

“Shaping a Circular Blue Economy in the Mediterranean”

Interreg MED Green Growth Community

27-28 June 2022

Cairo + online



How can circular practices benefit the economy?

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Community



WHO WE ARE

Interreg MED Green Growth community

A thematic **community** of 14 projects promoting a **sustainable development** in the **Mediterranean** by enhancing cross-sectoral **innovation** practices through an integrated and territorially-based cooperation approach.

The **Union for the Mediterranean** (UfM) labelled the Green Growth Community in October 2019, acknowledging its potential to support the transition to a **green and circular economy** and to deliver concrete benefits to the citizens of the Mediterranean region.

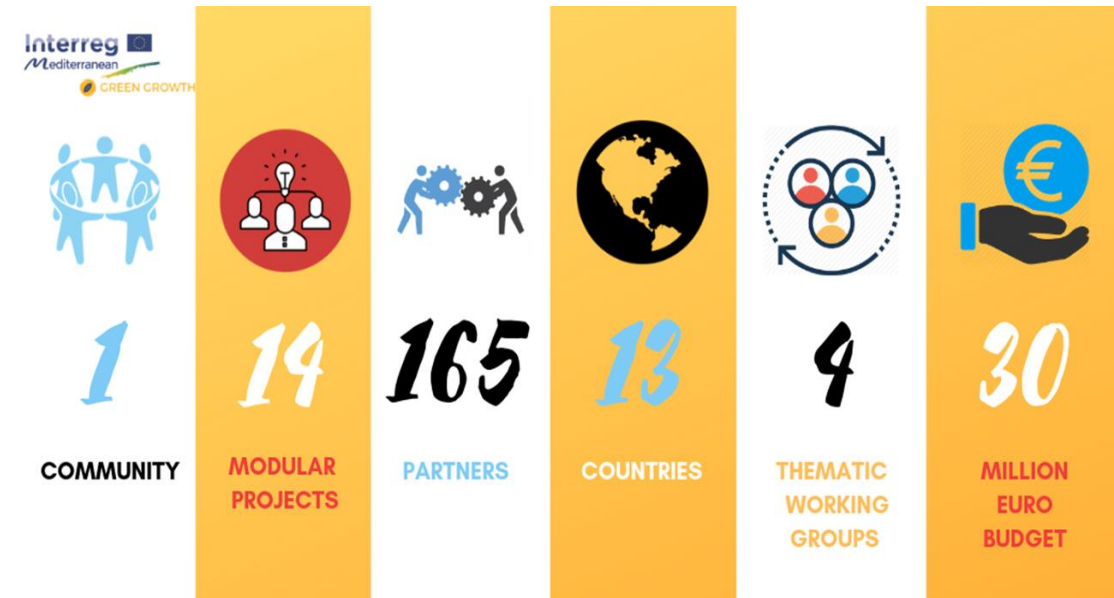


Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

GG is a member of the **Coordination Group of the EU Circular Economy Stakeholder Platform (ECESP)**



THE MED
GREEN GROWTH
COMMUNITY





WHAT WE DO

- Support communication activities and promotion of projects;
- Organise events to create synergies among projects and identify opportunities;
- Increase transferring and replication potential of results at other territories;
- Promote capitalization of results at policy level among different interest groups at the European and Mediterranean levels





The 4 focus areas

The Green Growth Community's activities and its 14 modular projects are organised around **four focus areas** that address the key priorities of the **EU Green Deal** and the **EU Circular Economy Action Plan**. The Community contributes to these priorities by building upon and capitalising on the first phase of our project (2016-2019), when 14 projects were carried out to tackle challenges in *food systems*, *eco-innovation*, *smart cities*, and *waste management*, amongst others.



Food Systems

Main targets: agrofood, sustainable production and consumption, zero-km products market uptake, greener supply chains and food safety.

Projects: ARISTOIL, CAMARG, EMBRACE, MADRE, PEFMED, MED GREENHOUSES,



Smart Cities

Main targets: capacity building of public authorities and SMEs, energy efficiency, urban mobility and communications technologies.

Projects: ESMARTCITY, GREENMIND.



Waste Management

Main targets: bio, organic and inorganic waste, key enabling and best available technologies.

Projects: REINWASTE, RE-LIVE WASTE.

