



3rd ISE Community of Practice gathering

Innovative Sustainable Economy Mission

2-4 April 2025

Sarajevo, Bosnia and Herzegovina



Innovative
sustainable economy

Interreg
Euro-MED



Co-funded by
the European Union

UNION FOR THE MEDITERRANEAN



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3rd ISE Community of Practice (CoP) gathering
Union for the Mediterranean
3 April 2025

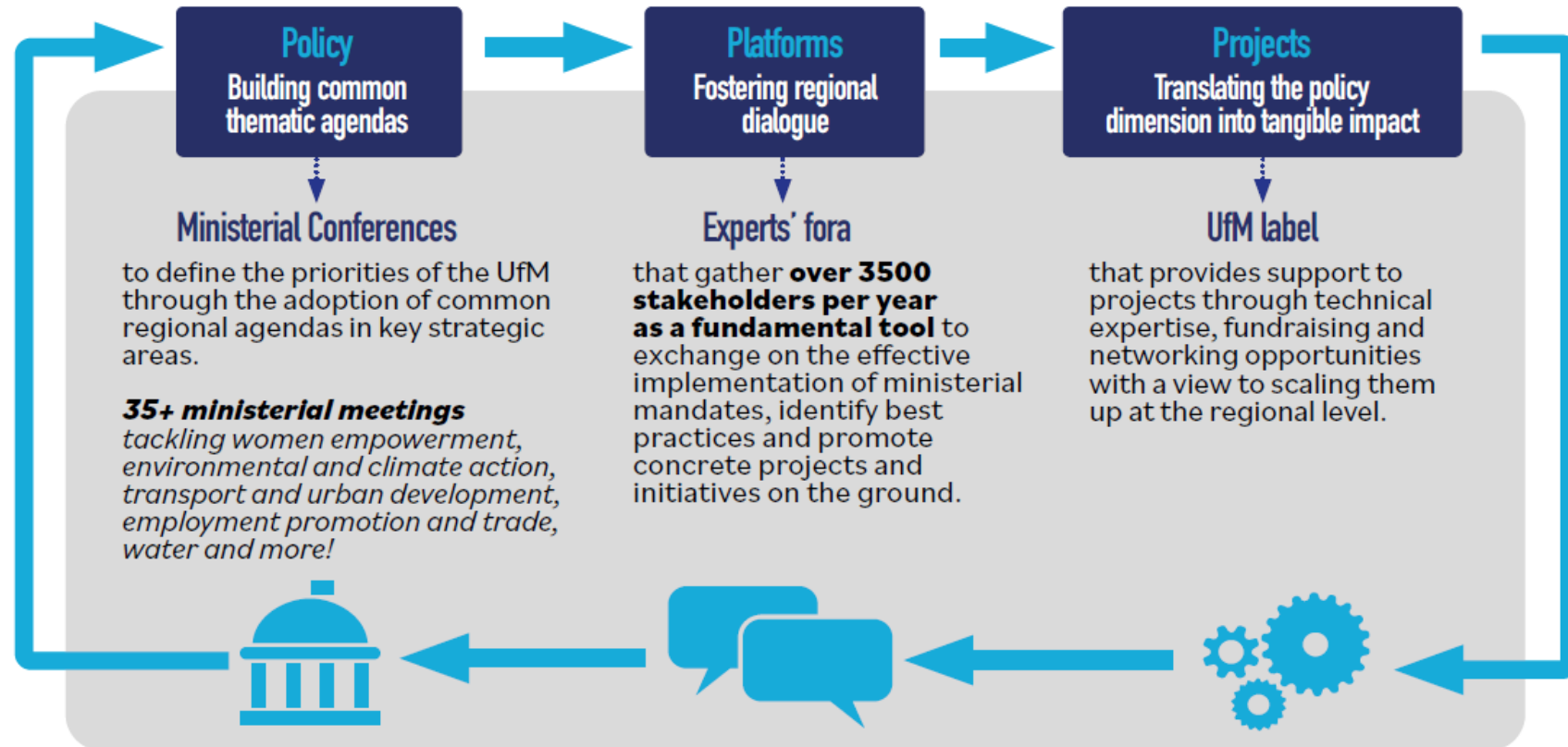


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The UfM at a glance

*Mission to enhance
**cooperation, dialogue,
integration, stability, and
sustainable development
at regional level** through
the implementation of
concrete projects and
initiatives with tangible
impacts*

How does the UfM operationalize its mandate? The **3P's** Methodology





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The UfM labelled Interreg Euro-MED Governance Projects

Improve the territorial transnational governance: integration of South/East Med as associated partners; joint activities.

Interreg
Euro-MED



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the European Union



Strengthening an
innovative
sustainable
economy



Protecting, restoring
and valorising the
natural environment
and heritage



Promoting
green living areas



Enhancing
sustainable tourism



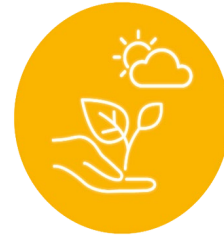
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The Euro-MED Governance Projects in the UfM green/blue agendas

**Interreg
Euro-MED**



Strengthening an innovative sustainable economy



Protecting, restoring and valorising the natural environment and heritage



Promoting green living areas



Enhancing sustainable tourism



2030GreenerMed
AGENDA FOR A GREENER
MEDITERRANEAN

THEMATIC AXIS 1 Support the transition to a green, circular and socially inclusive economy based on sustainable consumption and production practices and nature-based solutions

THEMATIC AXIS 2 Prevent and reduce pollution on land, sea and air

THEMATIC AXIS 3 Protect, preserve, manage and restore natural resources in the Mediterranean region within an integrated ecosystem approach, including terrestrial, marine and coastal dimensions



Governance & Cooperation – Marine Research & Skills – Sustainable Fisheries & Aquaculture – Green Maritime Transport & Ports – Marine Litter Reduction – Sustainable Coastal Tourism – Maritime Spatial Planning – Marine Renewable Energy- Maritime Safety & Security – Sustainable Investments.



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Latest UfM Ministerial References of relevance

- **Environment and Climate Action** (2014 and December 2021)
- **Sustainable Blue Economy** (2015 and February 2021)
- **Energy** (December 2016 and June 2021)
- **Research and Innovation** (27 June 2022)
- **Employment and Labour** (2019 and May 2022)
- **Transport** (February 2023)



2021 UfM Ministerial Declaration on Environment and Climate Action





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Highlights of Environment

- **Adoption of the** UfM Ministerial Declaration on Environment and Climate Action, 4th October 2021, Cairo.



Support the transition towards a Green, Circular and Socially Inclusive Economy, based on sustainable consumption and production practices and nature-based solutions.
(Axis 1)



Prevent and reduce pollution on land, air, and sea.
(Axis 2)



Protect, preserve, manage, and restore natural resources in the Mediterranean region within an integrated ecosystem approach, including terrestrial, marine, and coastal dimensions.
(Axis 3)





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Highlights of Environment

Systematic implementation of the 2030GreenerMed leads to:

- 01 Clear priorities for implementation centered around the three axes of the 2030GreenerMed, namely green, circular, inclusive economy; pollution with a focus on prevention aspects; biodiversity/ecosystems management and restoration
- 02 Technical and financial convergence around the 2030GreenerMed priorities
- 03 Pooling of resources and fostering collaboration via regional projects and a multi-stakeholders approach, combining dialogue/actions, process/projects
- 04 Easier association/support in the implementation of international and regional conventions, such as the GBF
- 05 New opportunities of partnerships in the Mediterranean and the UfM



AGENDA FOR A GREEN MEDITERRANEAN
Implementing the Environmental SDGs in the
(2030GreenerMed)



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2030 GreenerMed Agenda

- **Identified Thematic Priorities through consultation with countries and stakeholders**

Axis 1:

Support the transition towards a Green, Circular and Socially Inclusive Economy based on sustainable consumption and production practices and nature-based solutions



Axis 2:

Prevent and reduce pollution on land, sea and air



Axis 3:

Protect, preserve, manage and restore biodiversity and natural resources in the Mediterranean region within an integrated ecosystem approach, including terrestrial, marine and coastal dimension/s





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2030GreenerMed
AGENDA FOR A GREENER
MEDITERRANEAN

IDENTIFIED KEY ACTIONS UNDER 2030GREENERMED THEMATIC AXIS 1

KA1.1. Support Sustainable Consumption and Production

KA1.2. Increase Resource Efficiency

KA1.3. Adopt innovative solutions along the entire value chain (across sectors and industries, urban and rural)

KA1.4. Promote changes in business practices, trade, public policy

KA1.5. Promote changes in education, behaviour and lifestyles

KA1.6. Engage all stakeholders (private, public and society/consumer level) and raise awareness



IDENTIFIED KEY ACTIONS UNDER 2030GREENERMED THEMATIC AXIS 2

KA2.1. Strengthen mechanisms for pollution prevention and reduction from different sources through application of a source-to-sea/ridge-to-reef approach

KA2.2. Put a particular focus on plastic pollution and marine litter as well as other inorganic and organic pollution sources

KA2.3. Facilitate investments in infrastructure.

KA2.4. Reduce chemical pollution

KA2.5. Improve soil quality

KA2.6. Reduce and control air pollution

KA2.7. Reduce landfilled waste



IDENTIFIED KEY ACTIONS UNDER 2030GREENERMED THEMATIC AXIS 3

KA3.1. Support actions that preserve, protect and/or restore terrestrial, marine and coastal ecosystems, natural capital and biodiversity

KA3.2. Promote the sustainable management of landscapes, seascapes and coastal areas in the Mediterranean

KA3.3. Promote an integrated ecosystem-based approach to managing terrestrial, coastal and marine natural resources

KA3.4. Focus on safeguarding/improving key ecosystem functions and services (in protected and productive areas)

KA3.5. Promote transboundary cooperation

KA3.6. Mainstream biodiversity in key sectors

KA3.7. Protect on-farm biodiversity in agro-ecosystems

KA3.8. Promote Disaster Risk Reduction with a special focus on extreme events including droughts and floods, and forest fires

KA3.9. Promote nature-based solutions

✓ **Key actions by Axis**



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2030 GreenerMed Agenda



Who we are

What we do

Work with us

Info centre

Contact



Support the transition towards a green, circular and socially inclusive economy

During the 2nd Ministerial Declaration on Environment and Climate Change, approved in Cairo on the 4th of October 2021, the 2030GreenerMed Agenda and work plan as implementation tools were endorsed, as a result of an intense period of work done with the 42 UfM countries and all partners of the ecosystem.



Prevent and reduce pollution on land, air and sea

Download the full GreenerMed document [here](#), the GreenerMed Baseline Assessment report [here](#) and the First GreenerMed Monitoring Report [here](#).

Key actions by the UfM member states, stakeholders and donors are directly supporting the joint priority axes of work. See the full list of supporting projects for **Priority Area 1**, **Priority Area 2** and **Priority Area 3**.



Protect, preserve, manage and restore natural resources in the Mediterranean region within an integrated ecosystem approach, including terrestrial, marine and coastal dimensions

2030 GreenerMed Agenda



2030GreenerMed
AGENDA FOR A GREENER
MEDITERRANEAN

"Towards 2030: Agenda for a Greener Med – Contributing to Achieving the Environmental SDGs in the Mediterranean" or **2030GreenerMed** aims to define the post-2020 UfM Environment Agenda. The Agenda addresses key environmental issues in the Mediterranean that require cooperation across borders and sectors, and was developed collaboratively with countries and stakeholders, linking local experience with decision-making processes at national, regional and international levels.



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2030 GreenerMed Agenda: evaluation structure and process

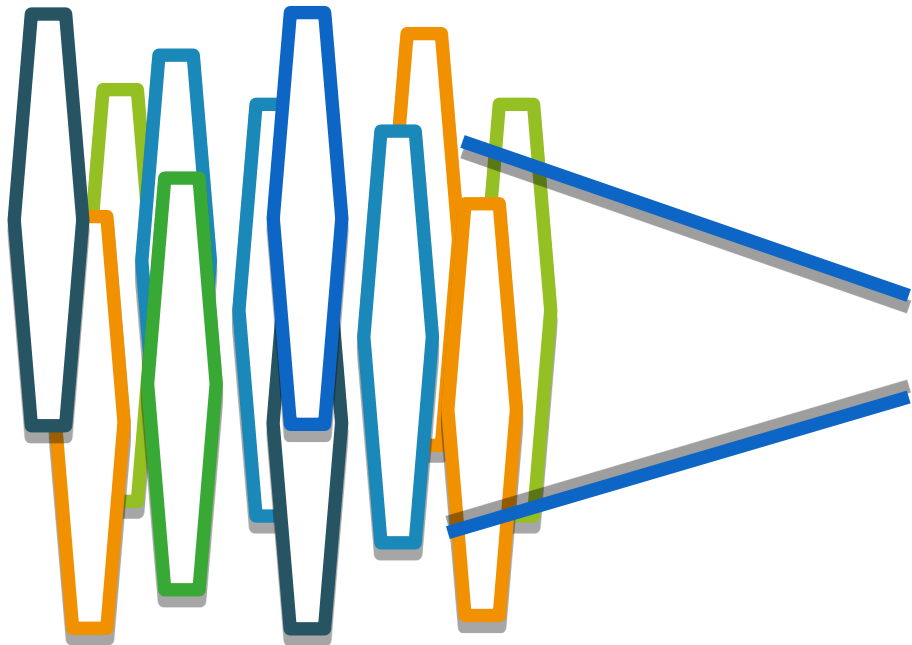


2030GreenerMed
UfM AGENDA FOR A GREENER
MEDITERRANEAN

Extract info from annual reports
for 2030 GreenerMed purposes

Compilation of information
on annual basis and
analysis/overview of
progress every two years

External evaluation
every 5 years





Update 2024- overall results

291 regional/multi-country projects & diverse funding sources as per below:

Funding source	# of projects Baseline	# of projects today
EU - PRIMA	10	117
EU – Interreg Mediterranean / Interreg Euro-Med	34	99
EU – ENI CBC Med/ Interreg Next Med	26	46
EU – H2020 RTD	1	6
IPA II (incl. CSF)	3	3
EU – ENI South	2	2
EU – Horizon Europe	n/a	3

Funding Source	# of projects Baseline	# of projects today
EU Life	n/a	3
FFEM	n/a	1
MAVA Foundation	1	4
BMZ Germany	1	1
BMU Germany	1	2
GEF – Global Environment Facility	1	2
Multi-donor*	2	2

Funding source for regional partnerships (cross-cutting)
SIDA
Italy

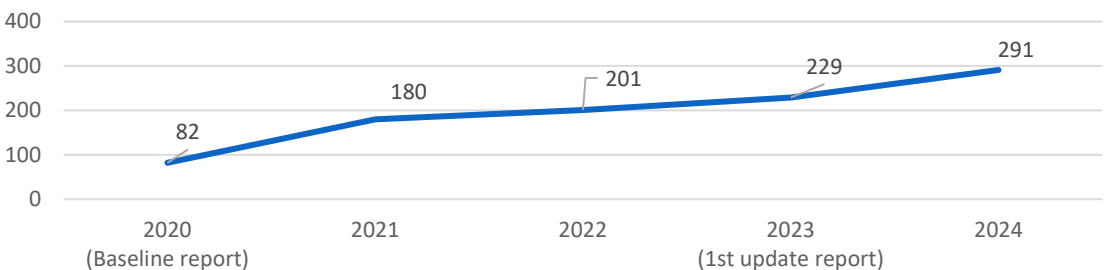
Total amount of financial
resources leveraged:
> EUR 752 million
(ca. EUR 300 million as at
baseline 2020),
i.e. + 150% since baseline

*Multiple donors are contributing to 1 hybrid environmental fund (MedFund) and to 1 project led by MedPAN, Conservatoire du littoral, PIM initiative, WWF Mediterranean (Cogito). Funding sources include the following:
-> MedFund: GEF, FFEM, AFD, the Government of Monaco, the Prince Albert II of Monaco Foundation, and the Oceanographic Institute of Monaco
-> Prince Albert II of Monaco Foundation, European Union (UNEP/MAP through the MedMPA network)

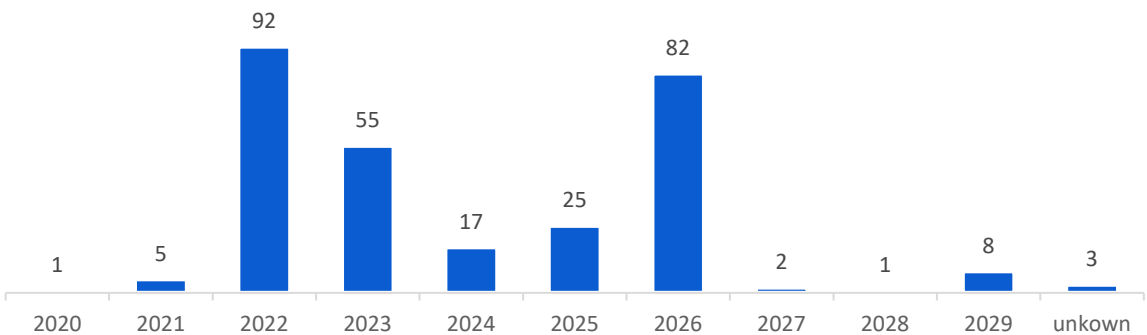


Update 2024- overall results

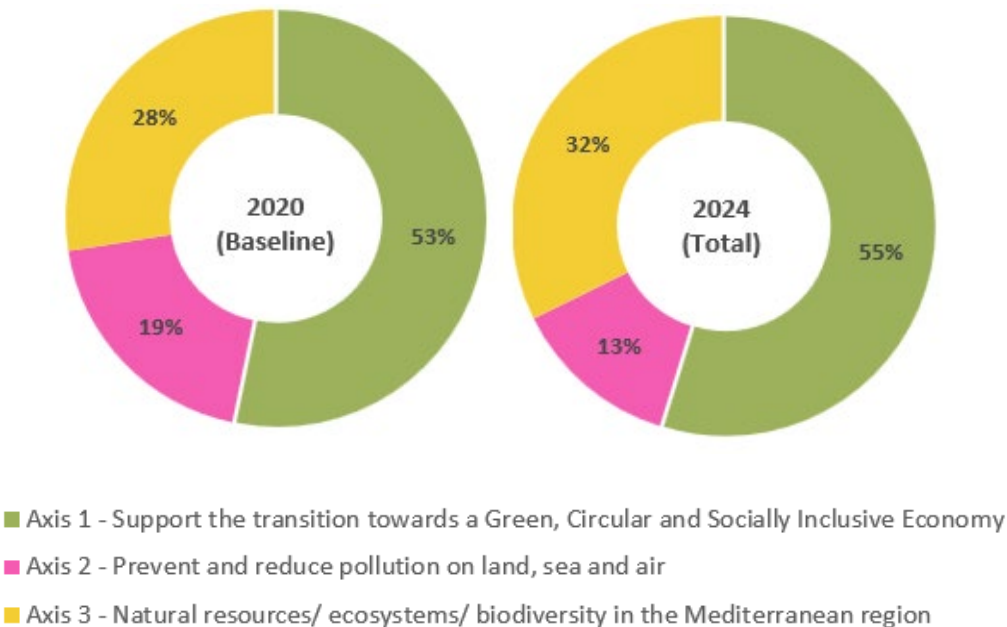
N° of projects contributing to 2030GreenerMed
2020 – 2024 (cumulative)



N° of projects ending in the respective year



Percent of projects per thematic area





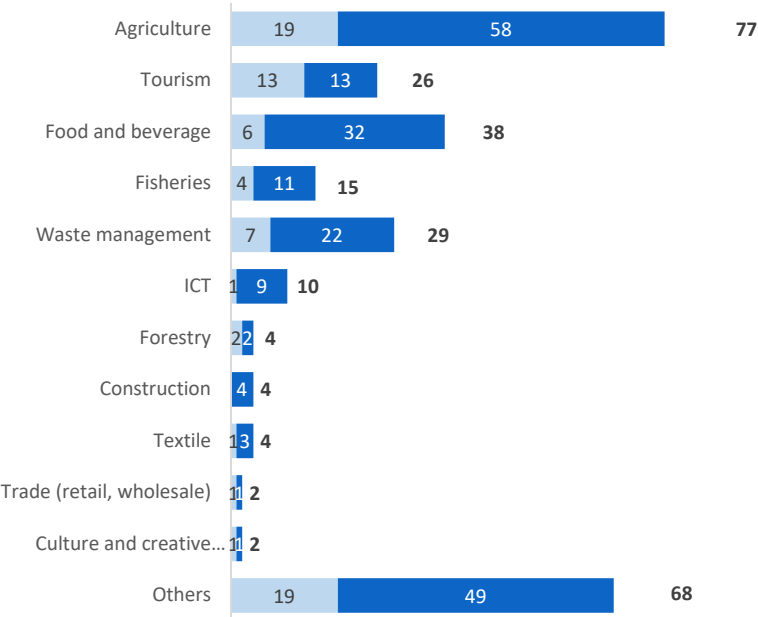
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Update 2024- overall results



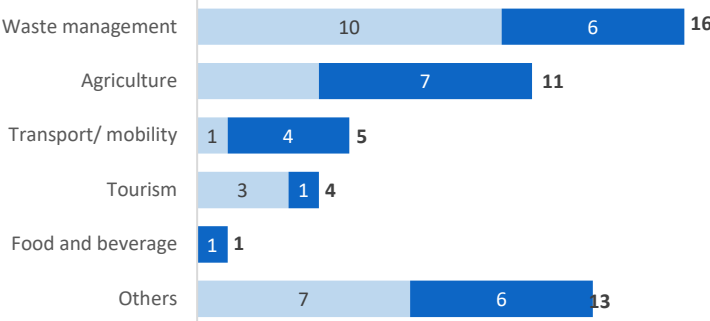
Axis 1

*Green, circular, socially
inclusive economy*



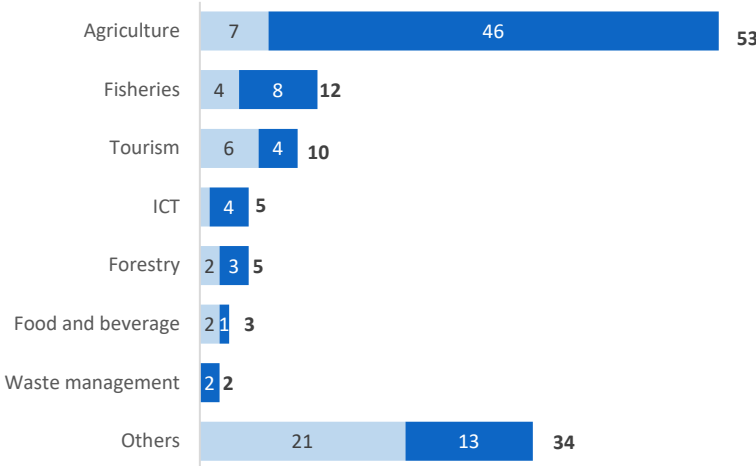
Axis 2

*POLLUTION WITH A
FOCUS ON PREVENTION – LAND, SEA, AIR*



Axis 3

*NATURAL RESOURCES/
ECOSYSTEMS RESTORATION/BIODIVERSITY*



■ Baseline ■ 2021 - 2024

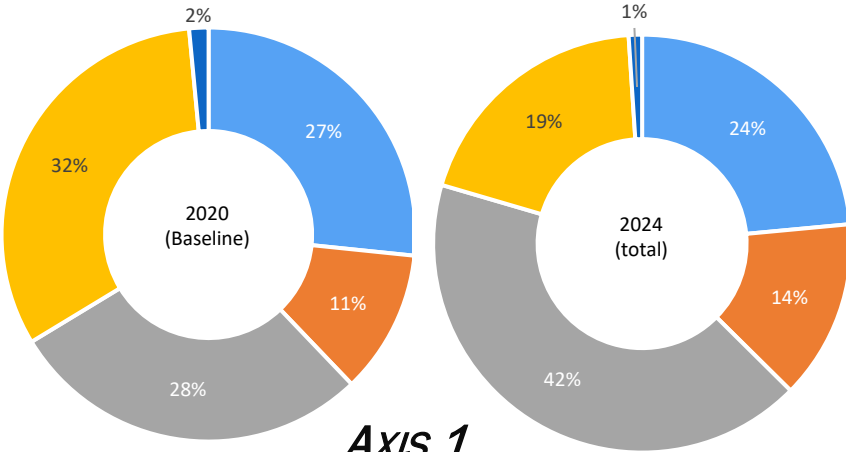
others: specific economic sectors are not addressed (e.g. when economy in general is targeted) or economic sectors addressed are not further specified or do not clearly fall within a specific sector/ within any of the other sectors mentioned (e.g. artisanal salinas; manufacturers of EPS/XPS insulation panels)



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Update 2024- overall results



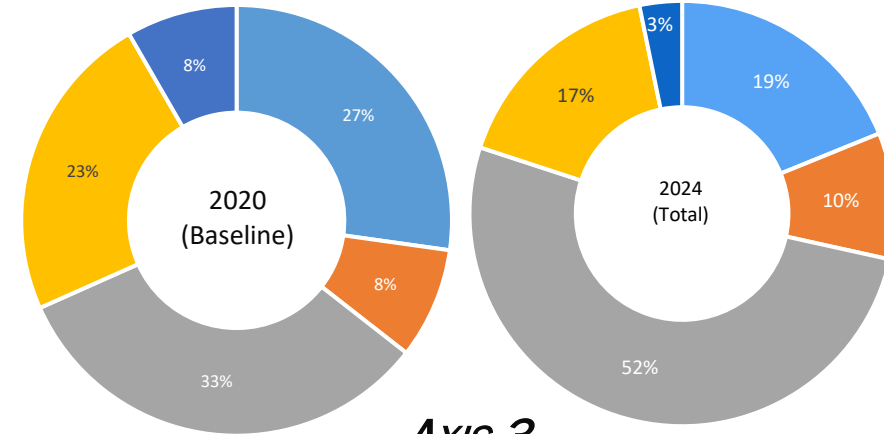
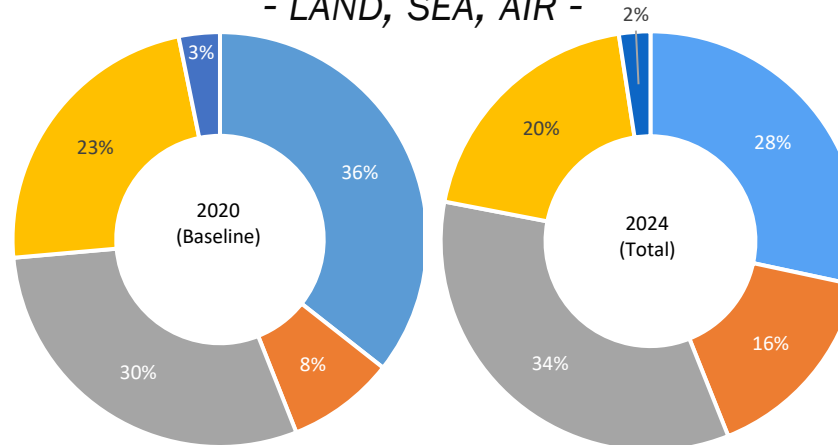
Axis 1

*Green, circular, socially
inclusive economy*



Axis 2

*POLLUTION PREVENTION AND REDUCTION
- LAND, SEA, AIR -*




Axis 3

*NATURAL RESOURCES/
ECOSYSTEMS/BIODIVERSITY*



- Public sector
- Businesses
- Academia/ research
- CSO
- Development organisations

An underwater photograph showing a diver in a black wetsuit and blue fins swimming towards the left. A yellow rectangular frame is suspended in the water near the diver. The water is clear blue with sunlight filtering through from the surface, creating a shimmering effect on the sandy seabed.

2021 UFM MINISTERIAL DECLARATION ON SUSTAINABLE BLUE ECONOMY

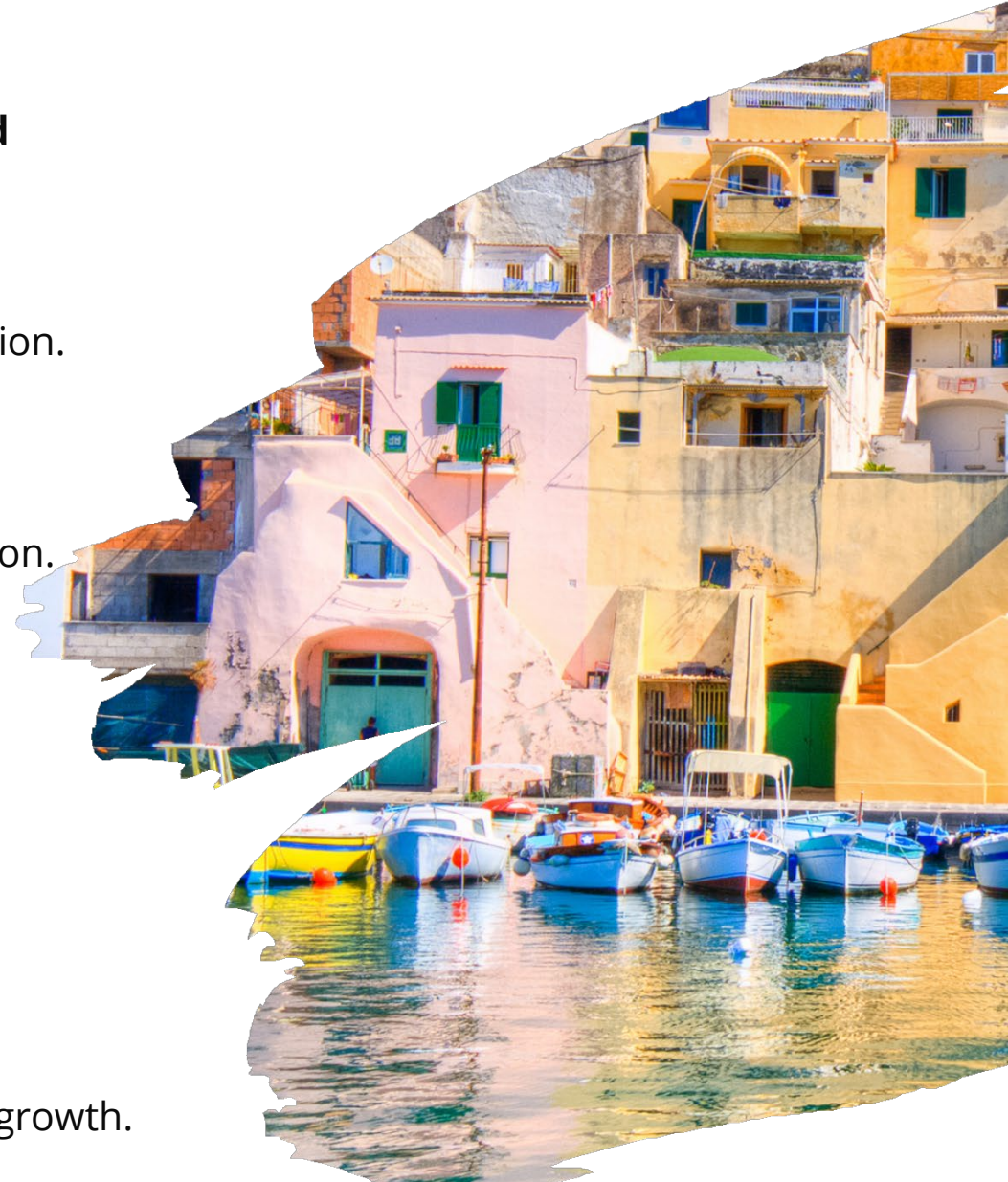


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Highlights on Sustainable Blue Economy

2nd UfM Ministerial Declaration on Sustainable Blue economy. 2nd February 2021.

1. **Governance & Cooperation** – Strengthening sea basin strategies.
2. **Marine Research & Skills** – Advancing innovation, jobs, and education.
3. **Sustainable Fisheries & Aquaculture** – Ensuring food security & ecosystem health.
4. **Green Maritime Transport & Ports** – Reducing emissions & pollution.
5. **Marine Litter Reduction** – Preventing & removing marine waste.
6. **Sustainable Coastal Tourism** – Balancing tourism growth with environmental protection.
7. **Maritime Spatial Planning** – Managing marine & coastal resources efficiently.
8. **Marine Renewable Energy** – Expanding clean energy solutions.
9. **Maritime Safety & Security** – Protecting activities & resources.
10. **Sustainable Investments** – Supporting responsible blue economy growth.





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Highlights on Sustainable Blue Economy

Implementation Roadmap

- ✓ **Key Regional Framework** – A strategic document guiding Mediterranean cooperation.
- ✓ **Needs & Opportunities** – Identifies challenges, funding sources, and priority areas.
- ✓ **Collaboration & Scaling** – Outlines pathways for future projects and partnerships.
- ✓ **Monitoring & Evaluation** – Ensures progress tracking through a results-based system.





