

## Summary



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## 1. The Ecomediterranean Conference demands a common policy in order to solve environmental problems

**Experts from both shores of the Mediterranean held a meeting to deal with the main problems of the Mediterranean, and to demand a common policy that allows to tackle jointly the contamination of the coast. Virginia Alzina, director of the CP/RAC, was one of the main speakers presiding at the session directed to the administration of waste.**

The Ecomediterranean Conference was held in Mallorca on the 24th and the 25th of september, and it was organised by the Government of the Balearic Islands under the technical department of the Institute for Sustainability and Resources (ISR) and the collaboration of the Center of Regional Activity for Cleanest Production. The meeting aimed at different aspects related to

sustainability in the Mediterranean, as the administration of water and waste, te management of coastal areas, climate change and the challenge of natural disasters, sea transport, renewable energies, governance, or the role of public research organizations, among others.

Regarding to the administration of waste, Virginia Alzina, director of the CP/RAC, highlighted the quantity of waste generated by mediterranean companies (more than 20 million tons per year). She highlighted that the most worrying sectors are mining, organic chemical industries, mineral oils, refineries and the textile and metal industries. However, the speech of Alzina was optimistic and she explained the possibilities of improvement dealt with in the Center, such as the GRECO Initiative, projects

like the Sustainable Administration of Industrial Zones or activities of awareness.

During the conference a model of growth based in sustainability was emphasized. “In a region where about 500 million people are living, the most important thing is development (with capital letters), understanding by development the advance of a society in all levels: from an economic point of view, as well as social and environmental”, insisted Álvaro Frutos, president of the Mediterranean Charter. To which Carlos Peña, assistant manager for the Coast Sustainability of the Department of

Environment, added: “it is a question of transforming the coast in a social space of environmental and health quality”.

During the Conference, the ISR announced the launch of the Ecomediterranean Observatory for the islands, where the insular regions will get the chance to share information and contribute in the drawing up of documents, studies, proposals, analysis and legislations referred to environmental issues, as well as to be a “lobby” before the european institutions according to Carlos Martínez Orgado, president of the Institute for Sustainable Resources (ISR). ■

## 2. The CAR/PL and network PREPARE organise a workshop of 3 working groups in Barcelona



On the 7th and the 8th of October, the CAR/PL acted as a host of a workshop composed by three working groups, organised by the european network of experts PREPARE. The main aim of this meeting was to identify opportunities of cooperation and to create ideas of projects in the subjects: Technologies and Systems of low carbon emission, Social Liability and Sustainable Production Consumption, which named the three organised work groups. These subjects agree with the work line of the Center, for which the collaboration between both entities naturally occurred.

In each of the working groups, which were held in a simultaneous and parallel way, the organisers made introductory presentations, which were followed by discussions in order to reach specific conclusions to be presented in the plenary session.



On the 9th of October, the members of Prepare held their annual meeting in the installations of the Waste Agency of Catalunya, where participation was free and open to anyone.

### About PREPARE

PREPARE is a Partnership, a Programme and a Network Partnership. The PREPARE partnership is a group of European and national non-government organizations. The partnership was created in 1999, and has expanded as new national rural movements have joined.

**Programme.** The main activity of the partners is to run the PREPARE programme. The aim of this programme is to strengthen civil society and to promote multi-national exchange in rural development, with a main focus on the new EU member states of Central and Eastern Europe,

as well as accession countries and the “new neighbours” of the enlarged EU.

**Network.** The aim of the PREPARE Network is to promote multi-national exchange between those who are involved (as individuals or organizations) in rural development

anywhere in Europe. It is an open network of individuals, multi-polar in nature, controlled by its membership, flexible in operation. For the time being, there is no subscription, unless the members later decide that there should be. The main medium of the Network is its Website, [www.preparesnetwork.com](http://www.preparesnetwork.com). ■

### 3. Atlantis V: “youth on the move”

**The CP/RAC participated in the youth camp Atlantis V, organized by the Centre of Cooperation in the Mediterranean, held in Mehdia, Morocco, in August 2009. Its expertise in Sustainable Consumption and Production enabled the Centre to do a course specially addressed to young Mediterranean leaders.**

The fifth edition of the youth camp Atlantis was held from the 1st to the 8th of August 2009 in Mehdia, Morocco. This edition was organized by the Centre for the Cooperation in the Mediterranean (CCM), together with the Moroccan Red Crescent, and with the support of the MENA zone, the firm Abertis and the Spanish Red Cross - Environment Department and Youth Section. Atlantis V was carried out in the frame of the European Year for Creativity and Innovation and as a follow-up of the Red Cross and Red Crescent (RC/RC) World Youth Encounter “Youth on the move” held in Solferino (Italy) in June 2009.

