

SIDE EVENT ON

CIRCULAR ECONOMY OPPORTUNITIES IN THE ARAB REGION

19 November 2024

8.30 AM - 11.00 AM | Hall 1

EVENT DESCRIPTION

The Mediterranean region, particularly Mediterranean Arab countries, is undergoing a significant transition towards a circular economy. Many nations are shifting from traditional production methods to more advanced industrial frameworks, enhancing recycling and reuse practices. Efforts are being made at every stage of material consumption and disposal to reduce environmental impact, with the ultimate goal of minimizing or eliminating waste through the "polluter pays" principle and adherence to waste hierarchy principles.

In this context, SMEs, which are the backbone of the Mediterranean economy, play a vital role. They are driving the shift towards a resource-efficient economy and spearheading innovation. The progress made in circular economy practices is enhancing the competitiveness of Arab SMEs and preparing them for the green transition. As the future of business increasingly demands integration of resource efficiency, SMEs that embrace these practices will be better positioned for success.

This event is co-organized by PRIMA, Interreg NEXT MED Programme and MedWaves, the UNEP MAP Regional Activity Center for SCP.

EVENT OBJECTIVES

The primary goals of this event are to:

- Uncover the transformative potential of circular economy for Arab Mediterranean SMEs.
- Showcase inspiring success stories of circular economy implementation across diverse sectors.
- Develop a strategic roadmap for circular economy adoption tailored to Arab Mediterranean SMEs.

TOPICS TO BE COVERED

The event will provide a platform to explore and discuss:

- **The Transformative Potential of Circular Economy for SMEs:** Explore how adopting circular economy practices can drive innovation, enhance resource efficiency, and boost competitiveness for Arab Mediterranean SMEs.
- **Success Stories and Innovations in Circular Economy:** Highlight real-world examples of successful circular economy initiatives across various sectors, showcasing the impact and benefits of these innovative practices.
- **Developing a Strategic Roadmap for Circular Economy Adoption:** Provide actionable guidance on creating and implementing a transition strategy for SMEs, including leveraging resources and measuring impact for continuous improvement.

TARGET AUDIENCE

The event is designed to engage the following groups:

- **Primary:** SMEs across various sectors implementing or interested in circular economy practices; public institutions involved in sustainability and environmental policy; private investors seeking opportunities in green innovation; and researchers focused on circular economy applications and advancements.
- **Secondary:** Industry associations and business networks supporting SMEs; policymakers and regulatory bodies shaping circular economy frameworks; and educators and students in fields related to sustainability and environmental management.

LANGUAGE

The core content will be delivered in English. Please note that interpretation services will not be available.

CONTACT INFORMATION

- **Contact Person:** Vincent Ernoux
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AGENDA

MC: **Aldo Puleo**, Programme Manager, Interreg NEXT MED Programme

<p>8.30-9.15 AM</p>	<p>Innovating for a Greener Future: The Role of R&D in Empowering Arab SMEs for Circular Economy Success</p> <ul style="list-style-type: none"> • SMEs in the Mediterranean economy and their role in the transition to a circular economy. • R&D's Role: How R&D drives innovation, enhances resource efficiency, and supports sustainable practices and open new opportunities for Arab SMEs. • Success Stories • Actionable steps and recommendations for SMEs to adopt circular economy practices and measure impact <p>Moderator: Mohamed Wageih, Project Officer, PRIMA Foundation</p>
<p>9.15-9.45 AM</p>	<p>Unlocking the Potential of Circular Economy for Arab Mediterranean SMEs</p> <ul style="list-style-type: none"> • Opportunities for Innovation and Competitive Advantage • Challenges and Strategies for Implementing Circular Practices <p>Moderator: Giorgio Mosangini, Green Entrepreneurship & Civil Society Team Leader at MedWaves, the UNEP MAP Regional Activity Center for SCP</p>



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للمشروعات
الصغيرة والمتوسطة
ARAB SMEs SUMMIT
آفاق العصر الرقمي
Navigating Digital Horizons

<p>9.45-10.30 AM</p>	<p>Showcasing Circular Economy Success: Innovations Across Traditional and Emerging Sectors</p> <ul style="list-style-type: none">• Maher Oudira, Green Alafco, Egypt• Oumaya Marzouk, on behalf of Respect Environmental Group, Tunisia• Oussama Koudhai, Indinya, Tunisia• Mohamed Aboklela, Tilestic, Egypt <p>Moderator: Martin Heibel, Communication Manager, Interreg NEXT MED Programme</p>
<p>10.30-11.00 AM</p>	<p>Strategic Roadmap for Arab Mediterranean SMEs: Navigating the Circular Economy Transition</p> <ul style="list-style-type: none">• Developing a Transition Strategy• Leveraging Support and Resources• Measuring Impact and Ensuring Continuous Improvement <p>Moderator: Vincent Ernoux, Coordinator for the Western Mediterranean, Interreg NEXT MED Programme</p>