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Highlights on Sustainable Blue Economy

Second UfM Stakeholder Conference on SBE

- 350+ Med SBE Stakeholders
- Plenary + 11 Parallel Multi-stakeholder Workshops - 2021 UfM Ministerial on SBE priorities
Stock-taking of progress achieved
- Joint challenges and transformative tools and pathways for the SD of the sectors and activities of the Med SBE
- Feeding the Roadmap and the related next steps
- Setting the path towards future deliberations at political level
- Outcomes and Main Messages available on MedBESP



3rd (2024) Ed. of the UfM publication on the status of the Sustainable Blue Economy in the Mediterranean

3rd edition of the UfM periodic publication on the status of the sustainable blue economy in the Mediterranean, following the 2021 and 2017 versions

Fisheries and Aquaculture

Maritime Transport and Ports

Coastal and Maritime Tourism

Marine Renewable Energies

Maritime Safety and Security

Interactions between Marine litter and the Blue Economy

Marine Research and Innovation

Maritime Skills, Careers and Employment

Sustainable Blue Economy as an opportunity: Financing Sustainable returns

Governance of the Sustainable Blue Economy

Maritime Spatial Planning and Integrated Coastal Zone Management



Mid-Term Evaluation of the UfM 2021 Ministerial Declaration on Sustainable Blue Economy

- ... was foreseen in the Roadmap, in the context of the preparation of a new Ministerial Declaration, expected possibly after 2025...

a. It should serve to provide information in support of the preparation and identification of the priorities of a subsequent Ministerial Declaration

b. Its recommendations may serve as a basis for future political deliberations on the Sustainable Blue Economy

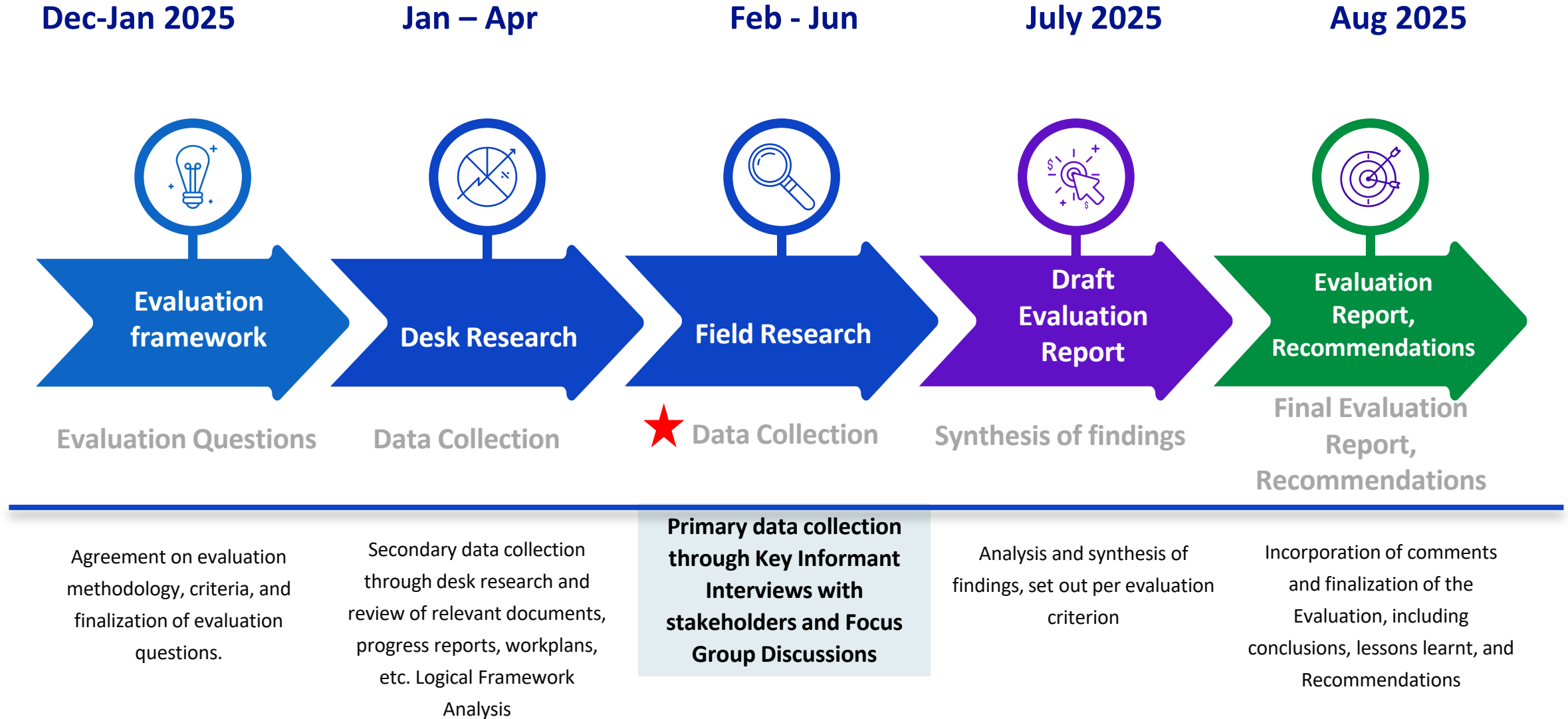


Policy Cycle

01. Design
02. Monitoring
03. Analysis
04. Evaluation



The Evaluation Process





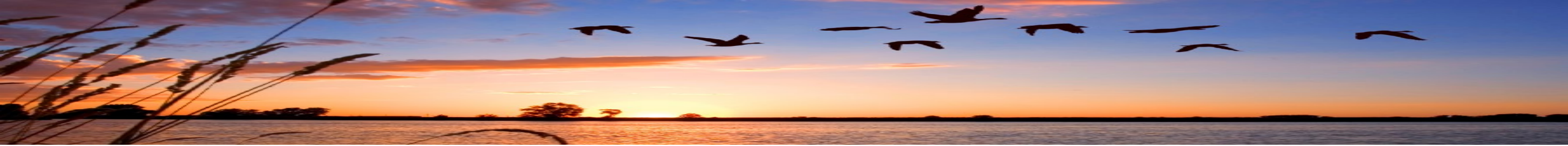
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UfM related events

- 24 February, online: Training program on “Developing Climate Change Adaptation Plans for Marine Protected Areas in the Mediterranean Region, Interreg EuroMED MPA4Change and WWF’s Blue South Med Projects, with support from UNEP/MAP-SPA/RAC, MEDPAN and UfM.
- 25-27 February, Rome, Italy: Resumed session of CBD COP, Rome.
- 2-4 April 2025, Sarajevo, Bosnia & Herzegovina: ISE Community of Practice, gathering for the Thematic Projects. Innovative sustainable economy, Interreg Programme.
- 5 – 9 May, Jastrebarsko, Croatia: EFI Young Leadership Programme – Mediterranean 2025.
- 6-7 May, Athens, Greece : SOS-ZEROPOL2030 Mediterranean Living Lab on Tyre Wear Particles, MIO-ECSDE.
- May, online: Circular Talk, jointly with ECESP leadership Group of Citizen Engagement and Circular Behaviour. Mission Governance projects- Interreg Programme.
- 20-22 May, Rome, Italy: EU Conference on private forest holdings to promote sustainable forest management, hosted by FAO and co-organized with CESEFOR.
- End of May: Sea Level Rise International Conference, Malta.
- 9 – 13 June, Nice, France: UN Ocean Conference – UNOC3, UfM session on the Med Day 10th of June
- End June, Croatia: Meeting on sustainable tourism- Interreg Programmes.
- Early July: tentative UfM Regional Platform on Environment and Climate Action as part of the tbc Med Green Week.
- End of September: UfM Regional platform on Sustainable Blue Economy, precise date and location tbc.
- 2nd semester 2025: Med innovation Days, Innovative sustainable economy, Interreg Programme.
- Autumn 2025, Hammam Sousse, Tunisia: 3rd International TouMaLi Conference
- October, Portugal: Med Innovation Camps, Innovative sustainable economy, Interreg Programme.
- 10-21 November, Belém, Brazil: UN Climate Change Conference (COP 30).
- November, Bulgaria: Interreg cooperation in the Balkans.
- 2-5 December 2025. Cairo, Egypt, 24th Meeting of the Contracting Parties to the Barcelona Convention (COP 24)
- Mid December: Med Talks 2025, Interreg Euro Med – UfM (+Interreg Next Med tbc)



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Thank you! Merci ! شكراً

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GOVERNANCE4INNOVATION WPs

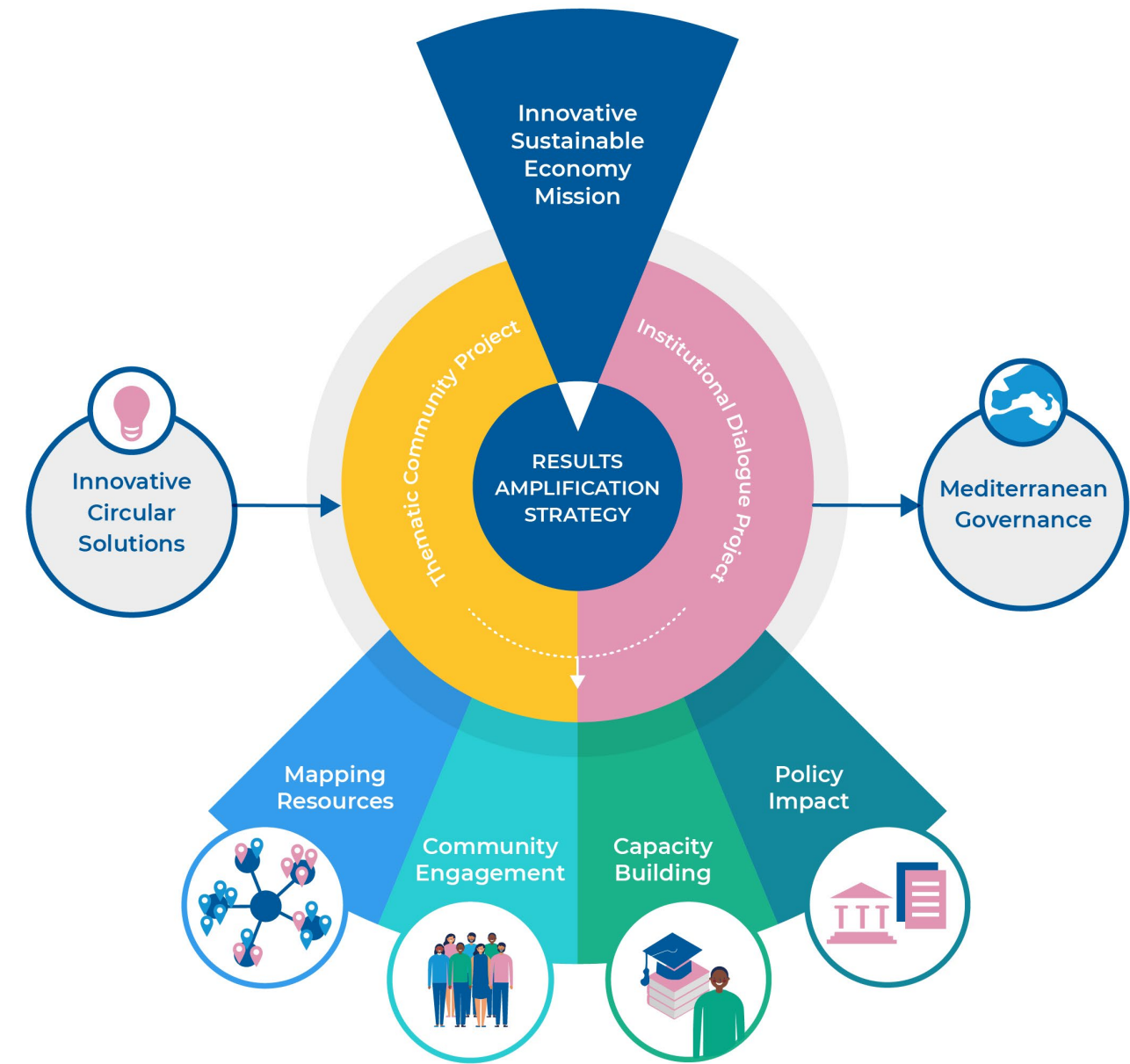


Maria CALDERÓ
BETA TC (UVIC-UCC)
Mission TCP lead partner



Alessandro DARAIO
ERR
Mission IDP lead partner





RAS ACTIVITIES

MAPPING RESOURCES

- **Observatory (C4I)** – Policy Mapping (D4I)
- **Catalogue (C4I)** – OMP (D4I)

COMMUNITY ENGAGEMENT

- **ISE CoP (C4I)** – ISEC Hub (D4I-C4I)
- **MED Inno. Summit (C4I)**

CAPACITY BUILDING

- **M&T Programme (C4I)** - Innovation Camps and online capacity building (D4I) - TIPLs (D4I)

POLICY IMPACT

- **Synergies (C4I)** – Liaising (D4I)
- Advocacy (C4I & D4I)

Besides the transversal activities as the Interreg Euro-MED Academy (i.e., Moodle Platform and peer-reviewed Library).

OBSERVATORY

The Observatory provides a **comprehensive view of the Mediterranean's Innovative Sustainable Economy (ISE), focusing on the Blue Economy (BE) and the Green Economy (GE)**. It provides an overview of the current state and emerging trends in the ISE using a rigorous methodology involving the collection and analysis of various documents. The synthesis anticipates continued growth in sustainable practices driven by technological, policy and stakeholder developments. It emphasises the **need for actionable recommendations for future research, policy and community engagement**.

[EXPLORE THE OBSERVATORY](#)



Websites and Databases

This category encompasses a variety of online platforms and databases that offer a wealth of information on sustainable economic practices. These resources are vital for staying up-to-date with the latest developments and trends in the field.

Policy Papers and Reports

Strategic documents such as policy papers and reports are essential for understanding the regulatory and institutional frameworks guiding sustainable economic practices.

Research Articles and Reports

Academic research and in-depth reports form a significant part of the repository. These documents provide detailed analyses and insights into various aspects of sustainable economic practices, contributing to a deeper understanding of the subject.

Action Reports and Plans

Practical implementation and strategic planning are covered under this category. Action reports and plans offer a glimpse into the application of theories and strategies in real-world scenarios.

News and Journalism

Current events, updates, and journalistic articles provide a real-time perspective on the ongoing developments and discussions in the field of sustainable economies.





CATALOGUE

Catalogue of Innovative Sustainable Economy Solutions

Taking into account a diverse array of viewpoints, this Catalogue of Innovative Sustainable Economy Solutions offers a comprehensive set of resources to empower individuals and organizations in the Mediterranean region.

These resources include a variety of tools, methodologies, and strategies, all designed to pave the way towards a more innovative and sustainable economy.

By exploring a blend of technological, financial, governance, and social innovation solutions, users gain access to knowledge that enhances their innovation capabilities and allows for well-informed decision-making in crucial sectors under the concepts of Green, Blue, Social & Creative Economies, and respond effectively to a wide array of challenges and opportunities, aligned with key European Union priorities.

The Catalogue will be regularly updated and consistently enriched with new Solutions.

[Explore the Catalogue!](#)



[GUIDE](#)

[METHODOLOGY](#)

BLUE DEAL | Living Labs Methodology

[Public Authorities](#)

[Private Sector](#)

[Academia](#)

[Civil Society & NGOs](#)

The BLUE DEAL project aimed at promoting the deployment of blue energy technologies in the Mediterranean region and support their inclusion in regional energy plans. Through the identification and characterisation of the regulatory, environmental, social requirements and constraints of blue energy technologies, BLUE DEAL aspired to provide relevant information which assists **decision-makers and other stakeholders**. In support of its objectives, the project has designed a

Public Authorities

Private Sector

Academia

Civil Society & NGOs

GREEN ECONOMY

BLUE ECONOMY

SOCIAL & CREATIVE ECONOMY

Eco-Innovation

CREAINNOVATION | Sustainability evaluation tool

FINMED | Capacity Building Tool to improve innovation financing in green sectors

Blue Energy

BLUE DEAL | Living Labs Methodology

MAESTRALE | Blue Energy GEOdatabase

PELAGOS | Blue Energy Cluster Building Methodology

Cultural & Creative Industries

CHEBEC | Internationalization pack

CO-CREATE | Cross-fertilization Tool

CREATIVEWEAR | Heritage Manager database software

MED INNOVATION SUMMIT



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MED INNOVATION DAYS REPORTS

September 2024



SMARTCITY EXPO WORLD CONGRESS THE EVENT FOR BETTER CITIES

4 - 6 NOVEMBER 2025 | BARCELONA

SYNERGIES

Situation where two or more initiatives, composed by actors, interact in a way that enhances the overall benefit, producing results greater than the sum of the individual contributions

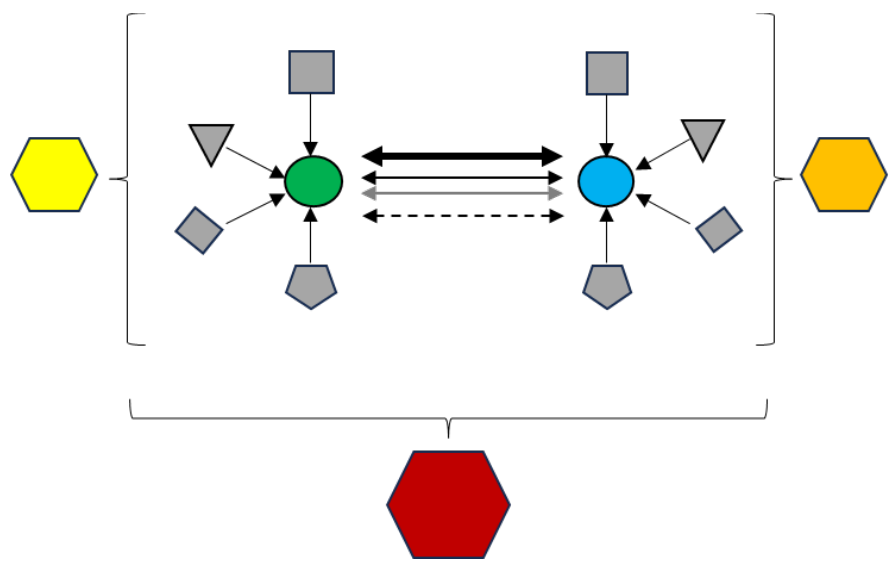
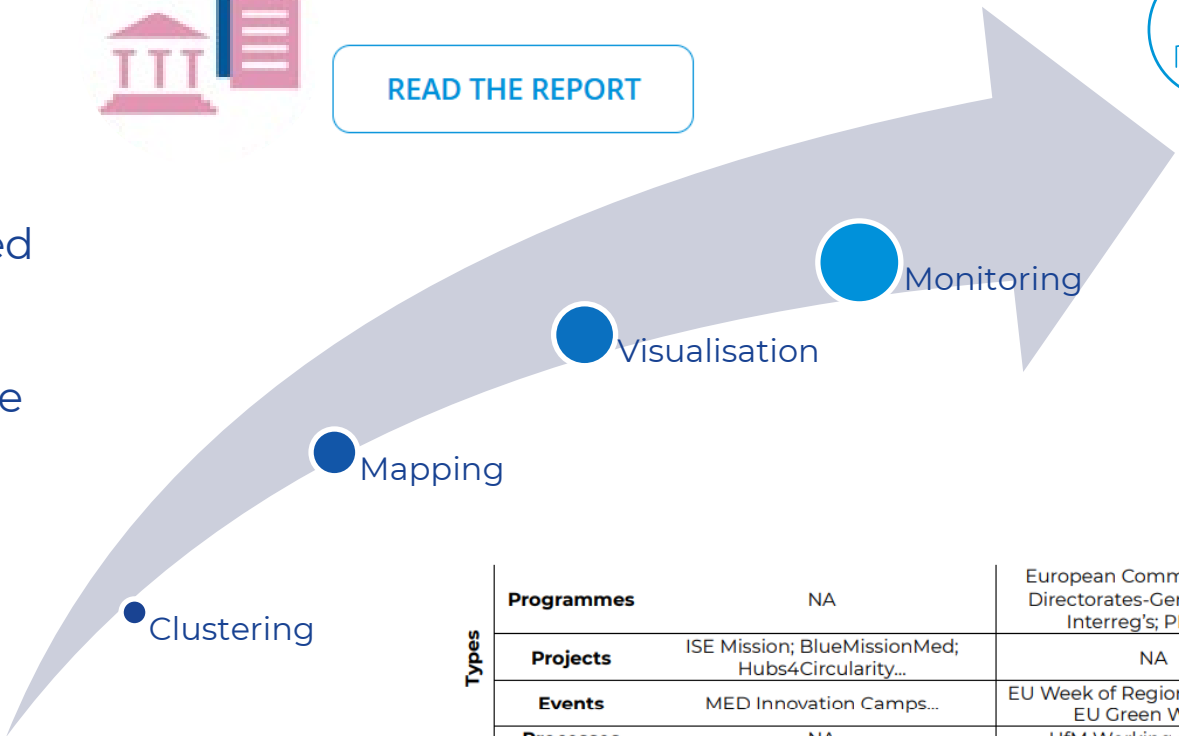


Diagram of the pieces requested to create synergies. The squares, triangles, diamonds, and pentagons represent the 4-ple helix types of **ACTORS** (i.e., private sector, academia, public authorities, and civil society / NGOs, respectively). The different coloured circles represent types of **INITIATIVES**, composed by actors. Different colours, densities, and styles of arrows represent types of **INTERACTIONS**. Hexagons represent the different types of **IMPACTS**, individually or through synergistic collaborations.



[READ THE REPORT](#)



Types	Programmes	NA	European Commission (EC) Directorates-General (DGs) Interreg's; PRIMA...
	Projects	ISE Mission; BlueMissionMed; Hubs4Circularity...	NA
	Events	MED Innovation Camps...	EU Week of Regions and Cities; EU Green Week...
	Processes	NA	UfM Working Groups...
		Promotive	Influential
Roles			

Connections

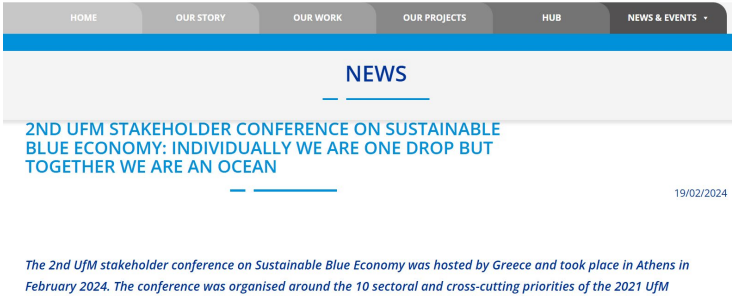
		Partners
		Associates
		Members
		Organisers
		Experts
		Informative
		Communicative
		Technical
		Advocate



IMPACT

	Name	Type
Actor/s	UVIC-UCC, representing the ISE Mission MedWaves, representing the ISE Mission	Academia Public Authority
Initiative	Sustainable Tourism Interreg Euro-MED Mission MED Cluster Circular Economy	Promotive Project
Interaction	UVIC-UCC and MedWaves, as ISE Mission partners, are members of MED Cluster Circular Economy initiative of Sustainable Tourism Interreg Euro-MED Mission.	Between actor/s and initiative Members
Impact	1 st meeting and contribution to the Orientation Paper and sustainable tourism mission work plan.	
Reference	https://sustainable-tourism.interreg-euro-med.eu/2024/06/17/the-sustainable-tourism-mission-just-released-three-orientation-papers/	





	Name	Type
Initiative A	ISE Mission	Promotive Project
Initiative B	2 nd UfM Stakeholder Conference on Sustainable Blue Economy	Influential Event
Interaction	ISE Mission active participation at the 2 nd UfM Stakeholder Conference on Sustainable Blue Economy	Between initiatives Informative
Impact	Contribution to the 2021 UfM Ministerial Declaration on Sustainable Blue Economy. Tack stock of progress achieved, discuss joint challenges and transformative tools, and engage the whole Mediterranean Sustainable Blue Economy Community in setting the patch towards further deliberations at political level.	
Reference	https://innovative-sustainable-economy.interreg-euro-med.eu/2024/02/19/2nd-ufm-stakeholder-conference-on-sustainable-blue-economy-individually-we-are-one-drop-but-together-we-are-an-ocean/	

IMPACT



	Name	Type
Initiative A	ISE Mission	Promotive Project
Initiative B	EU Green Week	Influential Event
Interaction	ISE Mission submitted a capacity building webinar to be part as an EU Green Week partner event.	Between initiatives Technical
Impact	Build capacity among local authorities, businesses, and civil society organizations to design more effective behavioural interventions for circular economy transitions.	
Reference	https://green-week.event.europa.eu/index_en	





IMPACT

	Name	Type
Actor/s	Mercè Boy Roura, expert from UVIC-UCC, representing the ISE Mission	Academia
	Anastasia Roniotes, expert from MIO-ECSDE, representing the ISE Mission	Civil Society NGO
Initiative	Mediterranean Strategy for Sustainable Development policy framework	Influential Process
Interaction	ISE Mission specific experts' representatives are participating in Working Meetings of the Working Group on Circular Economy for reviewing, updating, and discussing new proposals for Strategic Directions, Actions, and Indicators within the Mediterranean Strategy for Sustainable Development (MSSD) – Objective 5, which aims to support the "Transition towards a green and blue economy."	Between actor/s and initiative Experts
Impact	Direct contribution to the updates of the MSSD. The new MSSD will be officially approved during the 24th Meeting of the Contracting Parties (COP 24), scheduled for December 2–5, 2025, in Cairo, Egypt.	
Reference	https://www.unep.org/unepmap/what-we-do/mediterranean-strategy-sustainable-development-mssd LinkedIn post	

Policy Impact



UNEP/MAP-Barcelona Convention Matías Ibáñez Sales Laura Bordera Iniesta
Mercè Boy Roura Patrizia Busolini Konstantina Rempestekou Giovana Pedrol de
Freitas Maria Pappaioannou Anastasia Roniotes (MIO-ECSDE) Shannan Moran

Mostrar traducción

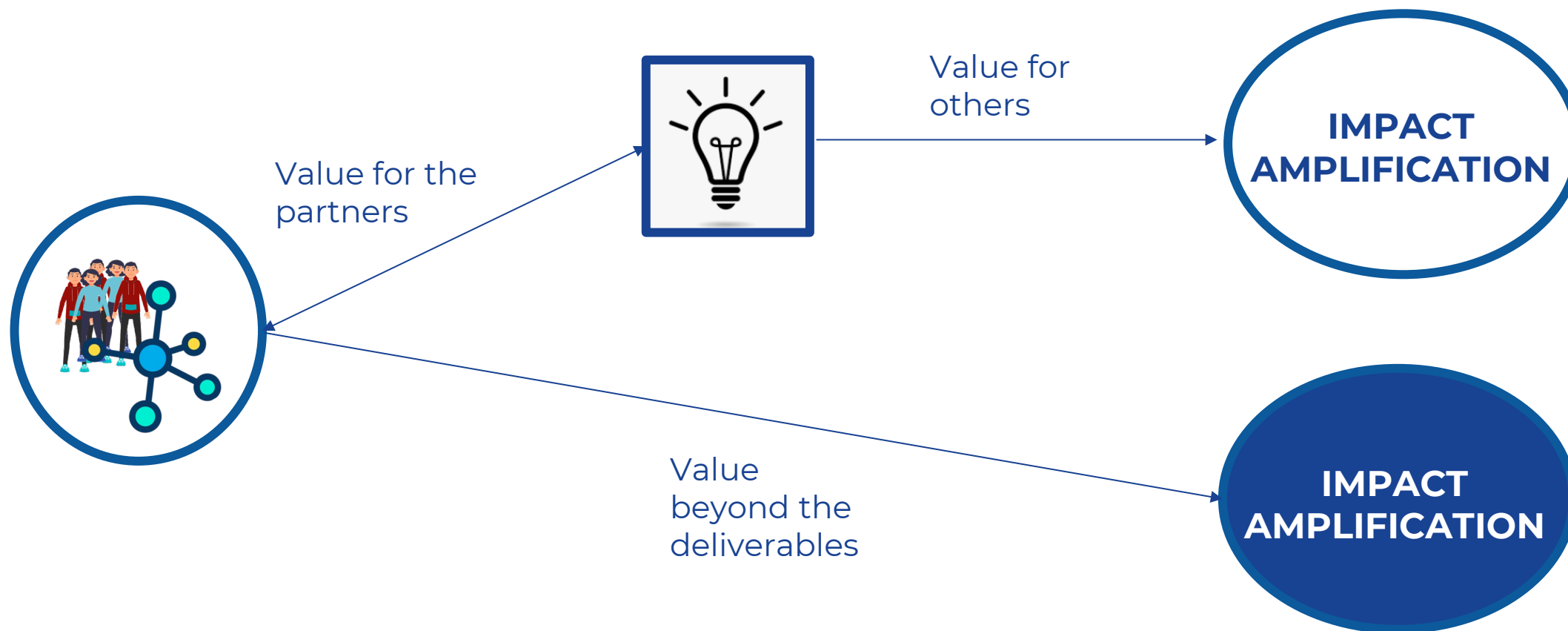
Second meeting of the
Working Group on
Circular Economy
(WGCE)

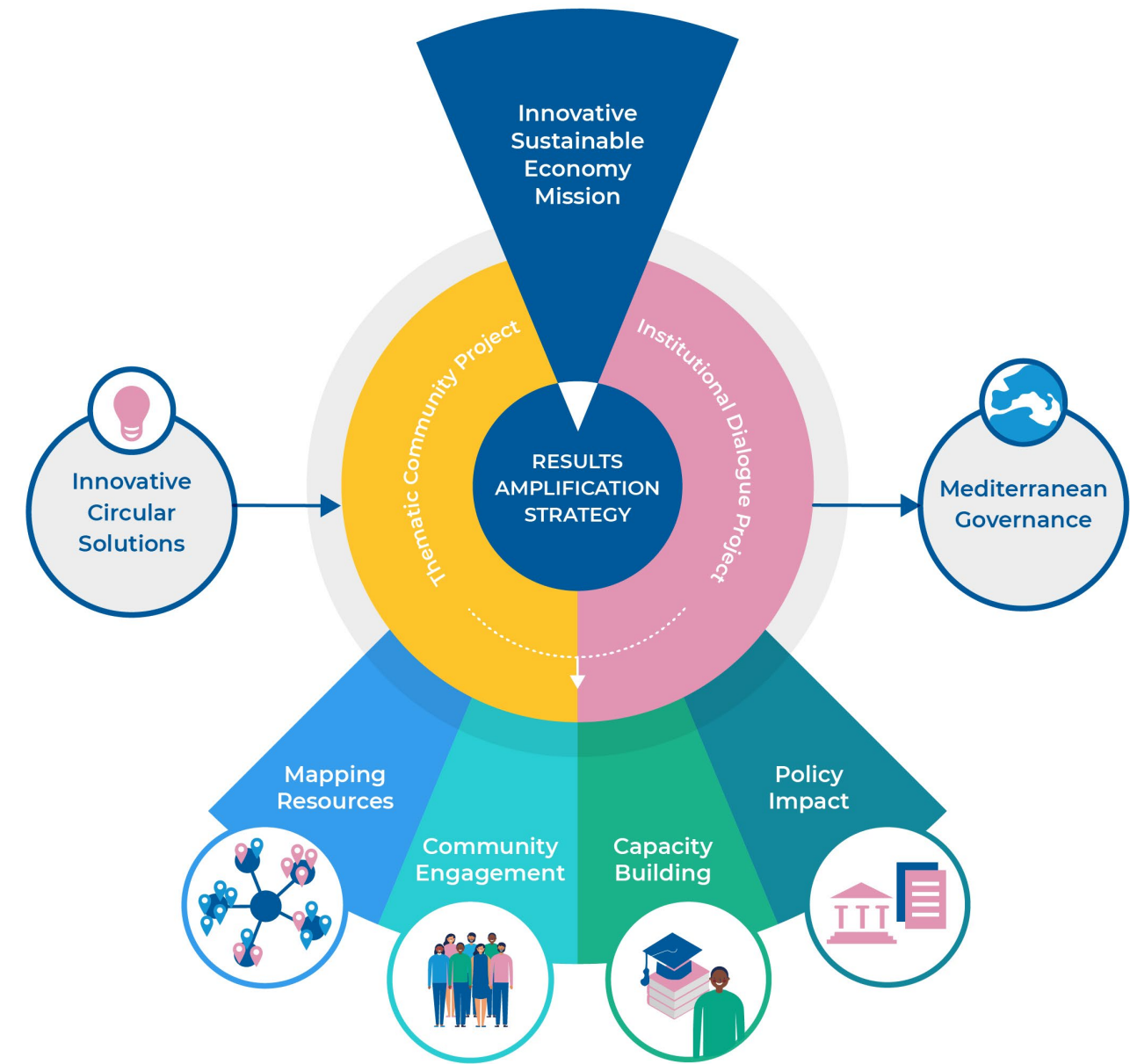
for the
Mediterranean
Strategy
for Sustainable
Development
(MSSD)





Do we remember... why having governance projects?





RAS ACTIVITIES

MAPPING RESOURCES

- Observatory (C4I) – **Policy Mapping (D4I)**
- Catalogue (C4I) – **OMP (D4I)**

COMMUNITY ENGAGEMENT

- ISE CoP (C4I) – **ISEC Hub (D4I-C4I)**
- MED Inno. Summit (C4I)

CAPACITY BUILDING

- M&T Programme (C4I) - Innovation Camps and online capacity building (D4I) - **TIPLs (D4I)**

POLICY IMPACT

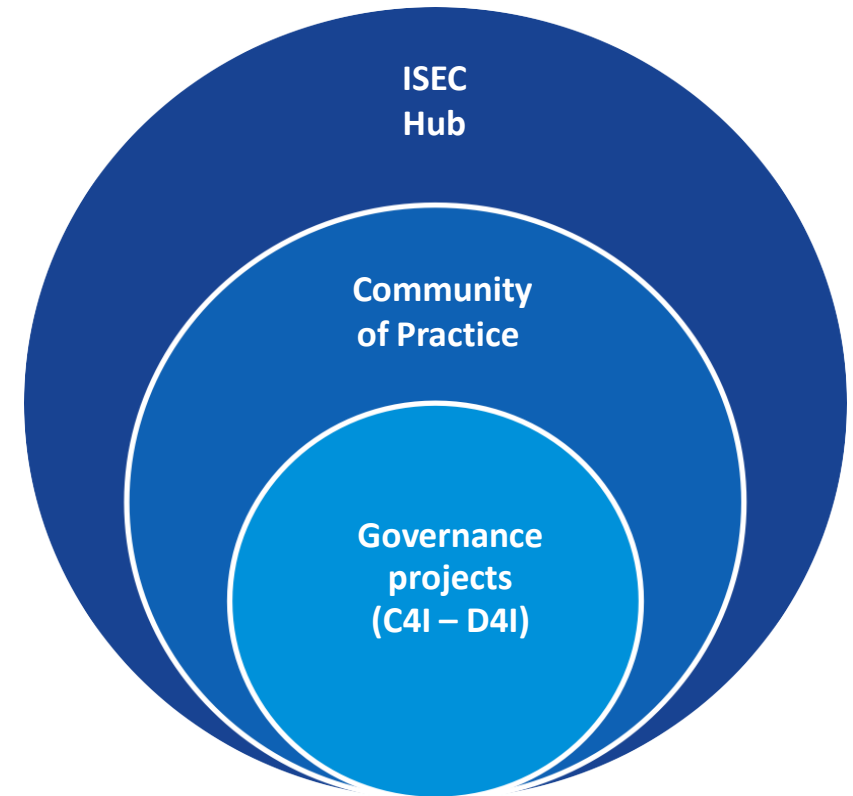
- Synergies (C4I) – **Liaising (D4I)**
- **Advocacy (C4I & D4I)**

Besides the transversal activities as the Interreg Euro-MED Academy (i.e., Moodle Platform and peer-reviewed Library).



The ISEC Hub

- ❑ A meeting place for Quadruple Helix of Mediterranean stakeholders from the North, East, West, and South Med
- ❑ **A way to connect Euro-MED Mission actors (projects) and external Mediterranean Stakeholders (ONGOING PROJECTS)**
- ❑ **A place to keep former project partners in the Mission community (COMPLETED PROJECTS)**
- ❑ An opportunity to:
 - ✓ stay informed about ongoing activities
 - ✓ explore collaboration opportunities
 - ✓ offer your input by sharing your regional challenges, knowledge gaps, capacity requirements, as well as your priorities, events, and initiatives
 - ✓ further showcase the innovative solutions developed



Different layers to ease connection between different actors and projects dealing with similar issues



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The ISEC Hub

A community of **>235 members** and a dynamic space of stakeholders' interaction

Entry points:

- ✓ [Join as a member](#)
- ✓ [Linkedin Group](#) (+112 Members)



HOW CAN THIS HELP MY PROJECT?

HOW CAN I CONTRIBUTE?



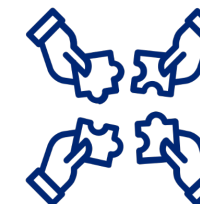
CONNECT



LEARN



SHARE



COLLABORATE



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The ISEC Hub: executive group



CONNECT – Hub Co- Chair



COLLABORATE



SHARE – Hub Co-Chair



LEARN



CONNECT



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Liaising 4 Advocacy

- ❑ Opening channels with institutional Euro-Mediterranean actors with broad decision-making capacity in the field of ISE
- ❑ Mapping their working processes, also through participating in events
- ❑ Engaging and building relationships with them to spread ISE messages, upcoming activities and TPs results
- ❑ Amplifying the impact of the ISE Mission and making it resonate in key fora -- first step in fostering the uptake of results



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

WESTMED
blue economy initiative



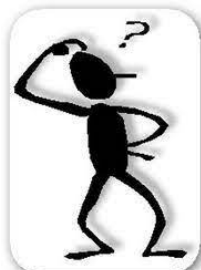
European Commission



EU Strategy for the
Adriatic and Ionian Region
EUSAIR



**And many
more...**



**HOW CAN THIS HELP MY
PROJECT?**

HOW CAN I CONTRIBUTE?



