



## Regional training on Green Economy

**WP3: Green economy focusing on technical support on SCP for SMEs with emphasis on whole life cycle of services and products (circular economy, eco-design, eco innovation)**

**Proposed title: Fostering a switch to Green Economy in the Mediterranean: Capacity building for SMEs and Policy makers on eco-design, eco innovation and enabling policies**

### WP 3: REG 9

#### Report for Task 3: Reporting of the training

**Barcelona, 11-13 December 2018**

**Sant Pau Recinte Modernista**

**SWIM and Horizon2020 Support Mechanism**

Version	Document Title	Author	Review and Clearance
1	Fostering a switch to Green Economy in the Mediterranean: Capacity building for SMEs and Policy makers on eco-design, eco innovation and enabling policies	Marta Junquera	Anis Ismail Michael Scoulllos







## THE SWIM AND H2020 SUPPORT MECHANISM PROJECT (2016-2019)

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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.

### Acknowledgements:

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### Disclaimer:

This document has been produced with the financial support of the European Union.

The contents are the sole responsibility of the implementing Consortium and can in no way be taken to reflect the views of the European Union.





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## ABBREVIATIONS

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AP	Action Plan
BSO	Business Support Organisation
EPR	Extended Producer Responsibility
F&B	Food and Beverages
GE	Green Economy
GPP	Green Public Procurement
MENA	Middle East and North Africa
NGO	Non Governmental Organisation
PESTEL	Political, Economic, Social, Technological, Environmental and Legal
PPP	Public Private Partnership
KPIs	Key Performance Indicators
SCP	Sustainable Consumption and Production
SD	Sustainable Development
SDGs	Sustainable Development Goals
SMEs	Small and Medium Enterprises



# 1 GENERAL INTRODUCTION

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## RATIONALE OF ACTIVITY

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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 (GE) practically the only sustainable option.

When it comes to environmental degradation, one of the most pressing issues that need to be addressed in the Mediterranean basin is marine litter, a growing problem that has attracted significant public attention over recent years as it needs urgent action. Each year, at least 8 million tons of plastics leak into the ocean. 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. Nearly 60% of the plastic waste generated in the EU in 2015 was coming from packaging, out of which a very high proportion is food and beverage packaging, and the trend doesn't seem to decrease.

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 has provided efficient, immediate and innovative solutions to prevent plastic pollution.

This activity has specifically addressed **competitiveness and sustainability of SMEs of the food and beverage packaging sector**. It has focused on the first step of product development, the design phase, in a priority sector for all countries in the region that is highly contributing to a major problem in the Mediterranean, namely Marine Litter.



The regional training has promoted product sustainability through the value chain of the main products and services within the Mediterranean region. It was 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 has also addressed **policy makers** and has proposed 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.

Synergies with other EU programs have been sought and to give a lasting impact, trainees had the possibility to join the SwitchMed Regional Platform on Sustainable Consumption and Production (SCP) and the Switchers Network. The training took place in Barcelona, and given that the Catalan region with its Strategy 2020 for Green and Circular Economy considers improved competitiveness and green job creation a key priority, experience sharing of the trainees with applied examples of projects from which valuable lessons learned can be extracted, has been achieved.

Green economy and Green Industry concepts require moving towards a transformation in the way goods and services are produced and consumed so that human development and the satisfaction of human needs is effectively decoupled from environmental degradation and resource depletion. In this regard, sustainable consumption and production (SCP) practices can support the development of a green economy. SCP is a key thematic priority of the Mediterranean countries as indicated in a series of regional policy statements adopted since 2005, in particular in the context of the Barcelona Convention. This reflects the urgent need of the region to put in place solutions that break the relation between economic growth and development, and environmental degradation and resources depletion. Likewise, the Paris Declaration reaffirms the commitment of the Barcelona Convention to: “support, at Mediterranean level, capacity building and other activities associated with green economy as means to achieve sustainable development, such as the promotion of sustainable production and consumption patterns, sustainable chemical management and eco-innovation, all of which have been shown to also have direct or indirect effect on the Mediterranean marine environment.” The 2011 Meeting of the Mediterranean Commission for Sustainable Development recommended “supporting successful cases of green entrepreneurship among the Mediterranean countries so that they can have a better knowledge on the environmental, social and economic benefits brought by those initiatives to the transition to green economies”. That recommendation was endorsed by the 2012 Conference of the Parties to the Barcelona Convention.

In Europe, green entrepreneurship is recognised as key to reach the objectives of Europe 2020-Flagship initiatives for “smart sustainable and inclusive growth” and specifically those established by the EC’s Roadmap for a Resource efficient Europe and the Eco-innovation Action Plan.

The training taking place in Barcelona will enable the experience sharing on a wide variety of projects, as Catalan region with its own strategy 2020 for green and circular economy considers it a key priority to improve competition and job creation; is very proactive in applying and promoting circular principals, and is hosting a wide range of initiatives and projects from which we can extract valuable lessons learned.



In Catalonia, from both public administrations and private entities there are important initiatives taking place to support the creation of green companies. Ecoemprenedors XXI the initiative to accelerate the creation of companies that use clean technologies or the Premis de la Xarxa Empleaverde de la Fundació Biodiversidad are good examples of the need to create new work places and reform existing ones. The region is rich with projects that range from awareness raising to financial support.

Under this strategy, Catalonia, through the General Direction of Environmental Quality, assumes the promotion of sustainable Consumption and production models, including environmental management systems, ecolabels, green public procurement and eco-design. In addition to managing the granting of the European Union EcoLabel, the Govern, will develop its own and promote proactively the setup of environmental management plans for companies.

More recently, the Catalan Eco-design Strategy Ecodiscat 2012-2015, has the objective of helping companies internalize environmental aspects in their productive processes, by integrating them in the design of products and services, enabling improve the long life cycle environmental performance, reduce costs, valorize products and become more competitive.

This activity will also contribute to achieve national and regional pollution reduction objectives for the Mediterranean Sea as set within the EU Horizon 2020 initiative. Having SMEs as the primary target, this activity will be complementary to the capacity building and investment programs of the Horizon 2020 initiative, which address large pollution remediation and control.

## 2 OBJECTIVES OF THE ACTIVITY

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The overall aim of the training was 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 was also 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 were addressed by training in the use of 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 was adapted for the training with specific data of the food and beverage packaging sector.





The specific objectives of the training were 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;
- Concrete demonstration of positive synergies between policy/regulatory initiatives/instruments and economic development.

### 3 RESULTS OF THE ACTIVITY

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The results of this training activity organised in Barcelona between the 10 and the 13 December 2018, were that the participants, policy makers, SMEs and other stakeholders of the partner countries:

- Were 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 PROFILE OF THE PARTICIPANTS

The overall aim of the training was 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 was also 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 (GPP) or the promotion of eco-design or Extended Producer Responsibility (EPR) schemes. In this regard the invited participants covered the following profiles: 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 were 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 (BSO)/ Associations or equivalent.

Finally the attendance was very high despite the challenges found by participants to obtain de respective visas, and the representation of the different targeted stakeholders quite even.

The full list of lecturers and participants can be found on annex 9.2

Sectoral representation:

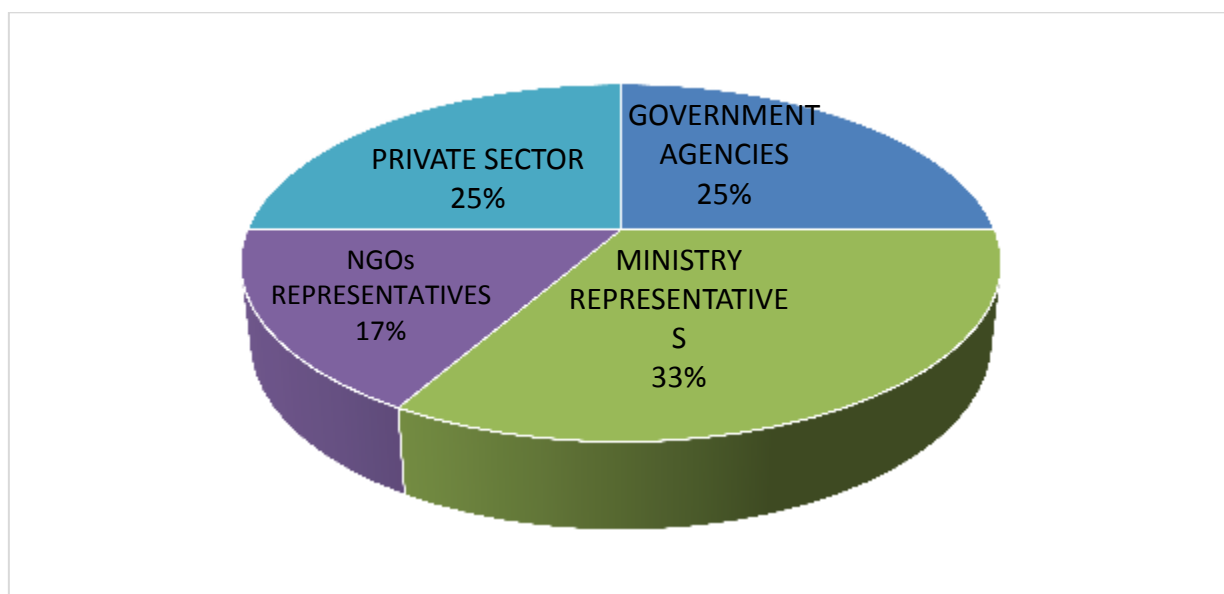


Figure 1. Percentage of 24 REG9 participants according to type of Institution



Country representation:

Out of 24 participants: 4 for each country: Algeria, Tunisia, Lebanon, Israel, 3 from Jordan and Morocco, 1 from Egypt and Palestine. (The Palestinian invitees received their visas too late to be able to attend the training and no nominations were received from the Egyptian side.)

Gender representation:

Female 50% and male 50%

Apart from the 24 participants, in the room, other 20 participants joined these three days of training as part of a study visit in Barcelona that built around the training sessions for an Algerian delegation. The Study Visit supported the Algerian SCP action plan in their zero-waste strategic line adopted in April 2016. The delegation visited waste management plants, as well as companies in the food and beverages sector that have a circular approach in their waste management and the reuse of packaging products. The delegation also met show-cases of companies and of EPR initiatives such as EcoEmbes- the organization responsible for the greendot in Spain and the EPR for waste packaging. These participants were very involved throughout the training, participating actively to all proposed activities. The initial composition of the delegation was:

- 5 representatives of the food and beverages sector and packaging sector
- 5 representatives of green companies and associations working in collection, recycling, and sensitisation campaigns
- 4 representatives of institutions: National Waste Agency (AND), National Cleaner Production Center (CNTPP), National Environmental Training Institute (CNFE), Ministry of Environment and Renewable Energies (MEER).



Figure 2. Participant's representation by Sector including the Algerian study trip participants.

These participants rated the overall study trip, including these 2 days and a half, and the results are exposed and analysed in a different report.



## 5 DEVELOPMENT OF THE TRAINING

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The training was organized as such: the first day was a plenary session where the different aspects of Food and beverages packaging were presented. Presentations were combined with practical sessions so participants could think around some of the key issues, and identify challenges and opportunities around the concept of the training.

