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Second Draft of SCP Action Plan for the Mediterranean

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**Second Draft of the SCP Action Plan for the Mediterranean
(13 February 2015)**

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Second draft of the SCP Action Plan for the Mediterranean

Introductory note

At their 18th Ordinary Meeting (COP 18) in Istanbul, in December 2013, the Contracting Parties to the Barcelona Convention adopted a Decision on the Development of an Action Plan on Sustainable Consumption and Production (SCP) for the Mediterranean (Decision IG. 21/10). This Action Plan is to give SCP tools and instruments to effectively implement the obligations under the Barcelona Convention and its Protocols, in synergy with other Barcelona Convention on-going processes such as the review of the Mediterranean Strategy for Sustainable Development (MSSD).

In compliance with the provisions of Decision IG. 21/10, the elaboration of the SCP Action Plan is being led by the MAP Coordinating Unit and SCP/RAC with the support of the SWITCH-Med Mediterranean SCP Experts Group and is based on an online and on-site consultation process involving regional SCP stakeholders and the SCP/RAC Focal Points. This is a second draft updated with the inputs of the SCP/RAC Focal Points during their extraordinary meeting held in Barcelona in November 2014, as well as their written comments provided in December 2014. This version was submitted for review by the SCP/RAC National Focal Points on 13 February 2015, as well as to the MAP National Focal Points for written feedback on March 17th, 2015. The Roadmap that will be part of the Action Plan in accordance with the above-mentioned COP 18 decision is also being developed but not yet ready for distribution and comments, as its development follows the definition of the content of the Action Plan.

The first draft of the Action Plan was discussed during an Extraordinary meeting of the SCP/RAC National Focal Points, held in Barcelona on 25-26 November 2014. During this meeting, representatives of 21 Contracting Parties to the Barcelona Convention (Albania, Algeria, Bosnia & Herzegovina, Croatia, Cyprus, Egypt, European Union, France, Greece, Israel, Italy, Lebanon, Malta, Monaco, Montenegro, Morocco, Slovenia, Spain, Syria, Tunisia and Turkey), along with observers from Jordan and Palestine, discussed the structure of the Action Plan and its strategic and operational objectives. MAP components, namely PAP/RAC, SPA/RAC and Plan Bleu, also attended the meeting to provide insights on their specific areas of expertise. Plan Bleu's attendance was of special importance as it aims to ensure coordination on developing further synergies between the SCP Action Plan and the reviewed MSSD.

During the meeting, the SCP/RAC National Focal Points supported the proposed structure of the SCP Action Plan, which develops into strategic and operational objectives and related actions for the four consumption and production priority areas. They welcomed the first proposal for strategic and operational objectives and provided their comments and feedback for further elaboration of the document into a second draft. They requested to further elaborate the articulation of the SCP Action Plan with the MSSD. That request derives from the above mentioned COP18 Decisions on: (1) the MSSD review in which the Parties requested the Secretariat to ensure that the revised MSSD integrates the strategic orientations of the SCP Action Plan and other relevant policies; and (2) the SCP action plan requesting to ensure that the Action Plan proposes a set of actions to work in synergy with and complement existing regional and national policy frameworks addressing the shift to sustainable patterns of consumption and production and in particular the Mediterranean Strategy for Sustainable Development.

TABLE OF CONTENTS

1. Background	1
1.1 Rationale for the regional plan	1
1.2 Mandate to prepare the SCP Action Plan for the Mediterranean	1
1.3 SCP in the Global and Mediterranean Policy Agendas for Sustainable Development	2
1.4 SCP Tools	4
2. General provisions	6
2.1 Scope and focus of the SCP Action Plan: priority areas of Consumption and Production	6
2.2 The Transversal Issues	8
3. Vision, objectives and actions	9
3.1 Vision	9
3.2 Strategic objectives	9
3.3 Operational objectives and actions by consumption and production priority area	9
3.3.1 Food, Agriculture and Fisheries	9
3.3.2 Goods Manufacturing	11
3.3.3 Tourism	13
3.3.4 Housing and Construction	14
3.3.5 Actions applicable to all priority areas	16
4. Implementation and monitoring mechanisms	17
4.1 Major stakeholders for the implementation of the Action Plan	17
4.2 Budget and resources	17
4.3 Support to implementation	18
4.4 Reporting	18
4.5 Timeframe and evaluation	18
4.6 Communicating SCP: public awareness, visibility and stakeholders' involvement	19
Annex I: Definition of terms	1

1. Background

1.1 Rationale for the regional plan

Since its adoption, the Mediterranean Action Plan – Barcelona Convention (UNEP/MAP) has been pioneer among the UNEP Regional Seas programmes in integrating Sustainable Consumption and Production (SCP) in its regional strategic framework. This forefront position has been confirmed by the assignment of a SCP mandate by the Contracting Parties to one of the Regional Activity Centre, the Regional Activity Centre for Sustainable Consumption and Production, and by the establishment of SCP as a thematic pillar of the Strategic Action Programme of the UNEP/MAP and as an overarching objective and a cross-cutting theme of the Mediterranean Strategy for Sustainable Development (MSSD).

Despite the priority given to SCP in the regional and national policy agendas of the Mediterranean region, varying challenges continue to hinder the shift towards more sustainable patterns of production and consumption. They are linked to: legislation and regulatory frameworks and means of their implementation, business competitiveness and related economic instruments, eco-innovation for products and services, lifestyle and education, as well as civil society empowerment and means for increased awareness.

In the context of the recent developments in the global and regional processes, particularly after the Rio+20 Summit with the adoption of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10-YFP) and the negotiations on the Post – 2015 Agenda with the development of the Sustainable Development Goals (SDGs), the moment has come to strengthen UNEP/MAP's role in facilitating the implementation of the Barcelona Convention, its Protocols and MSSD, including through concrete regional and national actions to foster the adoption of more sustainable patterns of consumption and production in key economic sectors, of great relevance to UNEP/MAP's mission.

The SCP Action Plan for the Mediterranean is thus developed as a forward-looking framework, to complement and work in full synergy with existing national and regional policy frameworks in general, and to support the implementation of the Barcelona Convention and its Protocols in particular.

1.2 Mandate to prepare the SCP Action Plan for the Mediterranean

The absence of a common regional action framework identifying SCP priorities and tools has contributed to the dispersion of the different actions undertaken to foster the shift towards SCP in the Mediterranean, with scarce coordination and communication between the different actors. The duplication of efforts, lack of synergies and insufficient dissemination and replication of the results and outputs obtained in the projects developed were some of the shortcomings.

The mandate to develop the SCP Action Plan for the Mediterranean is given by the Contracting Parties to the Barcelona Convention, through the adoption of the Decision IG. 21/10¹, at their 18th Ordinary Meeting (COP 18) in Istanbul, December 2013. Key statements of this Decision read as follows (excerpts):

¹ Full text of the decision available at:

https://www.dropbox.com/s/6tlhr7wlf70qhc6/Decision%20COP%20Istanbul_SCP%20Action%20Plan.pdf?dl=0

- **Request** the Secretariat to prepare, with the support of the SCP/RAC and timely and constant involvement of relevant National Focal Points, **a Mediterranean SCP Action Plan including the corresponding Roadmap**, addressing the Region's common priorities for sustainable development, including pollution reduction; and identifying SCP actions and tools to effectively implement the obligations under the Barcelona Convention and its Protocols;
- **Further request** that the Action Plan be designed as a **dynamic and forward-looking framework, integrating the potential of the different policy instruments and measures addressing targeted human activities** which have a particular impact on the marine and coastal environment and related transversal/cross-cutting issues;
- **Urge** the Secretariat to ensure that the Action Plan proposes a set of actions to **work in synergy with and complement existing regional and national policy frameworks** addressing the shift to sustainable patterns of consumption and production and in particular the Mediterranean Strategy for Sustainable Development.

