sources of funding for sustainable FFA initiatives.</li> </ul> | 150                             | <ul style="list-style-type: none"> <li>■ Number of countries that where a capacity programme on fiscal instruments related to sustainable agriculture and fisheries development is presented and implemented BL:0 / T: at least 6</li> <li>■ Number of countries that have modified their fiscal legislation to integrate fiscal and financial incentives for sustainable agriculture and fisheries. T: at least 6 countries</li> </ul> | <ul style="list-style-type: none"> <li>■ African Development Bank</li> <li>■ Islamic Development Bank</li> <li>■ European Investment Bank</li> </ul>                     |              |

| N°  | Actions   | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners  |
|---|---|--|---------------------------------|---|---|---|
| <b>FOOD, FISHERIES AND AGRICULTURE</b>  |   |  |                                 |   |   |   |
| 7   | Establish quality control, traceability, standards harmonization and certification schemes that confirm the sustainable production of food and fisheries products.  | <ul style="list-style-type: none"> <li>■ Conduct a regional assessment to review existing eco-labels to define minimum common standards.</li> <li>■ Define a common framework and procedures for the coordination and the recognition of eco-labels, focusing on food and fisheries at an initial phase given its importance to the promotion of the "Mediterranean Diet".</li> <li>■ Advocate for the approval of a common framework for the recognition of eco-labels in the FFA sector by key regional actors.</li> </ul> | 250                             | <ul style="list-style-type: none"> <li>■ Approval of a common framework for the recognition of eco-labels in the FFA sector by key regional institutions</li> <li>■ Number of countries that have endorsed the common framework. BL: 0 / T: 15</li> </ul>   | <ul style="list-style-type: none"> <li>■ Avalon Network (<a href="http://www.avalon.nl/">http://www.avalon.nl/</a> network)</li> <li>■ IFOAM (<a href="http://www.ifoam.com">http://www.ifoam.com</a>)</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment</li> <li>■ CIHEAM</li> <li>■ ICLEI</li> <li>■ UNESCO</li> <li>■ European Authority for Food Security</li> </ul> |
| 8   | Promote Sustainable Public Procurement (SPP) schemes for food and fisheries products and promoting the "Mediterranean Diet" as a basis for sustainable and healthy consumption patterns.  | <ul style="list-style-type: none"> <li>■ Develop guidelines for the adoption of SPP in the FFA sector.</li> <li>■ Sub-regional workshops on SPP related to sustainable agriculture and fisheries and promoting the Mediterranean Diet.</li> </ul>  | 300                             | <ul style="list-style-type: none"> <li>■ Number of Sub-regional workshops organized on SPP for the promotion of sustainable agriculture and fisheries and Mediterranean Diet. T: 10</li> <li>■ Number of SPP schemes adopted at national level in the FFA sector. T: 10</li> </ul>                          | <ul style="list-style-type: none"> <li>■ UN Environment Sustainable Public Procurement Programme</li> </ul>   | <ul style="list-style-type: none"> <li>■ UN Environment</li> <li>■ European Authority for Food Security</li> </ul>  |
| <b>Operational Objective 1.3. Sensitize and educate food producers, retailers and consumers, and support the development of appropriate market tools and information, to promote sustainability throughout the value chains of agriculture and fisheries management, as well as food processing and food distribution</b> |   |  |                                 |   |   |   |
| 9   | Support the development of regional value chains integrating sustainable consumption and production principles in the Food, Fisheries and Agriculture priority area, and with high market potential, ensuring the transition towards a more sustainable production while maximizing the employment and income generation gains for local producers. | Develop a Regional Green Export Review (RGER) to identify products with high market potential (using UNCTAD's "Green Product Space" methodology) in the FFA sector.  | 400                             | Number of green product value chains involving the participation of producing firms from developing countries in the region, in cooperation with final market value chain distributors, retailers, consumers and possible recycling/waste management firms established in the region: BL: 0 / T: At least 3 | UNCTAD's "Green Product Space"  | UNCTAD  |

| Nº                                     | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives  | Key Partners   |
|--|--|--|---------------------------------|--|---|--|
| <b>FOOD, FISHERIES AND AGRICULTURE</b> |  |  |                                 |  |   |  |
| 10                                     | <p>Promote the labelling and branding of the sustainable locally produced food (including organic food and zero-kilometre products) and fair trade products and provideneeded support for market access of the "Mediterranean Diet".</p>                                     | <ul style="list-style-type: none"> <li>■ Develop guidelines for product specifications with the label "Mediterranean Diet" including considerations related to Sustainable Food Products.</li> <li>■ Provide needed training on quality control, traceability, certification and increase market integration and access particularly for small local producers.</li> </ul>   | 300                             | <ul style="list-style-type: none"> <li>■ A label for the "Mediterranean Diet", including the criteria of Sustainable Food Products, is established in the region</li> <li>■ Percentage of increase of labelled sustainable locally produced products. T: 25%</li> </ul>                      | <ul style="list-style-type: none"> <li>■ UNESCO's nomination of the "Mediterranean Diet" as an Intangible Cultural Heritage</li> <li>■ Fairtrade network</li> <li>■ EU's MedDiet project</li> </ul> | <ul style="list-style-type: none"> <li>■ UNESCO</li> <li>■ CIHEAM</li> <li>■ WWF</li> <li>■ Fairtrade</li> <li>■ Government of Spain</li> </ul>                              |
| 11                                     | <p>Improve the knowledge base and build a shared Mediterranean Knowledge System on the "Mediterranean Diet" for concerned research organizations, producers, certification bodies and governments and increase visibility and impact.</p>                                    | <ul style="list-style-type: none"> <li>■ Identify existing sources of gene pools and geographical indicators in the sector for Mediterranean countries.</li> <li>■ Elaborate a Knowledge Management Platform related to the "Mediterranean Diet" providing a basis for mainstreaming the concept in the region.</li> <li>■ Identify specific support for promoting regional collaboration platforms for fisheries management.</li> </ul> | 150                             | <ul style="list-style-type: none"> <li>■ Number of regional partners that entered and are active in the Knowledge Management Platform related to the "Mediterranean Diet". BL:0 / T: 40</li> </ul>   | <ul style="list-style-type: none"> <li>■ GenmedOc (<a href="http://www.genmedoc.org/">http://www.genmedoc.org/</a>)</li> <li>■ Mediterranean Platform of Artisanal Fishers (MedArtNet)</li> </ul>   | <ul style="list-style-type: none"> <li>■ CIHEAM</li> <li>■ WWF</li> <li>■ Fundacion Dieta Mediterranea</li> </ul>  |
| 12                                     | <p>Implement information and education campaigns to promote the concept of the "Mediterranean Diet" and ensure public engagement in the production and consumption of sustainable food and local agriculture and fisheries products, along with reduction of food waste.</p> | <ul style="list-style-type: none"> <li>■ Conceive and implement a regional competition related to the "Mediterranean Diet".</li> <li>■ Organize regional workshops and trainings to support producers and consumers in adopting the concept of the "Mediterranean Diet" across the Mediterranean countries.</li> </ul>   | 400                             | <ul style="list-style-type: none"> <li>■ Number of countries that participate to the competition. BL:0 / T: 12</li> <li>■ Number of regional workshops and trainings organized to support producers and consumers in adopting the concept of the "Mediterranean Diet" BL:0 / T: 5</li> </ul> | <ul style="list-style-type: none"> <li>■ Forum Mediterranean Food Cultures</li> </ul>   | <ul style="list-style-type: none"> <li>■ UN Environment</li> <li>■ FAO</li> <li>■ UNESCO</li> <li>■ CIHEAM</li> <li>■ WWF</li> <li>■ Fundacion Dieta Mediterranea</li> </ul> |

| N°   | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000€) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives   | Key Partners   |
|--|--|--|---|--|--|--|
| <b>GOODS MANUFACTURING</b>   |  |  |   |  |  |  |
| <b>Operational Objective 2.1.</b> Promote sustainability-driven innovation and knowledge and the integration of Best Available Techniques (BATs) and Best Environmental Practices (BEPs) through the entire value chain of goods production, including the upstream and downstream flows of resources and waste, paying particular attention to the life-cycle of manufactured goods |  |  |   |  |  |  |
| 13   | Promote innovation and use BATs and BEPs including (but not limited to) environmental performance; human protection (toxic free products and manufacturing processes), resource efficiency, renewable energy, in the manufacturing of goods and the provision of alternative services. | <ul style="list-style-type: none"> <li>■ Compilation and communication of best practice case studies on sustainable production in goods manufacturing and the provision of alternative services (emphasize on environmental performance, human protection resource efficiency, renewable energy).</li> <li>■ Dissemination and provision of information of best practice case studies on sustainable production in goods manufacturing and the provision of alternative services through workshops and Webinars.</li> <li>■ Implementation of pilot projects on sustainable production in goods manufacturing sector (integrating resource efficiency, renewable energy, environmental performance and human protection).</li> </ul> | <ul style="list-style-type: none"> <li>■ Compilation of best practice case studies 150</li> <li>■ Pilot projects 500</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of workshops and webinars conducted to communicate best practice case studies on sustainable production in goods manufacturing and the provision of alternative services BL: 0 /T: 6</li> <li>■ Workshops, 12 Webinars</li> <li>■ Number of pilot projects on sustainable production in goods manufacturing sector implemented. BL: 0 /T: 5</li> <li>■ Pilot projects completed by 12/2021.</li> </ul> | <ul style="list-style-type: none"> <li>■ Horizon 2020 Initiative</li> <li>■ SwitchMed (Green Entrepreneur)</li> <li>■ UN Environment Green Economy</li> <li>■ EU BREFs</li> <li>■ Projects facilitated by IRENA</li> </ul> | <ul style="list-style-type: none"> <li>■ UNIDO</li> <li>■ UN Environment (DTIE)</li> <li>■ UN Environment (MAP)</li> <li>■ EU IPPC</li> <li>■ JRC</li> <li>■ IRENA – International Renewable Energy Agency (<a href="http://www.irena.org">www.irena.org</a>)</li> </ul> |

