

## SCP Action Plan for the Mediterranean

**Background information and consultation questions for the preparation of the SCP Action Plan for the Mediterranean**

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**Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)**

United Nations Environment Programme - Mediterranean Action Plan

Regional Centre Under the Stockholm Convention on Persistent Organic Pollutants

[www.switchmed.eu](http://www.switchmed.eu)



**Regional Activity Centre  
for Sustainable Consumption  
and Production**

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# 1 Introduction

This consultation paper aims at providing the participants to the regional stakeholders' consultation meeting and the users of the online consultation platform on the SCP Action Plan for the Mediterranean with the essential information to understand the objectives of the action plan as well as its development process.

The document also details the main policy milestones for the SCP approach at the global and Mediterranean level. Moreover it set the framework of action for the Mediterranean context, detailing the major environmental issues, key SCP challenges for the region and suggesting key economic sectors within which SCP actions should be prioritised to ensure great impacts.

The document ends with a suggestion of vision and consultation questions around which the consultation process will be organised.

# 2 Background information

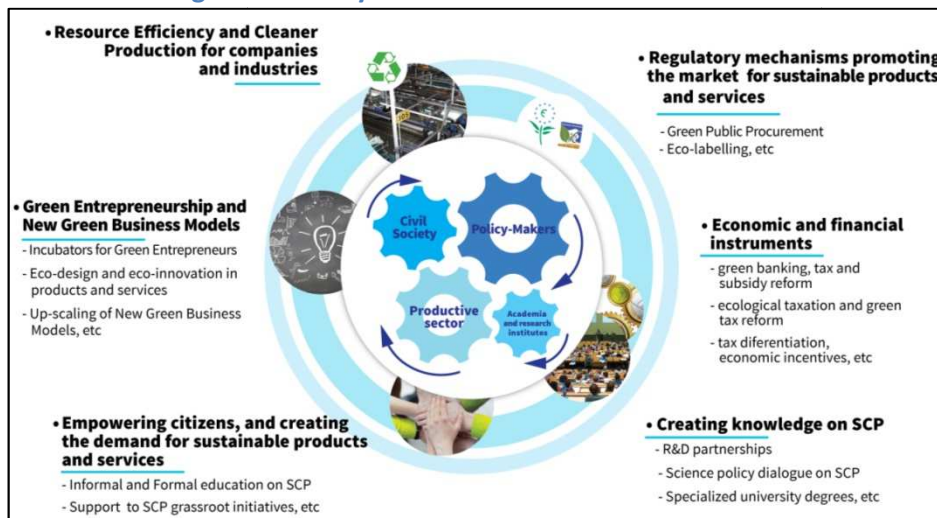
## 2.1 What does SCP mean?

Sustainable consumption and production (SCP) is about the combined implementation of diverse measures involving policy makers, businesses, retailers, academia and civil society to redesign the way in which goods and services are produced and consumed and to drive the revitalization of industrial and socio-economic development towards resource efficient and socially inclusive economies.

Shifting to SCP patterns entails increasing resource efficiency and promoting sustainable lifestyles. SCP is the tool for the transition towards non-pollutant, low-carbon, green and circular economies.

The Figure 1 below summarizes the main measures influencing the sustainability of consumption and production patterns as well as the main stakeholders' groups to be involved.

Figure 1 SCP key stakeholders and main measures



## 2.2 SCP in the global and Mediterranean Policy Agendas for Sustainable Development: articulation of milestones

### 2.2.1 SCP, an approach recognised by world leaders

In 1992, during the first **World Summit for the Environment and Development** in Rio de Janeiro, Brazil, world leaders from all societal sectors acknowledged that: “[...] *the major cause of the continued deterioration of the global environment is the unsustainable pattern of consumption and production, particularly in industrialised countries, which is a matter of grave concern, aggravating poverty and imbalances*” (UN,1992a). They proclaimed that: “*To achieve sustainable development and a higher quality of life for all people, States should reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies*” (UN, 1992b).