In addition, the Istanbul Declaration, adopted at COP 18, states the need for the Contracting Parties to “strengthen their commitment to accelerate the shift towards sustainable consumption and production patterns by adopting an Action Plan on SCP, which is in line with the commitments adopted at Rio+20 and which aims to reduce the impacts of human activities in the marine and coastal ecosystems”.

1.3 SCP in the Global and Mediterranean Policy Agendas for Sustainable Development

The elaboration of the SCP Action Plan for the Mediterranean was undertaken in a global and regional policy environment, with ongoing and upcoming initiatives and activities for sustainable development, setting the framework in which the Action Plan will be adopted and implemented. These initiatives and activities are taken into account in the design of the Action Plan in order to ensure the alignment with global processes and the streamlining of implementation at the regional and national levels. The most relevant initiatives are briefly described below.

The global policy framework

Sustainable consumption and production has gained a central role in the global processes for sustainable development. In 1992, the World Summit on the Environment and Development stressed the need to reduce and eliminate unsustainable patterns of production and consumption, and in 2012, the World Summit Rio+20 reaffirmed the need to change the unsustainable way societies consume and produce as an overarching objective for sustainable development.

At the Rio+20 Summit, the Heads of State and Government reaffirmed that promoting SCP as an essential requirement for sustainable development and strengthened their commitment to accelerate the shift towards SCP patterns with the adoption of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), as stated in paragraph 226 of the Rio+20 Outcome Document “The Future We Want”.

The United Nations process for agreeing on the Sustainable Development Goals (SDG), a key outcome of the Rio+20 Summit, recognized the importance of shifting towards sustainable patterns of consumption and production by integrating SCP as an underlying principle in SDGs 8 and 9 and particularly by affirming SCP as central priority, as evidenced by the SDG 12 “Ensure Sustainable Consumption and Production patterns”.

The Mediterranean Action Plan – Barcelona Convention

The 22 Contracting Parties to the Barcelona Convention have progressively made SCP a priority in their national and regional policy agendas, integrating SCP within the regular implementation programmes of the Convention and defining biennial SCP programmes of work. The main milestones are reminded in the table below:

2005	Approval of the Mediterranean Strategy for Sustainable Development (MSSD) which establishes SCP as a major cross-cutting objective to attain sustainable development
2008	1st Mediterranean Roundtable on SCP held in Barcelona
2009	SCP identified as one of the six thematic priorities of MAP’s Five-Year Programme 2010-2014
2012	Reaffirmation of the commitment of the Barcelona Convention to “ <i>support, at Mediterranean level, capacity building and other activities associated with green economy as means to achieve sustainable development, such as the promotion of sustainable production and consumption patterns</i> ” (COP 17, Paris Declaration)
2013	Decision by the Contracting Parties for the preparation of a specific Mediterranean SCP Action Plan (COP 18)
2014	“Transition towards a green economy, including Sustainable Production and Consumption” constitutes one of the 6 cross-cutting areas of the MSSD review process

Table 1: Milestones for the recognition of SCP by the Contracting Parties to the Barcelona Convention

The above mentioned milestones clearly reflect the world’s forefront position of the Mediterranean region in addressing SCP. Since 2005 many actions have been developed through the main programmes for regional cooperation (e.g. MAP, Horizon 2020, MedPartnership) to raise awareness on SCP and to provide capacity building and technical assistance to the countries of the region.

Moreover, the Contracting Parties to the Barcelona Convention acknowledged that SCP tools and instruments (Decision IG. 21/10) are well anchored in the articles of the LBS Protocol, such as Article 5.4, which provides for the implementation of Best Available Techniques (BAT) and Best Environmental Practices (BEP); relevant for the implementation of Article 5.2 of the Hazardous Wastes Protocol according to which Parties shall take all appropriate measures to reduce to a minimum, and where possible eliminate, the generation of hazardous wastes; and central to the implementation of Article 9 of the ICZM Protocol on the sustainable development of economic activities in the immediate proximity to, or within, the coastal zones.

In parallel, the Contracting Parties have adopted two important and complementary strategic initiatives: the ecosystem approach (EcAp) and the Mediterranean strategy for sustainable development (MSSD). The latter has been reviewed in 2015 to take into account emerging challenges related to the interface environment-development and reflect the priorities identified within the global processes for sustainable development.

With EcAp, the Contracting Parties affirmed their commitment to apply the ecosystem-based approach to the management of the human activities as an integrated approach for a successful implementation of the Barcelona Convention and its Protocols while enhancing sustainable development in the region, including through enabling a sustainable use of marine goods and services with the view to achieving or maintaining good environmental status of the Mediterranean sea and its coastal region and preventing their deterioration. To do so, the shift to sustainable patterns of consumption and production is essential.

The MSSD has been designed as a framework strategy aiming at adapting international commitments to the regional conditions and guiding national sustainable development strategies. The current version identifies SCP as a major cross-cutting objective to attain sustainable development. After Rio+20 and the recent development in the sustainable development global policy agenda, the Contracting Parties decided during COP18 to review the MSSD, in close relation with the process of developing the SCP Action Plan for the Mediterranean. The two processes are to be interlinked, since the reviewed MSSD has a strong focus on Green Economy and will integrate by request of the Contracting Parties *the strategic orientations of the SCP Action Plan and other relevant policies*, while the SCP Action Plan is to *propose a set of actions to work in synergy with and complement [...] the Mediterranean Strategy for Sustainable Development*. The two processes will thus feed each other.

The Union for the Mediterranean

At its Ministerial Meeting on Environment and Climate change (Athens, 2014), the Union for the Mediterranean affirmed its commitment to accelerate the shift towards sustainable consumption and production patterns and the transition to a green and low- emissions economy, emphasising its strong support of the complementary efforts to promote SCP in the Mediterranean region, including through the development of the SCP Action Plan for the Mediterranean in the framework of the Barcelona Convention.

This Action Plan will contribute to strengthen efforts between UfM and UNEP/MAP in the implementation of their Memorandum of Understanding in which SCP is included as one of the key themes of collaboration.

European Union – SCP/SIP Action Plan

The European Commission presented in 2008 the Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP) Action Plan. It includes a series of proposals on SCP on which will contribute to improving the environmental performance of products and increase the demand for more sustainable goods and production technologies. It is planned to help identify and overcome barriers to SCP, to ensure coherence between the different policy areas and to raise awareness among citizens and alter unsustainable consumption habits. The Action Plan for the Mediterranean is aligned with the orientations of the SCP/SIP Action Plan with which it intends to create synergies whenever it applies.

