

Eco-entrepreneurship towards a plastic-free, post-carbon & inclusive economy in the MED



Barcelona, Spain
November 14, 2018

UfM - IUCN



3rd Meeting of
Environmental journalists
from news agencies in the
Mediterranean

13-14 November 2018

Secretariat of the Union for the
Mediterranean

Barcelona (Spain)



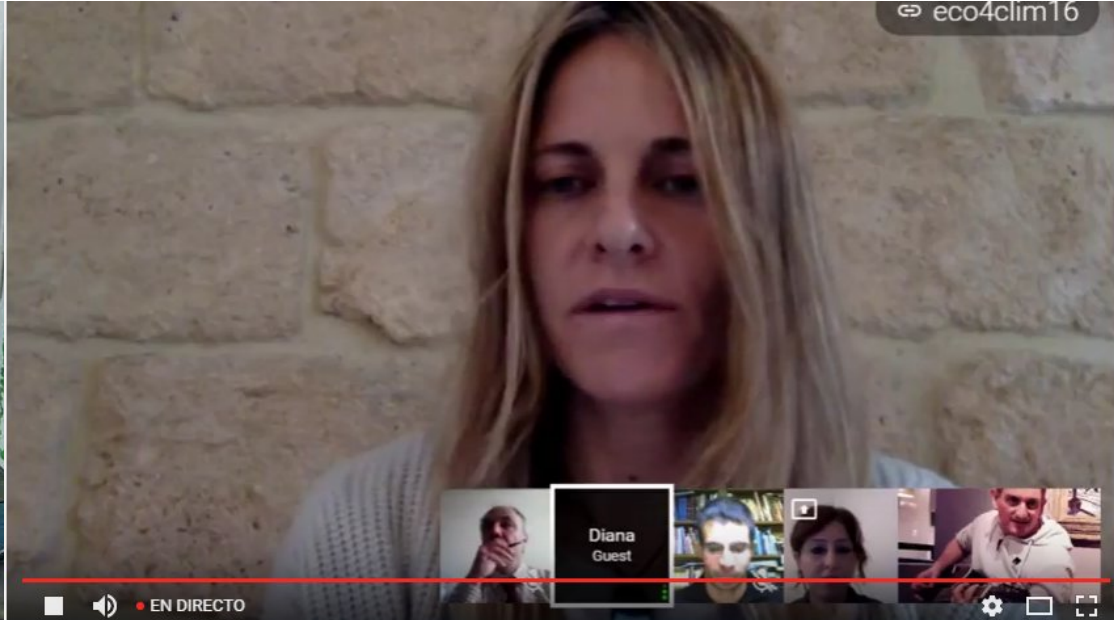
Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط



Nonprofit whose mission is to boost the **creation and scale up** the impact of inclusive, sustainable and sound **business solutions** that tackle **climate change & inequalities (Paris Agreement & SDGs)**, through a global network of city-based climate innovation labs: ClimateInnovation.city

- **International cooperation projects:** social innovation and eco-entrepreneurship for the climate
- **Global Week** of Ecopreneurs and Cities for the Climate (2015-2017)
- **Young Ecopreneurs Climathons 2018**
- Bringing the voice & solutions of ecopreneurs to the **UN COPs (COP21-24)**









RöCK
Cultural Heritage
leading urban futures

FESTIVAL
DELLO
SOSTENIBILE
2018

26 — 27 May 2018

ROCK HACKATHON BOLOGNA

2 DAYS OF CO-CREATION AND INSPIRATION



ECOENTREPRENEURSHIP
CITIES
SUSTAINABLE BUSINESS INNOVATION
FOR A GREEN AND INCLUSIVE CITY



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280.