Ten years later, in the **World Summit for Sustainable Development in Johannesburg (2002)**, leaders from all nations and sectors reaffirmed the central role of SCP and identified it as one of the three “*overarching objectives of, and essential requirements for, sustainable development*” (UN, 2002). The Johannesburg Plan of Implementation encourages nations to develop “*a 10-year framework of programmes [...] to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, delinking economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes and reducing resource degradation, pollution and waste*” (UN, 2002). To inform and support the development of those 10-year programmes, a global consultation, exchange and action process was launched, **the Marrakech Process**.

At the **World Summit Rio +20 of 2012**, the need to change the unsustainable way societies consume and produce was reaffirmed as one of the three overarching objectives for sustainable development. It was also acknowledged that governments should renew their commitment to shift towards SCP patterns with the adoption of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) (UN, 2012a). The 10YFP builds on the experience gained through the Marrakech Process and provides the basis for developing SCP programmes with an initial indicative list of five programmes (consumer information, sustainable lifestyles and education, sustainable public procurement, sustainable buildings and construction, and sustainable tourism, including ecotourism).

These global measures and commitments have further reinforced the importance of SCP as a necessary step toward achieving sustainable development. They stress the need to shift emphasis from end-of-pipe actions to holistic SCP approaches, where not only clean production strategies are encouraged but special focus is put on the importance of encouraging different stakeholders, including the public sector, private organisations, civil society organisations and individuals, to adopt more sustainable production and consumption practices and solutions.

The growing global consumer class having higher levels of income makes sustainable lifestyles and consumption patterns even more relevant. Sectors such as food and agriculture, consumer goods manufacturing, tourism, and housing and construction, are of particular significance from an SCP perspective in the Mediterranean Region. Further details will be given in the next pages.

### 2.2.2 SCP, an approach integrated into the Mediterranean policy framework for sustainable development

The main framework of action for environmental protection and sustainable development in the Mediterranean Region is the **Mediterranean Action Plan (MAP)**, the first-ever plan adopted as a Regional Seas Programme under UNEP's umbrella, adopted in 1975.

Its legal framework comprises: the **Barcelona Convention (or Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean)**, adopted in 1976 and revised in 1995 and six Protocols to ensure its application<sup>1</sup>. The primary objective of the MAP and Barcelona Convention is to prevent, abate and combat pollution of the Mediterranean Sea and to protect and improve the marine environment in the area, contributing to its sustainable development.

The **22 Contracting Parties<sup>2</sup> of the Convention** recognise the importance of switching to more sustainable patterns of production and consumption in order to achieve sustainable development. They have been progressively integrating SCP within the regular implementation programmes of the Convention, the Mediterranean Action Plan (MAP), and defining biannual SCP programmes of work. Since 2005, many actions have been developed through the main programmes for regional cooperation to raise awareness about SCP and to provide capacity building and technical assistance to the countries of the region (SCP/RAC, 2013). The main milestones are reminded in the table below:

**Table 1: Milestones for the recognition of SCP by the Barcelona Convention Contracting Parties**

|      |  |
|------|--|
| 2005 | Approval of the Mediterranean Strategy for Sustainable Development (MSSD) which establishes SCP as a major cross-cutting objective to attain sustainable development |
| 2008 | 1st Mediterranean Roundtable on SCP organised by SCP/RAC   |
| 2009 | SCP identified as one of the six thematic priorities of MAP's Five-Year Programme 2010-2014 and the 2nd Programme of Work on SCP 2010-2011                           |
| 2011 | Strengthening SCP actions is requested in the 14th meeting of the Mediterranean Commission for Sustainable Development   |
| 2012 | Approval of the 3rd Programme of Work on SCP 2012-2013 and reaffirmation of the commitment of the Barcelona Convention to <i>"support, at Mediterranean level,</i>   |

<sup>1</sup> For more information: <http://www.unepmap.org/index.php?module=content2&catid=001001001>

<sup>2</sup> The Contracting Parties are: Albania, Algeria, Bosnia & Herzegovina, Croatia, Cyprus, European Union, Egypt, France, Greece, Israel, Italy, Lebanon, Libya, Malta, Monaco, Montenegro, Morocco, Slovenia, Spain, Syria, Tunisia, and Turkey.

