

10th Meeting of the SCP/RAC National Focal Points

Enabling Mechanism and Implementation

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Implementation of the Roadmap: an Enabling Mechanism

Involving the Stakeholders

Policy and Regulation

Policy making, at all levels:

- ✓ Regional
- ✓ Sub-regional
- ✓ National
- ✓ Local

Production and Marketing: the Private Sector

- Private companies, involved in the production of goods or in the provision of services
- Companies involved in the distribution and marketing of products and services
- Large-scale companies, national or multi-national: drivers by example / by directing upstream and downstream providers
- Change the landscape in the market towards a more SCP-friendly direction.
- SMEs

Involving the Stakeholders (cont'd)

Development and Financing

SCP to become a central issue and a priority objective in the programmes of development and financing institutions in the region

- ✓ Development Banks,
- ✓ National and International Development Agencies,
- ✓ National Banks

Civil Society and Citizens

Sensitized and well-informed citizens are better positioned to make choices

- ✓ Civil Society, through environmental NGOs, Consumers Unions, and Citizens' Unions
- ✓ Academic and research sectors
- ✓ Innovation hubs and edge technologies and processes

Making it happen: SCP Ambassadors

An *Enabling Mechanism* needs to be put in place, securing the participation of stakeholders, and the medium to long-term implementation capacity that will lead to the shift towards the SCP paradigm discussed above.

Under the supervision and guidance of SCP/RAC and the under the auspices of the UN Environment Programme, delivered through the UNEP/MAP Secretariat, a **task force** that will undertake the leading role of identifying, approaching, engaging and organizing the stakeholders programme can be created: the ***SCP Ambassadors***.

Strand 1 - Policy making

Indicative actions could include:

- **analysis** of existing legislation and regulation
- **drafting** of proposed legislation and modifications
- collaboration with institutions such as the EU Commission, the UfM, National Parliaments, national or regional / sectoral Regulatory Authorities **to deliver the changes**
- **identify funding opportunities** (grants, calls for projects, donors) to mobilize resources for SCP

Strand 2 – Financial and Development Agencies

Indicative actions could include:

- study and analysis of **existing financing and development programmes**, and identification of **opportunities** to introduce SCP within them
- collaborate with regional and international development agencies, such as the EIB, EBRD, EU DevCo, World Bank, and others, as well as National Development Agencies and Banks, to propose the **introduction of SCP** and development of programmes and activities on SCP
- create the **SCP Development Coalition** aiming to bring together pledges of up to €500M for the next 10 years, in support of SCP in the Mediterranean region
- develop and distribute a **guide/web-based tool** (through the SCP/RAC – SWITCH-Med website) to provide decision makers and entrepreneurs with **easier access to SCP financing**

Strand 3 – Private Sector

Indicative actions could include:

- Identify “**champion**” **businesses** for each sector willing to provide leadership by example for SCP in the sector
- Develop joint activities with SCP/RAC and other players in the region to promote SCP in the sector
- Develop and promote **good practice SCP guidelines** within the sector
- Recruit as many as possible businesses of the sector in the respective **SCP Business Council** and promote SCP upstream and downstream in the production process
- Introduce SCP in the **marketing and advertisement** activities of the businesses of the respective Business Council, to promote SCP through the consumption patterns

Strand 4 - Civil Society

Indicative actions could include:

- **Awareness** campaign to promote changes in legislation and regulation in support of SCP
- **Public** sensitization and **consumer** awareness on SCP choices in the different sectors
- Promotion of the SCP platform / website and publications
- Integration of **SCP in social activities** (sports, arts, etc) of civil society

Strand 5 – Knowledge Base and Communication

- Upscale and extend the SCP/RAC - Switch-Med website
- Turn it into a **web reference** including the use of social media
- Collaborate with the **Academic / Research** sector and **innovation** community
- Develop, produce and disseminate all necessary material

Benefits of an Enabling Mechanism

- ✓ Provide a **viable way** to ensure that the Action Plan and Roadmap are put to good use
- ✓ **Expand the circle** of UNEP/MAP collaboration and influence
- ✓ Establish for the first time **synergies** with sectors that were **marginally connected** (financing, development agencies, business)
- ✓ Provide a **facilitating mechanism** in order **to support countries' efforts** in moving forward with the components of the Action Plan
- ✓ Identify **success stories** to build on and **share** between countries
- ✓ UNEP/MAP becomes a **significant regional driver** of change towards sustainability
- ✓ Key driver for **delivering MSSD** in the region
- ✓ Mobilize significant **human and financial resources** for SCP in the region
- ✓ Further develop and **refine the activities** described in the Roadmap, taking into account the expertise, experience and capacities for the stakeholders involved, as well as their delivery mechanisms



**Regional Activity Centre
for Sustainable Consumption
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Thank you

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