| N°                         | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000€) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives  | Key Partners   |
|----------------------------|--|---|---|--|---|--|
| <b>GOODS MANUFACTURING</b> |  |   |   |  |   |  |
| 14                         | <p>Promote innovation and use BATs and BEPs to implement the waste management hierarchy and encourage closed loop material cycles. This should consider toxics elimination, product durability, reparability and dematerialization and should include the encouragement of green sector value chains by the establishment of industrial recycling and remanufacturing networks connecting companies generating wastes with those recycling it.</p> | <ul style="list-style-type: none"> <li>■ Compilation and dissemination of best practice case studies for improving manufactured goods towards supporting the waste hierarchy (toxics elimination, product durability programmed obsolescence, reparability and dematerialisation) and promoting green sector value chains.</li> <li>■ Dissemination and provision of information of best practice cases for improving manufactured goods towards supporting the waste hierarchy through workshops and Webinars.</li> <li>■ Development of a national/ regional networks (and platform) to enhance collaboration between stakeholders along the value chain (connect the companies generating wastes with those recycling it) to create highly efficient reverse logistics.</li> </ul> | <ul style="list-style-type: none"> <li>■ Compilation of best practice case studies 50</li> <li>■ Workshops and Webinars 300</li> <li>■ Development of waste/resource networks (platform) 100</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of workshops and webinars conducted to communicate best practice case studies BL: 0 / T: 15 workshops and 20 Webinars conducted.</li> <li>■ Number of countries that have developed National networks (platforms) to enhance collaboration between stakeholders along the value chain for waste/resource recovery. BL: 0 / T: 10.</li> </ul> | <ul style="list-style-type: none"> <li>■ Horizon 2020 initiative</li> <li>■ SWEEP-Net</li> <li>■ UN ENVIRONMENT SCP Clearing House</li> <li>■ EU SUBSPORT project;</li> <li>■ Implementation of Stockholm/Chemical Conventions</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/ MAP</li> <li>■ SWEEP-Net</li> <li>■ ACR+</li> <li>■ ISWA (Recycling &amp; Recovery)</li> <li>■ SUPSPORT-Institutions</li> </ul> |

| N°                         | Actions   | Proposed regional activities (2021)  | Estimated cost (1,000€) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives   | Key Partners  |
|----------------------------|---|--|--|---|--|---|
| <b>GOODS MANUFACTURING</b> |   |  |  |   |  |   |
| 15                         | Promote, use and develop tools such as eco-design, Life Cycle Management, risk assessment of chemicals, substitution of hazardous chemicals, and Cradle to Cradle to facilitate the sustainable design and production of manufactured goods. This should include the formulation and promotion of a related research and development agenda and the compilation of best practice cases. | <ul style="list-style-type: none"> <li>■ Compilation and dissemination of best practice case studies of sustainable consumption and production tools facilitating sustainable design of manufactured goods.</li> <li>■ Conducting pilot projects (substitution of hazardous chemicals, Cradle to Cradle, LCA) in selected non-EU Mediterranean countries.</li> <li>■ Formulation of a regional research and development agenda on sustainable design and promotion of such agenda to be included within the national research and development programmes.</li> </ul> | <ul style="list-style-type: none"> <li>■ Budget for compilation of best practice case studies 150</li> <li>■ Pilot projects 750</li> <li>■ Budget for formulation and dissemination of a R&amp;D agenda 200</li> </ul> | <ul style="list-style-type: none"> <li>■ Completion document of Best practice case studies by 12/2017.</li> <li>■ Number of workshops and webinars conducted to communicate best practice case studies of sustainable consumption and production tools facilitating sustainable design of manufactured goods BL:0/T: 6 workshops 12 Webinar conducted by 12/2021.</li> <li>■ Number of pilot projects conducted on selected tools in non-EU Mediterranean countries BL: 0 / T: At least 3 pilot projects conducted by 12/2021, including documentation and communication.</li> <li>■ R&amp;D Regional Agenda on sustainable designed by 12/2018</li> <li>■ Number of national universities/institutes that have included sustainable design in their programmes. T: At least 5 Universities or institutes.</li> </ul> | <ul style="list-style-type: none"> <li>■ SwitchMed</li> <li>■ ReSCP</li> <li>■ SUBSPORT</li> <li>■ Implementation of Chemical Conventions</li> <li>■ EC (product environmental footprint and organization environmental footprint pilots)</li> </ul> | <ul style="list-style-type: none"> <li>■ UNIDO</li> <li>■ UN Environment/ MAP</li> <li>■ UfM</li> </ul> |

| N°   | Actions   | Proposed regional activities (2021)   | Estimated cost (1,000€) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives   | Key Partners   |
|--|---|---|---|--|--|--|
| <b>GOODS MANUFACTURING</b>   |   |   |   |  |  |  |
| 16   | <p>Create green businesses and jobs in sustainable goods manufacturing and recycling/refurbishment and alternative services such as switching from a product ownership to a Service Systems and lease based economy ("servicizing") and other innovative business approaches.</p>   | <ul style="list-style-type: none"> <li>Education to generate jobs in refurbishment and recycling of manufactured goods in the region.</li> <li>Creation of awareness and dissemination of information on job creation and social business models</li> <li>Provision of support for implementing servicing business models and other innovative business approaches in the regions (e.g. chemical leasing, car sharing, social business models, etc).</li> </ul>   | <ul style="list-style-type: none"> <li>Education and job creation in refurbishment and recycling of manufactured goods 500</li> <li>Support servicing and other innovative business models 300</li> </ul> | <ul style="list-style-type: none"> <li>Number of jobs created in refurbishment and recycling of manufactured goods generated in the region (by 12/2021). T: 10,000</li> <li>Number of projects in which Servicing business models and other innovative business approaches have been successfully tested. BL:0 / T: at least 2 pilot projects (by 12/2021).</li> </ul>   | <ul style="list-style-type: none"> <li>SwitchMed (Green Entrepreneur)</li> <li>SWEEP-Net</li> <li>Country initiatives</li> </ul> | <ul style="list-style-type: none"> <li>UN Environment/ MAP</li> <li>UNIDO</li> <li>SCP/RAC</li> </ul>                        |
| <b>Operational Objective 2.2. Develop integrated policy making and the legal framework to promote sustainable consumption, production and recovery in the goods manufacturing sector with the aim to move towards a circular economy</b> |   |   |   |  |  |  |
| 17   | <p>Develop an institutional framework to encourage integrated national and local decision making through the involvement, collaboration and coordination of relevant stakeholders including governmental bodies, industries and civil society for improved integrated policy making (national and local) forward looking decision making for the sustainable production, consumption and recovery of manufactured goods including an enforcement and assessment system.</p> | <ul style="list-style-type: none"> <li>Compilation, elaboration and dissemination of individual life cycle thinking tools (e.g. material flow analysis, substance flow analysis, LCM, circular economy concept, external costs, ecosystem services) for policy making demonstrating their practical usefulness for forward looking decision making.</li> <li>Development of models for an inter-ministerial committee/body responsible for consideration of inclusion of life cycle thinking for sustainable production, consumption and recovery in all the relevant sectoral policies. The committee should also incorporate representatives of civil society and business associations.</li> </ul> | <ul style="list-style-type: none"> <li>Compilation and dissemination 250</li> <li>Models for an inter-ministerial committees and introduction to pilot countries 200</li> </ul>                           | <ul style="list-style-type: none"> <li>Number of workshops and webinars conducted to communicate individual life cycle thinking tools for policy making to responsible governmental bodies in non-EU Mediterranean countries by 12/2017). BL: 0 / T: 20</li> <li>Number of Models for an inter-ministerial committee/ body responsible for consideration of inclusion of life cycle thinking tools for sustainable production &amp; consumption developed BL: 0 / T:5</li> <li>Number of countries that have introduced models for an inter-ministerial committee/ body responsible for consideration of inclusion of life cycle thinking tools for sustainable production &amp; consumption BL: 0 / T: at least 3 pilot countries.</li> </ul> | <ul style="list-style-type: none"> <li>EU beyond GDP</li> <li>EU Forward looking decision making</li> </ul>                      | <ul style="list-style-type: none"> <li>UN Environment/ MAP</li> <li>SCP/RAC</li> <li>UfM</li> <li>EU institutions</li> </ul> |

| Nº                         | Actions   | Proposed regional activities (2021)  | Estimated cost (1,000€) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives   | Key Partners  |
|----------------------------|---|--|--|---|--|---|
| <b>GOODS MANUFACTURING</b> |   |  |  |   |  |   |
| 18                         | <p>Create at regional level an effective policy and regulatory framework for the reuse, repair, recycling and recovery of manufactured goods (waste management hierarchy) based on life cycle techniques and the promotion of extended producer responsibility at national and local levels. This should include the set-up of a frame for decent jobs in repair, refurbishment, recycling and waste management considering the role of the formal and informal sectors along with their respective needs for training, health and safety and livelihood.</p> | <ul style="list-style-type: none"> <li>■ Outline a policy and regulatory framework promoting the prevention, reuse, repair, recycling and recovery of manufactured goods (waste management hierarchy) and the promotion of extended producer responsibility at national and local level</li> <li>■ Compilation of best practice case studies and dissemination for a) implementing the waste hierarchy for selected waste categories at city and regional level and b) establishing decent jobs in repair, refurbishment, recycling and waste management considering the role of the formal and informal sectors along with their respective needs for training, health and safety and livelihood.</li> <li>■ Implementation of pilot projects at city and/or national level for establishing decent jobs in recycling and waste management, considering also the role and necessities of informal sectors.</li> </ul> | <ul style="list-style-type: none"> <li>■ Outline of a policy and regulatory framework 100</li> <li>■ Compilation of best practice cases 150</li> <li>■ Pilot projects 500</li> </ul> | <ul style="list-style-type: none"> <li>■ Draft proposal for a policy and regulatory framework by (12/2017)</li> <li>■ Compilation document of best practice case studies by 12/2017</li> <li>■ Number of workshops and webinars conducted to communicate best practices in implementation of the waste hierarchy for selected waste categories at city and regional level and for establishing decent jobs in repair, refurbishment, recycling and waste management<br/>BL: 0 / T: 6 workshops -12 Webinars by 12/2019</li> <li>■ Number of countries that have implemented pilot projects on developing jobs in recycling and waste management<br/>BL: 0 / T: At least 3 pilot projects (12/2021).</li> <li>■ Number of jobs created.<br/>T: 10,000</li> </ul> | <ul style="list-style-type: none"> <li>■ SWEEP-Net (the regional solid waste exchange of information and expertise Network)</li> <li>■ Waste management of marine litter (Within the Barcelona Convention Marine Litter action plan)</li> <li>■ IPLA International Partnership for Expanding Waste Management Services of Local Authorities</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/ MAP</li> <li>■ UfM</li> <li>■ SWEEP-Net</li> <li>■ ACR+</li> <li>■ IPLA</li> </ul> |