Prior to the training, participants received together with the agenda and the practical information package, access to the EdTool as they were requested to get acquainted with the platform and look at the case studies, customized for this activity by the experts, and available there (<http://edtool.sostenipra.cat> - Demo user: edtool@ineditinnova.com - Password: edtool). Participants were asked to bring examples of packages from their countries or companies and for policy makers to be prepared to talk about their institution/organisation and the State of the Art of waste management and enabling policies in their countries.

The format of the training was consciously designed so that participants will meet each other on the first day and share common terminologies and ideas, and separate on the second day where each track would gain specific tools and information's specific to the two different tracks: SMEs and Policy. On the third day, all participants came together to share the work developed on day 2 and find common understanding. In fact, this set up, was very much appreciated by the participants as these are two sectors that normally are not in the same room.

The team of experts who assisted throughout the training, were 8: Mr. Nicola Cerantola and Mr. Andrés Gallardo experts in Circular Economy and eco design, part of the firm Inédit who together with the University Autónoma of Barcelona developed the EdTool and customized the training to Food and beverages Packaging.

Ms. Anna Ibañez and Mr. Hichem Salem, project managers of the Green Entrepreneurship Program of Switch Med, experts in conducting trainings on green entrepreneurship programs, and in support to SMes in the MENA region.

Mr. Mervyn Jones, circular economy expert working on plastics guidance projects as part of the UK Plastics Pact and, among other things, member of the GPP advisory group, focusing on food and beverages /catering procurement strategies.

Mr. Pedro Fernández, Marine Litter Expert, managing several projects in the Mediterranean regarding plastic prevention and plastic waste management. And, finally, Ms. Lotfia Harbi and Mr. Mounir Fercici. SCP and Circular economy Experts for the Algerian Study trip Activity, who actively participated in the training.

The rest of the lectures were given by key presenters representing the different foras.



Photo 1. Setting the scene presentation of objectives and round of presentations

During the **first day**, after presenting the objectives and structure of the training, the participants had the opportunity to present themselves and their expectations. After which, and as per Agenda, annex 9.1, participants were exposed to sessions on understanding the issue, identifying challenges in the food and beverages Sector, learning from existing experiences, and collaboration along the value chain. These sessions contained different presentations so as to provide with a good general overview of the situation and examples of public and private collaboration.

Here is a summary of some of the expectations for the training that were expressed during the round of presentations:

- Be more familiar in Green Economy (Jordan)
- Managing household waste (Algeria)
- Sharing ideas on recycling and waste management (Algeria)
- Maximising safety of packaging (Algeria)
- Learn from EU about GE and Single Use Plastics - SUP (Lebanon)
- Product redesign and policy (Lebanon)
- Management of hazardous waste from commercial and industrial plastics (Tunisia)
- Help companies manage waste from operations (Tunisia)
- Understand the CE approach (Tunisia)



- To know more about mechanisms to switch to a GE (Morocco)
- PPP for entities on cleantech & GE - support for private sectors in SD (Morocco)
- Increase recycled content in bottles and business case for bottle to bottle (Israel)
- Tools for private sector to encourage clients to do more on recycling in packaging (Israel)
- Design better packaging (Israel)
- Coca Cola Enterprises for Algeria and Med region (Algeria)
- Take advantage of different country experiences especially CE and waste management (Algeria)
- Exchange knowledge on waste management, GE & CE (Algeria)
- Capacity building in CE (Algeria)
- Algerian Beverage producers (85% of national capacity) want to understand solutions (Algeria)
- More knowledge and experience about green economy (Algeria)
- Get experience of know-how from other countries around waste collection in big cities and economic recovery options (Algeria)
- Understand eco-design concepts for packaging (Algeria)
- Inspection and control of waste (Algeria)
- First steps in GE so look to benefit from other countries experiences (Palestine)
- Benchmark different practices and take back a relevant action plan for economic waste recycling (Algeria)
- Waste prevention opportunities (Algeria)
- Integrate Waste Management in economic models (Algeria)

During the first session of identifying challenges in the food and beverages sector, the following issues were expressed by the audience:

#### Environmental Challenges

- Toxicity
- Need for indicators
- Current options not enough (need to reinvent the wheel)

#### Personal

- Problem solving
- Understand the options of eco-design for beverage packaging

#### Socio / political

- Green washing (false claims)
- Regulatory barriers
- Legal implications

#### Market need

- Savings
- Responsible marketing - messages
- Experience of the user (idea of value)
- Understanding the customer
- Public procurement
- Certification of products – ecolabels
- How to create better market access through green product exports

All these ideas were noted in the different flipcharts and word documents to be developed and explored throughout the training.





It is important to note the importance of the regional Plan on Marine Litter Management in the Mediterranean in the framework of Land Based Sources Protocol mentioned during the third session of the day:

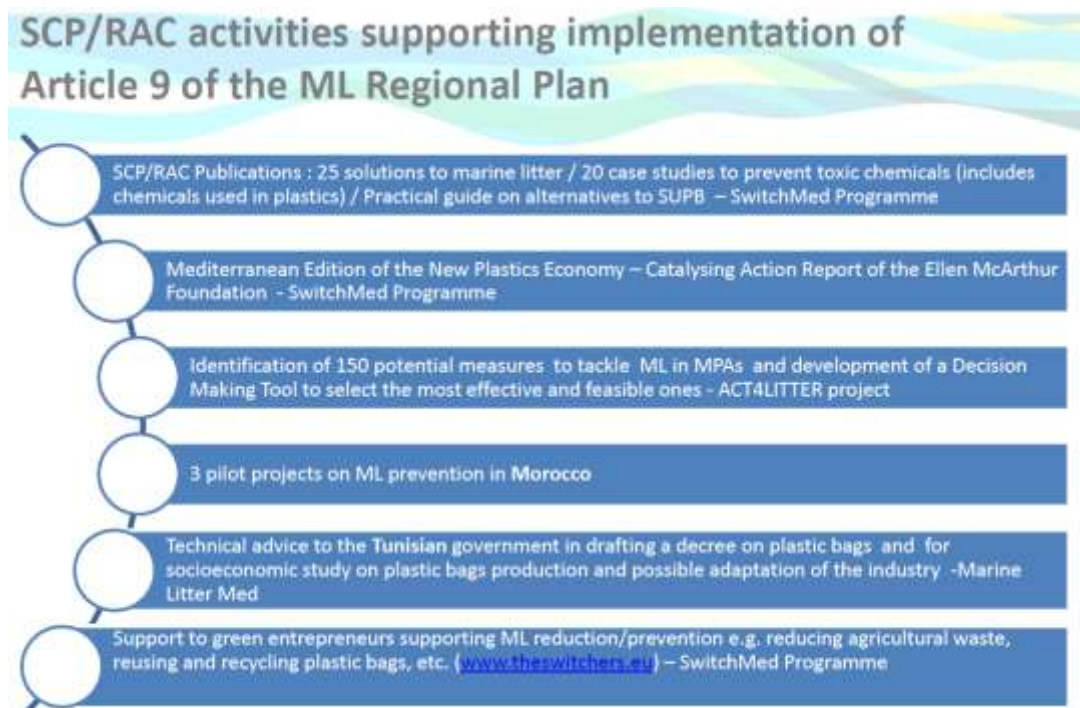
#### Regional Plan on Marine Litter: Objectives

- Prevent and Reduce marine litter pollution in the Mediterranean and its impact on ecosystem services, habitats, species, public health and safety;
- Remove already existent marine litter by using environmentally respectful methods;
- Enhance knowledge on marine litter; and
- Management of marine litter in the Mediterranean is performed in accordance with international standards and approaches and in harmony with programmes and measures applied in other seas.

#### Regional Plan on Marine Litter: Prevention measures (art.9)

- Promote Extended Producer Responsibility with measures prioritizing the hierarchy of waste management.
- Establishment of Deposit-Refund Systems for beverage packaging producers.
- Fiscal, economical and voluntary agreements to promote reduction of plastic bags consumption.
- Sustainable Procurement policies for the promotion of consumption of recycled plastic-made products.
- Establishment of Deposit-Refund Systems for expandable polystyrene (EPS) boxes in the fishing sector.
- R&D on plastics in the marine environment to reduce microplastics

In this regard several EU supported initiatives are being developed by the SCP/RAC:





As mentioned before, the sessions that followed exposed the participants with presentations on EPR approach in Spain called ECOEmbres, the Eco Design Awards of the Catalan Waste Agency and the packaging Cluster.

The first day ended with dividing the groups for day 2 and a wrap up of the day.

On the **second day**, the track for **SMEs** aimed at training SMEs representatives on how to eco-design food and beverages packaging in a circular economy.



Photo 2. The criteria Game, Day2 SMEs track

The day started with an introductory session on the concepts eco-design and circular economy and on eco-design strategies that could be applied to the food and beverage packaging industry. Next, participants were invited to split in working groups to collectively identify their needs and challenges and the PESTEL drivers conditioning their eco-design processes.

Once done that, participants learned to eco-design through the Ed-Tool, an on-line tool that guides and assists companies in their eco-design processes of their products. This session was followed by a presentation of 3 real cases of eco-designed food and beverage packaging from the perspectives of the manufacturer, from the packer/filler and from the distributor.

The afternoon session served to move from theoretical concepts into a practical case and participants worked in groups in a hands-on exercise with the Ed-Tool. Based on the life cycle approach, each group identified the environmental criteria with more room of improvement and then selected the strategies to be implemented in order to improve the environmental performance of the products. Participants ended up with an Action Plan setting the priority actions to be developed in order to eco-design their products.



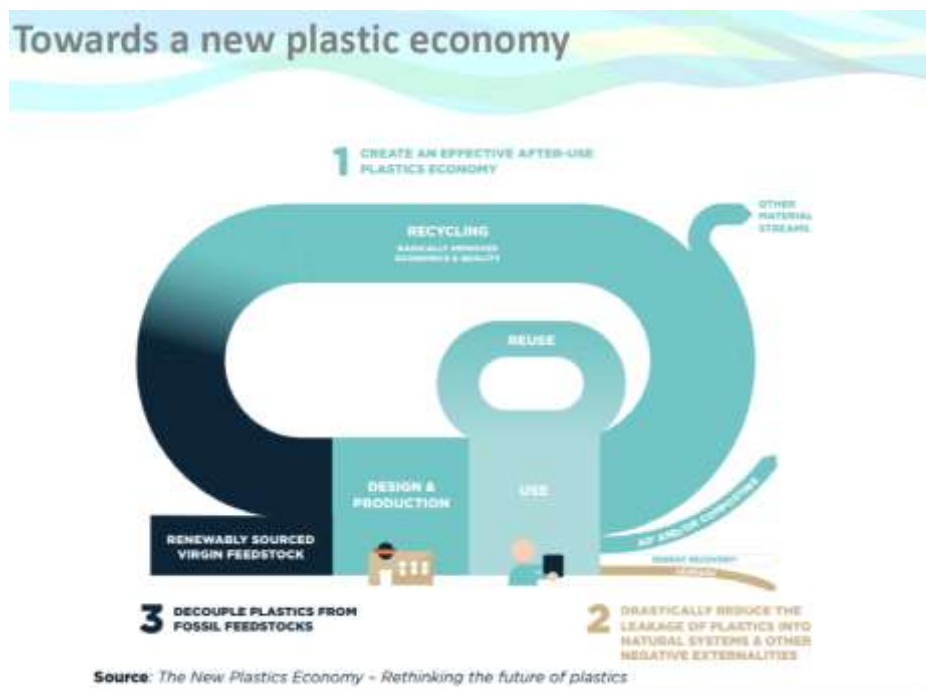


For the “design your own product session” experts used the “criteria game” made out of cards and life cycle maps. Annex 9.4

One of the main conclusions of the exercise was that eco-designing a product is a complex process that can go from incremental to radical changes of the product design and that it requires a systemic vision of the whole value chain. This complexity highlighted by the SMEs representatives raised the need of further technical and capacity building support in order to be able to implement eco-design in their companies.

