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Sustainable Consumption and Production

HOW ISRAEL IS SWITCHING TO A CIRCULAR ECONOMY

Building climate resilience and resource efficiency

switchmed

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SwitchMed is an EU-funded initiative to support transformation towards Sustainable Consumption and Production (SCP) and Circular Economy in eight Mediterranean countries. SwitchMed directly supports the reinforcement of an enabling policy environment, practices by private sector, and experience-sharing among stakeholders to build a community of practice on SCP, circular and blue economy and reducing the environmental footprint of consumption and production activities.

SwitchMed is implemented by the United Nations Industrial Development Organization (UNIDO), the United Nations Environment Programme (UNEP), the United Nations Environment Programme Mediterranean Action Plan (UNEP/MAP) and the Regional Activity Centre for Sustainable Consumption and Production (MedWaves, former SCP/RAC). The initiative is carried out in close coordination with the Directorate-General for Neighbourhood and Enlargement (DG NEAR).

During SwitchMed's first phase (2013-2018) UNEP's collaboration with the countries focused on the development of National Actions Plans (NAPs) for the transition to SCP and demonstration projects. The Sustainable Consumption and Production National Action Plans (SCP-NAPs) feed into and are closely linked to related national strategies (Sustainable Development, Green Growth) and the regional SCP action plan developed by UNEP-MAP.

The second phase of the project (2019-2024) builds on the successes of the first phase by focusing on enhancing economic opportunities for businesses following green and circular economy models, enabling resource-efficient circular economies at national and regional levels. As a result, this action provides new employment opportunities, including for women. A special focus is encouraged to support their participation in trainings and capacity building activities and benefit from other supporting measures.

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SCP: PLANNING FOR CHANGE – IMPLEMENTING THE CHANGE

The core aim of SwitchMed is to assist countries in making the transition to SCP and circular economy, one of the objectives the world set itself when it adopted the Sustainable Development Goals (SDGs) in 2015.

SwitchMed started back in 2013 – at a time when the SDGs were not yet adopted as the international Agenda for 2030. UNEP's first activities at country level were to present and raise awareness of SCP and present the positive impact such a switch could have. As a first step, UNEP provided technical assistance and capacity reinforcement for countries as they developed National Action Plans (NAPs) for making this switch. The plans focused on resource efficiency in tandem with other social and environmental challenges such as gender equality and climate change.

In Israel, the Ministries of Environmental Protection and Economy conducted a year-long scoping process to gather information about what could be done, and what was being doing. SwitchMed supported a series of eight workshops as the country set about determining the best policies for its circumstances. Some 300 participants from more than 50 national institutions took part.

The themes of these workshops were: national strategies for SCP, sustainable development in government companies, policy tools for circular economy, mainstreaming life-cycle thinking, towards sustainable infrastructure, environmental funds management, environmental regulatory impact analysis, and SCP roadmap consultations.

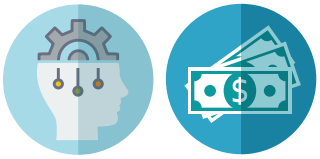
One of the keys to the success of this process lies in the wide range of participants, who came from government, business and industry, non-governmental organizations, news media and academia. This helped develop a sense national ownership of the National Action Plan and buy-in from across societal sectors.

National priorities for Israel are social environmental businesses, clean tech, green public procurement, environmental standards and labelling, and resource efficiency.

Some high-impact demonstration projects, to put the principles outlined in the National Action Plan into practice, were then established. These were on sustainable public procurement, sustainable Industrial Zones, green labels for restaurants and launch of new cleantech initiative.

TEN SUCCESS STORIES | ISRAEL

01 INVESTING IN INNOVATION



In a country known for its innovation and entrepreneurial spirit, a programme to harness creativity in support of solutions to environmental challenges seems a natural step. The Environmental Sustainability Innovation Lab was set up in 2019, the northern city of Haifa, Israel's third largest, to research and develop innovative environmental solutions, with a particular focus on renewable energy and alternative fuels.

