



Side event on

The Switchers Talks 2024: Better impacts for a better tomorrow

20 November 2024

8:30–11:00 a.m. | Zekreet Room

Event description

The Switchers Talks is an event organized by the Switchers Community, the biggest community of sustainable business models in the Mediterranean region. Supported by the Barcelona Convention and MedWaves, the United Nations Environment Programme/Mediterranean Action Plan (UNEP/MAP) Regional Activity Centre for Sustainable Consumption and Production, the Switchers Community fosters a vibrant network of entrepreneurs dedicated to implementing sustainable practices. This event will showcase key impacts of the Switchers Support Programme, emphasizing how sustainable business services contribute to addressing urgent environmental and social issues while promoting circular economies in the Mediterranean.

Addressing the ecological and social challenges faced by the Arab region and beyond demands the growth of sustainable and circular micro-, small-, and medium-sized enterprises (MSMEs). To effectively highlight the contributions of these sustainable MSMEs in tackling critical ecological and social issues, it is essential for them to assess their impacts. The event will provide a platform for knowledge exchange and networking, and will delve into a topic of interest to the community: how to assess the environmental and social impact of sustainable MSMEs.

Sustainable MSMEs must distinguish themselves from traditional competitors by clearly demonstrating their ecological and social value to a variety of stakeholders, including potential customers, impact investors, and public authorities. To facilitate this, a range of methodologies and tools are available to support companies in their efforts. At the upcoming event, attendees will have the opportunity to explore different institutional perspectives, tools, and experiences related to assessing the environmental and social impact of businesses.

This event is co-organized by MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production, the Interreg NEXT MED Programme, and the Partnership for Research and Innovation in the Mediterranean Area (PRIMA).

Event objectives

The primary goals of this event include the following:

- **Key goal 1:** Showcase the diverse and innovative sustainable business models within the Switchers Community, demonstrating their impact on addressing ecological and social challenges in the Mediterranean region.
- **Key goal 2:** Analyse the importance of the triple impact assessment for MSMEs.
- **Key goal 3:** Present methodologies and tools for evaluating the environmental, social and economic impacts of MSMEs.
- **Key goal 4:** Provide a platform for networking and sharing best practices among MSMEs and experts, strengthening the community's capacity to address ecological and social challenges.

Topics to be covered

The event will provide a platform to explore and discuss the following topics:

- **Topic 1:** The importance of assessing triple impacts for MSMEs.
- **Topic 2:** Understanding the institutional and business perspectives on sustainable MSMEs impact assessment.
- **Topic 3:** Experiences of MSMEs with triple bottom line assessment.

Target audience

The event is designed to engage the following groups:

- **Primary:** MSMEs embedding or aspiring to embed sustainability perspectives into their business practices.
- **Secondary:** Public and private business support organizations promoting sustainable practices.

Language

The core content will be delivered in English. Speakers may use Arabic, if preferred. Interpretation services will not be available.

Contact information

- **Contact Person:** Giorgio Mosangini
- **Position:** Team Leader, Green Entrepreneurship, MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production
- **Email address:** gmosangini@gencat.cat
- **Phone number:** +34 695 56 03 45



Agenda

8:30-8:40 a.m.

Opening and welcoming: The Switchers Community and the Switchers Support Programme

Giorgio Mosangini, Team Leader, Green Entrepreneurship, MedWaves

8:40-9:30 a.m.

Assessing the environmental and social impact of sustainable MSMEs: why and how?

- Transnational cooperation across the Mediterranean region and green businesses' triple bottom line assessment.

Alejandro Lafarga, Programme Officer, Interreg NEXT MED Programme

- The relationship between green businesses' triple bottom line assessment and sustainability-focused research and innovation.

Mohamed Ahmed Wageih, Project Officer, PRIMA Secretariat

- The role of impact assessments in sustainable business development support.

Shorooq Aburas, Projects Development Manager, Al-Amal Foundation for Training and Entrepreneurship | REYADAH

- Impact measurement of emerging sustainable businesses: why and how?

Giorgio Mosangini, Team Leader, Green Entrepreneurship, MedWaves

- Q&A.

Moderator

Núria Manchado Puchol, Corporate Communications Officer and the Switchers Community Coordinator, MedWaves

9:30-10:40 a.m.

Demonstrating the environmental and social impacts of sustainable MSMEs: case studies in impact measurement and communication

- **Omar Itani**, Fabric Aid, Lebanon (*online*)
- **Aisha Dweikat**, Aisha Design, State of Palestine (*online*)
- **Kais Aouaieb**, Chitelix, Tunisia
- **Motaz Saad**, Rai Tech, Egypt
- **Khadija Habyby**, Mofilet, Morocco
- Q&A

Moderator

Giorgio Mosangini, Team Leader, Green Entrepreneurship, MedWaves



مؤتمر رواد
لريادة الأعمال
2024
Rowad Entrepreneurship
Conference
الدوحة - قطر
DOHA - QATAR



القمة العربية
للمشروعات
الصغيرة والمتوسطة

ARAB SMEs SUMMIT
2024
آفاق العصر الرقمي
Navigating Digital Horizons

Agenda

10:40-11:00 a.m.

Networking and knowledge sharing session: communicating impacts

- The Switchers Community: How a network of Mediterranean eco-friendly businesses helps showcase their environmental and social impact.

Núria Manchado Puchol, Corporate Communications Officer and the Switchers Community Coordinator, MedWaves

Anna Ibañez de Arolas, Project Manager Green Entrepreneurship, MedWaves (*online*)

Khalil Ellouze, Community Manager – The Switchers Community, MedWaves (*online*)