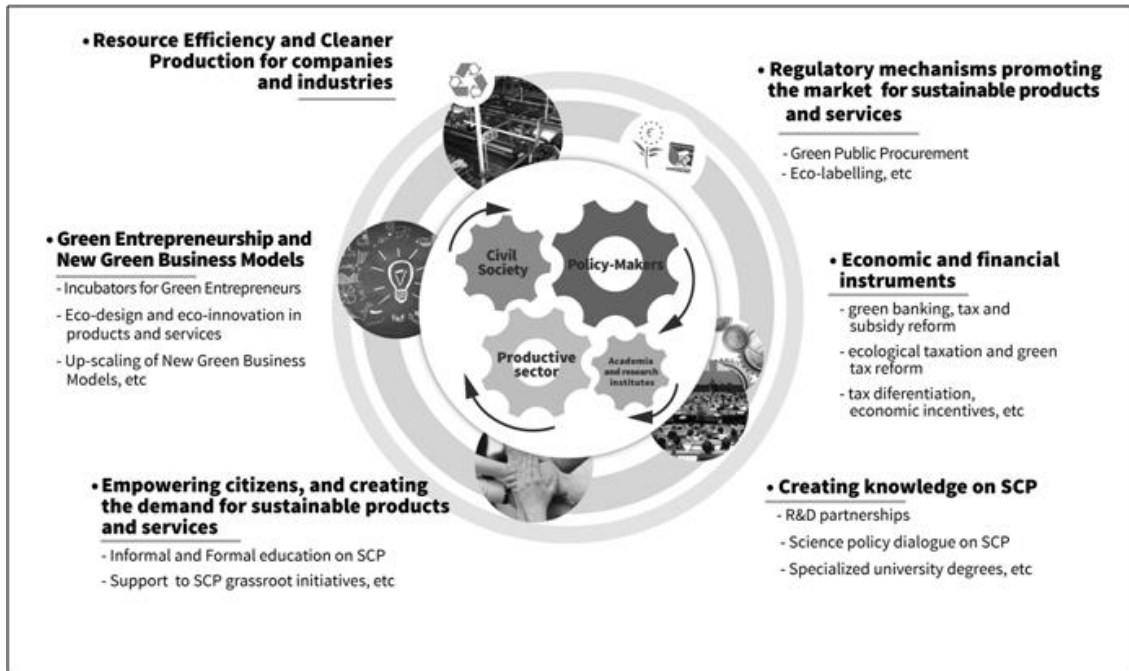
1.4 SCP Tools

The Mediterranean Region has been facing common environmental problems and challenges, mainly related to the way human activities have developed over the years, and the associated unsustainable patterns of production and consumption. Addressing these challenges requires the transition to a green, non-pollutant and socially inclusive economy through the adoption of sustainable consumption and production patterns, thus decoupling development from environmental degradation and resource depletion.

Sustainable Consumption and Production is achieved through the combined implementation of diverse actions, involving policy makers, businesses, retailers, academia and civil society in order to redesign the way in which goods and services are produced and consumed and to drive the revitalization of industrial and socio-economic development towards **non-pollutant, no-waste, low-carbon, resource efficient, socially inclusive, green and circular economies**.

The main mechanisms and stakeholders involved in this process are summarized in Figure 1.

Figure 1: SCP tools and key stakeholders (SCP/RAC, 2014)



2. General Provisions

2.1 Scope and focus of the SCP Action Plan: priority areas of Consumption and Production

The SCP Action Plan for the Mediterranean is aimed at supporting the implementation of SCP actions at the regional level to support SCP common objectives. It addresses key *human activities which have a particular impact on the marine and coastal environment and related transversal and cross-cutting issues*. It defines common objectives and identifies actions guiding the implementation of the SCP at the national level.

The SCP Action Plan for the Mediterranean aims at achieving as a first step the shift to sustainable patterns in four priority areas of consumption and production, namely Food, agriculture and fisheries; Goods manufacturing; Tourism and Housing and construction, according to:

- i. Their relevance in the main framework of the Barcelona Convention and its Protocols and its protocols
- ii. Their contribution as mainstream drivers of pollution generation and environmental pressures on the marine and coastal ecosystems;
- iii. Their contribution to the Mediterranean economies and to social well-being,

(i) Relevance for the Barcelona Convention Protocols

The *food, agriculture and fisheries* areas are listed as key sector of activity in Annex I of the LBS Protocol (fertilizer production, production and formulation of biocides, agriculture, animal husbandry, food processing, aquaculture). Similarly, Annex I of the Hazardous Waste Protocol identifies as category of wastes subject to its measures the waste from the production, formulation and use of biocides and phytopharmaceuticals. Finally the Article 9 of ICZM Protocol identified Agriculture, Industry, Fishing and Aquaculture as key economic activities for which planning and management require an appropriate mix of regulatory, technical, economic, and market oriented measures.

The *goods manufacturing* consumption and production area embraces a number of sectors of activity listed in Annex I of the LBS Protocol, such as the paper and paper-pulp industry, the tanning industry, the metal industry, the textile industry, the electronic industry, organic chemical industry, inorganic chemical industry, mining, transport and the recycling industry. Furthermore several of the hazardous waste categories related to the production and consumption of goods are listed in Annex I of the Hazardous Waste Protocol which calls, among others, for appropriate measures to reduce to a minimum, and where possible eliminate, the generation of hazardous wastes.

Tourism is of utmost importance for the ICZM Protocol as most of the tourism activities are taking place in coastal areas. Article 9 identifies tourism, sporting and recreational activities as key economic activity in the framework of the Protocol. Annex I of the LBS Protocol also lists tourism and shipbuilding and repairing industry as sectors of activity to be primarily considered. Furthermore, sustainable tourism is of special relevance for achieving the sustainable use of coastal and marine areas of interest for the SPA/BD Protocol.

Finally, *housing and construction* activities are also targeted in Annex I of the LBS Protocol with focus on cement production, metal industry, mining, waste management industry, treatment and disposal of domestic wastewater, and transport. Likewise, this priority area is of

upmost importance for ICZM Protocol as one of its objectives, under Article 5, is to facilitate, through the rational planning of activities, the sustainable development of coastal zones by ensuring that the environment and landscapes are taken into account in harmony with economic, social and cultural development. Finally the deconstruction of building entails the generation of hazardous waste to be carefully managed in the framework of the Hazardous Waste Protocol.

(ii) Impacts on coastal and marine environment

The four consumption and production priority areas are main upstream drivers of pollution generation and environmental pressures on the ecosystems in the Mediterranean.

Food, agriculture and fisheries - Current agriculture practices affect heavily natural resources, especially water and land resources, and exert great pressure on the local biodiversity. For instance, the nutrient load from intensive agriculture and/or large consumption of chemicals are linked to nutrient over-enrichment of the sea and the introduction of heavy metals, oils and POPs into the marine and coastal environment. The food processing industry is also characterized by high levels of freshwater and energy consumption, the production of wastewater with excessive organic load and contaminants and the generation of by-products and residues that end up polluting the coasts and the sea. Moreover, food distribution related to consumption habits impacts negatively on climate change, as globalised transport of food generates green-house gas emissions. As regards to fisheries, current consumption and production patterns have in many cases increased the pressure on fish stock, altering fish populations and destroying sensitive habitats while aquaculture still faces a number of important environmental challenges (degradation of the sea-floor, release of metabolic waste, chemical pollution, eutrophication etc.).

