
The Switchers Fund

*The impact fund for green start-ups
in the Mediterranean*



the
Switchers
Fund

What is the SwitchersFund?

The SwitchersFund directs funding and business support services to existing and future green, circular and social entrepreneurs in the Mediterranean countries.

The SwitchersFund mobilises local investors and venture support programmes as well as European and international resources to strengthen green start-ups raise additional funds to make the switch to a green, circular and social economy in the Mediterranean a reality.

The SwitchersFund has three main goals: proving that finance for Green start-ups can work; filling the financing and technical assistance gaps; and building networks between all the relevant stakeholders in this process.

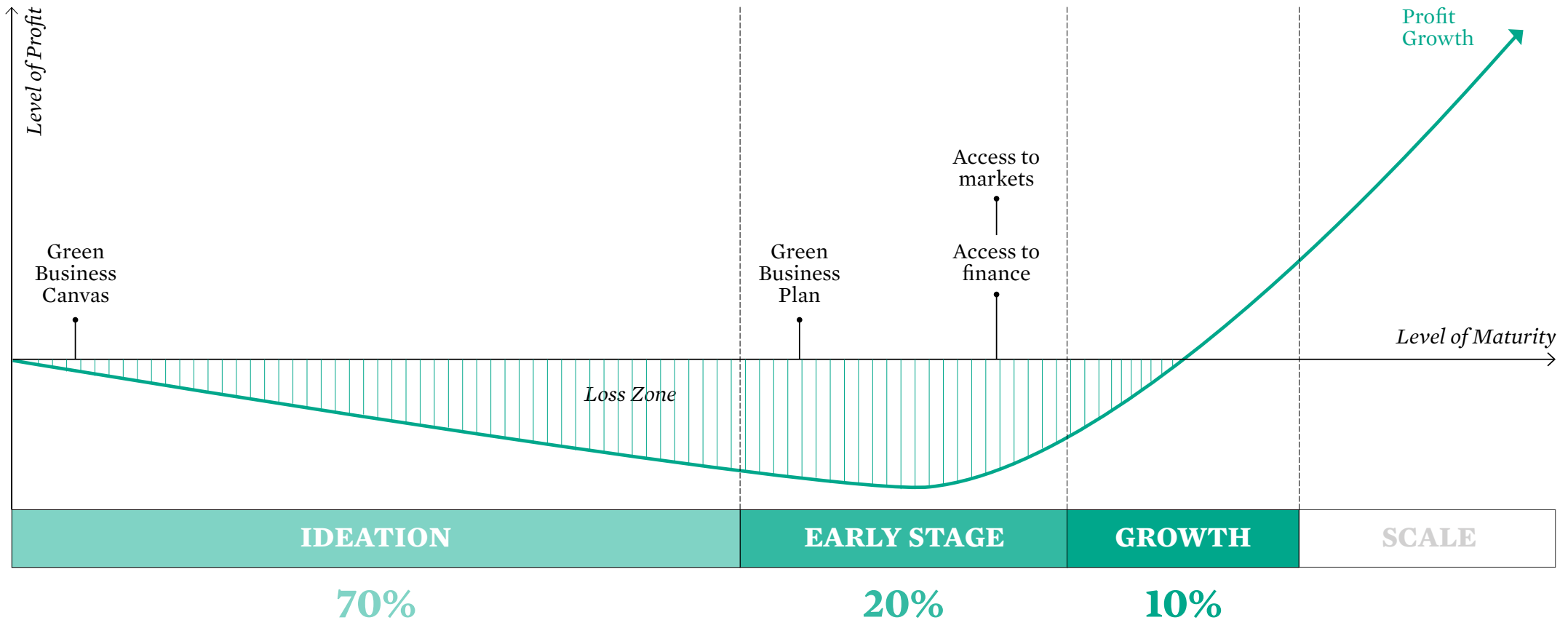


What do we invest in?

The Switchers are entrepreneurs who develop their businesses taking into account three interdependent dimensions: economy, society and environment. The Switchers create value

through eco-innovation by turning environmental challenges into business opportunities and through eco-design by reducing environmental impact of products and services along their life cycle.

The Switchers we invest in are entrepreneurs in different stages of the business life cycle:



Percentage of companies we work with according to their level of business development.

Countries & sectors

We cover the Mediterranean Region including both European and Neighbourhood countries such as Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia.

Sectors we focus on:

- Organic food and agriculture
- Renewable energy and energy efficiency
- Resource efficiency and sustainable waste management
- Sustainable building and construction
- Sustainable cleaning products and cosmetics
- Sustainable clothing and textile
- Sustainable electrical and electronic equipment
- Sustainable furniture
- Sustainable mobility
- Sustainable tourism
- Communication for sustainability (ITC and others)

Check our portfolio of investors-ready Switchers at: www.theswitchers.eu



Photo credit: © Bernat Mestres (White Horse)

What do we provide?