The lab has received 14 million Israeli New Shekels (about US$4.3 million) from the State of Israel to support its work mentoring and developing start-ups to market-ready stage.

The lab comes out of a programme run by the Ministry of Environmental Protection and the Innovation Authority under the Ministry of Economy and Industry to enhance local innovative environmental technologies. The programme's launch in Jerusalem in 2018 was supported by SwitchMed.

The government' programme supports startups that target a wide array of environmental challenges, such as cutting air pollution, improving manufacturing processes, increasing resource efficiency, restoring polluted soils and water basins, developing advanced materials, managing waste, water and sewage, and producing and storing clean energy. Intervention comes at the pre-market stage, which is seen as the most crucial for local entrepreneurs. Two cycles of the programme have granted startups about 25 million ILS, and a third call is open for proposals. Startups can receive up to 3 million ILS each, depending on needs and level of development.

Some 30 startups have received support so far, with more than 60 million Shekels raised for green innovation.

02 EATING GREEN

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Tel-Aviv's Yafo municipality wanted to put sustainability on the menu of its restaurants, so, with support from SwitchMed, it developed a mobile app that helps diners identify and support restaurants that have made environmentally friendly decisions. The municipality awards a Green Label to restaurants based on factors such as water management, energy and water consumption, and food waste reduction. Those establishments found in an audit to be operating sustainably are able to use the Green Label badge, a highly visible reward that sets them apart from other restaurants. The badge, awarded to the first batch of 40 restaurants in 2018, is one way of creating the behaviour change necessary for the switch to living more sustainably.

But the municipality was not content to stop there. Instead, it extended the scheme to owners of small and medium-sized enterprises interested in receiving the Green Label. By creating a mobile app the municipality could engage with business owners and provide advice and guidance about what needs to be done to achieve accreditation.More than 170 businesses have signed up to the programme, and 87 have been awarded Green Labels.

A star system was developed for businesses, which allows them to select from the level of ambition of the implemented solutions, rating from one (basic) to three (most advanced) stars. This has increased participation because it allows businesses to begin but to progress through the star ratings by increasing their investment later. The app inspired local NGO 2Be Friendly to help smaller municipalities to undertake similar projects to promote better environmental and social practices.

The Green Label demonstration project for restaurants and other SMEs in Tel-Aviv Yafo is supported by the municipality with 200,000 Shekels a year.

03 THREE LAWS, LESS PLASTIC

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It began with a SwitchMed workshop on the circular economy, and since then has cut the use of plastic bags in supermarkets by 70 per cent and has halved the amount of plastic bag waste in the sea. And along the way 130 million Shekels was collected for clean-up and other projects.

The idea of a tax on disposable plastic bags in supermarkets was first raised and discussed as a policy option at a SwitchMed workshop in Jerusalem in 2014, and a law setting that tax in place was enacted in 2017. Retailers must charge shoppers 0.1 Shekels (about US 3 cents) for each disposable plastic bag they use and show that charge on customers' bills, and then must report figures on plastic bag sales to the government once a year. They money collected in this way goes to the Ministry of Environmental Protection's Maintenance of Cleanliness Fund, used to collect waste after events, for beach cleanup, and to encourage alternatives to plastic bag use.

The law has resulted in a significant drop in plastic bag use, which was down 78.5 per cent in 2017, 75.5 per cent in 2018, and 74.1 per cent in 2019.

Of the 130 million Shekels raised by this law, some 20 million have been used on educational campaigns about the damage caused by plastic bags, and another 30 million were spent on cleaning up after major events. This translates to an overall reduction of 22 thousand tons of plastic.

A second law put in place a scheme that collects large plastic bottles through the requirement to pay a deposit that is refunded when the bottles are returned (this scheme was in place only for small plastic bottles until 2021). This has pushed forward the government's goals on waste reduction and recycling, collecting over 600 million bottles every year.

A third law, a local one by the Regional Council of the Upper Galilee, approved in October 2020, bans the use of disposable plastics in nature reserves, public gardens and in areas beside the Jordan River. Municipalities in Israel are responsible for the residential waste management and laws such as this can promote practices of recycling and reduction at source, influencing consumers' behavior greatly.

