

SwitchMed

Background

Industry in the South Mediterranean Region is facing complex challenges to maintain rapid economic growth in a resource-constrained environment. With financial support from the European Union, the SwitchMed Programme is being implemented by the United Nations Industrial Development Organization (UNIDO), the United Nations Environment Programme (UNEP) and the Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) in order to facilitate the shift toward sustainable consumption and production in the region.

The MED TEST II project, a component of the SwitchMed Programme, evolved from the previous experience of UNIDO with the MED Transfer of Environmentally Sound Technology (TEST) initiative for promoting the transfer and adaptation of cleaner technologies in industries of the region. MED TEST II aims to present green industry benefits to local businesses, identify enabling policy aspects and develop the local market of service providers for sustainable production and resource efficiency in industry.

Switch-Med, which works with a wide range of stakeholders, is committed to catalyze the market of sustainable products

and services and empower civil societies as agents of change towards sustainability. It supports industry, emerging green entrepreneurs, civil society and policy makers through policy development, demonstration activities and networking¹.

Approach

Transfer of Environmentally Sound Technology is a comprehensive and integrated approach developed by the United Nations Industrial Development Organization to address the challenges and barriers industries face to become more resource and energy efficient, non-polluting and safe, produce products that are responsibly managed throughout their life cycle, increase productivity, access international markets with good quality products and comply with environmental standards.

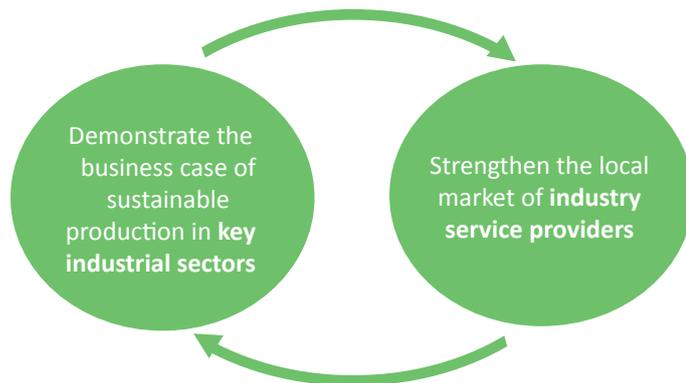
TEST combines the essential elements of tools such as resource efficiency and cleaner production, environmental and energy management systems and material flow cost accounting, applied on the basis of a comprehensive initial assessment of enterprise needs. As a result of the customized integration and implementation of these tools and their elements, the

¹For more information on SwitchMed please visit www.switchmed.eu



key output is the adoption of best practices, new skills and an improved management culture, enabling the company to move towards sustainable entrepreneurship.

MED TEST II will increase the demand and supply of sustainable production services to industry by providing technical assistance to 130-150 enterprises in the Southern Mediterranean. The target is to increase industries' knowledge about business opportunities for resource productivity as well as to increase service providers' capacity to deliver sustainable production services matching industry needs.



Activities

Local stakeholders and in particular local service providers have been selected in the eight countries — Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia — to provide support with the implementation, dissemination and scaling up of MED TEST activities.

The project was launched through a series of national kick-off meetings attended by European Delegations and the United Nations Industrial Development Organization. Subsequently, integrated methodology training on the UNIDO TEST approach was provided for local service providers. Since service providers

will be delivering integrated services to the industry in the future, building their capacities is crucial.

Awareness-raising seminars and initial assessments are being carried out in close cooperation with industrial associations in all the countries targeting local industries within key industrial sectors.

Overview of results

A set of up-to-date, train-the-trainer workshops on the Transfer of Environmentally Sound Technology was delivered to 22 service providers with more than 100 trainees from the eight participating countries. To date more than 1,000 companies were contacted as part of marketing activities, with a first batch of 19 enterprises already selected and engaged to start implementing TEST. The aim is to select and sign contracts with 130-150 companies from all eight countries by early 2016.

Outlook

By the end of the project the following outcomes are expected:

- Increased knowledge among industrialists about the concept, benefits and implementation methods of resource efficiency and sustainable production in industry
- Reduced environmental impact, lowered production costs and increased competitiveness for industries participating in the project
- Increased capacity of local service providers to offer sustainable production services to industries on a commercial scale
- Increased local market demand for sustainable production services in industry
- Local policymakers supported in integrating resource efficiency and sustainable production concepts into national policy and incentive schemes



Regional training on Transfer of Environmentally Sound Technology