Goods manufacturing - The manufacturing of goods in a context of strong industrial growth is directly linked to the release of polluting substances in the air, soil and water, contributing to the chemical contamination and eutrophication of the Mediterranean Sea and coasts. It involves processes that are resource intensive (water, energy and raw materials) and are highly pollutant. Consumption habits and the treatment of goods in their end of life are the major source of marine litter with plastic amounting up to 83% of marine litter floating on the sea and deposited on shorelines. Yet, current consumption and production patterns tend to increase the rate in which people consume products which have shorter lifespan. Moreover, the globalized production and consumption of goods make the transportation operations very impacting, in terms of resource and energy consumption, as well as green-house gas emissions.

Tourism - The diversity and fragility of the coastal and marine ecosystems suffer greatly from tourism-related impacts. Coastal tourism induces a rise in the coastal population, which increases demand for resources such as water, food, energy and construction material, and also worsens waste and wastewater generation. It also contributes to coastal land consumption and coastal landscape degradation (destruction of natural soil; deterioration of sensitive habitats - sand, dunes and wetlands -, and loss of fragile natural habitats). Tourists' activities and behaviours (e.g. yachting, diving, recreational fishing) may also cause damage to habitats and species while the transport of passengers contributes to greenhouse gas emissions.

Housing and construction - The urbanisation rate in the Mediterranean coastal areas is expected to grow to 72% by 2025 (Plan Bleu, 2009), increasing significantly the pressure in the environment. The extraction of raw material and production of construction material (cement, bricks, etc.) are directly associated with the deterioration of the natural landscape, with atmospheric emissions (dust, NO_x, SO₂, CO₂, COV, etc.), as well as noise and vibrations. They involve considerable energy and water consumption and are responsible for huge wastewater and solid waste production. The growth in the coastal population increases demand for domestic water, food, energy and construction material, leading to further challenges in terms of

atmospheric pollution and treatment and disposal of solid waste and effluent. Housing and construction is seen as the consumption and production area with high potential for delivering significant and cost-effective GHG emission reductions (UNEP/SBCI, 2009).

(iii) Contribution to the Mediterranean economies and to social well-being

The four consumption and production priority areas are major socio-economic contributors in the Mediterranean region, namely in terms of employment and wealth generation. For instance, with regard to employment opportunities, Agriculture is one of the largest sources of jobs, and tourism is contributing an overall 13% of total employment in the Mediterranean economies. Regarding Mediterranean economies, while the manufacturing sector accounts for 20 to 33% GDP, the construction, renovation and maintenance of buildings sector contributes 10 to 40% global GDP.

The promotion of SCP patterns within the different consumption and production priority areas entails a number of benefits for the populations of the region, improving social well-being and quality of life in terms of health, employment, respect to local culture and traditions, valorisation of traditional practices, new jobs creation, etc. The transition of food systems towards more sustainable models such as the Mediterranean Diet offers a range of new economic and employment opportunities while it contributing to food and nutrition security and healthier lifestyles. Making tourism businesses more sustainable benefits local communities and can create stronger linkages with the local economy, increasing local development potential. Investments related to the integration of SCP patterns in production are shaped by key principles of social justice, social protection and decent job creation.

2.2 The Transversal Issues

With the ‘life cycle thinking’ at its core, the SCP approach entails taking into account the environmental and social impacts a product or a service causes at each stage of its life cycle.

The above section shows how each selected consumption and production priority area has impacts on the environmental degradation. Some of these impacts can be seen as sustainability issues to address (e.g. energy efficiency, water management, waste reduction) or as important human activities to develop (e.g. water, waste and energy sectors). In this Action Plan, proposed actions under each priority area are designed in order to address these environmental degradation challenges, which are transversal in nature and scale, to all the above mentioned priority areas. The transversal issues are:

- Land use;
- Water efficiency;
- Resource efficiency;
- Energy efficiency; and
- Pollution (generated by waste water, chemicals, solid waste, etc.).
- Transportation & Mobility;

For instance, “transportation and mobility” is centrally connected with *agricultural* production, produce transportation, and logistics for the provision of the food industry and outlets, and equally central to *goods manufacturing operations*, to *tourism* activities, as well as to the *housing and construction* sector operations. Accordingly actions to integrate SCP in the consumption and production priority areas of this Action Plan are to have a direct impact in the sound management of the mentioned transversal issues.

3. Vision, Objectives and Actions

The SCP Action Plan is based on a **common vision** that translates into **strategic objectives** and it identifies **operational objectives** and **specific actions** for each of the four consumption and production priority areas. In addition **cross-cutting actions** relevant to all four priority areas are identified.

3.1 Vision

Shared vision for the SCP Action Plan for the Mediterranean

The SCP Action Plan for the Mediterranean is built around the following vision:

“By 2027 a prosperous Mediterranean region is established, with non-pollutant, circular, socially inclusive economies based on sustainable consumption and production patterns, ensuring the well-being of societies and contributing to clean environment and healthy ecosystems that provide goods and services for present and future generations.”

3.2 Strategic objectives

The above vision translates into the following strategic objectives:

- **Strategic objective 1:** Establish a regional SCP framework to ensure coherence, coordination and implementation of SCP activities at the regional and national levels, and thus translate the global commitments on SCP to the Mediterranean Region.
- **Strategic objective 2:** Develop and implement SCP Operational Objectives in the Mediterranean in order to promote circular and green economy and support the Barcelona Convention, its protocols and Regional Plans, the Mediterranean Strategy for Sustainable development (MSSD), and other regional policy frameworks for sustainable development.
- **Strategic objective 3:** Engage key stakeholders (international organisations, national and local public authorities, business sector, consumers, civil society, universities and research organizations) in Sustainable Consumption and Production models and circular economy measures leading to high resource efficiency, reduced pollution, and decoupling the development process from environmental degradation and promoting sustainable lifestyles.

3.2.1

3.3 Operational objectives and actions by consumption and production priority area

3.3.1 Food, Agriculture and Fisheries

Operational Objective 1: Establish Innovation and Knowledge and promote Best Environmental Practices, Technologies and Innovation in growing and harvesting, allowing efficient management of resources, minimizing environmental impacts of food in all its life cycle

Suggested actions to reach operational objective 1:

- 1) Adopt Good Agricultural Practices (GAP) schemes for optimizing the use of different resources needed (water, land, energy, fertilisers, pesticides and Plant Production Products) in agricultural areas; this will include promotion of Integrated Pest Management (IPM), drip irrigation and other sustainable agricultural practices such as organic farming.
- 2) Adopt “Sustainable Fishing Practices” namely in the Industrial / semi-Industrial Fisheries sector to reduce the conflict between coastal users on the spatial scale (e.g. over-regulated small-scale fisheries versus non-regulated recreational fisheries).
- 3) Adopt new and innovative technologies based on the Life Cycle Approach, including control of flows of material and extended producer responsibility in food and fisheries processing (e.g. the adoption of “Water Stewardship” in the full value chain of the food produce).
- 4) Minimize resource waste and food wastage in all the life cycle of the food; promote the production and use of bioenergy and compost from food waste, coming from the selectively collected fraction of the municipal waste and agricultural organic waste;
- 5) Promote eco-design, minimization and recyclability in the packaging of food product.