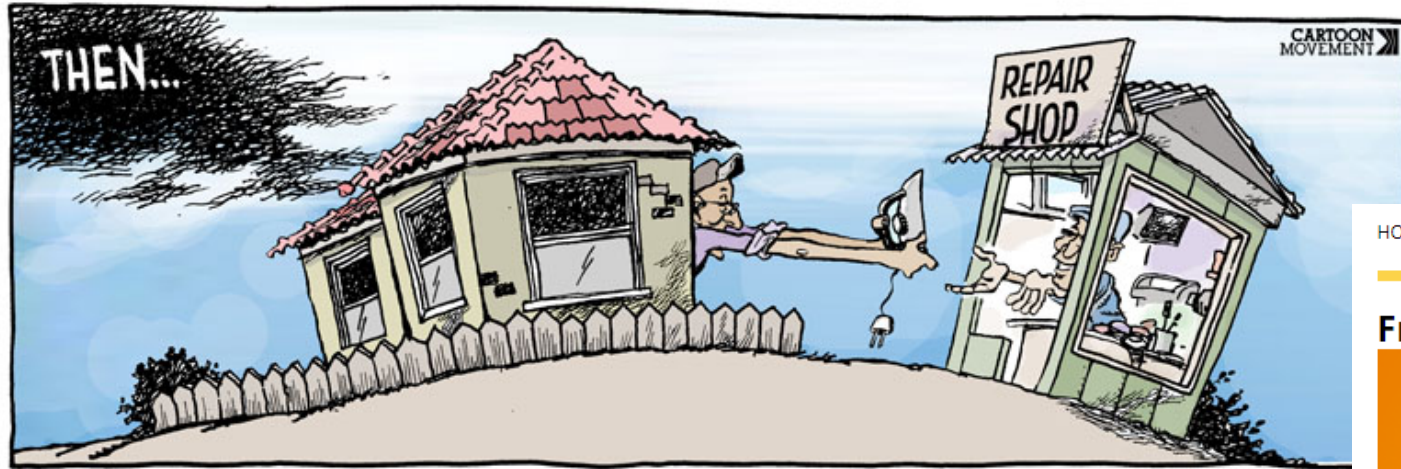


COP24 • KATOWICE 2018
UNITED NATIONS CLIMATE CHANGE CONFERENCE



How to mainstream **eco-entrepreneurship**
towards a **plastic-free, post-carbon**
economy in the **MED?**

The problem is not technological but **social!**



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Fracking for Plastics



Fracking continues to open up a huge supply of oil and gas in America, and investors are looking to create a new market for some of those fossil fuels, including so-called "natural gas liquids," close to the Marcellus and Utica shales.

Alternatives exist!

Change in economy, politics & education!



We need social innovation!

A **radical, transgressive & disruptive solution** to a community's **socio-environmental challenges**, and that:

- Is oriented to **action** and committed to **impact (social change!)**
- Starts from **what exists**
- Adopts a **systemic & global change** approach
- Has strong **local roots**
- Seizes **opportunities** in the **uncertainty** of a complex world
- Functions under **collective leadership & horizontal democracy**
- Works via **networks of people**, at the heart of **social movements**
- Uses **technology** as a tool for good
- Builds **equity & sovereignty** locally, **cooperation** translocally



And social entrepreneurship?

Social innovation that:

