

The Switchers Support Programme National Partnerships: Exchange of experiences and lessons learnt amongst SwitchMed implementing partners

MAROC

State of Development of the Partnership

- The Partnership has been created? **OUI / YES**
- Number of BSOs members of the Partnership: **23 membres / 23 Members**
- Collaboration agreement/Organizational chart/MoU... signed? **OUI / YES**
- Does the Partnership have a Work Plan: **Oui (par activité/phase) / YES**
- Does the Partnership hold regular meetings: **Oui (lors de la clôture d'une activité et le lancement de la phase suivante) YES at the ending of activity and starting new phase**
- The Partnership has raised additional funding: **NON**

To be filled by Local Partners but not to be commented during the session, just briefly showed

State of Development of the Partnership

- **Quick general assessment of the development of the Partnership (is the Partnership helping the development of an ecosystem for sustainable business development?, etc.):**
- Le PNS Maroc est constitué des acteurs de différents secteurs privés & Publics, financiers et non financiers. Vu la présence des membres du PNS dans différentes régions du Maroc, trois grandes régions ont été sélectionnées pour la mise en œuvre du programme. Ce partenariat a permis, donc, la constitution d'un écosystème national qui contribue, bien évidemment, au développement durable des entreprises vertes à travers le Royaume./ Different stakeholders from private & public/ finance included from three main regions. Enabling ecosystem to develop green entrepreneurs.
- **Do you think the Partnership will last after SwitchMed? Why?**
- Le PNS Maroc est un réseau d'acteurs dont presque la majorité sont principalement active dans le domaine d'appui et d'accompagnement des porteurs de projets, chacun dans sa catégorie. Au-delà de Switchmed et des bénéficiaires de ce programme, les membres du PNS sont des partenaires fidèles et très engagés avec le CTPES. Par ailleurs, ce Partenariat a permis d'établir un mécanisme de coordination et de collaboration, non limité dans le temps, entre les différents membres./ SNP with active members with different categories with high commitment with SMES. SNP has established a coordination mechanism more effective and sustainable.

Short SWOT Analysis of the Partnership

- **Which are the 2 main Weaknesses (internal) for the development of the Partnership?**
 1. Vu l'engagement des membres du PNS en vers les switchers, l'appui financier des switchers finaux reste une question majeur. / Financial support to switchers
 2. Engagement des membres avec d'autres programmes régionaux, nationaux ou internationaux/ Engagement with other regional, national and international programmes.
- **Which are the 2 main Threats (external) for the development of the Partnership?**
 1. le Maroc regorge de programmes qui visent la promotion de l'entrepreneuriat et l'encouragement de l'esprit entrepreneurial y compris l'entrepreneuriat vert / Many programs that target the green entrepreneurship
 2. Plusieurs programmes et initiatives au Maroc offrent un appui financier aux porteurs de projet sous forme de dons d'honneur, crédits avec des taux très intéressants, achat des équipements et matériel nécessaires pour le démarrage des projets, Other programmes more profitable in terms of financing (crédit, equipment, material...)

Short SWOT Analysis of the Partnership

- Which are the 2 main **Strengths** (internal) for the development of the Partnership?

1. Diversité des membres constituant le réseau PNS (banques, ONG, institutions d'enseignement supérieur (cité d'innovation), secteur public, ...)/ Diversity of stakeholders from financing, academia, public and private sectors.
2. Présence locale, régionale ou nationale à fort potentiel des membres à travers le Royaume / Representation throughout the country

- Which are the 2 main **Opportunities** (external) for the development of the Partnership?

1. La Présence des institutions d'enseignement supérieur qui se sont investies dans la dynamique de culture entrepreneuriale verte via l'accompagnement des projets innovants et start-up vertes, ainsi que d'autres programmes ouvrant dans la promotion de l'entrepreneuriat en plus des institutions étatiques qui offrent des programmes de formation adaptés. High schools dedicated to green entrepreneurship and support to innovative green start ups and public institutions for the promotion of green entrepreneurship
2. La Présence des programmes étatiques et des initiatives privées qui offrent un appui financier aux porteurs de projets dans les différentes phases de développement des projets . Public and private programmes with financial support to entrepreneurs.