04 CUTTING BACK ON FOOD WASTE


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Research tells us that about one-third of the food we produce ends up being lost or wasted. Even in households, a lot of the food we buy ends up in the bin. This wastes the natural resources used in producing the food, water consumption, for example, and contributes to climate change through such things as expanding agricultural land use and energy used in food production and transportation.

In Israel, some 2.5. million tons of food is wasted each year, more than half of it by consumers. A recent report estimated the environmental cost of this wastage to be more than 3.2. billion Shekels a year.

The Natural Step (TNS) Israel, a community-interest company, mapped the causes of food waste in the country and identified opportunities for solutions across the food chain. This work was done through the Sustainability Transition Lab for Food Waste Reduction, which was set up with the participation of included the ministries of Environmental Protection, Economy and Industry, Health, Education, and Agriculture in several workshops and consultations.

Policies under consideration as a result of this work include establishing a food authority, which would coordinate all related matters from the relevant ministries to ensure a sustainable food system in Israel, a national target for food waste reduction, an obligation for public institutions and government entities to measure and reduce food waste, and a reduction-at-source waste management strategy, including taxation of excessive waste in specific sectors.

05 ISRAEL'S RESOURCES EFFICIENCY KNOWLEDGE CENTRE (IREC)

Whether its pollution of our planet's oceans, or particulates in the air we breathe, pollution poses a significant risk to human health and environmental well-being. But if we are to achieve a pollution-free resource-efficient world, society will need to shift to more sustainable consumption and production practices. The Israel Resource Efficiency Centre (IREC) is leading the way by assisting assists factories to become more efficient by implementing smarter use of raw materials and cleaner production.

Research has shown that a significant hurdle to achieving sustainable consumption and production in Israel is a lack of practical knowledge by local industry about what is required. Additionally, many factories struggle to find the money necessary to make the technological upgrades that would reduce environmental impacts, and some 85 per cent of environmental investment focuses on "end of pipe" solutions to correct pollution after is has occurred.

The IREC was set up to support factories in making environmental improvements while at the same time improving profitability. Each factory selected for this process receives an individually tailored programme of support, which may focus on such things as help with logistics and bureaucratic requirements as well as identification of high-value areas that may produce quick results.

The IREC was set up and funded by the Industries Administration in the Israeli Ministry of Economy and Industry, the Ministry of Environmental Protection, and the Ministry of Finance and facilitated through the country's National Action Plan for sustainable consumption and production (SCP) and based on the successful work done by UNIDO – Med-Test 2 ¬– under SwitchMed. Under that demonstration project, 58 per cent of the solutions recommended required investment of 100,000 Shekels or less, and 51 per cent saw a return on investment in their first six months of use. Together, those pilot projects saved 8,000 tons of carbon dioxide, 200 tons of solid waste, 500 of raw materials, 75,000 cubic metres of water and 15 million kWh of energy.

Some 51 million Shekels were allocated for the establishment of the centre in 2018. Since then, more than 100 factories have applied to participate in this programme, with 60 expected to have been assisted by the end of 2020.

An extra 12 million Shekels were provided to support local industries during the Covid-19 pandemic.

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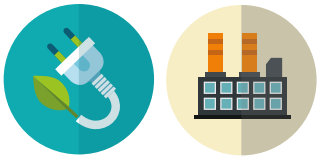
06



GREEN INDUSTRY ZONE

The role of business and industrial in the switch to sustainable consumption and production is a crucial one. Support for small and medium-sized enterprises (SMEs) to adopt improved environmental practices was emphasized during the development of Israel's National Action Plan on SCP. As a result, a number of resource efficiency tools and guides have been developed. These include *Sustainable Development in Your Business, A Guide for Green Restaurants*, and a manual for developing sustainable industrial zones.

This green industrial zones manual includes guidance on measures to be considered during the planning and development stages for new zones, and also gives recommendations for improving existing zones interested in improving their performance and environmental standards.

