

Regional Activity Centre for Cleaner Production: Working for the Mediterranean Environment

Sound management of POPs in articles and phasing-out opportunities in emerging countries experts meeting

Frederic Gallo. Project Manager. CP/RAC
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In 1975, the **Mediterranean Action Plan (MAP)** is adopted by the Mediterranean countries under UNEP's umbrella. In 1976 the Parties adopted the **Convention for the Protection of the Mediterranean Sea Against Pollution (Barcelona Convention)**



7 Regional Activity Centers which carry out environmental related activities and a coordinating unit form part of the MAP.

In 2009, The RAC/CP was designated Regional Centre for the Stockholm Convention

RAC/CP MAIN ACTIVITIES



- TRAININGS
- TECHNICAL STUDIES
- CAPACITY BUILDING
- TECHNOLOGY TRANSFER
- COOPERATION IN REGIONAL PROGRAMMES FOR REDUCING THE POLLUTION GENERATED FROM LAND-BASED ACTIVITIES

A global common challenge...



Production-oriented strategies do not address the increasingly significant environmental and social impacts associated with the selection, use and disposal of products by consumers.



*Economies can not be sustainable if efforts to make production processes more environmentally-friendly are not accompanied by a **society-wide shift to sustainable consumption patterns.***

Without sustainability actions, by 2100 we would need the resources of **four planets** at current consumption rates and population growth (UNEP)

What's GREEN ENTREPRENEURSHIP?

The process of starting new, alternative businesses aiming at creating social, environmental and economic values



- ✓ Integrates environmental, economic & social axis into core businesses
- ✓ Provides innovative solutions to the way goods and services are produced & consumed, offered....
- ✓ Passionate people capable of identify challenges and/or opportunities to startup businesses
- ✓ Proposes a business model whose scaling-up contributes to the greening of the economy



CP/RAC's Action Plan on GREEN ENTREPRENEURSHIP

- ✓ **Publications about State of the Art** on GE in different countries and collection of **successful business cases** in the Mediterranean Countries
- ✓ **Awareness Raising:** on SCP and GE to governments, businesses, universities, civil society's, and financial institutions (workshops, capacity building activities, seminars...)
- ✓ **Scaling up green entrepreneurship** as key driver towards a **Green Economy:**
 - **Mediterranean Training Programme (MTP)**
 - **SWITCHMED** Project



MTP testing countries



American University of Beirut, Jun 2012



Hammamet, Nov 2012



Barcelona Activa, Oct 2012



Incubaeco Madrid, Apr 2013

SUPPORTING AND PROMOTING GREEN ENTREPRENEURS



Side event at the 2013 COPs of the Stockholm Convention presenting 3 outstanding success case studies:



SUBSTITUTION OF BFRs: Paximer

SUBSTITUTION OF PFOS: Rudolph Group

ELIMINATION OF CHEMICALS: Cocomat

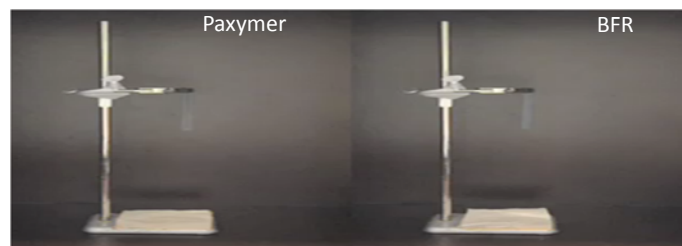




Substitution of BFRs: PAXYMER

- Free of POPs (No PBDE, HBCD, DecaBDE, etc)
- No persistent, bio-accumulating or toxic characteristics (PBT)
- No carcinogenic, mutagenic or reprotoxic characteristics
- Improved burning performance and elimination of HBr smoke

Full recyclability of the product: Substances with BFR won't be able to be recycled (after exemption finishes) or exported



SUBSTITUTION OF PFOS: RUDOLF GROUP

- Fluorocarbon-free waterproofing agent
- Same water-repellent effects as Fluorocarbons
- low curing temperatures
- very good washfastness
- better abrasion-resistance than fluorocarbons
- Entire LCA has no risk for health and is environmentally friendly
- No oil- or blood repellency



COCO-MAT: Only natural materials



-Mattresses, bases, pillows, duvets, bed linen, towels and furniture for homes and hotels exclusively made from natural products with **no chemical additives**. Only ecological, non-toxic, non-aggressive dyes are used.