The 2009 edition of Atlantis was mainly devoted to subjects regarding climate change, environment and sustainable consumption. Given all these premises, the specific objectives of the fifth edition of Atlantis were the following:

—Reinforce knowledge about global warming and sustainable consumption from the theoretical dimension;



—Develop practical instruments for the dissemination of the acquired knowledge, such as the edition of an awareness video or the organization of a public awareness campaign;

—Allow the sharing of information and the exchange of best practices coming from existing national programs in the targeted subjects;

—Reinforce the ability of youth volunteers to identify the needs of their local communities and to prepare an adequate response;

—Empower youth to be agents of behavioral change for their National Society and local community, taking as a starting point the fundamental Principles and Values of RC/RC Movement.

#### **Sustainable Consumption, a CP/RAC issue**

For this edition, consecrated to climate change, environment and sustainability themes, the CP/RAC was invited to share its experience and knowledge in the field of Sustainable Consumption and Production. In accordance with the theme of the United Nations’ International Youth Day 2009, dedicated to “Sustainability. Our Challenge. Our future”, the CP/RAC taught two workshops on sustainable consumption and production (one in French and one in English), which addressed a new field of work for RC/RC young Mediterranean leaders. Participants were trained on how to integrate sustainable approaches in their lifestyles and in their work, in order to spread this constructive impact in their communities and positively influence them.



The workshops, in each of which 27 young volunteers participated, lasted 10 hours and were facilitated by an international team. The youth camp was composed also by other 4 workshops: *How to make a video on climate change, Disaster Risk Reduction, How to carry out an awareness campaign, RC/RC Principles and Values: Youth as Agents of Behavioral Change (YABC).*

**Attendance and organization**  
The camp was attended by 69 participants, being 53 volunteers representing 14 Mediterranean National Societies (Algeria, Bosnia-Herzegovina, Egypt, France, Greece, Italy, Lebanon, Libya, Morocco,

Palestine, Serbia, Spain, Syria, and Tunisia) and IFRC\_MENA Zone, and 16 international facilitators and speakers.

The agenda included 6 workshops both in English and/or in French (Sustainable Consumption, How to make a diffusion video on climate change, Disaster Risk Reduction, How to carry out an awareness campaign and Youth as Agents of Behavioural Change). The methodology of work was comprised of mainly interactive and practical activities, with the addition of some very useful theoretical lessons. The team of facilitators consisted of RC/RC peer youth educators - coming from the Spanish Red Cross, the Egyptian

Red Crescent, the French Red Cross, the International Federation of RC/RC Societies, the Climate Centre, the Moroccan Red Crescent and the Centre for the Cooperation in the Mediterranean) and field experts of other international organizations – the United Nations Environment Program and the Regional Activity Centre for Cleaner Production.

The evaluation of Atlantis V was extremely positive. Participants concluded that in the whole their expectations had been achieved and their evaluations were completely positive. The percentage of participants that considered the general content of training as excellent or good is 92%. ■

## 4. Launching of the GRECO initiative in Tunis

On the 29th of September 2009 the GRECO Initiative was introduced in Tunis. The launching Forum has counted with the participation of M. Samir BELAID, General Manager of the CITET, International Center of Environmental Technology of Tunis, Mr. Nadhir HAMADA, Minister of Environment and Sustainable Development, of a representative of the Department of Industry and Energy and of Small and Medium Businesses and a representative of the UTICA, Tunisian Union of Industry, Trade and Handicrafts. Luisa García-Valdecasas, manager of the GRECO Initiative, was the person responsible to explain the benefits and the opportunities that the initiative represents.





From another side, the Tripartite Agreement of Partnership between CAR/PP, UTICA and CITET was signed for the development of the GRECO Initiative in Tunis. This agreement implies among other aims, the organization of a Launching Forum of GRECO in Tunis, promote the initiative next to the small and medium Tunisian enterprises, count on the virtual platform of Tunisian companies, developed in the frame of the GRECO Initiative, dedicated to self-auditing for the

Tunisian MSB, the provision of documentation as well as its diffusion and the support of experts from CP/RAC the same time provide with an exchange of experiences between Tunis and other countries. The experiences of green competitiveness that are going to be executed in Tunis will be published, since the annual reports that GRECO carries out and that have an international diffusion, are an example for other companies. ■

## 5. CP/RAC and TÜSIAD organized a National Forum to promote the implementation of the GRECO Initiative in Turkey

The Forum analyses experiences of green competitiveness as an opportunity to improve profitability of the companies in Turkey obtaining environmental benefits. The Ministry of Environment and Forestry of Turkey, the CP/RAC and TÜSIAD have signed a Memorandum of Understanding to promote the implementation of Cleaner Production techniques and practices among the companies of the country and further disseminate GRECO Initiative. Different experts share their experience on approximation of IPPC (Integrated Pollution Prevention and Control) and propose further steps for approximation of IPPC in Turkey.