Day two for the **policy track** sessions was a combination too of theory and practice.

The day started with a presentation on the material loop for plastics a session that helped identify the key issues around the material and set priority areas for action and a presentation on the EU plastics strategy and policy framework for the F&B packaging. As a summary of these sessions below are key policy references





## European Plastics Landscape

### Packaging Directive

- Packaging and Packaging Waste Directive (EU) 2015/720
  - increase the targets for recovery and recycling of packaging waste
  - consumption of lightweight plastic carrier bags.

### Plastics Strategy

- European Strategy for Plastics in a Circular Economy adopted January 2018
  - 55% recycling of plastic packaging waste by 2030
  - reduce consumption to 90 bags/person by 2019 and 40 bags by 2026
  - product design to address durability, repairability and recyclability
  - member States obliged to monitor and reduce their marine litter
- Promoting an EU-wide pledging campaign for the uptake of recycled plastics.

### Industry

- Plastics 2030 – Voluntary Commitment to increase circularity and resource efficiency

**BAN ON CERTAIN DISPOSABLE PLASTIC**  
plastic cotton swabs, cutlery, plates, straws, drink stirrers & balloon sticks

**CONSUMPTION REDUCTION TARGETS**  
reduce the use of plastic food containers and drinks cups

**COLLECTION TARGETS**  
collect 90% of single-use plastic drinks bottles by 2025

**LABELLING REQUIREMENTS**  
Certain products, e.g. wipes, will require a clear and standardised labelling which indicates how waste should be disposed

**AWARENESS-RAISING MEASURES**  
raise consumers' awareness about the negative impact of littering of single-use plastics available re-use systems and waste management options

## UK National Landscape

### England

- Ban on the manufacture and sale of microbeads from January 2018
- HM Treasury consultation March 2018 on changes to the tax system or charges to reduce the amount of single-use plastics waste – 162,000 responses

### Scotland

- Committed to a deposit return scheme
- Ban on the manufacture and sale of microbeads from June 2018
- Proposals to ban plastic-stemmed cotton buds and expert panel to advise on options to reduce reliance on single-use items.

### Wales

- Ban on the manufacture and sale of microbeads from July 2018
- Working with other parts of the UK on a deposit return scheme (DRS) for drinks containers
- "Refill Nation" ambition

**UK PLASTICS PACT**  
Collaborative initiative to create a circular economy for plastics and tackle plastic waste.

**NEW PLASTICS ECONOMY**  
Applying the principles of the circular economy to rethink and redesign the future of plastics, starting with packaging.

**PLASTIC FREE COMMUNITIES**  
Over 365 plastic free communities  
Surfers Against Sewage  
PlasticsFree Coastline Vision.

**THE COURTAULD COMMITMENT 2025**  
Helping the UK achieve UN Sustainable Development Goal 12.3 by provide lower impact products more efficiently.

It also included sessions on policy options and instruments among which the EPR schemes were revisited in depth from a different perspective than day1's presentation from EcoEmbes.

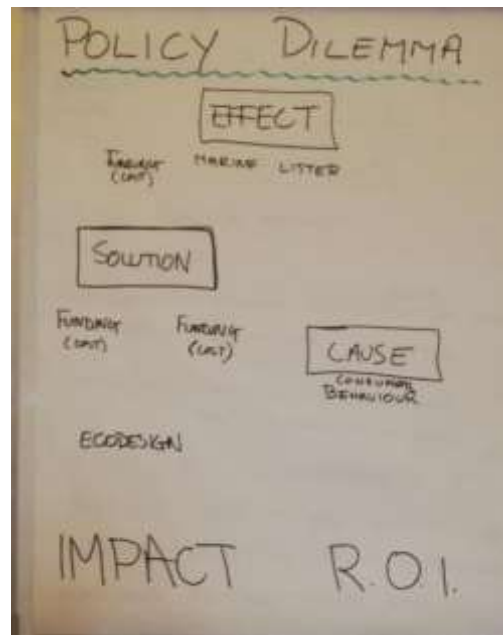
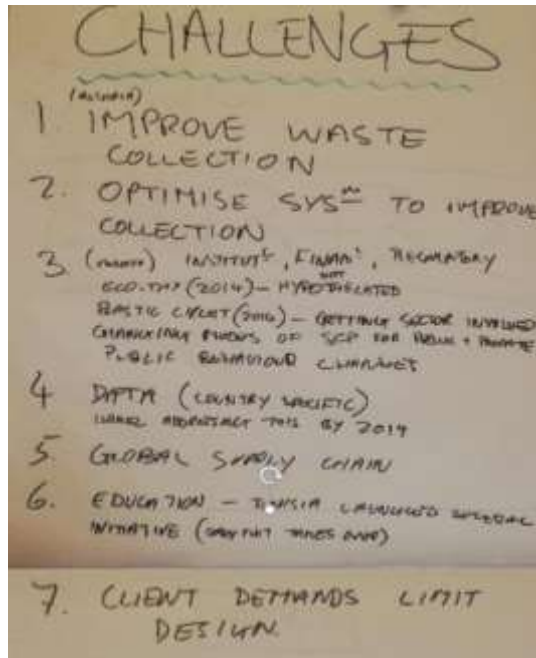


Photo 3. Mr Ignasi Ventosa session 5 of Day 2 Policy track

In the afternoon, Expert Mr. Mounir Ferchichi shared the experience of setting up ECO-Lef in Tunisia, a recovery and recycling system for post-consumer packaging, which the majority of the group enjoyed as it was a similar reference and they could refer to easily. And a small role play took place to exemplify how real discussions and negotiations happen at higher level.

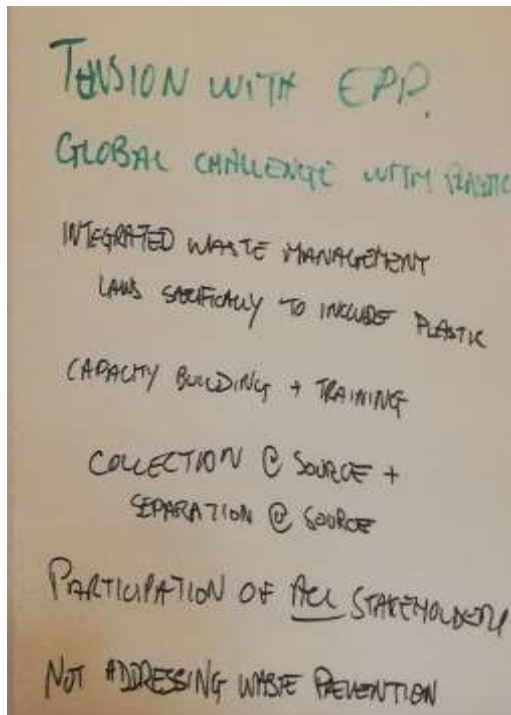
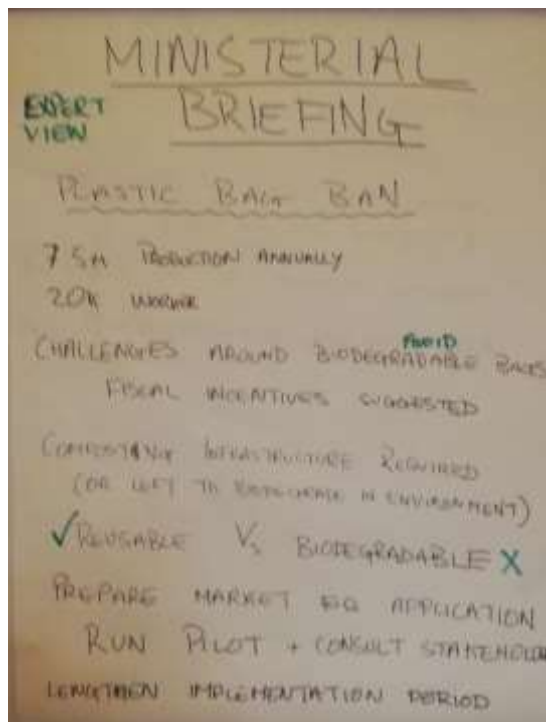


The last session of the day for the policy track consisted on identifying feasibility of key measures by groups. The following is a visual testimony of the results of such discussions-



### Ministerial briefing Exercise

### Actions







On **day3** one representative of each track presented the challenges and measures identified during day2. The SMEs presented first by making a very strong overview of the situation and a case for the public institutions to act. This was well picked up by the policy group which provided very similar measures as the SMEs.

#### CAPACITY BUILDING (internally within Governments)

- Synergy required between action plans (including SCP) - 42 actions of which some relate in general to WM so need to link these.
- Transition from rule setting and planning into implementation and action
- Also need to link into the actions already proposed by various stakeholders e.g. the national waste agency and technical centres
- Need to define criteria and standards for different packaging types, e.g. for reuse, single use, recyclable and what is non-recyclable -address the issue of greenwashing (false claims)
- Increase the number of producers and foster PPPs for producers, clusters and networks (including researchers for technical knowledge building)
- Require support system for SME operators to bring them into the formal system
- Viable funding systems for upcycling and to address knowledge gaps (e.g. Assessing biodegradable vs. compostable)
- Need tools and knowledge to facilitate the switch from the linear to the circular economy especially for businesses to incentivise them to switch.
- Objective KPIs to evaluate the success and impact of strategies and initiatives

#### AWARENESS RAISING (spreading the knowledge between stakeholders)

- Need to share action plans more widely between stakeholders across the whole value chain (operators cited a lack of transparency for example)
- Also to share the Action plans more broadly across Med. Countries
- Stress awareness of SCP i.e. role of waste prevention alongside waste management
- Need to develop synergies between all stakeholders in order for implementation to be effective

#### IMPLEMENTATION

- Implement incentives to involve civil society and SME economic entities to be involved in waste management of packaging
- Evaluation of initiatives, approaches (models) in order to understand strengths and weaknesses.
- Development of SMART KPIs

#### LEGAL & REGULATORY

- Introducing the concept of CE within the waste management policy (Horizon 2025)
- Jordan - Draft WM law for 2018 to encourage waste prevention and more recycling
- Jordan - Biodegradable Bag law 2017 implementation to reduce the number of plastics bags
- These actions require fiscal incentives e.g. tax free



Last session of the day was an interactive recapitulation exercise conducted by Mr. Anis Ismail key Environmental Expert of the SWIM H2020 SM with the support of the two experts Pedro Fernandez and Mervyn Jones. This exercise apart from being a way for the team to evaluate the learning curve of the trainees it was also a way to be able to discuss one by one the results from the different questions and clarify aspects. The full disclosure of the results of this exercise can be seen in annex 9.5 of this report. The questions related to the content of the training were:

- Please rate the measures to reduce plastic bottles waste : Better collection, Waste prevention (Promoting TAP Water/ reusable bottles), Clean-up campaigns, Eco-design, Deposit Refund System Develop, an EPR system.
- Which is the best environmental option for plastics waste? Incineration, Technical Landfill, Mechanical recycling.
- How would you rate these actions to reduce plastic bags?: Introducing Eco-tax: Socio-economic cost, Introducing Eco-tax: Reduction of bags, Voluntary agreement with retailers: Socio-economic cost, Voluntary agreement with retailers: Reduction of bags, Ban with promotion of reusable bags: Socio-economic cost, Ban with promotion of reusable bags: Reduction of bags, Ban with promotion of compostable bags: Socio-economic cost, Ban with promotion of compostable bags: Reduction of bags
- What is the life cycle of Water bottles?:
- Out of the waste found out of the open sea, seabed, and on the beaches what is the % of plastics:
- What is the percentage of the marine litter coming from land sources and the one coming from marine sources:

All participants were asked to analyse, through remote voting, the effectiveness of some actions that can be taken for the reduction of packaging bags and their socio-economic cost.