| N°                         | Actions   | Proposed regional activities (2021)   | Estimated cost (1,000€) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives  | Key Partners   |
|----------------------------|---|---|--|--|---|--|
| <b>GOODS MANUFACTURING</b> |   |   |  |  |   |  |
| 19                         | <p>Promote full cost accounting and market base instruments (MBI) which favour sustainable goods and alternative services taking account of renewable energy use, eco-innovation, and support of green entrepreneurs and green jobs. This would also include financial and tax based mechanisms to encourage relative sustainable goods production and practices, and discourage unsustainable goods consumption.</p> | <ul style="list-style-type: none"> <li>■ Compilation of tools and success stories of full cost accounting (external costs; LCA), extended producer responsibility models and other market base instruments for supporting sustainable production in goods manufacturing sector.</li> <li>■ Implementation of Pilot projects in selected countries to prove best practice tools and market based instruments.</li> </ul> | <ul style="list-style-type: none"> <li>■ Compilation of tools and success stories 150</li> <li>■ Pilot projects in selected countries to implement the tools and market based instruments 300</li> </ul> | <ul style="list-style-type: none"> <li>■ Completion document of tools and success stories of full cost accounting (external costs; LCA), extended producer responsibility models and other market base instruments by 2017.</li> <li>■ Number of workshops and webinars conducted to disseminate success stories of full cost accounting (external costs; LCA), extended producer responsibility models and other market base instruments for supporting sustainable production in goods manufacturing sector BL: 0 / T: 6 workshops and 10 Webinars by 12/2018.</li> <li>■ Number of countries that have implemented pilot projects to prove best practice tools and market based instruments. BL: 0 / T: At least 3 pilot projects.</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment E-RISC: Environmental Risk Integration in Sovereign Credit Analysis (report)</li> <li>■ UN Environment Valuing Plastic (report)</li> <li>■ EU ExternE Project</li> <li>■ European Environmental Agency external cost activities</li> <li>■ Global Footprint Accounting</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/ MAP</li> <li>■ UN Environment Finance Initiative</li> <li>■ SCP/RAC</li> <li>■ Global Footprint Network</li> <li>■ Plan Bleu</li> </ul> |

| N°                         | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000€) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives   | Key Partners  |
|----------------------------|--|--|--|--|--|---|
| <b>GOODS MANUFACTURING</b> |  |  |  |  |  |   |
| 20                         | Promote and adopt Sustainable Public Procurement (SPP) schemes for manufactured goods based on agreed standards. | <ul style="list-style-type: none"> <li>■ Organization of regional workshops and webinars to communicate the experience and best practice studies from UN and EU activities on Sustainable/Green Public Procurement and supporting the implementation of SPP in the region.</li> <li>■ Implementation of Pilot projects on Sustainable/Green Public Procurement in the Goods Manufacturing sector (includes training and capacity building on how to develop national SPP)</li> </ul> | <ul style="list-style-type: none"> <li>■ Regional workshops and webinars on SPP 120</li> <li>■ Pilot projects 500</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of regional workshops and webinars conducted to disseminate the experience and best practice studies from UN and EU activities on Sustainable/Green Public Procurement and supporting the implementation of SPP in the region. BL: 0 / T: 4 Regional workshops and 15 webinars conducted by 12/2017.</li> <li>■ Number of countries that have implemented pilot projects on Sustainable/Green Public Procurement in the Goods Manufacturing sector. BL: 0 / T: At least 3 pilot projects on Sustainable/Green Public Procurement in the Goods Manufacturing sector conducted by 2021.</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment current SPP activity in 10 YFP</li> <li>■ EU Procura+ (<a href="http://www.procuraplus.org/">http://www.procuraplus.org/</a>)</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/ DTIE</li> <li>■ EU Local Governments for Sustainability (ICLEI) and institutions in Med Region</li> <li>■ SCP/RAC</li> </ul> |

| N°                         | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000€) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives  | Key Partners   |
|----------------------------|--|--|--|--|---|--|
| <b>GOODS MANUFACTURING</b> |  |  |  |  |   |  |
| 21                         | Assist enterprises to implement Environment Management Systems (EMS) and Ecolabels, facilitate hazardous chemicals substitution, sustainability reports, and support the creation of the necessary accreditation and certification bodies. | <ul style="list-style-type: none"> <li>■ Evaluation of the current status and the need to enhance the necessary education, accreditation and certification bodies in the region and institution which support enterprises in the accreditation process.</li> <li>■ Supporting existing and new institutions that can help enterprises to facilitate the implementation of EMS (ISO 14001, EMAS), Ecolabels, hazardous chemicals substitution and preparation of sustainability reports.</li> <li>■ Provision of Training (workshops and webinars) for the different accreditation bodies in the region.</li> </ul> | <ul style="list-style-type: none"> <li>■ Evaluation of the current status and of needs to enhance and/or create the necessary education, accreditation and certification bodies 100</li> <li>■ Support to institutions and accreditation bodies 500</li> <li>■ Training 200</li> </ul> | <ul style="list-style-type: none"> <li>■ Evaluation document of the status and need for education, accreditation and certification bodies in the region (by 12/2017).</li> <li>■ Number of existing institutions supported to help enterprises to facilitate the implementation of EMS, Ecolabels, hazardous chemicals substitution and preparation of sustainability reports BL: 0 / T: 10</li> <li>■ Number of institutions offering a new service of support for enterprises to facilitate the implement EMS, eco-labels, facilitate hazardous chemicals substitution, preparation of sustainability reports (by 12/2019). T:20</li> <li>■ Number of workshops and webinars conducted to train on accreditation tools in the region. BL: 0 / T: 10 workshops and 30 webinars by 12/2021.</li> </ul> | <ul style="list-style-type: none"> <li>■ CSR initiative</li> <li>■ AFED Corporate Environmental responsibility (CER)</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/ MAP</li> <li>■ UN Environment</li> <li>■ SCP/RAC</li> <li>■ Arab Forum for Environment and Development</li> <li>■ EEB &amp; BEUC</li> </ul> |

| Nº   | Actions   | Proposed regional activities (2021)   | Estimated cost (1,000€) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners   |
|--|---|---|---|---|---|--|
| <b>GOODS MANUFACTURING</b>   |   |   |   |   |   |  |
| <b>Operational Objective 2.3. Educate and raise awareness of consumers and other stakeholders and support the development of market structures, increasing the visibility and market share of sustainably manufactured, used and disposed-of goods and alternative services.</b> |   |   |   |   |   |  |
| 22   | Establish and promote certification schemes (eco-labels), for manufactured goods and alternatives services in the country, promote related activities like voluntary agreements between retailers and public authorities to promote sustainable products. | <ul style="list-style-type: none"> <li>■ Development and dissemination of a strategy and guidance for promoting the use and visibility of environmental certification schemes (eco-labels) in the non-EU Mediterranean countries.</li> <li>■ Support companies in the region to get environmental certifications (EU Ecolabels)</li> <li>■ Promotion of sustainable goods (with eco-label, fair labels or being otherwise sustainable) by voluntary agreements between retailers and public authorities.</li> </ul> | <ul style="list-style-type: none"> <li>■ Strategy and guidance 100</li> <li>■ Support Ecolabel awarding 500</li> <li>■ Negotiation and development of voluntary agreements with retailers 50</li> </ul> | <ul style="list-style-type: none"> <li>■ Strategy and guidance document to promote certification (eco-labels) in the region by 12/2017.</li> <li>■ Number of workshops and webinars conducted to disseminate strategy and guidance document to promote certification (eco-labels) in the region. BL: 0 / T: 6 workshops and 10 Webinars.</li> <li>■ Percentage of increase of awarded (EU/regional) ecolabel manufactured goods from companies of the region in the EU ecolabeled production categories. T: 30%</li> <li>■ Number of companies supported in the region to get EU Ecolabels awarded. T: 300</li> <li>■ Number of products newly awarded with the Ecolabel. T: 500</li> <li>■ Percentage of products in retail that are awarded eco-labels. T: 20%</li> </ul> | <ul style="list-style-type: none"> <li>■ Ecolabel</li> <li>■ Regional labels</li> </ul> | <ul style="list-style-type: none"> <li>■ UNIDO</li> <li>■ Ufm</li> <li>■ JRC Seville</li> <li>■ SCP/RAC</li> <li>■ EEB &amp; BEUC</li> </ul> |

| N°                         | Actions   | Proposed regional activities (2021)  | Estimated cost (1,000€) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives   | Key Partners  |
|----------------------------|---|--|--|--|--|---|
| <b>GOODS MANUFACTURING</b> |   |  |  |  |  |   |
| 23                         | <p>Educate and inform stakeholders (consumers, policy and decision makers, producers, retailers, academia) about sustainable production and consumption of manufactured goods and alternative services including information relating to ecolabels, local/regional products, waste hierarchy, ecological footprint accounting, Life Cycle Assessment, external cost, corporate sustainability reporting and other approaches.</p> | <ul style="list-style-type: none"> <li>■ Compilation and dissemination of best practice materials for the different stakeholder groups (consumers, policy and decision makers, producers, retailers, academia).</li> <li>■ Implementation of Pilot projects for raising awareness on sustainable consumption and production of individual stakeholder groups in different countries (2021).</li> </ul> | <ul style="list-style-type: none"> <li>■ Best practice case studies 300</li> <li>■ Pilot projects 500</li> </ul> | <ul style="list-style-type: none"> <li>■ Compilation document of tailor made best practice information material on sustainable consumption and production of manufactured goods and alternative services for different stakeholder groups in languages of the region by 12/2017.</li> <li>■ Number of workshops and webinars and film festivals conducted to disseminate compilation of best practice materials for the different stakeholder groups (consumers, policy and decision makers, producers, retailers, academia) T: 6 workshops; 10 Webinars, 3 Film Festivals</li> <li>■ Number of countries that have implemented pilot projects for raising awareness on sustainable consumption and production of individual stakeholder groups BL: 0 / T: at least 3 pilot projects for testing of awareness materials &amp; approaches in selected countries and modification and adaptation based on experiences gained.</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/Environment10YFP SCP Clearing House <a href="http://www.spclearinghouse.org/">http://www.spclearinghouse.org/</a></li> <li>■ UNESCO – Education for Sustainable Development</li> <li>■ YouthXchange <a href="http://www.youthxchange.net/">http://www.youthxchange.net/</a></li> <li>■ Consumedia</li> <li>■ The Partnership for Education and Research about Responsible Living <a href="http://www.perprojects.org">www.perprojects.org</a></li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/DTIEUN Environment/MAP</li> <li>■ SCP/RAC</li> <li>■ IUCN, UNESCO</li> <li>■ Bibliotheca Alexandrina <a href="http://www.bibalex.org/aboutus/overview_en.aspx">http://www.bibalex.org/aboutus/overview_en.aspx</a></li> </ul> |

