



SwitchMed Connect 2018
13-15 November
Barcelona, Sant Pau Art
Nouveau Site
www.switchmedconnect.com

SwitchMed Connect 2018 Agenda

■ Track Greening the Industry
 ■ Track Enabling Policies
 ■ Track Green Entrepreneurship and Civil Society Organisations
 ■ Track Accelerating the Circular Economy

Day 1 - Tuesday 13 of November (by invitation only)

		Francesc Cambó Auditorium	Auditorium Pau Gil (Live streaming)
9:30 - 10:00	Deep dive into the SwitchMed programme	Opening Plenary <u>Main moderator:</u> • Burcu Tunçer (SCP/RAC).	<u>Speakers:</u> • Carolina Gonzalez Mueller (UNIDO). • Giorgio Mosangini (SCP/RAC). • Luc Reuter (UN Environment).
10:00 - 13:00		Working Group 1: MED TEST II Component <u>Main moderator:</u> • Roberta De Palma (UNIDO).	Working Group 2: Policy Component <u>Main moderators:</u> • Luc Reuter (UN Environment). • Magali Outters (SCP/RAC).
13:00 - 14:00		Networking Lunch	
14:00 - 16:00	Hands-on workshops	RECP And Eco-Innovation In The Food sector (Hosted by UNIDO) <u>Speakers:</u> • Chris Arvanitakis (Food sector and business development expert). • Martin Shuring (Ttz-Bremerhaven).	Communicating Product Sustainability: 10 Guiding Principles (Hosted by UN Environment) <u>Moderators:</u> • Elisa Tonda (UN Environment). • Luc Reuter (UN Environment). • Yan Chang (UN Environment).
16:00 - 17:00		Coffee Break and Networking Time	

Day 1 - Tuesday 13 of November Evening event (open to the public)

		Francesc Cambó Auditorium	Auditorium Pau Gil (Live streaming)
17:00 - 17:20	SwitchMed Connect Opening	Welcoming	
17:20 - 18:30		High-Level Opening Panel	
18:30 - 19:00		Launch of SwitchMed Exhibition: The Circular Economy In The Mediterranean	
From 19:00		Visit of the exhibition	
19:30 - 21:00		Cocktail Dinner & live band	

Floor -1: Room 1-2	Floor 1: Room 3	Floor 2: Room 3-4
Working Group 3: Green Entrepreneurship And Civil Society Organisation Component <u>Main moderator:</u> • Giorgio Mosangini (SCP/RAC).		
#AMA Ask Me Anything Session for Green Entrepreneurs (hosted by SCP/RAC) <u>Moderator:</u> • Daniel Hires (SCP/RAC).	Opportunities For Bio Waste Management In The Southern Mediterranean (Hosted by SCP/RAC) <u>Moderator:</u> • Yara Saab (SCP/RAC). <u>Speaker:</u> • Francesc Giró (Waste Agency of Catalonia).	Toxic Chemicals In Plastic Production And Recycling: The Little BIG Unknown (Hosted by SCP/RAC) <u>Moderators:</u> • Kimberley de Miguel (SCP/RAC). • Pedro Fernandez (SCP/RAC). <u>Speaker:</u> • Ana Inés Fernández (University of Barcelona).

<u>Welcoming address:</u> • Marta Subirà, Secretary at the Secretary for Environment and Sustainability, Government of Catalonia.	<u>Moderator:</u> • Ferran Rodés (President of the Advisory Council for Sustainable Development of Catalonia). <u>Speakers:</u> • Tatjana Hema, MAP Deputy Coordinator. Officer in Charge, UN Environment Mediterranean Action Plan.	• Almotaz Abadi, Managing Director of the Environment and Water Division, Union for the Mediterranean Secretariat (UFM) • Elisa Tonda, Head of Consumption and Production Unit, Resources and Market Branch, Economy Division, UN Environment • Stephan Sicars, Director of the Department of Environment at the United Nations Industrial Development Organization (UNIDO) • Maciej Popowski, Deputy Director General in the Directorate General for Neighbourhood and Enlargement Negotiations, European Commission
<u>Remarks by:</u> • Maciej Popowski, Deputy Director General in the Directorate General for Neighbourhood and Enlargement Negotiations, European Commission	<u>SwitchMed stories:</u> • Lina Al Kurdi (LE Energy Solutions). • Hossam Allan (Center for Environment and Development for the Arab Region and Europe).	• Samy Awad (Alexandria Company for Industrial Packages). • Chadi Faraj (Bus Map Project).