The actions are as follows:

- Introducing ECO-Tax
- Voluntary agreement with retailers
- Ban with promotion of reusable bags
- Ban with promotion of compostable bags.

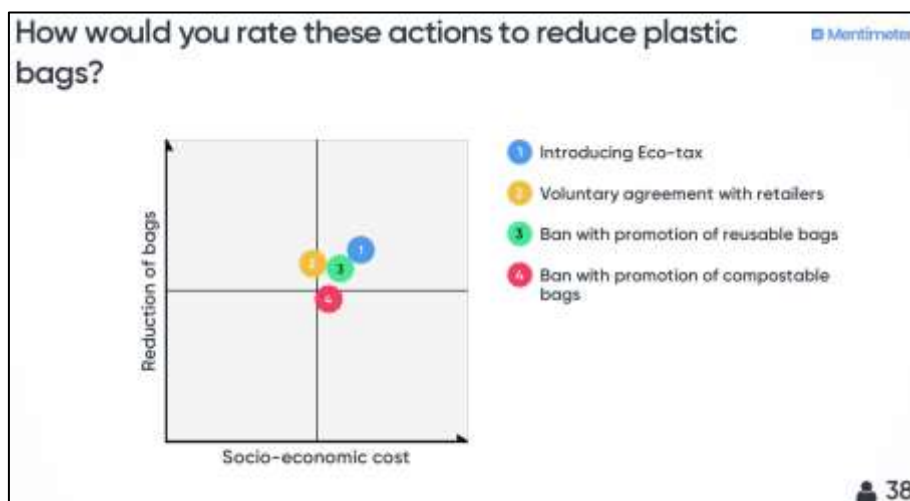




Figure 3: Results of the evaluation & recapitulation exercise for the question: How would you rate these actions to reduce plastic bags? (through mentimeter tool)

As a result, the introduction of the eco-tax, even if it seems effective for the reduction of bags, it implies a higher socio-economic cost not only on private operators, but also on the consumer. A voluntary agreement with retailers appears to be a compromise between satisfactory results towards reduction of bags and a socio- economic impact acceptable to stakeholders. All these options, even if they are not exhaustive, have been commented by the experts present.

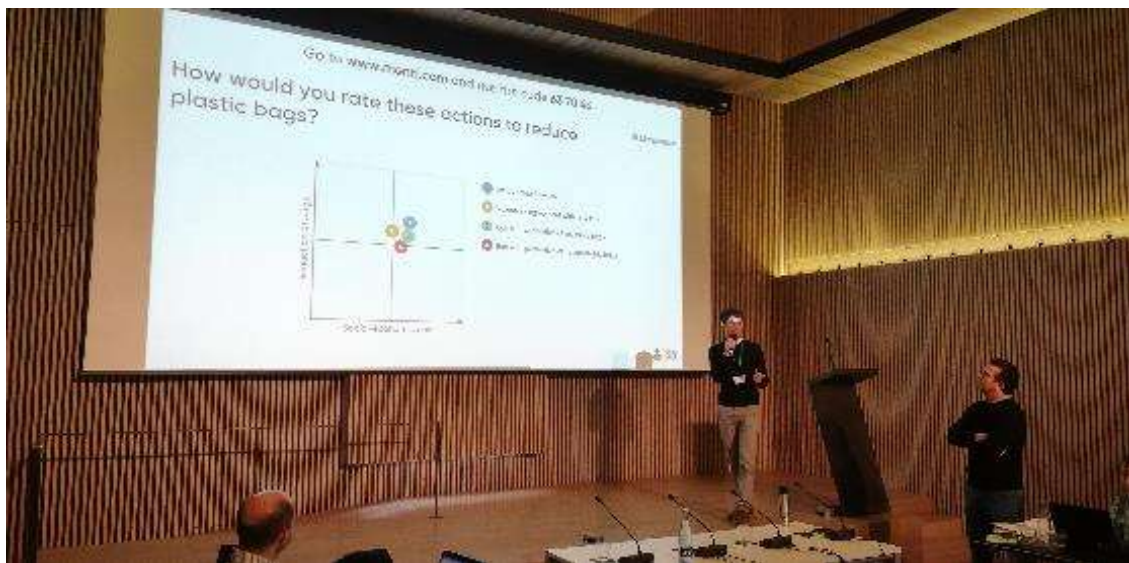


Photo 4. Expert Pedro Fernández commenting the trainees results of the question: How would you rate these actions to reduce plastic bags?:

The final recommendations from the training will be shared in section 8 of this report.

All the presentations and supporting materials are found at the following link:

<https://www.swim-h2020.eu/10-15-december-2018-barcelona-spain-swim-h2020-sm-regional-training-on-green-economy-focusing-on-technical-support-on-scp-for-smes-with-emphasis-on-whole-life-cycle-of-services-and-products/>



## 6 EVALUATION OF THE TRAINING

### 6.1 FEEDBACK FROM THE TRAINEES (EVALUATION FORMS)

#### **Feedback on Organisational, administrative and planning issues before and during the event**

A set of 10 criteria; A1-A10 (See table below) was assessed by the participants, using a qualitative description ranging between “Excellent” to “Poor”, with an opportunity to provide suggestions for improvement. For the sake of comparison, the qualitative descriptions are given Series Numbers as follows: Excellent =4, Good = 3, Average = 2, Poor = 1)

A. ORGANISATIONAL, ADMINISTRATIVE AND PLANNING ISSUES BEFORE AND DURING THE EVENT		EXCELLENT	GOOD	AVERAGE	POOR	Total Replies	Rating of the workshop Average (max = 4)
A1	Appropriate handling of invitations, visa support, information sharing and smoothing obstacles	22	2	0	0	24	3,92
A2	Efficient logistics: accommodation, transportation, location of venue and interpretation	17	6	2	0	25	3,60
A3	Provision of support (if requested) for participants' preparation for the event	13	7	2	0	22	3,50
A4	Efficient and effective follow-up of preparations and progress towards the event	10	11	2	0	23	3,35
A5	Planning for the event: selection and design of methodology, programme/daily agenda and work rules	7	16	1	0	24	3,25
A6	Smooth flow of programme, efficient handling of emerging needs and attentiveness to participants concerns	8	15	1	0	24	3,29
A7	Presentations correspond and contribute to the planned objectives and are conducive to enhanced shared understanding and participation on addressed topics	9	12	3	0	24	3,25
A8	Clarity, coverage and sufficiency of concepts, objectives, anticipated outputs and outcomes	6	12	6	0	24	3,00
A9	The materials distributed were helpful	8	11	5	0	24	3,13
A10	Efficient and Effective Facilitation	10	14	0	0	24	3,42
A11	Overall rating of the event	12	12	0	0	24	3,50

Table 1 – Training rating results related to organizational, administrative and planning issues

All 24 participants evaluated the training and the overall rating was 3,5 out of 4 the highest rate being 3,92/4 for appropriate handling of invitations, visa support, information sharing and smoothing obstacles and the lowest being 3/4 (good) concerning clarity , coverage and sufficiency of concepts, objectives, anticipated outputs and outcomes.





### Feedback on technical aspects



The majority of participants thought the training difficulty was adequate however regarding the training length this was thought to be insufficient. This is particularly significant considering the fact that the training started at 9h00 and ended later than 17h00 for 2 days and a half day from 9h00 to 14h00. We therefore interpret this result as a positive sign. This aspect was also graded by the mentimeter (including all participants) and the response was similar with a higher number of sufficient. The same applies to answers for B1 as the participants would have liked to include more topics when there was a very diverse and rich agenda. Again, this proves good interest for the topics shared.

The full result assessment document can be found in annex 9.3.



## 7 ANALYSIS OF THE RESULTS OF THE EVALUATION

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Overall the trainees declared a very high level of satisfaction, which clearly showed in the level of attendance to all sessions and in the fact that despite the fact that some sessions ended up later than expected, participants all stayed until the end. The vast majority declared that the most valuable things they gained in terms of knowledge and skills were:

- Countries have similar challenges but different needs.
- Networking, learning from others.
- Need to collaborate with policy makers and neighboring countries.
- Collaboration, Eco-design. (2)
- Think ahead while including all stakeholders.
- Eco-Culture.
- Role of Eco-Design in Circular Economy. (3)
- Relative experience of different countries.
- Identify new concepts and knowledge in green economy.
- Exchange of experience.
- Feedback for the REP.
- Be more realistic towards certain issues.
- Eco-Design to reduce environmental impact.
- Example of Argentina.
- EdTool.
- Raising awareness among stakeholders.

They valued mostly the part of Eco-design and EdTool, the exchange of experiences and collaboration among private and public. The possibility for networking and the diversity of participants was also very high valued and particularly, it was mentioned that the quality and professionalism of participants gave additional richness to the training. Regarding the content, the use of real cases, the lecturing methods, the enabled exchange of ideas and questions between participants and experts and the fruitful discussions and exchange of experiences made the training very well valued.

According to the trainees, aspects that can be improved in future trainings mostly concern allocating more time to case studies and practical work. They wished more solutions would have been shared and that some technical visits would be included. Other improvements regarded logistical aspects such as distance between the hotel and the venue, time keeping and translation into Arabic.

One final result of both trainings was that all participants agreed to join and organize in their countries a clean-up day.



## 8 CONCLUSIONS, FINDINGS AND RECOMMENDATIONS

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Were the objectives and expected outcomes of this activity met? Based on the responses provided by the trainees, below, when asked how they thought that the current event will assist them in the future work on the subject, and the results obtained during the quiz, (last session of the event), we believe they were.

Participants responded the following:

- Promote Eco-Design.
- More data, examples to implement sustainable strategies in my company.
- Increase the priority of Eco-Design.
- Better understanding of methodology and government requirements.
- Good database to build arguments to the Government.
- Better approach towards policy making.
- Prevent usage of plastic, new natural materials.
- More reflection towards waste management.
- Identify appropriate action plans.
- Improve strategies and policies regarding green economy.
- EdTool. (2)
- Integrate analysis and control in waste management.
- Elaborate legislative text according to this new knowledge, for waste management.
- Sensitize towards sustainable education.
- Integration of Eco-Design.
- Coordinate on Circular Economy.
- Raising awareness about plastic waste.

