



THE MED GREEN GROWTH COMMUNITY

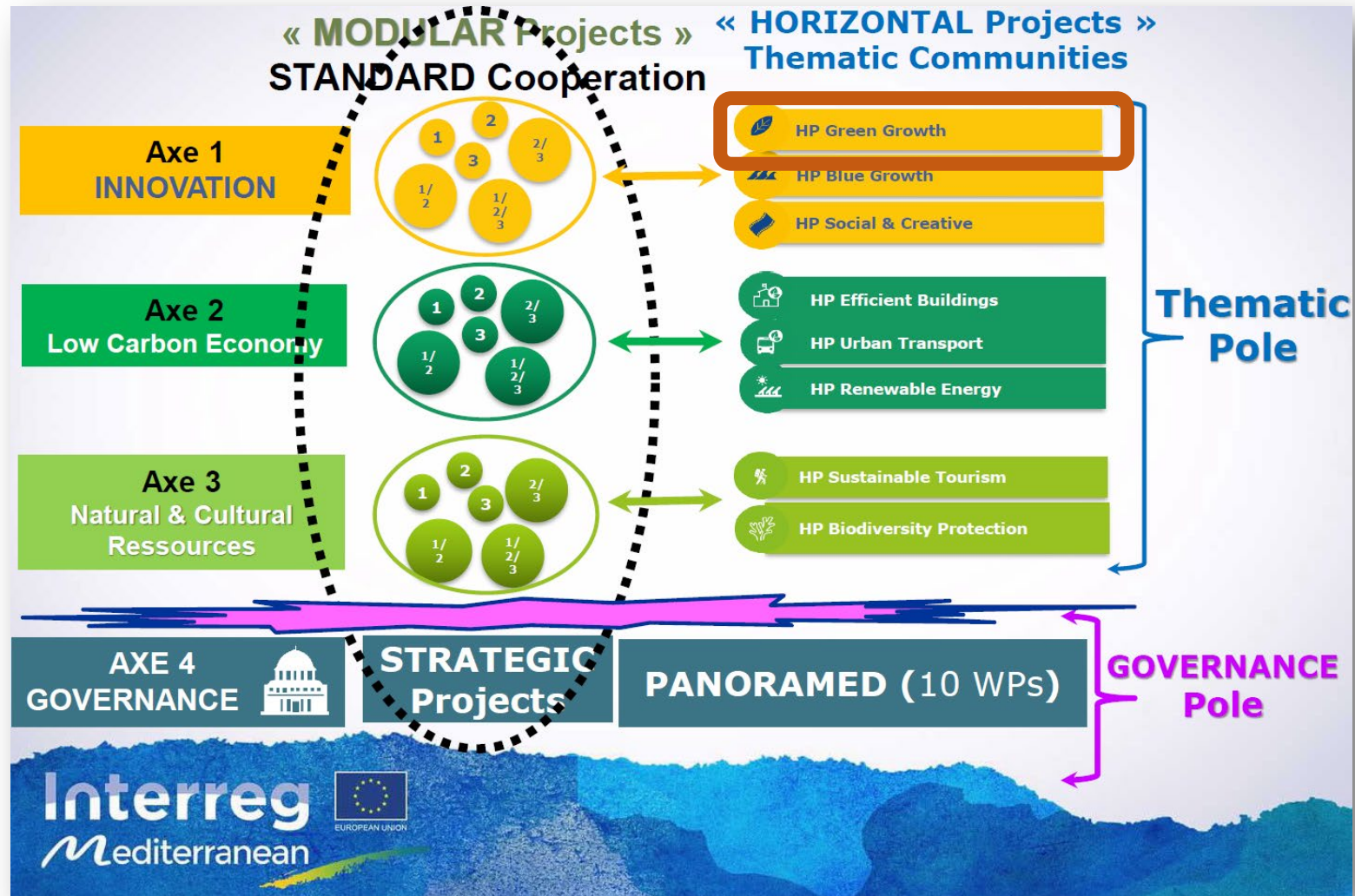
The Green Growth Community as an opportunity to capitalize EMBRACE's results

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INTERREG MED architecture





Outreach of an Interreg MED project

- Transfer project results into the MED territories and beyond
- Mainstream into policies
- Liaise with a strategic objective