|      |  |
|------|--|
|      | <i>capacity building and other activities associated with green economy as means to achieve sustainable development, such as the promotion of sustainable production and consumption patterns”</i>   |
| 2013 | <p>Request by the Contracting Parties for the preparation of a specific Mediterranean SCP Action Plan, addressing the region’s common priorities for sustainable development, and identifying SCP tools to effectively implement the obligations under the Barcelona Convention and its Protocols (further detailed in Chapter 2).</p> <p>The Istanbul Declaration adopted at the 18th Conference of Parties states the need for the Contracting Parties to <i>“strengthen their commitment to accelerate the shift towards sustainable consumption and production patterns by adopting an Action Plan on SCP, which is in line with the commitments adopted at Rio+20 and which aims to reduce the impacts of human activities in the marine and coastal ecosystems”</i>.</p> |

Source: SCP/RAC, 2013.

The Barcelona Convention, protocols and regional plans, include many commitments, objectives and measures, which require the application of SCP instruments to achieve them<sup>3</sup>.

Another important milestone has been achieved in May 2014 on the occasion of the **Union for the Mediterranean Ministerial Meeting on Environment and Climate Change**.

Together with De-pollution of the Mediterranean Sea and Climate Change, **Sustainable Consumption and Production is identified by the 43 UfM partner countries as one of the main axes of work for the years to come.**

More in detail, the ministerial declaration welcomes the adoption of the Ten Year Framework Programme on Sustainable Consumption and Production Patters (SCP) by the Heads of State in Rio+20, takes note of the SCP Decision under the Barcelona Convention on the development of a Regional SCP Action Plan and strongly supports the ongoing collaborative efforts of the European Union and the UfM Secretariat on the implementation of the SWITCH-Med and the Med ReSCP projects<sup>4</sup> , respectively.

At the national level, several countries, both in the northern and southern shore of the Mediterranean Sea, had already developed strategies or policies to promote SCP: either dedicated policies (like Croatia), within sustainable development strategies (in Cyprus, Italy, Malta, Spain), or within green growth/green economy strategies (Israel). Furthermore, the

<sup>3</sup> More information is available in the SWITCH-Med Baseline report: *SCP, a Cornerstone in the Implementation of the Barcelona Convention and its Protocols*. SCP/RAC 2013

<sup>4</sup> More information on the ReSCP project: <http://ufmsecretariat.org/mediterranean-rescp-post-rio20-promotion-for-the-adoption-of-sustainable-consumption-and-production-scp-and-resource-efficiency-re-models-in-the-mediterranean-region/>

More information on SWITCH-Med: <http://www.switchmed.eu/en>

SWITCH-Med national policy component, currently under development<sup>5</sup>, is supporting 9 ENPI South beneficiary countries (Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Israel, Palestine and Lebanon) in the process of development SCP National Action Plans or in the introduction of SCP measures within existing strategies (like sustainable development, green economy, green growth strategies).

### 3 Mandate for the development of the SCP Action Plan for the Mediterranean

In December 2013, during the 18<sup>th</sup> Conference of Parties (COP 18) of the Barcelona Convention in Istanbul, the Contracting Parties adopted a Decision on SCP (Decision IG. 21/10 on the Development of an Action Plan on Sustainable Consumption and Production in the Mediterranean<sup>6</sup>) and:

- **Request** the Secretariat to prepare, according to the timeline presented in Annex I, with the support of the SCP/RAC and timely and constant involvement of relevant National Focal Points, **a Mediterranean SCP Action Plan including the corresponding Roadmap**, addressing the Region's common priorities for sustainable development, including pollution reduction; and identifying SCP actions and tools to effectively implement the obligations under the Barcelona Convention and its Protocols;
- **Further request** that the Action Plan be designed **as a dynamic and forward-looking framework, integrating the potential of the different policy instruments and measures addressing targeted human activities** which have a particular impact on the marine and coastal environment and related transversal/cross-cutting issues;
- **Urge** the Secretariat to ensure that the Action Plan proposes a set of actions to work in synergy with and complement existing regional and national policy frameworks addressing the shift to sustainable patterns of consumption and production and in particular the Mediterranean Strategy for Sustainable Development.