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Day 2 - Wednesday 14 of November (open to the public)

	Francesc Cambó Auditorium	Auditorium Pau Gil (Live streaming)
9:00 - 11:00	Greening the industry	<p>MED TEST II Innovation Bazaar</p> <p><u>Moderators:</u></p> <ul style="list-style-type: none"> Amy Serafin (Editor in chief and journalist). Nick Spicer (Reporter and news presenter). <p><u>Introduction on MED TEST II by:</u></p> <ul style="list-style-type: none"> Roberta De Palma (UNIDO). <p><u>Businesses:</u></p> <ul style="list-style-type: none"> ABCO group Egypt. ABCO, Tunisia . AMA, Morocco. Afrique Cables, Morocco. Al Hijaz, Palestine. BARIQ, Egypt. Boukellal, Algeria . Cochepea, Morocco. Farm Dairy, Jordan. Farm Frits, Egypt. Gipates, Algeria. Jordan Valley, Jordan. Kafrit, Israel. MAKLADA, Tunisia. Malco, Lebanon. NOEL, Tunisia. New Amico, Tunisia. PIF, Morocco. SAIF, Tunisia. Siniora, Palestine. Skaff Dairy, Lebanon.
11:00 - 11:30	Grab a coffee and enjoy the Marketplace	
11:30 - 13:00	Scaling-Up Resource Efficiency And Cleaner Production	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> Vladimir Dobes (UNIDO). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Abdelkader Fergui (National Center for Cleaner Production Technologies Algeria). David Assaf (Ministry of Economy and Industry, Israel). Giovanna Ceglie (UNIDO MENA). Mark Goedkoop (PRé Consultants). Miroslav Maly (EBRD). Samy Awad (ABCO Group Egypt). Seloua Amaziane (Ministry of Env., Morocco).
13:00 - 14:00	Networking Lunch & Marketplace	
14:00 - 15:30	Enabling Policies	<p>Developing an Enabling Policy Environment For Circular Economy: Latest From Europe And The Southern Neighbourhood</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> Magali Outters (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Giorgos Kremlis (European Commission, DG ENV). Maria Rincon-Lievana (European Commision, DG ENV). Maysoun Hassan (Egyptian Environmental Affairs Agency). Mohamad Afaneh (Ministry of Environment, Jordan). Nabil Hamdi (Ministry of Environment and Sustainable Development, Tunisia). Nathalie Boyer (OREE & Circular Economy Ambassador, France).
15:30 - 16:00	Grab a coffee and enjoy the Marketplace	
16:00 - 17:30	Enabling Circular Economy Opportunities in the Agro-food sector	<p>Policies For Sustainable Consumption: The Mediterranean Experience</p> <p><u>Moderators:</u></p> <ul style="list-style-type: none"> Elisa Tonda and Luc Reuter (UN Environment). Mamoun Ghallab (Zero Zbel, Morocco). Mohamad Afana (Ministry of Env. Jordan). Ohad Carny (Ministry of Env. Protection Israel). Zaghloul Samhan (Env. Quality Authority, Palestine). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Adi Ashkenazi (Env. Authority, Tel Aviv-Yafo Municipality). Faiza Hajji (Ass. du Docteur Fatiha, Morocco). Hossam Allam & Ghada Moghny (CEDARE).
17:30	End of day	

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<p>Enabling Policy Instruments to address Circular Economy Opportunities in Textile Value Chains</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> Magali Outters (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Hussam Hanouni (FabricAID, Lebanon) Lobna Saidi (El Mensej, Tunisia). Lotfia Harbi (Green Economy Expert, Algeria) Monica Melero Rejas (Sustainable fashion Barcelona Association). Noelia Montero (Expert sustainable fashion). 	<p>Enabling instruments to implement safe alternatives to toxic chemicals</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> Kimberley de Miguel (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Arianna Gamba (Health Care Without Harm (HCWH). Roland Weber (POPs international expert). Semia Gharbi (AEEFG, Hub regional IPEN-MENA/ North Africa, Tunisia). 	<p>Enabling Instruments to Create Circular Economy Opportunities in the Tourism Sector</p> <p><u>Moderators:</u></p> <ul style="list-style-type: none"> Annette Harzbecher (Consultant). Lucille Guiheneuf (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> Aymen Louhichi (Tunisia Ecotourism). Imad Al-Baba (Env. Quality Authority, Palestine). Nabil Hamdi (Ministry of Env. and Sustainable Development, Tunisia). Noor Esoh (Expert). Robert Hamwey (UNCTAD). Skander Zeribi (Dar Zaghouane).

