



Green Entrepreneurship: exemplary innovative alternatives undertaken in the Mediterranean and abroad.

The Mediterranean region is undergoing dramatic changes. The contamination of water, soil and air, the depletion of fisheries and biodiversity, over-construction, poor waste management, and water shortages. Furthermore, the economic, social and political transition adds up to the increasingly palpable impact of environmental issues, creating a context of great uncertainty.

However, these changes have also given rise for green entrepreneurs, institutions, organizations and governments to search for great opportunities of innovation, expansion and differentiation. Exemplary initiatives have been undertaken in the Mediterranean to solve the most pressing issues in the region. Below, we present some of the challenges we are facing, and how innovative initiatives are solving them, both in the Mediterranean and also in other regions of the world.

Mediterranean Cases

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SEKEM: Born of the sun.
A project of Ibrahim Abouleish (Founder)

13:28

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Ibrahim Abouleish has the vision to make the desert come alive thanks to organic agriculture. At the same time, he also creates education and health projects in order to raise awareness of Egyptian people and their culture. Currently, SEKEM is a worldwide example of the successful re-generation of a community and land.
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InterfaceFLOR: A conversation with Agustin Lucardi
(Customer Sustainability Manager EMEA)

7:28

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Over the years, InterfaceFlor has pioneered new ways to reuse valuable resources. Agustin Lucardi tells us about the innovative solutions that allowed his company to recycle carpet eliminating the use of virgin materials and closing the loop.
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“The Turtle and the Tourist”
by the European Environment Agency

8:25

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In Turkey, on the coast of the Mediterranean Sea, a small tourist destination, Çirali, practices a model of turtle conservation based on eco-tourism and local community involvement. This initiative promotes and applies a holistic approach that results in an example of an integrative nature conservation methodology, which can be replicated in other small Mediterranean towns.
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EcoIntelligent Growth:
A conversation with Ignasi Cubinyà (Founder)

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The inspiration behind EcoIntelligentGrowth's activities is the idea of changing the way we see our environment. After years of "developmentism", Cubinyà shares with us how he thinks the time has come for us to grow intelligently, that is, to reduce our ecological footprint at all levels, starting with our own individual choices.


International Cases

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Chênelet: A conversation with Eric Amieux

6:52

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Chênelet is setting new standards and redefining what public housing should look like: Aesthetic, high quality, ecological houses. With the municipalities Eric Amieux tells us how Chênelet is shifting the vision of public housing operators and demonstrating the economic viability of such houses.
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AfriRen: A conversation with Sonia Medina (COO)

10:07

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Africa Renewables (AfriRen) provides European industry with stable, long term supplies of quality biomass. Sonia Medina tells us about how they have developed renewable energy projects in Africa using cutting edge technology and operations whilst respecting the environment and local communities.
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“Value Matters: Innovation has direction” by dMASS.net

5:12

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A new design revolution is underway. It's about harvesting more wealth out of fewer resources and leveraging innovation to deliver the value people actually want. dMASS.net tracks research and innovations for doing better with less; and describes significant implications for business.
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“Why do we need ecodesign?”
by Leyla Acaroglu from Green Innovators

2:44

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Products and services need to be redesigned to become more socially and environmentally responsible. This has brought "ecodesign" to the front lines, and in this video it is presented as the new frontier. Through examples of different products that have been redesigned, the viability of products with lower environmental impact is proven.
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“Life Pscycle-ology” by Leyla Acaroglu, Nicholas Kallincos & Tim Grant from Green Innovators

5:03

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Life Pscycle-ology takes a humorous look at the life story of an unhappy mobile phone, who seeks therapy after his owner dumps him in favor of a new model. This is an initiative to uncover the hidden environmental impact of things.

Inspiring Future Green Entrepreneurs

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”Adopting the ecosystem approach in the Mediterranean”
by the World Wild Fund

10:52

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WWF visits the Mediterranean, where forward-thinking fishermen in Kalymnos are taking steps to ensure healthy seas for future generations. In doing so, they adopt the ecosystems approach, which proves to be quite a successful tool.
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“Islas Hormigas...Impact of Marine Protected Areas in the Mediterranean” by EMPAFISH Project (University of Murcia)

8:38

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Through the example of Cabo de Palos – Islas Hormigas (Spain), marine protected areas are explored as a tool for fishery management and ecosystem conservation. A successful example of the positive ecological effects occurring in the Atlanto-Mediterranean Marine Protected Areas in the European Union.
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“Working towards a world commitment to protect the seas”
by Oceana and Fundación Biodiversidad

2:55

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Oceana proposes to protect 25 marine areas of great ecological value in the south Atlantic and the Spanish Mediterranean. The research work was conducted on board the Oceana Ranger catamaran with an underwater robot (ROV) and professional underwater film crew and photographers.
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“Concrete coast” (2009) by Robert Harding Pittman

2:43

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"Concrete Coast" is about the social, cultural and environmental effects of the last bit of un-urbanized Spanish Mediterranean coast being built up for residential tourism in the Region. This video reveals the reality of what has occurred when foreign retirees settle in the Mediterranean coast.
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“How I fell in love with a fish”: Talk by Dan Barber

15:48

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Chef Dan Barber squares off with a dilemma facing many chefs today: how to keep fish on the menu. He chronicles his pursuit of a sustainable fish he could love, and the foodie's honey moon he's enjoyed since discovering an outrageously delicious fish raised using a revolutionary farming method in Spain.
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“The Story of Stuff: Extraction” by Anne Leonard

4:42

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From its extraction through sale, use and disposal, all the stuff in our lives affects communities at home and abroad, yet most of this is hidden from view. This video exposes the underside and hidden connections of our production and extraction patterns, while exposing environmental and social issues.
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“Marine protected areas: Defending Biodiversity”
by Oceana

2:05

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With the deluge of problems besieging our oceans, seas, and other bodies of water, governments and independent organizations have turned to the idea of MPAs (Marine Protected Areas) as both a solution and a desperate measure of defense against the assault on marine biodiversity.
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“Mediterranean Model Forest Network”

3:42

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The Model Forest concept is based on an innovative approach that combines the social, cultural and economic needs of local communities with the long-term sustainability of forest landscapes. Through partnerships of public and private organizations that have joined together, forests of more than 20 million hectares have been preserved.