



Sustainable Water Integrated Management and Horizon 2020 Support Mechanism

This Project is funded by the European Union

**Regional training:**  
**Fostering a Switch to Green Economy in the Mediterranean**  
*Designing circular economy strategies in the food and beverage packaging sector*

**Barcelona, 11-13 December 2018**

**Sant Pau Recinte Modernista**

**Organised by:**

**SCP/RAC (Regional Activity Centre for Sustainable Consumption and Production –  
UN Environment /Mediterranean Action Plan)**

SWIM and Horizon2020 Support Mechanism



LDK Consultants Engineers & Planners SA



**Regional Activity Centre  
for Sustainable Consumption  
and Production**



# 1 INTRODUCTION: THE SWIM-H2020 SM

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The SWIM and H2020 SM is a Regional Technical Support Program, funded by the European Commission, Directorate General (DG) NEAR (Neighborhood and Enlargement Negotiations), that includes the following Partner Countries (PCs): Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, [Syria] and Tunisia. However, in order to ensure the coherence and effectiveness of Union financing or to foster regional co-operation, eligibility of specific actions will be extended to the Western Balkan countries (Albania, Bosnia Herzegovina and Montenegro), Turkey and Mauritania. The Program is funded by the European Neighborhood Instrument (ENI) South/Environment. It ensures the continuation of EU's regional support to ENP South countries in the fields of water management, marine pollution prevention and adds value to other important EU-funded regional programs in related fields, in particular the SWITCH-Med program, and the Clima South program, as well as to projects under the EU bilateral programming, where environment and water are identified as priority sectors for the EU co-operation. It complements and provides operational partnerships and links with the projects labelled by the Union for the Mediterranean, project preparation facilities in particular MESHIP phase II and with the next phase of the ENPI-SEIS project on environmental information systems, whereas its work plan will be coherent with, and supportive of, the Barcelona Convention and its Mediterranean Action Plan.

The overall objective of the Program is to contribute to reduced marine pollution and a more sustainable use of scarce water resources. The Technical Assistance services are grouped in 6 work packages: WP1. Expert facility, WP2. Peer-to-peer experience sharing and dialogue, WP3. Training activities, WP4. Communication and visibility, WP5. Capitalizing the lessons learnt, good practices and success stories and WP6. Support activities.

## 2 BACKGROUND

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### 2.1 Introduction

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The selection of the Project themes and activities was made according to the Work Programme of Horizon2020 (2015-2020), developed during phase I of the project Horizon 2020 CB/MEP, the ToRs for SWIM-H2020 SM issued by the European Commission and the views expressed by the countries and stakeholders during the fact-finding missions (inception phase). The Project Workplan was approved at a first step by the EUDs and the Commission and endorsed at a second step during the Steering Committee meetings held in Brussels (27-28 September 2016) and the Dead Sea (31 January 2018).

A total of 15 (fifteen) regional on-site training activities and 6 (six) study tours with participants from most/all PCs were incorporated in the Project Work Plan.

This regional training is implemented under the H2020 Component / "Green Economy" theme that covers the implementation of policy development, technical assistance and capacity building activities on the promotion of green, sustainable, circular public national plans and policies and the promotion of green businesses and opportunities. It is



clustered in the Project Work Plan under WP3: REG9, “Green economy focusing on technical support on Sustainable Consumption and Production (SCP) for Small and Medium Enterprises (SMEs) with emphasis on whole life cycle of services and products (circular economy, eco-design, eco innovation)”.

The regional training will promote product sustainability through the value chain of the main products and services within the Mediterranean region. It is intended to inform SMEs about tools -and train them on their use- that help eco-innovation and competitiveness, by improving the sustainability of products and services through eco-design, especially for food and beverage packaging. The training will also address policy makers and will propose ways the administration can promote a green economy, and in particular how they can support wider implementation of eco-design, and make it the standard practice.

