

THE SWITCHERS - INSPIRING GREEN ENTREPRENEURS IN THE MEDITERRANEAN REGION

The Switchers Community continues to showcase the stories of social, innovative entrepreneurs promoting a new green economy in Algeria, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Morocco, Palestine, Spain, Tunisia and Turkey.

Switchers are changemakers implementing eco-innovative solutions that contribute to sustainable and fair consumption and production models. They are active in a variety of fields, including organic farming, sustainable tourism, waste management, organic textile, recycling of electronic waste, sustainable building, organic cosmetics production, among others. The Switchers Community contributes to the achievement of several UN Sustainable Development Goals (SDGs).

In the web-portal each of the Switchers is presented through a page which illustrates the story and the topic addressed, the innovative solutions implemented, the results and the potential impact of methods adopted, the information on the respective organizations and their websites, allowing readers to make contacts. From the portal it is possible to access the practices in progress in each of the involved countries or the practices relating to the sectors of interest.

With 413 members of the Community, the web-portal is a highly valuable tool to make known the practices implemented by the Switchers in the various countries, increasing their public visibility with stakeholders, investors, grant applications and social media. The web portal through the Join the Switchers section also invites other actors and entrepreneurs based in the Mediterranean countries to join the Community in order to connect with other like-minded people, to grow and scale their solution.

The Community is part of the Switchers Support Programme, an initiative from the Regional Activity Centre for Sustainable Consumption and Production, based in Barcelona (Spain). It is supported by several organizations, namely the European Union through the SwitchMed programme; the Government of Catalonia; the Organization for Security and Co-operation in Europe; and the Union for the Mediterranean. The Programme also develops its activity under the Mediterranean Action Plan (MAP) for the protection and development of the Mediterranean basin, belonging to the United Nations Environment Programme (UN Environment).

Currently, the activities of the Support Programme benefit the private and public sector actors in eight countries, namely Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia.

In every country, in order to create an ecosystem for sustainable enterprises able to support green and circular entrepreneurs and companies at every stage of development, the Programme works closely



with business support organizations, policy-makers and other relevant stakeholders. Building up a Switchers Support National Strategy. Coordinated in every country by a national institution, this national partnership involves Training Institutions, Business Development Centres, Business Incubators, Accelerators, Facilitation Centres, Chambers of Commerce, Financial Actors, Universities, Business Councils, Innovation Centres, or Co-working Spaces with the potential to reach Switchers in different stages of their business development.

With the collaboration of all these actors, in every country, the Programme has designed, prototyped and tested a set of services to support ideation and early-stage green entrepreneurs. The programme offers support to businesses through the following elements: Training (Business development plan); Incubation (Mentoring & coaching and external technical assistance); Creating networking opportunities; Access to finance; Access to market and Policies enabling circular economy business models. The [Program brochure](#) informs about the services provided and the methodologies adopted.

The website presents the impacting results of the Switchers Support Programme: 101 business support organizations members, 3.200 entrepreneurs are supported in developing their sustainable businesses and 44% of these entrepreneurs are women. 200 new green businesses have been established, providing around 1.,000 jobs.

Highlighting the practices of sustainable transformation managed by the Switchers in these eight countries, the Programme aims to shine a light on these changemakers and contribute to a more differentiated picture of the Mediterranean region. Through the [Switchers Sustainable Travel and Consumption Guides](#), the Programme offers interested tourists the useful information to organize a trip with a positive social and environmental impact through Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia. In addition to providing directions for accommodation, restaurants, visits, historical places and culture, all the Guides include precise Google map's locations.

The Switchers initiative can represent a great opportunity for innovative enterprises based in the Mediterranean countries to make their experience known and expand the impact of their activities. The website [invites all interested actors to establish contact](#) to join the Switchers community and the Support Programme.

To know more

[The Switchers Community](#)

[All Switchers Platform](#)

[The Switchers Community blog](#)

[The Switchers Application](#)

[The Switchers Support Programme](#)

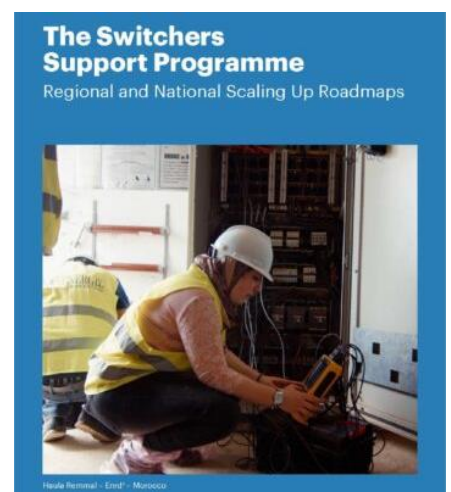
[The Switchers Support Programme -brochure](#)

[The Switchers Sustainable Travel and Consumption Guides](#)

[Switchers in folchstudio.com](#)

[Switchmed.eu website](#)

[SwitchMed in conama.org](#)



[Switchers in euneighbours.eu website](http://euneighbours.eu)

[Mediterranean Action Plan - UNEP](#)