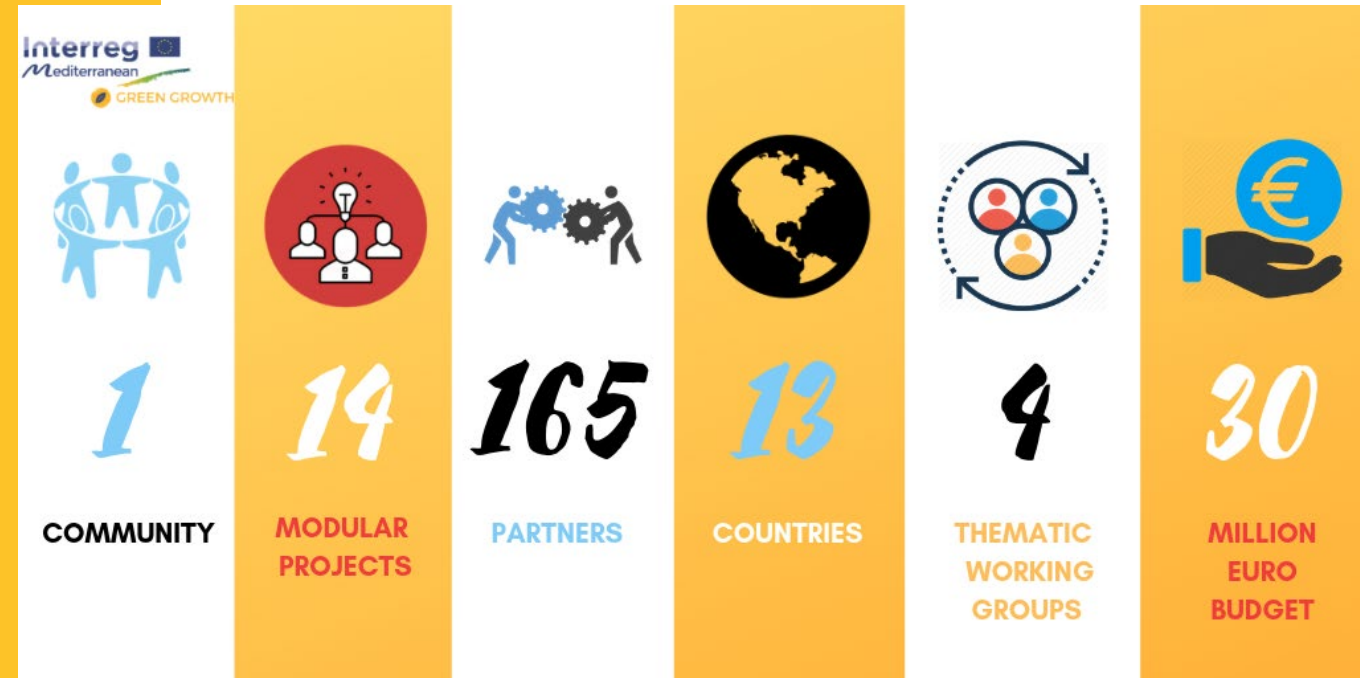
Who we are

PRIORITY AXIS = Promoting Mediterranean innovation capacities to develop smart and sustainable growth

THEMATIC = GREEN GROWTH

HORIZONTAL PROJECT = SYNGGI (1st phase) + GREEN GROWTH (2nd phase)

MODULAR PROJECTS = 14 projects





Who we are

A thematic **community** of projects promoting a **sustainable development** in the **Mediterranean** based on the sound management of the **natural resources** by enhancing cross-sectoral **innovation** practices and taking into account the effects on the labour market by promoting **social inclusion** and **green jobs**.

We support projects in their **communication** and **capitalization** efforts thus increasing their **impact at policy level** and ensuring potential **transfer** and **replication** of their results.



REVOLVE





A Project Labelled by the UfM

The goal for **The Union of the Mediterranean** is to **promote and give visibility to projects** through communication and networking, by granting them recognition thanks to the “UfM label”. It also provides support to projects through technical expertise, making sure that their implementation goes smoothly.

The UfM label recognises the Green Growth Community's acknowledging its potential to advance cooperation in the transition to a green and circular economy in the Mediterranean region.

Thus, it opens for the first time the possibility to cooperate and expand the thematic community current scope with the southern Mediterranean countries. It also facilitates the collaboration with recognized initiatives such as SwitchMed.

The Interreg MED Green Growth Community was labelled by the 43 Member States of the Union for the Mediterranean (UfM) in October 2019



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



The 4 focus areas

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



Food Systems

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

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



Smart Cities

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

Projects: ESMARTCITY, GREENMIND.



