

## **RESOLUTION ACC/1732/2021, of 31 May 2021, regulating the “MEDITERRANEAN SUSTAINABILITY AWARD”.**

Since 2006, the Waste Agency of Catalonia (ARC) has hosted the Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC), an organisation with a strategic role in reinforcing Catalonia’s international presence in the Mediterranean region and around the world in the field of eco-innovation and the manufacturing and industrial sectors. Its offices are located on Barcelona’s Sant Pau Art Nouveau Site.

The ARC-SCP/RAC is one of the international centres created under the Mediterranean Action Plan (MAP) established in 1975 by the United Nations Environment Programme (UNEP). Its role is to coordinate cooperation between the 21 member countries of the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean ([the Barcelona Convention](#)).

Through its mandate as the SCP/RAC, the ARC was officially designated by these countries to carry out its mission of fostering a circular economy in the region, based on new models of sustainable consumption and production.

Over the last ten years, while carrying out this work, the ARC-SCP/RAC has acquired a solid international reputation that has been recognised by key international cooperation organisations.

Beginning in 2014, in partnership with the United Nations Industrial Development Organization (UNIDO) and the UNEP’s Division of Technology, Industry, and Economics, the ARC-SCP/RAC has executed two consecutive phases of the EU-funded SwitchMed project to foster cooperation with developing countries in the southern-Mediterranean basin and support the transition to a circular economy.

The agreement between the European Commission and UNIDO on executing the second phase of the SwitchMed project came into force on 19 December 2018. Under the agreement, as the exclusive implementing partner, the duties of the ARC-SCP/RAC include executing two projects in the eight participating countries (Morocco, Algeria, Tunisia, Egypt, Palestine, Israel, Lebanon and Jordan): “Support for the creation and development of circular and green businesses” and “The creation of a political environment in the region that fosters sustainable consumption and production”. This work is specifically linked to Output 3.1 of the SwitchMed II project “Improved regional policy framework under the Barcelona Convention for the development of circular and green economy businesses”.

The ARC-SCP/RAC signed a cooperation agreement with UNIDO on 27 June 2019 on the execution of this project.

In December 2019, at the of Convention of Barcelona signatory states (“COP21”) conference in Naples, it was decided to create and promote a Mediterranean business award for environmental innovation as a flagship initiative of the [Mediterranean Strategy for Sustainable Development \(MSSD\)](#), contributing to objective 5 “Transition towards a green and blue economy” and to strategic direction 5.4 “Encourage environmentally friendly and social innovation”.

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The creation of this award is based on COP21 IG.24/3 on “implementation, monitoring and mid-term evaluation of the MSSD and of the Regional Action Plan on Sustainable Consumption and Production in the Mediterranean”. In this Decision, the signatories of the Barcelona Convention requested its Secretariat, via the SCP/RAC, launch the first edition of the Mediterranean Green Business Award as a flagship initiative of the MSSD, in line with the concept note set out in Annex IV to said Decision.

The MSSD, approved at COP19 of the Barcelona Convention in February 2016, establishes the general framework for sustainable development in the region. One of its six strategic objectives is the “Transition towards a green and blue economy”. Its aim is to create green, decent jobs for all, promote sustainable production and consumption, and encourage environmentally friendly and social innovation, together with other support measures.

The signatories to the Barcelona Convention recognise that green and circular economy businesses are key drivers of the transition to a green and blue economy in the Mediterranean. Their business solutions generate jobs and other economic benefits for local communities at the same time as promoting environmental management, innovation and social well-being. They therefore represent an effective response to the clear environmental and social challenges seen in the region, such as the unsustainable use of resources, land and water pollution, and unemployment.

Other strategic documents in the regional policy framework for sustainable development also stress the need to support the ecosystem for the creation and development of green and circular businesses in the Mediterranean:

- The [Regional Action Plan on Sustainable Consumption and Production in the Mediterranean 2016-2027](#), prepared by the SCP/RAC and approved by the signatories of the Barcelona Convention at COP19 in February 2016, which forms an integral part of the MSSD, called for the creation of business models that incorporate sustainable consumption and production in all key areas of their action plans and for the promotion of green businesses and jobs in the manufacturing sector. The plan also highlighted the need to raise awareness among consumers, education for sustainable lifestyles, and improved information and product labelling to increase demand for sustainable products.
- The key priorities of both the MSSD and the Action Plan are reflected in the UNEP/MAP Mid-Term Strategy 2016-2021, which treats SCP as a transversal issue and calls for measures to strengthen the technical capacity of green businesses and civil society organisations to implement SCP solutions and to promote networks and initiatives of businesses, entrepreneurs and civil society providing SCP solutions.
- In the Ministerial Declaration on the Environment and Climate Change of the Union for the Mediterranean, approved in 2014, ministers from 43 countries undertook to initiate policy reforms to accelerate the shift towards sustainable consumption and production patterns and support new sustainable business models and tools such as eco-design.

