

# Building Green Entrepreneurship Ecosystem in the Mediterranean

*Training and Technical Support for  
Entrepreneurs Who Create Environmental,  
Social and Economic Value*



SwitchMed, funded by the EU, is collaboratively coordinated by the EU, United Nations Industrial Development Organisation (UNIDO), United Nations Environment Programme Mediterranean Action Plan (UNEP/MAP), Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) and the UNEP/DTIE (Division of Technology, Industry and Economics).

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Find us on:  
[www.switchmed.eu](http://www.switchmed.eu)   



SWITCH-Med Programme is funded by the European Union



## 1 Why are Green Entrepreneurs our future?

Entrepreneurship can be a viable career option in regions where high levels of unemployment or difficult employment situations leave little room for individuals with high ambitions. *Green entrepreneurship* can be the right choice for individuals who like to create added value for the society and the environment besides income generation.

In the South of Mediterranean, green business ideas developed in priority areas of development such as food, housing, tourism can make a big impact in the lives of people and preservation of natural resources, simultaneously.

## 2 What challenges are Green Entrepreneurs facing?

While entrepreneurs might have the ideas for change, they cannot drive the change alone. The green entrepreneurship ecosystem needs to be favourable (see figure 1). Non-entrepreneur-specific general context includes available infrastructure, governance and regulations, markets, innovations and the geographical location. Direct factors influencing entrepreneurs include financing, entrepreneurial training and capacity building, culture, networks, technical support and exposure of entrepreneurs i.e. visibility. In each country and for each economic sector, entrepreneurship ecosystem can be unique.

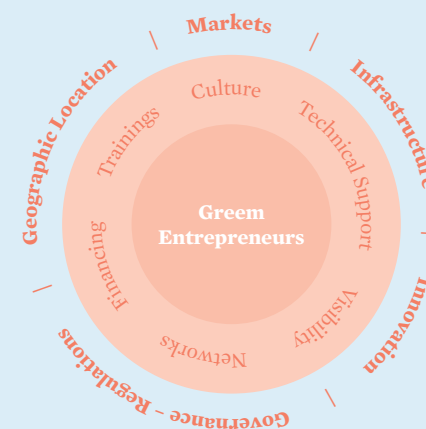


Figure 1: The factors of green entrepreneurship ecosystem.

### 3 Are you a green entrepreneur?

What is a green entrepreneur? Which are the green ideas SwitchMed is looking for? Key aspects of green entrepreneurship include:

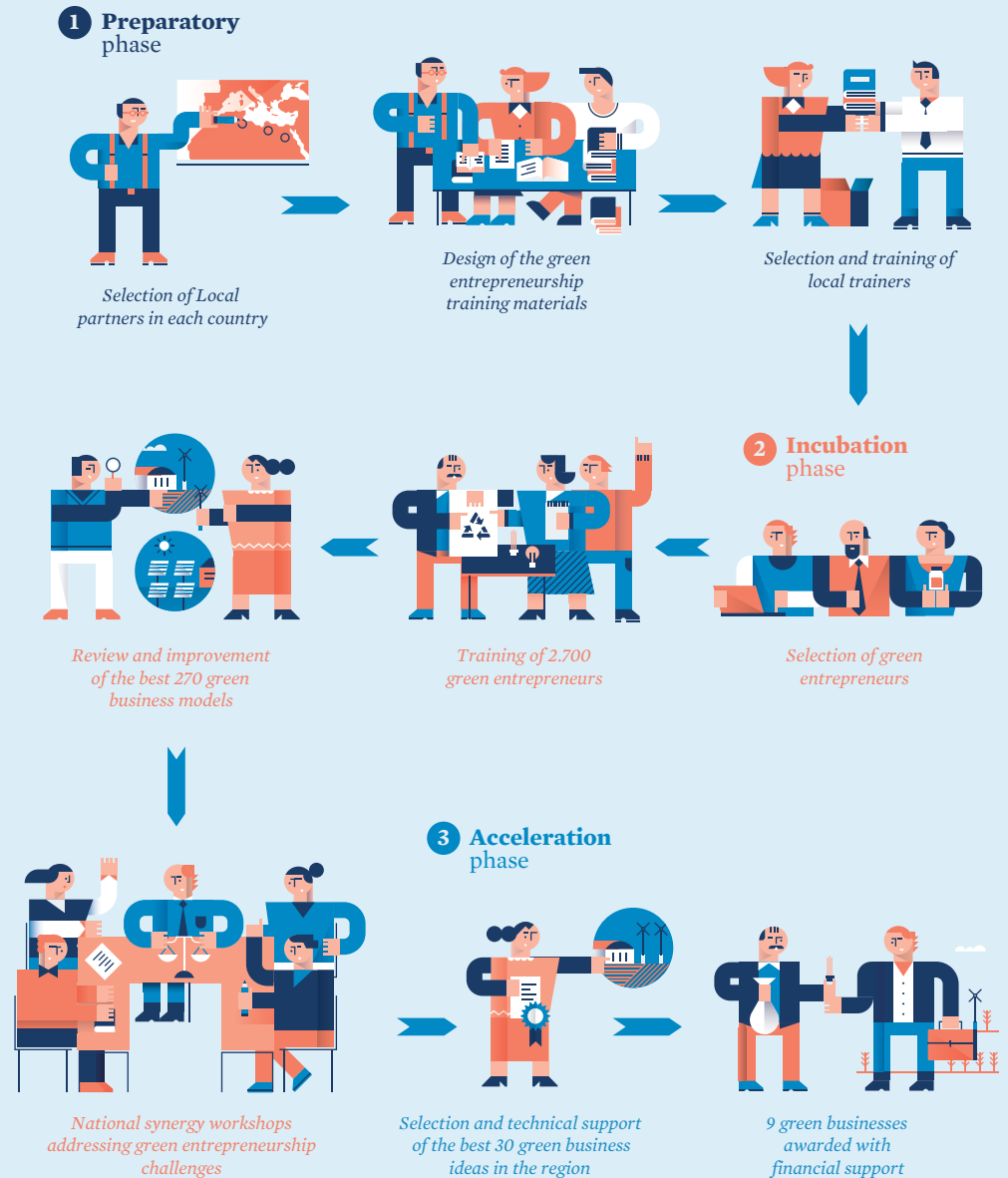
- Green entrepreneurship is about developing innovative business solutions to environmental challenges that are economically viable and socially empowering;
- Green entrepreneurs are individuals or groups aiming to start-up a green business;
- They are willing to launch viable green products or services in the market;
- Their green enterprise concepts tackle environmental and social challenges;
- Green entrepreneurs grasp new business opportunities in the field of productive, circular and sharing economies;
- Eco-entrepreneurs innovative business models create ecological and social value;
- Green entrepreneurs can be part of the solution to environmental and social challenges in the Mediterranean region!

### 4 How can we support you?

By joining the SwitchMed programme, green entrepreneurs from southern Mediterranean countries will be accompanied and supported on their green entrepreneurial journey:

- 2,700 green entrepreneurs from eight countries will be selected to take part in the training programme. Through a five-days participative training course spread across three months they will be able to:
  - Gain knowledge and learn how to use tools to turn their innovative ideas into a Green Business Model;
  - Validate their Green Business Model through practical exercises and tools provided in the trainings.
- The best 270 green ideas will be selected in order to review and improve the Green Business Model
- The best 30 Green Business Models will be selected and receive technical and financial advise. 9 will be awarded with financial support.

### 5 How is SwitchMed promoting green entrepreneurship?



## 6 Working with Local Partners to support Green Entrepreneurs

Green entrepreneurship activities in Algeria are implemented with the support of our local partner, namely the National Center of Cleaner Production Technologies (CNTPP) and in collaboration with Ministry of Spatial Planning and Environment. With their support, we aim to train at least 160 entrepreneurs.



## 7 Meet Our Local Partners in Algeria

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## 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:



The SwitchMed Programme target countries are: **Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, and Tunisia**

- 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 Green Entrepreneurship' activities please get in touch with us at [gmosangini@scprac.org](mailto:gmosangini@scprac.org)