The National Forum *Best Available Techniques and Integrated Pollution Prevention and Control: Mechanisms to enhance the Green Competitiveness in Turkey*, held in October, the 21st, has analyzed the advantages and opportunities offered by the adoption of Green Competitiveness by

industries and, the application of the Integrated Pollution Prevention and Control (IPPC) in the Turkish National systems of industrial pollution control.

The Forum has been organized by the Regional Activity Centre for Cleaner Production (CP/ RAC), and

the Turkish Industrialist's and Businessmen's Association (TÜSIAD) with the support and collaboration of the Ministry of Environment and Forestry of Turkey. Members of the Ministries of Environment and environmental inspectorate agencies from Turkey, Spain, Italy, Belgium, Poland and the Czech Republic have

also participated. The Forum has been an opportunity to exchange experience on approximation of IPPC Directive, provide lessons learned from EU countries and new Member States, as well as to supply with recommendations on further steps for approximation of IPPC Directive in Turkey.

#### **Introduction of the Report “Green Competitiveness in the Mediterranean”**

Mrs. Luisa García-Valdecasas have introduced GRECO Initiative and the report “Green Competitiveness in the Mediterranean” based on the

analysis of 100 successful cases of green profitability and demonstrating that investing in environment is a way of increase profitability while obtaining environmental benefits.

Dr. Aydin YLDIRIM, Deputy General Director of the General Directorate of Environmental Management on behalf of Ministry of Environment and Forestry of Turkey, a representative of the CP/ RAC and Mr Musa Galip Eroglu, Chairman of TÜSAID, Environmental Working Group have signed the Memorandum of Understanding, the objective of

this signature is to promote the implementation of Cleaner Production techniques and practices among the companies of the country and to disseminate the business opportunities of GRECO Initiative.

**TÜSIAD**, Turkish Industrialists’ and Businessman’s Association is an association composed of owners and managers of individual firms, groups of companies and holding companies operating in the Turkish market. TUSIAD is also a member of Confederation of European Business (BUSINESSEUROPE). ■

## 6. The REACH regulations, closer to tunisian and egyptian companies

**On the 1st and 20th of October, the CP/RAC carried out two seminars in Tunis and Egypt respectively, in order to inform about the European legislation REACH to companies and institutions of both countries. Both meetings brought positive results that motivated the Centre to repeat them in other Mediterranean countries.**

In October, Egyptian and Tunisian companies received training on the application of the European regulations REACH, the objective of which is the evaluation of chemical substances. The first seminar that dealt with this

issue was celebrated in Tunis on October 1<sup>st</sup>, and was repeated in Cairo 19 days later.

The goal of these seminars is to show the Administration of the contry, the chambers of commerce and business associations, as well as the companies directly, the challenges and opportunities that the REACH regulations propose to their companies and especially in the trade with the European Union. The seminars have a practical character and show the various aspects of these regulations.



In order to reach a more technical character, the CP/RAC counts on the participation of an expert consultant in REACH and with experience in its application. Moreover, as an illustration with examples, the presence of the companies BASF in Tunis and *Comercial Química Masasó* in Egypt was key to learn from their experience with the application of the regulations. In the case of Egypt, also a local company shared its experience through a pleasant presentation supported by audiovisual means.

Within 5 hours, the CP/RAC succeeded to introduce the regulations through these seminars, as well as to inform about how it works and raise the companies' interest,

taking into account both their specific needs to sell their products in the European Union and the implementing of the regulations by the public organisations.

#### About REACH

REACH is the new legislation of the European Union (EU) relating to chemical products and their safe use. Its main aim is the registration, the evaluation and the authorisation of substances and chemicals (**Registration, Evaluation, Authorisation and Restriction of Chemicals**). REACH substitutes numerous EU laws on environment and security, but does not replace specific sectorial legislations (as for instance, cosmetics and detergents). ■

## 7. Success in Malta with the Workshop “Integrating Education for Sustainable Consumption and Production in existing university curricula”

The 22<sup>nd</sup> and 23<sup>rd</sup> of October was held in Malta the Workshop “Integrating Education for Sustainable Consumption and Production in existing university curricula”, organized by the CP/RAC with the collaboration of the University of Malta and the Cleaner Technology Centre from Malta. More than 25 university teachers participated in the event that had the purpose to enable them to include in their classes concepts such as Sustainable Consumption and Production and Sound Chemical Management.