In conclusion, participants were introduced to GE and SCP principles, methods and tools, as well as specific methodologies and tools on eco-design, via case studies and the EdTool.

Participants became familiar with recent developments and innovative approaches on policy work and eco-design to generate greener economies in the region.

Regional dialogue on GE and SCP issues establishing the basis for the development of synergetic activities, regional cooperation, etc. were launched and strengthened.

The key recommendations for future trainings are:

- Based on the high demand for these topics, more initiatives should be developed.
- More platforms to enable public private dialogue



- Something we learned during the training is that topics and examples should be more adapted to the specificity of the region. We wanted to illustrate with European case studies however we noted that certain systems could not be applied or served as models.
- Translation into Arabic

The key recommendations that participants ended up with for the region to switch to green economies specifically in the area of F&B packaging are:

- Obligation on producers and distributors for upcycling
- Need to be careful about the informal sector but work to integrate them into the formal sector as they are at the base of the structure in various countries
- It's a global challenge that needs a global solution
- Implement incentives to involve civil society and SME economic entities to be involved in waste management of packaging
- Need to share action plans more widely between stakeholders across the whole value chain (operators cited a lack of transparency for example)
- Share the Action plans more broadly across Med. Countries
- Stress awareness of SCP i.e. role of waste prevention alongside waste management
- Need to develop synergies between all stakeholders in order for implementation to be effective
- Observation that the systems being developed are highly dependent on international markets and exports which are by definition highly volatile and less sustainable than local (or locally transnational, e.g. Med).
- Objective KPIs to evaluate the success and impact of strategies and initiatives
- Need to define laws regulating the requirements for specific types of packaging criteria and standards for different packaging types, e.g. for reuse, single use, recyclable and what is non-recyclable -address the issue of greenwashing (false claims)
- Increase the number of producers and foster PPPs for producers, clusters and networks (including researchers for technical knowledge building)
- Viable funding systems for upcycling and to address knowledge gaps (e.g. Assessing biodegradable vs. compostable)
- Need tools and knowledge to facilitate the switch from the linear to the circular economy especially for businesses to incentivise them to switch.
- Need to reinforce international, regional and sub-regional cooperation and have a common regional approach
- To actively cooperate in formal and non-formal/informal educational activities with all stakeholders including Civil Society/NGOs, the media and the private sector.
- Promotion of voluntary commitments within the private sector
- Public sector should support industry adaptations
- Promote ecolabels and Green Procurement



## 9 ANNEXES

### 9.1 Agenda

#### 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	<b>S05 – Learning from existing experiences, collaboration along the value chain</b>	<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	<b>S06 – Wrap-up</b>	<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	<b>PM1 – Introduction</b>	<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	<b>PM2- Understanding the issue</b>	<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	<b>PM3 – Exploring policy options</b>	<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	<b>PM4 – Instruments</b>	<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	<b>PM5 – Sharing Mediterranean experiences</b>	<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	<b>PM6 – Discussing on the way forward</b>	<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	



## 9.2 Lists of lecturers and participants

### Regional Training on Green Economy (REG-9) 11-13 November 2018 Barcelona, Spain

No	COUNTRY	TYPE OF INSTITUTION	TITLE	FIRST NAME	LAST NAME	POSITION/ FUNCTION	ORGANISATION/ INSTITUTION	EMAIL
1	ALGERIA	MINISTRY REPRESENTATIVES	Ms.	Linda	RIZOU	Sous Directrice des études de danger et des audits environnementaux	Ministère de l'Environnement et des Energies Renouvelables	<a href="mailto:riz_line01@yahoo.fr">riz_line01@yahoo.fr</a>
2	ALGERIA	MINISTRY REPRESENTATIVES	Ms.	Zahia	BENKHENNOUF	Inspectrice	Ministère de l'Environnement et des Energies Renouvelables	<a href="mailto:Benkhenof_zahia@hotmail.fr">Benkhenof_zahia@hotmail.fr</a>
3	ALGERIA	GOVERNMENT AGENCIES	Ms.	Bouchra	HAMOUD	Head of International cooperation service	Centre National de Technologie Plus Propre	<a href="mailto:b.hamoud@cntppdz.com">b.hamoud@cntppdz.com</a>
4	ALGERIA	MINISTRY REPRESENTATIVES	Ms.	Leila	BENSMAN	Chef de bureau à la Direction de la politique environnementale urbaine	Ministère de l'Environnement et des Energies Renouvelables	<a href="mailto:lbensman@yahoo.fr">lbensman@yahoo.fr</a>
5	EGYPT	PRIVATE SECTOR	Mr.	Mohamed Youssef	HUSSEIN	Creative Director	Alexandria Detergents and Chemicals Company S.A.E (ADCO)	<a href="mailto:info@abcogrp.com">info@abcogrp.com</a>
6	ISRAEL	MINISTRY REPRESENTATIVES	Ms.	Noa	SHPITZER MIZRACHI	Director of extended producer responsibility department	Ministry of the Environmental Protection	<a href="mailto:noa@sviva.gov.il">noa@sviva.gov.il</a> , <a href="mailto:noashpitzer@gmail.com">noashpitzer@gmail.com</a>





7	ISRAEL	NGOs REPRESENTATIVES	Ms.	Osnat	AVITAL	Environment coordinator	Manufacturers' Association of Israel	<a href="mailto:osnat@industry.org.il">osnat@industry.org.il</a>
8	ISRAEL	PRIVATE SECTOR	Mr.	Noam	KAPLAN	CEO	Matok V'Kal Ltd	<a href="mailto:matok_kl@netvision.net.il">matok_kl@netvision.net.il</a>
9	ISRAEL	PRIVATE SECTOR	Mr.	Oren	AVRASHI	Innovation and Corporate Social Responsibility	Tempo Beverages Ltd.	<a href="mailto:orena@tempo.co.il">orena@tempo.co.il</a>
10	JORDAN	MINISTRY REPRESENTATIVES	Ms.	Afrah	AL HAJJAJ	Green Economy Expert	Ministry of Environment	<a href="mailto:afrah_alhajjaj@hotmail.com">afrah_alhajjaj@hotmail.com</a>
11	JORDAN	MINISTRY REPRESENTATIVES	Mr.	Ahmed	MUBIDEEN	Director of Petra Environmental Protection Directorate	Ministry of Environment	<a href="mailto:amobaideen47@yahoo.com">amobaideen47@yahoo.com</a>
12	JORDAN	GOVERNMENT AGENCIES	Mr.	Muhmad Thaeir	MUBEDEEN	Director of the Royal Department for Protecting Environment (Rangers)	Royal Department for Protecting Environment	<a href="mailto:rangers.dept@psd.gov.jo">rangers.dept@psd.gov.jo</a>
13	LEBANON	MINISTRY REPRESENTATIVES	Mr.	Manal	YASSINE	Economist / Euro Med. National SBA Coordinator	Ministry of Industry	<a href="mailto:manalyassine@gmail.com">manalyassine@gmail.com</a>
14	LEBANON	PRIVATE SECTOR	Mr.	Michel	CHOUBAYA	Head of packaging department	DAR AL KOTOB (53DOTS)	<a href="mailto:choubaya_m@53dots.com">choubaya_m@53dots.com</a>
15	LEBANON	NGOs REPRESENTATIVES	Ms.	Joslin Faith	KEHDY	Founder	EcoSouk , NGO Recycle Lebanon	<a href="mailto:aloha@recyclelebanon.com">aloha@recyclelebanon.com</a> , <a href="mailto:ecosouk@recyclelebanon.com">ecosouk@recyclelebanon.com</a>
16	LEBANON	NGOs REPRESENTATIVES	Mr.	Kevin	MATTER	Architecture Student in Advanced Ecological Building	Recycle Lebanon, IAAC	<a href="mailto:kevinmatar11@outlook.com">kevinmatar11@outlook.com</a>
17	MOROCCO	PRIVATE SECTOR	Mr.	Samir	BEN AMOR	General Manager	Multi Pack International	<a href="mailto:multipack.international1@gmail.com">multipack.international1@gmail.com</a> , <a href="mailto:samirbenamor@gmail.com">samirbenamor@gmail.com</a>



18	MOROCCO	MINISTRY REPRESENTATIVES	Ms.	Samira	AZZAOUI	Chef de Service Partenariat avec les collectivités territoriales, les organismes public et prive	Secrétariat d'Etat chargé du Développement Durable	<a href="mailto:samira.azzaoui@gmail.com">samira.azzaoui@gmail.com</a>
19	MOROCCO	NGOs REPRESENTATIVES	Mr.	Ahmed	HAMID	Chargé du projet Coproduction de la Propreté	Association des Enseignants des Sciences de la Vie et de la Terre du Maroc (AESVT)	<a href="mailto:ham_ahad@yahoo.fr">ham_ahad@yahoo.fr</a>
20	PALESTINE	GOVERNMENT AGENCIES	Ms.	Hanan	HIJAWI	Environmental Inspector	Enviroment Quality Authority (EQA)	<a href="mailto:hijawi1990@gmail.com">hijawi1990@gmail.com</a>
21	TUNISIA	GOVERNMENT AGENCIES	Ms.	Eya	TURKI EP DJAIT	Chef de service laboratoires	Centre Technique de l'Emballage et du Conditionnement (PACKTEC)	<a href="mailto:eya.turki84@gmail.com">eya.turki84@gmail.com</a>
22	TUNISIA	GOVERNMENT AGENCIES	Ms.	Naouel	CHAABANI EP MEJRI	Directrice de l'assistance aux entreprises	Centre International des Technologies de l'Environnement de Tunis	<a href="mailto:Conseil1@citet.nat.tn">Conseil1@citet.nat.tn</a>
23	TUNISIA	GOVERNMENT AGENCIES	Mr.	Raed	AYARI	Ingénieur Général, Chef de service	Centre International des Technologies de l'Environnement de Tunis	<a href="mailto:Rd.r@citet.nat.tn">Rd.r@citet.nat.tn</a>
24	TUNISIA	PRIVATE SECTOR	Mr.	Wael	BEN ALAYA	QHSE Manager	AL MAADEN / Magriplast Group UTIC (Ulysse trading and industrial companies)	<a href="mailto:wael.benalaya@utic.com.tn">wael.benalaya@utic.com.tn</a> <a href="mailto:benalaya.wael1@gmail.com">benalaya.wael1@gmail.com</a>
25	UK	INTERNATIONAL ORGANISATIONS	Ms.	Mervyn	JONES	Expert	SWIM-H2020 SM	<a href="mailto:mervyn@sustainableglobalresources.co.uk">mervyn@sustainableglobalresources.co.uk</a>
26	SPAIN	INTERNATIONAL ORGANISATIONS	Mr.	Nicola	CERANTOLA	Expert	SWIM-H2020 SM and SCP/RAC	<a href="mailto:nicola.cerantola@ecologing.es">nicola.cerantola@ecologing.es</a>
27	SPAIN	INTERNATIONAL ORGANISATIONS	Ms.	Magali	OUTTERS	Team Leader Policy Area	SCP/RAC	<a href="mailto:moutters@scprac.org">moutters@scprac.org</a>