The manual looks at principles and measurements in energy, water, transportation, wste, wastewater, conservation of biological diversity , and sustainable management of the industrial zone. Emission reduction potential for industrial zones is estimated to be 3.2. million tons of carbon dioxide equivalent, with street lighting accounting for 0.66 million tons.

The Administration of Industrial Zones section of the Ministry of Economy and Industry has integrated this manual into its training for planners and managers of industrial zones.

07

GREEN PUBLIC PROCUREMENT

Public procurement accounts for 10.24 per cent of gross domestic product in Israel, and the public sector is recognized as a key player in driving demand for green products and services. Recognizing the potential of this purchasing power, the Ministry of Environmental Protection has worked closely with the Government Procurement and Logistics Division of the Ministry of Finance to promote procurement policies and practices that support a switch to a low-carbon resource-efficient society.

In 2012 the Government set targets for green procurement for the governmental ministries, measured by the percentage of government tenders that had environmental criteria. Those targets of 5 per cent by 2013, 12 per cent by the end of 2016, and 20 per cent by the end of 2020, were all achieved.

Building on this success, product factsheets for government and local authority tenders, setting environmental selection criteria, outline standards for building renovation, and leasing and purchasing benchmarks for efficient motor vehicles were produced.

A Green Procurement Forum for Local Authorities was established to assess the municipalities' needs, and to provide training sessions and share knowledge.

As well, since 2014, inefficient electrical appliances were banned from public procurement and all central tenders by the Procurement Administrations are scrutinized by an environmental consultant. Though introducing environmental criteria into new tenders is still voluntary, there has been an avid increase in interest and willingness to do so, including by major bodies such as the Ministry of Security.

08 PREVENTING GREENWASHING

Switching to sustainable consumption and production will require changes in consumers' purchasing behaviour. But consumers can be confused when confronted by a barrage of environmental claims for a range of products, especially if they are made without a framework of rules governing their use and accountability. To help consumers make sustainable choices, the Ministry of Environmental Protection issued the *Guide for Reliable Environmental Claims – Preventing Greenwashing*.

The guide was inspired by Israel's first class action brought against by two manufacturers about false claims they made about the biodegradable plastic bags they produced. The class action was settled in favor of the petitioners and the companies were instructed to pay compensation and change the marketing and packaging of the bags. This raised both the public and industry awareness to false environmental claims.

09 REPORTING SUSTAINABILITY

Corporate sustainability reporting in a growing area for companies keen to show their environmental credentials. Since 2009, some governmental companies in Israel have been publishing annual environmental reports. To help them do this, the Ministry of Environmental Protection and the Government Companies Authority published the *Guide for Sustainable Development in Governmental Companies* in 2013.

Although still voluntary, an increasing number of government entities are adopting this kind of reporting, and a professional forum for corporate sustainability reporting officers of governmental companies has been established.

Corporate sustainability reporting is seen as a valuable tool in mainstreaming SCP.

10 REGULATIONS AND ENVIRONMENT

One of SwitchMed's workshops focusing on Regulatory Impact Analysis (RIA) inspired a strategic move by the Ministry of Environmental Protection five years later.

After a government decision that required all of its offices to initiate RIA process, the Ministry of Environmental Protection created a guide to integrate environmental criteria into the process. That guide, known as the Green Book, quantifies the external costs of air pollution.

The ministry is now working with the Prime Minister's Office to integrate environmental criteria and calculators, for such things as water and energy, for example, into all RIA procedures in 2021. This is a strategic step, one that could see sustainable consumption and production included in processes the coming years, creating lasting impact.

SCP IN ISRAEL: LOOKING AHEAD

Around the world, humanity is making ever-increasing demands on nature, taking from the planet natural resources at a rate far greater than that with which nature is able replenish them. Simply, we are living beyond our planetary means.