Operational Objective 2: Develop the policy and legal framework to promote sustainable agriculture, fisheries and food production and consumption, with special focus on the Mediterranean Diet, engaging of local communities and small-medium scale quality production

Suggested actions to reach operational objective 2:

- 1) Adopt rural development policies including the development of sustainable value chains with high market potential to maximize employment and income generation, limit rural migration and respond to Food Security challenges (e.g. National Organic Strategy, Sustainable Farming Strategy).
- 2) Promote “Green Financing” for the food, agriculture and fisheries consumption and production areas by facilitating access to loans and grants for farmers and fishermen to start sustainable agriculture and fishing activities, introducing fiscal instruments favouring sustainable agriculture and fisheries practices, like elimination or reduction of subsidies on water and energy, and providing incentives for good environmental practices like Integrated Pest Management (IPM) and organic farming”
- 3) Establish quality control, traceability, standards harmonization and certification schemes that confirm the sustainable production of food and fisheries products.
- 4) Promote Sustainable Public Procurement schemes for food and fisheries products and promoting the “Mediterranean Diet” as a basis for sustainable and healthy consumption patterns.

Operational Objective 3: Sensitize and educate food producers, retailers and consumers, and support the development of appropriate market tools and information, to promote sustainability throughout the value chains of agriculture, fisheries, food processing and food distribution

Suggested actions to reach operational objective 3:

- 1) Promote labelling schemes for sustainable food and fisheries products to support value chains with high market potential ensuring the transition towards a more sustainable production while maximizing the employment and income generation gains for local producers (e.g. follow up on UNCTAD's "Green Product Space" methodology).
- 2) Promote the branding of the sustainable locally produced foods (especially organic foods) and fair trade products and providing needed support for market access building upon on-going initiatives such as the "Emblematic Communities representative of the Mediterranean Diet as an Intangible Cultural Heritage by UNESCO".
- 3) Build a shared Mediterranean Knowledge System on the "Mediterranean Diet" for producers and implementing related campaigns to promote the schemes (e.g. a prize for best quality "Mediterranean Diet").
- 4) Implement information and education campaigns to public engagement in the consumption of sustainable food and local agriculture products.

3.3.2 Goods Manufacturing

Operational Objective 1: Promote sustainability-driven innovation and knowledge and the integration of Best Available Technologies and Best Practices through the entire value chain of goods production, including the upstream and downstream flows of resources and waste, paying particular attention to the life-cycle of manufactured goods

Suggested actions to achieve operational objective 1:

- 1) Promote and use best practice and best available techniques including (but not limited to) resource efficiency, renewable energy, environmental performance; human protection - in the manufacturing of goods and the provision of alternative services.
- 2) Promote and use best practices and best available techniques to implement the waste management hierarchy² and encourage closed loop material cycles. This should consider toxics elimination, product durability, reparability and dematerialization and should include the encouragement of green sector value chains by the establishment of industrial recycling and remanufacturing networks connecting companies generating wastes with those recycling it.
- 3) Promote, use and develop tools such as eco-design, Life Cycle Management, risk assessment of chemicals, substitution of hazardous chemicals, and Cradle to Cradle to facilitate the sustainable design and production of manufactured goods. This should include the formulation and promotion of a related research and development agenda and the compilation of best practice cases³.
- 4) Create green businesses and jobs in sustainable goods manufacturing and recycling/refurbishment and alternative services such as switching from a product

² To minimise, reuse/repair/refurbishment, recycle, recover and dispose considering LCA.

³ Best practice cases should considering eco-innovations and sustainable local approaches.

ownership to a Service Systems and lease based economy ("servicizing") and other innovative business approaches.

Operational Objective 2.2: Develop integrated policy making and the legal framework to promote sustainable consumption, production and recovery in the goods manufacturing sector with the aim to move towards a circular economy.

Suggested actions to achieve operational objective 2.2:

- 1) Develop an institutional framework to encourage integrated national and local decision making through the involvement, collaboration and coordination of relevant stakeholders including governmental bodies, industries and civil society for improved integrated policy making (national and local) using life cycle thinking and forward looking decision making for the sustainable production, consumption and recovery of manufactured goods including an enforcement and assessment system.
- 2) Create an effective national and local policy and regulatory framework for the reuse, repair, recycling and recovery of manufactured goods (waste management⁴ hierarchy) based on life cycle techniques and the promotion of extended producer responsibility. This should include the set-up of a frame for decent jobs in repair, refurbishment, recycling and waste management considering the role of the formal and informal sectors along with their respective needs for training, health and safety and livelihood.
- 3) Promote full cost accounting⁵ and market base instruments (MBI) which favour sustainable goods and alternative services taking account of renewable energy use; eco-innovation; and support of green entrepreneurs and green jobs. This would also include financial and tax based mechanisms to encourage relative sustainable goods production⁶ and practices, and discourage unsustainable goods consumption⁷.
- 4) Promote and adopt Sustainable Public Procurement schemes for manufactured goods based on agreed standards.
- 5) Support existing institutions or create new ones that can help enterprises to implement Environment Management Systems (EMS), Ecolabels, facilitate hazardous chemicals substitution, sustainability reports, and support the creation of the necessary accreditation and certification bodies.

Operational Objective 3: Educate and raise awareness of consumers and other stakeholders and support the development of market structures, increasing the visibility and market share of sustainably manufactured, used and disposed-of goods and alternative services.

Suggested actions to achieve operational objective 3:

- 1) Establish and promote eco-label schemes for manufactured goods and alternatives services in the country; promote related activities like voluntary agreements between retailers and public authorities to promote sustainable products.

⁴ Considering the Barcelona Convention and the protocols particularly related to Land Based Sources and Sea Dumping

⁵ to take account of and, so far as possible, to internalize external environmental costs.

⁶ E.g. recycled goods; repairable products, long warranty.

⁷ E.g. including hazardous chemicals (e.g. REACH SVHC or CMR substances) or disposable goods.

- 2) Compile best practices for educating and informing stakeholders (consumers, policy and decision makers, producers, retailers, academia) about sustainable production and consumption of manufactured goods and alternative services including information relating to ecolabels, local/regional products, waste hierarchy, ecological footprint accounting, Life Cycle Assessment, external cost, corporate sustainability reporting and other approaches.
- 3) Demonstrate and publicize the economic, environmental and social benefits of sustainably manufactured goods and alternative services using appropriate media outlets. Particular emphasis should be given to promoting the economic and business case for individual categories of manufactured goods (or alternative service provision), emphasizing the benefits to consumers, the private sector and the environment.
- 4) Improve education on sustainable production and consumption of manufactured goods and alternative services by reviewing and updating primary, secondary and tertiary educational curricula in relation to issues such as engineering processes, design, marketing, advertising, economy, chemistry, health, education, social and environmental impacts of products and services.

3.3.3 Tourism

Operational Objective 1: Develop and promote practices and solutions to ensure efficient use of natural resources and reduce environmental impacts of tourism, respecting physical, ecological, and socio-cultural carrying capacities of the destination

Suggested actions to achieve operational objective 1:

- 1) Promote the sharing of relevant knowledge on sustainable tourism (e.g. best environmental practice and best available techniques to optimise the eco-management of tourism activities, use of environmental management systems (e.g. ISO 14001), studies aiming at proposing concrete measures to reduce tourists-local communities conflicts);
- 2) Develop a Sustainable Destination Management Organization (SDMO) model to promote a cooperative approach at the destination level, through business alliances, in the offer of new sustainable tourism products integrating hospitality, leisure activities and cultural heritage visiting, in the full respect of the socio-cultural authenticity of the destination;
- 3) Promote local sustainable tourism schools and training centres to enhance local capacities and upgrade the existing ones;
- 4) Promote the diversification of the tourism offer from mass tourism to alternative forms of tourism (e.g. ecotourism, cultural tourism, rural tourism.) to reduce the impacts of seasonality and to reduce environmental pressures on coastal areas.