| N°                         | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000€) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives   | Key Partners  |
|----------------------------|--|---|---|---|--|---|
| <b>GOODS MANUFACTURING</b> |  |   |   |   |  |   |
| 24                         | Demonstrate and publicize the economic, environmental and social benefits of sustainably manufactured goods and alternative services using appropriate media outlets. Particular emphasis should be given to promoting the economic and business case for individual categories of manufactured goods (or alternative service provision), emphasizing the benefits to consumers, the private sector and the environment. | <ul style="list-style-type: none"> <li>■ Compilation of the economic and business cases for individual categories of manufactured goods, demonstrating the economic, environmental and social benefits of sustainably manufactured goods and alternative services.</li> <li>■ Dissemination of the economic, environmental and social benefits of sustainably manufactured goods and alternative services through an appropriate mix of media outlets (e.g. national TV, Webpage, Web 2.0).</li> </ul>  | <ul style="list-style-type: none"> <li>■ Compiling business cases 100</li> <li>■ Communication via media outlets 300</li> </ul>   | <ul style="list-style-type: none"> <li>■ Document compilation of information of the economic and business cases for 20 individual categories of manufactured goods by 12/2017.</li> <li>■ Number of workshops and webinars conducted to disseminate the economic, environmental and social benefits of sustainably manufactured goods and alternative services. T: 3 workshops; 10 Webinars; possibly TV</li> <li>■ Number of TV channels that disseminate the economic, environmental and social benefits of sustainably manufactured goods and alternative services. T: 10</li> </ul> | <ul style="list-style-type: none"> <li>■ UN Environment/SCP Clearing House</li> <li>■ Web 2.0 (Smartphone Apps Toxfox)</li> <li>■ Consumpedia</li> </ul>   | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> <li>■ UN Environment</li> <li>■ TV Stations</li> <li>■ NGOs developing APPs &amp; Webinars</li> </ul>   |
| 25                         | Improve education on sustainable production and consumption of manufactured goods and alternative services by reviewing and updating primary, secondary and tertiary educational curricula in relation to issues such as engineering processes, design, marketing, advertising, economy (including business schools), chemistry, health, education, social and environmental impacts of products and services.           | <ul style="list-style-type: none"> <li>■ Compile and develop best practice education modules on sustainable production and consumption of manufactured goods and alternative services for primary, secondary and tertiary educational curricula, with special focus on business school.</li> <li>■ Support or initiate national efforts to update primary, secondary and tertiary educational curricula in respect to sustainable production and consumption for manufacturing goods in the MENA and Easter countries including e.g. engineering, design, marketing, advertising, economy, chemistry, health, education, social and environmental education curricula.</li> </ul> | <ul style="list-style-type: none"> <li>■ Compiling and developing education modules on SCP 200</li> <li>■ Support to integrate sustainable consumption and production education in curricula in non-EU Mediterranean countries 250</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of education modules on sustainable consumption and production of manufactured goods developed for primary, secondary and tertiary educational curricula by 12/2019</li> <li>■ Number of countries supported to update primary, secondary and tertiary educational curricula in respect to sustainable consumption and production for manufacturing goods BL: 0 / T: at least 5 countries supported (Manufactured Goods component).</li> </ul>  | <ul style="list-style-type: none"> <li>■ UN Environment SCP Clearing House</li> <li>■ The Partnership for Education and Research about Responsible Living www.perlprojects.org/</li> <li>■ EU ERASMUS+ Program (Lifelong learning)</li> <li>■ UN Environment/DTIE UN Environment/MAP</li> <li>■ SCP/RAC</li> </ul> | <ul style="list-style-type: none"> <li>■ UNESCO,</li> <li>■ The Partnership for Education and Research about Responsible Living www.perlprojects.org/</li> <li>■ EU</li> <li>■ UN Environment/DTIE UN Environment/MAP</li> <li>■ SCP/RAC</li> </ul> |

| N°  | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners   |
|---|--|--|--|---|---|--|
| <b>TOURISM</b>  |  |  |  |   |   |  |
| <b>Operational Objective 3.1. Develop and promote practices and solutions to ensure efficient use of natural resources and reduce environmental impacts of tourism, respecting spatial, ecological, and socio-cultural carrying capacities of the destination</b> |  |  |  |   |   |  |
| 26  | <p>Promote the sharing of relevant knowledge on sustainable consumption and production applied to tourism (e.g. best environmental practice (BEP) and best available techniques (BAT) to optimise the eco-efficiency of tourism activities and the use of environmental management systems (e.g. ISO 14001).</p> | <ul style="list-style-type: none"> <li>■ Development of a guidelines document that sets best practice information material for different tourism sectors (e.g. hotel management, transportation, harbours, tourism real estate development, etc.) compiled in the languages of the region.</li> <li>■ Establish a web platform to disseminate the guidelines on sustainable consumption and production applied to tourism sector.</li> </ul> | <ul style="list-style-type: none"> <li>■ Completion of best practice guidelines 75</li> <li>■ Web platform 70</li> </ul>           | <ul style="list-style-type: none"> <li>■ Number of destination managers informed and aware of the best practice Guidelines through the web platform. BL: 0 / T: 10.000</li> </ul>   | <ul style="list-style-type: none"> <li>■ PH.A.R.O.S. - (LIFE ENV)</li> <li>■ MED-COASTS-T (LIFE ENV)</li> <li>■ SUTOUREELM (LIFE ENV)</li> <li>■ 10YFP Sustainable Tourism Program</li> </ul> | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> <li>■ JRC Seville</li> </ul>   |
| 27  | <p>Develop a destination management model to promote sustainable tourism and create a network of sustainable destinations.</p>   | <ul style="list-style-type: none"> <li>■ Development of a Sustainable Destination Management Organization (SDMO) model building on previous work done in the region (hand book).</li> <li>■ Implementation of SDMO in pilot coastal destinations.</li> <li>■ Development of a Mediterranean network of coastal destinations which have implemented the SDMO (online platform).</li> </ul>  | <ul style="list-style-type: none"> <li>■ Hand Book on SDMO 90</li> <li>■ Pilot projects 400</li> <li>■ Network 120</li> </ul>      | <ul style="list-style-type: none"> <li>■ Number of coastal destinations that have adopted the SDMO. BL: 0 T: 24</li> <li>■ Number of countries of the Mediterranean network of coastal destinations that have implemented the SDMO BL: 0 / T: 8</li> <li>■ Number of coastal destinations part of the network B: 0 / T : 20</li> </ul>                    | <ul style="list-style-type: none"> <li>■ S&amp;T MED (ENPI-CBC-MED)</li> <li>■ EDEN</li> </ul>  | <ul style="list-style-type: none"> <li>■ Ministries or other Institutions responsible for Tourism in the Contracting Parties</li> <li>■ Plan Bleu</li> <li>■ TSG - Tourism sustainability Group</li> <li>■ UNESCO - WHC</li> </ul> |
| 28  | <p>Promote local sustainable tourism training to enhance local capacities and upgrade the existing ones.</p>   | <ul style="list-style-type: none"> <li>■ Prepare and implement a Programme to integrate the concept of sustainable tourism in schools and training centres at the local level.</li> <li>■ Compile and develop education modules on sustainable tourism for primary, secondary and tertiary educational schools.</li> </ul>   | <ul style="list-style-type: none"> <li>■ Preparation of the Programme 25</li> <li>■ Preparation of education modules 60</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of schools and training centres that have integrated the concept of sustainable tourism in their curriculum BL: 0 / T: 3 schools in each participatory country</li> <li>■ Number of schools of primary, secondary and tertiary education that use the developed education module BL: 0 / T: 50</li> </ul> | <ul style="list-style-type: none"> <li>■ Coast Project</li> <li>■ S&amp;T MED (ENPI CBC MED)</li> <li>■ 10YFP Sustainable Tourism Program</li> </ul>  | <ul style="list-style-type: none"> <li>■ UNESCO - WHC</li> <li>■ UNWTO</li> </ul>  |

| N°   | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives   | Key Partners   |
|--|--|--|--|---|--|--|
| <b>TOURISM</b>   |  |  |  |   |  |  |
| 29   | Promote the diversification of the tourism offer from mass tourism to alternative forms of tourism (e.g. ecotourism, cultural tourism, rural tourism, off-season tourism) to reduce the impacts of seasonality and to reduce environmental pressures on coastal areas. | <ul style="list-style-type: none"> <li>■ Development of a Handbook compiling cases demonstrating the economic, environmental and social benefits of the diversification of the tourism offer, and dissemination of the guide.</li> <li>■ Preparation of a communication plan to publicise the economic, environmental and social benefits of best practices for diversification of tourism offer.</li> <li>■ Dissemination activities including seminars to inform about opportunities of alternative form of tourism to reduce seasonality; brochures; Website.</li> <li>■ Implementation of a pilot case of alternative tourism offer in a Mediterranean Country.</li> </ul> | <ul style="list-style-type: none"> <li>■ Handbook with best practices 75</li> <li>■ Communication Plan 50</li> <li>■ Communication activities 300</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of handbooks distributed to destination managers. BL: 0 / T: 1,000 (2020)</li> <li>■ Number of public institutions and stakeholders informed and aware of the Handbook. BL: 0 / T: 300 (2020)</li> <li>■ Number of participants in dissemination seminars about alternative tourism. BL: 0 / T: 6,000 (2020)</li> <li>■ Number of brochures about diversified tourism offer distributed. T: 15,000 (2020)</li> <li>■ Number of visitors to the dedicated website. BL: 0 / T 500,000 (2020)</li> </ul> | <ul style="list-style-type: none"> <li>■ EU CALYPSO INITIATIVE</li> <li>■ MED COASTS (LIFE)</li> <li>■ F.O.P. (ENPI CVC MED)</li> <li>■ 10YFP Sustainable Tourism Program</li> </ul> | <ul style="list-style-type: none"> <li>■ UN WTO</li> <li>■ TSG - Tourism sustainability Group</li> </ul> |
| <b>Operational Objective 3.2. Promote regulatory, legislative and financial measures to mainstream sustainable consumption and production in the tourism consumption and production area, to reduce tourism seasonality creating green and decent jobs and to promote local community engagement and empowerment</b> |  |  |  |   |  |  |
| 30   | Revise current tourism legislation at the national level to facilitate the integration of sustainable consumption and production principles and measures in the tourism sector.  | <ul style="list-style-type: none"> <li>■ Promotion of the creation of regional committee formed of relevant ministries (e.g. Tourism, Environment, Economy, Finance etc.) in charge of mainstreaming sustainable consumption and production in the tourism sector in each Mediterranean country.</li> <li>■ Preparation of a study reviewing the national legislation of the Mediterranean countries providing recommendation on how to integrate sustainable consumption and production in the tourism sector (to be submitted for consideration to the regional committee).</li> </ul>   | <ul style="list-style-type: none"> <li>■ Study reviewing national tourism legislation of Mediterranean countries 200</li> </ul>                              | <ul style="list-style-type: none"> <li>■ Number of measures to integrate sustainable consumption and production in the tourism sector in the national legislation proposed by the regional committee BL: 0 / T: 10</li> <li>■ Number of Mediterranean countries which national legislation has been reviewed to integrate sustainable consumption and production in the tourism sector. BL: 0 / T: 8 (2017)</li> </ul>  | <ul style="list-style-type: none"> <li>■ SUTOUREELM (LIFE ENV)</li> <li>■ 10YFP Sustainable Tourism Program</li> </ul>   | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> <li>■ UN WTO and UN Environment/DTIE</li> </ul>    |