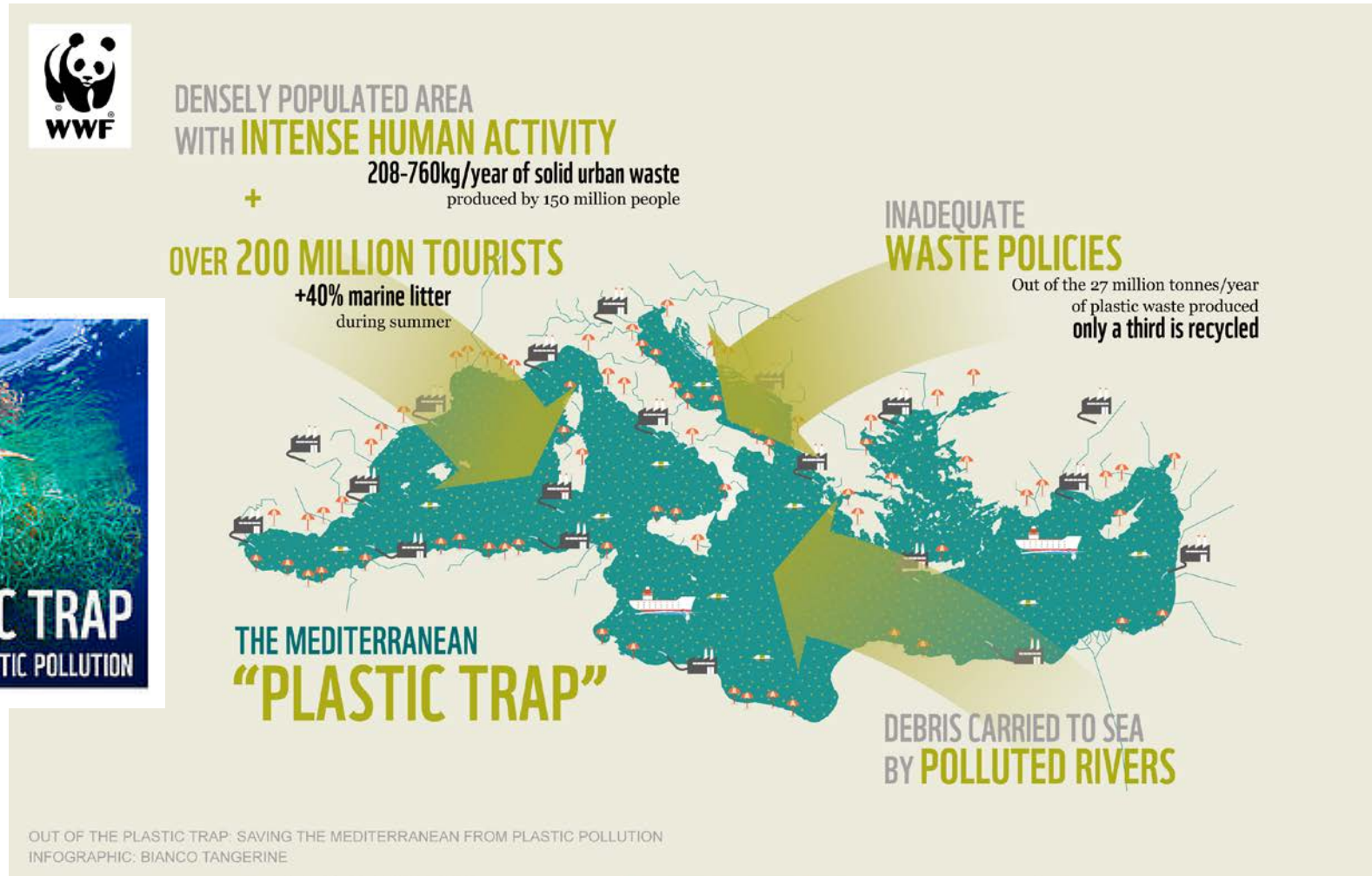
- Is based on **business models** (generation of resources) that are **inclusive, cooperative & sustainable**
- Allows to **scale up the impact** of social change by **regenerating the economy** from within

Social enterprise:

- **Purpose:** address socio-envir. challenges = sustainable value
- Creates **green & quality jobs** → equality & opportunity
- Practices the real **circular economy**
- **Collaborative** approach: **fair trade** with like-minded orgs.



1. Framing the problem: Plastic pollution (in the MED)



Source: WWF report "Out of the Plastic Trap: Saving the Mediterranean from plastic pollution", june 2018