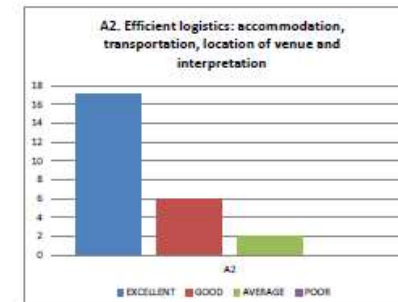
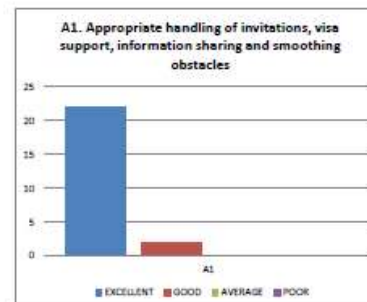
28	SPAIN	INTERNATIONAL ORGANISATIONS	Ms.	Gemma	ARROYO	Waste Management Specialist	ECOEMBES	<a href="mailto:g.arroyo@ecoembes.com">g.arroyo@ecoembes.com</a>
29	SPAIN	INTERNATIONAL ORGANISATIONS	Ms.	Marie	LE TEXIER	Co-founder & Principal	@ConsultantSeas	<a href="mailto:marie@consultantseas.com">marie@consultantseas.com</a>
30	SPAIN	INTERNATIONAL ORGANISATIONS	Ms.	Mireia	ANDREU	Project manager	Packaging Cluster	<a href="mailto:mandreu@packagingcluster.com">mandreu@packagingcluster.com</a>
31	SPAIN	INTERNATIONAL ORGANISATIONS	Mr.	Pedro	FERNANDEZ	Marine Litter Project Manager	SCP/RAC	<a href="mailto:pfernandez@scprac.org">pfernandez@scprac.org</a>
32	SPAIN	INTERNATIONAL ORGANISATIONS	Mr.	Ignasi	PUIG VENTOSA	ENT Environment & Management	Fundació ENT	<a href="mailto:ipuig@ent.cat">ipuig@ent.cat</a>
33	SPAIN	INTERNATIONAL ORGANISATIONS	Mr.	Hichem	SALEM	Green entrepreneurship project manager	SCP/RAC	<a href="mailto:hsalem@scprac.org">hsalem@scprac.org</a>
34	SPAIN	INTERNATIONAL ORGANISATIONS	Ms.	Anna	IBANEZ	Green entrepreneurship project manager	SCP/RAC	<a href="mailto:aibanez@scprac.org">aibanez@scprac.org</a>
35	SPAIN	INTERNATIONAL ORGANISATIONS	Mr.	Andrés	GALLARDO	Expert	SCP/RAC	<a href="mailto:andres@ineditinnova.com">andres@ineditinnova.com</a>
36	SPAIN	INTERNATIONAL ORGANISATIONS	Ms.	Mireia	PADROS	Prevention & Resource Efficiency Dept, Circular Economy section	Waste Agency of Catalonia (ARC)	<a href="mailto:mpadrost@gencat.cat">mpadrost@gencat.cat</a>



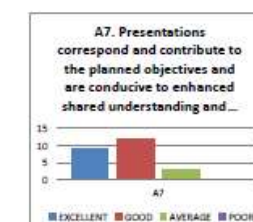
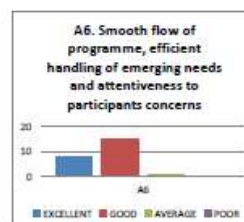
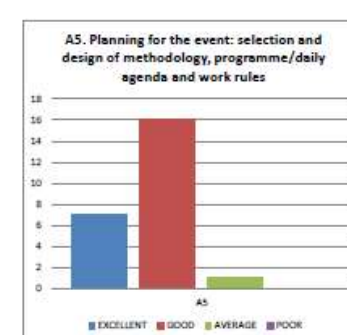
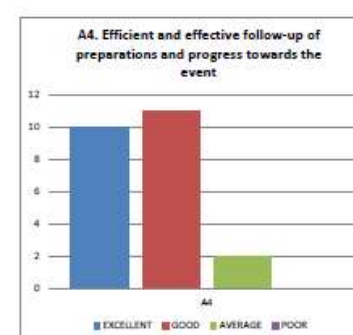
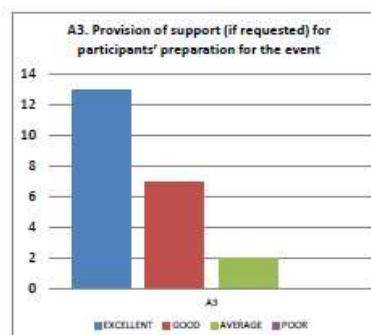
## 9.3 Evaluation results

EVALUATION RESULTS REG9 ACTIVITY 11-13 DECEMBER 2018

A. ORGANISATIONAL, ADMINISTRATIVE AND PLANNING ISSUES BEFORE AND DURING THE EVENT		Number of Replies				Rating of the workshop	
		EXCELLENT	GOOD	AVERAGE	POOR	Total Replies	Average Score (max = 4)
A1	Appropriate handling of invitations, visa support, information sharing and smoothing obstacles	22	2	0	0	24	3,92
A2	Efficient logistics: accommodation, transportation, location of venue and interpretation	17	6	2	0	25	3,60
A3	Provision of support (if requested) for participants' preparation for the event	13	7	2	0	22	3,50
A4	Efficient and effective follow-up of preparations and progress towards the event	10	11	2	0	23	3,35
A5	Planning for the event: selection and design of methodology, programme/daily agenda and work rules	7	16	1	0	24	3,25
A6	Smooth flow of programme, efficient handling of emerging needs and attentiveness to participants concerns	8	15	1	0	24	3,29
A7	Presentations correspond and contribute to the planned objectives and are conducive to enhanced shared understanding and participation on addressed topics	9	12	3	0	24	3,25
A8	Clarity, coverage and sufficiency of concepts, objectives, anticipated outputs and outcomes	6	12	6	0	24	3,00
A9	The materials distributed were helpful	8	11	5	0	24	3,13
A10	Efficient and Effective Facilitation	10	14	0	0	24	3,42
A11	Overall rating of the event	12	12	0	0	24	3,50

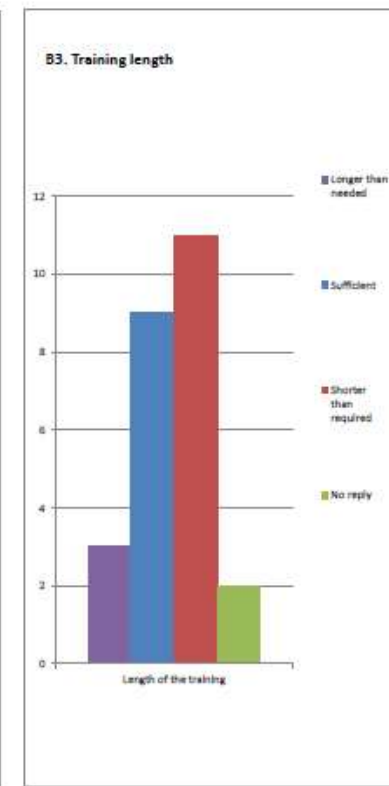
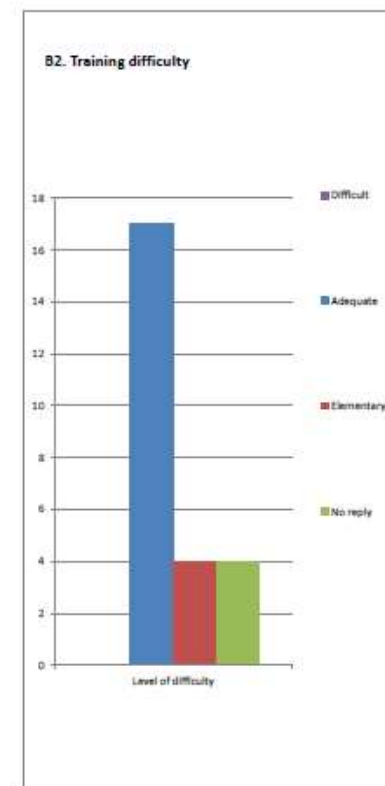
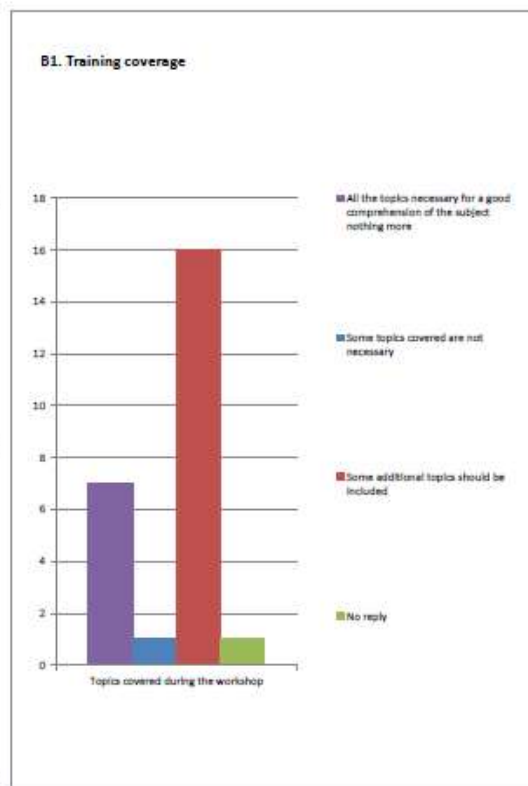
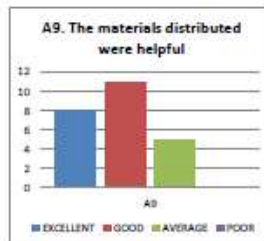


B. FEEDBACK ON TECHNICAL ASPECTS		No. of replies
B1	Coverage of the event In your opinion did the event cover (tick one of the following): All the topics necessary for a good comprehension of the subject nothing more Some topics covered are not necessary Some additional topics should be included No reply	7 1 16 1
Total Replies		25
B2	Level of difficulty Difficult Adequate Elementary No reply	17 4 4 0
Total Replies		25
B3	Length of the training In your view the workshop duration (tick one of the following): Longer than needed Sufficient Shorter than required No reply	3 9 11 2
Total Replies		25
B4	What is the most valuable thing you learned during the workshop (knowledge or skills)? @Countries have similar challenges but different needs. @Networking, learning from others. @Need to collaborate with policy makers and neighboring countries. @Collaboration, Eco-design. (2) @Think ahead while including all stakeholders. @Eco-Culture. @Role of Eco-Design in Circular Economy. (3) @Relative experience of different countries. @Identify new concepts and knowledge in green economy. @Exchange of experience. @Feedback for the REP. @Be more realistic towards certain issues. @Eco-Design to reduce environmental impact. @Example of Argentina. @EdTool. @Raising awareness among stakeholders.	
Total Replies		23