## 2.2 Regional Context

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The Southern Mediterranean is greatly affected by water scarcity, population growth and rapid urbanization in coastal areas, growing waste generation, climate change and massive tourism. During the last few years, the region has experienced dramatic social and political changes and great pressure on economic development, increasing the pressure on the natural environment and available resources making thus the move towards green economy practically the only sustainable option.

This region is facing numerous challenges in its effort to be competitive, while reducing its ecological footprint. Pressure from stakeholders throughout the supply chain is increasing, requiring internalization of the environmental costs associated to manufacturing, a more efficient use of resources and production inputs, compliance with national environmental regulation and adoption of international standards. While green initiatives are called to have a leading role in the transition to green economies, several factors hinder the emergence of local green ideas, products, projects, companies, enterprises and the creation of green jobs. SMEs, which represent 80-90% of the economic tissue in the region, lack technical skills in identifying resource efficiency initiatives, establishing integrated environmental management systems as a sound business strategy and delivering more sustainable goods & services. There is also a deficiency in entrepreneurial culture and the capacity to develop green business opportunities. Technical support to SMEs is scarce, and access to finance represents a major barrier. On the other hand market opportunities for green companies in the Southern Mediterranean are limited. Policy makers and regulatory authorities are essential for stimulating both the supply and the demand side for sustainable products at country level, by creating the necessary enabling environment through policy and economic instruments, as well as regulatory standards and voluntary agreements. While most southern Mediterranean countries have a relevant basic policy and regulatory framework in place, there is frequently a lack of enforcement, or absence of concrete practical initiatives putting this into practice.

The potential for job creation linked to green growth is very important: according to a recent macro-level study of the Southern and Eastern Mediterranean countries, the potential of job gains from green growth could reach from 3.5 to 4 million new jobs in 20 years. The study simulates the impact of net job creation on reducing environmental degradation in five countries (Algeria, Egypt, Morocco, Syria, and Tunisia).

When it comes to environmental degradation, one of the most pressing issues that need to be addressed in the Mediterranean basin is marine litter. In the Mediterranean Sea, the concentration of marine litter is comparable to that found in the 5 ocean gyres, and plastic comprises up to 95% of the waste accumulated on shorelines, the sea surface



or the sea floor. The dramatic presence of plastic in the composition of marine litter and in particular the percentage of that plastic coming from the food & beverage packaging industry makes this particular issue a priority to be addressed at all levels.

It is therefore of utmost importance to support policy makers, industry and the business community, while providing for a multi-stakeholder dialog to identify challenges and specific actions on the issue of plastics ending up as marine litter. The food and beverage packaging industry is a key stakeholder in providing innovative and transformational solutions to the problem of plastic waste, while also affecting the policy set-up within and around their operations. Moreover, it is an aggregator and multiplication effect for best practices, in view of its working with supply chain partners and industry associations to explore different packaging solutions to reduce plastic usage, to facilitate recycling, and to develop new approaches to eliminate plastic waste. By addressing ways for SMEs to apply eco-design principles in their food & beverage packaging products SWIM-H2020 SM will provide efficient, immediate and innovative solutions to prevent plastic pollution.

## 2.3 Target Group

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The main target group includes representatives of existing SMEs from the food and beverage packaging sector and representatives of competent authorities who are involved in different aspects of policy making, public procurement and green economy in the partner countries. Up to four trainees are targeted to be invited from each partner country as per the following:

- One to two representatives from the Public Administration that could be in charge of promoting eco-design in SMEs.
- Two SME representatives from the food and beverage packaging sector.
- One representative from a local/national Business support organisations/ Associations or equivalent.

The SwitchMed network will contribute to the selection of the SMEs and in the dissemination of the results. The identification of SMEs is key so as to guarantee that appropriate ones attend and also benefit from the training at a particular stage of their product development. SWIM-H2020 SM will use the SwitchMed data base to target potential participants, and, together with the Focal Points and local partners, a screening of these SMEs will take place to achieve a high impact activity. It has also been considered that SMEs that are not selected but are very interested in attending the training could cover their own expenses to attend the training.

