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# The Switchers Fund

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

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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 ventures support programmes as well as European and international resources to strengthening green start-up and 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.

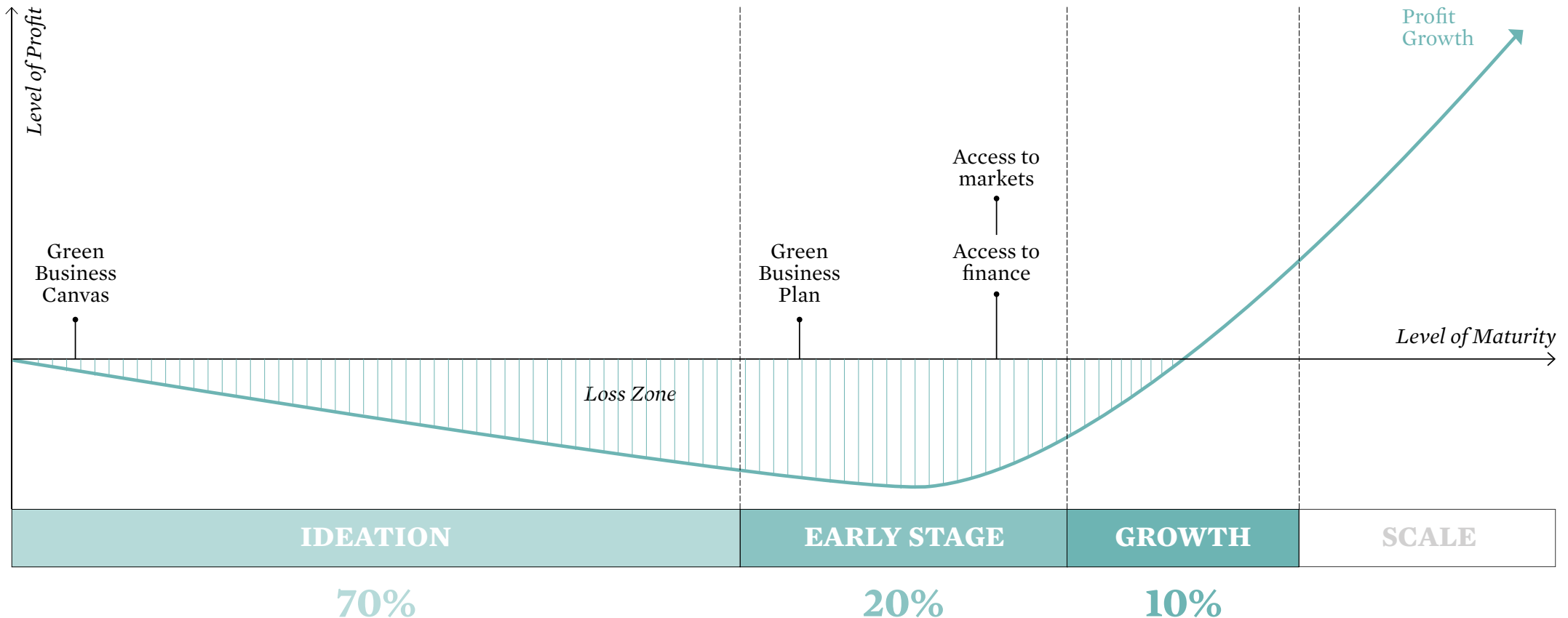


# What do we invest in?

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 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.*

Nearly 400 Switchers mainly from neighbouring countries such as Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia can be found at the platform [www.theswitchers.eu](http://www.theswitchers.eu)

*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 & others)



# The SwitchersFund Facility offer

The SwitchersFund Facility is dedicated to enhancing the amount of investment for circular economy solutions in the Mediterranean region and complements the SwitchersFund.

- Access to a Green Portfolio
- Free participation to elevator pitches
- Organisation of meetings with entrepreneurs
- Round tables with peers to discuss and design innovative finance solutions
- Be member of our financial database
- Networking with other Financial Institutions dedicated to increasing the effectiveness of the investments
- Workshops to multiply the possibility of connecting initiatives and business partners
- Awareness-raising on circular economy, impact investing, green business cases
- Capacity building as key service that can improve financiers 'capacity to successfully support new ideas and innovative business
- Access to the Regional Observatory that provides reports, trends, challenges and the opportunities in the Mediterranean growing green economic system



*Access to a financial database and the Regional Observatory*



*Access to a green portfolio*



*Capacity building and awareness-raising*



*Business and Networking opportunities*



*Invitation to workshops*



*Meeting with entrepreneurs*

# Are you a financing institution?

The SwitchersFund Facility works with financing institutions to:

- Identify finance needs, gaps and investment opportunities to smoothly provide funds to entrepreneurs
- Increase the support for facilitating access to finance for green start-ups
- Support pilots, experimentation and innovation in the area of financing of circular businesses
- Tailor enterprise support and technical assistance towards increasing the number of successful green start-ups over time
- Provide inputs for the development of specific guarantee schemes

# Are you a private sector investor?

The SwitchersFund Facility works with the private sectors to:

- Build the capacity of investment officers to better understand circular business models
- Involve investment officers in the improvement of financial aspects of the projects
- Provide access to our green portfolio

# Our impact

**+250**

*Investment  
opportunities  
mapped*

**95**

*Switchers pitched to*

**+120**

*investors*

**2.6 Millions**

*Euros raised*

*“Investment is crucial to growth, as the need to buy equipment arises, people need to be recruited, etc. Thanks to TheSwitchersFund I managed to rent a greater area of land and I increased the production capacity that I have for the green roof system vegetation by 100%.”*

*Lina AL-Kurdi, Switcher, Jordan.*

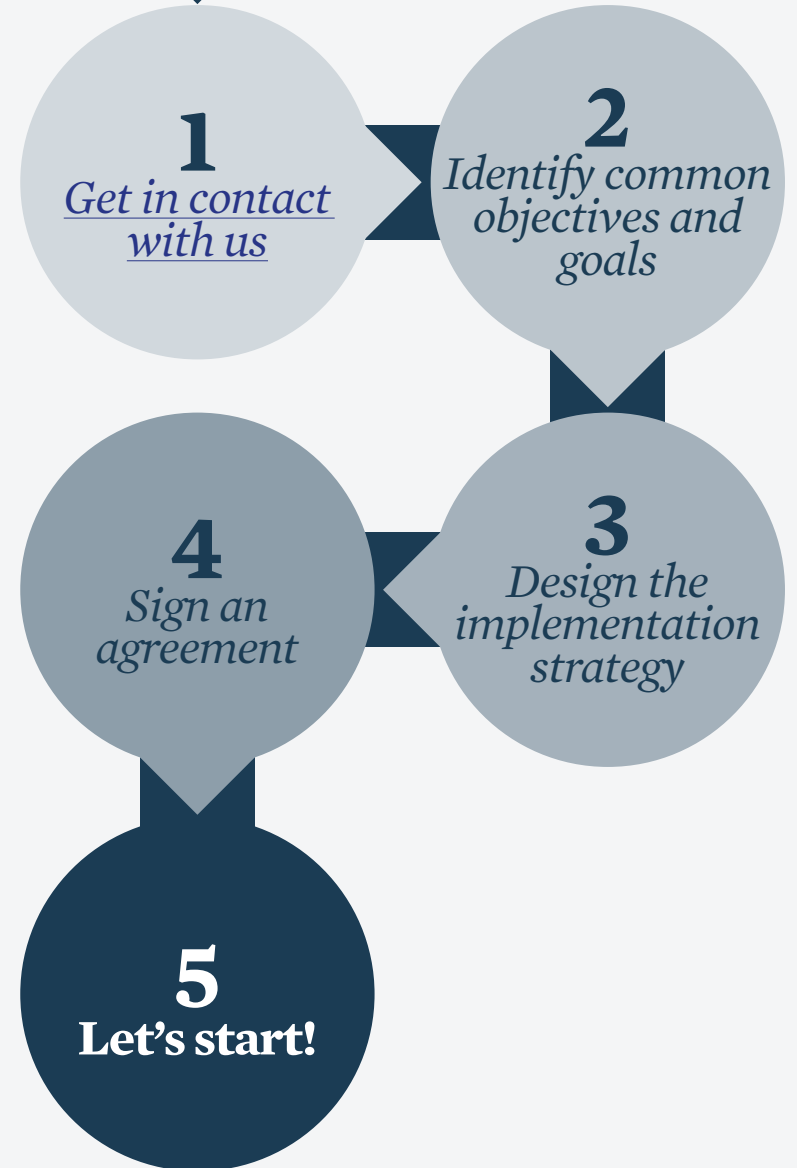
*“This kind of initiative offers the opportunity to adopt a more comprehensive approach to the green economy and to provide entrepreneurs with the exposure they deserve.”*

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



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# 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](http://www.theswitchersfund.eu)

For further information:

- The Switchers:  
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