Operational Objective 2: Promote regulatory, legislative and financial measures to mainstream SCP in the tourism consumption and production area, to reduce tourism seasonality creating green and decent jobs and to promote local community engagement and empowerment

Suggested actions to achieve operational objective 2:

- 1) Revise current tourism legislation at the national level to facilitate the integration of SCP principles and measures in the tourism sector;
- 2) Create eco-taxes, eco-charges or fees as an effective instrument to internalize externalities (e.g. tax relief of tourism activities during the low season) and the funds collected on the basis of the tourist eco-taxes and charges are earmarked exclusively for the improvement of the environmental quality of the destination;
- 3) Promote the Tourism Carrying Capacity Assessment approach as a mandatory analysis for the preparation of national and local tourism planning and for the approval of new tourism investment;
- 4) Develop codes of conduct and visitor management measures to reduce environmental pressures and deflect activities to less fragile sites (e.g. adapt the ‘‘European Charter for Sustainable Tourism’’ to the Mediterranean context);

Operational Objective 3: Raise awareness, capacities and technical skills to support sustainable destinations and green tourism services, and promote the development of appropriate marketing and communication schemes to ensure a competitive sustainable Mediterranean Tourism

Suggested actions to achieve operational objective 3:

- 1) Promote existing tourism eco-labels with robust environmental criteria based on a standard scheme verified by an independent organization (e.g. EU Ecolabel) and develop specific Mediterranean eco-labels
- 2) Develop and implement capacity building activities for public bodies and private operators to improve capacities and awareness on the importance of adopting sustainable consumption and production strategies (e.g. disseminate the results of ‘‘successful’’ green tourism business cases among operators);
- 3) Encourage marketing and communication activities focused on promoting the sustainable destinations and enhancing the visibility of sustainable tourism service providers in the international and national markets (e.g. flagship events; participation to international fairs, exhibitions and major public events; agreements with online tour operators and other intermediaries; web-marketing and thematic publishing).

3.3.4 Housing and Construction

Operational Objective 1: Promote innovation and knowledge and the integration of Best Available Technologies and Best Environmental Practices that enhance resource efficiency throughout the entire planning and construction process and life cycle of a building

Suggested actions to achieve operational objective 1:

- 1) Promote knowledge and innovation for the adoption of a holistic and integrated approach (integrating social, environmental, and economic dimensions) in housing design and construction, as well as in the surrounding built environment, and the development of sustainable coastal carbon negative cities that drive economic activities

and revitalize the economy by opening new opportunities for economic activities and businesses, investments, and employment

- 2) Promote innovation and knowledge on the integration of Best Available Technologies and Best Environmental Practices that promote eco-design and the construction of sustainable and affordable housing that caters for the needs of the all social income groups, particularly medium and low income families, and introduce sustainable solutions for slums and downgraded neighbourhoods.
- 3) Develop, in collaboration with planning, engineering and construction professional bodies, building and urban development codes for the provision of space for pedestrians and cyclers, green roofs, as well as public space and green areas in residential areas for communal use, as means to promote social integration and cohesion, while at the same contributing to a clean, healthy, and productive environment.
- 4) Promote innovative planning and construction models leading to smart cities that secure sustainable housing easily accessible from and to work place, commercial, social, recreation and cultural services in order to reduce commuting, congestion, emissions, and air and noise pollution.

Operational objective 2: Develop and strengthen the regulatory and legal framework to enhance the contribution of the housing and construction sector to sustainable economic development, social integration and cohesion, and environmental integrity

Suggested actions to achieve operational objective 2:

- 1) Develop and encourage regulatory and incentive policies and measures that support:
 - sustainable coastal urban development and green construction throughout the entire planning and construction process and the life cycle of buildings, for the achievement of a more efficient use of natural resources and the protection of coastal and marine ecosystems;
 - sustainable practices that involve the use of local building materials, environmental friendly technologies and materials, sustainable and conscious purchasing practices, and sustainable waste management practices such as the recycling, recovery and reuse of construction-related waste, including demolition waste; and
 - proper maintenance and operational efficiency of the existing housing stock.
- 2) Introduce building and urban development regulations in favour of pedestrians and cyclists, as well as public space and green areas in residential areas for communal use.
- 3) Introduce efficient monitoring, enforcement and assessment systems that ensure compliance with and adherence to sustainability principles in physical and urban planning and development; green and sustainable building regulations; codes of practice and standards; and the contribution of housing and construction to resource efficiency, sustainable production and consumption, economic development, job creation, improved environment and human welfare.

Operational Objective 3: Sensitize and raise awareness of all stakeholders involved in urban planning, housing and construction, including consumers, professionals of the sectors and institutions and develop capacities for mainstreaming sustainable urban development

Suggested actions to achieve operational objective 3:

- 1) Provide an institutional set up that ensures public participation, involvement of relevant stakeholders, including the private sector and civil society, transparency, accountability, collaboration and coordination between various government entities, and between the public and private sector - through Public-Private-Partnership (PPP) - exchange of information on BATs and BPs on sustainable physical and urban development, green housing design and construction.
- 2) Prepare communication packages specifically targeting relevant stakeholders, including policy and decision makers, the general public, academia, civil society, private sector and business, builders and contractors, and clients, clearly identifying the benefits of adopting sustainable production and consumption patterns in green and sustainable housing design and construction.
- 3) Build capacities, educate and sensitize professionals, consumers, policy makers, and the public on concepts and tools that support the transition towards sustainable housing and construction, such as integrated assessment, life cycle assessment, green economy, and circular economy/closed loop economy.
- 4) Publicize and demonstrate, through media channels, marketing tools, and other incentive schemes the economic, environmental and social benefits of green housing and construction, and sustainable physical and urban planning, to consumers, and the public and private sectors.

3.3.5 Actions applicable to all priority areas

Beyond the **operational objectives** and **specific actions** of each of the four consumption and production priority areas, several actions apply to all priority areas:

- 1) Enable the policy and regulatory conditions to mainstreaming SCP in national development policies
- 2) Establish financial mechanisms facilitating the implementation of SCP solutions
- 3) Ensure the exchange of knowledge and information on SCP and the upscaling of successful SCP solutions
- 4) Create and develop of new business models integrating SCP approach as business strategy
- 5) Promote the generation and upscaling of civil society led initiatives promoting SCP

4. Implementation and Monitoring mechanisms

4.1 Major stakeholders for the implementation of the Action Plan

The implementation of the Action Plan requires a concerted effort among various stakeholders at the national and regional levels. UNEP/MAP, under the overall leadership of the Coordinating Unit, the technical direction by SCP/RAC and the collaboration of all MAP components, will ensure coordination for the delivery of regional actions in support of the countries' effort, including through technical assistance and capacity building (roadmap for implementation). In this regard, SCP/RAC will play a central role in coordinating the delivery of the Action Plan's regional activities.