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Liaising 4 Advocacy

- ❑ Developing policy-oriented knowledge (policy positions, consultation documents, statements, policy recommendations, etc.) suitable to be included in the agendas of the target institutions
 - ✓ Policies open for change

**General purpose MISSION
ADVOCACY**
(prompted by Gov4innovation)

Focused ADVOCACY
(prompted by TPs (clusters)
e.g. Blue task force promoted by
Blue ecosystem)



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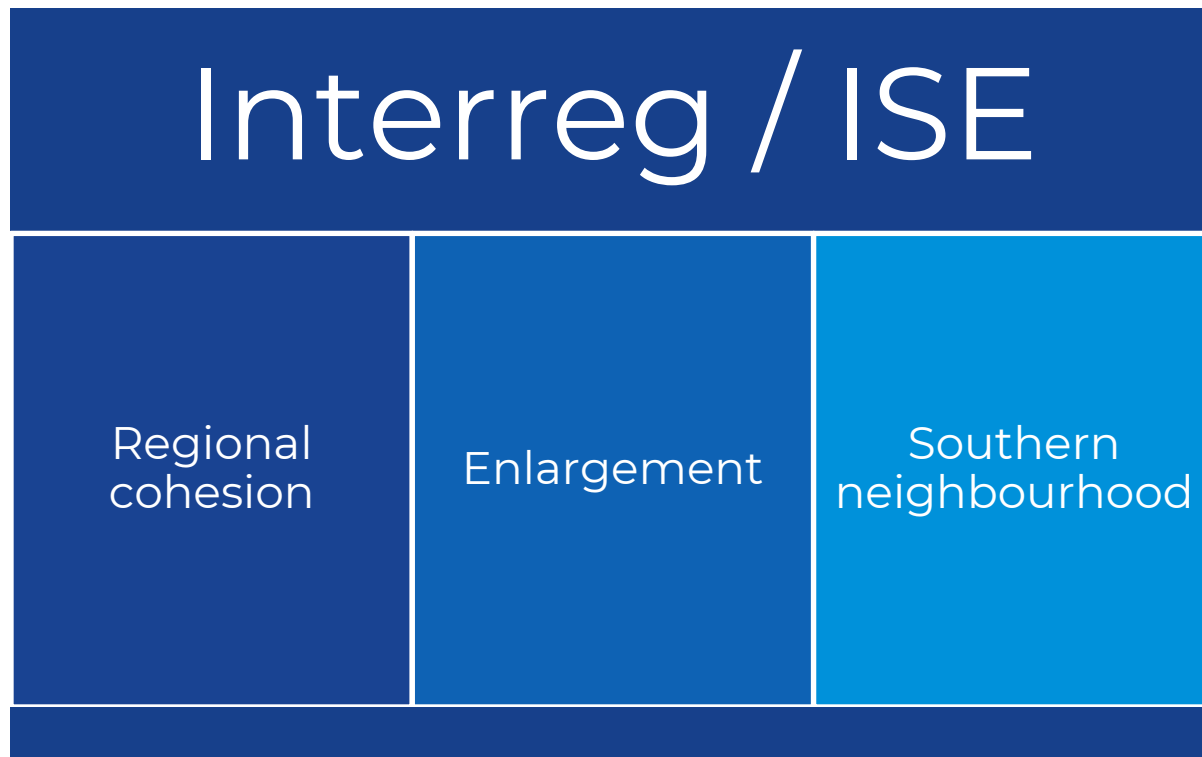


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Liaising 4 Advocacy

- First policy paper in the context of the preparation for the post-2027 programming period 68



Example:

Bring evidence and examples of Interreg projects favoring integration of candidate countries and preparing to the enlargement



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Liaising 4 Advocacy: Contact people and Working Group Partners



Francesco Camonita,
Conference of Peripheral
Maritime Regions
(Intermediterranean
Commission)



Lovre Karamarko,
Ministry of Regional
Development and EU Fund of
the Republic of Croatia



**Alessandro Daraio &
Sara Giunchi,** Emilia-
Romagna Region



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Transformative innovation policy labs (TIPLs)

- ❑ **Transformative Innovation Policy Labs (TIPLs)** are guided processes to address place-based challenges within the ISE scope with a systemic and transformative innovation approach
- ❑ Connected to the realities of the territory in which they operate, working in close network with the committed 4H stakeholders, linked to **policy processes**
- ❑ Implementation through a **innovation camp based methodology**, with 3 main working sessions covering several building blocks (from setting the scene to



**Open to CoP members
willing to engage with 4H
stakeholders addressing
challenges**
*Opportunity to bring
knowledge*



**NOT marketplace
for TPs solutions**
NOT shop windows



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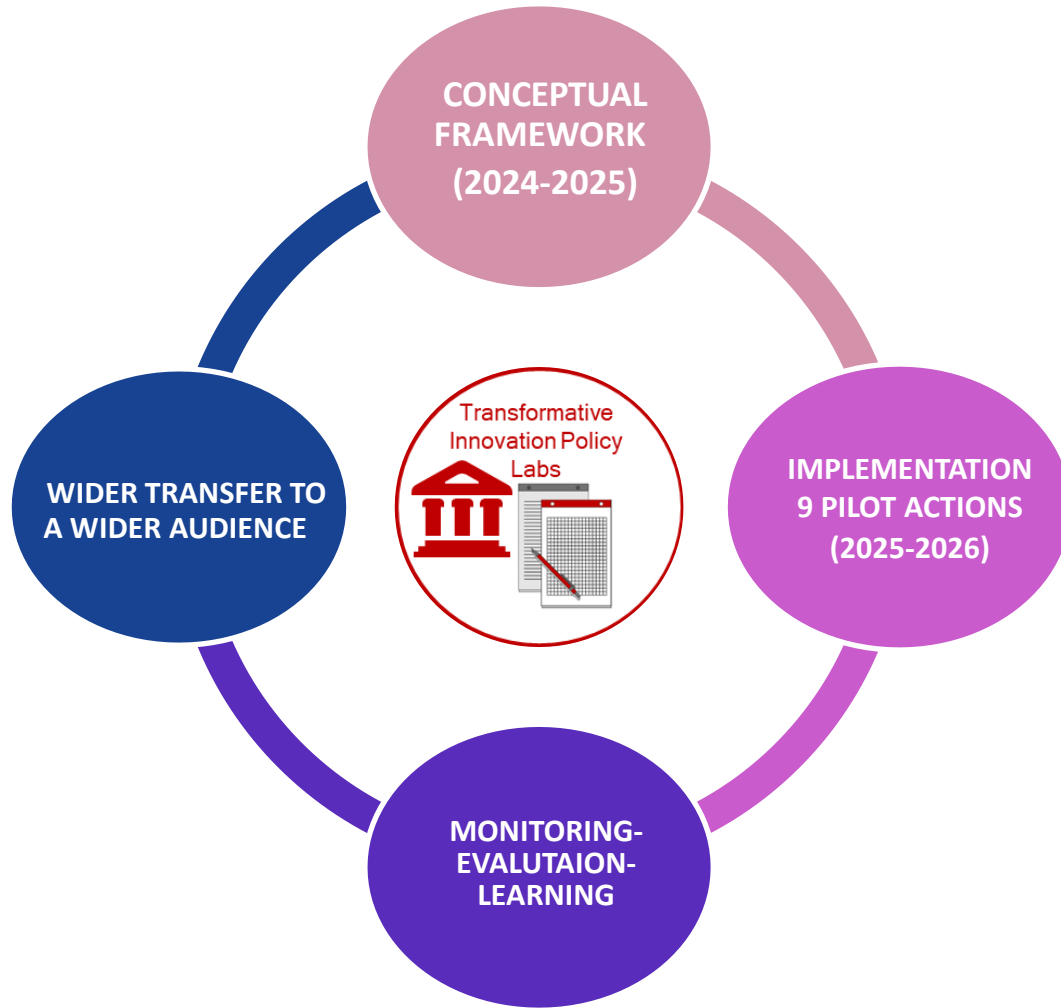
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Transformative innovation policy labs (TIPLs)



- ❑ **First generation TIPLs:** 9 pilot actions led by D4I Partners at different territorial scales addressing different complex challenges and involving all the actors concerned by these challenges
- ❑ **Second generation TIPLs:** proposed by other Mediterranean organisations selected through an open call (with technical support by D4I))

2025 ISEC innovation camp
to launch the TIPLs
Mid-October (tbc) in Algarve (PT)
hosted by Technopolis Portugal



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Transformative innovation policy labs (TIPLs)



Tatiana Fernandez,
Government of
Catalonia



Chaimae Essousi,
Government of Catalonia



Antonio Ramos, Technopolis
Group Portugal



Diana Guardado,
Technopolis Group Portugal



Alessandro Daraio,
Emilia-Romagna
Region



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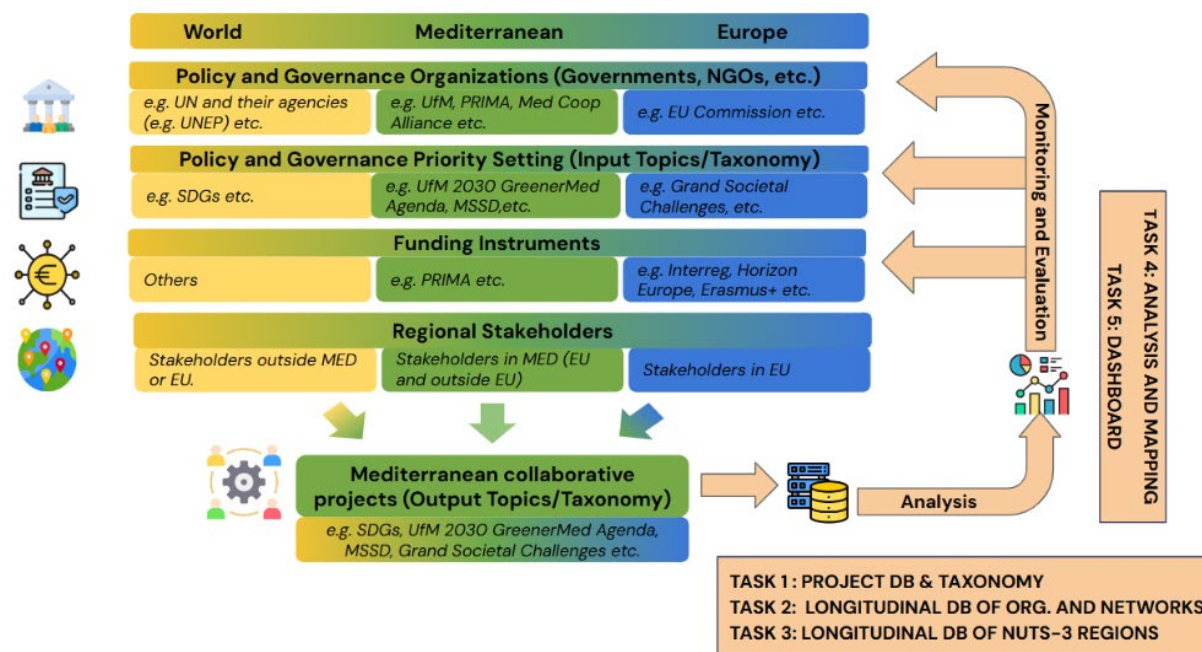


Mapping cooperation networks in the Mediterranean

- ❑ Which organization are more active in cooperation across borders within the wider Mediterranean region?
- ❑ How have the networks evolved and consolidated over time?
- ❑ How these cooperation projects are distributed by topic and aligned to SDG?

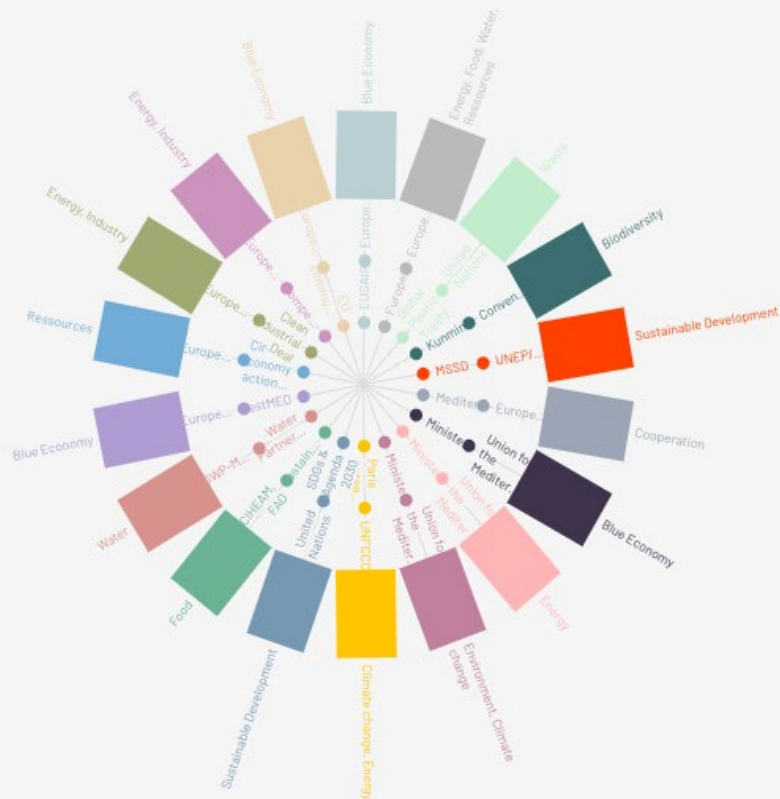
ESPON targeted analysis

Mapping Mediterranean Cooperation Networks and Governance – MedCoopNet





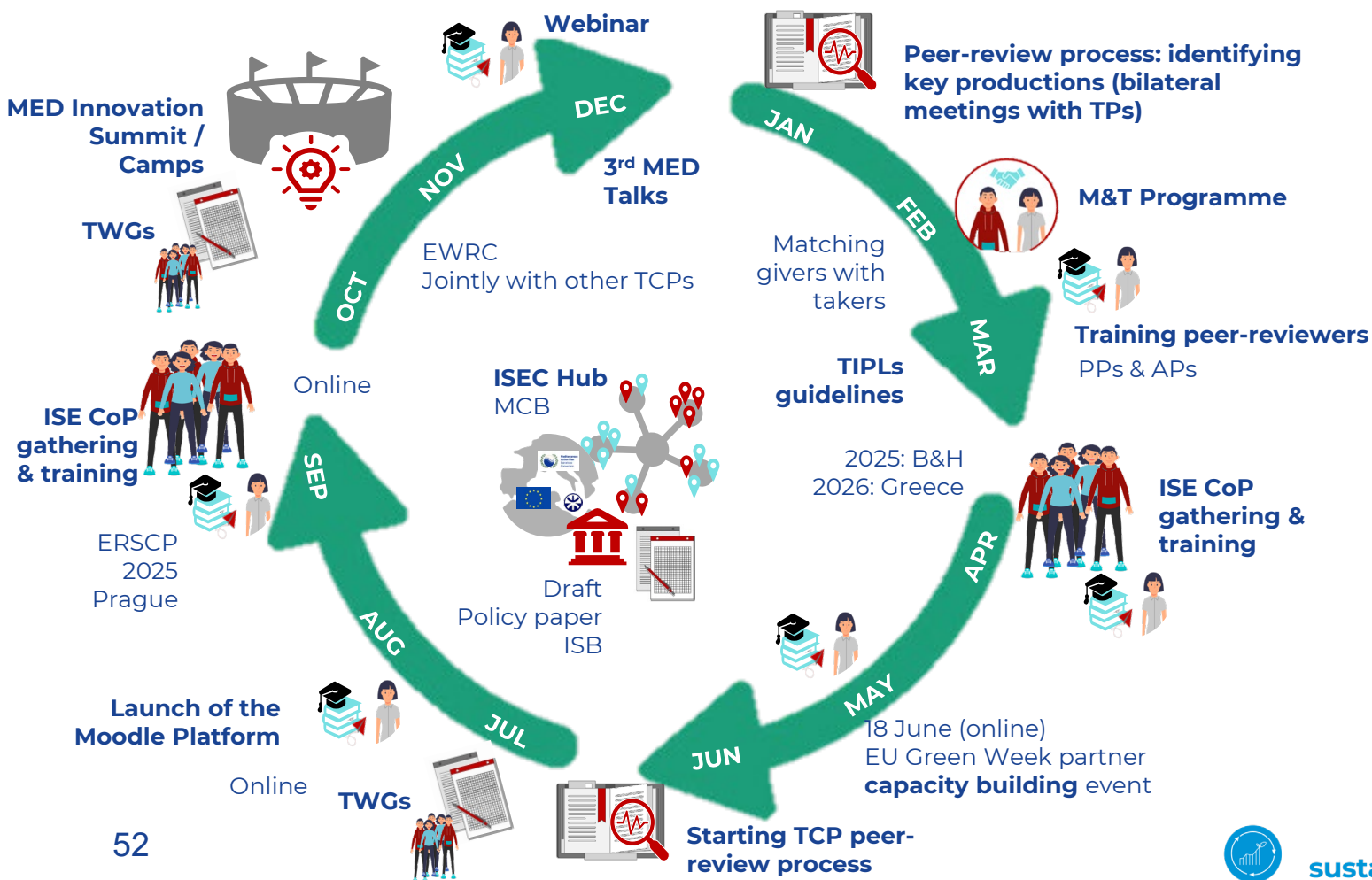
Mapping review of policy priorities in the Mediterranean



- ❑ Review of the **main strategies and framework at the regional and global level** (EUSAIR action plan, WestMed framework for action, UfM Ministerial Declaration and related roadmaps, UNEP-MAP MSSD...)
- ❑ Categorization of the mapping on the ISE Mission sectoral priorities:
 - **Blue economy** (Marine Living Resources - Aquaculture and Fisheries, Marine Non-Living Resources, Marine Renewable Energies, Maritime Transport & Ports and Coastal & Maritime Tourism)
 - **Green economy** (Agri-Food Systems, Waste Management & Resource Valorisation, Freshwater Management, Efficient Energy Transition and Transport & Mobility)
- ❑ Visualisation of the policy priorities



2025 CIRCULAR ROADMAP



- Keep organising **ISE Community of Practice** gatherings every 6 months.
- Organise every 2-3 months online **Thematic Working Groups** (TWGs) to engage more with TPs and produce content for the White Papers
- Start implementing the **peer-review process**.
- **TIPLs** framework & guidelines.
- Organising the **MED Innovation Summit** 2nd edition taking advantage that the TPs will be active and in the framework of a bigger event.
- Organise 2 **webinars** per year.
- Start implementing the **M&T Programme**.
- Participate in **external initiatives**.
- 1st **policy paper** draft.
- Keep **mapping & updating resources**.

MENTORING & TWINNING PROGRAMME



Haris PALIOGIANNIS

MIO-ECSDE

Mission TCP project partner





Empowering Collaboration: The Mentoring & Twinning Programme

- The M&T Programme fosters peer learning and knowledge exchange.
- Enables the transfer of Interreg Euro-MED project results to Mediterranean stakeholders, supporting them in capitalizing on or replicating these results.
- Connects experienced 'Givers' with emerging 'Takers'.
- Drives impactful change through structured guidance and collaboration.

TAKERS

Stakeholders from across the Mediterranean who are interested in building on the outcomes of the Thematic Projects.



14⁺⁵

GIVERS

Interreg Euro-MED ISE
Thematic Projects





M&T Programme: Where we stand today

Launch of the
Programme
(January 2025)

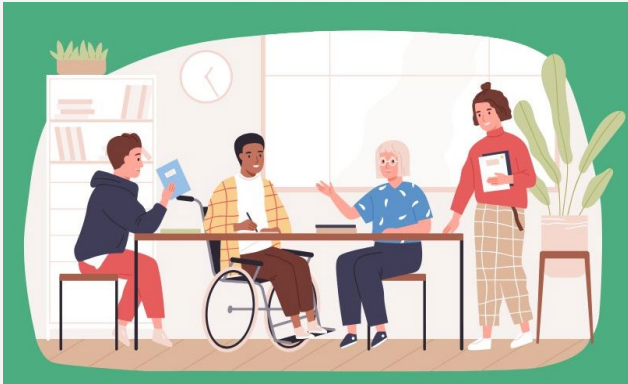
Pilot Phase
(April - June 2025)



Recruitment
Phase
4 “takers”
(February 2025)



Implementation
Phase
(July – December
2025)



Methodology: The M&T Journey

- **Matching:** Careful selection of Mentors and Takers based on expertise and goals.
- **Collaboration:** Structured interactions, knowledge-sharing sessions, and milestone-based progress.
- **Evaluation & Feedback:** Regular check-ins to measure progress and ensure impactful transfer.



INTRODUCING THE M&T TAKERS



Georges YOUSSEF

Mayor of the Municipality of Menjez Lebanon,
Member, Global Covenant of Mayors



- Situated in Northern Lebanon, Menjez is a historic and eco-conscious municipality recognized for its commitment to sustainability.
- Classified as a UNESCO Cultural and Natural Tentative Site and home to the Black Forest, a key biodiversity hotspot in the Mediterranean (IUCN).
- Partner in different projects focused on biodiversity conservation, energy efficiency, and climate resilience.



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Sustainability & Climate Resilience Initiatives



- SEACAP Strategy: Implementing the Sustainable Energy and Climate Action Plan to mitigate climate change impacts.
- Renewable Energy & Water Management: Construction of a rainwater harvesting system (50,000 m³ storage capacity) and decentralized irrigation networks.
- Ecosystem-Based Adaptation: Reforestation of 300,000 m² with native trees and development of fire prevention strategies.
- Circular Economy Projects: Transforming forest and agricultural waste into biofuel (briquettes for heating).
- Community Engagement: Active participation in decentralized cooperation projects to develop agroforestry and sustainable agriculture.



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Agro Cedrus

Pioneering Green Innovation in the Mediterranean

- A sustainable agro-food enterprise based in Menjez, Lebanon, transforming organic carob and aromatic herbs into high-value products.
- Working with 146 carob farmers and 20 aromatic herb producers, promoting organic farming and economic resilience.



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Key Areas of Impact



- Zero-Waste Approach: Developing a circular economy model for agricultural waste and promoting sustainable agri-business models.
- Green Transformation & Innovation: Production of organic carob molasses, essential oils, and herbal infusions with a focus on renewable energy in processing.
- Climate-Resilient Agriculture: Research and development of drought-resistant carob and herbal plantations in collaboration with Mediterranean partners.
- Sustainable Value Chains: Enhancing the traceability and market access of organic Mediterranean products through blockchain technology.
- Women Empowerment & Social Impact: A signatory of the UN Women Empowerment Principles (WEP), ensuring gender inclusion across operations.



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Potential for Collaboration in Interreg Euro-MED

- Developing innovative agroforestry models that integrate biodiversity protection, carbon sequestration, and rural economic development.
- Strengthening cross-border cooperation in sustainable agriculture, bioeconomy, and nature-based solutions for climate adaptation.
- Partnering on pilot projects for regenerative farming and smart farming technologies.

Let's work together for a greener and more resilient Mediterranean!



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INTRODUCING THE M&T TAKERS



Konstantinos PAPADAKIS

Co-founder & Chairman of AgroID SCE
Chairman of the Cretan Union for Social Enterprises (CretanSCENT)





01. Who we are

- A Social Cooperative Enterprise based in Crete, Greece.
- Working at the crossroads of rural development, social economy, and digital empowerment.

02. Our mission

Empowering rural communities through innovative digital tools, social innovation, and sustainable entrepreneurship.



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03. Key Activities

- Digital empowerment of rural and agricultural sectors.
- Supporting social and solidarity economy (SSE) actors.
- Promoting circular economy models and rural resilience.

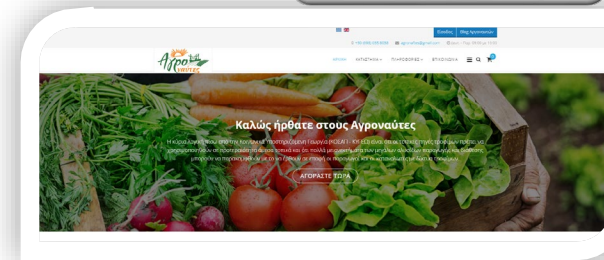
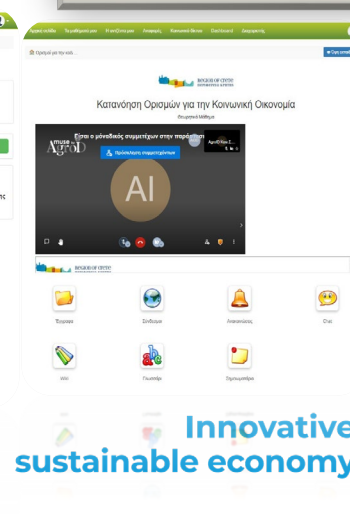
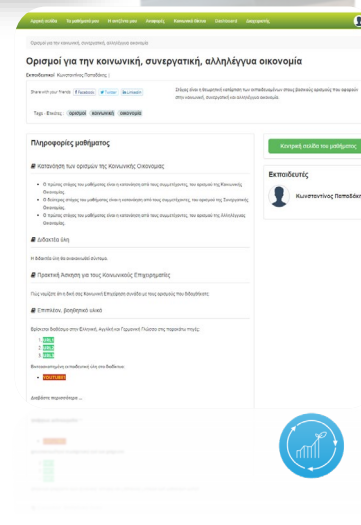
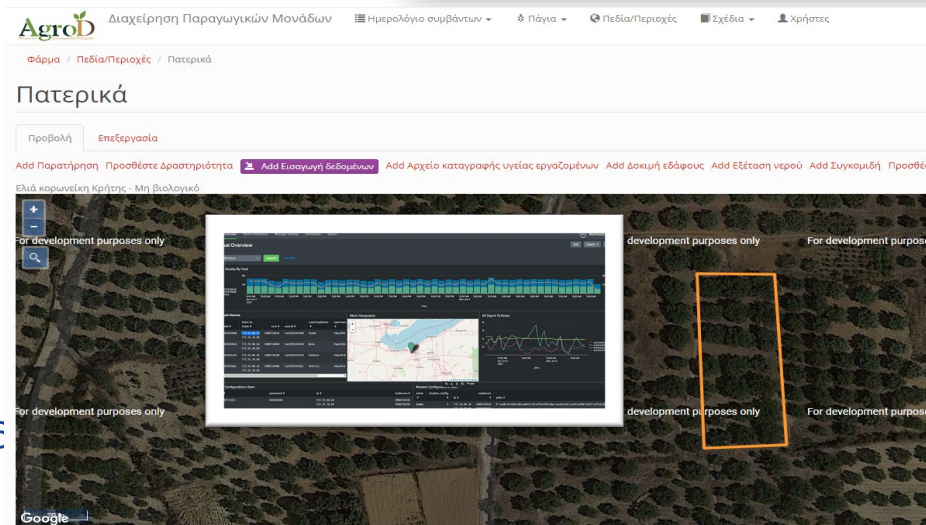
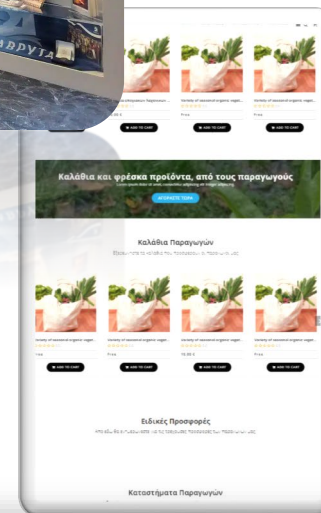
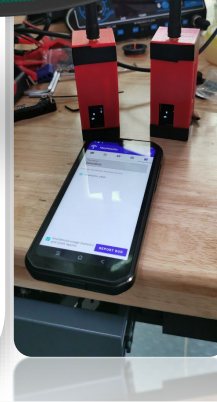
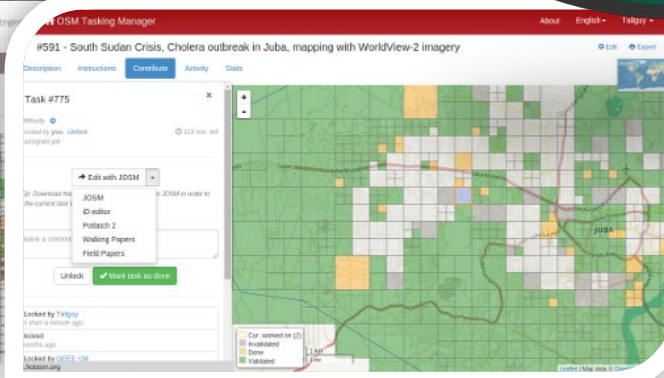
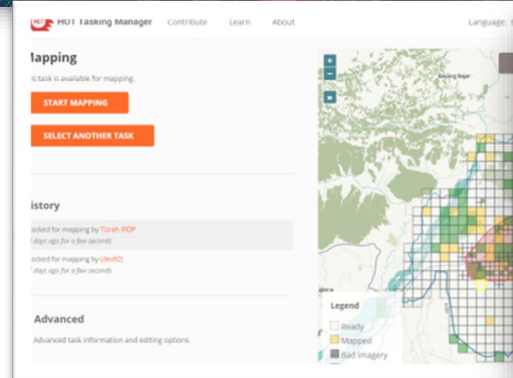
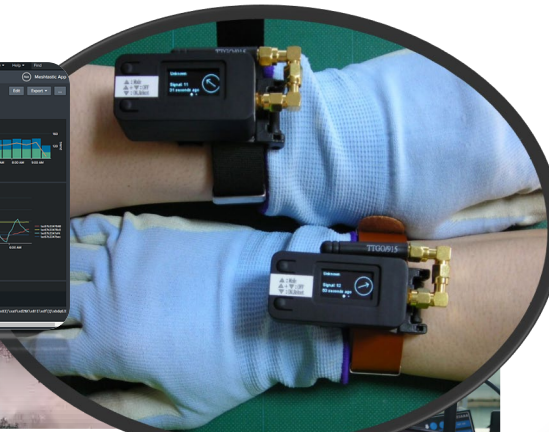
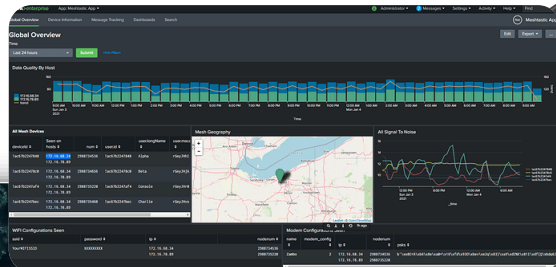
Web-based app for farm management, planning, and record keeping. It is developed by a Social Enterprise of farmers, developers, researchers, and stakeholders with the aim of providing a standard platform for agricultural data collection and management.

Civil Protection Off-Grid Network, for data and communications Education in sustainable Green and Digital Transition, e.g. for Work Integration SEs



Project Images

ΧΑΡΤΗΣ ΓΙΑ ΑΤΟΜΑ ΣΕ ΑΝΑΓΚΗ



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04. Other Projects

- Geographic information repository systems
- Route management
- Civil protection GIS implementation for humanitarian crisis management
- Natural resource management (Water)
- Platform economy applications
- Cultural heritage management
- Ticketing
- Tele-learning
- Crowdfunding platform
- Unmanned vehicles
- IoT devices

05. Relevant Experience

Active in European rural development, EU Rural Pact/Rural Vision, LEADER/CLLD, and social innovation projects.



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Who am I?

Currently, I hold the positions of:

- Chairman of the Union of Social and Solidarity Economy Organizations of Crete (distinctive title "CretanSCENT")
- Vice-President of European Policy and International Relations of the Panhellenic Confederation of SSE Associations. (PA.S.E. K.A.L.O.)
- Representative of PASE KALO in the Commission expert group on social economy and social enterprises – GECES (E03576)
- Ambassador of the Social Economy Platform (DG GROW/DG EMPL)
- Member of the GA of Social Economy Europe, a pan-European association of Social Economy and Entrepreneurship organizations, as a representative of PA.S.E. K.A.L.O.
- Member of the Monitoring Committee of the Operational Programme "Crete" 2021-2027, as representative of the Union of SSE Bodies and Civil Society in Crete
- Member of the Monitoring Committee of the Rural Development Programme (Ministry of Agriculture and Foods) 2023-2027, as representative of the Regional Union for SSE, PA.S.E. K.A.L.O. and Civil Society
- Member of the Rural Vision initiative group of the European Commission as a representative of PA.S.E. K.A.L.O. and the Union of SSE Bodies of Crete
- Special Advisor to the Director of the Regional Development Company of Crete S.A., in matters of Proximity and Social Economy within the scope of Urban and Rural Development.

Why & How My Role Converges with ISE's Mission

- ✓ **Policy & Advocacy:** Aligning SSE policy and funding with ISE's rural revitalization goals.
- ✓ **Local Implementation:** Using AgroID & CretanSCENT as real-world examples of ISE methodologies.
- ✓ **Networking & Knowledge Sharing:** Scaling up ISE's impact through Regional, National & EU-level cooperation.
- ✓ **Sustainability & Growth:** Ensuring SSE models within ISE can be replicated, financed, and



Joining an ISE's Project as a 'Taker' to learn and co-develop Innovative Community Cooperative models and Mediterranean Digital Innovation Hubs (MDIHs).



Motivation

- Direct relevance to our work in reviving rural areas facing depopulation.
- Strong alignment with our goals of creating sustainable, digitally empowered rural cooperatives.
- Eagerness to test collaborative business models and digital services in Crete.

Expected Added Value

- Strengthen our capacity to support circular rural economies.
- Engage local communities.
- Create new economic opportunities.





ISE's Mission → AgroID's Strengths = A Natural Fit

AgroID SCE is well-positioned to align with ISE's objectives due to its deep experience in:

- ✓ **Digital empowerment in rural areas**
Bridging the gap between traditional agriculture and smart technologies.
- ✓ **Social economy & cooperative models**
Supporting sustainable business models through social innovation.
- ✓ **Circular economy & rural resilience**
Developing economic opportunities that strengthen local communities.

WHERE can AgroID's impact be strongest?

Crete (in broader rural areas) – As a pilot site for testing cooperative models & digital hubs.

Mediterranean-wide cooperation – Through participation in ISE clusters & transnational knowledge-sharing.

EU Policy Development – Helping shape recommendations for the Smart Villages, Green Deal, and Digital Rural Transition agendas.

By taking part as a "Taker" in ISE, AgroID can help test, localize, and upscale innovative sustainable economy models in Mediterranean rural areas.



WHAT can AgroID contribute as a Taker?

AgroID can serve as a pilot site, knowledge hub, and implementation partner for ISE-related projects, specifically in:

- ✓ **Testing Innovative Community Cooperative Models** – Adapting and refining best practices from projects like REVIVE.
- ✓ **Bringing Digital Innovation to Rural Areas** – Integrating smart solutions for agriculture, tourism, and circular economy.
- ✓ **Facilitating Stakeholder Engagement** – Bridging farmers, cooperatives, local authorities, and social economy actors.
- ✓ **Ensuring Policy Integration & Transferability** – Helping transform project results into actionable regional policies.

WHAT it means for AgroID be involved in ISE's goals?

HOW can AgroID be effectively involved?

- ✓ **Participating in knowledge transfer** – Engaging in mentoring & twinning programs to learn and exchange good practices.
- ✓ **Hosting pilot activities** – Implementing innovative economic models and digital solutions in Crete's rural areas.
- ✓ **Providing feedback on methodologies** – Helping refine tools, frameworks, and governance strategies based on real-world conditions.
- ✓ **Co-developing local and regional initiatives** – Working with policymakers and regional development stakeholders.
- ✓ **Connecting with EU networks** – Leveraging existing relationships with other Interreg, LEADER/CLLD, and Horizon Europe initiatives.





Looking for Inspiration, Knowledge, and Long-Term Cooperation

Key Goals

- Learn from ISE's Givers methodology on community-based collaborative economy models.
- Explore possible pilot cooperation for Crete as a rural testbed.
- Engage in transnational networking and build partnerships.

Long-term Perspective

- Integrate ISE models into our local action plans and rural digital hubs.
- Co-design sustainable strategies for Mediterranean rural territories.
- Contribute to scaling and replicating successful practices within the Interreg Euro-MED framework.



INTRODUCING THE M&T TAKERS



Olga BATRAN

B-Hub Director
Birzeit University, Palestine





Unique economic context:

- No own control over borders, natural resources, and lands. No own currency and control over own fiscal policy.
- 90% of electricity and fuel are imported and overpriced
- High poverty (25%) and low purchasing power
- High transaction cost (wages, utilities, transportation, storage), triple higher than in the region
- Labour and brain drain



25 universities



40K graduates/ 2024

Economic growth relies mainly on service and construction sectors (83%). Industrial sector fell from **21.3%** in 1995 to **13.1%**; agriculture fell from **53%** in 70-s to **4%** now.

Nano-sized family-owned production enterprises. Outdated equipment, technology, and production processes. For decades, we are exporting the same goods to the same markets. **62% of exports** go to the ten products such as stone, metals waste and scrap, olive oil, shoes, and furniture.

9,000
job opportunities

Total economic establishments: **140K**



Private establishments: **90K/80K** nano-sized
Manufacturing: **15K**



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B-Hub: An integrative solution for the most critical problems facing local economy: unsustainable small businesses, damaging social and environmental practices, and high unemployment among Palestinian youth.



- Survives and develops MSMEs
- Develop startups
- Assist private enterprises in green, social, and digital transformation
- Enhance students employability



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More details about our services:



- **The B-Hub** services are tailored to the MSMEs specifics. All solutions are provided after thorough **diagnosis of the business performance** and the **context of the micro-market** in which the enterprise is operating.
- **Business support is practical** (optimizing production processes, developing marketing campaigns and materials, R&D for existing and new products, improving inventory management, restructuring or incorporating family businesses, building bookkeeping systems, etc.).
- University student teams with the support of faculty members engage in solving MSMEs problems. A very practical learning venue for the students stimulating the entrepreneurial mindset.
- Green and social transformation: We help local companies adopt social and green practices in a feasible manner, without imposing additional financial burden.
- B-Hub leads a **Strategic National Partnership** of 9 Palestinian organizations supporting green & social entrepreneurship, and also leads a **consortium of university – based business incubators**



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How it works



(1) Enterprises apply to B-Hub



(2) Business and technical experts diagnose the current performance and identify bottlenecks (business and technical)



(3) Students + Faculty experts teams are formed for, and work on solving each specific bottleneck.

One enterprise may need 3-5 teams to resolve its issues.



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Student mentorship for micro businesses: 2 in 1 solution



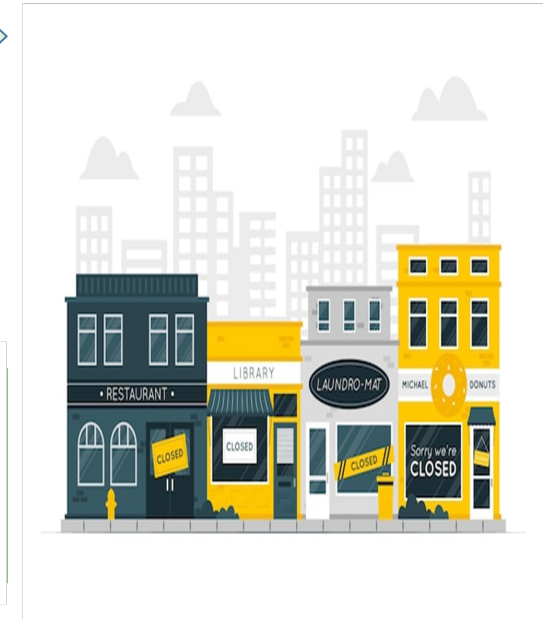
14K students



Enterprises get best possible business and technical solutions for their issues (faculty supervisors and industry experts are responsible for the end results)

- Students get practical experience, enhance communication, research, negotiation, analytical skills.
- Students are exposed to the labour market and build networks.
- Many find ideas for their future startups.