### 4 Preparation process of the SCP Action Plan

According to the request of the Contracting parties of the Barcelona Convention to prepare the SCP Action Plan, a process has been developed in order to submit its final version for approval by the 22 Contracting Parties to the Barcelona Convention at the end of 2015. The process is divided into 4 phases: preliminary phase, preparatory phase, consultation phase and validation phase. The main milestones are detailed in Figure 2 next page.

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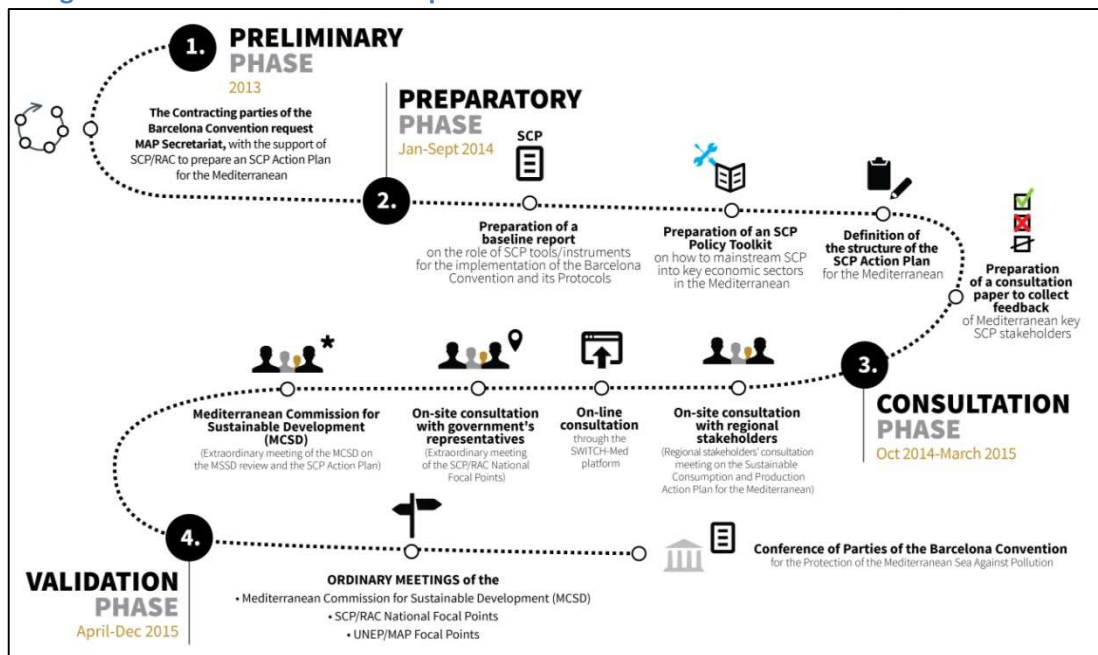
<sup>5</sup> The SWITCH-Med national policy component is led by UNEP/DTIE, with the support of SCP/RAC

<sup>6</sup> Full text of the decision available at:

[https://www.dropbox.com/s/6tlhr7wlf70qhc6/Decision%20COP%20Istanbul\\_SCP%20Action%20Plan.pdf?dl=0](https://www.dropbox.com/s/6tlhr7wlf70qhc6/Decision%20COP%20Istanbul_SCP%20Action%20Plan.pdf?dl=0)

The Regional Stakeholders' consultation Meeting in Marseille in October 2014 is part of the consultation phase. The outputs of this Meeting, together with the results of the online consultation will serve as a basis for the development of a first version of the SCP Action Plan that will be presented for the first time to country's representatives at the end of November 2014.

Figure 2 : Process for the development of the SCP Action Plan for the Mediterranean



## 5 Priorities for mainstreaming SCP in the Mediterranean region

### 5.1 Key economic sectors to be tackled by the SCP Action Plan

A recent application of the ecological footprint for the Mediterranean Region (Galli *et al.*, 2012<sup>7</sup>) found that during the period 1961-2008, the per capita ecological footprint of an average resident grew by 52% (from 2.1 to 3.1 gha<sup>8</sup>) while per capita bio-capacity decreased by 16% (from 1.5 to 1.3 gha). While local bio-capacity was able to meet about 73% of the region's demand (its ecological footprint of consumption for renewable resources and ecological services) in 1961, by 2008 only 40% of the region's footprint of consumption was met by local bio-capacity. The remaining 60% was met by over-consumption of local resources and/or resources imported from outside Mediterranean boundaries (See Figure 3 next page).

