

# Supporting the Development and Integration of Sustainable Consumption and Production (SCP) in the Mediterranean Governance Framework

*Working for a Regional Action Plan for SCP in the Mediterranean and Mainstreaming SCP in National Development Policies*



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## 1 Environmental pressures on the ecosystems in the Mediterranean

In the Mediterranean, the current pattern of economic development of the neighbouring countries is characterized by wasteful production processes and the adoption of consumption intensive lifestyles which is increasing the pressure on the local and regional ecosystems. Water scarcity, pollution and waste generation, greenhouse gas emissions causing climate change are amongst the greatest pressure. Population growth, rapid urbanization in coastal areas and increase of social inequalities are also challenges that the Mediterranean is facing.

In order to address these challenges, it is paramount to deliver a green and socially inclusive economy through sustainable consumption and production patterns, thus decoupling development from environmental degradation and resource depletion.

## 2 Sustainable Consumption and Production are part of the solution

Sustainable Consumption and Production (SCP) is a comprehensive approach to redesign the way in which goods and services are produced, sold and consumed with the objective to drive the revitalization of the industrial and socio-economic development towards no-waste, low-carbon, resource efficient, socially inclusive, green and circular economies.

The implementation of diverse SCP practices will certainly generate positive environmental, social or economic impacts with tangible benefits related to climate change or such cross-cutting issues as water and energy efficiency, land use, mobility and pollution.

*Providing economic and financial instruments, creating the demand for sustainable products and services, developing new green business models, implementing resource efficiency and cleaner production measures are main tools to shift to sustainable consumption and production.*

### 3 Four consumption and priority areas

The SCP Action Plan for the Mediterranean focuses on four consumption and production priority areas: food, agriculture and fisheries, goods manufacturing, tourism and housing and construction. They are all important sectors of economic activity that particularly influence sustainable development in the region and the main upstream drivers of pollution generation and environmental pressures. Those areas were chosen according to:

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

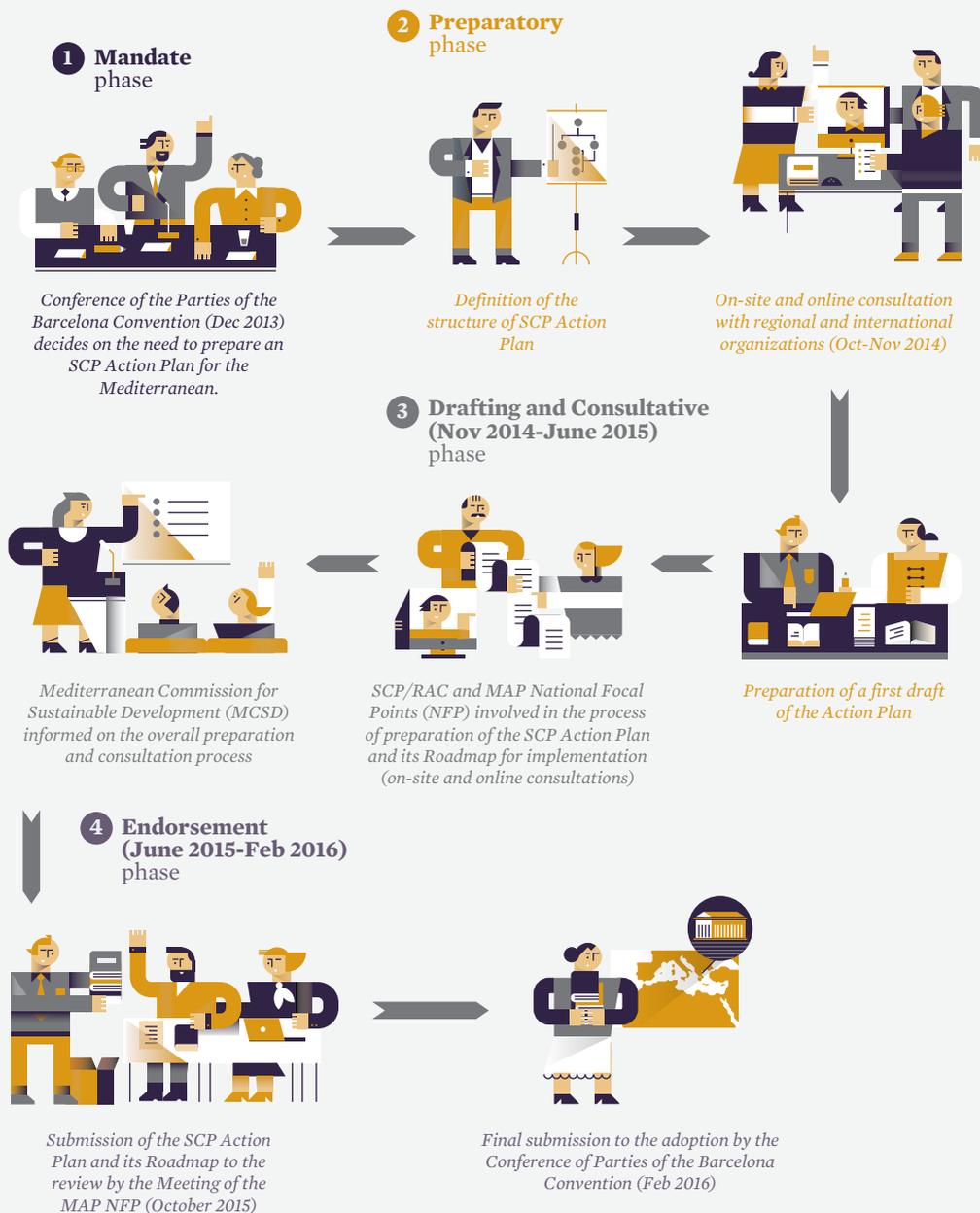
### 4 The need for a common Regional Action Plan for a circular economy in the Mediterranean