This award is intended to be a tool to raise awareness of successful sustainable business models and to reward actors in the entrepreneurial ecosystem who directly support the creation and development of sustainable businesses in the Mediterranean.

The Waste Agency of Catalonia, a body affiliated to the Government of Catalonia's Ministry of Territory and Sustainability, is responsible for fulfilling the duties set out in article 2 of Legislative decree 1/2009, of 21 July, approving the consolidated text of the Waste Regulation Act. These duties include incentivising investments aimed at reducing, recovering and reusing waste.

For all these reasons,

I hereby resolve:

#### Article 1

##### Purpose and scope

1.1 To create the "MEDITERRANEAN SUSTAINABILITY AWARD", also referred to as WeMed, to reward successful sustainable business models and actors in the entrepreneurial ecosystem who directly support the creation and development of sustainable businesses in the Mediterranean (public bodies, business support organisations, financial actors, educational organisations and civil society organisations and individuals).

The aim of the award is to:

- (i) recognise successful businesses in the green, blue and circular economy with sustainable business models and the organisations that support them;
- (ii) inspire other businesses to build environmental and social innovations into their business models, thereby helping these approaches to spread in the region; and
- (iii) highlight the need to promote a business ecosystem that enables green, blue and circular economy businesses to grow, and to reward successful projects by actors in this ecosystem.

The award will raise awareness of the contributions of green, blue and circular economy businesses to the sustainable development goals of the Mediterranean region. The focus of the award will be on the company's business model rather than a specific action or product.

1.2 The award will have two categories:

Category A: sustainable business models

Category B: actors in the business ecosystem that directly support the creation and development of sustainable businesses in the Mediterranean

Category A contains two sub-categories:

- A.1. Early stage sustainable business models
- A.2. Growth stage sustainable business models

Category B contains five sub-categories:

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- B.1. Public authorities
- B.2 Business support organisations.
- B.3 Educational organisations.
- B.4 Civil society organisations or individuals.
- B.5 Financial actors.

Not every sub-category will necessarily be included in every edition of the award.

An individual or legal entity may not be entered more than once for the award. Each applicant must state which sub-category they wish to be considered for, and may only apply under one category.

The entry may be presented in the name of an individual or legal entity in line with the nature of the sub-category concerned.

Each entry must have a single representative, who will be the individual or legal entity who submitted said entry. The representative will receive all notifications related to the Award, together with the diploma and any monetary reward or honorary prize issued in the event of theirs being a winning entry. If applicable, the representative may name other participating persons or entities in the entry form.

## Article 2 Applications

According to the category, the following agents are eligible for awards:

### - Category A “Sustainable business models”:

This category is open to individuals or legal entities that have developed an economically viable business model that incorporates environmental and social values. To enter for the award, they must be legally constituted in one of the beneficiary countries and have a defined business plan with real or potential environmental and social benefits, according to the sub-category. Candidates may be profit-making entities (small and medium enterprises, groups of self-employed workers) or non-profit organisations (cooperatives, foundations, etc.) with a maximum of 250 employees.

For each of the two sub-categories:

A.1. Early stage sustainable business models: Entities that began to market their products or services less than three years ago and can demonstrate a business model with potential environmental and social benefits (not necessarily applied).

A.2. Growth stage sustainable business models: Entities that are fully operative, having started their business at least three and not more than ten years ago, with quantifiable environmental and social benefits. This category is also open to entities that have been operating for more than 10 years if they decided to change a more traditional business model to a sustainable model that incorporates environmental and social values as well as being financially viable.

- Category B “Actors in the business ecosystem that directly support the creation and development of sustainable businesses”:

B.1. Public authorities. This category will recognise national, sub-national and municipal entities that have, in the five years preceding the publication of the call for the awards, wholly or partially implemented policies, plans or legislation that have had a positive influence on businesses working in the green, blue and circular economies, with measurable results.

B.2 Business support organisations. This category applies to public or private organisations whose aim is to provide support for the incubation and development of entrepreneurs and start-ups. They should provide training or incubation services to new entrepreneurs to promote the creation of business models that incorporate eco-design and social inclusion principles.

B.3 Educational organisations. This category refers to educational institutions such as universities, vocational training centres, etc. which are legally constituted as educational organisations in one of the beneficiary countries and provide training in sustainability, the green economy, the blue economy and the circular economy, fostering sustainable entrepreneurship among the young and contributing to the creation of a bridge between the academic or university world and sustainable businesses.

