



Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر



### Side Event on

### The Switchers Talks 2023

13 December 2023

14.30-16.30 | Roseaie Hall

#### Context

The Switchers Talks is an online event that seeks to gather a large number of Green Entrepreneurs and organisations forming The Switchers Community, a community of inspiring green entrepreneurs and change makers in the Mediterranean region.

The main goal of this event is to foster the discussion on how The Community of Switchers should evolve to be more efficient and to offer the necessary tools to improve the Green businesses of the Mediterranean region.

After the first and second editions of the Switchers Talks in 2021 and 2022, Medwaves (former SCP/RAC), the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production, aims to organise the third Edition of this event within the framework of the Arab SMEs Summit. It will be a two-hour hybrid side event in which we will reunite some of our Switchers and other green entrepreneurs interested in being part of the community.

We know that access to funding is one of the main concerns for green entrepreneurs wishing to scale up their businesses. That is why we have decided to invite in this edition some investing actors from all around the Mediterranean that can share some insights about the access to funding situation in the region.

### Objective

- The main objective of the first session is giving visibility to The Switchers Community, its objectives, its values and show the great contribution that being part of it can make to entrepreneurs. To do so, we will invite some of our Switchers to tell their own stories from first hand.

The second session will aim at informing the Switchers about ongoing and upcoming access to finance opportunities in the region.

- The sessions will also be a great networking opportunity both between the Community of green entrepreneurs and with investors and other financial actors.
- It will be a hybrid session. We will share a link to a Zoom Meeting to give access to those participants who will not be able to attend the event in person.

### Contact Person

Ms. Marta Casanovas, Community and Engagement Officer; MedWaves, the UNEP/MAP Regional Activity Centre for SCP, [martacasanovasp@gencat.cat](mailto:martacasanovasp@gencat.cat)

### Topics to be Covered

The side event will be an opportunity to shed light on:

- The values and goals of the Switchers Community and the advantages that being part of it can bring to green entrepreneurs.
- Success stories from Switchers. Four members of the Community will be invited to talk about their experience scaling up their businesses and what has the community brought them during this process.

- Investing actors will be invited to talk about funding opportunities for green businesses in the Mediterranean Region.

## Agenda

14.30 - 15.00	<p style="text-align: center;"><b>Welcoming and presentation</b></p> <ul style="list-style-type: none"> <li>Presentation of The Switchers Community and brief introduction of the Switchers Talks third edition. Speaker: Marta Casanovas, Community and Engagement Officer at MedWaves will be moderating.</li> <li>What's up in the Community? Speaker: Khalil Ellouze, community manager of The Switchers Community will go through the main updates of the past year.</li> </ul>
15.00 - 15.30	<p style="text-align: center;"><b>The Switchers Stories</b></p> <p>Four green entrepreneurs, some that are being incubated and others that are already part of the Switchers Community will talk about their stories. It will be a great opportunity to showcase stories from consolidated businesses that have gone through the whole incubation process.</p>
15.30-16.30	<p style="text-align: center;"><b>Access to finance situation in the Mediterranean region</b></p> <ul style="list-style-type: none"> <li>Moderator: Ananda Alonso, Impact Investment Manager at MedWaves</li> <li>Speakers: <i>(TBC)</i> <ul style="list-style-type: none"> <li>- CTPES</li> <li>- Impact Europe</li> <li>- Alfamar</li> <li>- FEBEA</li> <li>- Happy Smala</li> </ul> </li> </ul>