## 3 OBJECTIVES AND EXPECTED RESULTS

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### 3.1 Objectives

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The overall aim of the training is to bring together the key stakeholders from the participating countries with selected experts and provide a high-level training focusing on Green Economy principles and particularly on eco-design and eco-innovation methods and tools on food and beverage packaging for SMEs.



It will also be an opportunity for key policy makers to meet with peers able to showcase and share practical recommendations to mainstream, promote circular economy principles and facilitate appropriation of green economy by the public sector, for example through improving access to and adopting measures for Green Public Procurement or the promotion of eco-design.

Competitiveness and sustainability of SMEs of the food and beverage packaging sector will be addressed by using a specific eco-design tool, the edTOOL. The edTOOL, was developed in the framework of the EU Project ECO SCP Med (<https://risorse.sostenibilita.enea.it/projects/eco-scp-med>) and is a web-based eco-design tool for the improvement of the sustainability of products and services by implementing eco-design in companies in a step-by-step intuitive way. The edTOOL will be adapted for the training with specific data of the food and beverage packaging sector.

The specific objectives of the training are to:

- Foster food and beverage packaging product sustainability through the value chain of the main products and services within the Mediterranean region;
- Introduce the participants to an integrated approach to GE and SCP based on EU best practices;
- Learn from at least two state-of-the-art projects of green businesses and of green public initiatives;
- Provide the participants with a complete/comprehensive introduction to the eco-design tool edTOOL adapted to the food and beverage packaging sector;
- Enable, encourage, and facilitate dialogue and exchange of experiences between public authorities and other key stakeholders from the partner countries with those from the EU;
- Experience sharing at regional level and knowledge transfer (south-to-south, north-to-south) around GE and SCP, also via the SMEs becoming members of the switchmed on-line platform;
- Provide concrete demonstration of positive synergies between policy/regulatory initiatives/instruments and economic development.

## 3.2 Approach to meet objectives

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In order to achieve the training objectives, a highly dynamic, comprehensive, interactive, facilitated and participatory approach will be adopted, including the following:

- Presentation of the eco-design tool customised for the food and beverage packaging sector.
- Presentation of appropriate legislative and economic instruments as well as Green Public Procurement tools employed to encourage the switch to and integration of GE and SCP principles at EU and national level (the case of Spain).
- Presentation of recent developments and innovative approaches on eco-design and eco-innovation initiatives (various case studies).
- Presentation of the SWIM-H2020 SM partner countries' main problems and issues on the tackled themes in order to stimulate discussions and identify potential synergies.
- Interactive workshop sessions to discuss common questions and problems and to identify together possible solutions.



- Showcase concrete demonstration of positive synergies between policy/regulatory initiatives/instruments and economic development.
- Presentation of available policy guidelines and actions to support green SMEs.

### 3.3 *Expected outcomes*

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Policy makers, SMEs and other stakeholders of the partner countries:

- Are introduced to GE and SCP principles, methods and tools, as well as specific methodologies and tools on eco-design, via case studies.
- Become familiar with recent developments and innovative approaches on policy work and eco-design to generate greener economies in the region.
- Appropriate a tailor-made Eco-design tool for food and beverage packaging (access to the tool and the user guide).
- Launch/strengthen the regional dialogue on GE and SCP issues establishing the basis for the development of synergetic activities, regional cooperation, etc.

## 4 LOCATION, TIME AND LOGISTICS

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### 4.1 *Location*

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REG-9 will take place Sant Pau Recinte Modernista, in **Barcelona**, the host city of Consortium member SCP/RAC.

### 4.2 *Implementation dates*

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The training will be organised over three consecutive days, with travels on the day before and after (5 days in total) and it is scheduled to take place from **11 to 13 December 2018**.

### 4.3 *Logistics*

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SWIM-H2020 SM will arrange all logistics for the training including travel, local transportation, accommodation and catering. Interpretation of English/French will be available.