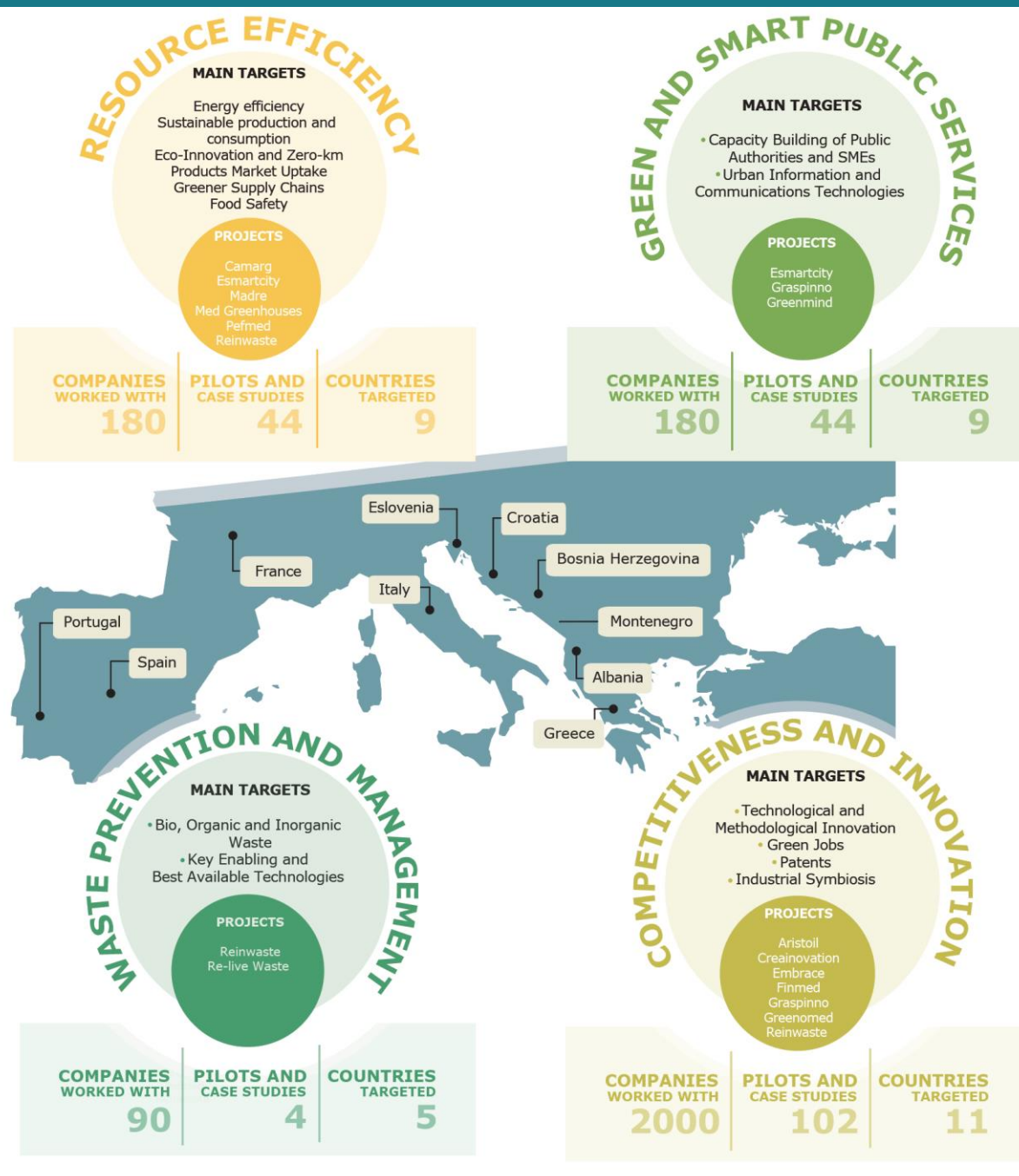
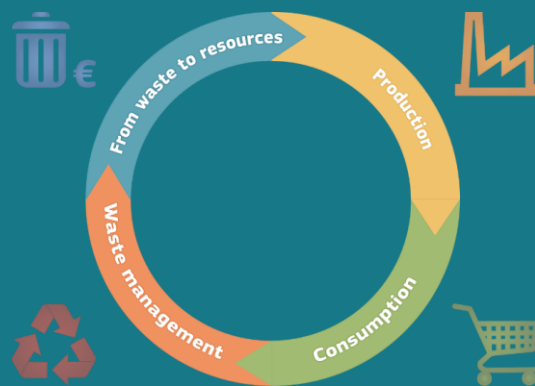


Eco-Innovation

Main targets: technological and methodological innovation, green jobs, patents, industrial symbiosis.

Projects: CREAINNOVATION, GRASPINNO, GREENOMED, FINMED.

