

Interreg
Mediterranean



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Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

 **GREEN GROWTH**

THE MED GREEN GROWTH COMMUNITY

What the Green Growth Community Does

The [Interreg MED Programme's Green Growth Community](#) promotes green growth and the circular economy in the Euro-Mediterranean region. We aim at winning the hearts and minds of Mediterranean societies in adopting and promoting sustainability by forging cooperation and catalysing synergies between actors of the quadruple helix (public authorities, academia, civil society, industry & business). Since 2016, we have involved 165 partners from 13 Mediterranean countries in 14 innovation

projects working on food systems, eco-innovation, smart cities and waste management. [The Union for the Mediterranean](#) (UfM) labelled the community in October 2019, acknowledging its potential to support the transition to a green and circular economy and to deliver concrete benefits to the citizens of the Mediterranean region. We support our projects in knowledge sharing, communication and capitalisation efforts through our [Green Growth Capitalisation Platform](#), which aims at:

- **Empowering a Green Growth Community** for Mediterranean and non-Mediterranean countries by **connecting Green Growth actors** through key EU Green Growth events, seminars and community workshops.
- **Producing knowledge on Green Growth**, acting as a hub to collect and disseminate project results through indexes and tools, and **providing capitalisation support** to transfer its green growth approaches and main findings towards the replication of results to countries in the Mediterranean region and beyond.
- **Contributing to positive change** by producing common policy outcomes to inform the evolution of national and EU Green Growth and Circular Economy legal and policy frameworks.
- **Upgrading Green Growth Community networks** by creating bridges and forging collaborations between networks, institutions and programmes both within and outside the Interreg MED cooperation area in order to promote Green Growth synergies among Mediterranean initiatives.

<h2>Focus Areas</h2> <p>Green Growth</p> 	 <h3>Food Systems</h3> <p>Main targets: agrofood, sustainable production and consumption, zero-km products market uptake, greener supply chains and food safety.</p> <p>Projects: ARISTOIL, CAMARG, EMBRACE, MADRE, PEFMED, MED GREENHOUSES,</p>	 <h3>Smart Cities</h3> <p>Main targets: capacity building of public authorities and SMEs, energy efficiency, urban mobility and communications technologies.</p> <p>Projects: ESMARTCITY, GREENMIND.</p>
	 <h3>Waste Management</h3> <p>Main targets: bio, organic and inorganic waste, key enabling and best available technologies.</p> <p>Projects: REINWASTE, RE-LIVE WASTE.</p>	 <h3>Eco-Innovation</h3> <p>Main targets: technological and methodological innovation, green jobs, patents, industrial symbiosis.</p> <p>Projects: CREA INNOVATION, GRASPINNO, GREENOMED, FINMED.</p>

Interreg MED Programme
Albania, Bosnia-Herzegovina, Croatia, Cyprus, France, Gibraltar, Greece, Italy, Malta, Montenegro, Portugal, Slovenia, Spain.

Why do we need Green Growth and a Circular Economy in the Mediterranean Region?

Green growth stimulates development while maintaining the capacity of natural assets to provide the resources and environmental services on which human wellbeing relies¹. The circular economy is about designing human production and consumption systems that phase out waste and pollution by keeping products and materials in use while regenerating natural systems².

Our efforts support the European Union's [Green Deal](#) and [Circular Economy Action Plan](#) in developing a future-oriented regenerative growth model. We believe that this is an oppor-

tunity to co-create a greener, climate-neutral and more competitive Europe together. We contribute to this vision by applying an integrated and territorially-based cooperation approach to support the sound management of natural resources, enhance cross-sectoral innovation and promote green jobs and social justice. We thereby inform European policy and governance, inspiring innovative, green and circular business models that support the EU's efforts, notably in terms of sustainable industry, energy efficiency and greener buildings and the [Farm to Fork strategy](#)'s vision of a healthy and sustainable EU food system.

¹OECD, [What is green growth and how can it help deliver sustainable development?](#)

²Ellen MacArthur Foundation, [What is the Circular Economy?](#)

Discover the Green Growth Community Modular Projects

ARISTOIL reinforced the competitiveness, knowledge and innovation capacity of Mediterranean olive oil producers.

CAMARG developed e-commerce solutions for small Mediterranean local producers to deliver high-quality zero-km agrofood products to consumers through self-sustaining supply networks.

CREAINNOVATION designed e-labs for creative innovation to unleash the creativity and boost the competitiveness of Mediterranean SMEs.

EMBRACE created two transnational Circular

Economy clusters to support eco-innovation and the Circular Economy approach in the Mediterranean wine and agrofood sectors.

ESMARTCITY applied the Smart City concept to Mediterranean cities to encourage sustainable and smart green growth with regards to energy efficiency, public lighting and environmental awareness.

FINMED applied innovative green finance models to support innovation in key Mediterranean Green Growth sectors.

GRASPINNO provided green procurement solutions for energy efficiency and the efficient refurbishment of

public buildings and supported SMEs in entering the green energy market.

GREENMIND supported Mediterranean SMEs through transnational clustering activities in order to enter the smart mobility market.

GREENOMED tested and transferred an inter-regional clustering method to connect European research on green manufacturing with Mediterranean manufacturers.

MADRE mainstreamed urban agriculture to promote sustainable urban food supply models by clustering key actors and sharing knowledge on urban agriculture in 5 Mediterranean countries.

MED GREENHOUSES disseminated and transferred innovative

greenhouse solutions to encourage sustainable production and minimise water and energy demand among key stakeholders of the sector.

PEFMED greened the agrofood supply chain by applying the EU's Product Environmental Footprint method to regional agro-food systems and encouraging eco-innovation in the sector.

REINWASTE supported the Mediterranean dairy, meat and horticulture sectors in better managing their inorganic waste to reduce their environmental impacts and reduce their waste management expenses.

RE-LIVE WASTE applied innovative solutions to livestock waste management to valorise this resource and produce organic high-value commercial fertilizers

Learn more about our Community's contributions to
these key challenges in its
White Papers on Circular Economy and its
Policy Recommendations

VISIT THE INTERREG MED GREEN GROWTH WEBSITE

green-growth.interreg-med.eu

Join the Green Growth Capitalisation Platform to connect
with our network, to learn and to contribute to the Green
Growth Community!

interregmedgreengrowth.eu

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Partners



REVOLVE