Waste Management

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

Projects: REINWASTE, RE-LIVE WASTE.



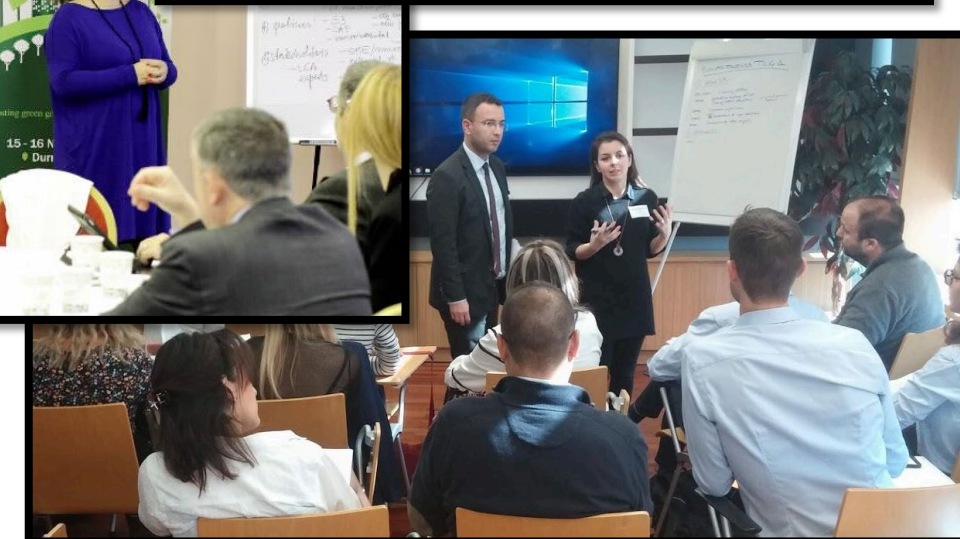
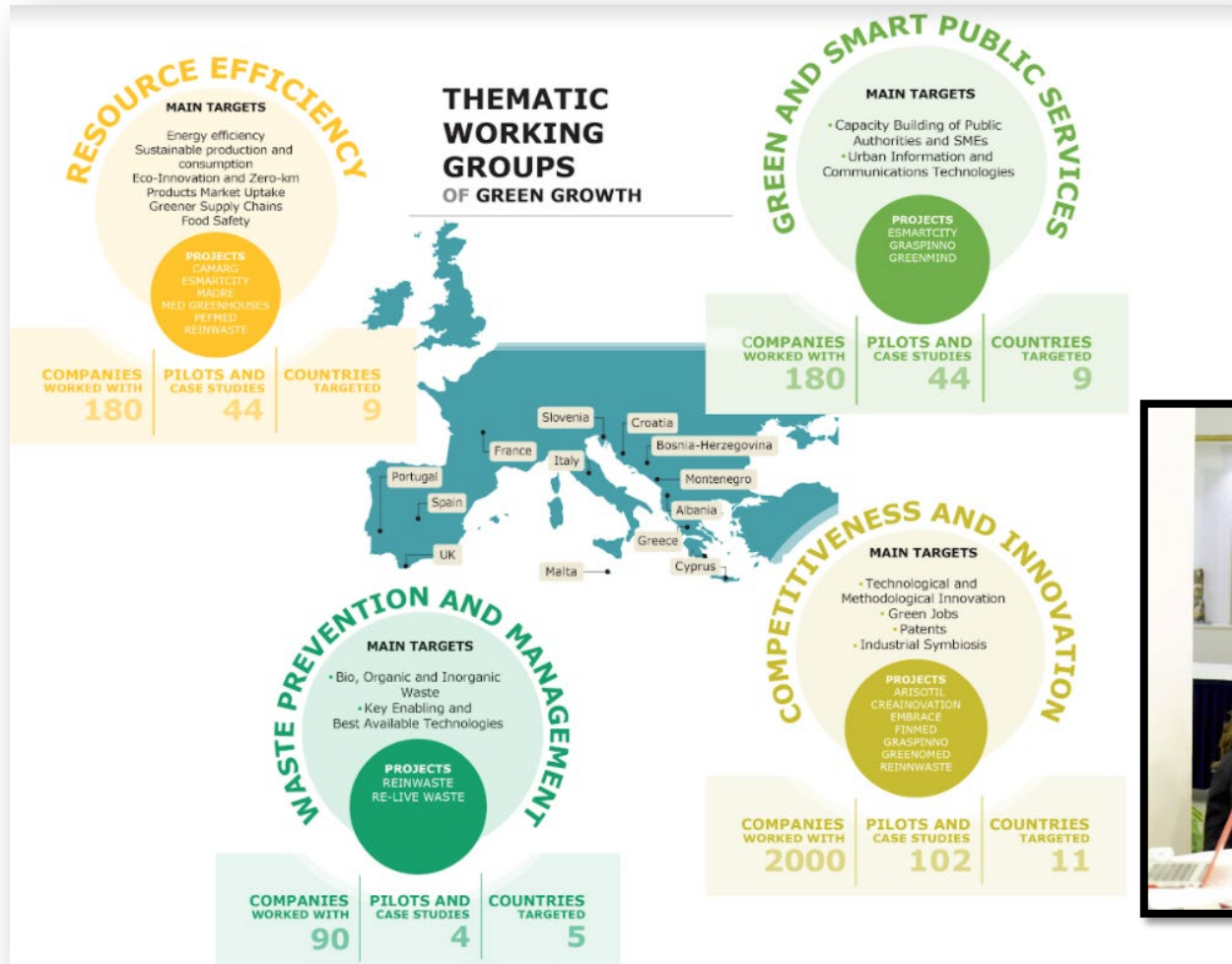
Eco-Innovation