THEMATIC WORKING GROUPS ON CIRCULAR ECONOMY



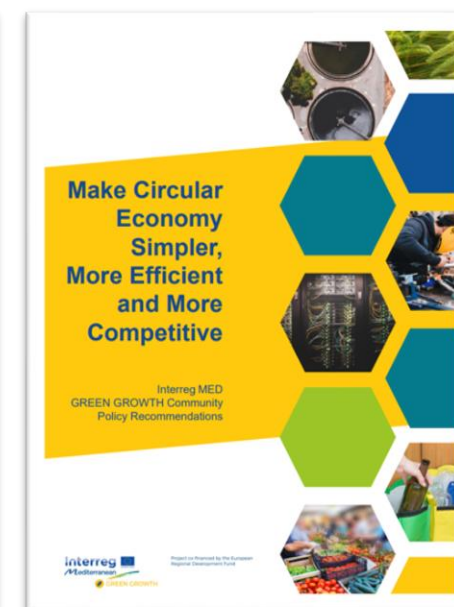
POLICY OUTCOMES

Interreg MED Green Growth community

The **Thematic Working Groups** represented the main context for the synthetisation and capitalisation of the main outcomes of the 14 modular projects that allowed the creation of 4 **policy initiatives**:

- White papers
- Policy recommendations
- Legal recommendations
- MED Green Growth book

<https://interregmedgreengrowth.eu/>





The GREEN GROWTH Capitalisation Platform

One of the main outcomes of the Interreg MED Green Growth Community is its [Community Platform](#), through which it shares the 14 project results and materials and develops new partnerships and synergies between institutions and stakeholders.

Join the Green Growth Capitalisation Platform to connect with our network, to learn and to contribute to the Green Growth Community!

www.interregmedgreengrowth.eu


The Interreg MED Green Growth CAPITALISATION PLATFORM

The Green Growth Capitalisation Platform (GGCP) is a new digital tool for the Interreg MED Green Growth Community. It improves the sharing of projects results and materials as well as the development of new partnerships and synergies between institutions and stakeholders, including those that are already involved and new members of the Community.


Discover

The core of the community is formed by 4 focus areas that cluster its 14 projects around the key priority of the EU Green Deal and the EU Circular Economy Action Plan by further building upon and capitalising on the first phase of our project (2016-2019). The 14 projects tackle topics from food systems, eco-innovation, smart cities and waste management.


