



EUROPEAN UNION  
Delegation to Egypt

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### **EU funded project "Transfer of Environmental Sound Technology in the South Mediterranean Region, Phase II (MED TEST-II)" kicks off**

European Union and Egyptian officials launched on Thursday the second phase of a regional EU funded programme to facilitate the shift towards "Sustainable Consumption and Production (SCP)" so that economic development and satisfaction of human needs is decoupled from environmental degradation. In his opening remarks, First Counsellor Angel Gutierrez, Head of Economic Cooperation Section at the European Union Delegation to Egypt and officials from the Environmental Affairs Ministry and Trade and Industry Ministry addressed the launching ceremony of the Transfer of Environmental Sound Technology in the South Mediterranean Region, Phase II (MED TEST-II)".

Mr. Gutierrez said: "SCP approach can identify such cost savings that companies themselves mobilise resources for the related investments. Industries and companies that are more resource efficient tend to be more competitive and are likely to offer innovative products and services. Similarly, SCP can open new markets and opportunities for small and green entrepreneurs."

The EU has allocated €22 million for this project under the European Neighbourhood & Partnership Instrument (ENPI). SWITCH-Med is a comprehensive programme that includes policy development at regional and national levels, a strong demonstration component directly targeting policy makers, industries, emerging green entrepreneurs and civil society and a networking facility that will make use of a variety of truly interactive information and communication tools.

The SWITCH-Med programme is made up of three interlinked components: a policy component (€3.0 million), a demonstration component (€17.5 million), and a networking component (€2.4 million).

#### **For more information, please contact:**

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