



# AGENDA

ECOMONDO + ONLINE  
9-10 NOVEMBER 2022



# Day 2

**9:00–9:30** Arrival of participants and registration procedures

**9:30–11:00** High-level panel

**11:00–11:30** Networking break

**11:30–13:00** Thematic conference 1

**13:00–14:30** Networking lunch

**15:45–17:30** Thematic conference 2

**14:00–18:00** Free visit to Ecomondo

**18:00–18:45** #EYESONBLUE Award ceremony

**18:45–19:30** Closing Ceremony + cocktail

# Rimini Expo Fair

A just transition to Circular Economy in the southern Mediterranean

The High-level panel provides a global context for the following thematic conferences. Panellists will share their perspectives on the current regional landscape, particularly focusing on those leverage points which can enable a transition to a just Circular Economy in the Mediterranean. The discussions will help convey a genuine picture and understanding of the regional background, depicting multiple intersecting challenges and potential solutions catering to the needs of the private sector and society as a whole.

Moderation: **Ms. Müge Dolun**, Industrial Development Officer at UNIDO

Opening statement by DG Near: **Mr. Maciej Popowski**, Acting Director-General – Directorate General Neighbourhood and Enlargement Negotiations (DG NEAR) (online)

Intervention from UNIDO: **Mr. Stephan Sicars**, Director of the Division of Circular Economy and Environmental Protection at UNIDO

Intervention from UNEP/MAP: **Mr. Ilias Mavroeidis**, Programme Management Officer at UNEP/MAP

Intervention from UFM: **Mr. Almotaz Abadi**, Deputy Secretary General for Water, Environment and Blue Economy at UfM (online)

Intervention from UNECE: **Ms. Elizabeth Tuerk**, Director of the economic Cooperation and Trade at UNECE (online)

Moving the Mediterranean textile and fashion industry towards greener and circular business models

This conference will shed some light on how businesses in the Mediterranean are launching platforms, collaborations and initiatives to reach sustainability targets such as; implementing recycling technologies; increasing the use of sustainably produced fibers; implementing safer chemical protocols; and improving the valorization of post-industrial and post-consumer textile waste.

Welcoming: **Ms. Roberta De Palma**, Chief Technical Adviser at UNIDO

Keynote speech **Mr. Paolo Sandri**, Senior Policy Office at Euratex

Thematic contribution 1: SwitchMed pilot projects from Tunisia, Egypt and Morocco, in collaboration with the ZDHC Foundation, targeting safer chemical protocols in the textile industry. **Ms. Elisa Gavazza**, Southern Europe Hub manager at the ZDHC Foundation

Thematic contribution 2: Safer chemical management in the textile industry and the impacts of hazardous chemicals on the circularity in the textile value chain. **Ms. Marie Louis Bishara**, President of the Apparel Export Council of Egypt

Thematic contribution 3: Sustainability challenges and opportunities of industry in the North African Region, strategic partnerships and collaborations in place to advance circularity of the local industry, traceability and transparency for textile waste recycling value chains **Ms. Sara Mariani**, Chief Sustainability Officer at OTB Group

Thematic contribution 4: Circular business opportunities in Tunisia? What is needed to support textile and garment industries in Tunisia in becoming the suppliers of the future? **Mr. Haithem Bouajila**, Managing Director at Tunicotex

Thematic contribution 5: Circular business models for valorising post-industrial textile waste and business opportunities for localizing textile recycling value chains in the Mediterranean. **Mr. Khalid Kairouch**, Production manager at EVLOX

Moderation: **Ms. Anna Ibañez**, Open eco-innovation Manager at MedWaves

Thematic contribution 6: Creating new business and entrepreneurship opportunities through revalorisation of pre-consumer textile waste in Jordan **Ms. Burcu Tuncer**, Co-lead Circular Economy at Adelphi

Thematic contribution 7: Circular business opportunities in the south Mediterranean: how can businesses lead the way to sustainable fashion? **Ms. Ferda Ulutas Isevi**, Sustainability and Circular Economy expert