The Contracting Parties will be responsible for effecting the proposed actions at the national and local levels, including through the set-up of enabling conditions to achieve the operational objectives of the Action Plan, along with policy coherence and promotion of synergies among national stakeholders, to avoid overlap with other SCP and green economy initiatives.

Moreover, the implementation of the Action Plan will be full and effective thanks to the active involvement of relevant national and international SCP stakeholders, which will have a central role in putting in place national SCP measures and instruments, as well as implementing them in the productive, service and consumption areas. These key stakeholders are:

- a) Policy-makers from all relevant ministries (planning, environment, industry, trade, economy, education, labour, social affairs), who set the regulatory institutional framework that incentivises the shift to SCP;
- b) National, regional and local administrations, in charge of insuring the implementation of the strategies and making the necessary adaptations;
- c) Private sector, including local small, medium and big enterprises, multinationals, entrepreneurs, manufacturers, producers, retailers and sellers, for they are responsible of the production processes and bringing to market products and services, and hence are in a unique position to advance SCP in the region;
- d) Civil Society, including unions, NGOs, citizens-led initiatives, consumers groups for their key role in mainstreaming sustainable consumption habits and ensuring the different stakeholders meet their commitments;
- e) Schools, Academia and Research Institutions who have a major role in educating on SCP at all levels and in driving innovation in sustainable processes, products and services;
- f) Financial institutions who give the financial means that make possible the shift to SCP;
- g) International Organizations for their role in committing and bringing support to the different stakeholders, through the exchange of information and knowledge and building the capacities of all the above mentioned stakeholders, enabling them to play their role in the shift to SCP.

4.2 Budget and resources

Substantial funding partnership, beyond that of the UNEP/MAP, is needed for the implementation of the Action Plan, regionally and nationally. The nature and scope of the proposed actions require mobilization of other financial resources than those from the traditional donors.

Effort will therefore be required at the regional and national levels to attract external funding, both from established sources such as GEF, World Bank and EU, and from others having common

agenda and shared interest in shifting towards more sustainable patterns of consumption and production, namely: business organizations, international and local financial institutions. Particular attention should be given to this Action Plan in the MAP resource mobilisation strategy that will seek for funding sources required, identification of potential donor organisations, partners and country contributions. In particular, the strategy should identify those complimentary aspects of the Roadmap that can be “bundled” into packages more attractive to funding sources.

The roadmap for implementation, annex 1, provides estimates for the regional activities to be undertaken under each operational objective of the Action Plan.

4.3 Support to implementation

UNEP/MAP in cooperation with relevant international and regional organisations shall prepare specific guidelines, taking into account appropriate existing guidelines, to support and facilitate the implementation of the actions proposed in the Action Plan that fall under the competences and scope of action of the Barcelona Convention. Likewise technical assistance, transfer of knowhow and technology shall be provided, including capacity building, by the Secretariat to the Contracting Parties in need of assistance.

4.4 Reporting

Recalling the Decision IG.21/7 approved by the Contracting Parties in their COP of Istanbul in which they acknowledged that the implementation of SCP tools are necessary for the implementation of articles Article 5.4 of the LBS, Art. 9 of the ICZM Protocol and Art. 5.2 of the Hazardous Waste Protocol, countries shall report on a biennial basis on the measures adopted to support the above actions, following the reporting obligations referred to by Article 26 of the Barcelona Convention, Article 13.2(d) of the LBS Protocol and Article 31 ICZM Protocol.

The reporting on the Action Plan implementation will build on the existing MAP reporting system under the Barcelona Convention and its protocols. To this effect a specific section on SCP measures will be integrated in the MAP reporting system

4.5 Timeframe and evaluation

The timeframe for this Action Plan is the 1st January 2016 to the 31st December 2027. Accordingly the Action Plan will be subject to mid-term review, evaluation and update, where appropriate, to coincide with the end of the corresponding MAP 6-year Middle Term Strategies for the periods 2016-2021 and 2022-2027. Likewise, the Action Plan’s Roadmap and the activities for its implementation will be reviewed every two years to coincide with the MAP biennial PoW.

The evaluation will be done on the basis of the accomplishment of the strategic and operational objectives listed in this Action Plan, using appropriated indicators measuring progress on SCP at the regional level. Therefore the definition of a set of regional indicators will be required based on existing SCP indicators frameworks (UNEP, OECD, EEA, etc). Likewise, the evaluation criteria will consider whether synergies have been created with other relevant initiatives and regional frameworks addressing the shift towards sustainable patterns of consumption and production.

New emergent consumption and production areas will also be identified and assessed periodically in order to propose when needed their integration as Priority Areas in the action plan.

4.6 Communicating SCP: public awareness, visibility and stakeholders' involvement

A communication plan will be established on a 2-years basis and will detail the activities planned to communicate and disseminate the SCP Action Plan in order to reach and engage relevant stakeholders. Synergies with existing initiatives will be carefully considered.

UNEP/MAP and SCP/RAC will take the lead in designing and delivering the communication plan, in close collaboration of the SCP/RAC National Focal Points. To this end, the Mediterranean HUB for knowledge exchange and networking on SCP and the SCP Social Action Network coordinated by SCP/RAC will be a strong mechanism to target policy-makers, start-ups and entrepreneurs, civil society organizations, industry service providers, big companies and impact investors. In addition, other actions will be undertaken to ensure the highest engagement of relevant SCP stakeholders.

Annex I: Definition of terms

Definition of terms

For the purpose of this Action Plan:

A Circular Economy is an economy that balances economic development with environmental and resource conservation. It puts emphasis on environmental protection and the most efficient use of and recycling of resources. A Circular Economy features low consumption of energy, low emission of pollutants and high efficiency. It involves applying Cleaner Production in companies, eco-industrial park development and integrated resource-based planning for development in industry, agriculture and urban areas (*UNEP*).

Cradle to Cradle promotes the principle that products can be designed from the outset so that, after their useful lives, they will provide nourishment for something new. This could be either as a biological nutrient that will easily re-enter the water or soil without depositing synthetic materials and toxins or as technical nutrients that will continually circulate as pure and valuable material within a closed loop industrial cycle (*William McDonough & Michael Braungart*).

Eco-design aims at reducing the environmental impact of products (including energy consumption) throughout their entire life cycle (*European Commission*).

Eco-innovation provides a win-win solution to improving economic competitiveness and sustainability as it starts at the company strategy level and extends influence beyond the company gates to the supply chain. Eco-innovation aims at reducing impacts on the environment, enhancing resilience to environmental pressures, or achieving a more efficient and responsible use of natural resources. The growing market, reputational and regulatory pressures in response to rising resource scarcity and environmental degradation reinforce therefore the business case for eco-innovation (*UNEP*).

Eco-labelling is a voluntary method of environmental performance certification and labelling that is practised around the world. An "ecolabel" is a label which identifies overall, proven environmental preference of a product or service within a specific product/service category (*Global Ecolabelling Network*).

Ecological Footprint is a measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices. The ecological footprint is usually measured in global hectares (a common unit that encompasses the average productivity of all the biologically productive land and sea area in the world in a given year). Because trade is global, an individual or country's footprint includes land or sea from all over the world (*Global Footprint Network*).