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ALGERIE

State of Development of the Partnership

- Le partenariat est encours de création ([SNP creation process ongoing](#))
- Number of BSOs members of the Partnership: **10**
- Collaboration agreement/Organizational chart/MoU... signed? **Non**
- Does the Partnership have a Work Plan: **non**
- Does the Partnership hold regular meetings: **non**
- The Partnership has raised additional funding: /

To be filled by Local Partners but not to be commented during the session, just briefly showed

State of Development of the Partnership

- Quick general assessment of the development of the Partnership (is the Partnership helping the development of an ecosystem for sustainable business development?, etc.):
- Les partenariats constituent une façon naturelle d'aborder les problèmes de développement durable. Ils peuvent permettre aux entreprises d'innover, d'améliorer la société et l'environnement, d'accroître sa légitimité et d'acquérir de nouvelles compétences et ressources. **The partnership is a sustainable instrument to face challenges and an efficient driver to develop entreprises.**
- Do you think the Partnership will last after SwitchMed? Why? Non

Les partenariats les plus stables et les plus efficaces sont ceux qui ont pu réunir les meilleures organisations partenaires. il est nécessaire : **The most sustainable partnership joins the best partners.**

- d'identifier le genre d'organisations partenaires qui apporteraient de la valeur ajoutée au partenariat ;
- d'explorer les options disponibles, soit en misant sur des contacts existants et qui ont fait leurs preuves, soit en cherchant de nouveaux contacts ;
- de choisir les partenaires les mieux adaptés et obtenir leur participation active. **It is necessary to identify partners with added value from the existing or new ones. Choose the best adapted to ensure its active participation.**

Short SWOT Analysis of the Partnership

- Which are the 2 main **Weaknesses** (internal) for the development of the Partnership?
 1. Manque de confiance dans l'efficacité du partenariat. *Lack of trust regarding the efficiency of the membership*
 2. Bureaucratique et intransigent *Bureocracy*

- Which are the 2 main **Threats** (external) for the development of the Partnership?
 1. Climat social / politique / économique local /institutionnel *Socio.economic and political environment*
 2. Incapacité d'accéder aux ressources extérieures *Unability to access to external resources.*

Short SWOT Analysis of the Partnership

- Which are the 2 main **Strengths** (internal) for the development of the Partnership?
 1. Transparence **Transparence**
 2. Équité **Equity**

- Which are the 2 main **Opportunities** (external) for the development of the Partnership?
 1. Expertise **Expertise**
 2. Fonds/ Ressources **Ressources/Funds**

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Par Sallouha BOUZGARROU coordinatrice locale du programme switchmed –TUNISE

State of Development of the Partnership

- The Partnership has been created? **Oui / yes**
- Number of BSOs members of the Partnership: **Environ 50 acteurs des secteurs public, privé et de la société civile / About 50 stakeholders from the public and private sectors and the civil society**
- Collaboration agreement/Organizational chart/MoU... signed? **Oui . Une Charte d'adhésion a été adoptée et signée / yes, an adhesion agreement was adopted and signed**
- Does the Partnership have a Work Plan: **Un plan d'actions a été défini selon 7 axes stratégiques / An action plan was defined according to 7 strategic priorities**
- Does the Partnership hold regular meetings: **Réunions semestrielles en 2020 et 2021 et au moins une fréquence trimestrielle à partir de 2022 / Bi-annual meetings in 2020 and 2021 and at least quarterly from 2022**
- The Partnership has raised additional funding: **Pas encore / not yet**

State of Development of the Partnership

- Quick general assessment of the development of the Partnership (is the Partnership helping the development of an ecosystem for sustainable business development?, etc.):

7 axes de travail ont été définis comme suit : / 7 priorities defined as follows:

