

SIDE EVENT ON

THE SWITCHERS TALKS 2024: BETTER IMPACTS FOR A BETTER TOMORROW

20th November 2024

8:30 AM -11:00 AM | Hall 1

EVENT DESCRIPTION

The Switchers Talks is an event organised by the Switchers Community, the biggest community of sustainable business models in the Mediterranean Region. Supported by the Barcelona Convention and MedWaves, the UNEP/MAP Regional Activity Centre for SCP, 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 facing the Arab world and beyond demands the growth of sustainable and circular micro, small, and medium 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 also provide a platform for knowledge exchange and networking, and in 2024 will delve into a topic of interest of the community: how to assess 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 impacts 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 PRIMA.

EVENT OBJECTIVES

The primary goals of this event are to:

- **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 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:

- **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; however, speakers may use Arabic if preferred. Please note that interpretation services will not be available.

CONTACT INFORMATION

- **Contact Person:** Giorgio Mosangini
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AGENDA

<p>08:30 – 08:40</p>	<p>Opening and welcoming: The Switchers Community and The Switchers Support Programme.</p> <p>Giorgio Mosangini, Team Leader Green Entrepreneurship, MedWaves.</p>
<p>08:40 – 09:30</p>	<p>Assessing environmental and social impacts of sustainable MSMEs: Why and How?</p> <ul style="list-style-type: none"> • Transnational cooperation across the Mediterranean region and green businesses' triple bottom line assessment. <p>Alejandro Lafarga, Programme Officer, Interreg NEXT MED Programme.</p> <ul style="list-style-type: none"> • The relationship between green businesses' triple bottom line assessment and sustainability-focused research and innovation. <p>Mohamed Ahmed Wageih, Project Officer, PRIMA Secretariat.</p> <ul style="list-style-type: none"> • The Role of impact assessment in sustainable business development support. <p>Shorooq Abu-ras, Projects Development Manager, Al-Amal Foundation for Training and Entrepreneurship REYADAH.</p> <ul style="list-style-type: none"> • Impact measurement of emerging sustainable businesses: why and how? <p>Giorgio Mosangini, Team Leader Green Entrepreneurship, MedWaves.</p> <ul style="list-style-type: none"> • Q&A. <p>Moderator: Núria Manchado Puchol, Corporate Communications Officer and The Switchers Community Coordinator, MedWaves</p>

<p>09:30 - 10.40</p>	<p>Demonstrating the Environmental and Social Impacts of Sustainable MSMEs: Case Studies in Impact Measurement and Communication.</p> <ul style="list-style-type: none"> • Omar Itani, Fabric Aid, Lebanon • Aisha Dweikat, Aisha Design, Palestine • Anis Ben Ghalia, Chitelix, Tunisia • Motaz Saad, Rai Tech, Egypt • Khadija Habyby, Mofilet, Morocco • Q&A <p>Moderator: Giorgio Mosangini, Team Leader Green Entrepreneurship, MedWaves</p>
<p>10:40 – 11:00</p>	<p>Networking and knowledge sharing session: Communicating Impacts.</p> <ul style="list-style-type: none"> • The Switchers Community: How a network of Mediterranean eco-friendly businesses helps showcasing their environmental and social impact. <p>Núria Manchado Puchol, Corporate Communications Officer and The Switchers Community Coordinator, MedWaves</p>