How we adapt to this challenge of rising demand for shrinking resources will be our legacy to future generations. We have a choice: we can leave them a diminished world, or a more resource-efficient low-carbon one. The true value of programmes such as SwitchMed is that they show a way forward to this new world, one where we still produce the goods and services that we need, but do so in a cleaner, greener way. Switching to SCP also contributes to the UN Decade on Ecosystem Restoration (2021–2030) which aims to prevent, halt and reverse the degradation of ecosystems on every continent and in every ocean. It can help to end poverty, combat climate change and prevent a mass extinction.

The current Covid-19 pandemic has provided a tragic illustration of how closely linked human and environmental well-being are. Biodiversity loss, shrinking habitats, dwindling natural resources, pollution and climate change all adversely affect humans as well as flora and fauna.

Every year about 30 square kilometres of natural habitat in Israel is converted into built or agricultural lands. Some 65 out of 213 species of birds in Israel are in danger of extinction, including the Griffon and Egyptian vultures, the Golden and Bonelli eagles, Lanner falcon, short-eared owl, yellow wagtail, Lichtenstein's sandgrouse and Nubian nightjar. This represents an increase of 71 per cent in the number of endangered bird species relative to 2002. There are hundreds if not thousands of invasive species in Israel, including dozens of terrestrial vertebrates and hundreds of plants. Between 2010 and 2018, at least nine new invasive plant species were found. These species are in the initial stages of spreading in the country, and one of them, Leucaena galauca, is on the list of the 100 most harmful invasive species in the world (HaMaarag 2018).

But the pandemic has also created a rare opportunity to begin again, to adopt a systemic life-cycle approach that balances nature's needs with national priorities. Implementing sustainable consumption and production practices across all sectors would be a significant step towards achieving this equilibrium.

Sustainable consumption and production policies also provide important opportunities to trigger transformative changes in economic and social systems and promote the human rights of women and

girls as well as men and boys. It is imperative to integrate a gender perspective into sustainable consumption and production work in general and national action plans, which are the key policy instruments at national level that create the enabling policy environment to achieve SDG 12.

Currently, for instance, about one-third of all food produced is wasted or spoiled because of poor transportation. This equates to 1.3. billion tonnes of food worth about $US 1 trillion. And if the world switched to energy-efficient light bulbs we would save $US 120 billion a year. Additionally, in the decade between 2010 and 2019, electronic waste grew by 38 per cent but only 20 per cent of that waste was recycled (United Nations n.d.).

The National Action Plans developed by countries with the support of SwitchMed recognize the potential of making the transition to SCP and Circular Economy and set out the pathways they intend to follow.

The State of Israel in its plan prioritized social environmental businesses, clean tech, green public procurement, environmental standards and labelling, and resource efficiency, and some of the successes achieved under that plan have already been described in this document.

SCP and the circular economy have great potential to respond to national priorities, and to the three global crises (biodiversity loss, pollution, and climate change) the world is facing. Switching to more sustainable patterns of consumption and production will need behavioural change at both national and individual levels but could generate significant economic benefits. Research by the International Resource Panel shows that more efficient use of materials and energy could add an extra $US 2 trillion to the global economy by 2050 (UNEP 2017), while a study by the International Renewable Energy Agency (IRENA) shows that transforming the energy system could boost cumulative global Gross Domestic Product gains above business-as-usual by $US 98 trillion by 2050, nearly quadruple renewable energy jobs to 42 million, and expand employment in energy efficiency to 21 million.

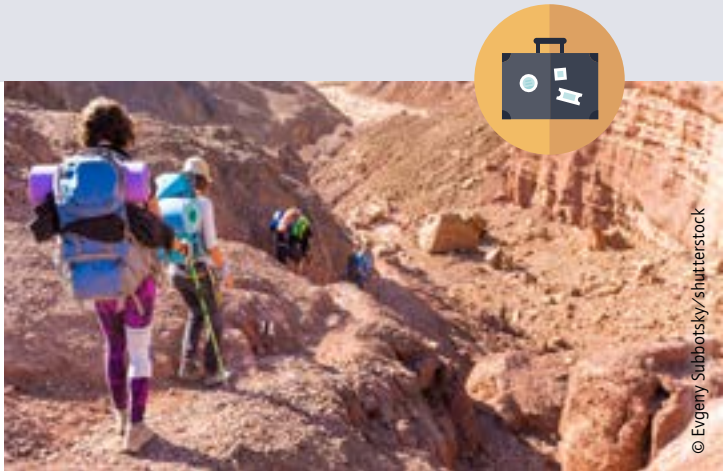
The opportunities for countries from sustainable consumption and production are rich and varied. Some ideas for building on successes and moving forward, subject, of course, to alignment with national priorities, include:

+ SUPPORTING SUSTAINABLE CONSUMER CHOICES AND REDUCING FOOD WASTE. The lion's share of citizens realize that their consumption habits have negative effects on the environment. However, there is a gap between their good intentions and their actual behavior due to misinformation and various disincentives. It is crucial to help consumers make sustainable choices. These include environmental product requirements, information and labelling requirements to avoid greenwashing, rules on product guarantees and expiry dates, climate legislation that attempts to build the price of carbon dioxide emissions into production expenses, and waste legislation that makes it easier to recycle.

This is particularly true in the food sector. According to UN figures, the food sector accounts for about 30 per cent of the world's total energy consumption and about 22 per cent of total greenhouse gas emissions.

Many policy tools can promote better consumer choices. Updating and expanding the anti-greenwash guidelines, extending Tel Aviv-Yafo municipality's restaurant Green Label programme to other cities, adding new restaurants and food business across the supply chain, even expanding the Green Label methodology to other sectors to provide consumers with a trusted accreditation for a range of businesses and products, could be considered. Other initiatives to reduce food waste could include a project that encourages retailers to sell imperfect products (oddly shaped or out-sized fruit and vegetables, for example) and for consumers to buy them at lower prices, or adjusting prices of products as they approach their use-by dates, could also provide financial incentives for preventing waste.

+ RESTORING AND PROTECTING BIODIVERSITY. Consideration could be given to pilot projects to restore ecosystems and boost biodiversity, including in urban areas, could encourage eco-tourism and form a part of the country's response to climate change. Such projects would fit well alongside the UN Decade on Ecosystem Restoration launched in June 2021, which aims to foster efforts to combat climate change, safeguard biodiversity, food security, and water supply.



+ TOURISM. Tourism around the world has been hard hit by Covid-19, so, as the sector turns its mind to recovery, now may prove an opportune moment to support and encourage doing things differently. Promoting eco- and adventure tourism to protect natural habitats, embedding resource and energy efficiency, waste reduction, and protecting flora and fauna could build resilience in a sector that, traditionally, is jobs intensive.

+ PROMOTING CIRCULAR ECONOMY. A circular economy is a strong first step on the path to more sustainable consumption and production in that it encourages us to reduce, reuse, and recycle, but a truly circular economy closes the loop by encouraging the repair and remanufacture of goods produced. Israel's 2021 Circular Economy Strategy and 2015 SCP roadmap identified many policy tools for further development.

Specifically creating incentives and nudges to reduce the waste produced per capita and increase recycling, promoting green public procurement, and supporting the recycling, repair and remanufacturing industries. In addition, targeting particular sectors, such as the plastic sector or the housing and construction sector, where much of the waste produced could be recycled or recovered, may prove useful.

Creating coherent strategies and bringing together ministries, with designers, engineers, industry representatives and NGOs to create a shared vision of what a circular economy could look like within the national context could provide cohesion and a way forward.

+ SUPPORTING CHANGE IN THE BLUE ECONOMY.

There is significant potential for SCP within the "blue" sector, from establishing more environmentally friendly port operations, to embedding resource efficiency in coastal and marine areas management plans, to innovative cleantech solutions, and standards for marine sports and eco-tourism.

Establishing a National Centre for Blue Economy Innovation in Haifa has been discussed, as has creating a comprehensive national Blue Growth Plan that would propose regulatory measures, international collaborations, and any necessary investment. Moving ahead with both those proposal could be valuable first steps on greening the "blue".