1. Framing the problem: Inequalities & migrations



World's eight richest people have same wealth as poorest 50%

A new report by Oxfam warns of the growing and dangerous concentration of wealth



1. Framing the problem:

Climate & biodiversity crisis



THE MEDITERRANEAN: A BIODIVERSITY HOTSPOT UNDER THREAT



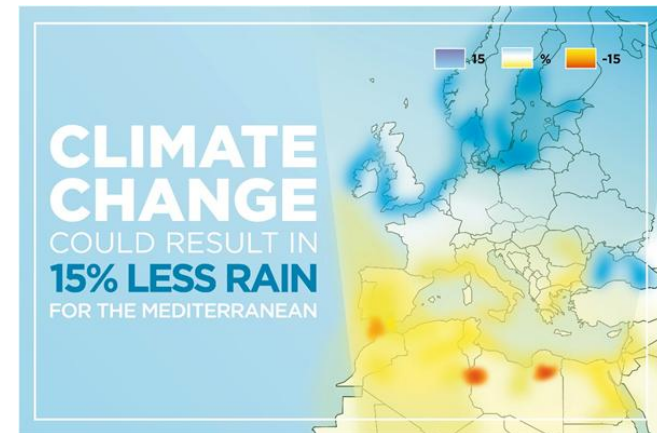
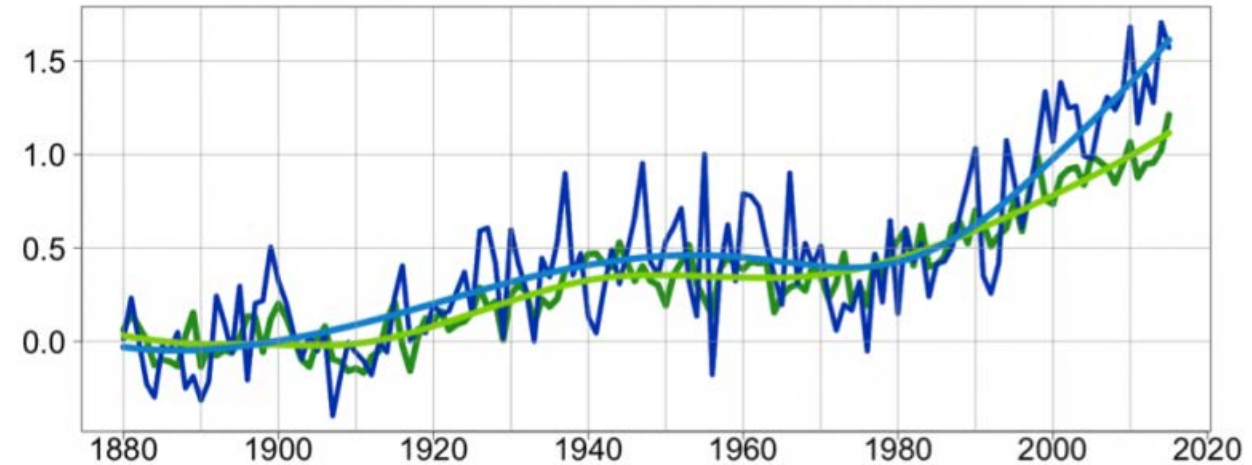
Why is the Mediterranean such an outstanding place?

The Mediterranean basin is recognised as a biodiversity hotspot. Its flora diversity is outstanding with 15,000 to 25,000 species, 60% of which are unique to the region. About one-third of the Mediterranean fauna is endemic.

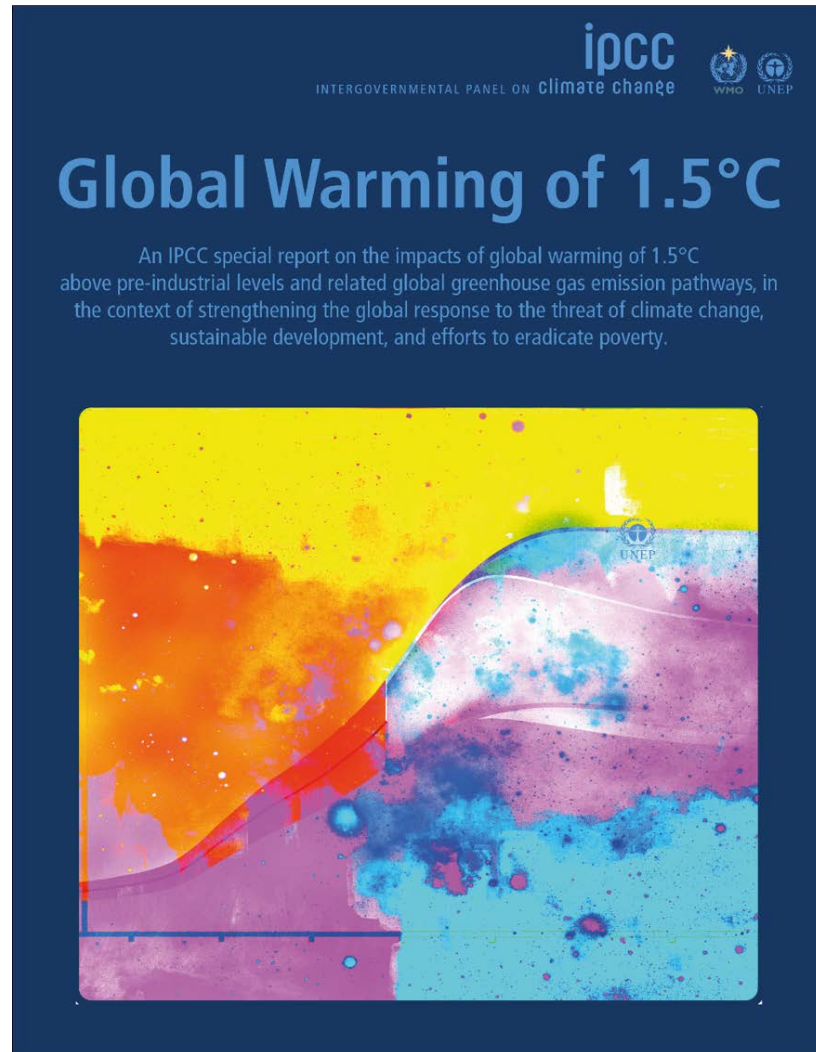
How many Mediterranean species are threatened with extinction? 1,912 species of amphibians, birds, cartilaginous fish, endemic freshwater fishes, crabs and crayfish, dragonflies and reptiles have been assessed to date in the Mediterranean region. About 19% of these species are threatened with extinction: 5% Critically Endangered, 14% Endangered and 7% Vulnerable. At least 16 irreplaceable species are already extinct, including some endemics like the Hula Painted Frog *Discoglossus nigriventris*, the Sardinian Oystercatcher *Haematopus meadewaldi* and the Sardinian Pika *Prolagus sardus*.



