

The **Mediterranean Action Plan (MAP)** strives to protect the environment and to foster development in the Mediterranean Basin. It was adopted in Barcelona (Spain) in 1975 by Mediterranean States and the EC, under the auspices of the United Nations Environment Programme (UNEP). Its legal framework is made up of the Barcelona Convention (1976, revised in 1995) and seven Protocols covering certain specific aspects of environmental protection. The Action Plan is built up around an Athens-based Coordinating Unit, the MED POL Programme and six Regional Activity Centres.

The **Regional Activity Centre for Cleaner Production (CP/RAC)**, based in Barcelona-Spain, was established in 1996. Its mission is to promote mechanisms leading to sustainable consumption and production patterns in Mediterranean countries. The CP/RAC activities are financed by the Spanish Government once they have been submitted and approved by the Contracting Parties to the Barcelona Convention and by the Bilateral Monitoring Commission made up of representatives from the Spanish and Catalan Governments.

THE GRECO INITIATIVE

Finding business opportunities through cleaner production



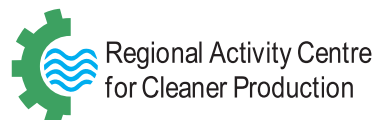
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AN OPPORTUNITY, NOT A COST

Green competitiveness is about using an environmental focus to reshape the way to do business. The objective is moving towards the concept of "opportunity" and encourages companies to apply good practices and the best available techniques.

Good housekeeping and organisational measures.

The Regional Activity Centre for Cleaner Production (CP/RAC) has launched the GRECO Initiative that focuses on boosting green competitiveness in the Mediterranean Region, by showing the enormous economic benefits the environment offers.

The GRECO program is based on the evidence of 100 successful examples of Mediterranean companies that have adopted Cleaner Production techniques and good practices.

The 100 cases have been analysed in a report entitled Green opportunities in the Mediterranean: Finding business opportunities through cleaner production, with the aim of identifying the financial benefits these companies have achieved by introducing environmental practices and eco-efficient techniques.

Permanent economic benefits and better environment.



Energy saving measures and organic material recovery and recycling systems.

The report identifies a majority of CP cases in which companies generate, through small investments, important benefits in both environmental and financial terms.

Among CP types of alternatives introduced by Mediterranean companies, those found recording relatively higher levels of profitability were: first, good housekeeping and organisational measures; second, alternative production inputs, gas and heat recovery and recycling systems (with annual savings of € 1,581,964 the first year, from an initial investment of € 219,081); and third, energy saving measures and organic material recovery and recycling systems.

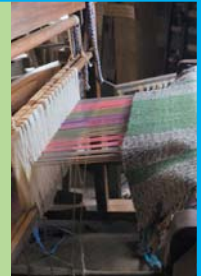
In environmental terms, in one third of the cases the reduction in water consumption was achieved mainly by introducing measures for good housekeeping and organisational technologies. Correspondingly, the

reduction of chemical inputs was also found in one third of the cases, thanks to alternative inputs and processes. And where the consumption of energy inputs was reduced, technological issues were again responsible, in this case for 42% of the reduction.

Reduce your CO₂ emissions and make money.

The analysis of CO₂ emissions showed that 34 companies that introduced specific energy-saving measures have had a total CO₂ emission reduction of 56,459 tonne, saving € 2,018,421.

A Turkish textile enterprise made € 193,223 in annual savings by installing a heat exchanger to recover heat from its production process. It invested only € 10,556 and this was paid back in less than one month.



An Egyptian company producing edible oil carried out several energy-saving measures and many process-optimization changes. The company's total investment reached € 13,500 and the annual energy-related economic saving was € 174,888, with a payback period of less than a month. That meant not generating 5,346 tonne of CO₂ per year.



GRECO COMPONENT

- 1 **Seminars** (Capacity Building) will be conducted in Mediterranean countries for disseminating the results of GRECO and engage the private sector companies from the 20 Mediterranean countries.
- 2 **The GRECO Award:** SME's that applied CP will be monitored and evaluated to recognize their efforts. The best ones will be nominated for the GRECO award.
- 3 **The Financial instrument:** Get the support of financial institution like the IFC to participate in the process and facilitate SME's access to CP.
- 4 **Digital Platform:** to provide deep access to relevant information and receive feed-back from private and public entities.
- 5 **GRECO annual report** compiling the activities carried out during the year.