- **Axe 1 : Contribution à l'instauration d'un cadre régulateur favorable / Priority 1: Contributing to set an enabling regulatory framework**
 - **Axe 2 : Soutien à la concrétisation et au développement de projets verts ambitieux et innovants / Priority 2: Supporting the achievement and development of ambitious and innovative green projects**
 - **Axe 3 : Instauration d'un Label « Green » National dédié aux acteurs de l'écosystème / Priority 3: Creating a National "Green" Label dedicated to the stakeholders of the ecosystem**
 - **Axe 4 : Mise en place d'un système d'information et de communication performant sur l'entrepreneuriat vert & circulaire / Priority 4: Implementing an efficient information and communication system on green and circular entrepreneurship**
 - **Axe 5 : Mise en place d'une Task Force Finance / Priority 5: Implementing a Finance Task Force**
 - **Axe 6 : Développement d'une stratégie d'éducation et de sensibilisation environnementale / Priority 6: Developing a strategy for environmental education and awareness**
 - **Axe 7 : Etablissement d'un système de gouvernance du PNS / Priority 7: Setting up a governance system for the Switchers Support National Partnership**
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- Do you think the Partnership will last after SwitchMed? Why? **Oui. En effet, les acteurs de l'écosystème qui ont adhère sont convaincus de la nécessité du travail en groupe pour le renforcement de l'économie verte et circulaire en Tunisie. / Yes, the stakeholders are convinced it is necessary to work collaboratively to strengthen the green and circular economy in Tunisia,**

Short SWOT Analysis of the Partnership

- Which are the 2 main **Weaknesses** (internal) for the development of the Partnership?
 1. **Divergence des dynamiques des acteurs du public, du privé et de la société civile / Different dynamics between the stakeholders from the public sector, the private sector and civil society**
 2. **Manque de financement pour le déploiement des axes stratégiques prioritaires identifiés (recours à des consultations,...) / Lack of funding for the development of the identified strategic priorities (consultations...)**

- Which are the 2 main **Threats** (external) for the development of the Partnership?
 1. **Les retards qui peuvent être pris pour les prises de décision aux niveaux hiérarchiques / the delays that may occur at the various hierarchy levels when it comes to taking decisions**
 2. **Des contextes réglementaire et financier non encore optimisés pour le développement de projets verts innovants et ambitieux / The regulatory and financial frameworks are not optimised yet for the development of innovative and ambitious green projects**

Short SWOT Analysis of the Partnership

- Which are the 2 main **Strengths** (internal) for the development of the Partnership?
 1. **Compétences, expériences et complémentarités avérées des acteurs de l'écosystème, adherents au PNS, en matière de soutien à l'entrepreneuriat vert et circulaire / Demonstrated skills, experiences and synergies among the stakeholders of the ecosystem who are members of the SSNP regarding the circular and green entrepreneurship**
 2. **Rôle fédérateur du CITET en tant que catalyseur relais pour l'ensemble des acteurs et sa communication régulière sur les avancées du Partenariat / The ability of CITET to unify as catalyst for the stakeholders and its regular communication on the progress of the Partnership**

- Which are the 2 main **Opportunities** (external) for the development of the Partnership?
 1. **Identification de l'économie verte et circulaire comme secteur prioritaire de la Tunisie / Identification of the green and circular economy as priority sector in Tunisia**
 2. **Ecosystème tunisien dynamique avec l'existence de programmes performants pour le soutien de l'entrepreneuriat vert impliquant plusieurs acteurs / Dynamic ecosystem in Tunisia with efficient programmes supporting green entrepreneurship that involve several stakeholders**

SNP Plan: Egypt



SwitchMed Down the Nile - Egypt

SwitchMed Down the Nile

- Support National Partnership for Green Entrepreneurs – SNP/ National Initiative for Sustainable Entrepreneurs (**NISE**)
 - Promote green jobs in Egypt.
 - Support circular economy.
 - Enhance green entrepreneurship
- Introduce sustainable blue economy principles in the entrepreneurship ecosystem.
- Project geographically covers Cairo, along the Nile (including coastal regions) and all the way down to Upper Egypt.