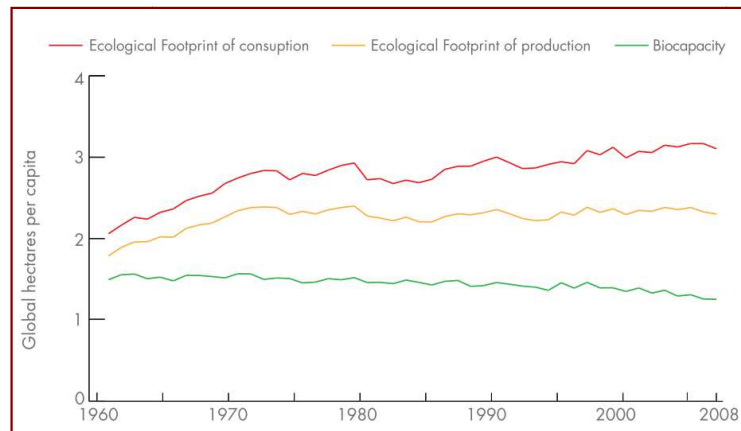
The analysis helped to identify the three areas contributing the most to the ecological footprint of Mediterranean residents. They are: **'food and non-alcoholic beverages'**, **'housing, water, electricity, gas and other fuels'** and **'transportation'**.

<sup>7</sup> [http://www.footprintnetwork.org/images/article\\_uploads/Mediterranean\\_report\\_FINAL.pdf](http://www.footprintnetwork.org/images/article_uploads/Mediterranean_report_FINAL.pdf)

<sup>8</sup> Global hectares.



**Figure 3: The Mediterranean Region’s ecological footprint of production and consumption compared to available biocapacity 1961-2008**



Source: Galli *et al.* 2012

“The State of Environment and Development in the Mediterranean” 2009 report highlighted the **food, tourism, transport** and **manufacturing** sectors as being relevant areas of economic activity for the sustainable development of the region (UNEP/MAP/Plan Bleu, 2009). The 2012 MED report “*Toward Green Growth in Mediterranean Countries. Implementing Policies to Enhance the Productivity of Natural Assets*”, from the World Bank, highlights **agriculture, fisheries and tourism** as key contributors to the vulnerability of Southern and Eastern Mediterranean Countries to environmental degradation (World Bank/IBRD, 2012).

Based on the results of the aforementioned report and taking into account the priorities of the Barcelona Convention, the Mediterranean SCP Expert Group<sup>9</sup> and SCP/RAC suggest to prioritise SCP measures in the Action Plan, focusing on the 4 following sectors: (i) **food and agriculture**, (ii) **goods manufacturing**, (iii) **tourism**, and (iv) **housing and construction**<sup>10</sup>.

SCP actions and policies in those key sectors for the Mediterranean economy should therefore be developed to improve the efficient use of Mediterranean resources and services and to start reversing ecological and social deficits to bring sustainable development within the carrying capacity of the region and the planet. Transportation, mentioned as key areas for the sustainable development of the Mediterranean in several reports is considered as a transversal area and will have to be addressed when defining SCP measures for each of the 4 aforementioned sectors.

<sup>9</sup> The MSEG (Mediterranean SCP Expert Group) was formed in the framework of the SWITCH-Med Regional Policy Component to support UNEP/MAP and SCP/RAC in the development of the SCP Action Plan.

