

THE SWITCHERS - INSPIRING GREEN ENTREPRENEURS IN THE MEDITERRANEAN REGION

The Switchers Platform presents the stories of social, innovative entrepreneurs promoting a new green economy in Algeria, Egypt, France, Israel, Italy, Jordan, Lebanon, Libya, Malta, Morocco, Palestine, Syria, Spain, Tunisia and Turkey.

Switchers are changemakers providing green and circular businesses and implementing eco-innovative solutions that contribute to sustainable and fair consumption and production models. The Switchers Community contributes to the achievement of several UN Sustainable Development Goals (SDGs).

Switchers are active in a variety of fields. In particular, the activities they manage include the following business sectors: Organic cleaning products and cosmetics; Organic Food and Agriculture; Renewable energy and energy efficiency; Resource efficiency and sustainable waste management; Sustainable Housing & Construction; Sustainable Textiles & Clothing; Sustainable Tourism and Sustainable Transport.

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.

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 to the is being created as a unique getaway for users to get in touch with its tools and services. In particular, the *Switchers Support Programme* include the following services:

- Support for the creation, incubation and acceleration of green and circular business models. The programme will transfer methodologies and toolkits for eco-design, green business development and social and environmental impact monitoring. These materials will be available at the Switchers web-platform and through its local partners.
- Support on access to finance by providing capacity-building, facilitating match-making with investors and launching new editions of the Switchers Fund Award.
- Support on access to market by creating links with retailers and increasing the demand of green products and services.
- Support on media outreach, by increasing visibility of circular businesses to a global audience.



- Creation of the *Switchers Policy Watch* through which engage Mediterranean policy makers in enabling and supporting the development of the green entrepreneurship ecosystem.

The Switchers platform is managed by the [Regional Activity Centre for Sustainable Consumption and Production \(SCP/RAC\)](#), which is based in Barcelona (Catalonia, Spain). The platform started within the framework of the EU-funded [SwitchMed programme](#) (2012-2018), an initiative that supports and connects stakeholders to scale up eco and social innovations in the Mediterranean. Since 2019, the Switchers has become an independent initiative, leading to the creation of the [Switchers Support Programme](#).

The [Regional Activity Centre for Sustainable Consumption and Production](#) is a Centre for international cooperation with Mediterranean countries on development and innovation in the production sector and civil society, based on more sustainable consumption and production models. The aim is to provide green entrepreneurs with tools and connections to support partners for their eco and social innovations, to achieve productive, circular and sharing economies in the Mediterranean. The Centre develops its activity under the [Mediterranean Action Plan \(MAP\)](#) for the protection and development of the Mediterranean basin, an organization belonging to the [United Nations Environment Programme \(UN Environment\)](#).

Through the platform theswitchers.eu telling the practices of sustainable transformation managed by the Switchers, the SCP/RAC Center aims to shine a light on these changemakers and contribute to a more differentiated picture of the Mediterranean region. Moreover, through the [Switchers Sustainable Travel and Consumption Guides](#), the Center offer interested tourists the useful information to organize a trip with a positive social and environmental impact through eight Mediterranean countries.

An aspect of great relevance is that the platform's web portal through the [Join the Switchers](#) section also invites other actors, communities and entrepreneurs based in the Mediterranean countries and interested in joining the Switchers Community to connect with other like-minded people, and benefit from a community supporting its members to grow and scale their solution.

The Switchers initiative can represent a great opportunity for innovative actors based in the Mediterranean countries, to make their experience known and expand the impact of their activities.

To know more

[The Switchers website](#)

[All Switchers Platform](#)

[The Switchers Application](#)

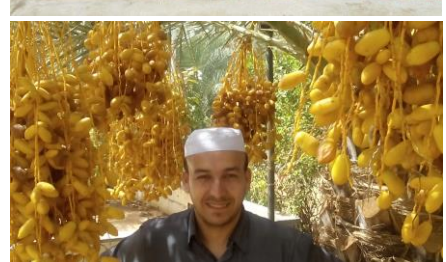
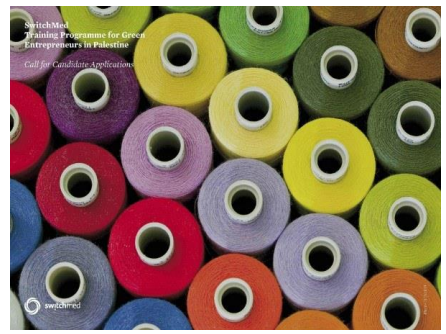
[The Switchers in Facebook](#)

[Switchers Support Programme](#)

[Switchers in picuki.com](#)

[Switchers in folchstudio.com](#)

[SwitchMed in conama.org](#)



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

[Switchmed.eu website](http://Switchmed.eu)

[Circular Economy Business Strategies - Publication](#)

[Mediterranean Action Plan - UNEP](#)



SwitchMed.eu

Circular economy practices could ensure resilience for future challenges.