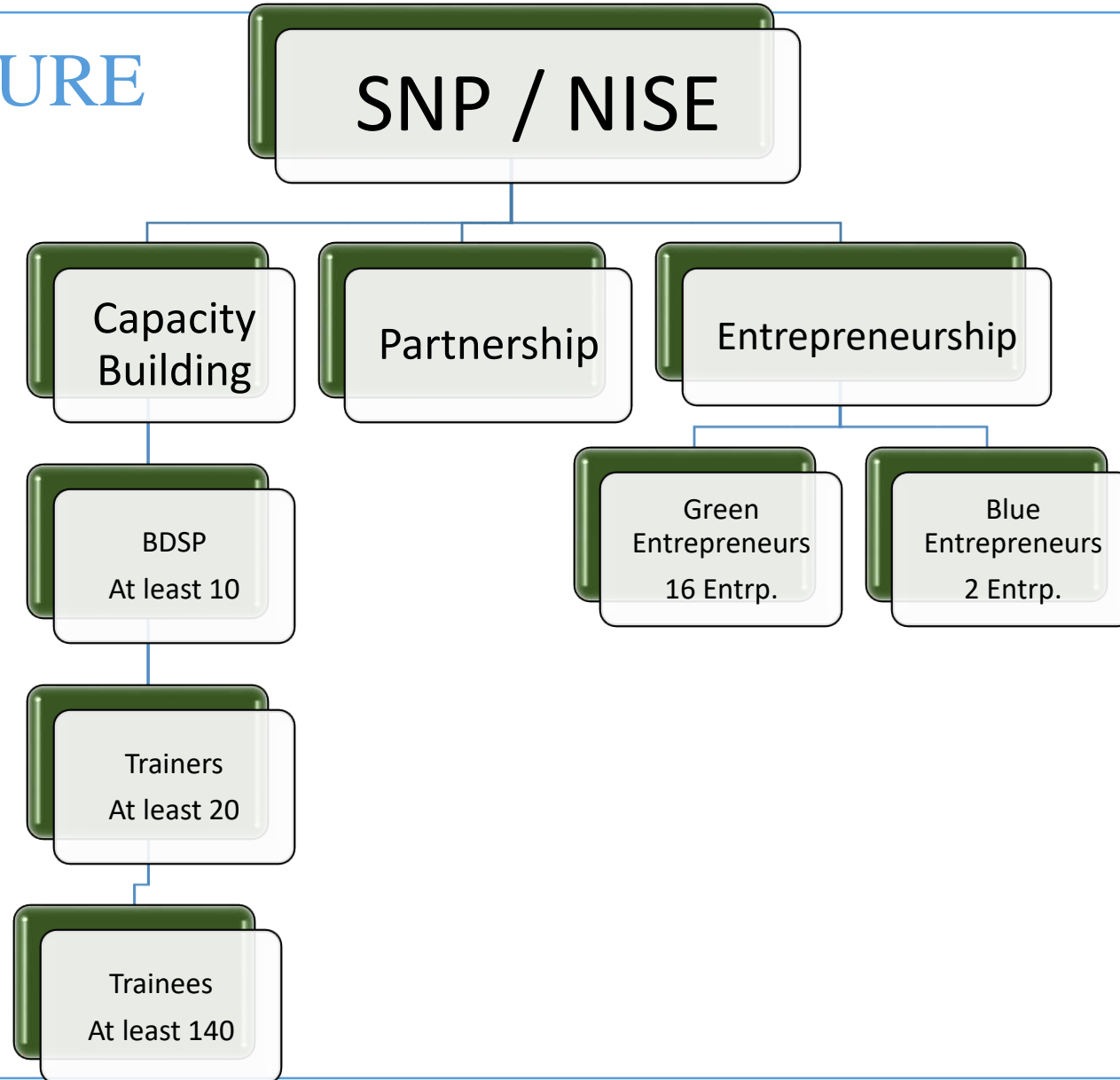
Switchers Support National Partnership for Green Entrepreneurs – SNP/NISE

- Support community of green entrepreneurs
- Promote green entrepreneurship ecosystem among decision makers & financial institutes
- Enhance collaboration among green practices through creative internal learning environment.
- Improve member's competencies to assist in systemic transformation in the economy and society towards green practices.

Criteria of the SNP/NISE MEMBERS

- Legally registered organization under Egyptian law.
- Established organization supporting entrepreneurship.
- Acknowledges that green entrepreneurship is a tool for sustainable development.
- Acknowledges the importance of decoupling economic growth from environmental impacts.
- Willing to share learning and information necessary to promote the circular economy concept in Egypt
- Ready to commit to the establishment of an informal coordination mechanism in compliance with the signed Memorandum of Understanding (MOU)

SNP / NISE STRUCTURE



PROPOSED ACTION PLAN

- Phase 1: Launch of SNP / NISE
- Phase 2: Funding Strategy
- Phase 3: First cycle implementation
- Phase 4: SNP expansion

NEXT STEPS

- **Embark on Incubation of entrepreneurs (September 2022 to April 2023)**
- **Identify Switchers with business models**
- **Identify Financial Actors 5-10 investors**
- **Organize Switchers meet Investors event**



Thank
you!