B.4 Civil society organisations or individuals. This sub-category is reserved for individuals and legal entities unrelated to government, such as NGOs and self-employed workers, who provide support for businesses in the green, blue and circular economies, including increasing the knowledge base regarding sustainable business practices; by influencing the behaviour of consumers and businesses through campaigns in the media and other means of raising awareness; by encouraging the active participation of civil society in environmental governance; and various other support measures.

B.5 Financial actors. This sub-category refers to individuals or legal entities, banks, investors or other agents, profit-making or otherwise, who provide financial support for businesses in the green, blue and circular economy sectors.

### Article 3 Call

3.1 The awards will take place at intervals when the budgetary situation allows, subject to a resolution by the Director of the Waste Agency of Catalonia.

The resolution will be published in the Official Journal of the Government of Catalonia.

3.2 The resolution will indicate which categories are included in the edition concerned (among those listed in Article 1 of this Resolution) and the following details:

- a) Requirements for participation.
- b) Assessment criteria.
- c) Closing date for the submission of applications and the documentation that must be submitted.
- d) The composition of the jury who will evaluate applications.
- e) The value of the award in each category and, if necessary, the budget heading to which it will be allocated.

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3.3 All applications will be processed electronically, using a standardised entry form for each category. The form is available on the Waste Agency of Catalonia website <<http://residus.gencat.cat>> in English, French and Catalan.

3.4 The fact that the application is signed and submitted implies full acceptance of these rules and implicitly authorises the management body for the awards to verify the information it contains at its own discretion.

#### Article 4 Awards

4.1 Each of the sub-categories is eligible for the “**MEDITERRANEAN SUSTAINABILITY AWARD**”, the winners being entitled to a diploma of accreditation. There will be a cash prize for the winners in Category A and an honorary award for those in Category B.

4.2 The prizes will be specified in each call.

4.3 Honorary mentions may be granted to projects and initiatives that have not won an award but deserve special consideration.

#### Article 5 Jury

5.1 Entries for the **MEDITERRANEAN SUSTAINABILITY AWARD** will be assessed by a jury set up for this purpose.

5.2 Each edition of the awards will have a single jury that will assess all entries.

The SCP/RAC will appoint an independent gender-balanced jury who will assess a series of pre-selected entries on a voluntary basis.

The jury will comprise:

- (i) two professionals with experience in eco-design, eco-innovation and other green, blue and circular economy solutions for businesses;
- (ii) a professional with experience in policy frameworks for green and circular economy businesses;
- (iii) a representative of the Mediterranean Commission on Sustainable Development (MCSD);
- (iv) a representative of a business support organisation, business association or similar body in one of the beneficiary countries;
- (v) a representative of the ARC Circular Economy Department; and
- (vi) a representative of the SCP/RAC.

5.3 the jury will assess the 10 entries with the highest scores in each category/sub-category. As there are an odd number of jurors (seven), there is no likelihood of a draw in the choice of winners. The members of the jury will be required to sign a confidentiality agreement to ensure that entrants' data are protected.

The SCP/RAC, as technical secretariat for the awards, will carry out an initial evaluation of the entries to eliminate those that are incomplete and do not qualify for detailed assessment. The SCP/RAC will then assess the complete entries and present a list of the ten highest-scoring entries in each category/sub-category to the jury.

When the jury has completed its assessment, the SCP/RAC will organise visits by the candidates given the best scores by the jury to verify the details included in the application form. If the outcome of this verification is positive, the winners will be confirmed and an awards resolution will be prepared. If the outcome should not be positive, the second best candidate will be interviewed.

As secretariat, the SCP/RAC will draw up a technical report so that the Director of the Waste Agency of Catalonia can begin to prepare the award presentation resolution.

## Article 6

### Technical Secretariat and organisation

6.1 The Technical Secretariat is the management body for the awards and is responsible for administrative management and logistics.

6.2 The duties of the Technical Secretariat will be carried out by SCP/RAC.

6.3 The duties of the Technical Secretariat are as follows:

- a) To ensure the call for the awards and names of the winners are properly publicised.
- b) To process applications.
- c) To call the meetings of the jury.
- d) To provide logistical support for jury meetings and draw up minutes.
- e) To manage the presentation of the awards and communications with the winners.

## Article 7

### Awards

7.1 The Director of the Waste Agency of Catalonia will issue a resolution with details of the award winners in each category. The participants will be informed of the resolution, in accordance with current legislation, by posting it on the [Electronic Board](#) of the Administration of the Generalitat de Catalunya.

7.2 The awards will be presented at an award ceremony.

Winners must provide any information required by the General Comptroller, Public Audit Office or any other relevant body, as required by applicable legislation.

Barcelona, 31st of May 2021

Josep Maria Tost i Borràs  
Director of the Waste Agency of Catalonia

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