The Interreg MED Green Growth Community




FOOD SYSTEMS



ECO-INNOVATION



SMART CITIES

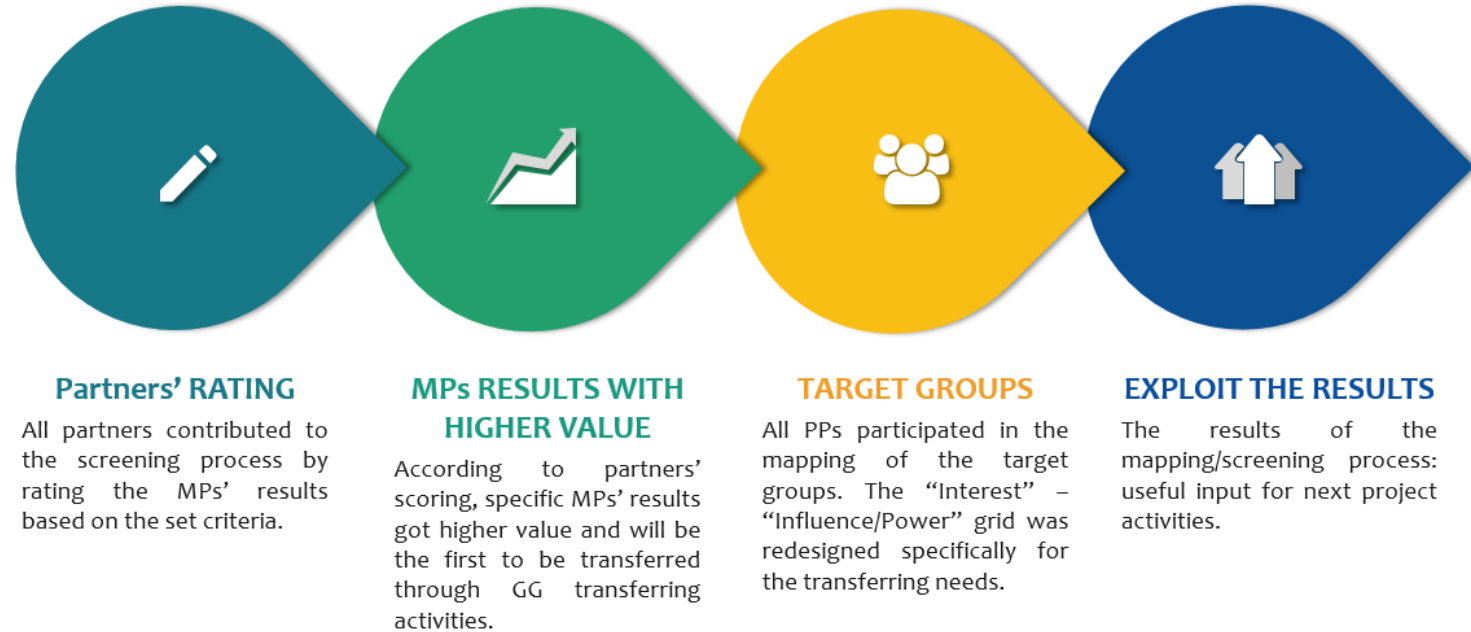


WASTE MANAGEMENT



Main activities Green Growth 2nd phase [1/2]

- ✓ **Mapping and screening** of Modular Projects' results and target groups – dedicated tool



- ✓ Involving **Quadruple helix actors** in matchmaking activities to facilitate the development of multi-stakeholder shared actions plans promoting the effective **transfer of concrete results into policies' frameworks**
 - Stakeholder Engagement Workshops workshops, evidence-based policy and position papers, advocacy activities, etc.

Main activities Green Growth 2nd phase [2/2]



- ✓ Reinforce the collaboration across value chains to **maximize the capitalization and replicability of experiences** of the 1st phase for transitioning to a **more innovative and environmentally-friendly business sector**
 - Trainings, business forums, learning visits, etc.
- ✓ Achieve **maximum geographical coverage** of territories and actors in the Mediterranean region, including territories from the **southern shore**
 - Contribute to UfM Agenda 2030 for a Greener Med, UfM Task Forces and Working Group on Environment and Climate Change, collaboration with other initiatives such as SwitchMED, WES, The Next Society, etc.

The first online
“Green Growth Business Forum”

SAVE THE DATE: 10 November 2020

Selected SMEs/enterprises acting in the Green Growth Sector
will present their business

Virtual talks and B2B meetings between participants

Funding and financing instruments

Organized by the Interreg MED Horizontal Project “Green Growth”

Interreg
Mediterranean

GREEN GROWTH

Circle the Med
The Mediterranean Hybrid Forum 2020
9-13 November
register now:
circlethemed.com

CIRCLE THE MED

Green growth tools for blue sectors: from GREEN to BLUE



Project co-financed by the European
Regional Development Fund

The case of CAMARG

CAMARG

- ✓ tested and validated an **advanced e-commerce** solution
- ✓ designed **four regional portability plans** and a **joint methodology for knowledge transferring**



The new smart distribution model promoted by CAMARG can be **adapted** to a variety of users and in different sectors including sectors of **Blue Economy**.

The tool can be adapted and applied for the **Fishing and Aquaculture** sectors similarly to the agro food sector supporting fisheries, aquaculture and maritime enterprises.

The case of GRASPINNO

GRASPINNO offers online tools through the GRASPINNO Unified Platform to **Public Administrations** to facilitate **electronic Green Public Procurement (eGPP)** and support decision-making. Also to support **SMEs** in prompting their green products and services, and in submitting offers to eGPP tenders.



The architecture of the tools of the Unified Platform **can be replicated targeting private procurers.**

Private procurers could consult the platform's databases to search for existing green blue products and services and calculate their life cycle cost using the LCC tool.

SMEs/companies can use the databases to advertise their blue products and services to potential private procurers.

The case of EMBRACE

EMBRACE has developed a **toolkit** for the establishment of 2 transnational meta-clusters oriented in two leading sectors in the Mediterranean: Wine and Agro-food.



The toolkit can be applied also to **blue economy sectors** to boost the uptake of **blue circular business models** through

- ✓ Re-designing of business models and value chains
- ✓ Proposing viable financial schemes and investment plans
- ✓ Capacity building

The case of PEFMED

PEFMED supports agrifood companies in transitioning to models based on the Product Environmental Footprint (PEF), a EU methodology for assessing the environmental footprint of products in their life cycle, and promotes sustainable and competitive production.



The PEFMED tools' methodology is transferrable and can be ***adapted*** and applied to the **fish supply chain** to reduce the environmental footprint of **fish and seafood products**.

The availability of final PEF Category Rules and datasets can be increased, including the category of “blue” products to assess their environmental and socio-economic performances



Partners:



REVOLVE



Dynamic Vision – Project Partner

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