80K micro businesses



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Green transformation:



Product	Operations
<ul style="list-style-type: none"> • Use of inputs with the least harm to health and the environment • Circular thinking in product design • Digital solutions and AI data analysis for quality control. • Use of natural preservation ingredients (e.g., essential oils for processed meat) • Design of products with modular components (e.g., bottles with standardized connectors, fasteners, and interfaces) • Packaging Optimization 	<ul style="list-style-type: none"> • Decrease of Energy and Water Consumption • Optimization of Raw Materials usage and waste reduction. • Optimization of production capacity • Lean manufacturing • Data analysis for operational and supply & distribution optimization and quality control • Optimization of supply & distribution chain logistics (reduction of lead times, optimization of transportation logistics to reduce fuel consumption and emissions, use of GPS and fleet management systems to plan efficient routes and reduce empty runs, better inventory management practices, etc.) • Pollution Control and Reduction technologies • Integration of innovative waste recycling technologies (e.g., chemical recycling such as pyrolysis and depolymerization) • Chemical Management to minimize the use of hazardous chemicals, ensure their neutralization before wasting, and prevent pollution incidents. • Work Safety procedures



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Few current examples of our work in green transformation:



- **Maryama Carpentry:** Chemical analysis of painting and finishing materials to select the most appropriate for kids furniture; Design of modular kids furniture appropriate for 0-16 ages
- **PaperPal:** Methodology for de-inking paper waste; Methods for chemical cleaning the wastewater
- **Amro Co** (technical oils recycling): 2 new products from used mineral oils: (i) grease and (ii) lubricant oil.
- **Al-Qaeed** Company for plastic packaging: New formula for plastic plates (lower weight and better physical characteristics (good tolerance to cracking and hot food)
- **Zahra Company** (baking powder, vanilla extract, grounded sugar, concentrated juices of various tastes, etc.): To find a substitute for titanium oxide (colour stabilizer) which was recently banned by MoH for food commodities.
- **Juman for Furniture Factory:** Safety audit; development of safety measures and manual; training to workers on safety measures



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INTRODUCING THE M&T TAKERS



Tomaso FORTIBUONI

Researcher, ISPRA



Tomaso Fortibuoni, PhD

tomaso.Fortibuoni@isprambiente.it



2004: Master Degree in Environmental Science (University Ca' Foscari of Venice, Italy)

2010: PhD in biomonitoring (University of Trieste, Italy)

Researcher at ISPRA

Main research interests

- Sustainable use of marine resources
- Anthropogenic impacts on marine ecosystems
- Marine litter
- Climate change



THE ITALIAN INSTITUTE FOR ENVIRONMENTAL PROTECTION AND RESEARCH (ISPRA)



www.isprambiente.gov.it

ISPRA is a public research body with over 1,200 employees working at the science-policy interface for environmental protection

It operates under the Ministry of the Environment and Energy Security (Ministero dell'Ambiente e della Sicurezza Energetica - MASE)

Eight headquarters (main branch in Rome)

It responds to the environmental protection obligations set by national and international law, such as control, monitoring, assessment, prevention, inspection, and technical and scientific advice



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THE ITALIAN INSTITUTE FOR ENVIRONMENTAL PROTECTION AND RESEARCH (ISPRA)



Key Missions of ISPRA

Environmental Monitoring and Research – Conducts studies on biodiversity, ecosystems, climate change, pollution, and natural hazards

Regulation and Policy Support – Assists national and regional authorities in implementing environmental laws and policies

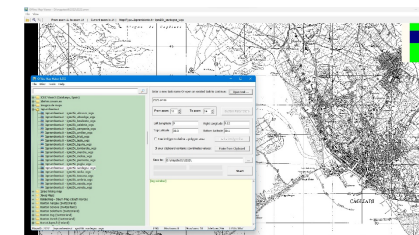
Data Collection and Reporting – Gathers, analyses, and disseminates environmental data to support decision-making

Biodiversity and Habitat Conservation – Works on the protection of species, ecosystems, and protected areas

Land and Water Management – Provides expertise on soil conservation, hydrology, and marine ecosystems

Risk Prevention and Civil Protection – Supports disaster risk reduction and response to environmental emergencies

Sustainable Development and Circular Economy – Promotes strategies for reducing waste and improving resource efficiency



Running projects



Life-PROMETHEUS

Reducing bycatch, promoting sustainable fisheries, and supporting eco-friendly tourism to protect sharks, rays, and other elasmobranch species



www.life-prometheus.eu

TETHYS4ADRION

Investigate the role of rivers in contributing to marine plastic pollution in the ADRION region and to develop and deploy mitigation strategies aimed at addressing riverine litter inputs



tethys4adrion.interreg-ipa-adrion.eu

Marine Strategy Framework Directive

Descriptors 3 (commercial fish)
Descriptor 4 (food webs)
Descriptor 10 (marine litter)



strategiamarina.isprambiente.it

GES4SEAS

Achieving Good Environmental Status FOR maintaining ecosystem SERVICES, by ASsessing integrated impacts of cumulative pressures



www.ges4seas.eu



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BLUE ECOSYSTEM



Transformative co-creation
innovation labs for the Blue
Sustainable Economy

MAIN GOAL

Design, test and validate different methodologies for the mutual learning about **Transformative innovation** for sustainable Blue Economy sectors.

PROJECT OUTPUTS

1. TRAIN labs in each pilot region (7)
2. BLUE ECOMATCH program
3. Transformative Book sharing best project practices

COUNTRIES

Italy, France, Greece, Portugal,
Croatia, Albania, Cyprus.

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BLUE ECOSYSTEM



Regional accelerator laboratories (TRAIN labs)

- Marine Resource Management
- Pollution and Waste Management
- Resource and Waste Management
- Maritime and Coastal Infrastructures
- Climate Adaptation





3rd ISE Community of Practice gathering

Natural Heritage Mission Update Policy recommendations on restoration

Vasiliki Madoulka

Region of Crete, D4N Lead Partner

Marilena Mochianaki Karampatzaki

Region of Crete , D4N Lead Partner

02-04 April 2025, Sarajevo (Bosnia & Herzegovina)



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REGION OF CRETE



Natural Heritage Mission



 Community4Nature

 Dialogue4Nature

 Other Key Stakeholders

 Associated Partners

 Thematic Projects



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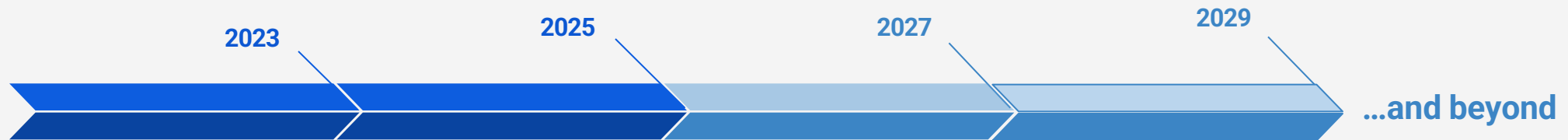
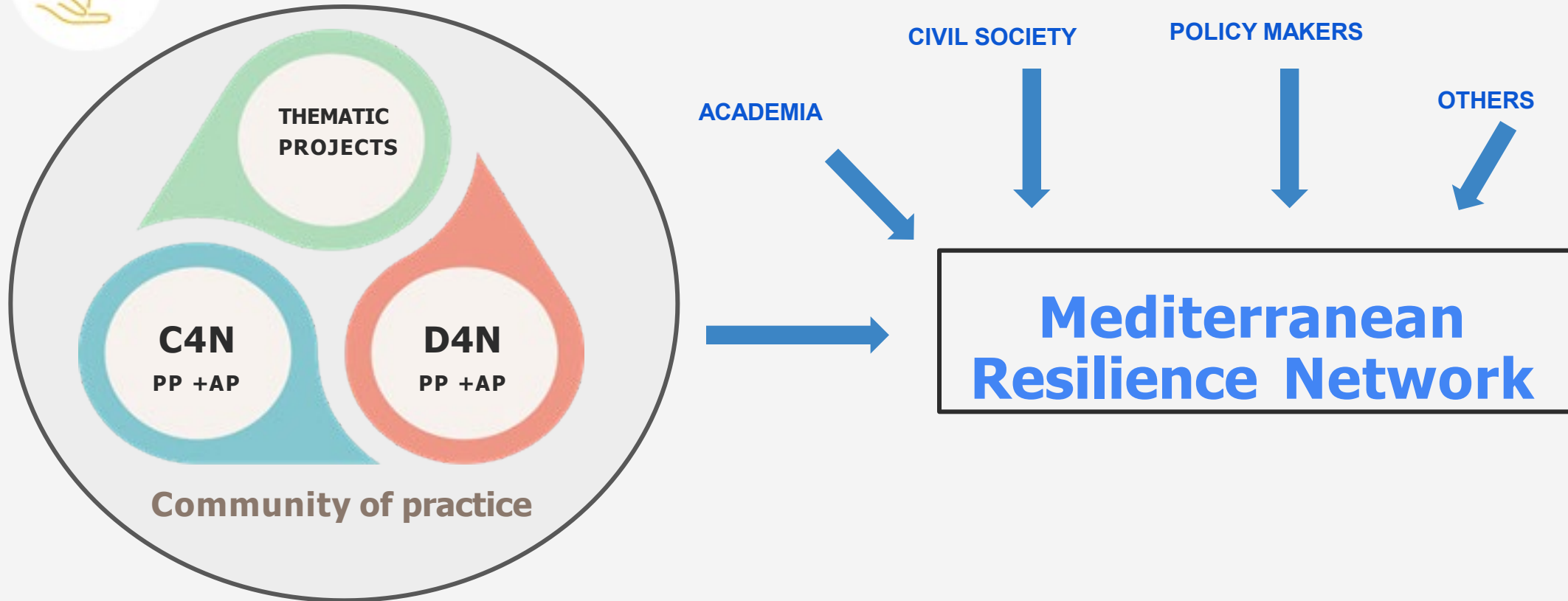


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Ultimate Goal of the Natural Heritage Mission



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Our work



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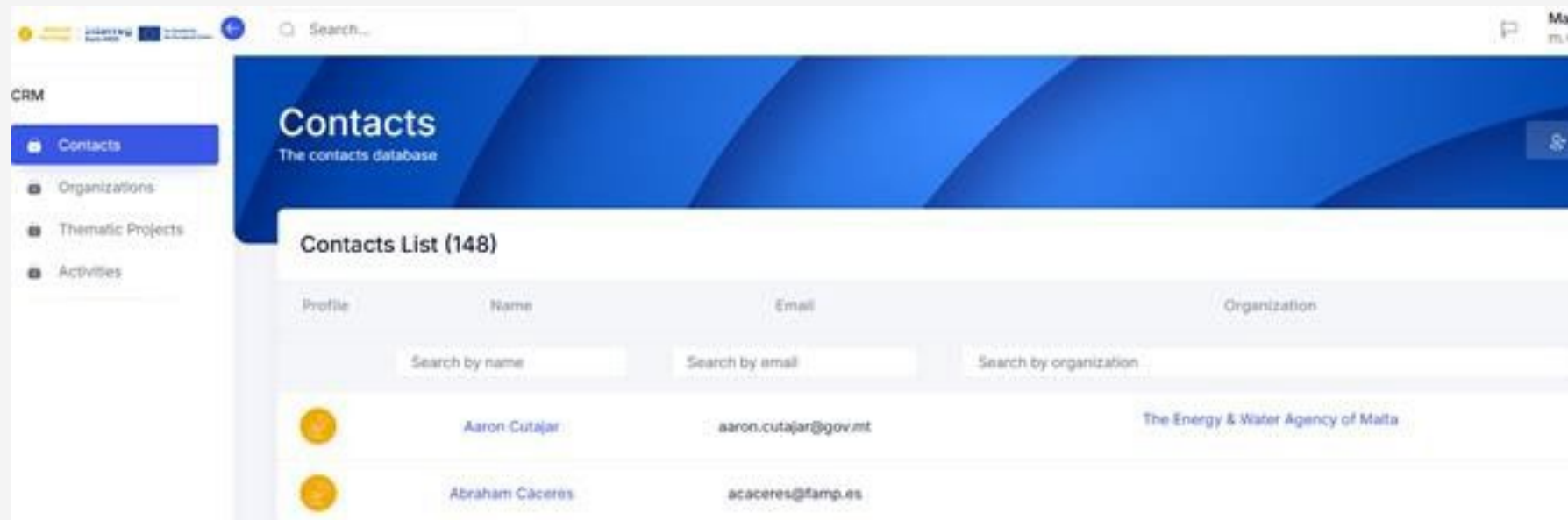


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CRM



A database open to the Community to facilitate the monitoring of the people involved, their organizations, projects and activities in which they have participated.

Status: technical structure already functional, just finalizing details and the name.

Next steps: complete the information, show it to JS and decide how to share it with the rest of the Missions



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Bilateral meetings with TPs

- To **promote the opportunities** of the Natural Heritage Mission Amplification Room and its portfolio of services: peer review, clusters, mentorship programs, Euro-MED Academy.
- To gather and validate TPs input and **agree on first amplification activities** to be conducted in the context of the Mission.

Summary posters of the TPs

- A poster for each TP following the basic structure.
- Used during the last [Annual Institutional Dialogue](#), at the fair, to look for synergies and opportunities for collaboration between TPs. Now starting to be concrete in bilateral meetings (next slides).
- Available on [our website](#).
- Construction of a [common calendar of events](#).

AR portfolio of services
full explanation: [PPTX](#)
to be developed in
interactive webpage



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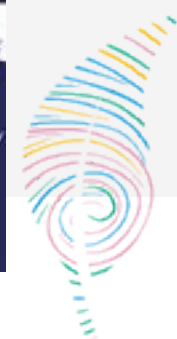


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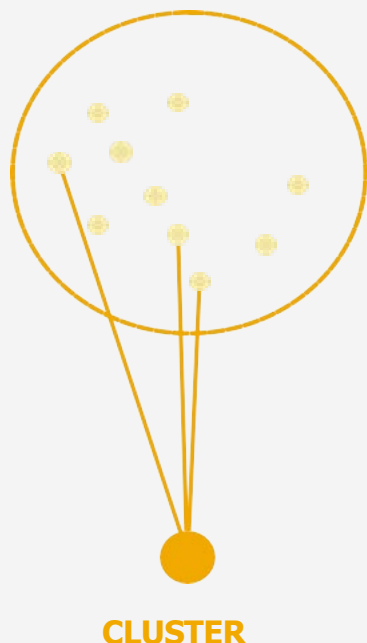
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Services for Transferring Solutions & Amplifying Imp

WORKING GROUP



- **Clusters:** geographical, thematic (for transference), and peer
- **Mentorship programmes:** for the adoption of solutions
- **Awareness raising campaigns:** sharing resources focused on (i.e. coastal erosion, restoration, etc.)



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Amplification room: a portfolio of services to foster adoption of TP solutions and streamline into policies

WG.1 Area-based Conservation



WG.4 Ecosystem Restoration and Nature-based Solutions

WG.2 Overcoming Local Barriers for Climate Change Adaptation

WG.3 Evaluating the Socio-economic Value of Biodiversity

Our work

Policy / Practice Empowerment

4 working groups for networking, capacity building and producing knowledge (e.g. policy papers and briefs zooming in on specific EU, Mediterranean and international issues).

General support for all thematic projects, including:

- 2 webinars per year (capacity-building, policy briefs consultations, knowledge sharing)
- Annual Institutional Dialogue events (2025 would be focused more on terrestrial ecosystems)



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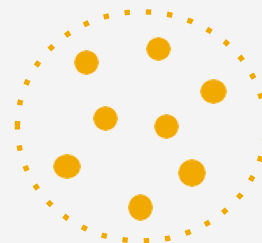




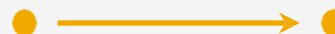
Amplification room: a portfolio of services to foster adoption of TP solutions and streamline into policies



- **Clusters** of partners answering to **specific needs**, with flexible and tailored dynamics: share knowledge, transfer, adoption, peer review of solutions and results, enrich specific outputs, papers and policy briefs, ...
- **Mentorship** programs for personalised transferring and **adoption processes** between a giver and a taker within the Natural Heritage Community.



e.g. a cluster on **Wetland Contracts**
(to be related with **WE GO COOP CoP**)



e.g. a mentored adoption of the
Wetland Contract by new partners



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The Mission organizes the “**SOLVE the CHALLENGE**” awareness raising campaign focusing on a yearly selected topic.

2023 campaign focused on Coastal Erosion

Dedicated page: [Coastal Erosion](#)

2024 campaign focuses on Nature Restoration

Dedicated page: [Nature Restoration](#)



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- **2 online webinars** per year offering capacity-building and encouraging knowledge sharing
- **1 in-person event** per year dealing with a specific policy issue related to the current policy agenda



Policy document

Sharing the views from the Natural Heritage Community on a specific topic that is **aligned with strategic policy discussion, with working group focus and with thematic projects**



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Policy Recommendations on Restoration (EU Restoration Regulation)

Key Messages

1

Emphasise the precautionary principle to halt further degradation. Conservation must take precedence to prevent further loss of biodiversity and degradation of ecosystems. This principle aligns with the EU NRR's non-deterioration clause.

2

Prioritize passive restoration in marine environments. Reducing pressures such as overfishing and pollution and addressing the root causes of degradation will allow most ecosystems to recover naturally. Active restoration should only be pursued when other approaches prove insufficient, as it is often less cost-effective, overestimated in its effectiveness and scalability and limited by knowledge gaps. Prioritizing passive restoration is both a pragmatic and ecologically sound approach.

3

Promote Nature-based Solutions (NbS). NbS should be at the heart of restoration strategies: they are cost-effective, respect ecological processes and minimize human intervention.

4

Increase public awareness to build support. This is particularly important for communities whose livelihoods might be impacted, ensuring they see restoration as an opportunity rather than a threat.

5

Unlock the potential of innovative funding mechanisms. Payments for ecosystem services, carbon credits, conservation contracts and debt restructuring, among others, can help mobilize adequate funding for restoration projects.

6

Align restoration plans with climate mitigation and adaptation goals. Restoring wetlands, seagrass meadows and other coastal and marine habitats provides critical ecosystem services such as carbon sequestration, flood regulation and disaster risk reduction, contributing to both biodiversity and climate resilience.

7

Foster collaborative governance to overcome institutional and stakeholder fragmentation. Multi-level governance that engages local, regional and national actors is essential to build trust and align stakeholders. Strengthening sub-national and local capacity is urgently needed, as many authorities and stakeholders lack the resources and expertise required to implement restoration projects effectively.



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Advocacy - Next Steps and How to Contribute

2025 EVENTS for Advocacy

The findings and opportunities under the recommendations will be **disseminated in key events**:

- 9th Union for the Mediterranean (UfM) Working Group on Environment, January
- Proposals for side events: RFSD (April, Geneva); UNOC3 (June, Nice); IUCN World Conservation Congress (Oct, Abu Dhabi)
- Annual Institutional Dialogue, November Barcelona (B2B Day of the Mediterranean)
- Other potential: CBD Regional events, UNEP MAP COP24

PARTICIPATION IN CONSULTATIONS

- EU Restoration Regulation National Plans template
- Consultation for Mediterranean Pact

OTHER

- **Social media communication campaign** to disseminate key messages

ENDORSE THE POLICY RECOMMENDATIONS!

A dedicated section within the Natural Heritage Mission website (<https://natural-heritage.interreg-euro-med.eu/>) will allow to show support



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Upcoming events - 2025

- **Working Groups Webinars:**

- 1st webinar - 22nd May (10:00 - 13:00):
 - What is the policy process, what policy means, how it can be influenced
 - Preparation for UNOC
- 2nd webinar in September-October:
 - Introduction to PANORAMA Solutions platform
 - Terrestrial restoration (National Restoration Plans)
 - Update of the policy recommendations including the terrestrial component

- **Natural Heritage Mission General Meeting:**

- 2-3 July, Athens (NTUA's Zografou Campus)

- **Annual Institutional Dialogue:**

- End of November in Barcelona, around the Day of the Mediterranean (28 Nov)



**Annual
Institutional
Dialogue**



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Natural Heritage



gov4nature

Thank You

natural-heritage@interreg-euro-med.eu



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Region of Crete (D4N LP)
vmadoulka@crete.gov.gr

Marilena Mochianaki Karampatzaki, Architectural Engineer, MSc & Project Manager,
Region of Crete (D4N LP)
mar.moxianaki@gmail.com & mmochianaki@creteregion.gr

3rd ISE Community of Practice gathering, 02-04 April 2025, Sarajevo (Bosnia & Herzegovina)



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COFFEE BREAK

30 min



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THEMATIC WORKING GROUPS



Maria CALDERÓ

BETA TC (UVIC-UCC)
Mission TCP lead partner



THEMATIC WORKING GROUPS

INTRODUCTION

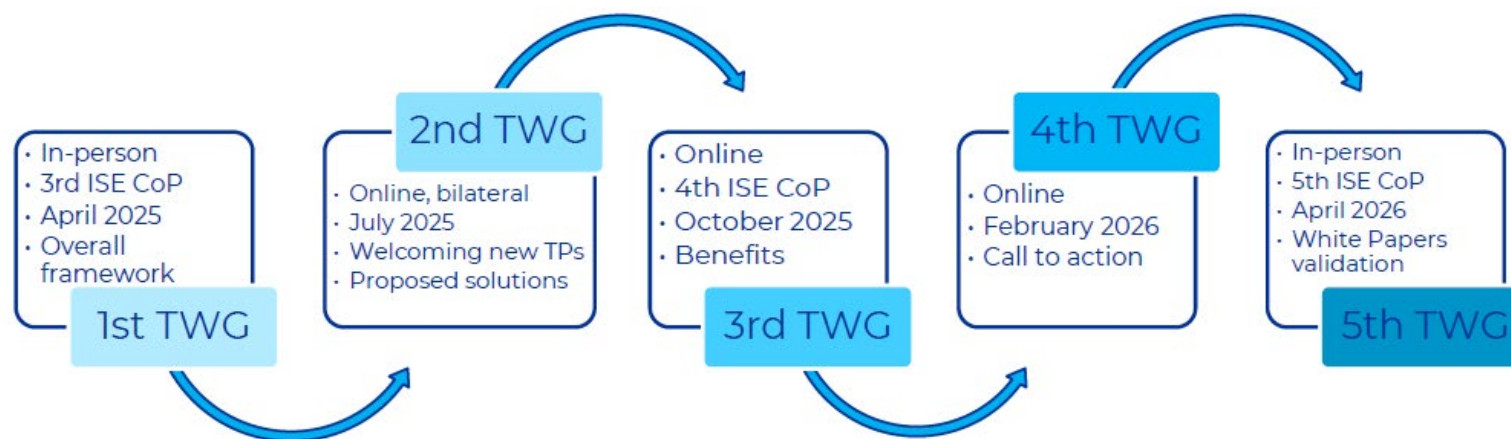
Collaborate



[READ THE COP REPORT](#)

4 TWGs are launched today to boost the connections between TPs and being able to go deeper into specific thematic and take advantage of having specific experts on a focus area. These TWGs are thought to be bilaterally organised with TWGs leaders and supporters within and during the 6-months general ISE CoP gatherings (i.e., every 2-3 months and max. 2h online meetings or in-person, when coinciding with the more general ISE CoP). These TWGs will serve to work on **White Papers** content as the main collaborative work and outcome of these gatherings.

TWGs roles responsibilities	FOCUS AREAS			
	Marine Resources	Agri-Food Systems	Industrial Transition	Resource Valorisation
UVIC-UCC	ISE CoP activity leader. Overall framework and organisational responsibilities. General coordination with TPs. Development of TWGs to create White Papers as the main collaborative work of the ISE CoP gatherings and TWGs discussions. Provide template dynamics and facilitation guidelines. Support the overall logistics.			
Leaders	DIVISION	UVIC-UCC	MEDWAVES	ACR+
	Organise TWGs every 2-3 months following ISE CoP framework and UVIC-UCC guidelines. Co-create the corresponding White Papers from the information discussed during the TWGs. Be more available at region level for in-person TPs events.			
Supporters	PMM	CENER21	GSC	MIO-ECSDE
	Participate and contribute to TWGs leading to White Papers. Support to the TWGs' leaders. Be more available at region level for in-person TPs events.			
Peer-review process	PMM	UVIC-UCC	DIVISION	UNISI
	Link with methodology to review TPs key productions (internal process explained in bilateral meetings).			
Contributors	REVOLVE as communication partner, IDP partners, Associated Partners, External experts, UFM, JS, Other Missions... General awareness of TPs work and be more available at region level for in-person TPs events.			
	4	3	4	3
Involved TPs ACRONYM	SPOWIND 2B-BLUE AZA4ICE BLUE ECOSYSTEM	CARBON FARMING MED Clepsydra OliveOilMedNet	CircleMED GREENSMARTMED REVIVE ProcuraMED	REPper EWAsTER VERDEinMED



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THEMATIC WORKING GROUPS

WHITE PAPERS

Structure

TITLE

Subtitle

EXECUTIVE SUMMARY

INTRODUCTION

Overview and definition of the specific thematic tackled in the Mediterranean context.

CHALLENGES

Differentiated by sustainability pillars (i.e., environmental, social, economic) and technical, if need it.

REGIONAL CONTEXTS

Display a map of information of the pilot sites.

PROPOSED SOLUTIONS

Aim to display a joint solution combining the tested ones in different regions of the Mediterranean.

BENEFITS

Aim to design an infographic with homogenised and comparable numbers of the positive impacts of the proposed solutions and linked with the tackled challenges.

CALL TO ACTION

Common positions targeting specific groups of stakeholders.

CONCLUSIONS

References

List of projects and organisations

Contact Information



[READ THE COP REPORT](#)



A **White Paper** is a detailed document that provides information on a specific topic, often presenting solutions to complex issues or promoting a particular product, service, or methodology. White papers tend to be not that extended (i.e., maximum 20 pages including figures, and images). A White Paper should provide well-researched information that cannot be found with simple desk research. It needs to clearly define the topic, create an accurate outline of the information, and provides facts.

In the **ISE CoP framework**, White Papers intend to be the **long-lasting outcome of the work carried out during the TWGs and general gatherings**. In this regard, 4 White Papers will be created, one for each TWG.



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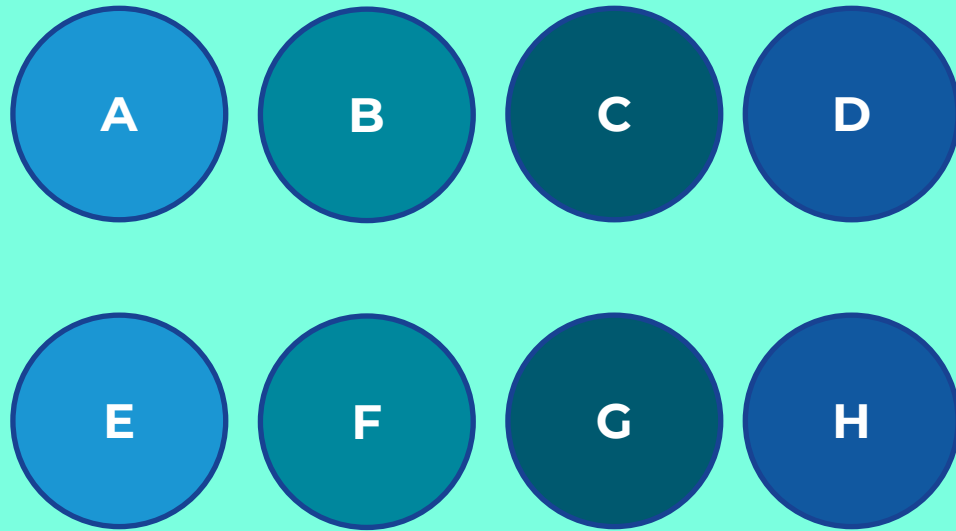


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SESSION DYNAMICS

Sitting & activities



15 min Round of introductions

20 min **Problem Statement:** specific challenges

10 min **Regional Contexts:** implementation of good practices

20 min **Proposed Solutions:** evidence-based approaches

10 min **Target Groups:** frame the call to action & stakeholder engagement

If time **Impacting Policies:** improving legislation

15 min Round of conclusions









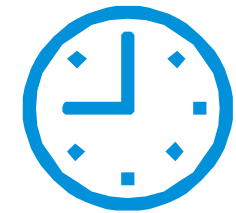
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EXERCISES

Problem statement: specific challenges

Think of at least 1 challenge for each of the 4 categories (environmental, social, economic, technical)

ENVIRONMENTAL	SOCIAL	ECONOMIC	TECHNICAL
<ul style="list-style-type: none">• Long-term carbon sequestration.• Achieve real co-benefits in terms of biodiversity conservation, water quality, and soil protection & fertility.• Reduce dependence on pesticides and synthetic fertilisers.	<ul style="list-style-type: none">• Changes and needs of new trained personnel and with different roles and responsibilities.• Promotion of sustainable and nutritious diets, from sustainable farming practices.• Strengthening knowledge exchange among farmers.• Enhancing the autonomy of local communities/cooperatives.• Encouraging cooperation between producers and consumers.	<ul style="list-style-type: none">• A robust business model, ensuring accuracy in measuring carbon emissions avoided or sequestered in soils.• Incentives to implement the new business model.	<ul style="list-style-type: none">• Achieve accurate baselines to set realistic numbers, and in turn, transparent registries of carbon credit ownership.
			



20 min



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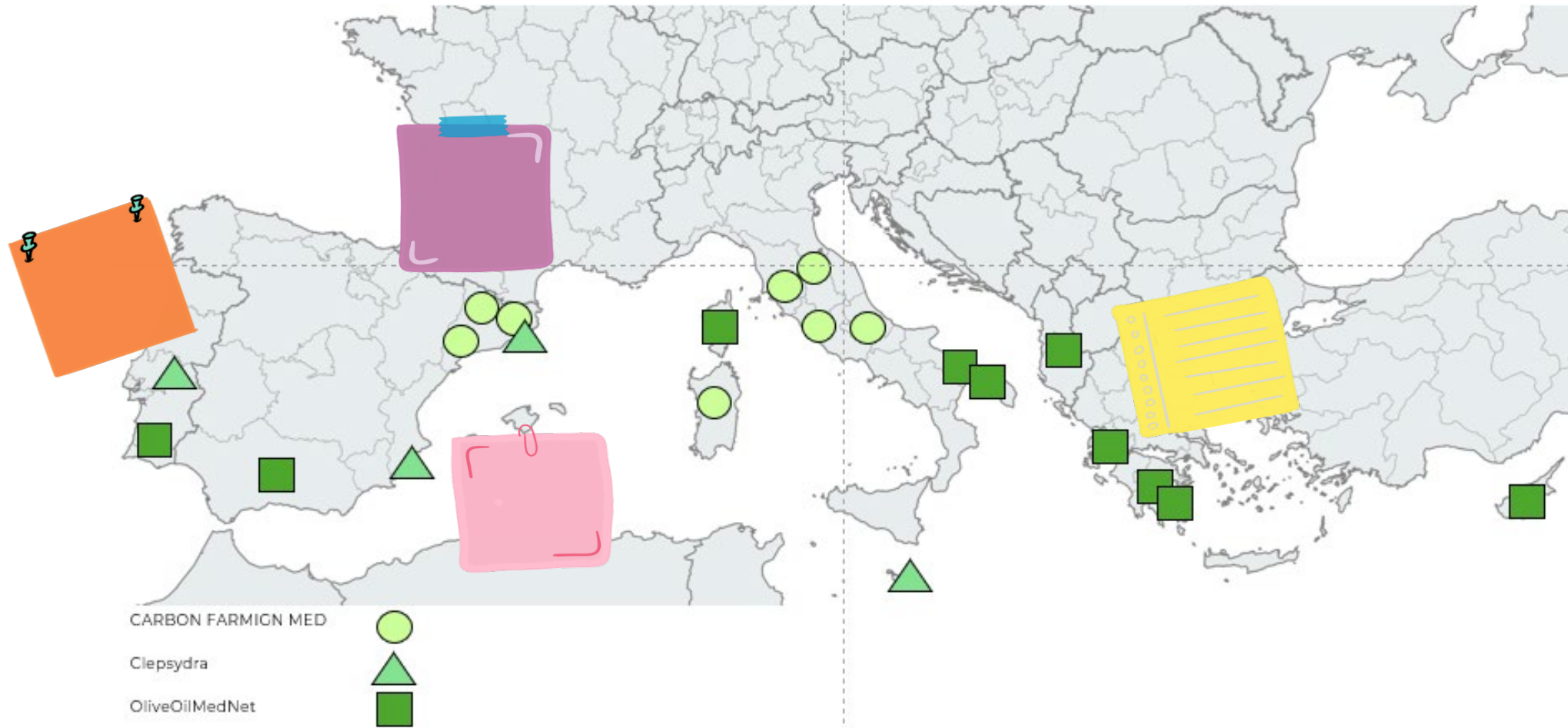
EXERCISES

Regional contexts: implementation of good practices

Validate and complement the information of your demo sites / pilots / test regions (anything relevant to you such as type of pilot...)



10 min





THEMATIC WORKING GROUPS


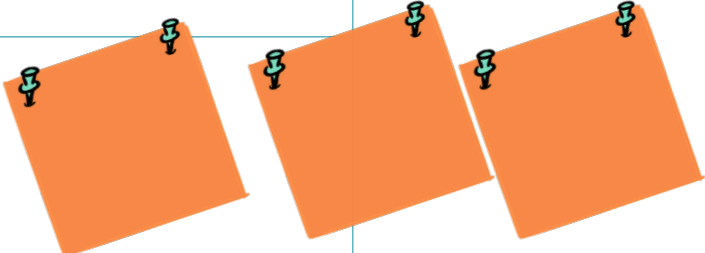

EXERCISES

Proposed solutions: evidence-based approaches

Reflect about potential joint solutions by types of outputs (i.e., new business models & support decision-making)



20 min

PROJECT	Identified Key Productions during peer-review bilateral meetings (without including capacity building material)	What type of data is feeding your solutions?
CARBON FARMING MED <i>(new business models)</i>	<ul style="list-style-type: none">• Carbon farming framework for the mediterranean regions• Report on carbon farming as business model• Monitoring, Reporting and Verification protocol adapted to mediterranean regions• Report on benefits, drawbacks of selected carbon farming actions• Carbon soil sequestration model for carbon mediterranean carbon farming practices• Farm techno-economic model including carbon farming practices• Report on externalities to be included in the carbon credits• Best practice guidelines for the successful implementation of regenerative agricultural techniques• IT Platform for the process of verification for the mediterranean market for the carbon credits• Internal mediterranean market of carbon credits• Guidelines and policy recommendations	What will feed the CARBON FARMING Tool? 
Clepsydra <i>(support decision making)</i>	<ul style="list-style-type: none">• DSS based on artificial intelligent to support decision making showing aquifer conditions• Good practices handbook on groundwater networks and models in pilot sites• Replication and transferability strategy	What will feed the DSS? 
OliveOilMedNet <i>(new business models)</i>	<ul style="list-style-type: none">• Test & authenticity reports• Testing & socio-economic and environmental evaluation reports• Authentic olive data bank• Catalogue of authentic & green olive oil products	What will feed the e-Networking Platform? 