85	<p>How do you think that the current event will assist you in your future work on the subject?</p> <p>□Promote Eco-Design. □More data, examples to implement sustainable strategies in my company. □Increase the priority of Eco-Design. □Better understanding of methodology and government requirements. □Good database to build arguments to the Government. □Better approach towards policy making. □Prevent usage of plastic, new natural materials. □More reflection towards waste management. □Identify appropriate action plans. □Improve strategies and policies regarding green economy. □EdTool. (2) □Integrate analysis and control in waste management. □Elaborate legislative text according to this new knowledge, for waste management. □Sensitive towards sustainable education. □Integration of Eco-Design. □Coordinate on Circular Economy. □Raising awareness about plastic waste.</p>	
	Total Replies	23
86	<p>Please indicate whether (and how) you could transfer part of the experience gained from the event to your colleagues in your country?</p> <p>□Create a presentation to share this knowledge. (7) □Sharing the knowledge internally. (4) □Present the output in meetings. □Word of mouth. (2) □Organizing workshops. (3) □Sensitize about the issues present. □Talk with regional collectives to put in place action plans. □By connecting people who are keen to work on similar projects. □EdTool workshops.</p>	
	Total Replies	22
87	<p>What did you like most about this event?</p> <p>□Meet colleagues from Europe. □The venue was very nice. (3) □Real life case studies. □Diverse participants. (3) □Exchange between participants and experts. □Well planned. □Groupwork. □Discussions and exchange of experience. (7) □The quality and professionalism of the participants. □Examples shared. □Expertise in the topics. □Lecturing methods.</p>	
	Total Replies	23
88	<p>What needs to be improved?</p> <p>□Lack of connections with Israel. □Present a Global campaign. □Deeper dive into action plans and not only theoretical concepts. □No more delay in times. □End the day earlier. □Present more solutions to problems. □More time for the workshops. (2) □Include technical site visits. □Distance between hotel and meeting room was far. □Present success stories. □Talk about regulations that are in place regarding waste management. □More time for case studies. (2) □Focalization on what are the objectives to be attained. □Include distribution sector. □Full agenda shared earlier. □Practical project development. □Translation into Arabic.</p>	
	Total Replies	39







## 9.4 Criteria Game

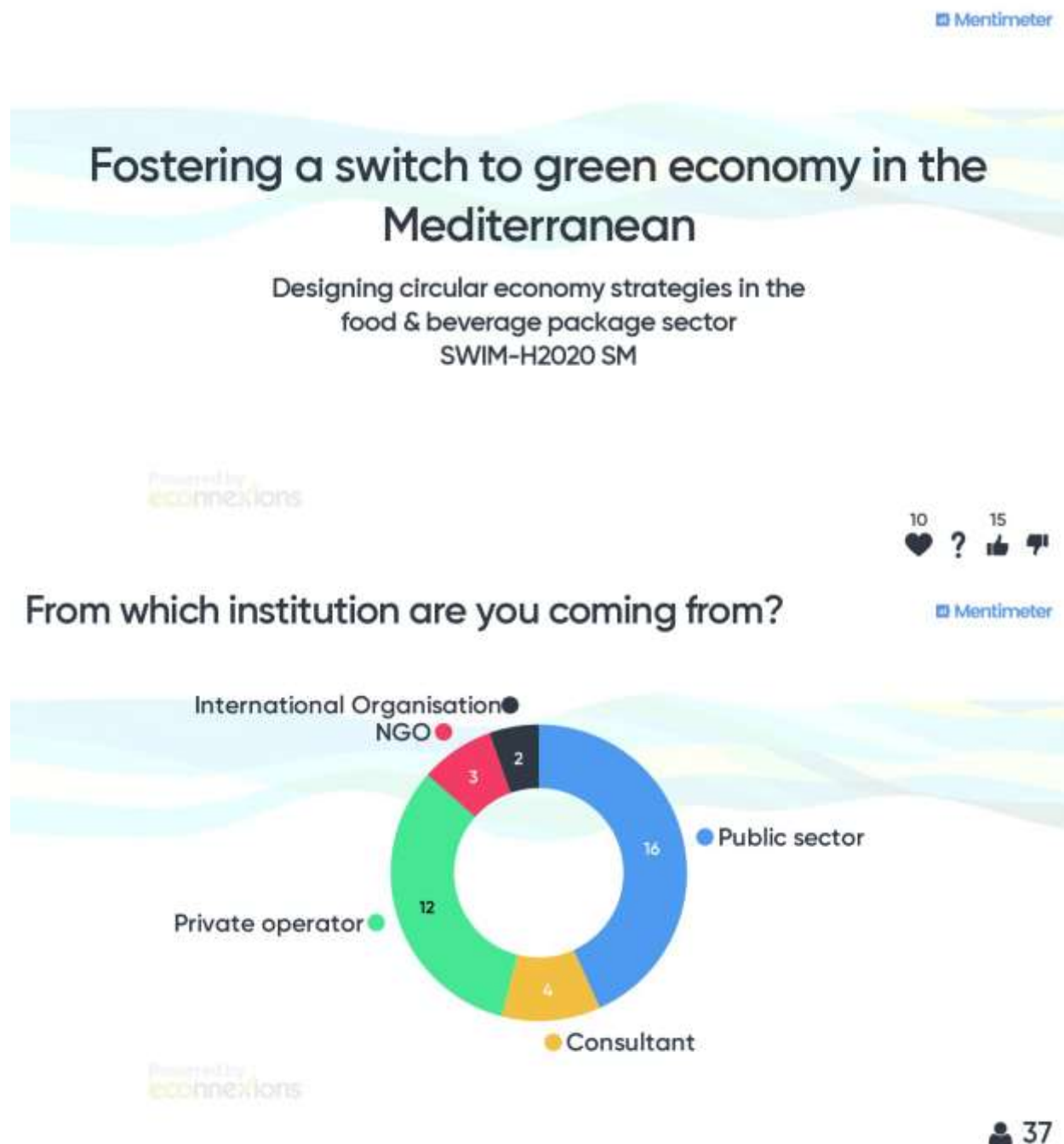
 <b>Technology of the vehicle</b> <p>vehicle The technology of the vehicle conditions not only the performance of the vehicle but also its environmental impact. Some vehicles, such as cars, are classified according to their technologies (EURO 4, EURO 5, etc...).</p>	 <b>Amount of packaging</b> <p>It refers to the quantity of materials that are used in the packaging.</p>	 <b>Routes</b> <p>The transport of goods from one place to another may be done following different routes (they may be quite straightforward or on the contrary redundant). Therefore, this aspects takes into account the level of optimization of the transportation route, looking for overall shorter distances between delivery points through the route.</p>
 <b>Communication about end of life</b> <p>It refers to the (un)existence of information regarding the end-of-life management of the product/service or its parts.</p>	 <b>Separability of components</b> <p>Ability to separate the components, in order to manage each of them in an adequate manner.</p>	 <b>Environmentally waste management</b> <p>A given waste stream may be treated by means of different waste management systems and technologies, which probably have different environmental performance. An environmentally-sound management prioritizes material recovery and, secondly, energy recovery (and ultimately landfilling).</p>
 <b>Interaction with other organizations aiming at ecoefficiency</b> <p>Interactions among organizations may bring opportunities to increase efficiencies and reduce costs (e.g. sharing common services, reusing waste flows...)</p>	 <b>Energy efficiency</b> <p>The energy efficiency refers to the percentage of total energy input to a machine or equipment that is consumed in useful work and not wasted as useless heat.</p>	 <b>Embodied energy on materials</b> <p>Embodied Energy is the sum of all the energy required to produce any goods or services, considered as if that energy was incorporated or 'embodied' in the product itself.</p>

Examples of cards. One per each criteria





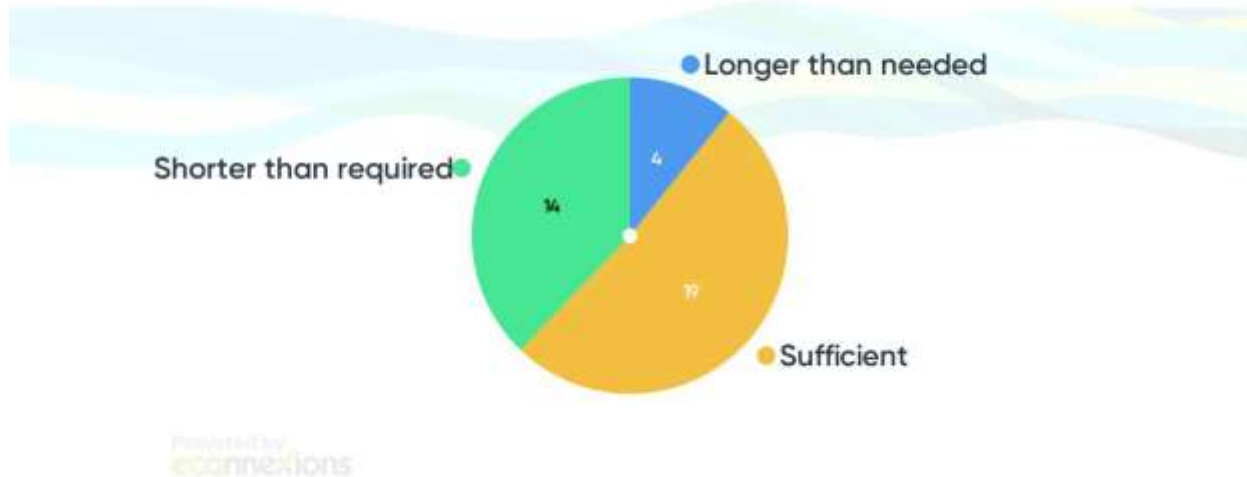
## 9.5 Mentimeter results





In your point of view the length of the regional event was:

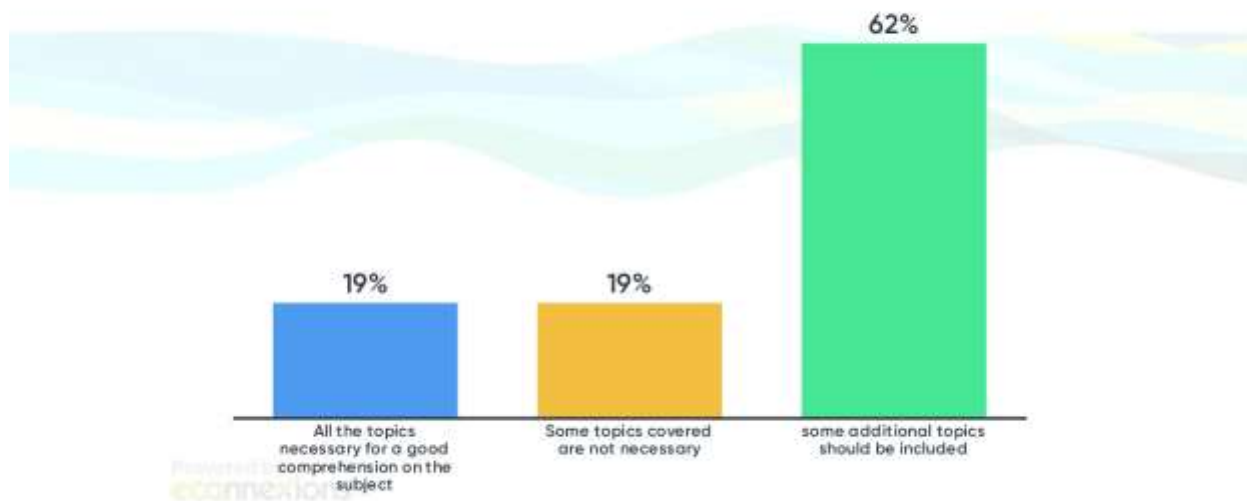
Mentimeter



37

In your opinion did the event cover

Mentimeter



39



## What is the most valuable thing you learned from this regional event?

The variety of needs across med countries

EDTOOL!!!! <3 Thank you!