<sup>10</sup> More information is available in the SWITCH-Med SCP Policy toolkit: mainstreaming SCP into key economic sectors for the Mediterranean (SCP/RAC 2014): <http://www.switchmed.eu/en/corners/policy-makers/policy-maker-corner/text-carousel/toolkit/>

## 5.2 Environmental and socio-economic challenges in the region: rationale for the further development of the SCP approach in the Region

The main environmental issues<sup>11</sup> identified for the Mediterranean region could be classified into 5 categories, based on priorities addressed by the Barcelona Convention, its protocols and regional plans<sup>12</sup>:

- **Biodiversity and land issues** (including biodiversity loss, overfishing, desertification, soil erosion, soil sealing, loss of agricultural lands, food insecurity, urban sprawl, coastal development and sprawl, artificialisation of coastal zones)
- **Freshwater and marine issues** (including water scarcity, overuse and pollution of water resources, marine pollution, eutrophication)
- **Climate change and energy issues** (including mitigation, adaptation, air pollution, pollution by energy production, energy inefficiency)
- **Waste issues** (including marine litter, solid waste, electronic waste, wastewater)
- **Toxics and chemicals issues** (including chemical contamination, pollution by heavy metals and organochlorine compounds, Persistent Organic Pollutants, and related human diseases)

When defining the SCP Action Plan, the measures to be included in it will have to address the serious environmental problems faced in the region but will also have to tackle socio-economic challenges that governments from Mediterranean countries are facing: meeting basic needs, unemployment, education, improvement of the quality of life, human well-being.

The importance of the SCP approach stems from its holistic perspective and cross-cutting character. Conventional approaches dealing with environmental and social problems, focusing on single sustainability aspects (e.g. water use, waste production, etc.) and/or individual sectors or stakeholders, have not managed to achieve the desired change.

## 5.3 Key challenges to be considered to enhance sustainable patterns of consumption and production in the Mediterranean

The main challenges related to the improvement of the sustainability of the Mediterranean consumption and production patterns are linked to: legislation/regulatory frameworks, business competitiveness and related economic instruments, eco-innovation for products and services, lifestyle and education, civil society empowerment/awareness.

- **Appropriate mix of policy approaches and improved implementation:** While some Mediterranean countries have significantly consolidated their legal framework to promote SCP patterns, others have developed, or are in the midst of developing, SCP-

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<sup>11</sup> Harmful aspects of human activity on the biophysical environment.

<sup>12</sup> For more details, we invite you to consult the “2012 State of the Mediterranean Marine and Coastal Environment” (UNEP/MAP, 2012) available at:  
<http://www.unepmap.org/index.php?module=library&mode=pub&action=view&id=14636>

related strategies or action plans. However, progress on this front seems still insignificant for various reasons: The most challenging ones are the lack of effective implementation of existing and new regulations and the absence, in some countries, of legislation regulating the application of appropriate mechanisms to improve the environmental performance of the industry (e.g., IPPC, RECP, BAT). New challenges in policy making for both developed and developing countries are: (i) increasing the policy coherence through a proper mix of policy instruments (sufficiently connected and in synergy: integrated package of measures), (ii) focusing on targeted priorities with specific actions to ensure resource efficiency and environmental protection (taxes for wide changes, subsidies for targeted actions), and (iii) improved implementation, with appropriate means.

- **Business competitiveness and related economic instruments:** Mediterranean industries are facing particular challenges in their efforts to be competitive while improving the energy and environmental performance of their products and services. In many Mediterranean countries, supportive infrastructure and an enabling business environment assisting companies to overcome these challenges are not in place. Thus, appropriate mechanisms for identifying and implementing resource efficiency initiatives are still missing: technical skills, financial support, investment, and incentives. For instance, improved implementation of public procurement and government-provided incentives, together with market-based instruments, are key determinants of purchasing choices (and in this way pricing and internalizing environmental costs). **In the case of SMEs**, regulatory barriers and market failures, as well as access to finance and expertise, are major obstacles for environmental business opportunities.
- **Eco-innovation for products and services:** Supporting innovation in the area of leaner production, environmental products and services, and the creation of new business models with low ecological footprint is key to lowering the higher costs usually associated to products and services with an added environmental value. Innovation policy is required and should foster both technological and non-technological innovations for more sustainable patterns of consumption and production. Innovation partnerships are needed to facilitate the development of innovative solutions and knowledge in SCP-related areas (energy, water, raw materials, waste/recycling, business greening, etc.). Attention should be paid to the problem of unequal socio-economic development and legislative/regulatory imbalances among Mediterranean countries. For instance, the existence, in some countries, of subsidized prices for water or energy consumption does not encourage the culture of innovation within the companies. Moreover, with few exceptions, SCP tools like eco-labeling and sustainable public procurement (SPP), aiming at promoting the market for sustainable products and services, are still poorly developed in most countries.
- **Lifestyle and education:** The adoption of sustainable patterns of consumption and production is directly linked to societies' way of life. The Mediterranean is a perfect example of a region with contrasting differences of lifestyles and consumption rates: rich countries with greater consumption also have more investment in environmental protection, while developing ones have higher dependence on natural resources use and less effective environmental policies. Both have in common a pattern of unsustainable consumption. There is therefore an urgent need to promote greener and sustainable lifestyles. The challenge is to induce the shift to cultures of sustainability through education and change of behaviour. To this end, policy packages might be the most

