

4th MEDITERRANEAN GREEN ECONOMY FORUM

25 – 26 November 2010, Casa Llotja de Mar, Barcelona

The Union for the Mediterranean: the Environment is a Priority

It can be very useful to develop a framework in which the public and the private sector can meet and interact, exchanging ideas and experiences. It should help to transmit the right messages between the public and private sectors to avoid overlapping and repeating plans and actions in the region. Meetings such as the Barcelona Eco Meda Green Forum can improve the role of companies in the region and increase visibility of the private sector, while guaranteeing their involvement in the process of the global strategy in the Mediterranean.

The aim of this conference is to address the matters of businesses (profitability) and of the environment as a priority for the Mediterranean Region where some of the most serious pollution problems are due to excessive water and energy consumption, and to an excessive use of chemical substances in production processes, hence, we propose the following agenda:

DAY 1:

Thursday, 25 November 2010

8:30 - 9:00 **Registration**

9:00 - 10:00 **Opening and Welcome Session**

The Union for the Mediterranean: The Environment as a priority.

The 2020 Vision, the new scopes for action in the Mediterranean, the new responsibilities, and the role of the main actors.

Khaled Irani, Environment Minister, Jordan

Janez Potočnik, European Commissioner for the Environment

Elena Espinosa, Minister of the Environment and Rural and Maritime Affairs, Spain

Amina Benkhadra, Minister of Energy, Mines, Water and Environment, Morocco

Jordi Hereu, Mayor of Barcelona, Spain

Ramón Roca, President of the Fundació Fòrum Ambiental, Spain

Murat Yalçintas, President of the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)

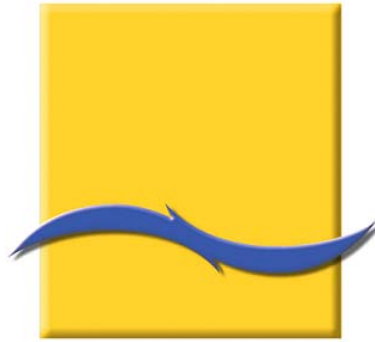
M. Luisa Silva, Coordinator in Charge MAP, Mediterranean Action Plan

Francesc Baltasar i Albesa, Minister for the Environment and Housing of the Generalitat of Catalunya, Spain



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10:00 – 11:30 **Worldwide Development of Key Technologies in Renewable Energy**

The evolution of renewable energies in the Mediterranean Neighbourhood is in keeping with the emergence of a European Union Common Energy Policy and its central characteristics. The fight against climate change and the promotion of sustainable development, both in the EU and its neighbourhood, involve the extension of renewable energies in the south of the Mediterranean in order to supply both its own energy demand and export its green electricity to the EU.

Renewable energies pose important challenges. It is necessary to set up as soon as possible new concrete projects to begin assessing the suitability of the regulatory and institutional framework, as well as technological advances themselves.

In any case, the future of renewable energies is conditioned by different limitations including technical, economic and regulatory.

- Understanding the economics of renewable energy – Who are the key players in promoting renewable energy projects?
- The challenges – To what extent are the projects applicable to the regional market and what are its anticipated barriers?
- Update on the renewable technologies and how this latter will drive future developments.
- The Solar Potential in the Mediterranean: Making use of an abundant resource.

Ali Sayigh, Director General, World Renewable Energy Network (WREN), UK

François Nguyen, Senior Policy Advisor -Electricity Markets, International Energy Agency, France

Saïd Mouline, Director General, Center for Renewable Energies Development (CDER), Morocco

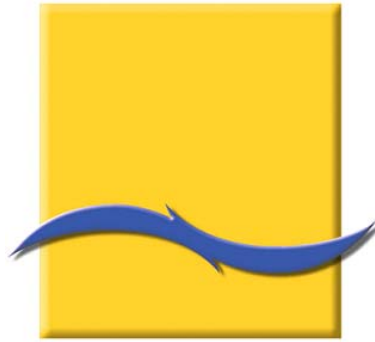
Silvia Pariente-David, Senior Energy Specialist, World Bank

Carlos Urueña, Strategy and Business Development Manager, Gamesa, Spain

Abdelkarim Ghezal, Assistant Director for Renewable Energy, National Agency for Energy Conservation (ANME), Tunisia

Juan Alario, Associate Director, Head of Energy Efficiency & Renewable Energy Division, European Investment Bank

11:30 - 12:00 **Coffee Break**



Green Economy: Green Products

Greening the economy refers to the process of reconfiguring businesses and infrastructure to deliver better returns on products, natural, human and economic capital investments, while at the same time reducing greenhouse gas emissions, extracting and using less natural resources, creating less waste and reducing social disparities.

This session aims at shearing the experiences of successful cases on greening the product with other comers and Launching a debate among experts from different fields: public administration, enterprises, financial institutions, European Commission, etc..