| N°             | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives  | Key Partners  |
|----------------|--|--|---|--|---|---|
| <b>TOURISM</b> |  |  |   |  |   |   |
| 31             | <p>Create eco-taxes, eco-charges or fees as an effective instrument to internalize externalities (e.g. tax relief of tourism activities during the low season) creating a fund exclusively earmarked for the improvement of the environmental quality of the destination and for the creation of green jobs.</p> | <ul style="list-style-type: none"> <li>■ Compilation and dissemination of Guidelines on eco-taxes, eco-charges and other environmental fees applied to the tourism sector (including success stories).</li> <li>■ Tailored support for the implementation of eco-taxes/eco-charges to pilot coastal destinations.</li> </ul> | <ul style="list-style-type: none"> <li>■ Guidelines 40</li> <li>■ Support to implement eco-taxes/eco-charges 100</li> </ul> | <ul style="list-style-type: none"> <li>■ Number of Guidelines on eco-taxes, eco-charges and other environmental fees distributed to destination managers. BL: 0 / T: 500 (2019)</li> <li>■ Number of destination managers informed and aware of the Guidelines. BL: 0 / T: 100 (2019)</li> <li>■ Eco-taxes/eco-charges initiative implemented. BL: 0 / T: 9</li> <li>■ Creation of green jobs related to the introduction of eco-taxes/eco-charges : BL: 0 / T: 1.500</li> </ul> | <ul style="list-style-type: none"> <li>■ ECOTAX LANZAROTE (LIFE ENV)</li> </ul>         | <ul style="list-style-type: none"> <li>■ PAP/RAC</li> <li>■ TSG - Tourism sustainability Group</li> </ul> |
| 32             | <p>Promote the Tourism Carrying Capacity Assessment (TCCA) approach as a mandatory analysis for the preparation of national and local tourism planning and for the approval of new tourism investment.</p>   | <ul style="list-style-type: none"> <li>■ Preparation and dissemination of a TCCA guide based on the previous work developed by PAP/RAC and by the EU DG ENV.</li> <li>■ Implementation of Pilot projects in selected countries for the application of TCCA to coastal destinations.</li> </ul>                               | <ul style="list-style-type: none"> <li>■ Preparation of TCCA Guide 75</li> <li>■ Pilot Projects 300</li> </ul>              | <ul style="list-style-type: none"> <li>■ Number of Guides distributed to destination managers. T: 1,000</li> <li>■ Number of destination managers informed and aware of the Guides T: 200</li> <li>■ Number of countries that have implemented pilot projects for the application of TCCA to coastal destinations T=5</li> </ul>   | <ul style="list-style-type: none"> <li>■ DESTINATIONS (Life Third Countries)</li> </ul> | <ul style="list-style-type: none"> <li>■ PAP/RAC</li> </ul>   |

| N°  | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives   | Key Partners  |
|---|--|--|---|--|--|---|
| <b>TOURISM</b>  |  |  |   |  |  |   |
| 33  | Develop policies and actions to minimize the physical impact of tourist activity.  | <ul style="list-style-type: none"> <li>Preparation and dissemination of Guidelines on how to apply policies and actions to minimize the physical impact of tourism activity (e.g. codes of conduct, visitor management measures, education activities, voluntary agreements).</li> <li>Implementation of Guidelines through pilot projects (e.g. visitor management measures for parks and marine protected areas to reduce pressures and deflect activities to more robust sites, voluntary agreements).</li> </ul> | <ul style="list-style-type: none"> <li>Preparation of guidelines distributed to destination managers. 50</li> <li>Training activities 90</li> <li>Pilot Projects 100 per destination</li> </ul> | <ul style="list-style-type: none"> <li>Number of guidelines distributed to destination managers. BL: 0 / T: 500 (2018)</li> <li>Number of destination managers trained on the Guidelines. BL: 0 / T: 150 (2020);</li> <li>Number of countries that have implemented pilot projects based on the Guidelines BL: 0 / T: 150</li> </ul>         | <ul style="list-style-type: none"> <li>EDEN – European Destination of Excellence</li> <li>MEET (ENPI CBC MED)</li> <li>10YFP Sustainable Tourism Program</li> </ul>            | <ul style="list-style-type: none"> <li>PAP/RAC</li> <li>SPA/RAC</li> <li>Other players to involve: TSG – (Tourism sustainability Group) and UNESCO WHC</li> </ul> |
| <b>Operational Objective 3.3. Raise awareness, capacities and technical skills to support sustainable destinations and green tourism services, and promote the development of appropriate marketing and communication tools to ensure a competitive sustainable Mediterranean Tourism</b> |  |  |   |  |  |   |
| 34  | Promote tourism eco-labels, environmental certification and rating schemes with robust environmental criteria based on a standard scheme verified by an independent organization (e.g. EU Ecolabel, Green Key, Nordic Swan, etc.). | <ul style="list-style-type: none"> <li>Undertake a regional assessment study to review existing eco-labels, environmental certification and rating schemes to define minimum common standards.</li> <li>Define a shared framework and procedures for the coordination and the recognition of the standard scheme.</li> <li>Elaboration of a communication plan to raise the number of certificated tourism enterprises.</li> </ul>   | <ul style="list-style-type: none"> <li>Assessment study 80</li> <li>Shared framework 60</li> </ul>  | <ul style="list-style-type: none"> <li>Number of Mediterranean countries that have defined and adopted a shared framework to integrate existing eco-labels (e.g. EU Ecolabel, Green Key, etc.). BL: 0 / T: 6 (2019)</li> <li>Percentage increase of tourism eco-labels certifications in the Mediterranean by 2021. BL: / T: 100%</li> </ul> | <ul style="list-style-type: none"> <li>Shmile 2 (ENPI CBC MED)</li> <li>TOTEM (Plan Bleu)</li> <li>SUTOUREELM (LIFE ENV)</li> <li>10YFP Sustainable Tourism Program</li> </ul> | <ul style="list-style-type: none"> <li>Plan Bleu</li> <li>SCP/RAC</li> <li>UN WTO</li> <li>EU - DG ENV</li> </ul>   |

| N°             | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021)  | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners   |
|----------------|--|--|--|---|---|--|
| <b>TOURISM</b> |  |  |  |   |   |  |
| 35             | Develop and implement capacity building activities for tourism private operators to improve capacities and awareness on the importance of adopting sustainable consumption and production strategies.  | <ul style="list-style-type: none"> <li>■ Preparation of toolkits on sustainable consumption and production in tourism for the private sector.</li> <li>■ Disseminate the results of "successful" green tourism business cases among operators through Workshops and Webinars.</li> </ul>                                   | <ul style="list-style-type: none"> <li>■ Toolkit 100</li> <li>■ Training Workshops and Webinars 150</li> </ul> | <ul style="list-style-type: none"> <li>■ Number hotels' employees trained with the sustainable consumption and production toolkit. BL: 0 / T: 1,500</li> <li>■ Number of young professionals and senior professionals trained on the implementation of sustainable consumption and production in the hotel sector. BL: 0 / T: young professionals: 500 T: senior professionals: 500 (2020)</li> </ul> | <ul style="list-style-type: none"> <li>■ UNESCO Sustainable Tourism Toolkit</li> <li>■ MEET and S&amp;T MED (ENPI CBC MD)</li> <li>■ COAST Project</li> <li>■ 10YFP Sustainable Tourism Program</li> </ul>                  | <ul style="list-style-type: none"> <li>■ SCP/RAC/UNESCO</li> </ul>   |
| 36             | Encourage marketing and communication activities focused on promoting the Mediterranean sustainable destinations and enhancing the visibility of Mediterranean sustainable tourism service providers in the international and national markets (e.g. flagship events; participation to international fairs, exhibitions and major public events; agreements with online tour operators and other intermediaries; web-marketing and thematic publishing). | <ul style="list-style-type: none"> <li>■ Promote a Mediterranean fair dedicated to sustainable tourism destinations and green tourism operators in the region.</li> <li>■ Develop a Sustainable Trip Advisor to market Mediterranean sustainable destination and green hotels and other green tourism services.</li> </ul> | <ul style="list-style-type: none"> <li>■ Fair 500</li> <li>■ Sustainable Trip Advisor Web Site 150</li> </ul>  | <ul style="list-style-type: none"> <li>■ Biannual Mediterranean fair for Sustainable Tourism held in autumn 2019 and in autumn 2021</li> <li>■ Number of monthly visitors of the Sustainable Trip Advisor webpage. BL: 0 / T: 100,000</li> <li>■ Number of reviews and opinions covering more than 5 thousands accommodations, restaurants, and attractions. BL: 0 / T: 50,000</li> </ul>             | <ul style="list-style-type: none"> <li>■ EU CALYPSO INITIATIVE</li> <li>■ Reise Pavillon, Falacosagiusta (Fairs)</li> <li>■ Green Leaders Programme of Trip Advisor</li> <li>■ 10YFP Sustainable Tourism Program</li> </ul> | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> <li>■ Other players to involve: UN WTO, TOI, ASCAME</li> </ul> |