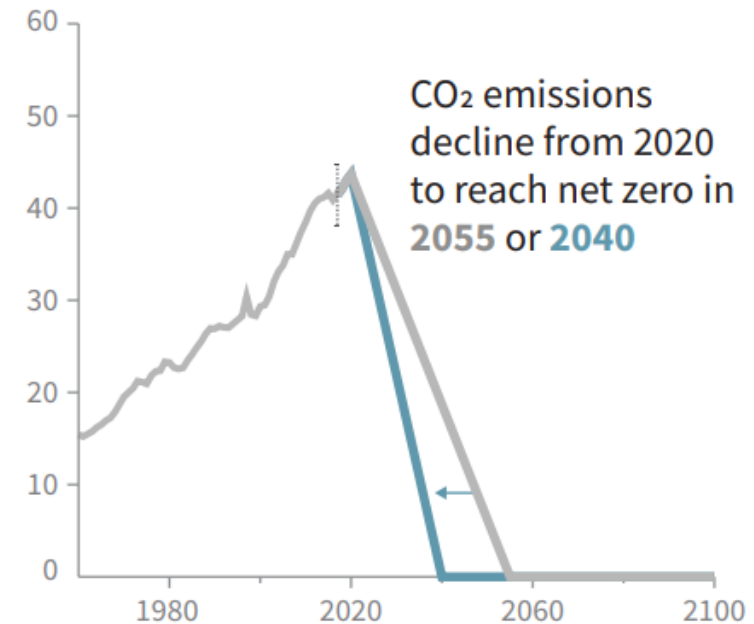
Mean Temperature Anomalies (K)



The opportunity!

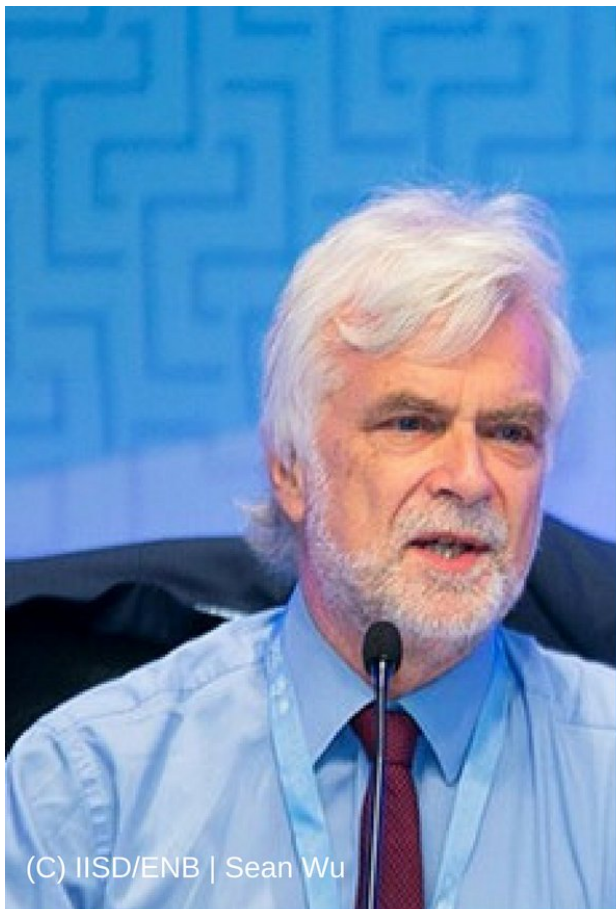


b) Stylized net global CO₂ emission pathways
Billion tonnes CO₂ per year (GtCO₂/yr)