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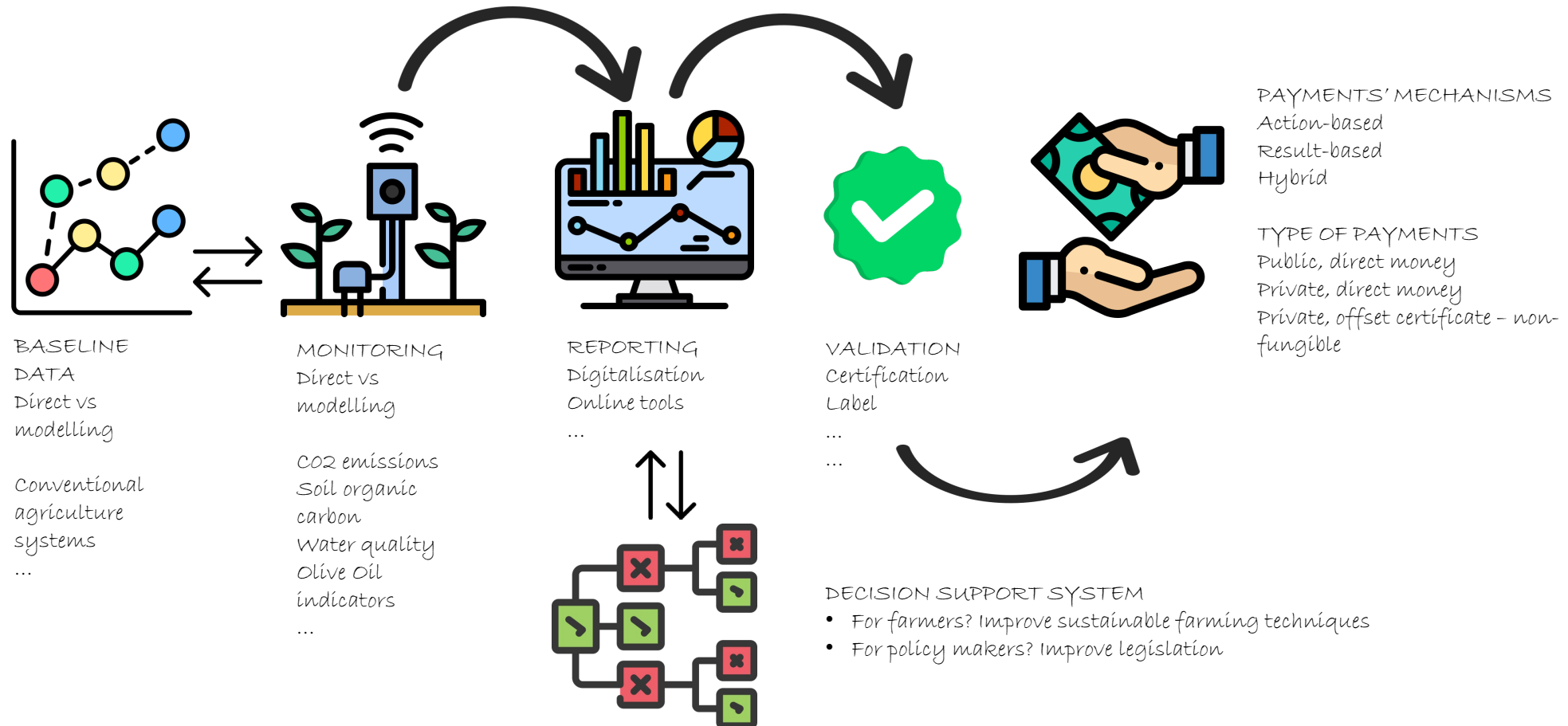
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EXERCISES



Proposed solutions: evidence-based approaches

Could we come up with a joint solution like this example? CARBON FARMING MED approach coupled with Clepsydra DSS for olive oil regenerative agriculture incorporating OliveOilMedNet sustainability and authenticity? All TPs have common ground. Could we display it?



THEMATIC WORKING GROUPS

EXERCISES

Target groups: frame the call to action & stakeholder engagement

Write down the project acronym within the key level and type of stakeholder cell of the given matrix.



10 min

	National Level	ES	FR	IT	GR	B&H	SL	PT	MT	CY	AL
CARBON FARMIGN MED											
Clepsydra											
OliveOilMedNet											
EU-International level											
National level											
Regional level											
Local level											
Public authorities											
Private Sector											
Academia / Research											
Civil Society / NGOs											



As a little reminder of your partnership national representation



Call to Action

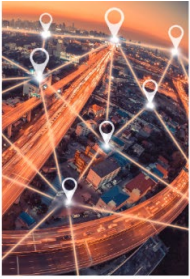
With several projects, the Interreg MED Green Growth community makes an active contribution to the implementation of the EU Circular Economy Action Plan, as well as to the Agenda 2030, particularly to the Sustainable Development Goal (SDG) 12 (Ensure sustainable consumption and production patterns) and SDG 13 (Take urgent action to combat climate change and its impacts).

Collectively, the Interreg MED Green Growth community contributes to the procurement and provision of green and smart public services in Mediterranean municipalities, both large and small. The community addresses both the "pull" and the "push factors" on the market of green and smart public services, by working with public authorities to integrate circular economy considerations into their procurement processes, and with SMEs to enable them to innovate and provide those green and smart products and services that help transition towards more circular towns and cities in the Mediterranean region. The results of the projects lead to win-win situations in which both the public authorities and SMEs benefit, while also making a contribution to the circular economy transition.

= A lower life cycle cost of products and services results in benefits for the public administrations in terms of economic savings and in a higher environmental compatibility, and for the SMEs in terms of improving their innovation capacity and competitiveness by offering the best solutions at a fair price.

= Open data solutions provide vendors looking for ideas by reducing the barriers to market entry for service providers, and also prevent entry lock-in for SMEs by enabling replicability of solutions in other cities.

= Innovation clusters provide benefits to the participating SMEs by enhancing innovation capacity and competitiveness, and to public authorities by offering new and innovative solutions for city transition that comply with criteria of circularity and sustainability.



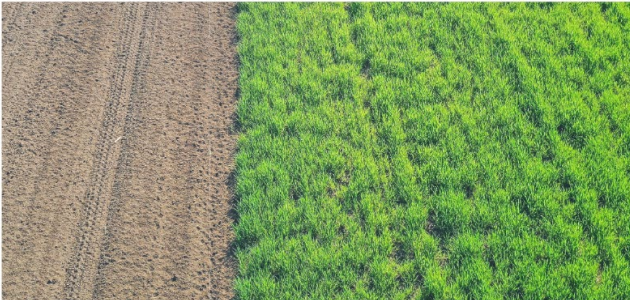
In order to reach the full potential of the presented solutions throughout the Mediterranean region, the Interreg MED Green Growth community calls for action in the following aspects:

The European Commission and EU Member States

- To promote the transition and adaptation of existing and emerging tools for the different regional contexts within the Mediterranean
- To promote a systematic use of LCC assessment in GPP as a relevant contribution to the EU Circular Economy Action Plan
- To support research industry collaborations to spark innovations that can lead to solutions that match GPP criteria
- To promote open data and APIs with reference to the Smart City design in the context of public procurement, so that Smart City related deployments are necessary, vendor independent, more open and enabling new services on top of them.

Regional and local authorities (the Mediterranean)

- Considering the role of the public sector as a catalyst for change, the increased uptake of GPP by authorities at all levels is fundamental for the circular economy transition
- Using LCC as an evaluation tool in order to have a clear and concrete approach to the sustainable development (it also includes a precise evaluation in terms of circular economy through the product lifespan and disposal costs-revenue value)
- SMEs
- To invest in innovation for green and smart services and products and make use of support services targeted at companies and clusters on green and circular economy issues
- To participate in green public procurement processes to support public authorities in their efforts towards a green and circular economy at local and regional levels








THEMATIC WORKING GROUPS

EXERCISES

Impacting policies: improving legislation

Discuss and complement on the given information. These list resulted from the application forms about how the project contributes to wider strategies and policies (section C.2.5), among others

		CARBON FARMING MED	Clepsydra	OliveOilMedNet
UN SDGs (shared from 2 nd ISE CoP online)	    	X	X	X
UNEP-MAP Mediterranean Strategy for Sustainable Development (MSSD)		X	X	X
GreenerMed Agenda 2030		X	X	
Territorial Agenda 2030		X	X	X
EU Green Deal		X	X	X
Biodiversity Strategy		X		
EU Adaptation Strategy		X		
Farm to Fork Strategy		X		
Soil Strategy		X		
Forest Strategy		X		
EU Rural Action Plan		X		X
Strategy to reduce methane emissions		X		
Roadmap to a Resource Efficient Europe (COM (2011) 571)		X		
A Soil Deal for Europe		X		
(New) Bioeconomy Strategy		X		
The Nitrates Directive (91/676/EEC)			X	
Directive 2006/118/EC on the protection of groundwater			X	
EU Water Framework Directive (2000/60/EC)			X	
EU Strategy for the Adriatic and Ionian Region				X
EU Strategy for the Alpine Region				X
European Enterprise Network				X

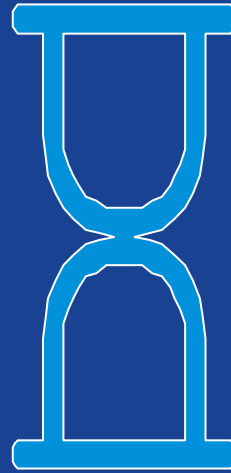


Others to consider?



If time...

	CARBON FARMING MED	Clepsydra	OliveOilMedNet
Common Agricultural Policy (CAP)			
Adaptation to Climate Change Mission			
Restore our Oceans and Waters Mission			
EU Competitive Compass			
Carbon Removals and Carbon Farming (CRCF) Regulation			
(Upcoming) Water Resilience Strategy			
Nature Restoration Law (2024)			
EU Climate Law (2021)			
Effort Sharing Regulation (2018/842)			



Stop at 13:15h!



LUNCH BREAK

90 min



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A project labelled by the UfM



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

Practical approaches to influence behaviors

03/04/25



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A REMINDER: WHAT ARE WE DOING?



Context: Capacity Building for Thematic Projects

Purpose of Today's Training

- Strengthening TPs' capacity to design effective behavior change interventions
- Providing practical experience with the COM-B framework and methodology
- Creating a community of practice around behavior change approaches

Process and Follow-up

- Project behavior cards (12 already received) will receive tailored feedback
- Results will be presented at the Green Week online event (June 18th)



Who will support you during this journey



Rosa Strube

Head of the Sustainable Lifestyles Team
at the CSCP



Michele Giavini

Environmental consultant



Zuzana Bohacova & Francesco Lembo

ACR+ ISE CoP team

**+ the broader ISE CoP facilitation team
(raise your hands!)**



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COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

Changing behaviours

Why and how?

Rosa Strube, Head of Sustainable Lifestyles, CSCP

www.cscp.org



Can you guess what that is?





COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

Changing behaviours. Why and how?

3rd ISE Community of Practice gathering, April 3, 2025

Rosa Strube, Head of Sustainable Lifestyles, CSCP

www.cscp.org



The Collaborating Centre on Sustainable Consumption and Production (CSCP)



Founded in 2005

by the United Nations Environmental Programme (UNEP) and Wuppertal Institute of Climate, Environment and Energy.
Headquarters in Wuppertal, Germany



Think & Do Tank

The Centre provides scientific support to clients from the private and the public sector, in the field of sustainable consumption and production (SCP)

60 Team Members

with interdisciplinary backgrounds



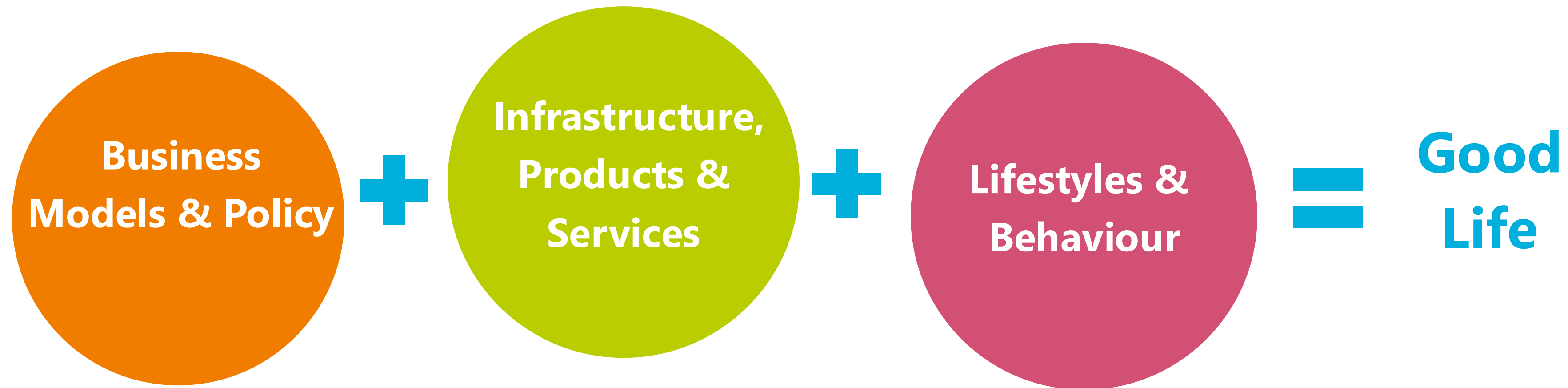
International Scope

and activities in four continents



all photos © CSCP

How the CSCP works towards a sustainable future



Who we work with

Broad range of partners locally and globally

Regional & international



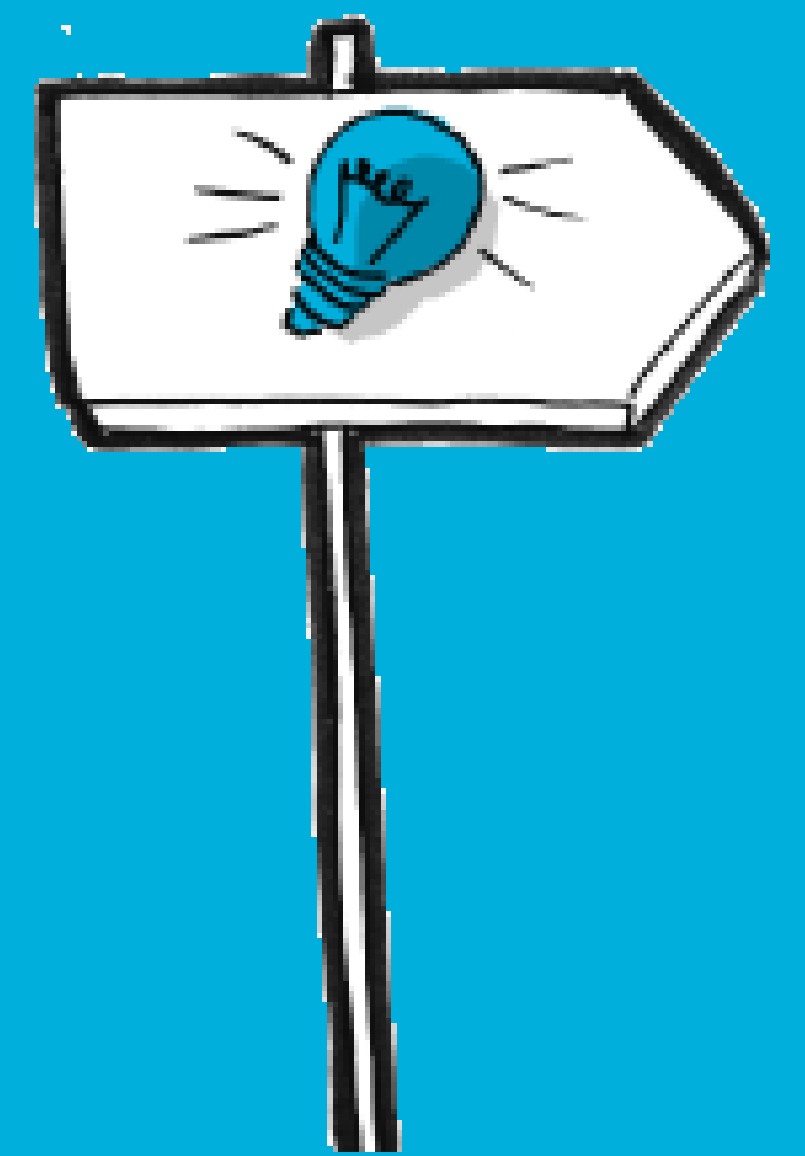
National



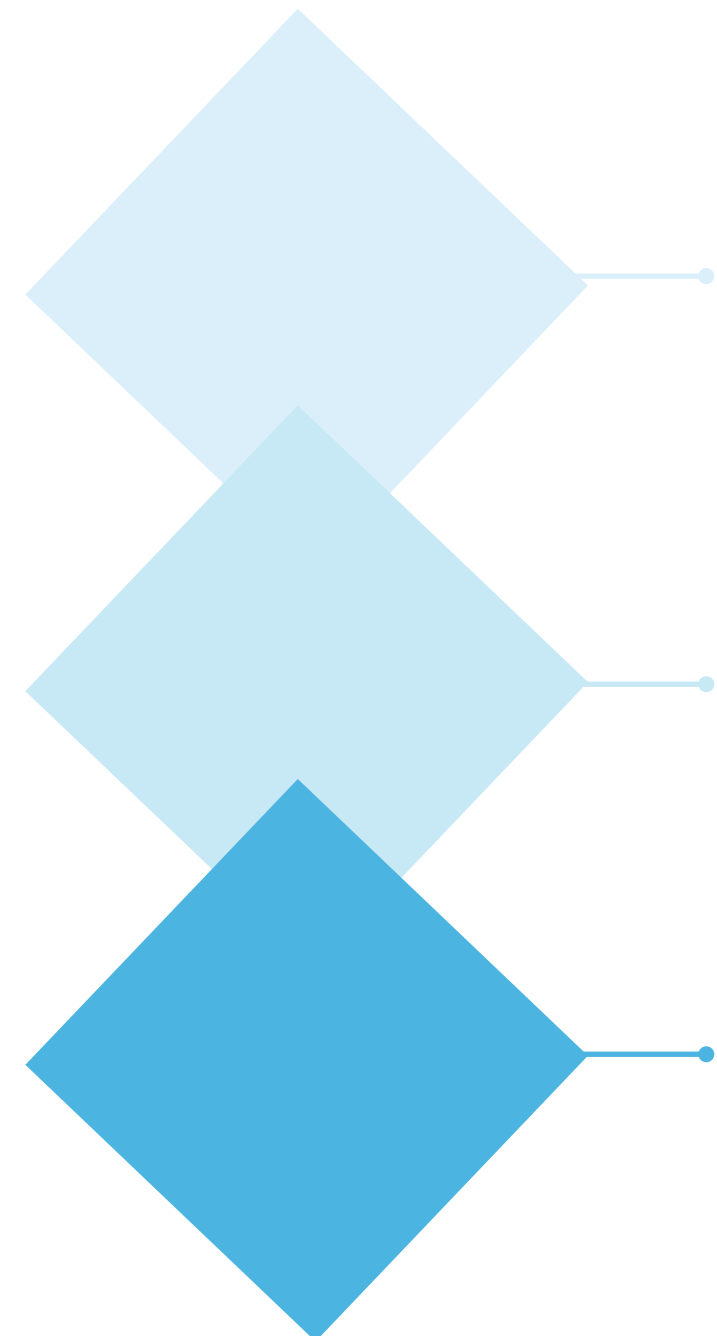
Local



**Without understanding and
targeting citizen behaviour, we
run the risk that our interventions
fail**



What will we look at today?

- 
- Why you should think about the **human factor** in your intervention
 - Introducing **COM-B** – a simple behavioural model to guide our thinking
 - Getting to know some **behavioural tools** we can use

Why you should think about the human factor in your intervention





40-70%

of all global greenhouse gas emissions could be saved by 2050 through interventions on the use side. (IPCC Report)

The role of consumers in the Circular Economy

In the EU

**5 tonnes of
waste**

is produced by the average
European each year

Only 38%

of waste in the EU is recycled

Over 60%

of household waste still goes to
landfill in some EU countries

Source: European Commission

https://environment.ec.europa.eu/topics/waste-and-recycling_en

The circular economy in the EU

EU Circular Economy Action Plan (2020)

- Empowering citizens to make more sustainable product choices: DPPs, Green Claims
- Enabling longer use of products: durability, right to repair & lowering single-use
- Supporting more sustainable models of consumption: product as a service.
- https://environment.ec.europa.eu/strategy/circular-economy-action-plan_en



Consumer potential

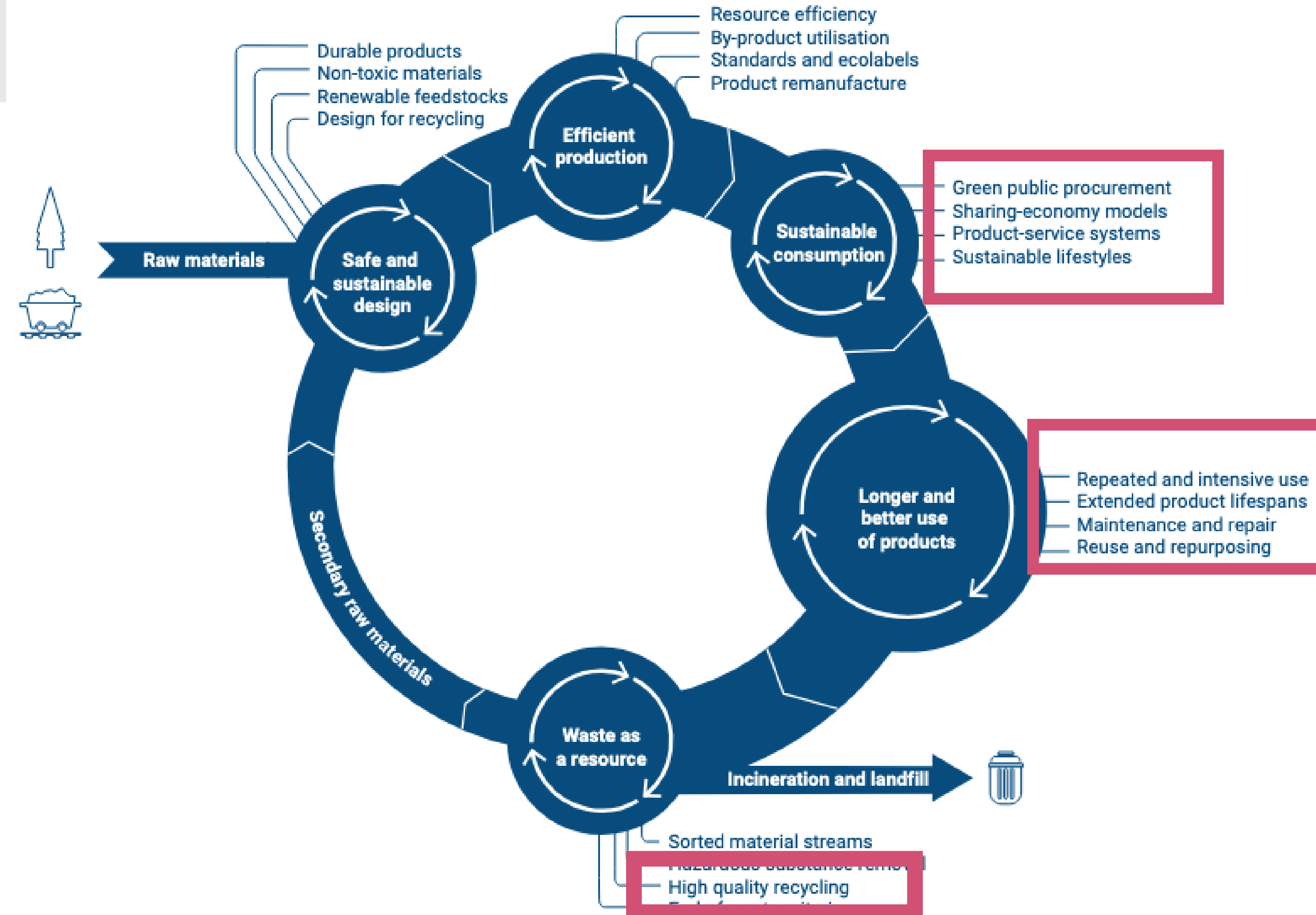
There is significant potential of consumers in various stages of a product's lifecycle

Source graphic (p11) and quote (p13):

<https://www.eea.europa.eu/en/analysis/publications/accelerating-the-circular-economy>

Figure 1.1

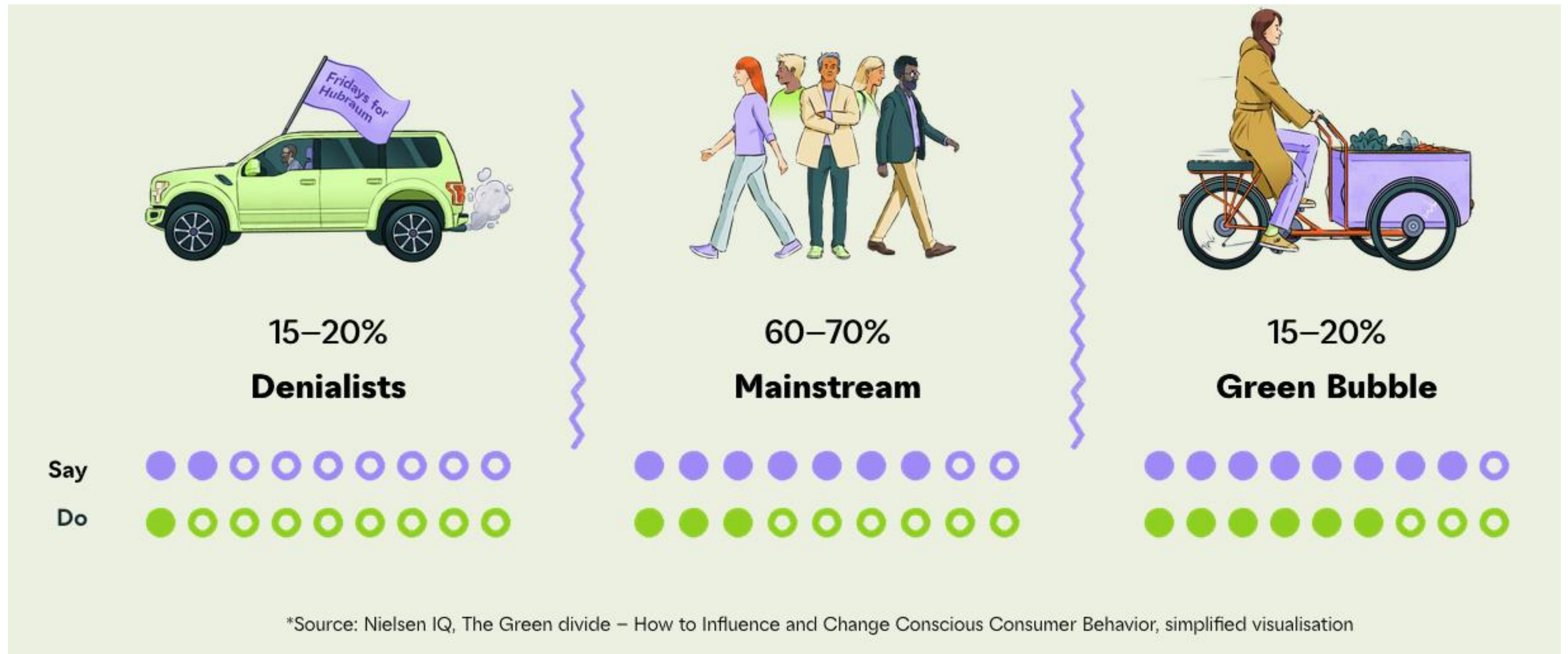
The touchpoints for achieving a circular economy in Europe, with key factors associated with each touchpoint



Source: EEA.

Mainstreaming circular behaviours

Targeting the 60%, considering the attitude-behaviour-gap



Source: <https://www.green-nudges.com/en/consulting/>

**Take your time to understand the
human!
(and the attitude-behaviour gap)**



Photo by [Jeffrey Czum](#) on Pexels

Effortful thinking?

Getting to know system 1 & 2.

$$3 \times 4 =$$

$$17 \times 34 =$$

*“Humans are to thinking as cats
are to swimming. We can do it
when we have to, but we’d much
prefer not to.”*

Daniel Kahneman



Photo by [Diana Orey](#) on [Unsplash](#)


Too much information? Our brain takes shortcuts



Photo by Atoms on Unsplash



**Under the weather?!
We need to consider “Noise” in
human behaviour**



**People are irrational and yet
we often design things as if
they were perfectly rational.**

**Knowledge ≠ Action
Attitude ≠ Action
Intention ≠ Action**

**What does this mean for
your work?**



Photo by [Marten Newhall](#) on [Unsplash](#)

We believe that great interventions come from a combination of



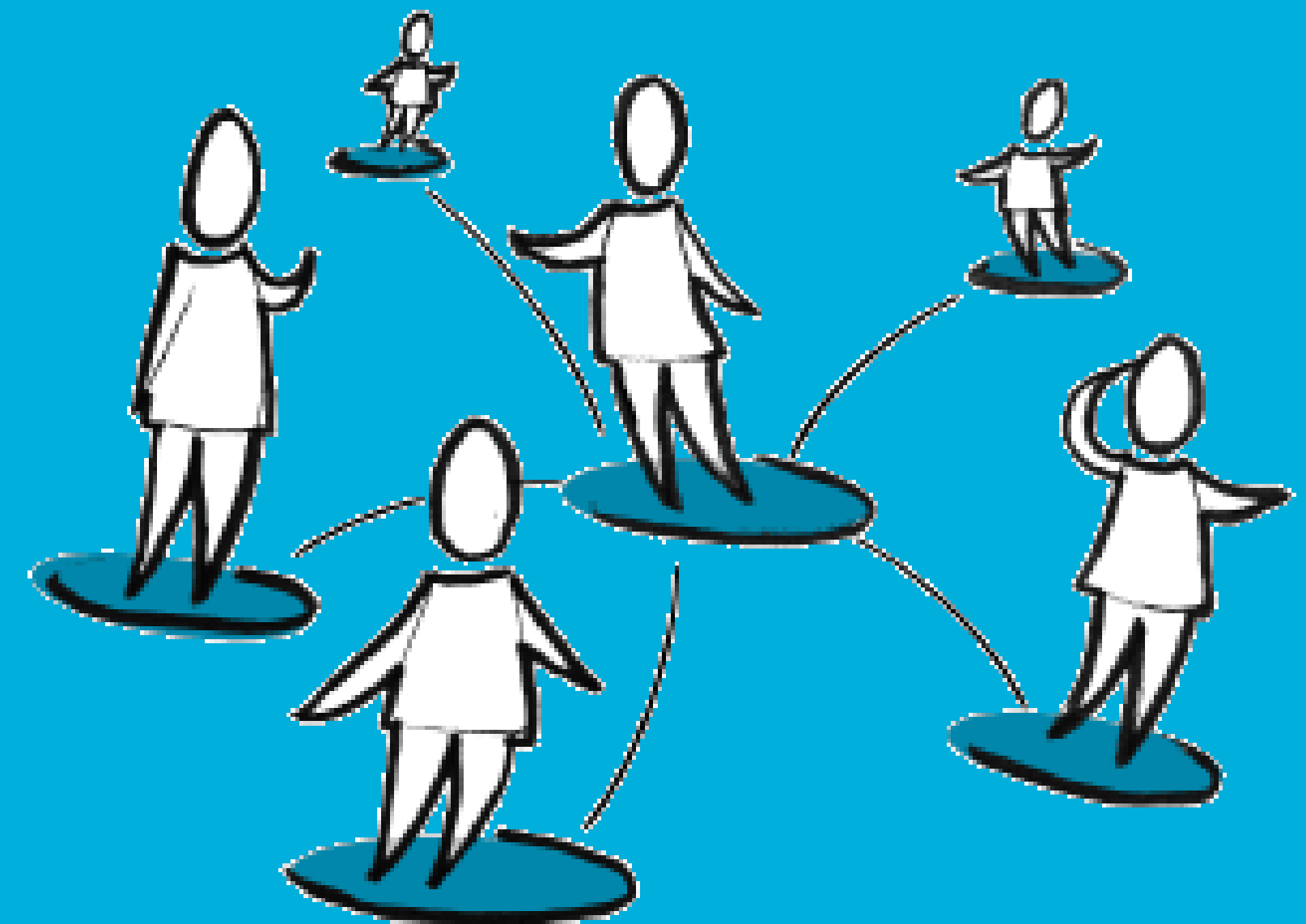
Intervention
development



Pilot intervention
implementation
& evaluation

Introducing COM-B

A simple behavioural model to guide our thinking



Before you start, check: Is behaviour change the right lens?

- Are you actually trying to change behaviours and not attitudes?
- Do you want to affect what people think or feel, **or what they do?**



http://commons.wikimedia.org/wiki/File:Victorian_Central_Highlands_log_dump_03_Pengo.jpg

Getting to know the COM-B behaviour model

- COM-B was developed at University College London in 2011 by **Susan Michie** and colleagues
- It builds on the analysis of **19 behaviour change models** predominantly from the health care sector
- It is **increasingly popular** with practitioners, particularly within health settings due to its origins

Relative google trend of COM-B

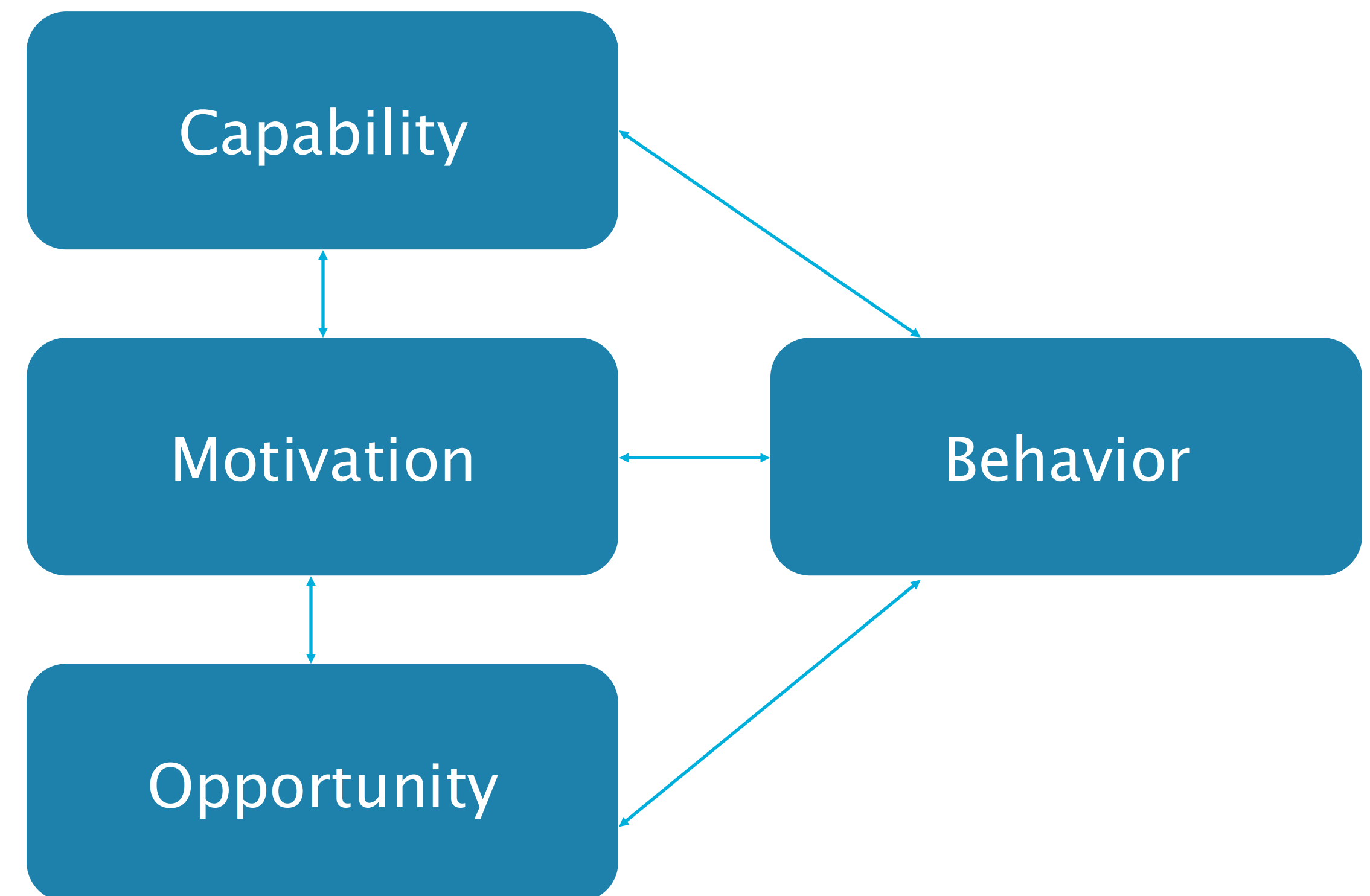


COM-B in a nutshell

The COM-B model states that for any behaviour to be enacted people must have the **capability**, the **opportunity**, and they must be more **motivated** to do that behaviour than anything else.

- **Capability** refers to an individual's psychological and physical ability to participate in an activity.
- **Opportunity** refers to external factors that make a behavior possible.
- **Motivation** refers to the conscious and unconscious cognitive processes that direct and inspire change.

If just one of these is not in place, then the desired change will not occur.



COM-B in more detail

And an example of repairing my lamp instead of replacing it

Capability

The individual capability to engage in an appropriate activity.

Physical: physical strength, skill – do I have the physical skills to repair an electronic product?

Psychological: knowledge, awareness, cognitive skill, memory – do I know how to deal with the technical components of the lamp?

Motivation

Those mental processes that activate or prevent behaviour.

Reflective: conscious psychological processes, including intentions, evaluations, beliefs, attitudes, identity – do I want to act sustainably?

Automatic: psychological processes which are largely automatic and out of conscious control, including emotions, habits, desires and impulses – how deeply routed are my routines to just replace the lamp?