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Day 3 - Thursday 15 of November (open to the public)

	Francesc Cambó Auditorium	Auditorium Pau Gil (Live streaming)
9:00 - 10:15	Green Entrepreneurship and Civil Society Organisations	<p>Switchers Pecha Kucha</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Daniel Hires (SCP/RAC). <p><u>Switchers:</u></p> <ul style="list-style-type: none"> • Amel Ould Amer (Optima decision, Algeria).
10:15 - 11:00		<p>Green Entrepreneurship And Grassroots Ecological Innovation As An Innovative Pathway Towards Circular Economy: SCP/RAC's Switchers Support Programme</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Giorgio Mosangini (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ali Abo Sena (ENCPC Egypt). • Lotfia Harbi (AHC Consulting). • Tracy El Achkar (Diane Foundation). • Yassine Ben Menadi (Bio-intrants Techonologie).
11:00 - 11:30	Grab a coffee and enjoy the Marketplace	
11:30 - 13:00	<p>Innovative Financial Instruments For Green Entrepreneurs In MENA</p> <p><u>Moderators:</u></p> <ul style="list-style-type: none"> • Alessandra Sensi (UfM). • Claudia Pani (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Daniel Sorrosal (FEBEA). • Gian-Luca Gasparini (SEFEA). • Hala Mujalli (Finance Expert Jordan). • Michelle Mouracade (Alfanar). • Najib Saab (AFED). • Shada Elsharif (Jordan Environment Fund). • Tracy El Achkar (Viridis Fund). 	<p>How To Design A Business In The Circular Economy</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Yair Engel (Center for Sustainable Design/EPEA Cradle to Cradle Israel). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Andrés Gallardo (Inèdit). • Irene Diez Ruiz (ECOALF Foundation). • Michal Bitterman (The Natural Step Israel branch).
13:00 - 14:00	Networking Lunch & Marketplace	
14:00 - 15:30	Accelerating the Circular Economy	<p>SWITCH Synergies: Get To Know Other Regional SCP Programmes & Connect For Synergies (Co-Hosted By The EU SWITCH To Green Flagship Initiative)</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Alexander Charalambous (EU SWITCH to Green). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ira Larasaty (SWITCH-Asia SCP Facility). • Rhoda Wachira (SWITCH-Africa Green Network Facility). • Fabienne Pierre (One Planet Network/ 10YFP, UN Environment).
15:30 - 16:00	Coffee break & closing <u>Closing Notes by:</u> Josep Maria Tost i Borràs (Waste Agency Catalonia)	
16:00	End of SwitchMed Connect 2018	
16:15 - 18:15	SwitchMed Steering Committee (by invitation only, SwitchMed closed-door event)	

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<p>How To Facilitate Access To Market And Global Value Chains For Green Entrepreneurs</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Burcu Tunçer (SCP/RAC). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ahmed Nour (Yomken). • Frank Maul (Import Promotion Desk). • Malick Kane (UNCTAD). • Mar Güell Blasi (DANONE Iberia). • Noa Aharoni (IEICI, Export Institute Israel). 		
<p>Financing SCP Practices: Fostering South-South Green Dialogue (Hosted by Switch Africa / SEFEA)</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Gian-Luca Gasparini (SEFEA). <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Davide Libralesso (Etimos Foundation). • Fabio Petroni (E4Impact). • Paolo Pastore (Fairtrade Italia). • Wissam Mansour (Lili's Farm, Lebanon). 		<p>Promoting Youth and Women Entrepreneurship (hosted by Government of Catalonia)</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Cristian Bevacqua (Oxfam Italy). • Jordi Panal (IES MED). • Mireia Borrell (Government of Catalonia). • Rudaina Haddad (Al Marj, Jordan). • Sarah Diouri (Social Green Tech incubator Morocco).

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