The SwitchersFund brings direct assistance to the entrepreneurs through its Support Services:

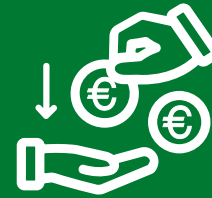
- Capacity building including training, incubation and acceleration for green business creation and development
- Advice from a team of mentors and technical experts
- Impact measurement monitoring and reporting scheme
- Grants from 3.000 to 25.000 euros
- Innovative vouchers from 3.000 to 10.000 euros
- Availability of finance guidelines and web tools such as practical financial toolkit to facilitate access to finance and a guide to launch a crowdfunding campaign
- Opportunity to pitch at the “Green start-ups meet investors” events including access to a wide network of potential investors
- Opportunity to attend business to business events
- Networking with peers, donors and policy makers



Incubation and acceleration



Impact measurement and reporting



Grants and innovative vouchers



Financial and crowdfunding tools



Green start-ups meet investors



Business and networking opportunities

Our impact

+250

*Investment
opportunities
mapped*

95

Switchers pitched to

+120

investors

2.6 Millions

Euros raised

“Rima Dates showed a great capacity to dramatically reduce waste from organic products and reintroduce 60% of date varieties that normally end up as cattle feed back into the value chain. They clearly showed how a seed fund can be used to enhance product quality and job opportunities for women in a community, contributing to gender balance and improving the environmental impact of their business.”

Luisa Balbi, Project Manager, Organisation for Security and Cooperation in Europe (OSCE).

“This kind of initiative offers the opportunity to adopt a more comprehensive approach to the green economy and to provide entrepreneurs with the exposure they deserve.”

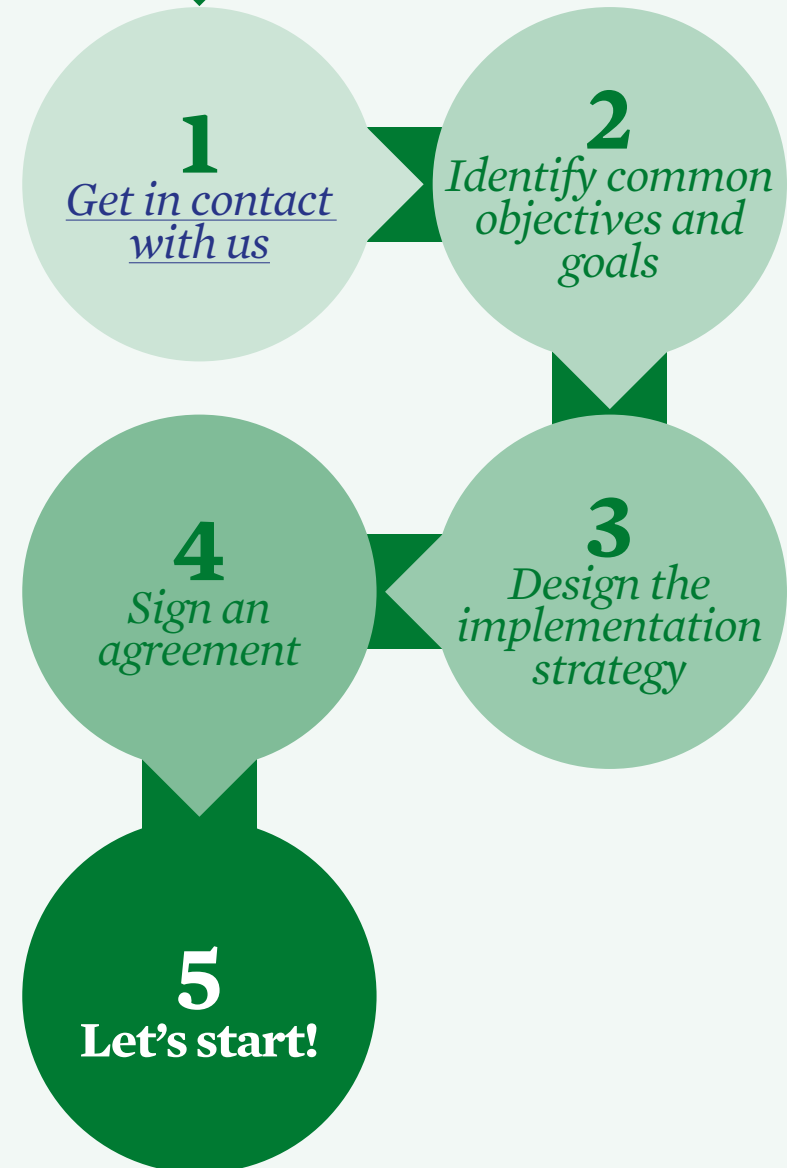
*Diane Fadel, Founder and President,
Fondation Diane, Lebanon.*

What do we look for?

The SwitchersFund is looking for **donors** to support innovative circular businesses able to positively impact the environment and society.

With **you** The SwitchersFund will accelerate the transition to the circular economy providing directly seed finance to the Switchers, through a mix of technical assistance and grants, as a way of strengthening their business.

How to partner with the SwitchersFund?



the Switchers •Fund

The SwitchersFund is hosted by MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production.

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Find us at:

- www.theswitchersfund.eu

For further information:

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www.theswitchers.eu

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