| N°   | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives   | Key Partners   |
|--|--|---------------------------------|---|--|--|
| <b>HOUSING AND CONSTRUCTION</b>  |  |                                 |   |  |  |
| <b>Operational Objective 4.1. Promote innovation and knowledge and the integration of Best Available Techniques (BATs) and Best Environmental Practices (BEPs) that enhance resource efficiency throughout the entire planning and construction process and life cycle of a building</b> |  |                                 |   |  |  |
| 37   | <p>Promote knowledge and innovative approaches that support the adoption of a holistic and integrated approach that (integrating social, environmental, and economic dimensions) in city planning, urban renewal and housing design and construction, as well as in the surrounding built environment, and the implementation of sustainable urban development policies in cities that drive economic activities and revitalize the economy by opening new opportunities for economic activities and businesses, investments, and employment.</p>  | 200<br>500                      | <ul style="list-style-type: none"> <li>■ Regional Framework approved and in place</li> <li>■ Number of pilot demonstration projects formulated. BL: 0 / T:5</li> <li>■ Number of Mediterranean countries that have implemented pilot demonstration projects BL: 0 / T: 5</li> </ul> | <ul style="list-style-type: none"> <li>■ Eco Cities Forum</li> </ul> | <ul style="list-style-type: none"> <li>■ UN HABITAT,</li> <li>■ UNECE,</li> <li>■ UN Environment/DTIE, UfM,</li> <li>■ UN Environment/ MAP</li> <li>■ UN HABITAT,</li> <li>■ UNECE,</li> <li>■ UN Environment/DTIE, UfM,</li> <li>■ UN Environment/ MAP</li> </ul> |
|  | <ul style="list-style-type: none"> <li>■ Develop a Regional Framework for the adoption of a holistic and integrated approach that ensures the integration of social, environmental, and economic dimensions in city planning, urban renewal and housing design and construction (including energy efficiency) as well as in the surrounding built environment (coastal, rural, urban and desert areas), identification of barriers, and the development of sustainable coastal carbon negative cities that drive economic activities.</li> <li>■ Develop and initiate the implementation a set of pilot demonstration projects for implementation at the national level, following an integrated approach that will emphasize adopting innovative approaches to overcome financial risks, using of life cycle cost methodology, adopting a bioclimatic approach to housing design, using of energy efficiency and renewable energy, and involving users throughout the process.</li> </ul> |                                 |   |  |  |

| N°                              | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners   |
|---------------------------------|--|---|---------------------------------|---|---|--|
| <b>HOUSING AND CONSTRUCTION</b> |  |   |                                 |   |   |  |
| 38                              | <p>Promote innovation and knowledge through the integration of Best Available Techniques (BATs) and Best Environmental Practices (BEPs) that promote eco-design and the planning and construction of sustainable and affordable housing and high quality of urban environment that caters for the needs of the all social income groups, particularly medium and low income families, and introduce sustainable solutions for slums and downgraded neighbourhoods.</p> | <ul style="list-style-type: none"> <li>Elaborate and disseminate a compendium of BATs and BEPs for eco-design and the planning and construction of sustainable and affordable housing and high quality of urban environment.</li> </ul> | 100                             | <ul style="list-style-type: none"> <li>Compilation of BATs and BEPs by the end of 2017</li> <li>Number of dissemination activities of the BATs and BEPs: BL: 0 / T: 15</li> <li>Percentage of increase of use of BATs on eco design and the planning and construction of sustainable and affordable housing and high quality of urban environment and BEPs. T: 20%</li> </ul> | <ul style="list-style-type: none"> <li>Eco Cities Forum</li> </ul>  | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UNECE,</li> <li>UN Environment/DTIE,</li> <li>UN Environment/MAP</li> </ul>                              |
| 39                              | <p>Develop, in collaboration with planning, engineering and construction professional bodies, building and urban development codes for the provision of mix uses, compact urban development, space for pedestrians and cyclists, green roofs, as well as public space and green areas in residential areas for communal use, as means to promote social integration and cohesion, while at the same contributing to a clean, healthy, and productive environment.</p>  | <ul style="list-style-type: none"> <li>Design, disseminate and strengthen capacities for adaptation, at the national level, of building and urban development codes appropriate for the Mediterranean coastal areas.</li> </ul>         | 100                             | <ul style="list-style-type: none"> <li>Number of countries that have implemented capacity building activities to adapt and apply the codes: BL: 0 / T: 10</li> <li>Number of countries that have introduced and applied the codes that promote sustainable urban development, housing and construction. T: 5</li> </ul>   | <ul style="list-style-type: none"> <li>Eco Cities Forum</li> </ul>  | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UNECE, UN Environment/DTIE, WHO,</li> <li>UN Environment/MAP</li> </ul>                                  |
| 40                              | <p>Promote innovative planning and construction models leading to smart cities that secure sustainable housing easily accessible from and to work place, commercial, social, recreation and cultural services in order to reduce commuting, congestion, emissions, and air and noise pollution as well as to reduce and separate waste from households and public administration buildings, retail buildings in order to develop model for PP buildings.</p>           | <ul style="list-style-type: none"> <li>Develop models for green building and smart cities within a sustainable built environment guaranteeing energy efficiency in different geographic areas and climatic conditions.</li> </ul>       | 400                             | <ul style="list-style-type: none"> <li>Number of green buildings and smart cities models introduced and implemented in different geographic areas and climatic conditions in the Mediterranean region. LB: 0 / T: 4-6 models</li> </ul>   | <ul style="list-style-type: none"> <li>Euro Mediterranean Strategy for sustainable urban development</li> <li>UfM Guidance Framework for sustainable Euro Mediterranean Cities and Territories</li> <li>Convenant of Mayors Initiative</li> </ul> | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UNECE, UN Environment,</li> <li>UfM,</li> <li>UN Environment/DTIE</li> <li>UN Environment/MAP</li> </ul> |

| N°   | Actions   | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners  |
|--|---|--|---------------------------------|---|---|---|
| <b>HOUSING AND CONSTRUCTION</b>  |   |  |                                 |   |   |   |
| <b>Operational objective 4.2.</b> Develop and strengthen the regulatory and legal framework to enhance the contribution of the housing and construction sector to sustainable economic development, social integration and cohesion, and environmental integrity |   |  |                                 |   |   |   |
| 41   | Develop and encourage regulatory and incentive policies and measures that support: <ul style="list-style-type: none"> <li>■ Sustainable coastal urban development and green construction throughout the entire planning and construction process and the life cycle of buildings: for the achievement of a more efficient use of natural resources and energy, and the protection of coastal and marine ecosystems;</li> <li>■ Sustainable practices in housing and construction through the use of local building materials, traditional knowledge, environmental friendly technologies and materials, sustainable and conscious purchasing practices, and sustainable waste management practices such as the recycling, recovery and reuse of construction-related waste, including demolition waste; and</li> <li>■ Proper maintenance and operational efficiency of the existing housing stock.</li> <li>■ Develop specific tools/guidelines for assessment of buildings prior to demolition and renovation with a view to optimal use of Construction and Demolition Waste.</li> </ul> | <ul style="list-style-type: none"> <li>■ Elaborate and disseminate a regional assessment study to review existing regulatory and incentive measures and assess their impacts on the environment and resource efficiency.</li> <li>■ Introduce a regulatory and incentive package in the Mediterranean region that encourages sustainable consumption and production in the housing and construction sector.</li> <li>■ Launch a labelling and certification scheme for green and sustainable housing in the Mediterranean region.</li> </ul> | 350                             | <ul style="list-style-type: none"> <li>■ Number of countries that have introduced a regulatory and incentive package that encourages sustainable consumption and production in the housing and construction sector.<br/>BL: 0 / T: 10</li> <li>■ Number of countries that have adopted a labelling and certification scheme for green and sustainable housing. BL: 0 / T: 10</li> </ul> | <ul style="list-style-type: none"> <li>■ ELIH-Med – Energy Efficiency in Low-Income Housing in the Mediterranean <a href="http://www.elih-med.eu/">http://www.elih-med.eu/</a></li> <li>■ The Energy Efficiency Directive (EED) 2012/27/UE.</li> <li>■ The co-generation directive 2004/8/EC (framework to promote and facilitate the installation of cogeneration facilities).</li> <li>■ Directive 2006/32/EC on energy end-use efficiency and energy services</li> <li>■ German DGNB certification scheme</li> </ul> | <ul style="list-style-type: none"> <li>■ UN HABITAT,</li> <li>■ UN Environment (Green Economy)</li> <li>■ UNECE</li> <li>■ UN Environment</li> <li>■ UN Environment/ MAP</li> </ul> |

| N°                              | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners   |
|---------------------------------|--|---|---------------------------------|---|---|--|
| <b>HOUSING AND CONSTRUCTION</b> |  |   |                                 |   |   |  |
| 42                              | Promote sustainable public procurement (SPP) in the public housing and construction sector, including subcontracting and services.   | <ul style="list-style-type: none"> <li>Develop and disseminate SPP guidelines document that sets the standards and procedures, including subcontracting, services and maintenance of public housing and construction.</li> <li>Develop a joint SPP approach (including an assessment system for all building energy renovation projects and measures).</li> </ul>   | 100                             | <ul style="list-style-type: none"> <li>Number of countries that have disseminated the SPP guidelines document: BL: 0 / T: 22</li> <li>Percentage of increase of the number of countries that have adopted SPP practices in the public housing and construction sector: T: 25%</li> </ul>  |   | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UN Environment/DTIE, UFM,</li> <li>UN Environment/MAP</li> <li>UN Environment/MAP</li> </ul> |
| 43                              | Introduce efficient monitoring, enforcement and assessment systems that ensure compliance with and adherence to sustainability principles in physical and urban planning and development; green and sustainable building regulations; codes of practice and standards; and the contribution of housing and construction to resource and energy efficiency, sustainable consumption and production, economic development, job creation, improved environment and human welfare. | <ul style="list-style-type: none"> <li>Develop, for adaptation at the national level, a framework for the efficient monitoring, enforcement and assessment system that ensures compliance and adherence to sustainability principles in physical and urban planning and development, green and sustainable building regulations, codes of practice and standards. The framework would also include the creation of a coordination mechanism to coordinate initiatives, programmes, and funding related to green and sustainable housing and construction, as well as the creation of cooperatives to facilitate access to funds of sustainable and smart housing and construction.</li> </ul> | 200                             | <ul style="list-style-type: none"> <li>A monitoring, enforcement and assessment system framework is set to ensure compliance and adherence to sustainability principles in the sector</li> <li>A mechanism is created to coordinate initiatives, programmes, and funding related to green and sustainable housing and construction</li> <li>Number of new cooperatives created to facilitate access to funds for sustainable and smart housing and construction: T: 20</li> </ul> | <ul style="list-style-type: none"> <li>Declaration of Ljubljana calls on public actors to undertake actions in order to promote better renovation in Mediterranean buildings and commits partners of three projects: ELIH-Med, MARIE, and PROFORBIOMED to contribute to creating a new model of multi-level governance for the implementation of policies for energy renovation and renewable energy in buildings; and adopting regional strategies;</li> <li>Convenant of Mayors Initiative</li> </ul> | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UNECE,</li> <li>UN Environment/DTIE,</li> <li>UfM,</li> <li>UN Environment/MAP</li> </ul>    |