Faster immediate CO₂ emission reductions limit cumulative CO₂ emissions shown in panel (c).

Source: IPCC Special Report on Global Warming of 1.5°C



(C) IISD/ENB | Sean Wu

Limiting warming to 1.5°C is possible within the laws of chemistry and physics but doing so would require unprecedented changes.

Jim Skea
Co-Chair, WG III

Incheon, 8 October 2018



- Requires **rapid, far-reaching and unprecedented** changes in **all** aspects of **society**



Limiting global warming to 1.5°C compared with 2°C would reduce challenging impacts on ecosystems, human health and well-being, making it easier to achieve the United Nations Sustainable Development Goals.

Priyadarshi Shukla
Co-Chair, WG III
Incheon, 8 October 2018



- Entails **clear benefits to people and ecosystems**
- Ensures a **more sustainable and equitable society**

2. Envisioning a bright future: glocal solutions

1. Current challenges

3. Signs in the present:
“glocal” solutions



4. Transition/bridge strategies

2. The future
we want



Futures Thinking



SUSTAINABLE DEVELOPMENT GOALS



3. Spotting the green signs: social entrepreneurs!



BACKBO



3. Plastic “switchers” in the MED

Homepage

plastic

All Switchers

Join The Switchers!

ALL SWITCHERS

About

Jobs

The Team

SwitchMed

search results

Results for: *plastic*



Zelij

You can now build your house using plastic-turned-construction materials

Two students adopted the idea of making floor tiles from plastic waste and using less cement - Zelij was their initiative.

Tangier, Morocco

Sustainable Housing & Construction



Plastic 4 Life

Turning agricultural plastic waste into useful products

From an aerial view, the agricultural landscapes of Morocco are no longer covered in green for which its lands are known. In the Souss-Massa region, further south of the snow-capped Atlas peaks, the color white is also creeping into...

Souss-Massa, Morocco

Resource efficiency and sustainable waste management



Ifassen

Plastic bags become useable once more in Moroccan recycling initiative

Faiza Hajji has helped confront Morocco's littering problem by founding Ifassen, a non-profit organization that converts plastic waste into reusable shopping bags and fashion accessories,

Berkane, Morocco

Resource efficiency and sustainable waste management

3. Plastic “switchers” in the MED



Reform Studio

Plastic bags impress European design experts courtesy of this Egyptian studio

Cairo's Reform Studio is taking thousands of discarded plastic bags and converting them into fashion and homeware products.

Cairo, Egypt Sustainable Textiles & Clothing



Ecosahara

The story of a young refugee who builds houses from plastic bottles

To create his structures, he recycles materials readily available in the camp: plastic bottles, which he then fills with sand.

Western Sahara, Algeria Sustainable Housing & Construction



NK by Nour Kays

You can now get upcycled designer handbags in Beirut

Nour Kays collects and repurposes used plastic carrier bags into a new material that she uses to create a collection of fashionable, eco-friendly and handmade bags, pouches, and accessories.

Beirut, Lebanon Resource efficiency and sustainable waste management, Sustainable Textiles & Clothing

3. New green signs: social innovation lab

Futures Thinking: imagine an ideal future → green signs in the present → bridges into the future (scaleups!)