Opportunity

Those factors outside the individual that influence behaviour.

Physical: time, locations, resources, prompts in the environment, infrastructure – do I have time and resources to repair it myself? Are there repair services near by which I can use? How costly is this?

Social: cultures, norms and social cues, role models – do we have a culture for repairing in the country? Do I know of people around me who do repair?

Beha-
viour

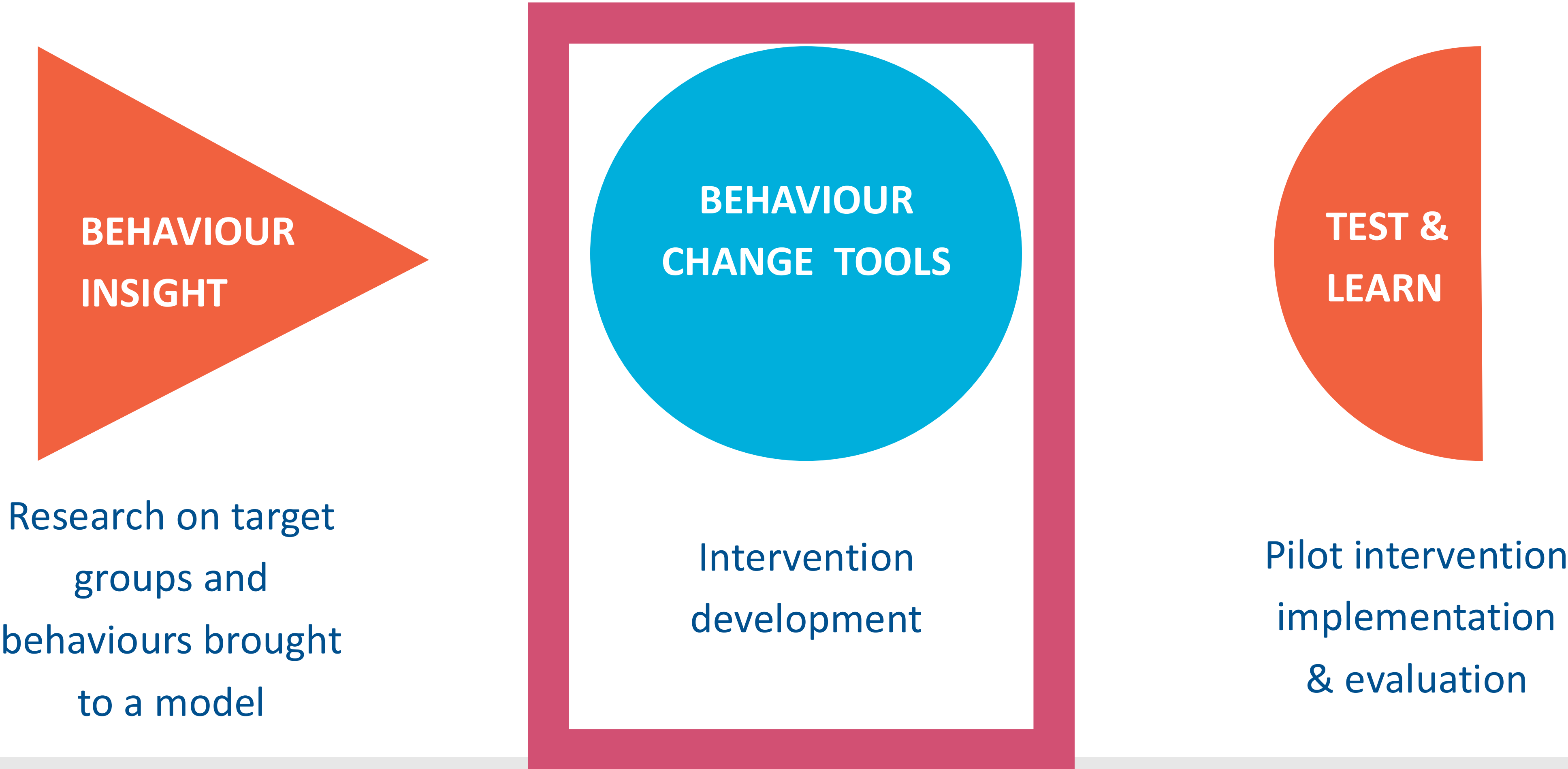
How to complete the model

- Be specific on your behaviour
- Be specific on your target group
- Don't just guess how your target group might feel, **use real data** (either existing or new that you generate) **to avoid any biases**

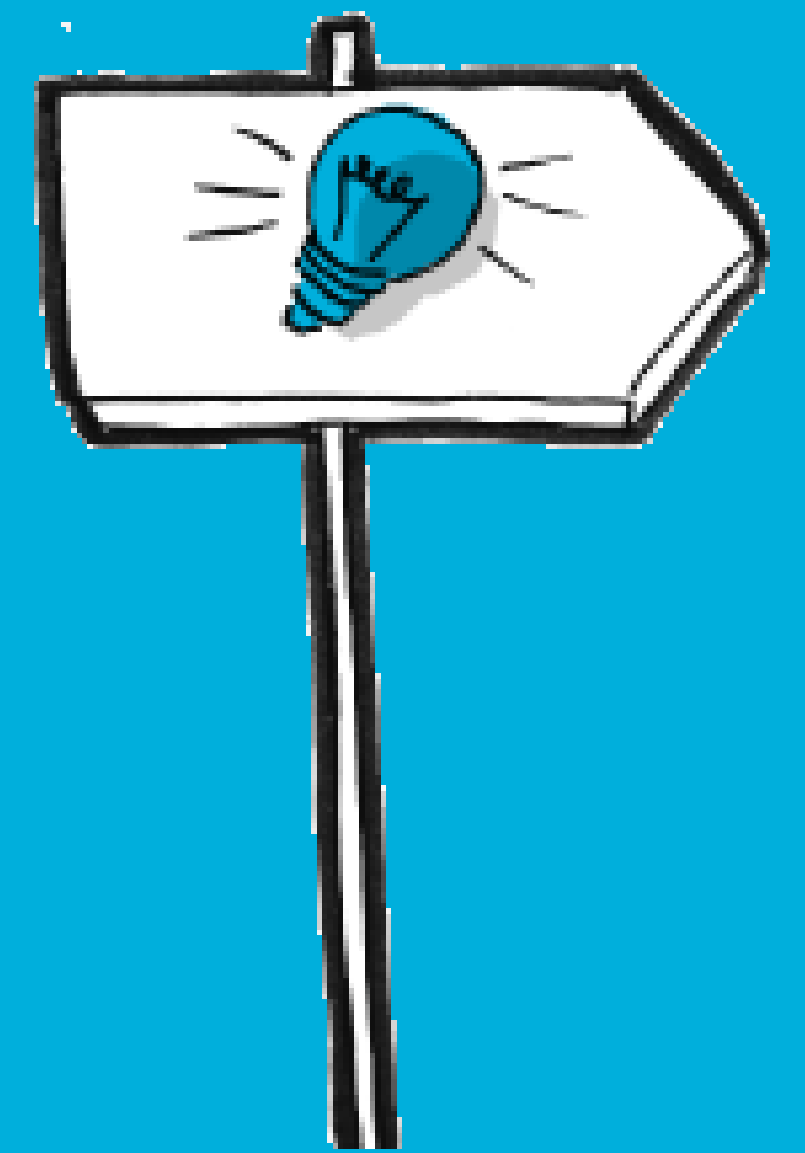


Source: Unsplash

From insights to behaviour change tools

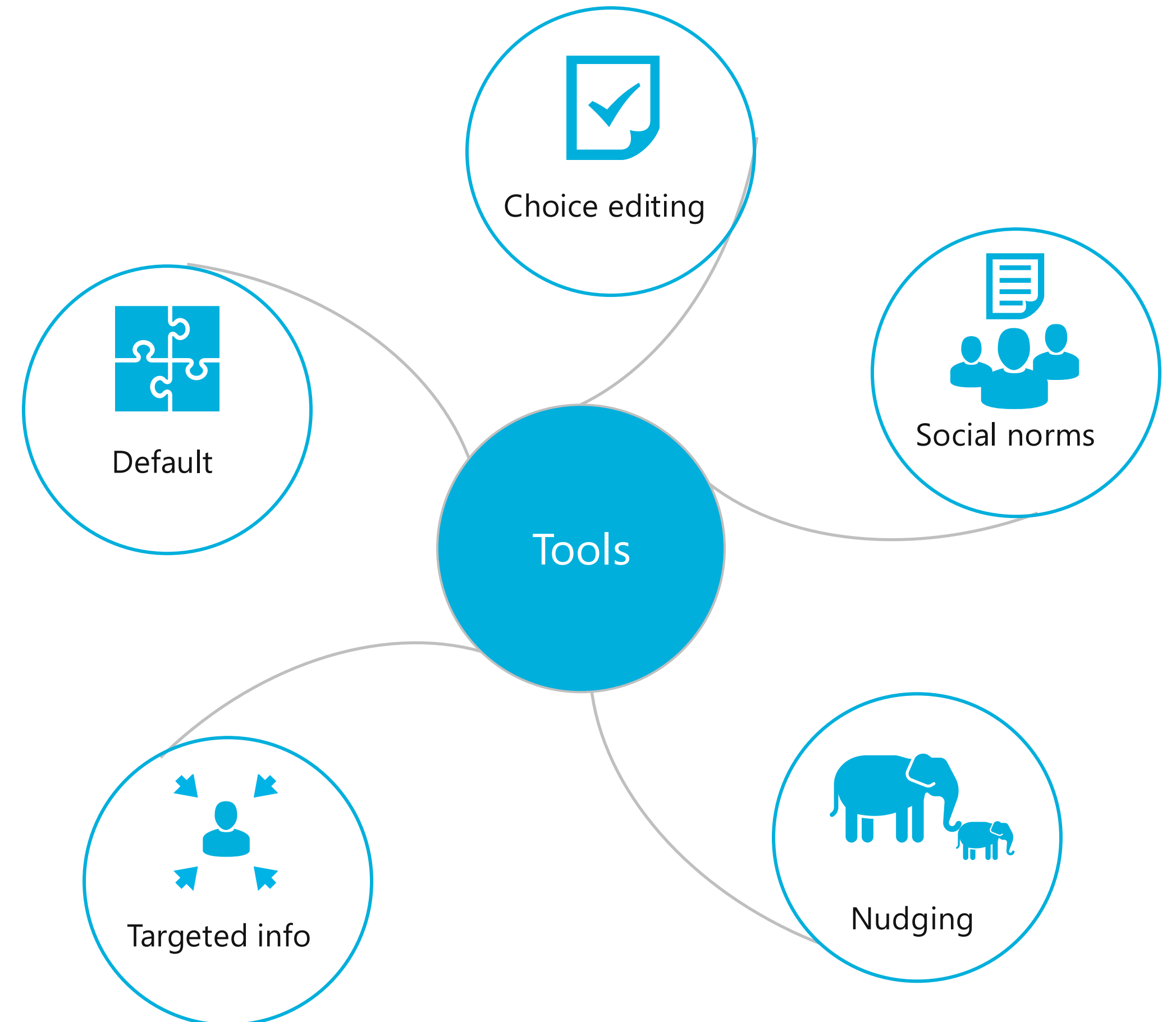


Getting to know some Behavioural tools we can use



A selection of tools to change behaviour

- Large number of possible tools to change behaviour
- The 5 ones selected **here bundle approaches**
- They build on **insights from psychology and behavioural science**
- The proposed instruments here **have worked successfully** in pro-environmental campaigning



Social norms

Tools for behaviour change



- We are strongly **influenced** by what others do. People **look out for social norms**, common behaviour and tend to imitate others from a group
- **Copying** what others do is a good way to avoid effortful thought (using your “system 2 brain”)
- Norms can be **explicitly formulated expectations** or **implicitly derived from the behaviour** of others
- **Norms are dynamic** and can develop and spread rapidly

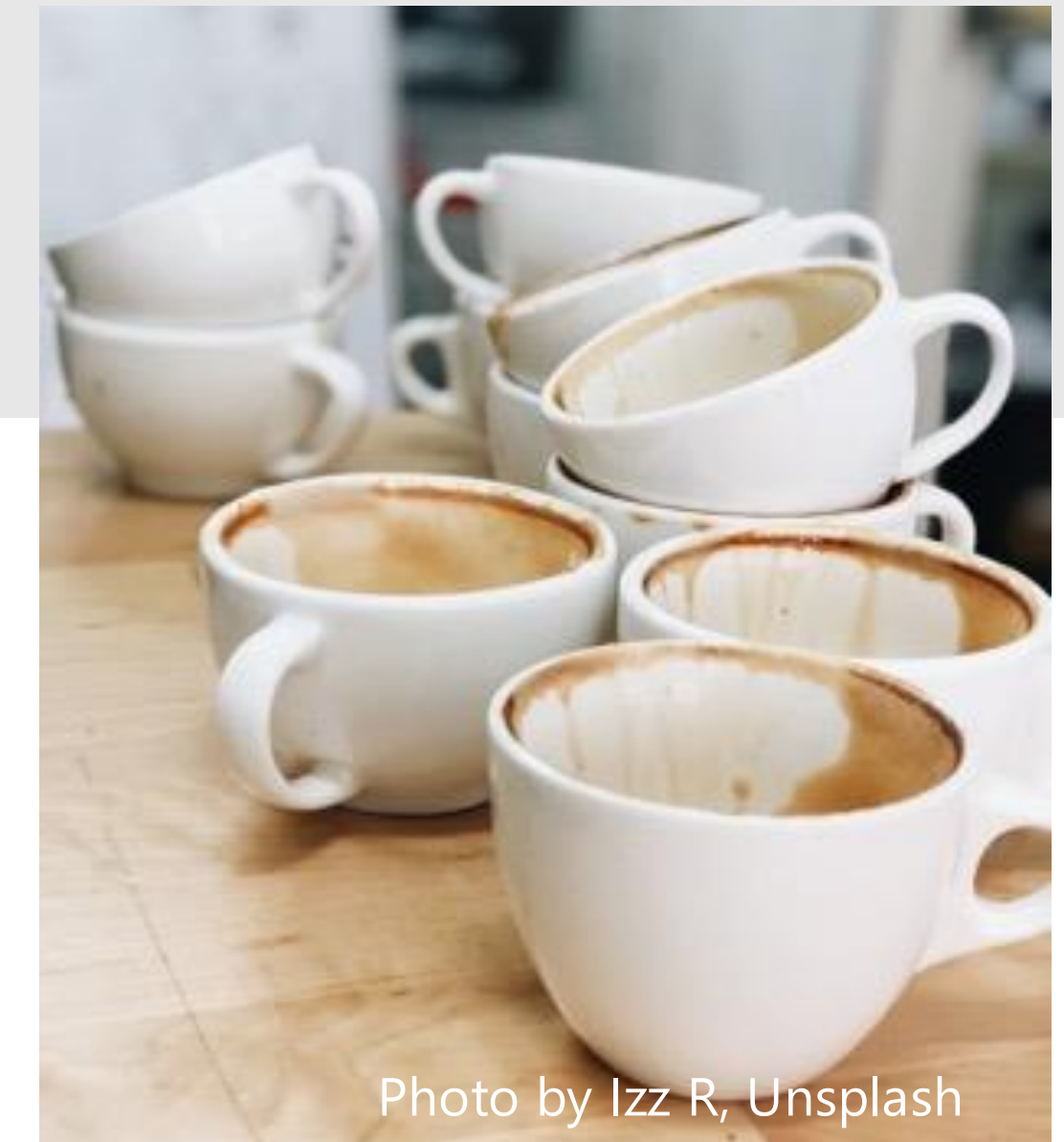


Photo by Izz R, Unsplash

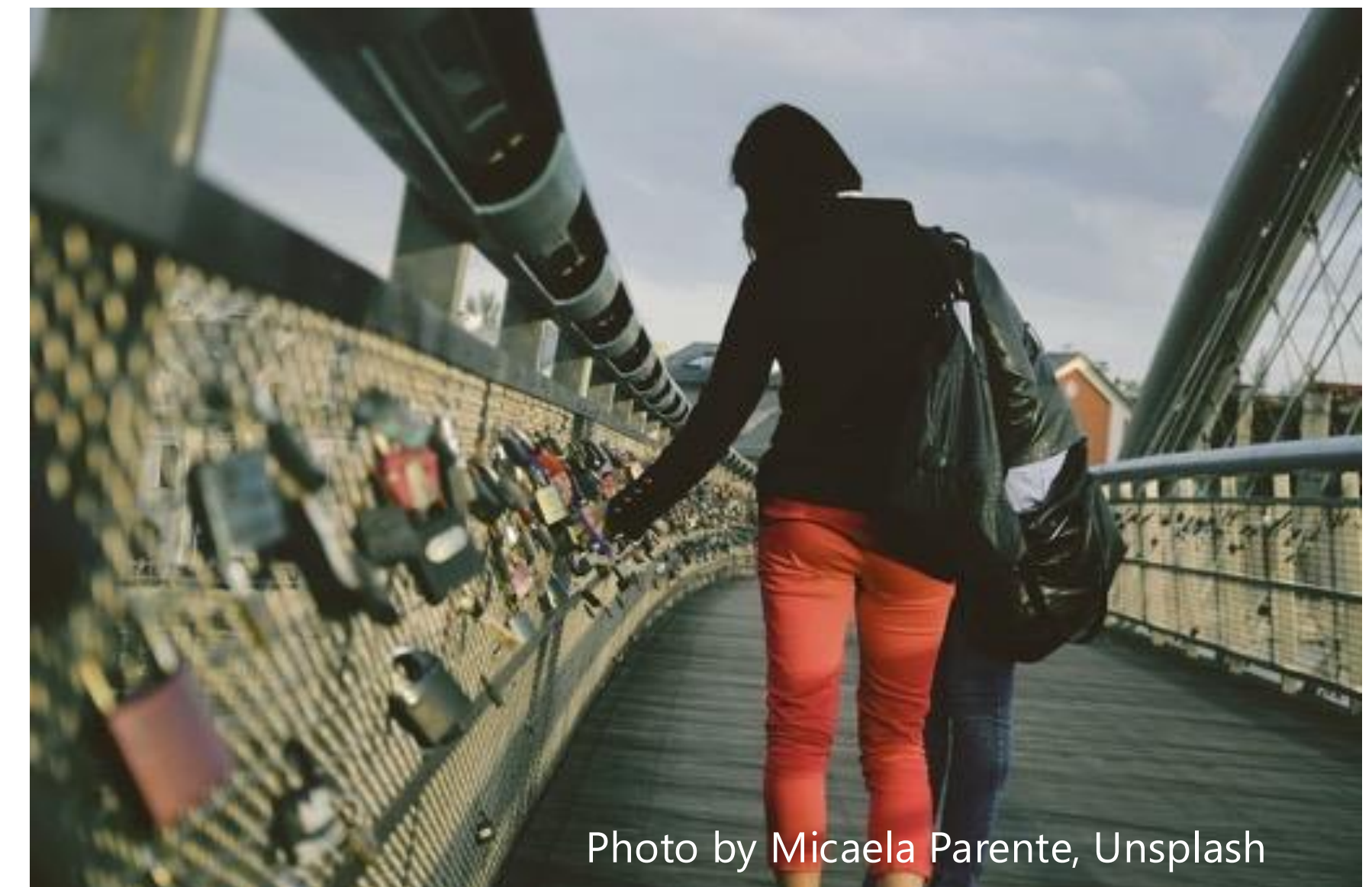
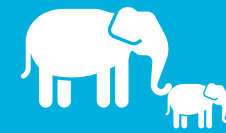


Photo by Micaela Parente, Unsplash

Nudging

Tools for behaviour change



- Nudges seek to **remove obstacles or friction points** to facilitate desired behaviour (from the individual's perspective)
 - Reduce effort for desired behaviour, **increase convenience**
 - Increase effort for undesired behaviour
 - Warnings, graphics, reminders
 - **Prompts & suggestions**



Targeted and personalized information

Tools for behaviour change



- Consumers want to act, **but often do not know how**
- The **information overload** as well as the sheer magnitude of the global challenge can add to people feeling disempowered and confused
- It is important to **be specific about what consumers can do** (e.g. in different life phases, when trying something new...)



© Justin Buchholz at Unsplash

Default

Tools for behaviour change



- Default options are **pre-set courses of action** that take effect if nothing is specified by the decision maker
- Consumers rarely change the default settings. So, the nature of the default option strongly affects consumer behaviour
- **Changing the default option** is an effective nudge when there is inertia or uncertainty in decision making



Choice editing

Tools for behaviour change



- Decreasing the number of products with **low** environmental, nutritional or social sustainability **standards**
- Choice editing supports sustainable behaviour change by **directly influencing the choice environment** in which consumers operate
- Appropriate where consumers may **lack knowledge**, opportunity and social support to make sustainability-oriented decisions, and where consumers **delegate** the responsibility for sustainable choices



Photo by Marcell Viragh at Unsplash

What is next?



Time to get to work!*

* ...and for me to go to the repair café.





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CONSUMPTION AND PRODUCTION

Rosa Strube

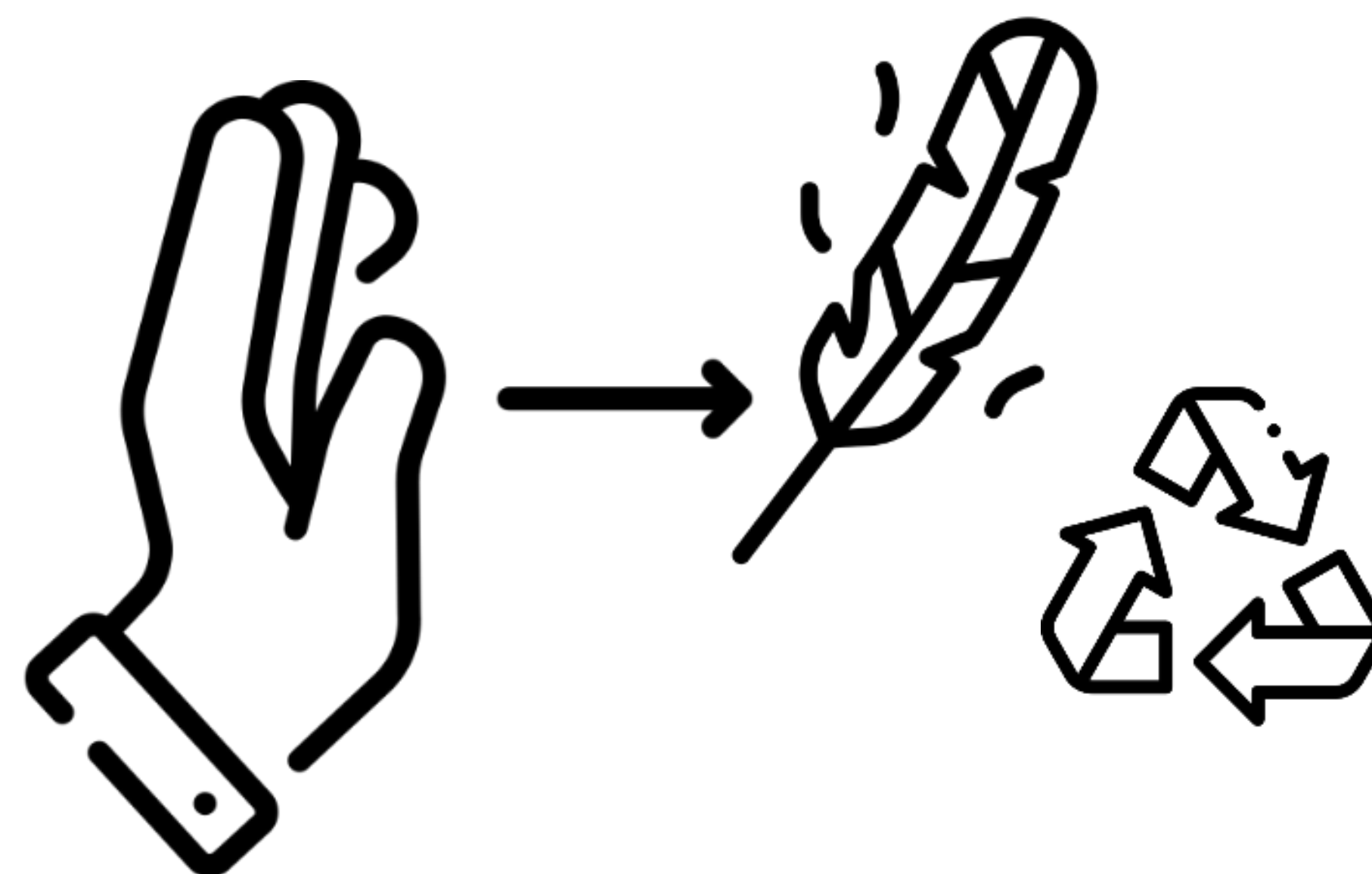
Rosa.Strube@cscp.org

www.cscp.org

Behavioural change and nudging Case studies on waste sorting

Michele Giavini
April 3rd, Sarajevo





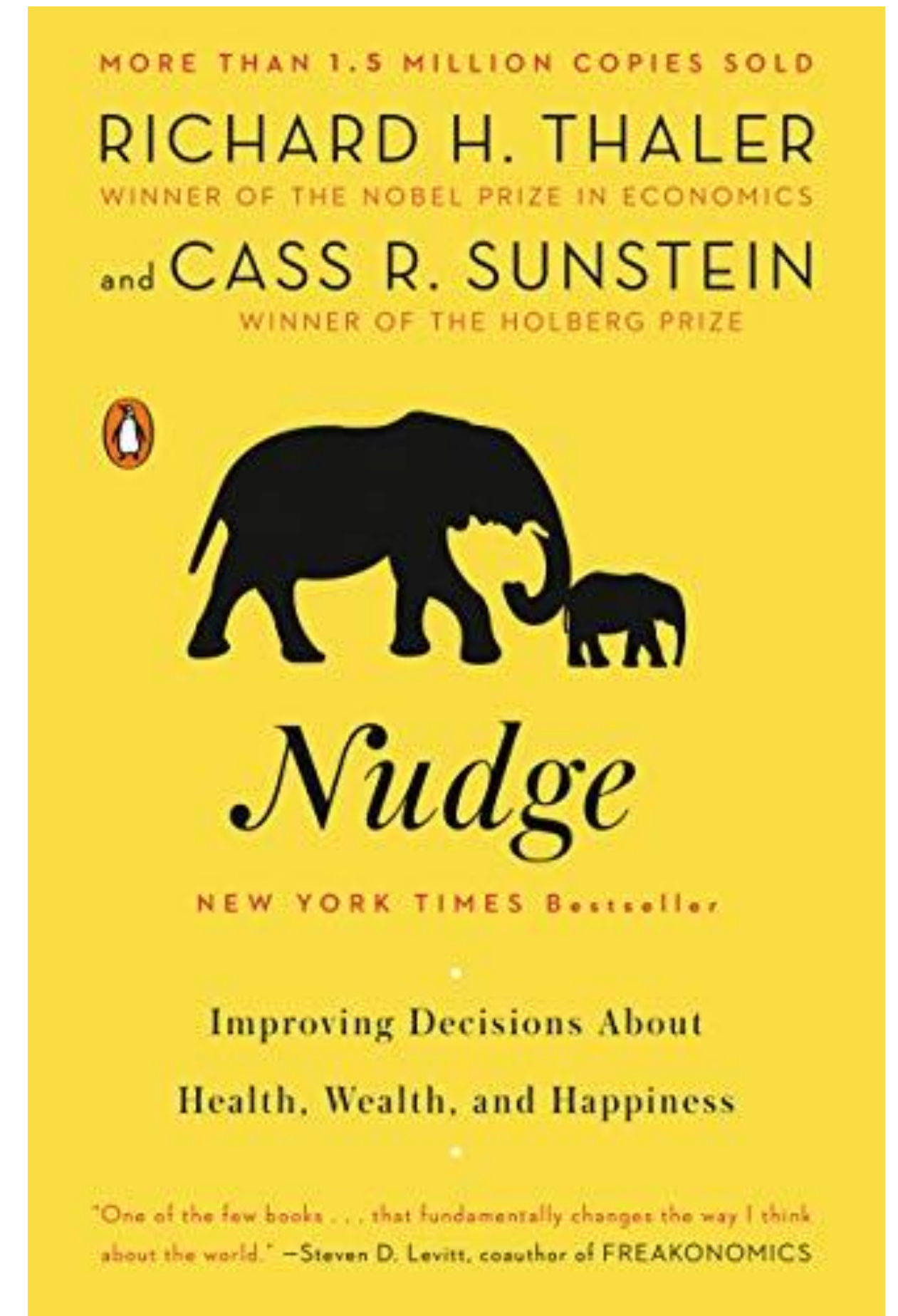
Nudging

Positive and constant recommendations

"A nudge, as we will use the term, is any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives. [...]"

Putting fruit at eye level counts as a nudge.

Banning junk food does not."



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Nudging – key elements

- encourage people to make better decisions **without imposing restrictions or mandates**.
- is classified as a **non-regulatory and economically viable** instrument for achieving policy goals (has limited political costs compared to traditional regulation)
- Nudging must be done **without altering economic incentives** and **without prohibiting any options**: it must be easy and cheap to avoid



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Opower Energy Reports



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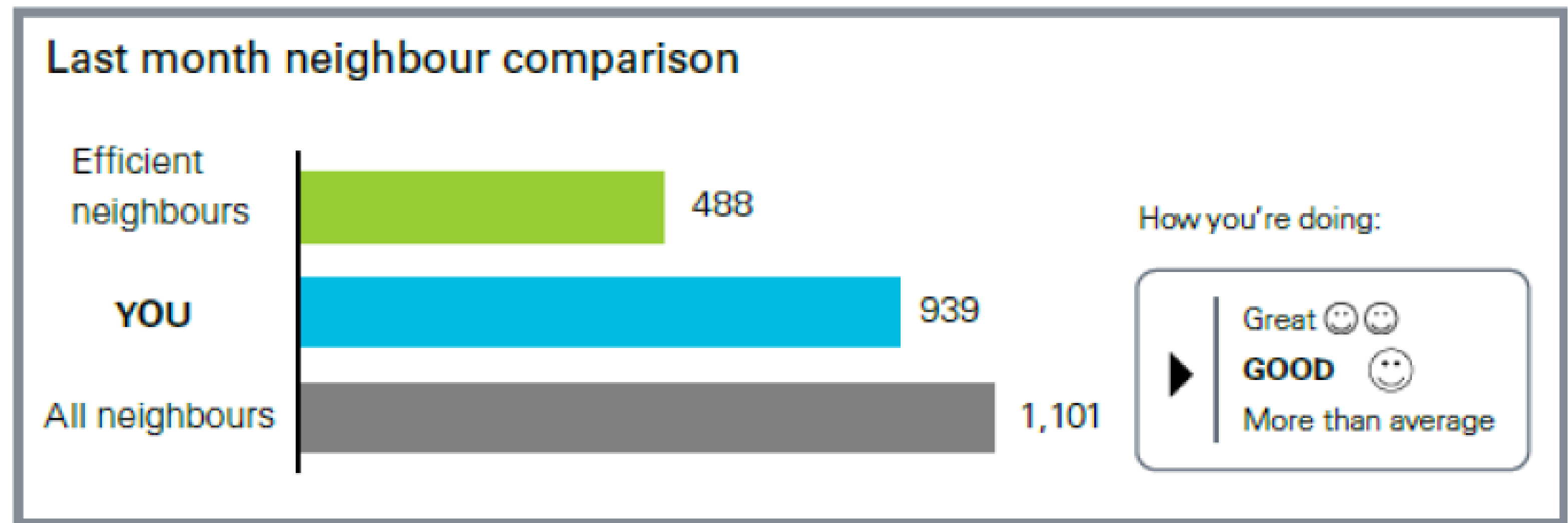
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Opower case study

- Opower, US utility company, launched a long term program to encourage energy efficiency.
- Behavioral nudging: subtly guiding behavior without restricting choices.
- Energy reports: Simple use of emoticons as part of the “social norm” effect



Example of Opower's Home Energy Report



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<https://www.oracle.com/utilities/opower-energy-efficiency/>

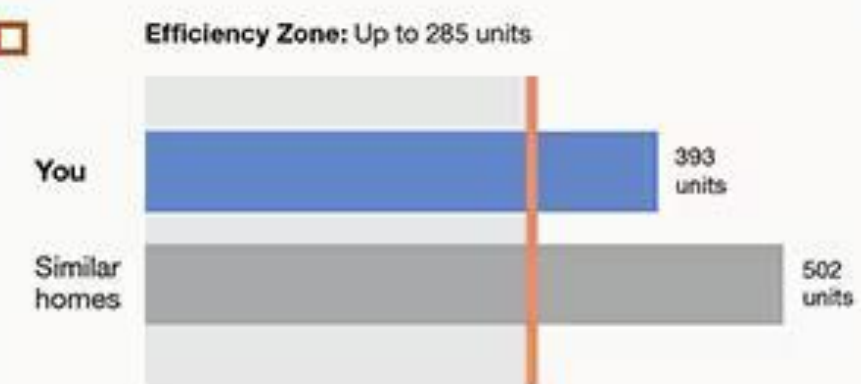
«Similar efficient homes» and other nudging ideas

1

The Efficiency Zone compares a customer's energy use to a target zone, rather than to similar efficient homes

[New behavioral technique]

Let's take a look at your energy use



The **Efficiency Zone** is a goal we set that you can work toward. It represents the 20% of homes in your comparison group that used the least energy this period.

How do we define similar homes?

To make this comparison, we use your home profile to find 100 similar homes based on:



Home Energy Report

March 1, 2020
Account 1234567890

Service address:
12345 Main Street
San Francisco, CA 94111

Your energy use at a glance



This benchmark is an easy indicator that lets you know how you're doing each period.

2

The Energy Use Benchmark indicates a customer's relative level of efficiency in a simple way

[New behavioral technique]

3

Moments of Pride increase motivation by congratulating customers for taking action

[New behavioral technique]

This period, you used

15%

less energy
than during the same
time last year

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<https://www.oracle.com/utilities/opower-energy-efficiency/>

Opower - results

- Average savings **1.5-2.5% of consumption**, total **\$2 million**
- Short-term effects: Home energy reports led to an **immediate substantial reduction** in energy consumption, but households' efforts to maintain habits **quickly deteriorated**.
- Long-term: The savings effect is maintained: Households that stopped receiving reports after two years **continued to save about 2% more** than the control group. However, even after two years of mailings, each report continued to have an incremental effect.
- Households that continued to receive mailings after two years saved between 50 and 60 percent more than those that withdrew from the program.