Thematic contribution (Case Study 1): Circular business models for post-consumer textile waste: attaining the sustainability triple bottom line, integrating and scaling up entrepreneurship in Lebanon. **Mr. Omar Itani**, CEO and Founder at Fabric Aid

Thematic contribution (Case Study 2): Recovering resources after disposal: eco-innovative recovering value and upcycling strategies in the fashion sector in Egypt. **Ms. Mai Hossam**, Founder and Managing Partner at Darjee

SwitchMed: sustainable and circular fish food systems for a Blue Economy in the Mediterranean

This conference will discuss how more resource efficient modes of production will be key for the future sustainability of the fish processing industry, saving water and energy per unit of product. Innovative solutions for processing fish waste into co-products with a high added value could help the industry become more profitable, diversify the product portfolio, create new jobs, improve the resilience of businesses, and better retain the value from maritime resources into the economy.

Fishery and aquaculture production with its steady upward trend over the last decades plays an essential role to ensure food for human consumption. Considering the relevance of both sectors and the existing challenges in the production chain (ghost gears, by-catch, discharge and waste of sea-food products, waste generated from transportation and packaging, etc.), the opportunity to develop circular economy initiatives in the Mediterranean is great and would largely benefit both the economy of the sectors and the marine environment.

Opening remarks **Mr. Benoit Wuatelet**, SwitchMed Blue Economy Team Leader at UNIDO

Thematic contribution 1: State of play of circular blue economy practices in the Mediterranean and future opportunities. **Ms. Magali Outters**, Policy Team Leader at MedWaves

Thematic contribution 2: Biotechnological applications of co-products valorisation in the fish processing value chain. The Moroccan experience for biomedical, nutraceutical, cosmetic, agro-industrial applications. **Dr. Mariem Kharroubi**, Research Director and Head of the CVSTPM (Centre Spécialisé de Valorisation des Produits de la Mer) of the INRH (National Institute of Halieutic Research)

Thematic contribution 3: Identified business models and opportunities to increase the circularity of the fish processing value chain in Morocco. **Mr Charles Delannoy**, CEO and General Manager at Procidys

Thematic contribution 4: The UNIDO SwitchMed pilot project in Tunisia for a sustainable aquaculture: Improving the FCR (Feed Conversion Rate) using SMART Technologies for resource-efficient production systems. **Dr. Mohamed Salah Azaza**, Senior research scientist and Director of the Aquaculture Laboratory at the INSTM (Tunisian National Institute of Marine Sciences and Technology)

Innovative Business Case 1: Use of insect-based dry protein and lipid product for aquaculture - the case of Next Protein **Ms. Syrine Chaalala** and **Mr. Mohamed Gastli**, Founders of Next Protein

Innovative Business Case 2: Blue Economy emerging sector: algae production the case of AlgaeCore producing spiruline. **Mr. Baruch Dach**, Co-founder of AlgaeCore.

#EYESONBLUE Award ceremony

This ceremony will award the winners of the #EyesOnBlue competition. This competition, jointly organized by the European Commission Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR), EU Neighbours South, and the SwitchMed programme, aimed at selecting the best 3 Blue entrepreneurs whose projects focus on water or the Blue Economy.

Moderation: **Ms. Maya Karkour**, Founder of EcoConsulting and Environmental Consultant  
Welcome note. Throwback at the contest and the campaign #EyesonBlue at a glance. **Ms. Joumana Brihi**, Team Leader & Strategic Communication Expert at EU Neighbours South  
**Mr. Alessandro Miraglia**, Team Leader of the Networking and Communication Facility at MedWaves

#EyesonBlue: discovering eco-innovative solutions addressing water scarcity and blue economy in the Mediterranean.  
**Prof. Fabio Fava**, Full Professor of Industrial & Environmental Biotechnology  
**Prof. Michael Scoullous**, Team Leader of Water and Environment Support (WES) in the ENI Southern Neighbourhood region

Announcements of the 3 winners: the winners and their projects under the spotlight.