

MedWaves , the UNEP/MAP Regional Activity Center for SCP

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Terms of Reference for the analysis of the EU political and legal framework promoting sustainable and responsible businesses and its implications for entrepreneurs and MSMEs in the southern Mediterranean countries

1. Background

MedWaves, the UNEP/MAP regional activity center for SCP is a center for international cooperation with the Mediterranean countries in terms of development and innovation of the productive sector and civil society based on models of more sustainable consumption and production with the aim of contributing to the transition towards sustainable economies in the states of the Mediterranean basin. It is legally hosted by the ARC (Agència Residus Catalunya).

MedWaves is one of the organizations belonging to the *Mediterranean Action Plan* (MAP), established since 1975 by the United Nations Environment Program, and whose objective 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 (known as the Barcelona Convention) which aims to protect and improve the environment and the sustainable development of the region.

Likewise, from 2009 onwards the Stockholm Convention on Persistent Organic Compounds, a global treaty to protect human health and the environment from these toxic products, was added to the MedWaves action framework, given that the Center is designated by the member countries of the Convention as a Regional Center for its application. Since then, this type of pollutant has been introduced as a priority in a large part of MedWaves' activities.

The activities developed by MedWaves include the organization of expert training and training activities, the publication of news and technical publications, the organization of expert meetings, the preparation of technical studies and methodologies, the establishment of networks for the exchange of knowledge and experiences between the main actors in the countries, the coordination of pilot projects and the assistance to the countries in the preparation of National Action Plans for the integration of consumption and sustainable production models in the development of the productive sector.

To respond to its strategic mission described in the SCP Regional Action Plan, the UNEP/MAP and the Mediterranean Strategy for Sustainable Development, MedWaves has developed The Switchers Support Programme that aims at training and supporting green entrepreneurs to develop their green businesses and reduce their environmental impact. To reduce climate change impact and environmental degradation, the European Union launched in 2020 the European Green Deal which include a set of initiatives and regulations to foster the adoption of sustainable business practices.

For Mediterranean entrepreneurs and MSMEs to remain competitive, it is essential that they understand how recent sustainability initiatives and regulations from the European Union on sustainable business practices and products may affect them and how these can lead to new business opportunities.

2. Objectives and description of the tasks

The purpose of this contract is to provide assistance in identifying and analyzing European regulations and initiatives related to business and product sustainability, as well as to prepare a set of materials that will enable MedWaves to transfer this knowledge to circular entrepreneurs and MSMEs in the southern Mediterranean region.

The final target audience for this activity is entrepreneurs and MSMEs from southern Mediterranean countries, and all content should be tailored to their specific needs and context.

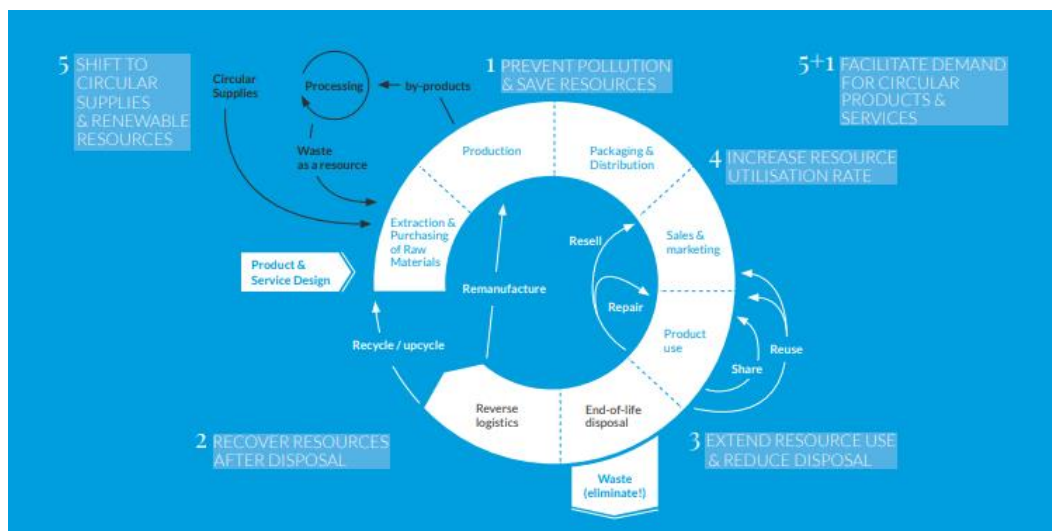
There will be a particular focus on the textiles, agro-food, and sustainable waste management sectors, with special emphasis on plastic packaging and toxic chemicals, which should be addressed transversally across all sectors and initiatives.

The consultant will be responsible for the following tasks:

1. Research and Analysis

This task involves identifying the European Union regulations and initiatives related to business sustainability, product lifecycle sustainability, circular economy practices and climate change. Then, the tenderer will have to analyse them to identify and explain how these sustainability related attributes can affect the businesses governance, operations, product development and market access of southern Mediterranean entrepreneurs and MSMEs and how can generate new business opportunities.