Country Analysis : Jordan



Local Partners presentations (5')

State of Development of the Partnership

- The Partnership has been created? **National Green Network**
- Number of members of the Partnership: **20 members till now from private,public and non governmental sector**
- Collaboration agreement/Organizational chart/MoU... signed? **Under development**
- Does the Partnership have a Work Plan: **Under development**
- Does the Partnership hold regular meetings: **starting from the launch , regular meetings will be assigned**
- The Partnership has raised additional funding: **the strategy to raise funds is being developed**

To be filled by Local Partners but not to be commented during the session, just briefly showed

State of Development of the Partnership

- **Quick general assessment of the development of the Partnership (is the Partnership helping the development of an ecosystem for sustainable business development?, etc.):**
- The partnership is aiming to provide solutions and communication ground between the different stakeholders in different levels which will allow the ecosystem to build the capacity in order to give the maximum support for the Green entrepreneurs and green economy.
- An interactive web-based platform is under development
- Over 40 members are willing to join the network
- The Network will hold meetings monthly basis
- The Web-based platform will be linked to SwitchMed's platform.
- **Do you think the Partnership will last after SwitchMed? Why?**
- Yes, we are engaging the active entities in the Network to constantly develop and enhance the performance , and to be turned into green stakeholders alliance after a while.

Short SWOT Analysis of the Partnership

- Which are the 2 main **Weaknesses** (internal) for the development of the Partnership?
 1. The official regulations need to be settled and adjusted in order to simplify the process of any green cooperation that aims to provide Green services or Green start-ups
 2. The public and the private sector still not aware of the climate change risks and the value could be provided to the environment by supporting green businesses which directly reflects positively their investments and the ecosystem and the Nature
- Which are the 2 main **Threats** (external) for the development of the Partnership?
 1. The financial institutions still consider the agricultural or eco-friendly projects as high risk projects and they still don't have a clear methodology for supporting the Green ecosystem.
 2. The unstable situation in the region and the world is changing the priorities from focusing on the climate change and environmental issues to the food security and the inflation.

Short SWOT Analysis of the Partnership

- Which are the 2 main **Strengths** (internal) for the development of the Partnership?
 1. Public partners will be supporting the Network which will provide extra power to influence on the different aspects.
 2. The willingness and motivation of the members to develop eco-friendly initiatives
- Which are the 2 main **Opportunities** (external) for the development of the Partnership?
 1. The Network could be the seed of national and regional alliance which leads the policies and regulations formularization.
 2. Mega projects could be developed through the members which will have direct influence over the green economy.

Country Analysis : LEBANON



Byblos, Lebanon

Local Partners Presentations

July 18, 2022

State of Development of the Partnership

- **The Partnership has been created?** Yes, the “EcoSwitch Coalition” !
- **Number of BSOs members of the Partnership:** 25
- **Collaboration agreement/Organizational chart/MoU :** Signed
- **Does the Partnership have a Work Plan:** We have developed an operational manual and specified membership fees
- **Does the Partnership hold regular meetings:** The Coalition holds monthly meetings
- **The Partnership has raised additional funding:** Yes, we were able to raise one additional funding from the Asfari Foundation

State of Development of the Partnership

- **Quick general assessment of the development of the Partnership (is the Partnership helping the development of an ecosystem for sustainable business development?, etc.):**

The Coalition created in 2020 has extended to include NGOs and businesses. It aims to strengthen support provided to eco-entrepreneurs in Lebanon, extend and multiply their positive impact through targeted assistance. This partnership that was initiated in collaboration with the SwitchMed Lebanon project is now benefiting from an Asfari Foundation funding. The Coalition currently encompasses 25 Partners, all providing different types of support to entrepreneurs: AUB-NCC, BDD, Berytech, Beyond Group, Bloom, cewas, Circular Hub, changelabs, EcoConsulting, Eedama, Farah Social Foundation, Fondation Diane (Implementing partner of SwitchMed in Lebanon), Injaz Lebanon, LAU Innovation Center, make_sense, Michel Daher Foundation, Proquale, SmartESA, Nucleus ventures, Tripoli Entrepreneurs Club, and Waterlution, Asher Center, CentreMine.