Eco-design

To be realistic

All countries have the same challenges

Ed tool

We should think globally and try to applicate regionaly

ECO-LEF and ECOEMBES MODELS!

The way public administration see things VS the private sactor point of view

56

## What is the most valuable thing you learned from this regional event?

Mentimeter

l'outil edtool la promotion de l'eco-design

Mieux comprendre la notion de l'economie circulaire

Besoin de vulgariser les notions biodegradable/compostable

Nécessaire concertation entre les parties prenantes sur la réduction de l'emballage

Nécessité de coordonner les actions avec les différents acteurs dans la chaîne des valeurs

The edtool and experience share

Situation dans les pays voisins  
Experiences reussites ds ces pays

Many people looking for solutions for the environment, committment and engagement!!!

l'expérience des autres pays en matière de gestion du déchet plastique notamment le retour d'expérience sur la REP et Eco lef Tunisie.

56

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## What is the most valuable thing you learned from this regional event?

Mentimeter

Before we inforce a certain packaging solution we should have the way to treat on ground

Collaboration and all expérience shared!

copertion between government and private sector

un grand manque de concertation et d'échange entre le secteur public et le secteur privé .

même orientations , défis pour tous les pays

l'approche de traitement du sujet (concertation, échange d'idée, ...)

I learned a new information about the green economy,policy of many countries about backaging; and share experience of other countries

The need for collaboration between the business sector and policy makers. The mutual interest on environmental issues with our neighboring countries

la collaboration est importante dans toute la région pour arriver à des solutions plus durables

56

## What is the most valuable thing you learned from this regional event?

Mentimeter

réflexion plurielle et commune autour de sujets qui nous préoccupe tous le concept d' ecoconception ..

Connaître et rencontrer d'autres collègues de différentes activités. Connaître d'autres expériences

collaboration is key, dialogue

Retour d'expérience

the med region is very active and united

Avoir eu plus de visibilité sur la définition de l'eco -conception avec des exemples pratiques .

Multiple view points from manufacturer to policy!

Expérience tunisienne

L'écosystème du secteur des emballages alimentaires dans la région MENA varie d'un pays à l'autre. Il faut penser à des sessions par pays pour affiner les résultats

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56



## What is the most valuable thing you learned from this regional event?

Mentimeter

That we are not alone in our efforts to reduce waste, and that there are ways to leverage all this good will

L'interêt porte les institutions à l'économie Vert et le développement durable!

La connaissance de nouveaux modèles et concepts en rapport avec le recyclage des déchets REP

Urgence de sauvegarde de la Méditerranée

The desire to change to a circular economy from across the region!

Expérience des pays et les instruments mis en oeuvre

plus de éclaircie sur la gestion de déchets plastique et les solutions pour éradiquer pour protégé n

the most challenges that faced the country to address the solid waste the important engage private sector

L'échange d'expérience. De différents pays. Les solutions prises. En matière de sensibilisation et de vulgarisation. Voir plus de modèles du terrain des pays. Les outils utiliser pour la formation

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## What is the most valuable thing you learned from this regional event?

Mentimeter

L'expérience des différents pays dans la gestion et la valorisation de leurs déchets d'emballages, mais juste une information les défis des pays sont pas les mêmes, la réalité se diffère, exemple le citoyen Algérie n'est pas abittué au tri sélectif.

Follow up with contacts made

Work towards reusable bags standards and norms

Have a strong coffee ☕

Looking for other suppliers of eco product

Un plan pour la gestion de déchets en urgence a court terme essentiellement combattre l'emballage dans c'est différente figure (plastique, carton...etc) on attendant de mettre un autre plan a long terme, le temps que le citoyen s'abitude

poursuivre la concertation entre le secteur public et le secteur privé pour mettre en place le système de gestion des déchets d'emballages sur la base du retour d'expériences pratiques dans la région et développer le cadre réglementaire et normatif

L'expérience des autres pays

We will identify 2-3 packaging we can kick start the Eco Design / Reduction at source We will identify in the waste stream the waste that can be reduced at source

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## What is the most valuable thing you learned from this regional event?

Mentimeter

Synergies PPP

l'importance de  
l'écoconception et la  
croissance verte

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## What will be the first action that you will make after this regional event?

Mentimeter

Reporting and creating  
awareness

EdTool redesign competition  
with competing universities  
and collaboration with  
manufacturers.

Present the ideas to our  
industries members

Be in contact with new  
colleagues

Acceler les procedures  
engages sur les emballages

Prepare a presentation on the  
subject and key issues to  
circulate internally

Reach out to contacts from  
this event to seek areas for  
collaboration

Promotion of the eco-design  
product in our group of  
companies

Look at packages again in a  
more eco way of thinking

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## What will be the first action that you will make after this regional event?

Mentimeter

Focus on the usage of non-plastic

Shairing the Ed-tool

Partager cette expérience avec l'entreprise et les parties prenantes

Restituer les acquis de la formation

share information

Réaliser une petite présentation pour les collègues du bureau

Travailler sur un projet de partenariat entre le secteur privé et le secteur public

Work on reusable bags standards and norms

rendre compte à mon groupe de travail ... Assurer une formation aux adhérents de mon organisation sur l'écoconception

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## What will be the first action that you will make after this regional event?

Mentimeter

Compte rendu détaillé a la hierarchie avec proposition d'actions sur les axes qui connaissent un retard.

Etudier les pistes d'amélioration avec les parties prenantes sur le plan national et régional

I will share this information and policy with my institution and compair it with our policy trying to improve the policy in our country

Share the edTOOl with other colleagues

Partager ,planifier....sur l'eco conception via edtool

formation sur le sujet sensibilisation réunion de coordination avec secteur public et privé

travailler sur le texte législatif sur l'organisation de la gestion des déchets d'emballage

Mettre les acteurs de la chaîne de valeur ensemble. Régler le problème de collecte des déchets d'emballages dans une municipalité

Partager cette expérience avec les collectivités local au sein de notre ville, afin de commencer à concrétiser une solution pour développer le tri selectif dans la région!

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## What will be the first action that you will make after this regional event?

Mentimeter

S aligner sur le plan d'action à mettre en place avec une priorisation des axes de travail Utiliser l'edtool durant la phase conception

étudier le montage d'un projet d'assistance au profit des entreprises du secteur d'emballage (réseautage, réflexion sur des solutions innovantes, partage des connaissances, possibilités de collaboration...)

Réunir les membres de l'APAB pour proposer les actions prioritaires pour la collecte (au sein de l'entreprise) et le recyclage du PET en fonction des expériences des autres firmes internationales pour les soumettre à aux autorités compétentes

Rester en contact avec les participants et élargir/recupérer le groupe pour le partage

Démultiplier les connaissances requises Profiter des recommandations pour les intégrer dans le contexte réglementaire dans la mesure du possible

renforcement de la formation dans le domaine de gestion des déchets d'emballage

Identifier les espaces de concertations les plus efficaces pour impulser un véritable PPP et l'exploiter pour une créer une initiative 0 déchets d'emballage perdus,

share the information and presentation with my colleagues

essayer de remporter l'expérience de la Tunisie dans la mise oeuvre des procédures de ecojem

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37

## What will be the first action that you will make after this regional event?

Mentimeter

Innovation

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Write down in two key words the most important knowledge you gained?

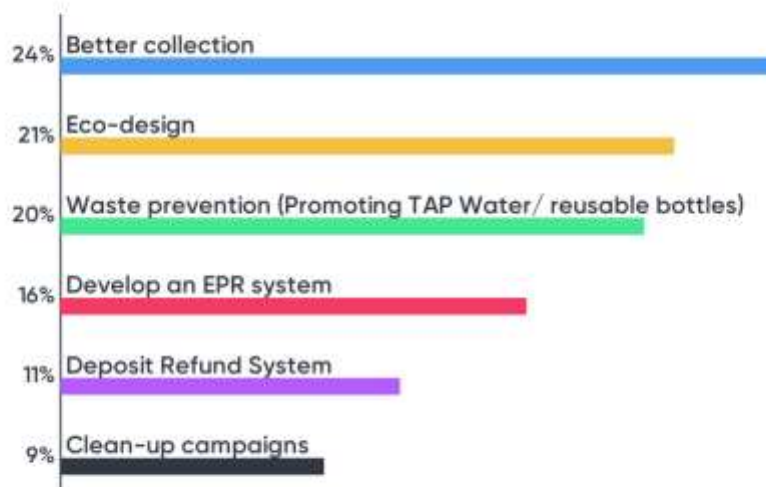
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37

Please rate the measures to reduce plastic bottles waste

Mentimeter



41



## Which is the best environmental option for plastics waste?

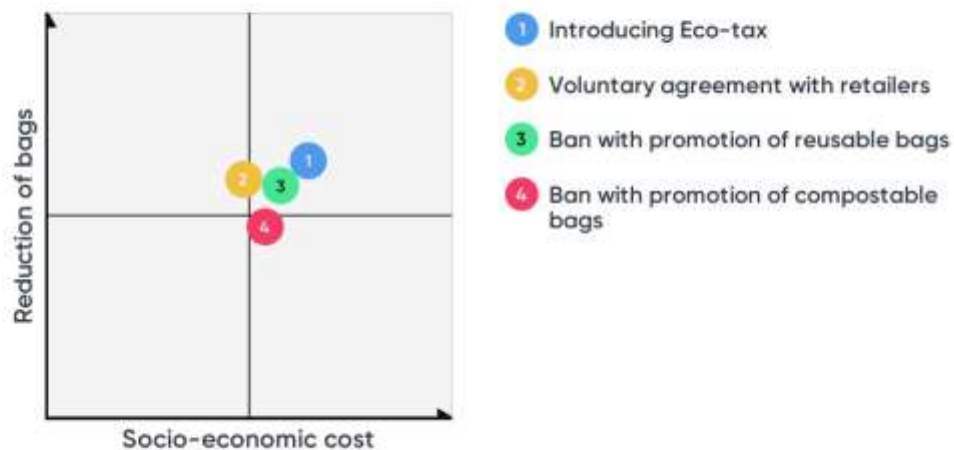
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40

## How would you rate these actions to reduce plastic bags?

Mentimeter

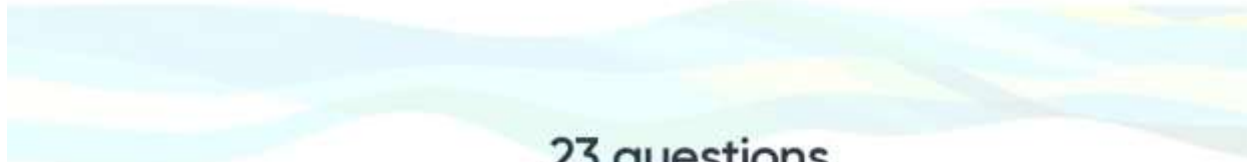


38



Please ask the trainers any pending question!

Mentimeter



23 questions

24 upvotes

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The life cycle of Water bottles?

Mentimeter



0



Out of the waste found out of the open sea, seabed, and on the beaches what is the % of plastics

Mentimeter



0

What is the percentage of the marine litter coming from land sources and the one coming from marine sources

Mentimeter



0





Mentimeter

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