Many actions have already been taken in order to support Mediterranean countries to foster the shift towards SCP. Nevertheless the absence of a common regional action framework identifying priorities, tools and objectives is still contributing to one-off and disperse activities in the countries, with scarce coordination and communication between the main key players.

This is why the Contracting Parties to the Barcelona Convention adopted the decision to develop an Action Plan on Sustainable Consumption and Production in the Mediterranean in December 2013. Likewise at the Union for the Mediterranean (UfM) Ministerial Meeting on Environment and Climate Change, it was agreed to accelerate the transition to a green economy in the region in May 2014.

This regional Action Plan aims at establishing a range of actions and objectives common to the Mediterranean countries to shift to sustainable consumption and production. Furthermore it provides technical support and capacity building to the countries and establishes the policy and regulatory mechanisms enabling a broad shift. Let's joint forces to implement it!

### 5 How is SwitchMed supporting policy-makers in the Mediterranean?



## 6 Mainstreaming SCP in National development policies

Many Mediterranean countries are making progress in identifying SCP as a priority in their national policy agendas. However there are still many challenges that hinder or slow down the shift towards sustainable consumption and production patterns. These challenges are linked to: legislation/regulatory frameworks and their implementation, business competitiveness and related economic instruments, eco-innovation for products and services, lifestyle and education, civil society empowerment and awareness.

SCP can be mainstreamed into a full range of government policies, programmes, strategies and budgets, to support the objectives of more resource efficient and less polluting patterns of consuming and producing goods and services. SwitchMed provides advisory services to the Mediterranean governments on mainstreaming SCP into national development planning. The SCP National Action Plans (SCP-NAP) will be developed in a sustained programmatic approach tailored to national circumstances, including the integration into existing national development plans or strategies (i.e. national sustainable development strategies).

Each target country chooses a specific approach and SwitchMed provides country-specific advisory services, while the overall coordination of the national processes remains with the Ministry of Environment. Given the difficulty to implement the full range of SCP policies and instruments at once, project countries will select a limited number of priority areas to be addressed in the SCP National Action Plans. Demonstration pilot projects will be implemented and linked to the SCP National policies in a second phase.

## SwitchMed

The SwitchMed Programme aims at facilitating the shift toward Sustainable Consumption and Production in the Southern Mediterranean Region including: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, and Tunisia.

The programme is about changing the way goods and services are produced, sold and consumed, so that human development and satisfaction of human needs is decoupled from environmental degradation. It supports industry, emerging green entrepreneurs, civil society and policy makers through policy development, demonstration activities and networking.

SwitchMed, which works with a wide range of stakeholders, is committed to catalyse the market of sustainable products and services in the Mediterranean via:



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- trainings for start-ups and entrepreneurs to build skills in design, business plan, marketing and financing of sustainable products and services;
- capacity building in industry service providers targeting small and medium sized enterprises for resource efficiency improvements;
- engagement with policy makers to establish a regulatory and policy framework to boost the market for sustainable products and services;
- empowerment of citizens and civil society organisations to lead socially innovative solutions addressing environmental challenges;
- an Action Network of stakeholders to link with similar initiatives and networks, exchange information and to scale-up current activities.

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## Join our SwitchMed Action Network

SwitchMed Action Network is a community of practice with the mission of achieving *productive, circular and collaborative* economies in the Mediterranean. We exchange, build synergies, create, take and multiply actions towards this mission. Our Action Network is made up of entrepreneurs, small businesses, industry service providers, designers technical experts as well as individuals coming from public administrations, business intermediaries, multinational companies, development agencies, civil society organisations, and financing institutions.

Join us now: <http://www.switchmed.eu/en/join-the-action-network>

For more information on the SwitchMed Action Network please get in touch with the Networking Facility at [networking.switchmed@scprac.org](mailto:networking.switchmed@scprac.org)

For more information on the SwitchMed Policy Makers' activities please get in touch with us at [Luc.Reuter@unep.org](mailto:Luc.Reuter@unep.org)