# AGENDA (final)

## DAY 1: 11 December 2018 (Plenary session- Sant Pau Gil Room)

Time	Session	Description
08.30-09.00	Registration	
09.00-09.30	S01 –Welcome addresses and opening remarks	<ul style="list-style-type: none"> <li>• <i>Magali Outters, Team Leader Policy Area, SCP/RAC</i></li> <li>• <i>Anis Ismail, Key Environment expert, H2020-SWIM SM</i></li> </ul>
09.30-10.00	S02 – Setting the scene	<ul style="list-style-type: none"> <li>• Presentation of the objectives/structure of the training <i>Marta Junquera, SWIM-H2020 SM Project Manager, SCP/RAC</i></li> <li>• Round of presentation of the participants and their expectations</li> </ul>
10.00-11.00	S03 – Understanding the issue	<ul style="list-style-type: none"> <li>• Marine Litter and plastics in the Mediterranean <i>Magali Outters, Team Leader Policy Area, SCP/RAC</i></li> <li>• Food and beverages: Why we have to change, introduction to circular economy <i>Nicola Cerantola, SCP/RAC and SWIM-H2020 SM Expert</i></li> <li>• Q&amp;A</li> </ul>
11.00-11.30	Coffee break	
11.30-13.00	S04 - Identifying challenges in the Food and Beverages Sector	<ul style="list-style-type: none"> <li>• Working group session on the identification of needs and challenges for circular economy strategies in the food and beverage sector <i>SCP/RAC and SWIM-H2020 SM Experts</i></li> </ul>
13.00-14.00	Lunch break	
14.00-15.30	S05 – Learning from existing experiences, collaboration along the value chain	<ul style="list-style-type: none"> <li>• Accelerating collaboration between companies along the plastic value chain to prevent plastic pollution in the Mediterranean Sea – BeMed Club – <i>Marie Le Texier, Co-founder &amp; Principal @ConsultantSeas</i></li> <li>• Implementation of the Extended Producer Responsibility approach for packaging in Spain <i>Gemma Arroyo, Waste Management Specialist, Ecoembes</i></li> <li>• Rewarding and promoting Eco designed products and strategies – Experience of the Catalan Eco Design Award <i>Mireia Padrós, Prevention&amp;Resource Efficiency Dept, Circular Economy section, Waste Agency of Catalonia</i></li> <li>• Q&amp;A</li> </ul>
15.30-16.00	Coffee break	
16.00-16.30	S05 – Learning from existing experiences, collaboration along the value chain	<ul style="list-style-type: none"> <li>• The packaging cluster, gathering companies, knowledge centers and entities representing the entire packaging value chain <i>Mireia Andreu, Project Manager, Packaging Cluster</i></li> </ul>
16.30-16.45	S06 – Wrap-up	<ul style="list-style-type: none"> <li>• Introduction to the next days <i>Marta Junquera, SWIM-H2020 SM Project Manager</i></li> <li>• Closing of the first day</li> </ul>