Electronic Waste / E-waste/ Waste Electrical and Electronic Equipment (WEEE) is a generic term encompassing various forms of electrical and electronic equipment that are old, end-of-life appliances and have ceased to be of any value to their owners. A practical definition of e-waste is "any electrically powered appliance that fails to satisfy the current owner for its originally intended purpose" (*UNEP/DTIE*).

Extended Producer Responsibility means that the producers take responsibility for their products from cradle to grave, and therefore, should develop products that have improved performance throughout all stages of the product life cycle. At each stage of the life cycle, opportunities for improved performance exist (*UNEP Life Cycle Initiative*).

Good Agricultural Practices are "practices that address environmental, economic and social sustainability for on-farm processes, and result in safe and quality food and non-food agricultural products (FAO COAG).

Goods are a commodity, or a physical, tangible item that satisfies some human want or need. Goods are tangible objects, like bread or books, whereas services are intangibles, like TV broadcasting or teaching (Business Dictionary).

Green building focuses on ecological aspects. It is designed, specified and constructed with energy and water efficiency in mind, and minimising any adverse impact of the building on its inhabitants as well as the environment (Global expert working group of the Marrakech Task Force on Sustainable Buildings and Construction).

A Green entrepreneur (i) is a visionary who integrates environmental, economic and social axis in core business; (ii) Provides innovative solutions to the way good and services are produced and consumed; (iii) Proposes a business model whose scaling-up contributes to the transition towards green and circular economies; (iv) Identifies challenges and market opportunities based on new citizens' needs such as the spreading of collaborative consumption model; (v) Facilitates a shift to sustainable consumption patterns and lifestyles (SCP/RAC).

Integrated Pest Management (IPM) means the careful consideration of all available pest control techniques and subsequent integration of appropriate measures that discourage the development of pest populations and keep pesticides and other interventions to levels that are economically justified and reduce or minimize risks to human health and the environment. IPM emphasizes the growth of a healthy crop with the least possible disruption to agro-ecosystems and encourages natural pest control mechanisms (FAO).

An integrated product policy is an approach that begins by asking how the environmental performance of products can be improved most cost-effectively. It is founded on the consideration of the impacts of products throughout their life-cycle, from the natural resources from which they come, through their use and marketing, to their eventual disposal as waste. It is also a relatively new approach to environmental Policy (EEA).

Life cycle thinking expands the traditional focus on the production site and manufacturing processes and incorporates various aspects over a product's entire life cycle from cradle to cradle (i.e. from the extraction of resources, through the manufacture and use of the product, to the final processing of the disposed product) (UNEP/SETAC Life Cycle Initiative).

Life cycle management (LCM) is a product management system aimed at minimising the environmental and socio-economic burdens associated with an organisation's product or product portfolio during its entire life cycle and value chain. LCM supports the business assimilation of product policies adopted by governments. This is done by making life cycle approaches operational and through the continuous improvement of product systems (UNEP/SETAC Life Cycle Initiative).

Material Flow Analysis (MFA): in order to function, the global economy depends on a flow of materials that are extracted from the earth, processed via production and consumption processes to meet human needs, and then disbursed as wastes generated by the extraction, production and consumption processes. The most important materials extracted for use are biomass, fossil fuels, ores, industrial minerals and construction minerals. These material flows, which are referred to

as the metabolic rate, are measured in tonnes per capita or per unit of GDP (tonnes/\$1 billion of GDP). Material Flow Analysis (MFA) is the methodology or accounting framework that has emerged to calculate these material flows (International Panel on Sustainable Resource Management United Nations).

Planned obsolescence is a business strategy in which the obsolescence (the process of becoming obsolete—that is, unfashionable or no longer usable) of a product is planned and built into it from its conception. This is done so that in future the consumer feels a need to purchase new products and services that the manufacturer brings out as replacements for the old ones (The Economist).

Products, also called “goods and services”, are the result of production. They are exchanged and used for various purposes: as inputs in the production of other goods and services, for final consumption or for investment (Encyclopaedia of the Earth).

A Product-Service System (Servicizing) can be defined as the result of an innovation strategy, shifting the business focus from designing and selling physical products only, to selling a system of products and services which are jointly capable of fulfilling specific client demands (UNEP/DTIE).

Resource efficiency is about ensuring that natural resources are produced, processed, and consumed in a more sustainable way, reducing the environmental impact from the consumption and production of products over their full life cycles. By producing more wellbeing with less material consumption, resource efficiency enhances the means to meet human needs while respecting the ecological carrying capacity of the earth (UNEP/DTIE).

A Retailer is anything and anybody that sells individual units or small quantities directly to the end-user for their personal use and consumption is a retailer. The sector also includes manufacturers who sell directly to end-customers via retail outlets (often franchised, like car manufacturers), and other channels such as mail order, TV channel shopping, or via the internet. Due to its unique position linking production (manufacturers/suppliers) and consumption (customers) aspects, the retail sector plays a key role in facilitating the shift towards sustainable consumption and production. Upstream, retailers can define environmentally oriented purchasing requirements to their suppliers. Downstream, they can educate consumers about sustainability issues. In addition to providing information on products produced in a sustainable manner, retailers are also well positioned to provide information on improving life-cycle impacts, for instance respecting the use-phase and end-of-life disposal of products. Moreover, this sector is a major driver for the global economy and employment (UNEP/DTIE).

Social innovations are innovations that are social in both their ends and their means – new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations. They are innovations that are not only good for society but also enhance society’s capacity to act. Social innovations take place across boundaries between the public sector, the private sector, the third sector and the household (European Commission).

Sustainable agriculture ensures that the basic nutritional requirements Agriculture of present and future generations are met, while providing a range of economic, social and environmental benefits. It provides durable employment, sufficient income, and decent living and working conditions for all those engaged in agricultural production. It maintains and, where possible, enhances the productive capacity of the natural resource base as a whole, and the regenerative capacity of renewable resources, without disrupting the functioning of basic ecological cycles

and natural balances, destroying the socio-cultural attributes of rural communities, or causing contamination of the environment (FAO).

Sustainable Buildings and Construction, the concept refers to the Buildings and sustainability performance of buildings along their entire life cycle, Construction including design, materials production, transport, construction, use and maintenance, renovation, deconstruction and recycling. The concept seeks to optimise the performance and reduce negative impacts with regard to use of materials, energy, water and land, as well as to indoor air quality and comfort, and generation of waste, wastewater and air emissions, including greenhouse gases, particulates and other pollutants. The concept applies to new and existing buildings regardless of their location (UNEP/DTIE).

A Sustainable product is a product that incorporates environmental and social factors and minimises its impact throughout the life cycle, throughout the supply chain and with respect to the socio-economic surroundings (UNEP/Wuppertal Institute Collaborating Centre on SCP).

Sustainable Procurement is a process whereby organizations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits not only to the organization, but also to society and the economy, whilst minimizing damage to the environment.

Sustainable Procurement seeks to achieve the appropriate balance between the three pillars of sustainable development i.e. economic, social and environmental (UK Sustainable Procurement Task Force).

Sustainable tourism (i) makes optimal use of environmental resources that constitute, a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; (ii) Respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values and contributes to inter-cultural understanding and tolerance; (iii) Ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed. These include stable employment and income-earning opportunities, social services to host communities, and contributing to poverty alleviation (United Nations World Tourism Organisation)