| N°  | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives | Key Partners   |
|---|--|---|---------------------------------|---|------------------------------|--|
| <b>HOUSING AND CONSTRUCTION</b>   |  |   |                                 |   |                              |  |
| <b>Operational Objective 4.3. Sensitize and raise awareness of all stakeholders involved in urban planning, housing and construction, including consumers, professionals of the sectors and institutions and develop capacities for mainstreaming sustainable urban development</b> |  |   |                                 |   |                              |  |
| 44  | Provide an institutional set up that ensures public participation, involvement of relevant stakeholders (including the private sector and civil society), transparency, accountability, collaboration and coordination between various government entities and between the public and private sector - through Public-Private Partnership (PPP) -, exchange of information on BATs and BPs on sustainable physical and urban development, and green housing design and construction. | <ul style="list-style-type: none"> <li>Develop guidelines outlining different approaches based on BEPs for effective public participation and disseminate them through capacity building programmes.</li> </ul> | 100                             | <ul style="list-style-type: none"> <li>Number of countries where the guidelines are published and disseminated. BL: 0 / T: 20</li> <li>Number of countries that benefit from capacity building programmes. BL: 0 / T: 20</li> </ul>   |                              | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UNECE,</li> <li>UN Environment/DTIE, UN Environment/MAP</li> </ul>               |
| 45  | Prepare communication packages specifically targeting relevant stakeholders, including policy and decision makers, the general public, academia, Civil Society Organisations, businesses, builders and contractors, clearly identifying the benefits of adopting sustainable consumption and production patterns in green and sustainable housing design, construction, energy efficiency and sustainable urban planning.  | <ul style="list-style-type: none"> <li>Develop and disseminate, for adaptation at the national level, a communication and outreach package for different stakeholders.</li> </ul>                               | 150                             | <ul style="list-style-type: none"> <li>Number of communication packages targeting relevant stakeholders developed and published</li> <li>Number of countries that have adapted and implemented the communication packages to enhance awareness on the benefits of adopting sustainable consumption and production patterns in the housing and construction sector. BL: 0 / T: 15</li> </ul> |                              | <ul style="list-style-type: none"> <li>UN HABITAT,</li> <li>UNECE,</li> <li>UN Environment/DTIE, UfM,</li> <li>UN Environment/MAP</li> </ul> |

| N°                              | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000 €) (2021) | Progress indicators including baseline (BL) and Target (T) by 2021  | Related flagship initiatives  | Key Partners  |
|---------------------------------|--|---|---------------------------------|---|---|---|
| <b>HOUSING AND CONSTRUCTION</b> |  |   |                                 |   |   |   |
| 46                              | Build capacities, educate and sensitize professionals, consumers, policy makers, and the public on concepts and tools that support the transition towards sustainable planning, housing and construction, such as integrated assessment, life cycle assessment, green economy, and circular economy. | <ul style="list-style-type: none"> <li>■ Formulate and initiate the implementation of a programme integrating capacity building, education, research and technology development in the region to support the transition towards sustainable planning, housing and construction.</li> <li>■ Create a forum for the exchange of experience, expertise, and innovative approaches and technologies for energy efficiency and the use of renewable sources of energy in the building and construction sector.</li> <li>■ Development of a common Mediterranean research programme on energy consumption behaviors.</li> </ul> | 1,000<br>500                    | <ul style="list-style-type: none"> <li>■ Number of relevant stakeholders that have increased their capacities on sustainable housing and construction. T: 45</li> <li>■ Participation rate in the forum for the exchange of experience, expertise, and innovative approaches and technologies for energy efficiency and the use of renewable sources of energy in the building and construction sector</li> <li>■ Publication of Mediterranean research programme on energy consumption behaviors by the end of 2018</li> </ul> | <ul style="list-style-type: none"> <li>■ MARIE – Build a new Energy Renovation Strategy around the Mediterranean. <a href="http://www.marie-medstrategic.eu">www.marie-medstrategic.eu</a></li> </ul> | <ul style="list-style-type: none"> <li>■ UN HABITAT,</li> <li>■ UNECE,</li> <li>■ ILO,</li> <li>■ UNESCO, UN Environment/DTIE, UfM,</li> <li>■ UN Environment/ MAP</li> </ul> |

| N°  | Actions  | Proposed regional activities (2021)  | Estimated cost (1,000 €) (2021)   | Progress indicators including baseline (BL) and Target (T) by 2021   | Related flagship initiatives | Key Partners   |
|---|--|--|---|--|------------------------------|--|
| <b>ACTIONS APPLICABLE TO ALL PRIORITY AREAS</b> |  |  |   |  |                              |  |
| 47  | Enable the policy and regulatory conditions for mainstreaming sustainable consumption and production in national development policies. | <ul style="list-style-type: none"> <li>■ Study and identify the appropriate legislation items in EU / regional / national legislation in which appropriate wording needs to be introduced to ensure sustainable consumption and production mainstreaming.</li> <li>■ Work with Civil Society to drive the message in EU / regional / national legislation to secure sustainable consumption and production is mainstreamed in legal background.</li> </ul>   | <ul style="list-style-type: none"> <li>■ National / Regional Study 20</li> <li>■ National studies 15 (x countries)</li> </ul> | <ul style="list-style-type: none"> <li>■ EU / Regional study completed by end 2017</li> <li>■ National studies completed by end 2017</li> <li>■ Campaign launched to promote changes in EU/ Regional/National (at least EU &amp; 5 non-EU countries) legislation</li> </ul>  |                              | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> </ul>  |
| 48  | Establish financial mechanisms facilitating the implementation of sustainable consumption and production solutions.                    | <ul style="list-style-type: none"> <li>■ Catalyse a partnership of regional/national development institutions to propose a common platform of financing mechanisms promoting sustainable consumption and production in the Mediterranean region.</li> <li>■ Develop a joint guide of the partnership to provide decision-makers and entrepreneurs with easier access to sustainable consumption and production financing, including practical methodology for development of activities and criteria.</li> </ul> | <ul style="list-style-type: none"> <li>■ Policy work and contacts with the agencies 50</li> </ul>                             | <ul style="list-style-type: none"> <li>■ Coalition/partnership is established by end of 2017</li> <li>■ Guide is developed and distributed/online by end of 2018</li> <li>■ At least €500M are pledged by participating agencies for sustainable consumption and production actions in the Mediterranean for the period 2018-2027</li> </ul> |                              | <ul style="list-style-type: none"> <li>■ SCP/RAC and UfM (leading)</li> <li>■ EU DevCo</li> <li>■ EIB</li> <li>■ EBRD</li> <li>■ GIZ</li> <li>■ AFD</li> <li>■ National organizations</li> <li>■ DG DevCo</li> </ul> |

| N°  | Actions  | Proposed regional activities (2021)   | Estimated cost (1,000 €) (2021)  | Progress indicators including baseline (Bl) and Target (T) by 2021  | Related flagship initiatives                                | Key Partners |
|---|--|---|--|---|---|--------------|
| <b>ACTIONS APPLICABLE TO ALL PRIORITY AREAS</b> |  |   |  |   |   |              |
| 49  | Ensure the exchange of knowledge and information on sustainable consumption and production and the upscaling of successful sustainable consumption and production solutions. | <ul style="list-style-type: none"> <li>■ Upscale and extend the SCP/RAC - SwitchMed website and develop a web reference also using social media for all sustainable consumption and production matters in the Mediterranean.</li> <li>■ Design and implement dissemination and information campaign on sustainable consumption and production in the region.</li> </ul>               | <ul style="list-style-type: none"> <li>■ Website and social media outreach 20</li> <li>■ Campaign design 15</li> <li>■ Kick-off of campaign 100</li> </ul> | <ul style="list-style-type: none"> <li>■ SCP/RAC – SwitchMed website becomes a reference for sustainable consumption and production in the Mediterranean by 2016.</li> <li>■ A campaign is designed by mid-2016, and starts immediately implementation also attracting funds and support from all key partners</li> </ul> | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> </ul> |              |
| 50  | Create and develop new business models integrating sustainable consumption and production approach as business strategy.   | <ul style="list-style-type: none"> <li>■ Propose the creation of appropriate sustainable consumption and production business councils in the key sectors of the Action Plan with the participation of business representatives at regional and national levels, to study, propose and promote integration of sustainable consumption and production in respective sectors.</li> </ul> | <ul style="list-style-type: none"> <li>■ Seed funding to mobilize industry participation 30</li> </ul>   | <ul style="list-style-type: none"> <li>■ Four sustainable consumption and production business councils established by the end of 2016</li> </ul>  | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> </ul> |              |
| 51  | Promote the generation and upscaling of civil society led initiatives promoting sustainable consumption and production.  | <ul style="list-style-type: none"> <li>■ Involve Civil Society in Regional and National level campaigning for mainstreaming sustainable consumption and production in legislation</li> <li>■ Involve Civil Society in the design and implementation of the campaign</li> </ul>  |  | <ul style="list-style-type: none"> <li>■ A campaign is designed by mid-2016, with immediate implementation, as well as attracting funds and support from all key partners</li> </ul>  | <ul style="list-style-type: none"> <li>■ SCP/RAC</li> </ul> |              |

## Appendix 2. Definition of Terms

### For the purpose of this Action Plan:

**A Circular Economy** is an economy that balances economic development with environmental and resource conservation. It puts emphasis on environmental protection and the most efficient use of and recycling of resources. A Circular Economy features low consumption of energy, low emission of pollutants and high efficiency. It involves applying Cleaner Production in companies, eco-industrial park development and integrated resource-based planning for development in industry, agriculture and urban areas ( *UN Environment*).

**Cradle to Cradle** promotes the principle that products can be designed from the outset so that, after their useful lives, they will provide nourishment for something new. This could be either as a biological nutrient that will easily re-enter the water or soil without depositing synthetic materials and toxins or as technical nutrients that will continually circulate as pure and valuable material within a closed loop industrial cycle (*William McDonough & Michael Braungart*).

**Eco-design** aims at reducing the environmental impact of products (including energy consumption) throughout their entire life cycle (*European Commission*).