## 12 December - Track for POLICY MAKERS (Parallel session- Room 2)

Time	Session	Description
09.00-09.20	PM1 – Introduction	<ul style="list-style-type: none"><li>• Introduction to the Policy Track <i>Marta Junquera, SWIM H2020 SM Project Manager</i></li></ul>
09.20-10.00	PM2- Understanding the issue	<ul style="list-style-type: none"><li>• How and where do plastics leak out of the material loop? Identifying key issues and priority areas for action <i>Mervyn Jones, SWIM H2020 SM Expert</i></li></ul>
10.00-11.15	PM3 – Exploring policy options	<ul style="list-style-type: none"><li>• Policy options to implement circular economy in the food and beverage packaging sector and related activities developed by SCP/RAC <i>Pedro Fernandez, Marine Litter Project Manager, SCP/RAC</i></li><li>• Introduction to the EU plastic strategy and policy framework for packaging <i>Mervyn Jones, SWIM H2020 SM Expert</i></li><li>• Working session</li></ul>
11.15-11.45	Coffee break	
11.45-13.00	PM4 – Instruments	<ul style="list-style-type: none"><li>• Voluntary:UK Plastic Act -</li><li>• Green Public Procurement: Circular Economy <i>Mervyn Jones, SWIM H2020 SM Expert</i></li><li>• Working session/ Action Planning</li></ul>
13.00-14.00	Lunch break	
14.00-15.30	PM5 – Sharing Mediterranean experiences	<ul style="list-style-type: none"><li>• Extended Producer Responsibility for packaging – exploring different schemes <i>Ignasi Puig Ventosa, ENT Environment &amp; Management, Fundació ENT)</i></li><li>• ECO-Lef: Experience from the National System for the recovery and recycling of post- consumer packaging in Tunisia - <i>Mounir Ferchichi, SWIM H2020 SM Expert</i></li><li>• Interventions from the participants on the current situation related to the prevention and management of packaging waste (Round table)</li></ul>
15.30-15.45	Coffee break	
15.45-17.00	PM6 – Discussing on the way forward	<ul style="list-style-type: none"><li>• Working session / Discussion on the feasibility of key measures</li><li>• Preparation for Day 3 <i>SWIM-H2020 SM Experts</i></li></ul>





## 12 December – Track for SMEs (Parallel session – Sant Pau Gil Room)

Time	Session	Description
09.00-10:00	<b>SME1 – Understanding eco-design in the circular economy</b>	<ul style="list-style-type: none"><li>• What is eco-design?</li><li>• The need and benefits</li><li>• Strategies of eco-design in the circular economy</li></ul> <i>Nicola Cerantola, H2020 SWIM SM and SCP/RAC Expert</i>
10:00-11:00	<b>SME2 – Identifying the challenges of SMEs</b>	Working groups session: <ul style="list-style-type: none"><li>• Identification of needs and challenges</li><li>• PESTEL Analysis</li></ul> <i>Hichem Salem and Anna Ibañez, Green Entrepreneurship Project Managers, SCP/RAC</i>
11.00-11.30	Coffee break	
11.30-13.00	<b>SME3 – Training session on the EdTool</b>	<ul style="list-style-type: none"><li>• Learning to eco-design through the EdTool</li><li>• Practical case study,</li></ul> <i>Hichem Salem and Anna Ibañez, Green Entrepreneurship Project Managers, SCP/RAC</i>
13.00-14.00	Lunch break	
14.00-15.00	<b>SME3 – Case studies with the EdTool</b>	Case studies on Food and Beverage packaging: <ul style="list-style-type: none"><li>• Perspective of the manufacturer</li><li>• Perspective of the packer/filler</li><li>• Perspective of the distributor</li></ul> <i>Nicola Cerantola and Andrés Gallardo, H2020 SWIM SM and SCP/RAC Experts</i>
15.00-15.15	Coffee break	
15.15-17.45	<b>SME4 – Eco-designing your own products</b>	<ul style="list-style-type: none"><li>• Hands-on individual exercise with edTOOL</li></ul> <i>Hichem Salem and Anna Ibañez, Green Entrepreneurship Project Managers, SCP/RAC</i>



## 13 December 2018 (Plenary session- Sant Pau Gil Room)

Time	Session	Description
09.00-11.00	<b>S07 – Feedback from the parallel session</b>	<ul style="list-style-type: none"><li>• Gathering results of the parallel sessions</li><li>• Guided discussion and exchange between the 2 tracks</li><li>• Identification of next steps</li></ul> <i>SWIM-H2020 SM, SCP/RAC Experts and Participants</i>
11.00-11.30	Coffee break	
11.30-12.30	<b>S08 – Training wrap up and final conclusions</b>	<ul style="list-style-type: none"><li>• Learnings from the training</li></ul> <i>Anis Ismail, SWIM H2020 SM Key Environmental Expert and Marta Junquera, SWIM-H2020 SM Project Manager, SCP/RAC</i>
12.30-13.00	Closing of the regional training	
13.00-14.00	Lunch	