effective, by combining regulatory measures, economic incentives, information tools, and more importantly, education.

- **Civil society empowerment and means for increased awareness:** Raising the awareness of the civil society regarding the links between patterns of consumption and production and the environment degradation and social disparities is, together with a further involvement of civil society organizations in the processes of governance, a key lever for the shift to SCP. Indeed, an empowered civil society creates a rising critical mass of citizens demanding more sustainable products and services, which is a vital driver for eco-innovation and the emergence of local ‘green entrepreneurs’. The latter are key actors in the transition to SCP-based economies, in a region where entrepreneurial culture has still some way to go. A major challenge hindering the change to more sustainable patterns of consumption and production remains the limited awareness of civil society regarding the added value of sustainable goods and services in terms of economic, environmental, health and social positive impacts, as well as civil society’s limited ability to influence both government policies and private sector management practices in this regard.

For SCP to take root and achieve results, **governments** cannot act on their own but need the active participation and collaboration of all relevant stakeholders (across government departments and agencies at all levels, as well as businesses and society in general) both in policy development and its implementation.

The **private sector**, should see the benefits of making a shift towards more sustainable patterns. SCP must be financially viable as well as socially rewarding by means of social recognition (SCP/RAC, 2013). In most of the Mediterranean countries this implies also involving small and medium-size enterprises (SMEs) as they form a crucial part of the productive sector and an important contributor to economic development.

Society, either organised through **civil society organisations (CSOs)** or **as individual citizens** need to be involved as they play an important role in increasing awareness and adopting and promoting instruments for sustainable consumption and lifestyles. Governments should encourage and empower citizens as partners in the promotion and implementation of SCP policies.

But the role of **Universities and research organisations** is also crucial in order to educate and create knowledge on SCP, and thus enabling future generations to take over the sustainability challenge. The knowledge created by the scientific and research communities must be appropriately disseminated to the aforementioned stakeholders (private sector, policy makers, civil society). If the link with the private sector is often made through R+D partnerships, the need for a “well-functioning and healthy science-policy dialogue” is important in the Mediterranean region (Dubrovnik Declaration, UNDSO, 2013<sup>13</sup>).

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<sup>13</sup> <http://sd.iisd.org/news/egm-adopts-dubrovnik-declaration-on-science-policy-interface/>

## 6 Vision for the SCP Action Plan

The proposed vision for the SCP Action Plan, as developed by SCP/RAC and the Mediterranean SCP Expert Group, is the following:

*“By 2030 a prosperous Mediterranean region is established, with sustainable and socially inclusive economies based on sustainable consumption and production patterns, ensuring the well-being of societies and contributing to clean and healthy ecosystems that provide goods and services for present and future generations”*

## 7 Consultation questions

For each of the 4 sectors identified in chapter 5.1: (i) food and agriculture, (ii) tourism, (iii) goods manufacturing and (iv) housing and construction, could you:

1. Identify the **challenges** related to the promotion of sustainable patterns of consumption and production in that sector ;
2. Suggest **specific measures** to be included in the Action Plan;
3. For the selected measures, specify:
  - The **stakeholders** to be involved for the implementation and their **role**
  - **Modalities for implementation:**
    - specific activities,
    - needs for capacity building, technical and financial support at the regional level,
    - Constraints, pre-conditions...