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KAYT (Know As You Throw): LIFE RethinkWaste

Informing citizens about their individual waste recycling
behaviour, rather than applying a variable tax



The REthinkWASTE project has received funding from
the LIFE Programme of the European Union
under grant agreement n° 18 GIE/IT/000156

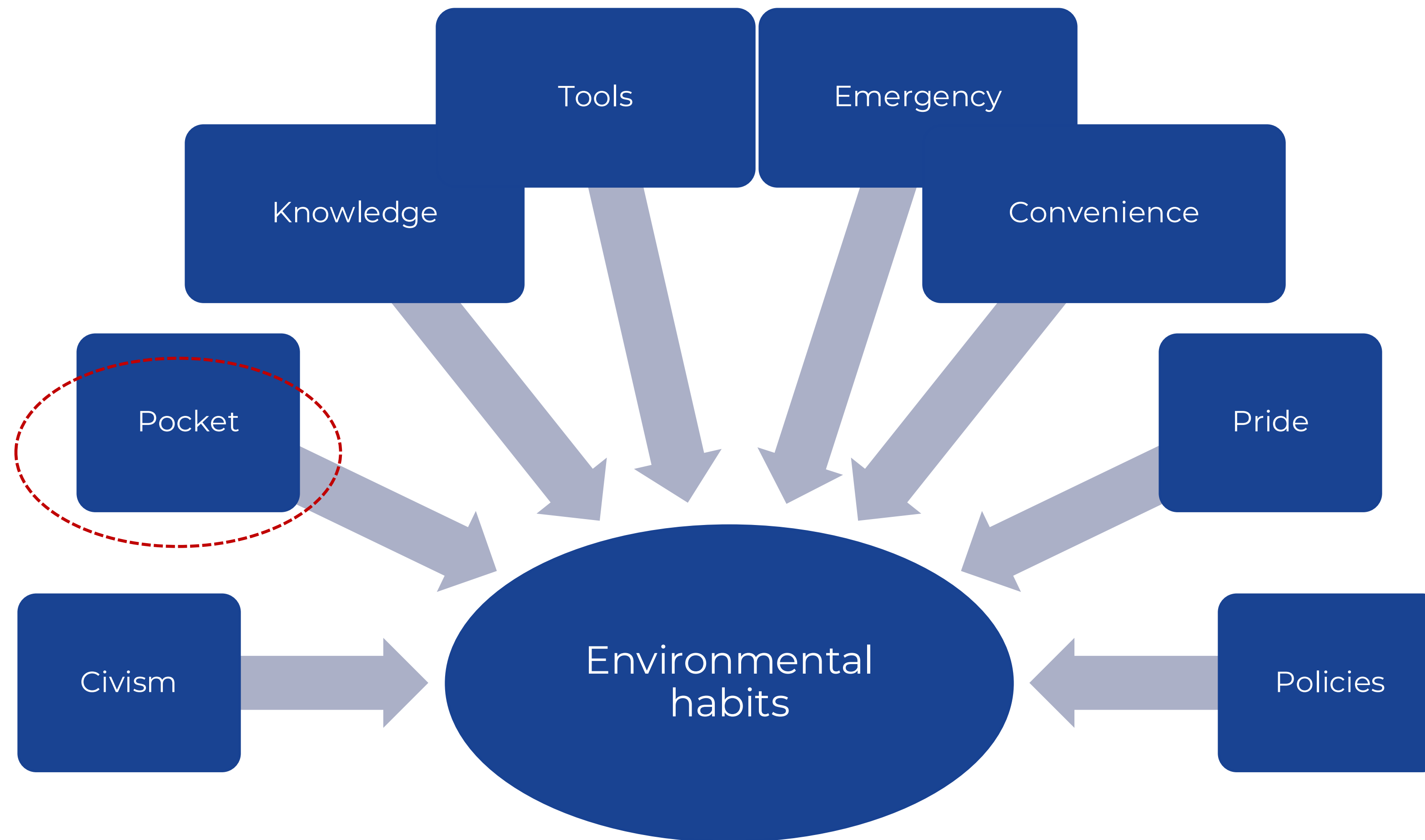


sustainable economy



financed by
the European Union

PAYT (Pay As You Throw), one of the (many) tools



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KAYT = Know as you throw

- PAYT usually provides info **once per year (invoice)**
 - Many don't realize
- KAYT = Give **individual**, detailed, **frequent** feedbacks
 - Citizens feel **monitored** and improve their habits accordingly
 - real time data access
 - Specific and **individual sensitization campaigns**
 - Don't give only negative feedbacks



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Big (and lost?) data

- Italy, 5,6 M inhabitants: individual waste generation data used for PAYT
- 20-25 M inhabitants: data «lost» (not used by municipalities for purpose)



**Bags with
chip**

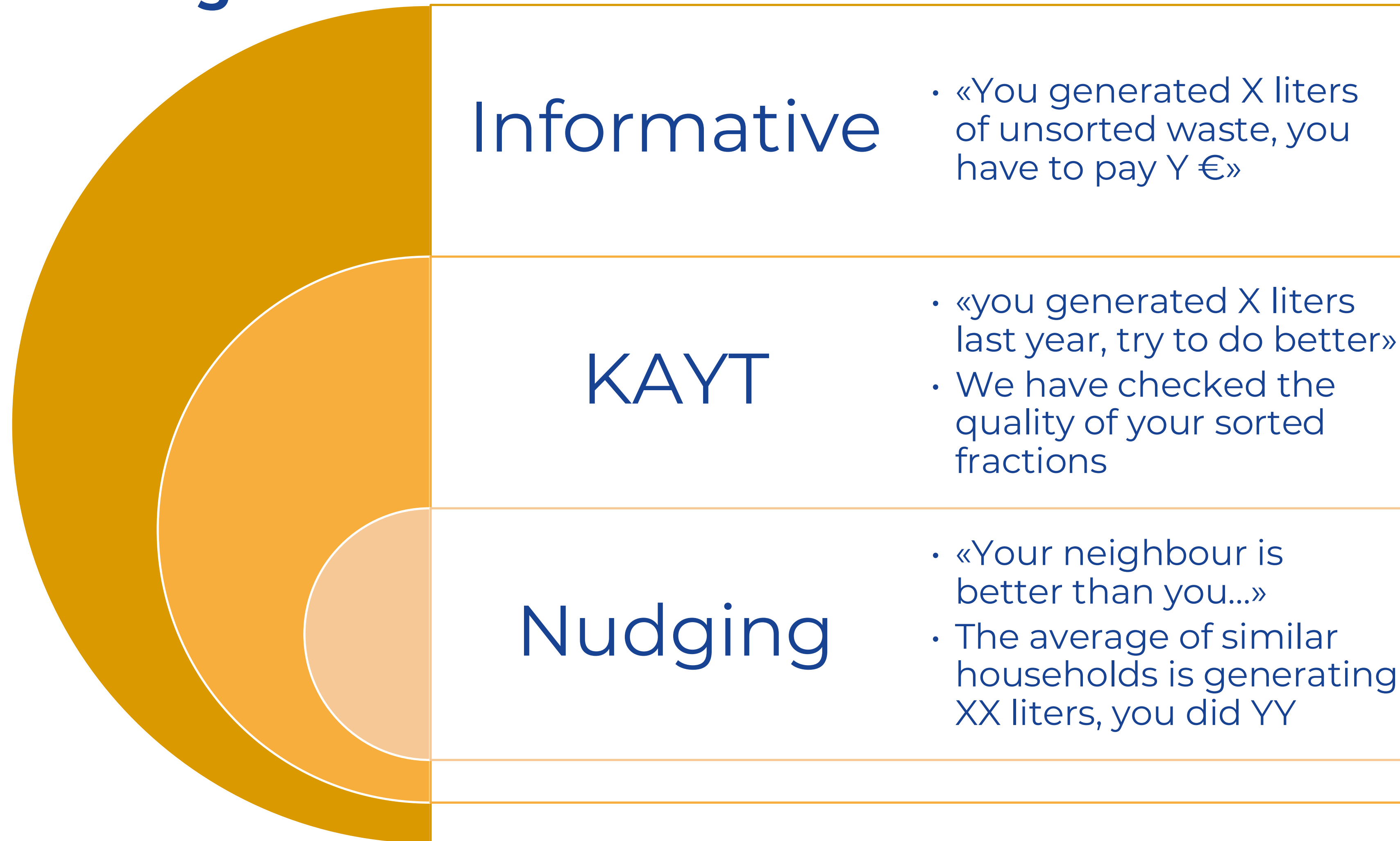


**40/120 liters
buckets/bins with chip**



**Locked containers
with card access**

Type of messages



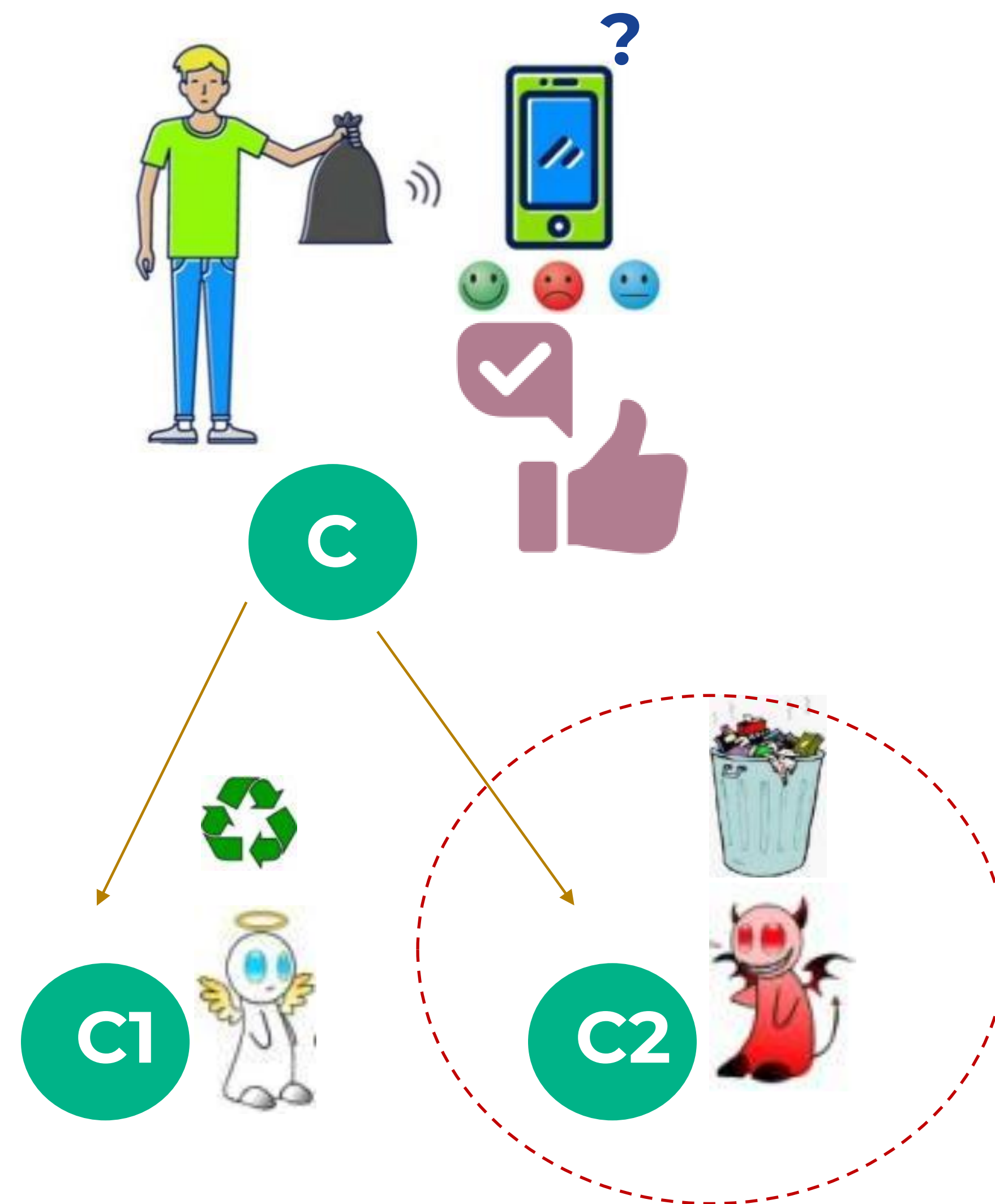
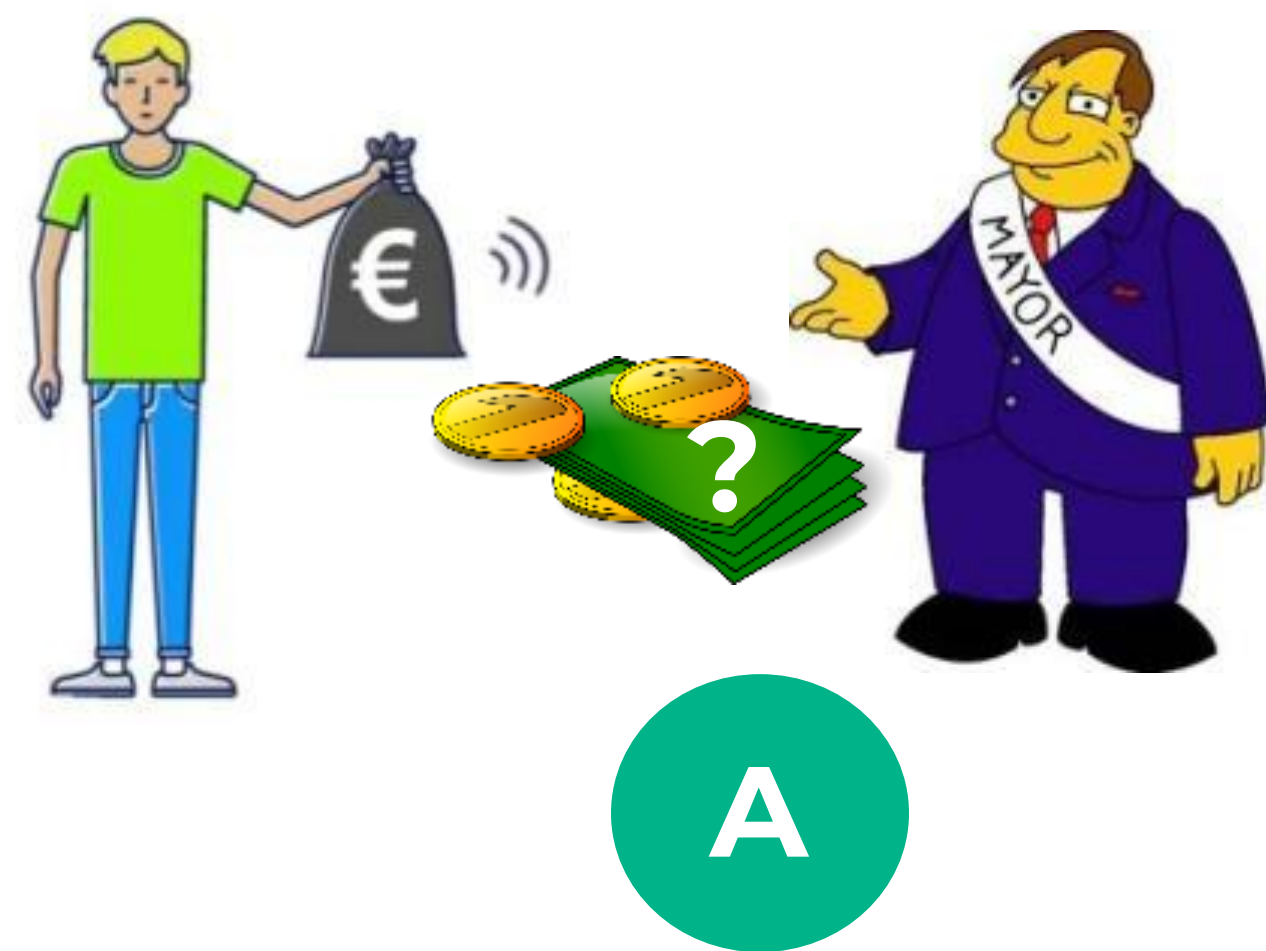
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PAYT or KAYT = KNOW AS YOU THROW



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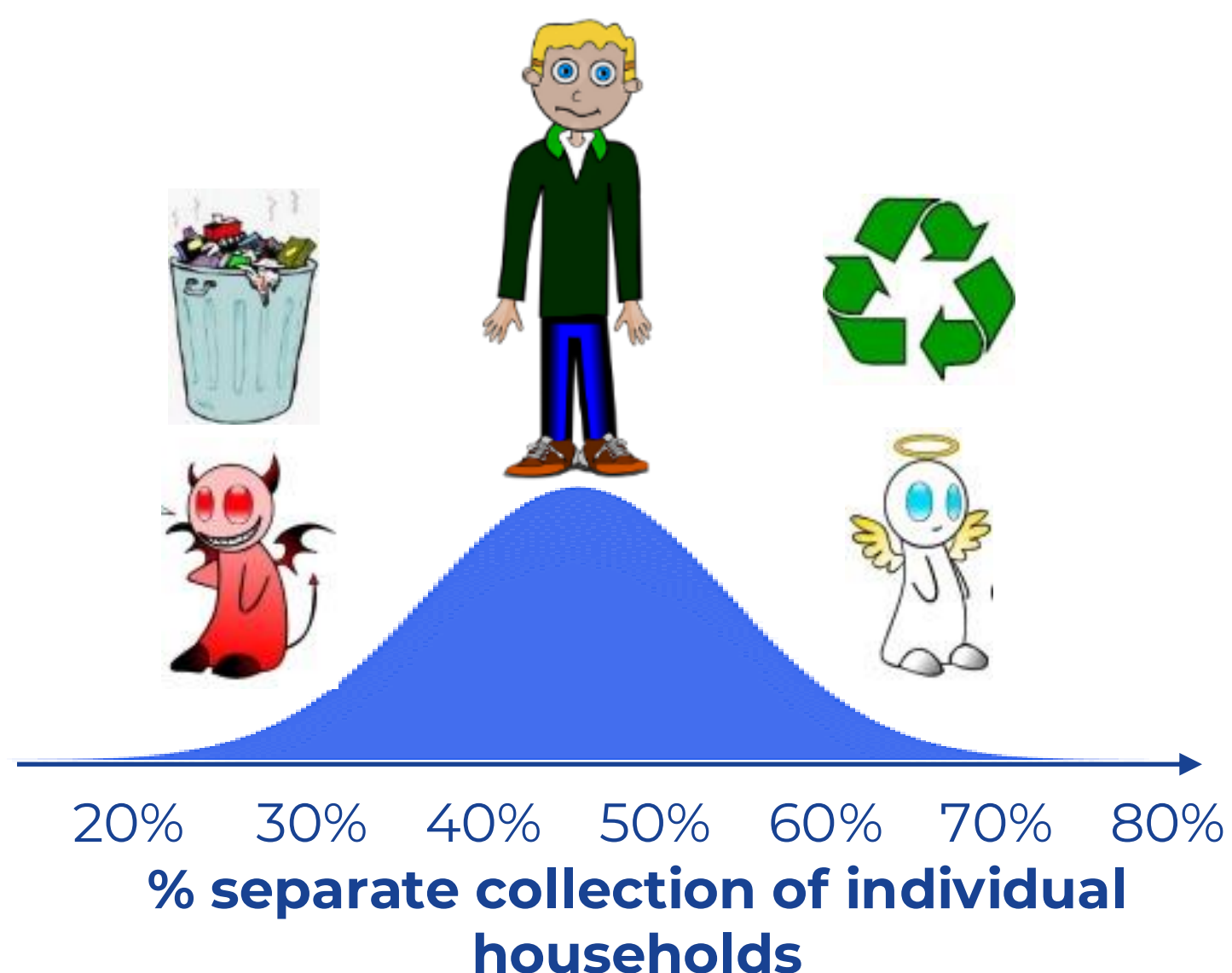


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Behaviour variability

- The introduction of a «Know As You Throw» element strongly reduces the variability of behaviours between the «good recyclers» and «bad guys»



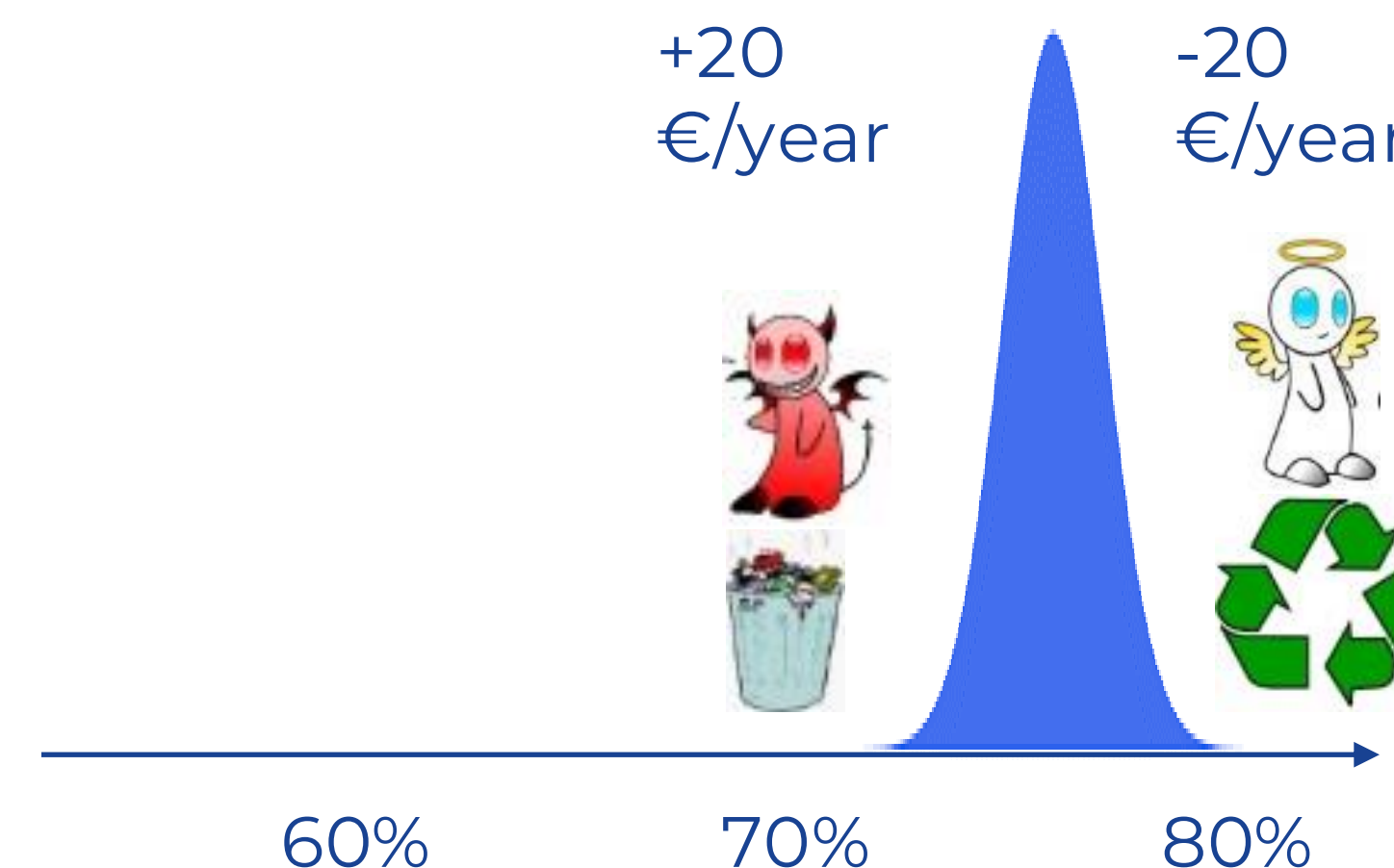
Baseline



KAYT
improvement



Finally, PAYT is
introduced



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Whatsapp messaging platform as a nudging tool

St Just Desvern, Catalonia:
locked containers with card
access



Bon dia ☀️

Gràcies per participar en el projecte LIFE RethinkWaste 🇪🇺
www.rethinkwaste.eu

✍️ Resum de la teva recollida selectiva de residus ♻️ de la setmana:

- Obertures **contenedor RESTA**: 3
- Obertures **contenedor ORGÀNICA**: 4

📄 Mitjana obertures contenedor RESTA al municipi 2,65.

📄 Mitjana obertures contenedor ORGÀNICA al municipi 5,33.

📌 Si vols tornar a rebre la informació principal del projecte 🇪🇺 LIFE RethinkWaste envia **INFO**

⚠️ **Sembla que separeu força l'Orgànica 🙌🙌 però encara utilitzeu sovint el contenedor de la Resta.**

Enhorabona! Però potser encara ho pots fer millor! Recorda que a la Resta només hi va allò que no es pot reciclar ♻️♻️♻️

👉 Si encara tens dubtes envia la paraula **DUBTES** i ens posarem en contacte amb tu.

15:55 ✓✓

KAYT controls in buildings



Chiesa28

15:14 ✓✓

Hai caricato un'immagine per il palazzo Chiesa28, ora hai un minuto di tempo per caricare tutte le immagini collegate al palazzo

15:14



Un **eco-coach** 🧑🏻 ha visitato il vostro palazzo e ha verificato la raccolta differenziata dell'organico. ♻️ Vuoi sapere come è andata? rispondi **UMIDO** e guadagni 2 punti!

20:42 ✓✓

Umido

20:45 ✓✓



👍 Nel vostro edificio state facendo bene la raccolta dell'organico. Ma, Attenzione! !!! Abbiamo visto che ci sono dei **sacchetti non compostabili**, in polietilene. Sono vietati! 🚫 Utilizza solo quelli compostabili! 🌱

20:51 ✓✓

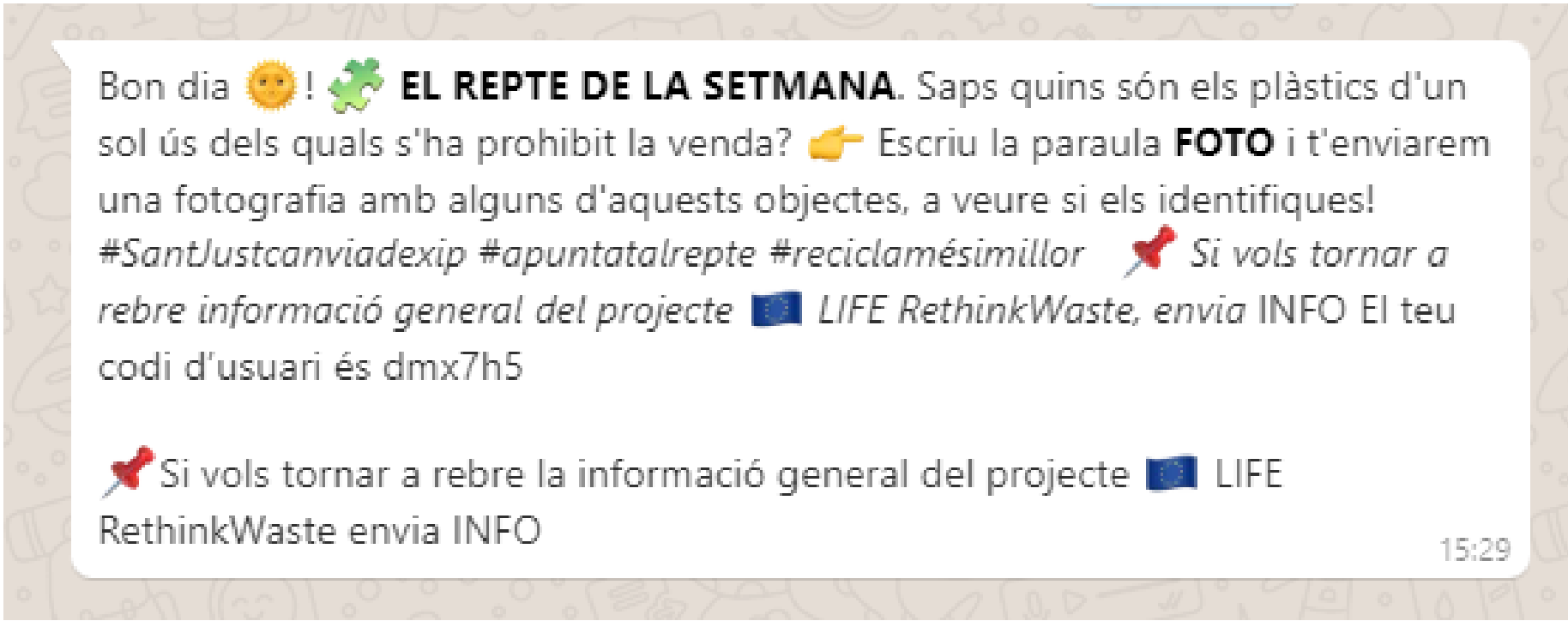


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USERS INTERACTION



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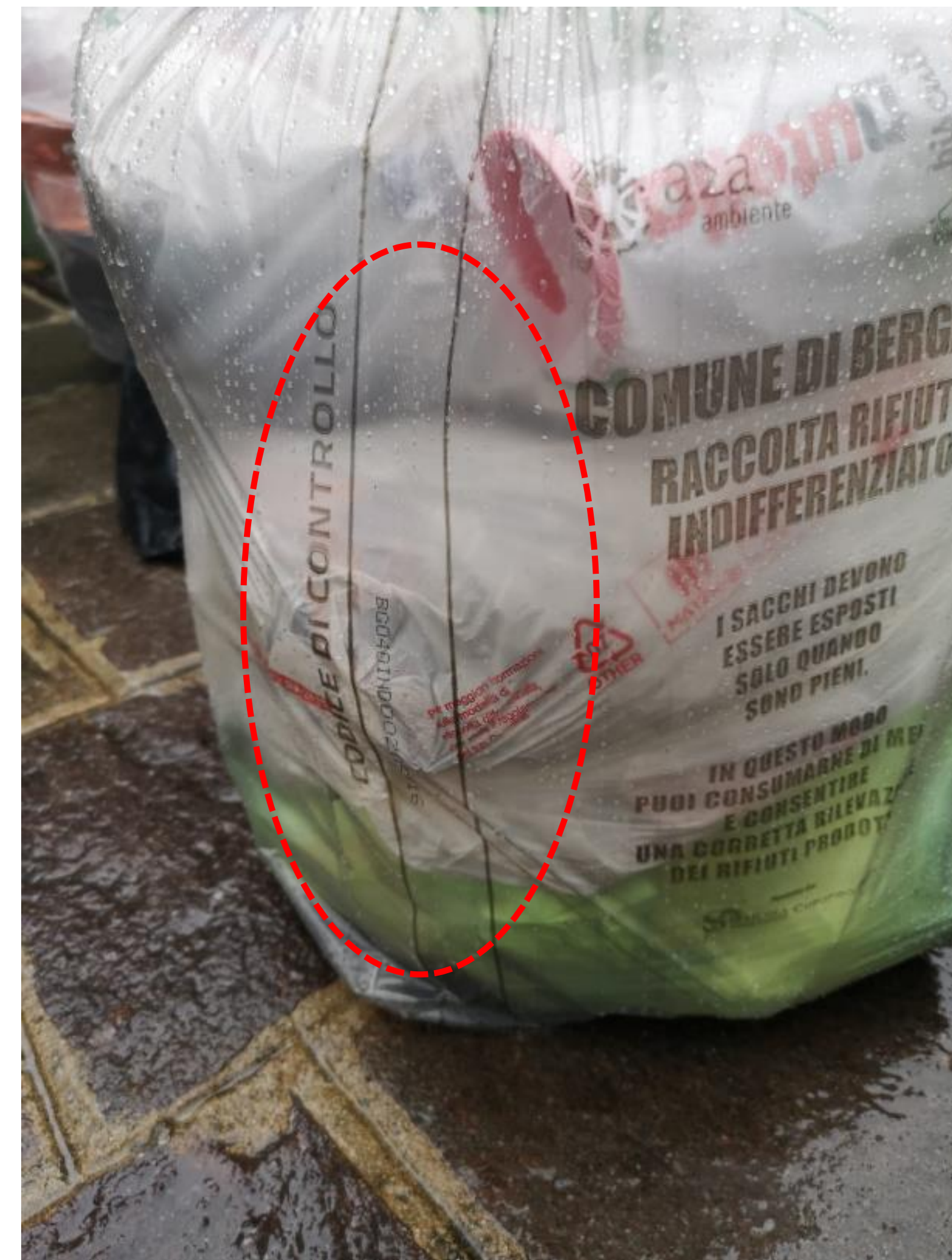


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Bergamo

Nudging through waste bag delivery in vending machines



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Bergamo

- Innovative Know As You Throw through **vending machines** delivering individual bags with barcode, customized per household
- When getting a roll of bag, the users could get information on a large screen about their **individual performance** in recycling.



<http://www.arsambiente.it/a-bergamo-introdotto-il-sistema-kayt/>



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KAYT in Bergamo: draft example - display

1

Good morning Mr Smith!

Are you doing it right?




In the last 6 months you picked:

Households like yours (4 people) in Bergamo picked as an average:

3 rolls (30 bags)

2,2 rolls (22 bags)

You can do better! Please separate properly.



next



KAYT in bergamo: draft example - display

2


ARE YOU DOING IT RIGHT?

Our statistics show that:

Your district (Longuelo) is the best performer of Bergamo, (75% separate collection)
Congratulations!



continua


 a2a
ambiente

2

Are you doing it right?

Random controls have been performed:

On 3/3/19 in an inspection we detected that your light packaging bag was properly separated, good!



Learn how to better separate on www.zzzz.yyy

next



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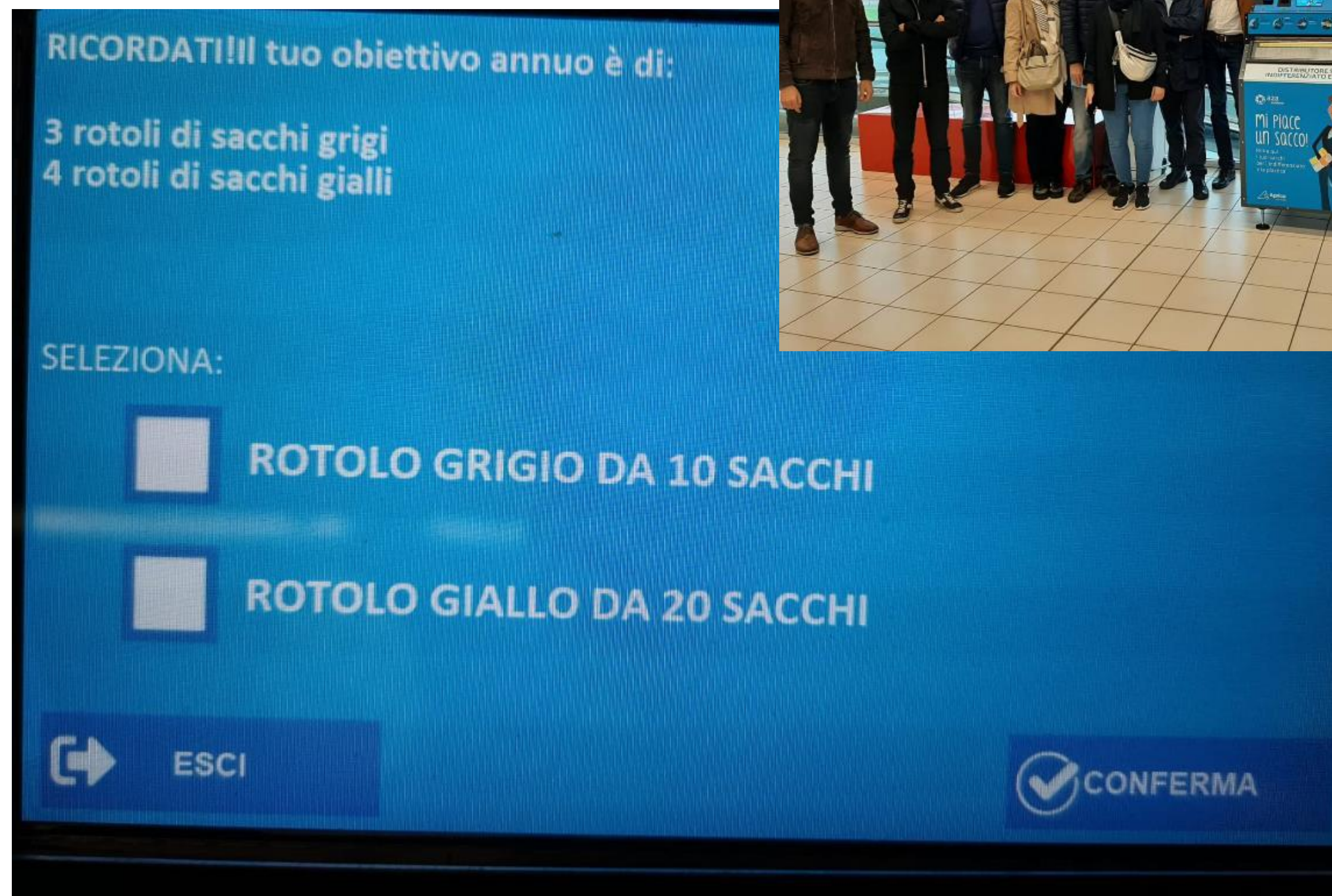
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Bergamo – real implementation

- «Your yearly target of bags is XX»
- Do you still want some bags?



