**EVENT TITLE: UNEA MEDIA ROUNDTABLE ON THE SWITCH TO GREEN**

**DATE: 13 MARCH 2019**

**TIME: 11.30 AM - 12.30 PM**

**VENUE: UNON PRESS CENTRE**

**Background:**

The UN Environment and the European Union (EU), in partnership with government institutions, the private sector and other stakeholders, are implementing the SWITCH to Green Initiative to support countries in making the transition to an inclusive green economy based on Sustainable Consumption and Production (SCP) practices. SWITCH to Green is an initiative that puts together complementary green economy programmes, including SWITCH Asia, SWITCH Africa Green, SWITCHMed and EU4Envrionement *(formerly EaP GREEN),* together covering over 34 countries.

The main aim of these programmes is to turn environmental challenges into opportunities based on the understanding that an inclusive green economy is at the core of sustainable development and has multiple benefits next to environmental protection, notably growth and jobs creation, poverty reduction, economic diversification, and income generation. The programmes focus on key enablers for the transition, including access to green financing, enabling policies and standards, circular practices, awareness and skills on eco-entrepreneurship, and innovative solutions for SCP.

With continued support and cooperation with the EU, UN Environment is putting greater emphasis on policy setting including green financing and green standards, capacity development, as well as the development of guidelines and toolkits for policy makers and the private sector.

Promoting the green economy is a priority of EU development policy, spelled out in the European Consensus on Development which stresses the contribution of sustainable consumption and production patterns, resource efficiency, and investments in the “low-emission, climate-resilient green economy”, to the EU’s People, Planet and Prosperity priorities.

Some of the project beneficiaries will also be exhibiting during the UNEA-4 Sustainable Innovative Expo.

**About the SWITCH Media Roundtable:**

The roundtable will bring the various SWITCH to Green programmes together, enabling stakeholders from SWITCH partner countries to:

* Share their experience
* Encourage cross regional learning to scale up and replicate good practices
* Highlight examples of the transition to a green economy across Africa, Asia and the Mediterranean
* Share success stories with journalists to generate media coverage on the SWITCH Programmes.
* Complement the SWITCH project beneficiaries’ exhibition at the Sustainable Innovative Expo

High-level representatives of the UN Environment and the EU will also join the roundtable to share their insights into the unique role of the Programme in steering the switch to an inclusive green economy.

The ultimate aim of this dialogue is to encourage the global scale up of green entrepreneurship efforts as well as inspire national level policy making and implementation.

**Target Audience and Participants**

* Local and international journalists attending and covering UNEA
* SWITCH partners, including representatives from the European Union, UN Environment, governments from SWITCH countries, and stakeholders promoting green business development
* Country representatives attending UNEA 4
* Other partners and stakeholders, such as 10YFP partners
* The IISD ENB team

**Format and Run of Show:**

The UN Environment Acting ED, Ms Joyce Myusa will set the scene by providing the framing remarks on the uniqueness of the SWITCH programmes as a vehicle for transitioning to an inclusive green economy through innovative green solutions and SCP practices. She will also emphasise the long-standing partnership and cooperation with the European Union on promoting environmental sustainability.

Representative from the EU will share on the contribution of SCP patterns, resource efficiency, and investments in the “low-emission, climate-resilient green economy” to the EU’s People, Planet and Prosperity priorities. Particular emphasis on the EU’s investment and development outlook in supporting the transitions to an inclusive green economy and UNEA-4’s theme.

Programme leads/ Country representatives at the level of Ministers of Environment from Africa, Asia and the Mediterranean regions will then each share their experiences and regional perspective on the Programme, in particular - highlighting the benefits and the opportunities for capitalization / scaling up. Each region will champion a thematic topic that will be inspirational to others.

These brief remarks will be followed by a media Q&A session.

**11:15 – 11:30 Media and guests’ arrival and registration. Refreshments served.**

**11:30 – 11:35 Welcoming remarks and introduction by Naysan Sahba, Director, Communications Divisions**

**11:35 – 11:40 Remarks by Ms Joyce Myusa – to set the scene, UN Environment and EU cooperation and emphasise on the importance of SWITCH programme**

**11.40 – 11.45 Remarks by Carla Montesi, Director, Prosperity and Planet: The contribution of Sustainable Consumption and Production and circular economy to EU development objectives**

**11:45– 12:05 SWITCH region representative from Asia, Africa, Mediterranean regions *(5 mins speaking time each):***

1. Wealth Generation from Waste in Africa – the success story of Ghana by Prof. [Kwabena Frimpong-Boateng](https://www.google.com/search?safe=strict&client=firefox-b-d&q=Kwabena+Frimpong-Boateng&stick=H4sIAAAAAAAAAONgVuLSz9U3MCooMclLX8Qq4V2emJSal6jgVpSZW5Cfl67rlJ9YkpqXDgAptzCnKQAAAA&sa=X&ved=2ahUKEwj8-7WGvMXgAhWt6uAKHemAAtEQmxMoATAaegQIBRAH&biw=1408&bih=662), Ministry of Environment, Science, Technology and Innovation, Ghana

##### Developing and Implementing Green business Policies in the Mediterranean Region by H.E. Dr. Yasmine Fouad, Minister

##### for Environmental Affairs, Egypt

1. Investing in Innovation – green financing models in Asia by H.E. Mrs. Siti Nurbaya Bakar, Minister, Ministry of Environment and Forest, Indonesia
2. Switching to Green – a private sector story

**12:05 – 12:30 Media Q&A.**

**The session will be conducted in English.**