The workshop was mainly participative, including the techniques that the CP/RAC is trying to incorporate to its meetings, so as to increment their interest and improve their results. Participants highlighted important issues with their comments, such as: “We have to use education to get through the students for a better future”; “We can push the consumer, showing that we can still create jobs through the cleaner industry, letting



them know that they won't be losing money from their pockets”; “The teaching of our environmental subject (in Malta) is too theoretical”; or “Awareness leads to education and this can make people react and this could prevent”, among others.

Participants also worked in groups to show their opinion about the pros and cons of the introduction on SCP in university curricula and designed a strategy to reach this objective.

The conclusions of the workshop were the following:

- The University Network for the Mediterranean Region (UNMed) has received a great support of Maltese professors and stakeholders; they are interested on the subject and on the project.
- The professors came from different Faculties, and different backgrounds. They were very participative and interested.

- The modality of the seminar was very positive, it induce people to the participation and discussion.
- They support the project for continuing working in the introduction of SCP in university curricula in Malta.
- The comments on the seminar where very positive.
- The synergies have started, for some of them were the first time hearing experiences of SCP in the Maltese Universities.

#### **About the University Network for the Mediterranean Region (UNMed)**

UNMed is a CP/RAC project based in cooperation and networking. The creation of partnerships with key actors and the promotion of dialogue

and discussion are activities that have been carried out by the Centre in the last years, and they have provided a wide stakeholders network, giving support in a transversal way to the Centre's actions. In 2009, the CP/RAC fosters the next step, a Mediterranean Network, starting with a pilot project in 3 Mediterranean countries (for facilitating monitoring and evaluation).

The Mediterranean Network project focuses on:

- Promoting courses on sustainable production and consumption and sound chemical management
- Establishing partnerships with universities, and fostering

them between Mediterranean Universities.

- Building a data base of Mediterranean professors and researchers

The project consists in organize different seminars for university teachers and present them three e-courses:

- E-Course in Pollution Prevention in Enterprises, available in the CP/RAC webpage.
- A Environmental Policy Course.
- A Course about Consumption and Climate Change.

The CP/RAC did a pilot project in Egypt in May that was replicated in October in Malta. ■

## 8. The CP/RAC presents the report “Climate Change in Enterprises” in the MCSD

**The 13th Meeting of the MCSD dealt mainly with «Climate Change, adaptation and mitigation - experiences and strategies in the Mediterranean». The CAR/PL contributed to clarify this question through the presentation of a report that analyzes the mitigation opportunities of Greenhouse Effect Gases in diverse sectors.**

The 13th Meeting of the Mediterranean Commission for Sustainable Development (MCSD) was held in Cairo (Egypt) from the 28th to the 30th of September. The meeting counted with the participation of representatives of all mediterranean countries as well as other institutions and components of UNEP/MAP and it analyzed the progress reached within the Department's Report, the activities for sustainable development and new emerging subject matters. The experiences and strategies of adaptation to climate change in the Mediterranean were also considered.

The participants were divided in 3 separate work groups, which discussed questions such as the main threats of the region, political indicator needs, the experience of the countries in adaptation strategies and their costs or the type of contribution of the civil society and the private sector. The groups had another meeting, this time with



the objective to decide the need of a regional strategy framework in the MCSD and the access of the countries to funds of adaptation to climate change, among others. The conclusions of the three groups were presented in plenary session.

In addition, the meeting implemented the debate on the subject program of the MCSD for the two-year period 2010-2011 and to establish the basis for the next meeting, which will be held in Montenegro.

Among the results of the meeting, the proposal made by the MCSD to the Declaration of Marrakech is highlighted,

with the title “Transforming the Mediterranean into a model region in the struggle against Climate Change”, as well as the advice of the work groups on sustainable tourism and agriculture.

### **Prominence of the CP/RAC**

From the separate sessions held in accordance with the schedule, the fourth one focused on the mechanisms for the voluntary mitigation in different economic sectors. The CP/RAC took care of revitalizing this session with the presentation of some of the main alternatives of mitigation to climate change which have been compiled in the study made recently by the center, under “Climate change,

adaptation and mitigation - experiences and strategies in the Mediterranean”. This study is based in the inclusion of climate change mitigation measures in raising awareness of companies again, carried out by the GRECO Initiative of green competitiveness. Such measures are outlined in order to show companies their possibilities of voluntary action to fight against climate change in the Mediterranean framework.

After the presentation, the participants made a SWAT analysis, analyzing the weaknesses, strengths, threats and opportunities of mitigation of climate change from the Mediterranean industry sector. ■