- **Do you think the Partnership will last after SwitchMed? Why?**

In order to maintain the sustainability of the Partnership the following has been decided :

- **Managerial level:** Taskforces have been created in order to manage a growing EcoSwitch network, thus allocating tasks and responsibilities- creation of an executive committee run by volunteering active partners.
- **Financial level:** to sustain the Coalition financially (post-SwitchMed funding) : a) applying a membership fee in order to provide immediate and unrestricted funds to the Coalition (difficulty for some partners to pay membership fees b) identifying new donors.

Short SWOT Analysis of the Partnership

- Which are the 2 main **Weaknesses** (internal) for the development of the Partnership?

1. Partners Commitment.
2. Not all partners will be able to pay membership fees

- Which are the 2 main **Threats** (external) for the development of the Partnership?

1. Funds' Availability.
2. Economic Crisis (High energy cost, Internet connection, etc.)

Short SWOT Analysis of the Partnership

- **Which are the 2 main Strengths (internal) for the development of the Partnership?**

1. 25 partners are officially members (12 attend regular meetings and are taking active roles).
2. Networking, exchange, co-preparation of events in support of green entrepreneurs, etc...

- **Which are the 2 main Opportunities (external) for the development of the Partnership?**

1. Partnership possibilities to apply for funds in support of the green entrepreneurship ecosystem.
2. Use of partners know-how and the Lebanese entrepreneurs' creativity and dynamism.

Country Analysis : PALESTINE



Local Partners presentations (5’)

State of Development of the Partnership

- The Partnership has been created? **The Green Palestinian Network**
- Number of BSOs members of the Partnership: **8**
- Collaboration agreement/Organizational chart/MoU... signed? **YES**
- Does the Partnership have a Work Plan: **Under development**
- Does the Partnership hold regular meetings: **Yes, not regular**
- The Partnership has raised additional funding: **Under development**

To be filled by Local Partners but not to be commented during the session, just briefly showed

State of Development of the Partnership

- Quick general assessment of the development of the Partnership (is the Partnership helping the development of an ecosystem for sustainable business development?, etc.):
- **Our Partnership is in its 'childhood' stage. During the past period, we learned about capacities and services of each other, and started to think how we should capitalize on our joint strengths.**
- Do you think the Partnership will last after SwitchMed? Why?
- **Yes. In our Partnership, we gathered the best BDS providers. The Partnership provides the most optimal way for all of us to boost our operations (joint fundraising; joint activities, etc)**

Short SWOT Analysis of the Partnership

- Which are the 2 main **Weaknesses** (internal) for the development of the Partnership?
 1. All partners suffer from a lack of qualified trainers and mentors (general problem for all local BDS providers). It is difficult to expand our services due to this bottleneck.
 2. Palestinian market of green businesses is underdeveloped; I would say, it is in 'embryonal' stage'. Unfortunately, we do not have resources to focus on developing the market (e.g., awareness-raising and educational campaigns; advocacy & lobbying; etc.)

- Which are the 2 main **Threats** (external) for the development of the Partnership?
 1. Limited financing opportunities (Lack of donor funding for the developmental projects in Palestine; local small private enterprises cannot pay for BDS)
 2. Local regulatory and financial frameworks are not ready for supporting green enterprises. This negatively affects the willingness of local entrepreneurs to enter 'green business'.

Short SWOT Analysis of the Partnership

- Which are the 2 main **Strengths** (internal) for the development of the Partnership?
 1. The Partnership gathers the best BDS providers (quality of services; reputation in the local market)
 2. All Partners have showed their strong potential for sustainability in a long run

- Which are the 2 main **Opportunities** (external) for the development of the Partnership?
 1. As a consortium of the strongest local BDS providers, we are capable to influence donor agencies to include green topics into their developmental strategies
 2. Currently 8 organizations in the Partnership are the only local organizations offering quality BDS to green startups and existing businesses willing to greening their operations.