Bergamo – results

- **+4-5 points %** (up to 77%) just with this *nudging* scheme linked to
- Transparency
- Sense of being monitored
- Small bag
- Very limited PAYT part



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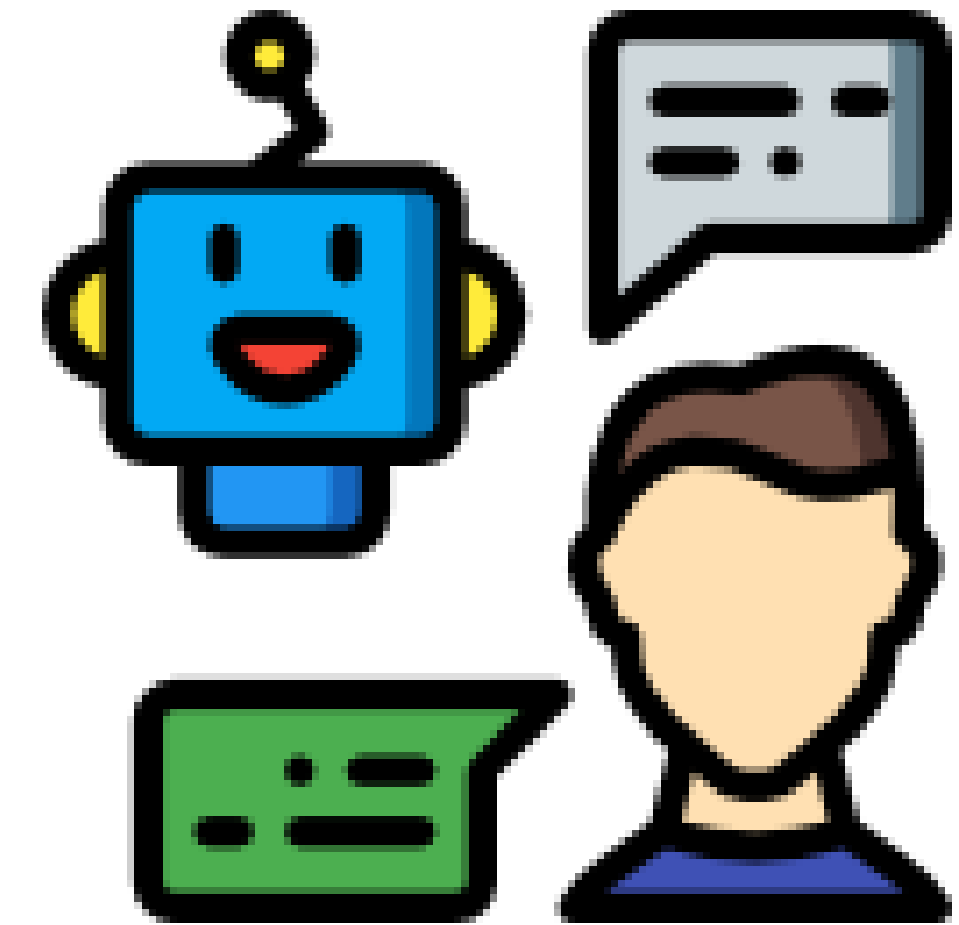
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KAYT – perspectives

- *Nudging* approaches like KAYT – Know As You Throw are becoming spotlighted recently, as a positive tool, individually, along with PAYT or prior to its introduction
- *Don't forget that citizens are not machines... And waste containers are not so "intelligent" if they generate billions of "lost" data*



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Be transparent

Use of transparent bags for residual waste as a visual nudging



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Be transparent

- Typically, separate collection rate increases of **3-5 percentage points %** just shifting from black bags to transparent bags for residual waste
- Feeling of being controlled
- Semi-transparent



 **Città di Casagiove**

 **DIV.A**
Divisione Ambiente

No
AL SACCO NERO

**NON NASCONDERTI
SII TRASPARENTE**

**USA SEMPRE
SACCHI TRASPARENTI**

È fatto divieto assoluto di utilizzare sacchi neri per qualsiasi tipologia di conferimento, in quanto il loro impiego rende complicate le operazioni di smaltimento e separazione dei rifiuti, i quali devono essere sempre conferiti in buste trasparenti.
È necessario rispettare il calendario di raccolta in tutte le sue modalità, tenendo presente che i rifiuti vanno tassativamente depositati dalle ore 21.00 alle ore 24.00 del giorno precedente la raccolta.
È assolutamente vietato depositare rifiuti il Sabato e fino alle ore 21.00 di Domenica.
I trasgressori verranno individuati e sanzionati dagli organi di vigilanza.

per informazioni **NUMERO VERDE** | **800 91 27 78**

The key: say NO to “black hole” containers”



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Milan

1.35 million

Inhabitants

103 kg/capita

food waste captured

5% impurities

Residual waste in
transparent bags
1/week

Food waste

Residual waste

Plastic packaging

Feeling surrounded

Improve policies by feeling the pressure of others doing better



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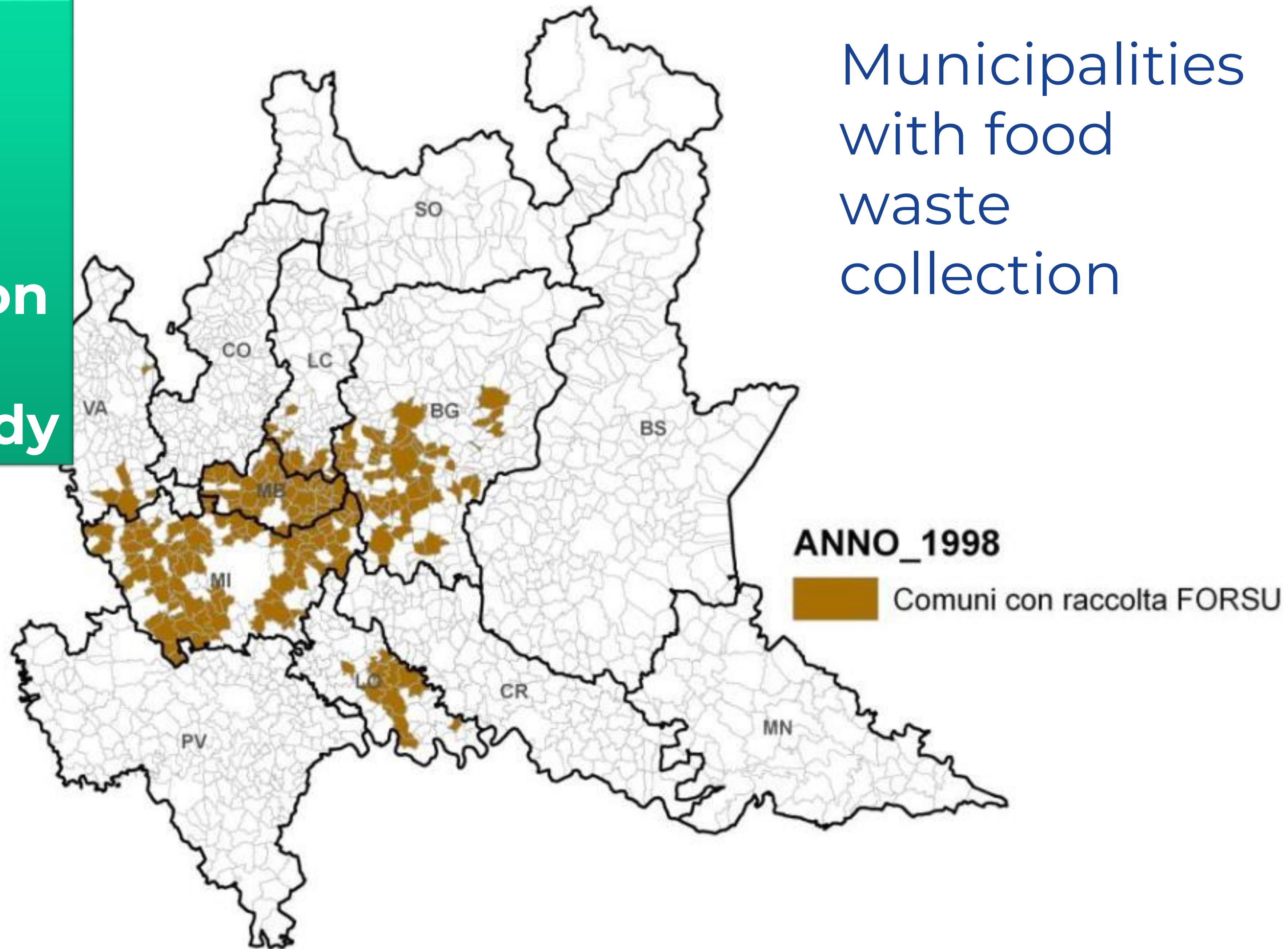
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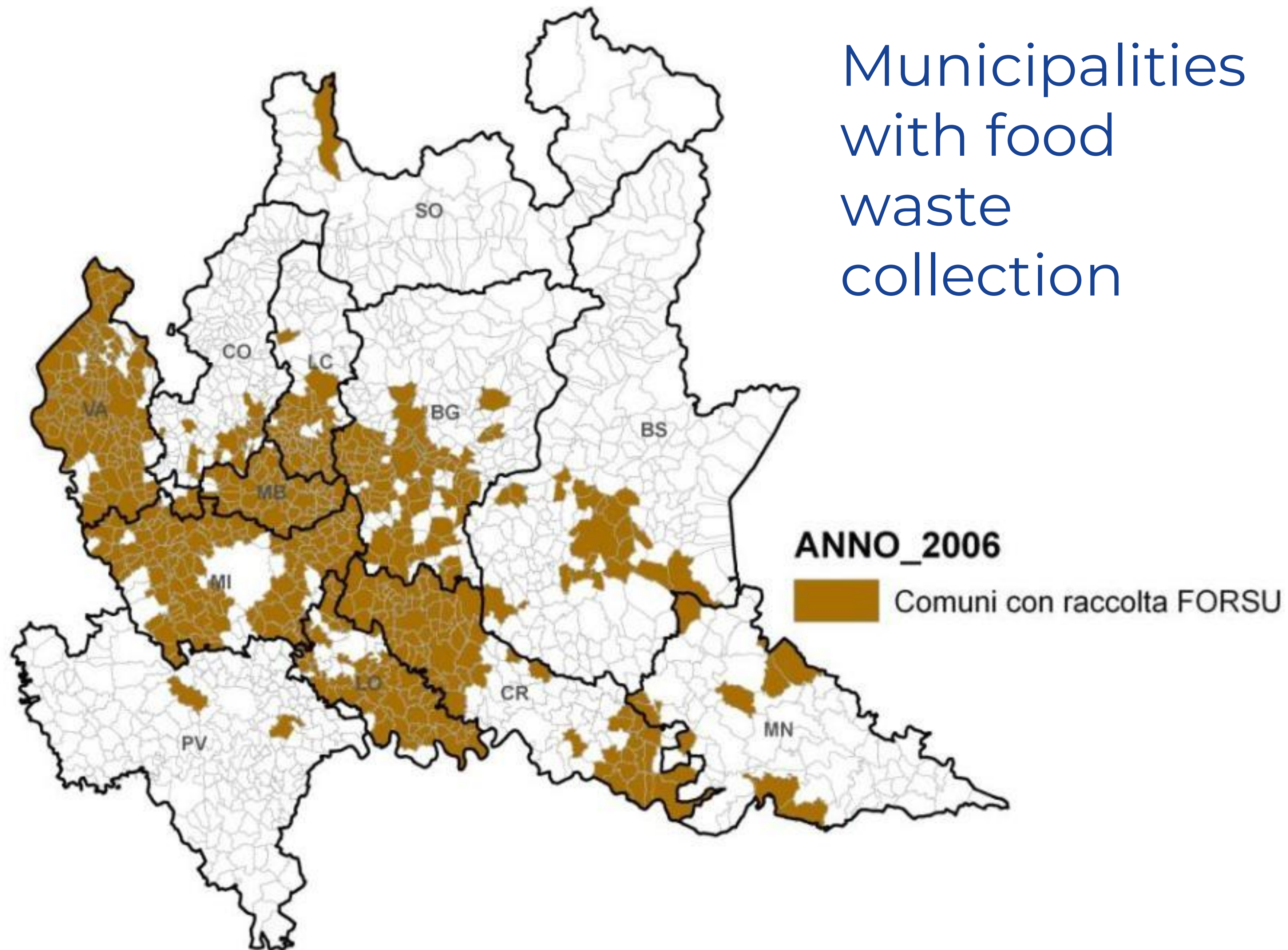
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Domino effect: Food waste collection in Lombardy

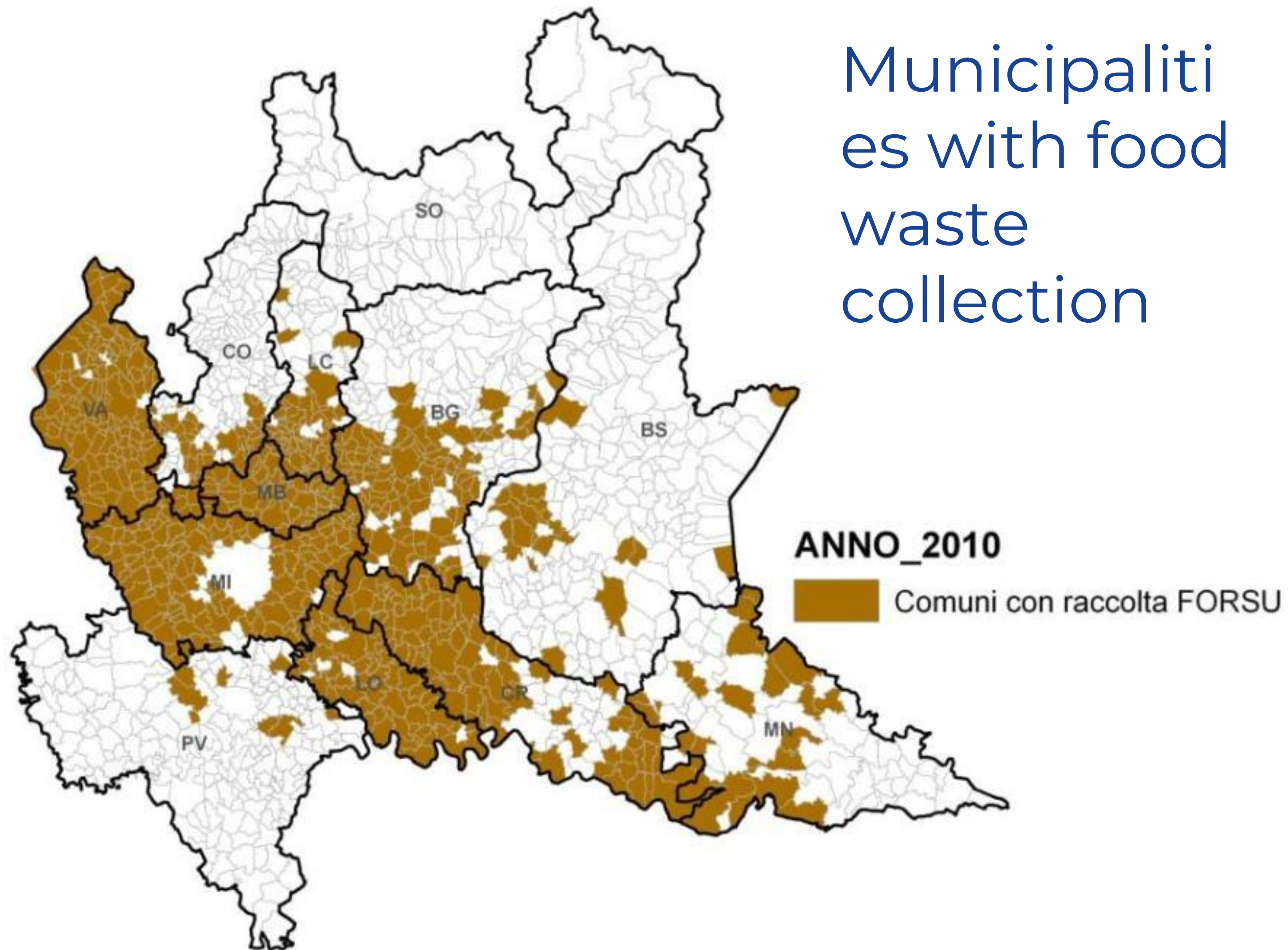
Municipalities
with food
waste
collection



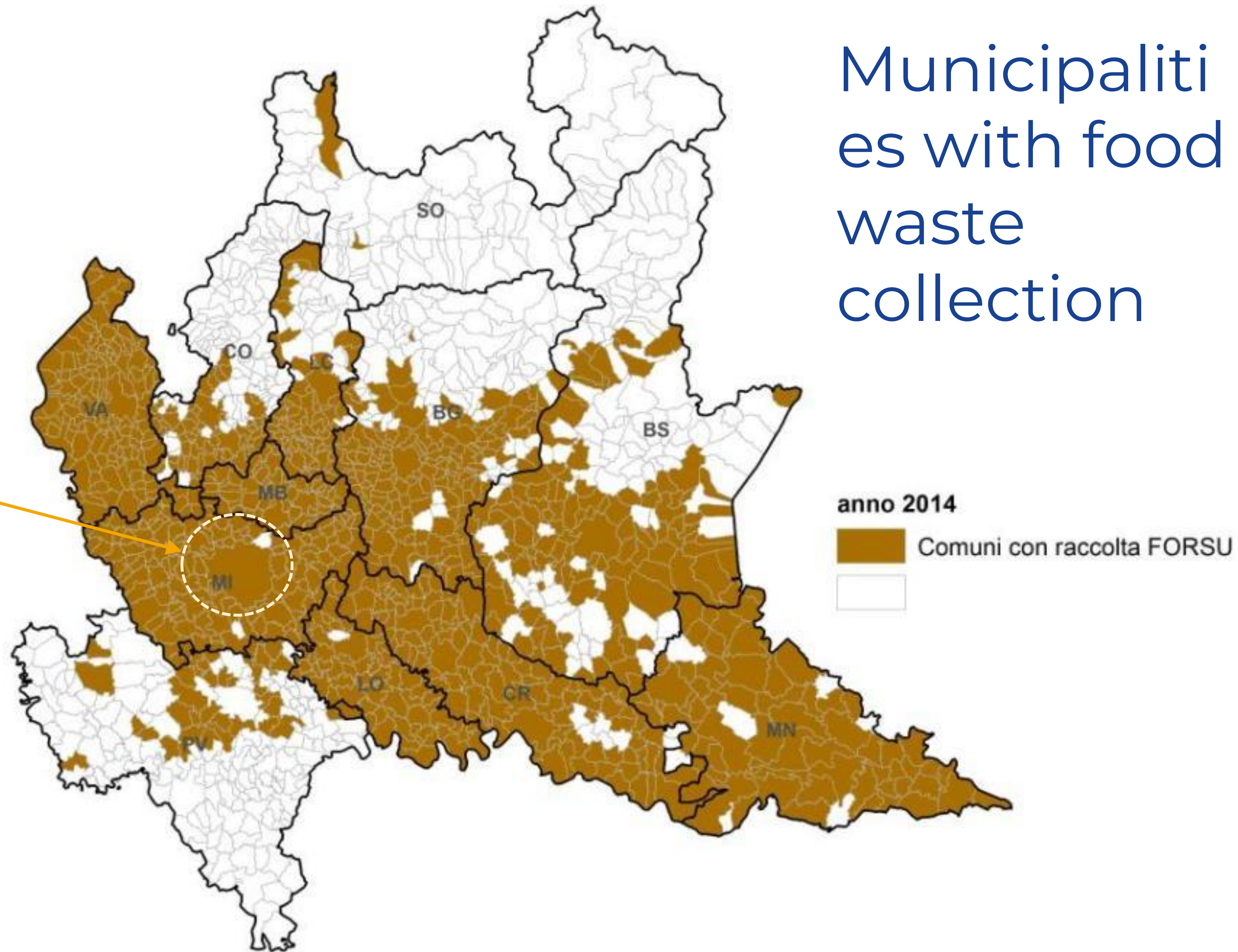
Municipalities with food waste collection



Municipalities with food waste collection



Municipalities with food waste collection



Social norm and door to door collection

«A smile for the environment” nudging campaign in Latina, Italy



Un sorriso per l'ambiente

USARE IL NUDGE PER LA RACCOLTA DIFFERENZIATA

<https://sartori-ambiente.com/sorriso-per-ambiente/>

16 novembre 2023

Federica Stablum
Dottoranda presso DiPSCo
Università di Trento



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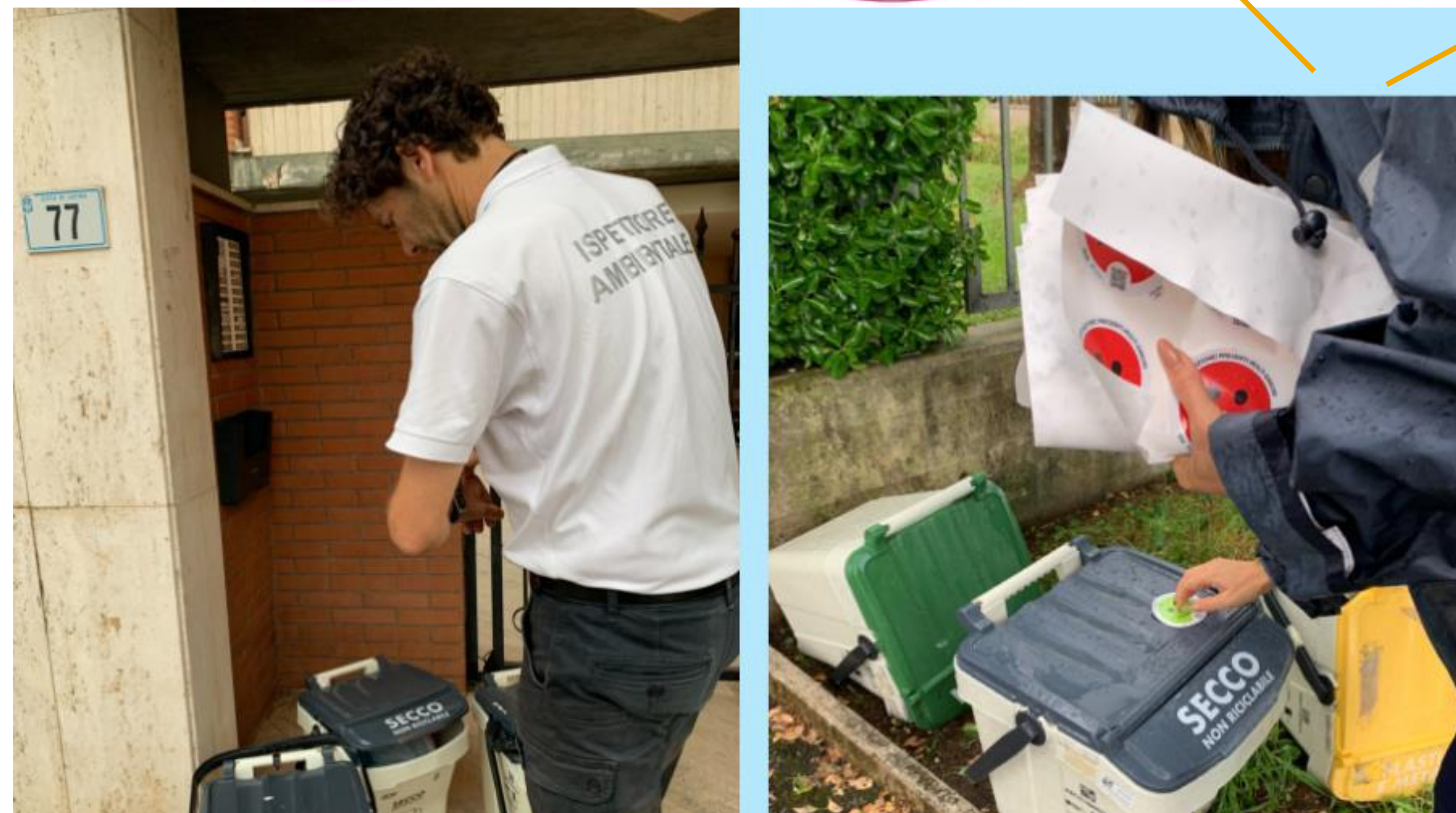
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A smile for the environment: key elements

- Baseline survey: «what could be useful to improve your habits in recycling?»
 - 30% answered «**get a feedback about my behaviour**»
- Nudging campaign with weekly controls and stickers
 - Use of **big data and visual inspections** of recycled fractions and residual waste
 - Red ones had a **small lifting part** to easily detach them (ability to «**hide**» one's bad behaviour)



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Results

- 8 week campaign
- 224 buildings
- Unsorted waste reduced



- Quality of sorted fractions improved



– Green smiles: +79%

– Red smiles: -58%

– Yellow smiles: -17%



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<https://sartori->

Nudging in apartments

Improving food waste separation in Galway, Ireland
Irish EPA funded project



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<https://x.co>

lewis

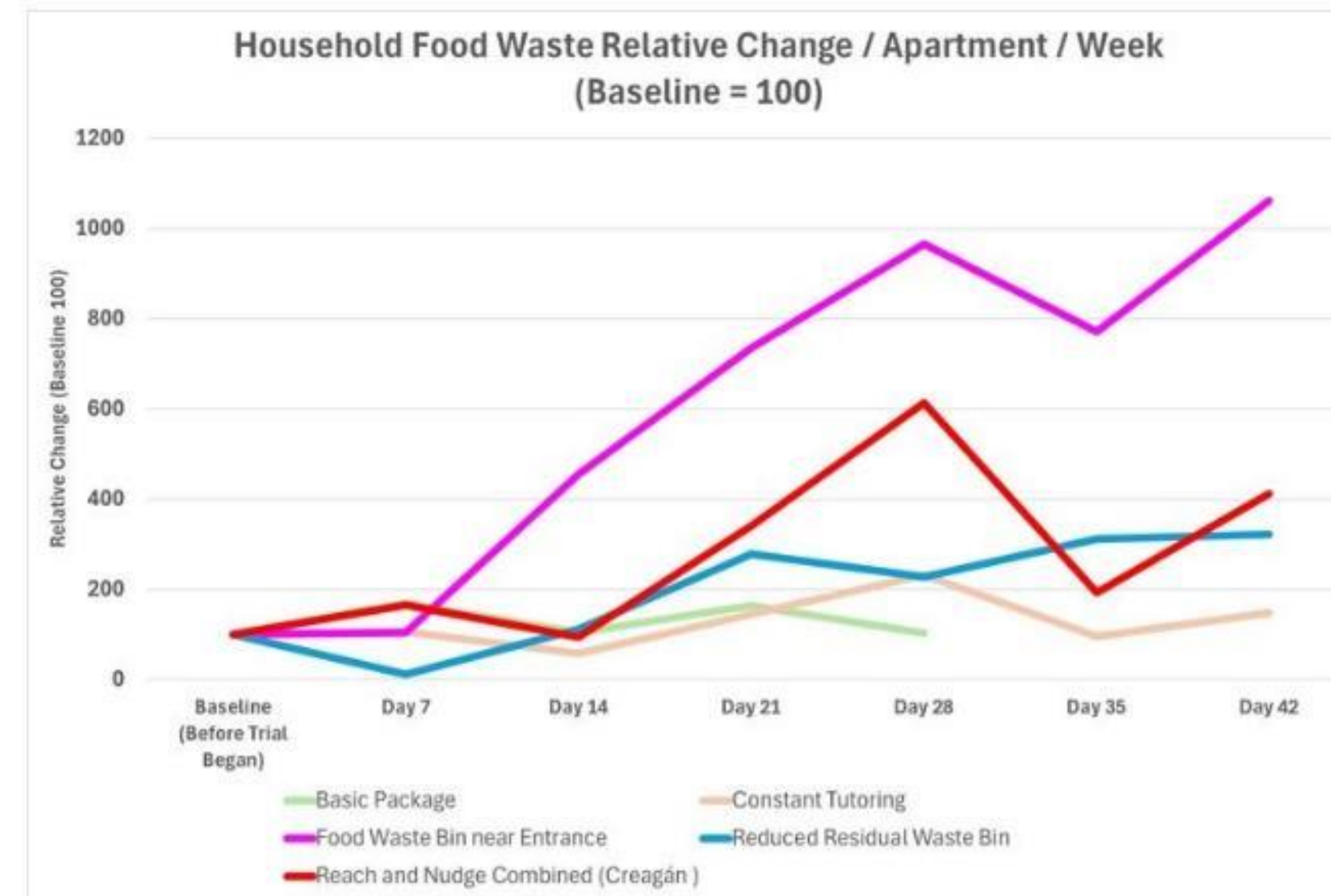
Nudging elements used



Results

- Results still to be disseminated: preliminary data show a 200-400 % increase, up to 800% in certain trials
- Most effective trials were “reach and nudge” ones
 - Reach out: Explain in detail the advantages of food waste separation, door to door, with a delivery of kitchen caddy and compostable bags
 - Nudge: place leaflets / posters using the social norm “others are better”
 - Convenience: place the brown bin closer to the entrance, reduce the volume of the black bin

Phase 2 Provisional Results



Key Takeaways:

Food Waste Bin Near the Entrance - Showing the highest relative increase in food waste collection across phase2

Phase 2 – Reach and Nudge Combined is also showing a relatively strong increase in food waste collection (Especially significant given that only 31% of people were directly reached)

https://www.linkedin.com/posts/michele-giavini-44789829_galway-activity-7209552968969293824-3ko6



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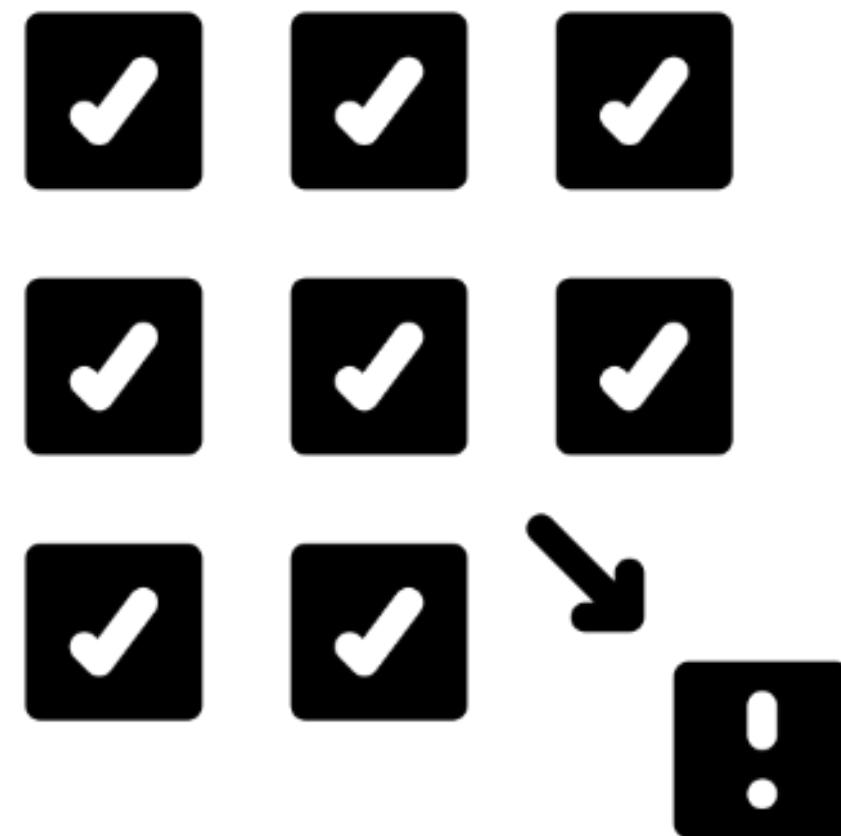
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Nudging in apartments 2

«I'm too big for you» campaign in Varese



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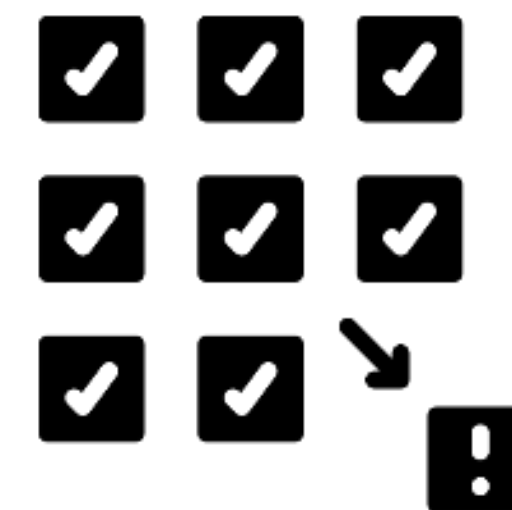
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This bin is not needed

- Campaign due to start next June in Varese, Italy, 80,000 inhabitants. Research project on nudging with the University of Verona
- **PAYT** in place since Jan 2025, but tenants in multifamily building **don't perceive it well** (collective dilution of individual behaviours)
- 200 buildings selected between the worst performing in recycling.
- Apartments will receive a **letter**:
 - Control group : “**Your building is underperforming** compared to the others. If you improve behaviors, you all can save money. Please check these guidelines...
 - Treatment group: Letter + a **sticker** on one of the bins “*I’m too big for you. Please return me to the municipality and save money*”. **Saliency + Social norm + incentive**



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Conclusions



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Some takeaways

- The use of **nudging in environmental behaviour improvement** have been used extensively in some fields (mobility, water and energy saving) but not much in waste recycling habits
- Recently there's a lot of focus across the EU variable charging tariffs (PAYT = economic leverage to change habits) but **the use of solely economic incentives may lead to some adverse effects and a not good perception**
- The use of **big data** and customized informative campaigns can be very effective by **leveraging the social norm effect**, and maybe cheaper than other traditional campaigns
- Citizen can **maintain** their improved habits if they **feel surrounded** by good performers



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Thanks

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Introducing Block 3 – working groups



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Feedback on Behavior Cards - Strengths

AREA	Projects	PRIMARY TARGET GROUP
Marine Resources	AZA4ICE, CLEPSYDRA, SPOWIND, 2B-BLUE	Producers, stakeholders, authorities
Agri-Food Systems	CARBON FARMING MED, REVIVE	Farmers, rural communities
Industrial Transition	GREENSMARTMED, ProcuraMED	SMEs, public authorities
Resource Valorisation	CircleMED, eWAsTER, VERDEinMED	Consumers, businesses, policymakers



Feedback on Behavior Cards - Strengths

→ **Well-defined target behaviors**

- Most projects clearly identified current vs. desired behavior
- Good specificity in who needs to change what behavior
- Comprehensive barrier identification
- Strong analysis of technical and institutional barriers
- Good recognition of knowledge and skill gaps

→ **Practical enablers**

- Many identified existing networks and frameworks to leverage
- Recognition of policy drivers and economic incentives



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Feedback on Behavior Cards - Opportunities

→ Behavior vs. System Change

- Some cards focused more on systemic issues than specific behaviors
- Opportunity to narrow focus to concrete, measurable behaviors

→ Capability-Motivation Distinction

- Some overlap between capability enablers and motivation enablers
- Clarify: Capability = ability/skills; Motivation = desire/willingness

→ Evidence Base

- Limited mention of metrics or evidence for measuring change
- Opportunity to strengthen measurement approaches



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Target Behavior Analysis by Stakeholder Group

→ **Public Authorities:**

- FROM: Cost-based decisions, fragmented approaches, limited cooperation
- TO: Evidence-based policies, strategic procurement, cross-sector collaboration

→ **Businesses/Producers:**

- FROM: Linear production, waste generation, resistance to innovation
- TO: Circular practices, resource optimization, sustainable business models

→ **Citizens/Consumers:**

- FROM: Limited awareness, improper disposal, short-term consumption
- TO: Informed choices, participation in circular economy, sustainable habits



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COM-B Barriers Across Projects

→ **Capability Barriers:**

- Limited technical knowledge of circular/sustainable practices (8/10 projects)
- Lack of specialized skills for implementation (7/10 projects)
- Insufficient data or digital tools for decision-making (6/10 projects)
- Limited understanding of environmental impacts (5/10 projects)

→ **Opportunity Barriers:**

- Inadequate infrastructure or physical environment (9/10 projects)
- Regulatory complexity or fragmentation (8/10 projects)
- Limited collaboration among stakeholders (7/10 projects)
- Financial constraints for implementation (7/10 projects)

→ **Motivation Barriers:**

- Perceived economic risks or costs (9/10 projects)
- Lack of immediate benefits or incentives (8/10 projects)
- Competing priorities and time constraints (6/10 projects)
- Attachment to traditional practices (5/10 projects)



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Current Intervention Approaches

→ **Education & Information:**

- Knowledge platforms (2B-BLUE, GREENSMARTMED)
- Training programs (eWAsTER, VERDEinMED)
- Public awareness campaigns (CircleMED, CLEPSYDRA)

→ **Tools & Technical Support:**

- Decision support systems (CLEPSYDRA, SPOWIND)
- Digital platforms (ProcuraMED, eWAsTER)
- Demonstration sites (AZA4ICE, 2B-BLUE)

→ **Engagement & Networks:**

- Stakeholder co-creation (REVIVE, CARBON FARMING MED)
- Community networks (eWAsTER, CircleMED)
- Cross-sector collaborations (GREENSMARTMED, ProcuraMED)



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Working Group Instructions

→ **Step 1: Unified Target Behavior**

- Agree on ONE specific behavior to focus on
- Be clear about WHO needs to do WHAT

→ **Step 2: COM-B Analysis**

- Identify key barriers and enablers for each component
- Consider both internal factors (knowledge, skills, motivation) and external factors (social, physical environment)
- Look for patterns and common themes

→ **Step 3: Intervention Design**

- Select 2-3 priority interventions
- Link each to specific COM-B components
- Consider feasibility and potential impact



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Tips for Effective Analysis

- **Focus on behaviors, not outcomes**
 - *"Adoption of sustainable practices" vs. "Improved environmental quality"*
- **Same factors can be barriers or enablers**
 - *E.g., "Knowledge of sustainable practices" - absence is barrier, presence is enabler*
- **Look beyond technical solutions**
 - *Address underlying motivations and social contexts*
- **Think about measurement**
 - *How will you know if behavior has changed?*
- **Local context matters**
 - *Adapt approaches to specific regional/cultural settings*



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And then?

- **Tailored feedback to projects on their behavioral cards**
 - Specific follow up actions can be identified on the basis of TPs interest, so you're invited to keep the dialogue active with us!
- **Clustered analysis of results from the ISE Community of Practice to be shared during Green Week online event on the 18th of June (tbc)**



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JOIN & CONTACT US!



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Thanks!

Gov4Innovation team!



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