- **Thinkers:** researchers and experts
- **Makers:** students, ecopreneurs, SMEs & large companies
- **Activists:** civil society (social & environ.)
- **Enablers:** media, public agencies & admin., funders



ECO4CLIM's climate innovation lab

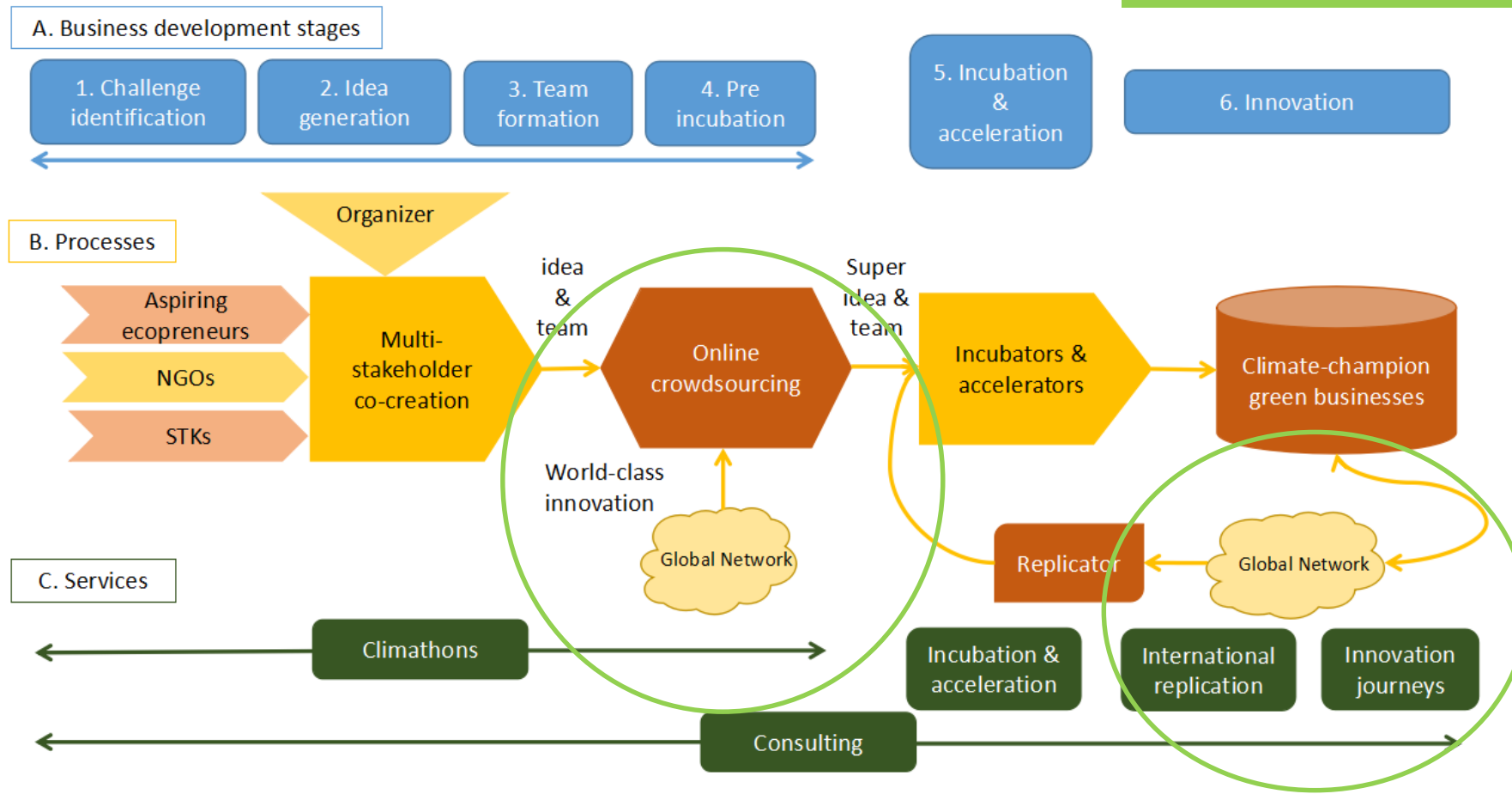
Climathons:

- Offline & online (crowd.)
- Cities
- Companies

Crowdsourcing platform

Climate innovation journeys

International replication (cities):
Climate challenges ← high-impact SMEs





2018 Young Ecopreneurs Climathons

Powered by



Host cities, calendar & registration

Malaga (Spain), April 24-26

[Register](#)

Seville (Spain), May 04-05

[Register](#)

Madrid (Spain), May 08-09

[Register](#)

Oviedo (Spain), May 11-13

[Register](#)

Bologna (Italy), May 26-27

[Register](#)

Eibar (Spain), October 05-07

[Register](#)

Lisbon (Portugal), March 2019

[Register](#)

Badajoz (Spain), November 05-08

[Register](#)

Skopje (Macedonia), November 09-11

[Register](#)

4. Strengthening local ecosystems

1. Common transformative vision & goals:

- 100% sustainable city/town/region by 2040: renewables, mobility, green areas, food, energy, water ...

