

SwitchMed

Launching event for two circular textile pilot projects

Venue: Steinberger El Tahrir, Cairo – Diamond Ballroom

09h00-13h00 - 26 May 2022

The SwitchMed programme, an initiative funded by the European Union, aims to stimulate the creation of new business opportunities and decent jobs while reducing the environmental footprint of existing economic activities in the Southern Mediterranean.

SwitchMed's goal is to support and scale up the transition to sustainable consumption and production practices (SCP), which contribute to promoting a green and circular economy in the region. To do this, the programme uses an integrated and comprehensive approach that targets and involves different actors, thus addressing the transition at different levels.

Beginning in the second half of 2020, the SwitchMed Programme launched, in cooperation with the Ministry of Trade and Industry and the Ministry of Environment, MED TEST III project in Egypt, implemented by the United Nations Industrial Development Organization (UNIDO), with a special focus on the industrial textile supply chains of Egypt. Together with key expert organizations, UNIDO will engage national stakeholders in the development of circular value chains for valorizing post-industrial and pre-consumer textile waste and move the textile industries towards adopting safer chemical protocols.

UNIDO, under the SwitchMed Programme, is implementing two pilot projects to demonstrate the potential for recycling pre-consumer textile waste to assist the development of a value chain for recycling textile fibres in Egypt.

This launch event presents two pilot projects that will demonstrate the different steps and business models for valorizing pre-consumer textile waste in Egypt. Following the industry pilots in Egypt, UNIDO, together with stakeholders from the value chain, will develop a roadmap with recommendations and incentives that can strengthen the regulatory framework for textile waste recycling and help waste management authorities, industry federations, and other relevant institutions eliminate the obstacles for valorizing textile waste in Egypt. This is important to ensure the viability of the business models that are examined in the demonstration pilots.

Implemented by:



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Local partners:



In partnership with:



Ministry of Trade & Industry
وزارة التجارة والصناعة



Time (CLT)**Session**

9:00

Registration of participants (45 min)

9:45

Opening remarks (15 min)

*Dr. Bassel EL KHATIB – Regional Director and UNIDO Representative,
UNIDO*

*Sylvie FONTAINE, Programme Officer for Environment and Climate
Action, Economy Reform Section, EUD*

Mohamed ABDELKARIM, Executive Director, IMC

10:00

**First session: UNIDO SwitchMed and the Pilots Projects in Egypt
(75 min)****UNIDO SwitchMed MED TEST III for a circular textile value chain in
Egypt (15 min)**

*Roberta De Palma, Chief Technical Adviser (UNIDO) & Ayman El
Zahaby, National Coordinator (UNIDO)*

10:15

**Presenting the Pilot Projects in Egypt (30 min)
The Rationale and objectives of the two Pilot Projects (including
description of chemical recycling technologies)**

Marco Ricchetti, International Expert, Blumine

Pilot 1: Modernization of the recycling capacity in Egypt

Alberto Saccavini, International Expert, Blumine

Pilot 2: Creation of quality textile waste collection in Egypt

Maxime Bourland, International Expert, Reverse Resources

10:45

**How to get involved: The selection criteria to participate in the
Pilots and the Technical Specifications for Textile Waste for
Chemical and Mechanical Recycling (15 min)**

TBC: *International Expert, Blumine/Reverse Resources*

11:00

Q&A Session (15 min)

Moderator: *Ayman Elzahaby, National Coordinator, UNIDO*

11:15

Coffee break and networking session (30 min)

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TEXTILES EXPORT COUNCIL
المجلس التصديري للحرير والمنسوجات
والمفروشات المنزلية

11:45

Second session: Roundtable and Q&A session (60 min)**Roundtable (45 min)**

“The urgency to make textile value chains more circular: the actions and the investments needed”

Moderator: *Roberta de Palma, Chief Technical Adviser, UNIDO*

Panelists

Sara Mariani, OTB

Elisa Gavazza, ZDHC

Marie Louis Bishara, Apparel Export Council of Egypt

Rasha Fahim, Egypt Textiles and Home Textiles Export Council

Toby Moss, WORN AGAIN technologies

Dr. Hossam Ezzeldin, Egyptian Pollution Abatement Program - EPAP III

12:30

Q&A Session (15 min)

Moderator: *Ayman Elzahaby, National Coordinator, UNIDO*

12:45

Concluding Remarks (15 min)

Muge Ulvinur DOLUN, SwitchMed Project Manager, UNIDO

Mohamed ABDELKARIM, Executive Director, IMC

13:00

Lunch

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