-Raw materials: Coco fiber, Natural rubber, Ecological cotton, Seaweed, Horse hair, Goose down, Cactus, Lavender, Wood, Wool, Silk and Linen.

- Fire-test certification approved for hotel mattresses (USA).

Why substitute / eliminate hazardous substances?



- Legislation requires substitution in specific cases and recommends it in general
- Protect workers, consumers, downstream users and the environment
- Business partners and financiers prefer safer alternatives ! !
- Green chemistry is a growing trend generating more and more solutions



SUBSPORT INITIATIVE



- Compilation of legal texts with substitution issues
- Access to information about substances banned or restricted (or proposed to) by authorities, companies, NGOs, or trade unions.
- Presentation of different substitution tools.
- Different case studies to learn from others' experiences.
- Substitution examples can be a starting point in finding alternatives
- SUBSPORT can also be used for general chemical management with useful information and links provided.

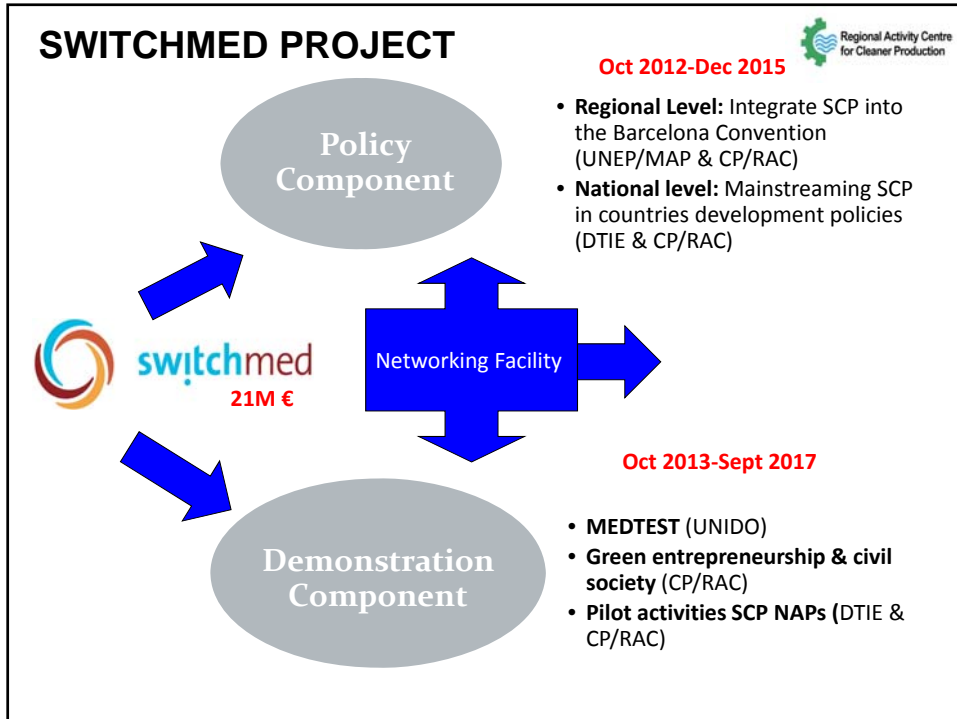


Training activities on substitution



- CP/RAC collaborates with SUBSPORT by organizing training sessions with the aim to provide basic concepts and tools to facilitate the substitution of hazardous chemicals in products and processes with safer alternatives
- The training is designed for authorities, industry, trade unions, NGOs and other interested parties
- 2 training sessions have been organized in Barcelona and Cairo





Brother programme: SWITCHASIA
19 asian countries, 150 M€ European Union funded project.

www.switch-asia.eu
network.facility@scp-centre.org



Thank you for your attention !

感谢您的关注

Frederic Gallo
Project Manager
Regional Activity Centre for Cleaner Production
Barcelona (Catalunya) Spain
fgallo@cprac.org