

Press release

For Immediate Release

## At ECOMONDO, The Green Growth Community presents best practices for advancing the circular economy in the Mediterranean

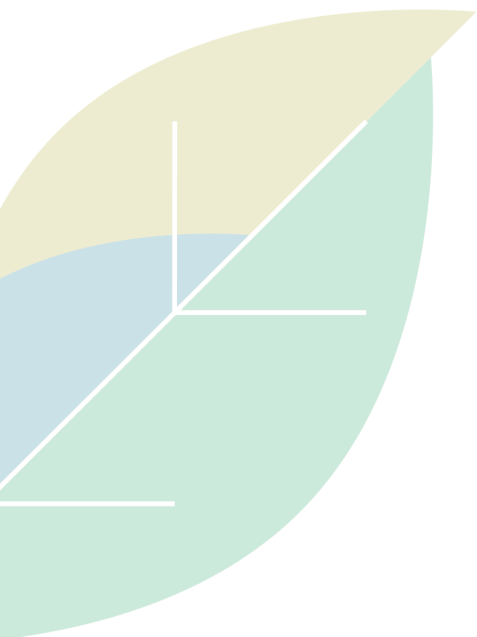
- The Green Growth Community to participate in the 24th edition of ECOMONDO: the benchmark event in Europe for technological and industrial innovation.
- ECOMONDO will be a hybrid event, taking place in Rimini, Italy, on 3-6 November 2020 and hosting live streaming sessions bringing together all sectors of the circular economy on a single platform: from the recovery of materials and energy to sustainable development.
- The Green Growth Community will be present at **Community level** and **Modular projects level** showcasing unified results, policy recommendations, interactive tools and innovative methodologies.

**Barcelona, October 7<sup>th</sup> 2020** - The Interreg MED Programme's Green Growth Community, partnered with ECOMONDO to address technological and innovative solutions leading the path towards a green and circular economy in the Euro-Mediterranean region. The Community will aim at winning the hearts and minds of Mediterranean societies in adopting and promoting sustainability by forging cooperation and catalysing synergies between actors of the quadruple helix (public authorities, academia, civil society, industry & business).

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The Green Growth Community invites policymakers, social entrepreneurs and journalists for an opportunity to create bridges and collaborations between networks, institutions and programmes both within and outside the Interreg MED cooperation area in order to promote Green Growth synergies among Mediterranean initiatives.

Since 2016, the Community has involved 165 partners from 13 Mediterranean countries in 14 innovation projects working on food systems, eco-innovation, smart cities and waste management, all of them contributing to positive change by producing common policy outcomes to inform the evolution of national and EU Green Growth and Circular Economy legal and policy frameworks.

The Community will address their efforts in developing a future-oriented regenerative growth model and the path towards the EU Green Deal providing different points of view. The role of regional and local Public Authorities, the bottom-up approach to strengthen the relevance of territories, the financial tools and perspective for SMEs and the new market opportunities at mediterranean level. These will be some of the key features to be discussed together.

Representatives from the Community will present policy recommendations and the circular economy white papers addressed to decision-makers and institutional bodies in the MED area and beyond. The Green Growth Community's projects, including ESMARTCITY, MADRE, PEFMED, EMBRACE, FINMED, RE-LIVE WASTE and CRAINNOVATION, will present their main results, best practices and tools promoting the adoption of innovative, green and circular business and financial models, resource efficiency and smart cities solutions, healthy and sustainable EU food systems.

This is an opportunity to co-create a greener, climate-neutral and more competitive Euro Mediterranean region together. Join the events and contribute to this vision by applying an

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integrated and territorially-based cooperation approach to support the sound management of natural resources, enhance cross-sectoral innovation and promote green jobs and social justice.

This year's event becomes a blended event, with physical presence to keep the community connected and seminars also available online. Due to the current restrictions limited places are available for the physical activities so the Green Growth Community welcomes all interested individuals to register to the seminar through the following **registration forms**:

1. [Integrated policy initiatives targeting the EU Green Deal seminar](#)
2. [Green growth and circular economy best practices for innovative Mediterranean SMEs](#)

Check out the teaser video [here](#) and the social media shareables in [Trello](#)

Stay tuned for future news and announcements.

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## ABOUT THE GREEN GROWTH COMMUNITY

Within the framework of the [Interreg MED Programme](#), Green Growth is a thematic community promoting sustainable development in the Mediterranean, based on the sound management of natural resources by enhancing cross-sectoral innovation practices through an integrated and territorially-based cooperation approach. The community supports projects in their communication and capitalisation efforts, thus increasing their impact at the policy level and ensuring their potential transfer and replication of results to other territories.

The Union for the Mediterranean labelled the Green Growth Community in October 2019, thereby acknowledging its potential to advance cooperation in the transition to a green and circular economy and to deliver concrete benefits to the citizens of the Mediterranean region.

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