2. Supportive ecosystems of stakeholders & resources:

- Sustainable business networks (SMEs): peer-to-peer mentoring, networking/marketplace, advocacy
- Adequate legislation, effective administration, fiscal incentives
- Green & ethical public procurement + standards/certifications (ECG, B Corps, LEEDS)
- Adequate funding, public-private partners., innovation labs & support programs (incubation, acceleration)

3. Values-driven culture & education:

- Empathy & nature-centered education
- Entrepreneurial mindset & skills
- Mainstream visibility: media, networks, success stories ...

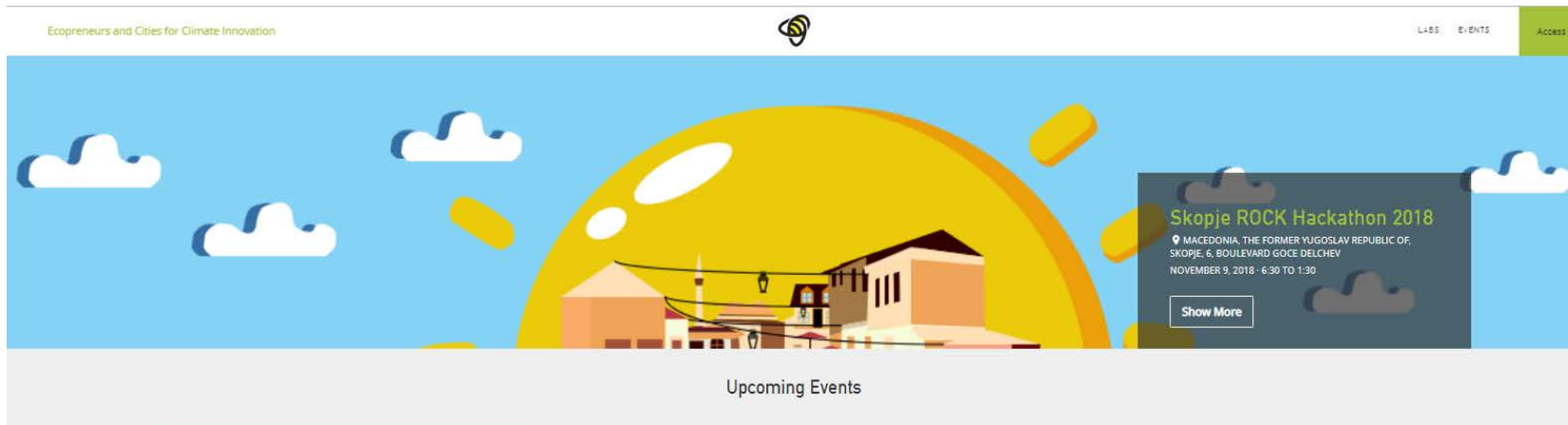
SANNAS'



5. Scaling up impact through networks of cities

Ecopreneurs & Cities for Climate Innovation

ClimateInnovation.city



6. The role of the media

- **Facts**-based journalism
- **Values**-driven culture
 - **Environmental education**
 - Publicity: consumerism (ads) → wellbeing & common good
- **Economic independence**: new business models
- Neither optimism nor pessimism → **Hope** for action!
 - Stories of (local) change: eco-entrepreneurs and social innovators

Hope in the Dark: Rebecca Solnit on the Redemptive Radiance of the World's Invisible Revolutionaries

“The grounds for hope are in the shadows, in the people who are inventing the world while no one looks, who themselves don’t know yet whether they will have any effect...”

“ You row forward looking back, and telling this history is part of helping people navigate toward the future. We need a litany, a rosary, a sutra, a mantra, a war chant for our victories. The past is set in daylight, and it can become a torch we can carry into the night that is the future.

UPDATED EDITION

Hope in the Dark

Untold Histories,
Wild Possibilities

REBECCA SOLNIT

Thanks! Shukran! Merci! Gracias!
And let's do this, MED community!