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

Projects: CREAInnovation, GRASPINNO, GREENOMED, FINMED.



The work done with the Thematic Working Groups





The capitalisation outputs

- The 14 Green Growth projects were grouped into 4 Thematic Working Groups focusing on key Green Growth and Circular Economy topics.
- They produced 4 outputs aimed at decision-makers and institutional bodies:



LEGAL RECOMMENDATIONS



POLICY RECOMMENDATIONS



CIRCULAR ECONOMY WHITE PAPERS



GREEN GROWTH BOOK

Holistic, integrate and cooperative approach considering a wide range of stakeholders involved in the implementation of CE models

THE MED
GREEN GROWTH
COMMUNITY



- #1 MAKE MORE WITH LESS: resource efficiency
- #2 TOWARDS CIRCULAR TOWNS AND CITIES: green & smart public
- #3 ZERO WASTE: problems become opportunities in waste prevention & management
- #4 FIT FOR A CIRCULAR FUTURE: competitiveness & innovation
- #5 SYNERGIES FOR GREEN GROWTH



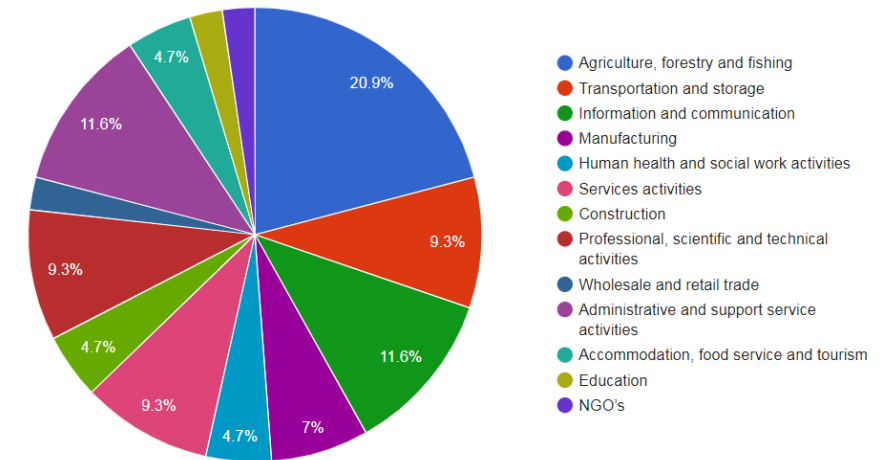
GREEN GROWTH INDEXES

The **Green Growth Indexes** aim to measure the impact of the Modular Projects of the **Interreg MED Green Growth Community** in the three main domains of green growth - **environment, society and economy** - in the Mediterranean area.