**Eco-innovation** provides a win-win solution to improving economic competitiveness and sustainability as it starts at the company strategy level and extends influence beyond the company gates to the supply chain. Eco-innovation aims at reducing impacts on the environment, enhancing resilience to environmental pressures, or achieving a more efficient and responsible use of natural resources. The growing market, reputational and regulatory pressures in response to rising resource scarcity and environmental degradation reinforce therefore the business case for eco-innovation ( *UN Environment* )

**Eco-labelling** is a voluntary method of environmental performance certification and labelling that is practised around the world. An “ecolabel” is a label which identifies overall, proven environmental preference of a product or service within a specific product/service category (*Global Ecolabelling Network*).

**Ecological Footprint** is a measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices. The ecological footprint is usually measured in global hectares (a common unit that encompasses the average productivity of all the biologically productive land and sea area in the world in a given year). Because trade is global, an individual or country's footprint includes land or sea from all over the world (*Global Footprint Network*)

**Electronic Waste / E-waste/ Waste Electrical and Electronic Equipment (WEEE)** is a generic term encompassing various forms of electrical and electronic equipment that are old, end-of-life appliances and have ceased to be of any value to their owners. A practical definition of e-waste is “any electrically powered appliance that fails to satisfy the current owner for its originally intended purpose” ( UN Environment/DTIE).

**An Environmental Management System (EMS)** is a set of processes and practices that enable an organization to reduce its environmental impacts and increase its operating efficiency (United States Environmental Protection Agency). The most widely used standard on which an EMS is based is International Organization for Standardization (ISO) 14001, alternatives include the EMAS.

**Extended Producer Responsibility** means that the producers take responsibility for their products from cradle to grave, and therefore, should develop products that have improved performance throughout all stages of the product life cycle. At each stage of the life cycle, opportunities for improved performance exist ( UN Environment Life Cycle Initiative).

**Good Agricultural Practices** are “practices that address environmental, economic and social sustainability for on-farm processes, and result in safe and quality food and non-food agricultural products” (FAO COAG).

**Goods** are a commodity, or a physical, tangible item that satisfies some human want or need. Goods are tangible objects, like bread or books, whereas services are intangibles, like TV broadcasting or teaching (Business Dictionary).

**Green building** focuses on ecological aspects. It is designed, specified and constructed with energy and water efficiency in mind, and minimising any adverse impact of the building on its inhabitants as well as the environment (Global expert working group of the Marrakech Task Force on Sustainable Buildings and Construction).

**A Green entrepreneur** (i) is a visionary who integrates environmental, economic and social axis in core business; (ii) Provides innovative solutions to the way good and services are produced and consumed; (iii) Proposes a business model whose scaling-up contributes to the transition towards green and circular economies; (iv) Identifies challenges and market opportunities based on new citizens’ needs such as the spreading of collaborative consumption model; (v) Facilitates a shift to sustainable consumption patterns and lifestyles (SCP/RAC).

**Integrated Pest Management (IPM)** means the careful consideration of all available pest control techniques and subsequent integration of appropriate measures that discourage the development of pest populations and keep pesticides and other interventions to levels that are economically justified and reduce or minimize risks to human health and the environment. IPM emphasizes the growth of a healthy crop with the least possible disruption to agro-ecosystems and encourages natural pest control mechanisms (FAO).

**An integrated product policy** is an approach that begins by asking how the environmental performance of products can be improved most cost-effectively. It is founded on the consideration of the impacts of products throughout their life-cycle, from the natural resources from which they come, through their use and marketing, to their eventual disposal as waste. It is also a relatively new approach to environmental Policy (EEA).

A **Life cycle approach** reflects the incorporation of life cycle thinking Approach/ in decision-making or development processes.

The **Life Cycle Assessment (LCA)** is a tool to evaluate the environmental Assessment and social performance of products or services along their life (LCA) cycle.

**Life cycle management (LCM)** is a product management system aimed at minimising the environmental and socio-economic burdens associated with an organisation's product or product portfolio during its entire life cycle and value chain. LCM supports the business assimilation of product policies adopted by governments. This is done by making life cycle approaches operational and through the continuous improvement of product systems (UN Environment/SETAC Life Cycle Initiative).

**Life cycle thinking** expands the traditional focus on the production site and manufacturing processes and incorporates various aspects over a product's entire life cycle from cradle to cradle (i.e. from the extraction of resources, through the manufacture and use of the product, to the final processing of the disposed product) (UN Environment/SETAC Life Cycle Initiative).

**Market-based instruments** seek to address the market failure of "environmental externalities" either by incorporating the external cost of production or consumption activities through taxes or charges on processes or products, or by creating property rights and facilitating the establishment of a proxy market for the use of environmental services (OECD).

**Material Flow Analysis (MFA)**: in order to function, the global economy depends on a flow of materials that are extracted from the earth, processed via production and consumption processes to meet human needs, and then disbursed as wastes generated by the extraction, production and consumption processes. The most important materials extracted for use are biomass, fossil fuels, ores, industrial minerals and construction minerals. These material flows, which are referred to as the metabolic rate, are measured in tonnes per capita or per unit of GDP (tonnes/\$1 billion of GDP). Material Flow Analysis (MFA) is the methodology or accounting framework that has emerged to calculate these material flows (International Panel on Sustainable Resource Management United Nations).

**Mediterranean diet:** Inscribed in 2013 (8.COM) on the Representative List of the Intangible Cultural Heritage of Humanity, it involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food. Eating together is the foundation of the cultural identity and continuity of communities throughout the Mediterranean basin. It is a moment of social exchange and communication, an affirmation and renewal of family, group or community identity. The Mediterranean diet emphasizes values of hospitality, neighbourliness, intercultural dialogue and creativity, and a way of life guided by respect for diversity. It plays a vital role in cultural spaces, festivals and celebrations, bringing together people of all ages, conditions and social classes. It includes the craftsmanship and production of traditional receptacles for the transport, preservation and consumption of food, including ceramic plates and glasses. Women play an important role in transmitting knowledge of the Mediterranean diet: they safeguard its techniques, respect seasonal rhythms and festive events, and transmit the values of the element to new generations. Markets also play a key role as spaces for cultivating and transmitting the Mediterranean diet during the daily practice of exchange, agreement and mutual respect. (UNESCO)

**Planned obsolescence** is a business strategy in which the obsolescence (the process of becoming obsolete—that is, unfashionable or no longer usable) of a product is planned and built into it from its conception. This is done so that in future the consumer feels a need to purchase new products and services that the manufacturer brings out as replacements for the old ones (The Economist).

**Products**, also called “goods and services”, are the result of production. They are exchanged and used for various purposes: as inputs in the production of other goods and services, for final consumption or for investment (Encyclopaedia of the Earth).

**A Product-Service System (Servicizing)** can be defined as the result of an innovation strategy, shifting the business focus from designing and selling physical products only, to selling a system of products and services which are jointly capable of fulfilling specific client demands ( UN Environment/DTIE).

**Resource efficiency** is about ensuring that natural resources are produced, processed, and consumed in a more sustainable way, reducing the environmental impact from the consumption and production of products over their full life cycles. By producing more wellbeing with less material consumption, resource efficiency enhances the means to meet human needs while respecting the ecological carrying capacity of the earth ( UN Environment/DTIE).

**A Retailer** is anything and anybody that sells individual units or small quantities directly to the end-user for their personal use and consumption is a retailer. The sector also includes manufacturers who sell directly to end-customers via retail outlets (often franchised, like car manufacturers), and other channels such as mail order, TV channel shopping, or via the internet. Due to its unique position linking production (manufacturers/suppliers) and consumption (customers) aspects, the retail sector plays a key role in facilitating the shift towards sustainable consumption and production. Upstream, retailers can define environmentally oriented purchasing requirements to their suppliers. Downstream, they can educate consumers about sustainability issues. In addition to providing information on products produced in a sustainable manner, retailers are also well positioned to provide information on improving life-cycle impacts, for instance respecting the use-phase and end-of-life disposal of products. Moreover, this sector is a major driver for the global economy and employment ( UN Environment/DTIE).

**Social innovations** are innovations that are social in both their ends and their means – new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations. They are innovations that are not only good for society but also enhance society's capacity to act. Social innovations take place across boundaries between the public sector, the private sector, the third sector and the household (European Commission).

**Sustainability driven innovation:** 'the creation of new market space, products and services or processes driven by social, environmental or sustainability issues' (Arthur D. Little, 2004). As with general innovation, there is an emerging recognition that sustainable innovation is not just about new concepts but is about commercialisation of technologies, products and services and about entrepreneurship. It can also be about the adoption of new processes and systems at societal level. Sustainable innovation is a process where sustainability considerations (environmental, social, financial) are integrated into company systems from idea generation through to research and development (R&D) and commercialisation. This applies to products, services and technologies, as well as new business and organisation models (Charter, 2007).

**Sustainable agriculture** ensures that the basic nutritional requirements of present and future generations are met, while providing a range of economic, social and environmental benefits. It provides durable employment, sufficient income, and decent living and working conditions for all those engaged in agricultural production. It maintains and, where possible, enhances the productive capacity of the natural resource base as a whole, and the regenerative capacity of renewable resources, without disrupting the functioning of basic ecological cycles and natural balances, destroying the socio-cultural attributes of rural communities, or causing contamination of the environment (FAO).

**Sustainable Buildings and Construction**, the concept refers to the Buildings and sustainability performance of buildings along their entire life cycle, Construction including design, materials production, transport, construction, use and maintenance, renovation, deconstruction and recycling. The concept seeks to optimise the performance and reduce negative impacts with regard to use of materials, energy, water and land, as well as to indoor air quality and comfort, and generation of waste, wastewater and air emissions, including greenhouse gases, particulates and other pollutants. The concept applies to new and existing buildings regardless of their location ( UN Environment/DTIE).

**A Sustainable product** is a product that incorporates environmental and social factors and minimises its impact throughout the life cycle, throughout the supply chain and with respect to the socio-economic surroundings ( UN Environment/Wuppertal Institute Collaborating Centre on sustainable consumption and production).

**Sustainable Procurement** is a process whereby public and private organizations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organization, but also to society and the economy, whilst minimizing damage to the environment.

Sustainable Procurement seeks to achieve the appropriate balance between the three pillars of sustainable development i.e. economic, social and environmental (adapted from UK Sustainable Procurement Task Force).

**Sustainable tourism** (i) makes optimal use of environmental resources that constitute, a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; (ii) Respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values and contributes to inter-cultural understanding and tolerance; (iii) Ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed. These include stable employment and income-earning opportunities, social services to host communities, and contributing to poverty alleviation (United Nations World Tourism Organisation)

**Tourism Carrying Capacity** is defined as the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction (World Tourism Organisation)



United Nations  
Environment Programme



Mediterranean Action Plan  
Barcelona Convention

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