+ SUSTAINABLE FINANCING. Globally, a switch to green financing is under way. A database maintained by UNEP and the Green Growth Knowledge Partnership (GGKP) shows that there are now at least 391 national and sub-national policy and regulatory measures on green finance in place around the world, with 79 new measures were implemented or announced in 2019 (UNEP 2019). These measures range from transparency in climate-related risks in investment portfolios, to providing incentives for investing in green assets, and strengthening environmental risk management practices within institutions.

Projects that support green investment, or a shift towards considering environmental impacts as a fundamental pillar of investing and lending practices, could be a significant contribution to building a better, greener, post-Covid economy.

+ DIGITAL TRANSFORMATION. Delivering on the 17 Sustainable Development Goals the world set itself in 2015 will require commitment and innovation. Projects that examine, develop and assess the digital tools necessary to scale up ambitions in existing projects, to measure and record their achievements against SDG indicators, to understand the digital needs of industrial sectors to transform to cleaner more sustainable production, or that support technological start-ups working on creative solutions to climate change, biodiversity loss and pollution, or that collect and disseminate data, statistics and knowledge will be important steps in the transformation to a more sustainable society.

Whatever path Israel decides to follow in the years ahead, it is important that environmental, economic, and social concerns remain at its core. The country's commitment to sustainable consumption and production provides a solid foundation, but behavioral change at all levels of society will be essential to achieve the transformation to a resource-efficient low-carbon world. An agile, resilient, innovative approach could see us all doing more and better with less as we work together to face any challenges that arise.

Whatever path Israel decides to follow in the years ahead, it is important that environmental, economic, and social concerns especially on gender equality, remain at its core. The country's commitment to sustainable consumption and production provides a solid foundation, but behavioral change at all levels of society will be essential to achieve the transformation to a resource-efficient low-carbon world. An agile, resilient, innovative approach could see us all doing more and better with less as we work together to face any challenges that arise.

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SWITCHMED: INSPIRING CHANGE

SCP is about doing more and better with less. It is about meeting humanity's needs but remaining within planetary boundaries, about using the natural resources that the Earth provides without degrading the environment. Now in its second phase, the SwitchMed projects works to support the development of policies and practices that support a switch to sustainable consumption and production (SCP) in the Southern Mediterranean region and to make the circular economy the mainstream business model there.

Israel spent more than a year developing its SCP National Action Plan, supported throughout this process by SwitchMed. Wide-ranging discussions took place as part of developing this plan, including, for example, eight professional cross-sectoral workshops with more than 300 participants from the government, business, and NGOs. These workshops, and others like them, created professional networks that inspired ideas and plans, and provided practical knowledge to implementing SCP throughout the country. Some examples of these ripple effects include:

- Plastic Bag Law – The idea of taxation of disposable plastic bags in supermarkets was first raised and discussed as an optional policy in the workshop on circular economy. The learnings from that workshop have assisted in the formulation of the law that was enacted in 2017.
- Reform in government royalties – SwitchMed helped connect an expert adviser with the Ministry of Environmental Protection to update royalties on quarrying paid to the government by private companies. Based on this work, the royalty was increased three times over in 2020.
- Regulatory Impact Analysis (RIA) was a central focus of one of the workshops and assisted the Ministry of Environmental Protection in its current initiative, to include environmental criteria in every RIA process carried out by the Israeli government. A manual is being prepared in collaboration with the Prime Minister's Office.
- Life-Cycle Thinking was explored during SwitchMed workshops. The approach was adopted and is being used in decision-making processes in the public and private sectors.

Sustainable consumption and production is no longer just something discussed in meeting rooms. Now it is happening on the ground, across business and industry, in cities and regions, reducing pollution, improving the air we breathe, and promoting better use of nature's gifts through resource-efficient and low-carbon consumption and production practices.

In this document you will see 10 success stories inspired by the work of SwitchMed in the State of Israel. They show how what began as awareness raising and in capacity building workshops developed into plans that created a ripple that flowed out around the country. This short publication shows that opportunities for countries from sustainable consumption and production are rich and varied.

The Switch to SCP is off and running. SwitchMed is proud to have supported Israel in its work to build a society where people and planet thrive and prosper together.

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