The analysis will have to make evident how the different aspects of the regulations and initiatives contribute and promote the implementation of the five circular business strategies outlined in the *Conceptual Framework for Guiding the Development of Sustainable Business Models*, which can be found [here](#) as part of the Switchers Support Programme.



Each circular business strategy is associated with different circular business models:

Strategy	Business models
Prevent pollution and save resources	Cleaner and resource efficient production
	Zero-waste production
Recover resources after disposal	Design for disassembly, reassembly and recycling
	Collection and recycling
	Upcycling
Extend resource use and reduce disposal	Design for durability, long-lasting and modularity
	Repairing and upgrading
	Reselling
Increase resource utilization rate	Rental/leasing
	Servitization
Shift to circular supplies and renewable resources	Shift from finite energies and resources to renewables energies and resources, respecting natural regeneration cycles and closing the loops
	Alternative low impact materials or recycled material driven value chains

Whenever possible, the analysis should highlight the potential of circular-related measures to contribute to climate change mitigation through the reduction of GHG emissions. More information on how can circular businesses can contribute to climate change mitigation can be find in the following MedWaves publication: [Working paper on the contribution of circular economy to climate action.](#)

This report and the information contained must be structured in a way that allows regular updates based on the new initiatives and regulations that will come out in the next years.

Deliverables:

Analysis report of around 70.000 characters outlining how the relevant EU regulations and initiatives related to business and product sustainability impact MSMEs in the southern Mediterranean.

The document must include at least the following information: an executive summary; a list of relevant regulations and initiatives; a summary of each regulation and initiative; visual aids (e.g., tables) that link key aspects to circular business strategies and new business opportunities; an explanation of the implications of transposing these regulations into the national legislations of EU countries; and list and briefly present the regulation and initiatives under preparation.

2. Preparation of Knowledge Transfer Materials

The tenderer will have to develop training materials that summarize and simplify the identified EU regulations and initiatives, focusing on their impact on the governance, business operations, product development, market access for sustainable MSMEs and new business opportunities so that MedWaves can use them to train MSMEs.

The materials should be designed to be used in a 2-hour module and should include summaries, key takeaways, and guidelines for MSMEs to comply with or leverage these regulations and initiatives.

Deliverables:

A set of training materials that can be used by MedWaves to conduct workshops or training sessions for MSMEs. This should include:

- A PowerPoint presentation summarizing the key elements of the regulations and initiatives including detailed notes for trainers.
- An agenda
- Case studies and examples of MSMEs from both Southern Mediterranean countries and Europe that have successfully implemented sustainable practice.

3. Communication Tools Development

Create the content for 5 communication products such as infographics or brochures that will provide a user-friendly overview of the regulations and initiatives and practical steps for MSMEs to apply the knowledge in their business operations.

The lay-out will be designed by MedWaves' graphic designer.

Deliverables:

A suite of communication tools, including:

- The content for 5 Brochures or infographics of 2 pages each for dissemination among MSMEs.

All the materials will have to be done in English.

3. Calendar and presentation of offers

The tasks described must be carried out from the signing of the contract until December 2024.

The supplier must have experience in analyzing sustainability regulations and initiatives (especially those of the EU) and in supporting and advising MSMEs on their sustainability and circular pathways.

The offer must include the following documents:

1. A technical offer based on the elements provided and with suggestions on potential improvements.
2. An economic offer. The amount of **the offer cannot exceed 10.000 Euros (VAT not included)**.

The deadline for submitting bids is **15th November 2024**. Bids must be sent to aibaneza@gencat.cat and gmosangini@gencat.cat.

4. Selection process

All candidates will be notified of receipt of offers.

Offers will be evaluated according to the following criteria and scores:

points	Criteria
Maximum 30 points	Quality of the technical offer to meet the objectives
Maximum 10 points	Experience of the team in assessing companies in the compliance of sustainability regulations
Maximum 10 points	Experience of the team in the analysis of European and national regulations and initiatives in sustainability and the detection of related sustainability business opportunities
Maximum 10 points	Improvements suggested
Maximum 40 points	Economic offer

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The criteria **‘Experience of the team in assessing companies for compliance with sustainability regulations’** will be evaluated using both quantitative and qualitative criteria as follows:

- The company must list a maximum of 10 companies assessed, providing the following information for each: name, brief description (200 characters), duration, and economic value of the work.

The criteria **‘Experience of the team in analyzing European and national regulations and initiatives in sustainability, as well as identifying related sustainability business opportunities’** will be evaluated as follows:

- The company must list up to 10 projects, including the following information for each: name, brief description (200 characters), and economic value of the work.

For any questions about these Terms of Reference, please contact: Anna Ibañez
aibaneza@gencat.cat

5. Selection and payments

The winning candidate will be notified by email about the selection of the offer. From this moment you can start working according to the calendar.

A single payment will be made at the end of the contract. Payments will be made within 60 days of receipt and validation of the invoice. The Contractor is not responsible for bank charges that may be applied by the bank of the consultant(s), nor for currency exchange variations.