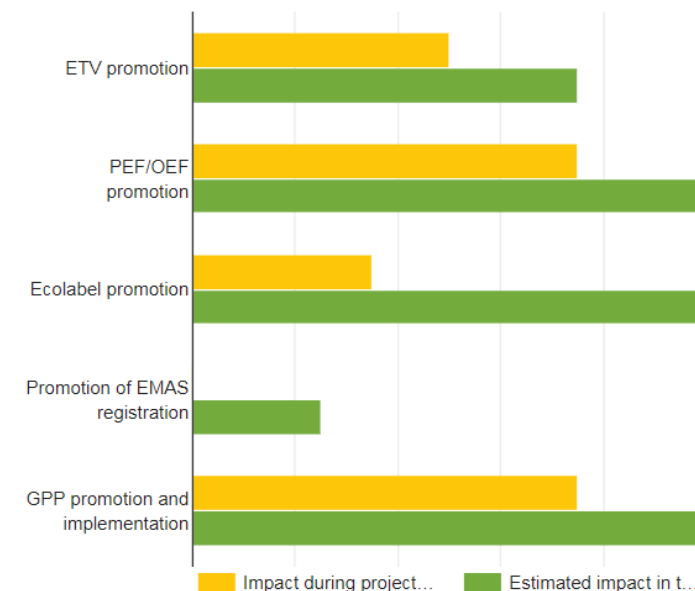
The Indexes are based on indicators selected from existing dashboards and measures used by international actors (GGGI, OECD, European Union, World Bank, UNEP, European LIFE projects etc.), and adapted to the thematic areas of the GG Community. In some cases, new indicators were created to accommodate the distinct characteristics of the Modular Projects.

The programme level indicators

Economic activities targeted



The project level indicators





The GREEN GROWTH Capitalisation Platform

One of the main pillars of the Interreg MED Green Growth Community is its [Community Platform](https://www.interregmedgreengrowth.eu), through which it shares the 14 project results and materials and develops new partnerships and synergies between institutions and stakeholders.

www.interregmedgreengrowth.eu




The Interreg MED Green Growth CAPITALISATION PLATFORM

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


Discover

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


The Interreg MED Green Growth Community




FOOD SYSTEMS



ECO-INNOVATION



SMART CITIES



WASTE MANAGEMENT



Capitalisation opportunities



ECOMONDO
THE **GREEN TECHNOLOGY** EXPO

**3 - 6
NOV.
2020** | **QUARTIERE
FIERISTICO
DI RIMINI**

Organizzato da
**ITALIAN
EXHIBITION
GROUP**
Providing the future

In collaborazione con
  **ITA**
ITALIAN TRADE AGENCY

In contemporanea con
KEY ENERGY
THE **RENEWABLE ENERGY** EXPO




CIRCLE THE MED

Circle the Med
The Mediterranean Hybrid Forum 2020
9-13 November



Main activities Green Growth until June 2022

- ✓ Reinforce the collaboration across value chains to **maximize the capitalization and replicability of experiences** of the 1st phase for transitioning to a **more innovative and environmentally-friendly business sector**
 - Trainings, business forums, learning visits, etc.
- ✓ Involve the **Quadruple helix actors** in matchmaking activities to facilitate the development of multi-stakeholder shared actions plans promoting the effective **transfer of concrete results into policies' frameworks**
 - Mobilisation and Mutual Learning (MML) regional workshops, evidence-based policy and position papers, advocacy activities, etc.
- ✓ Achieve **maximum geographical coverage** of territories and actors in the Mediterranean region, including territories from the **southern shore**
 - Contribute to UfM Agenda 2030 for a Greener Med, UfM Task Forces and Working Group on Environment and Climate Change, collaboration with other initiatives such as SwitchMED, WES, The Next Society, etc.





Call to action

- ✓ **EMBRACE partners:** keep on the collaboration with the Green Growth community and participation in activities (mainstreaming, webinars, business forum 2021, etc.) for sustainability of results after project lifetime and identify new opportunities.
- ✓ **SMEs and businesses:** check the tools and solutions that the projects, such as EMBRACE, offer and participate in the GGC transferring activities: trainings, business forums, learning visits, etc.
- ✓ **Public authorities:** revise the policy outcomes to see our proposals on promoting a transition to a green and circular economy in your territories. We also invite you to state up-to-date in our upcoming regional stakeholder' workshops and other activities.
- ✓ **Initiatives and projects on green and circular economy:** contact us to explore ways of collaboration and joint activities!



Partners:



REVOLVE



Interreg MED Green Growth community coordinator

BETA Technological Center
University of Vic – Central University of Catalonia (UVic-UCC)

Project Manager

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