12:00 - 12:20 **Introduction to the subject of debate** by a moderator, expert in green products: **Mark Hidson**, Director Sustainable Procurement, ICLEI, Germany

12:20 - 12:30 **Presentation by Lloreda: KH7 (Ecolabelling)**

12:30 - 12:40 **Presentation by Sara Lee: Sanex Cero (Ecolabelling)**
Albert Marti, Chairman Cruz Verde, Spain

12:40 - 13:40 **Roundtable: How do we define a green product?**

- How do we define a green product?
- What tools would be needed from governments, consumer organizations, private sector, etc... in order to encourage the production and sale of green products?
- The environmental and economic benefits derived from green production, competitiveness, image and profitability.

Speakers:

Arab Hoballah, UNEP/DITE, Head of Sustainable Production and Consumption Branch

Alaa Ezz, General Confederation of Egyptian European Business Associations, Egypt

KH7

Albert Marti, Chairman Cruz Verde, Spain

Rapporteur: **Bettina Shegger**, Director, ECOINSTITUT

13:40 - 14:00 **Discussion Floor:** Questions and Comments

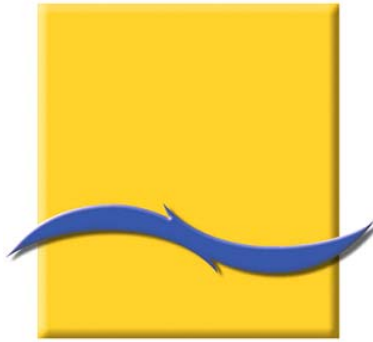
14:00 - 15:30 **Business Lunch**

16:00 - 19:00 **B2B Meetings** – Business Networking Area
Companies, multilateral organizations, and Governmental agencies



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Prepare a Conference Room for presentations of initiatives undertaken in different countries presented by their respective stakeholders interested in sharing their experiences with others.

DAY 2:

Friday 26 November 2010

How to Turn Threats into Opportunities in the Management of Waste

Virginia Alzina, Director RAC/CP, Spain

Ramón Roca, President of the Fundació Fòrum Ambiental, Spain

Companies of the Mediterranean which have successfully implemented the recommended cleaner production techniques or environmental practices have been able to effectively manage the minimization of waste.

Concentrating part of this session on waste minimization as a business opportunity for companies (prevention): As a result we turn a threat into an opportunity.

9:15 - 10:00 **IFC**

Cleaner Production: Savings thanks to energy efficiency, reduction in water and raw materials consumption etc ... MEDCLEAN Case Studies

10.00 -10.20 **Jose Camacho**, Environment Director, Griflos Institute, Spain

Presentation of Innovative Technologies for Waste Minimization (RAC)

10:20-10:40 Implementation of Waste Minimization Strategies (facilitating the access to waste minimization for companies). **Egyptian Representative - ECPC**

José Maria Lopez Piñol, Director General, URBASER, Spain

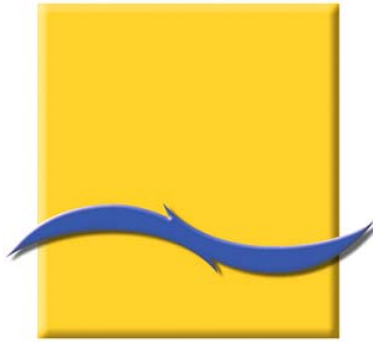
Hassan Al Wahadane, President Nasser Group, Jordan

10:40 - 11:00 **Discussion Floor:** Questions and comments

11:00 - 11:30 **Coffee Break**

11:30 – 12:45 MEDA Overview: A Comprehensive Analysis of the Current Situation of the Water Market in the Region

The countries of the south of the Mediterranean have similar problems in terms of water resources: droughts, water scarcity, water access problems, floods, quality problems, and (urban and industrial) water pollution



A list more than of 120 projects were proposed in the domain of 'Horizon 2020' initiative by UfM members following priority concerns of

- (i) De-pollution of the Mediterranean;
- (ii) Technologies and efficient use of water;
- (iii) Balance between supply and demand;
- (iv) Conservation and rehabilitation of natural environments
- (v) Adaptation to climate change

In this project complementary measures have to be implemented in order to maximise the use and management of water like technical training, institutional building or legislative reforms to guarantee the involvement of the private sector.

12:00 - 13:00 Strategies for an Efficient and Sustainable Water Supply

- Estimates for the evolution of water supply and demand
- The challenges of ensuring an adequate supply at a reasonable cost

Katharina Höfer, MENA Water Resources Advisor at BMZ MENA Water Resources Advisor at BMZ

Fernando Rayón, Planning and Technology Director, AGABAR

A representative from the South of the Mediterranean Basin (Algeria or Egypt)

Jamal Saghir, Director Energy, Transport and Water, in the Sustainable Vice Presidency (SDNVP) of the World Bank

Fady Juez, Managing Director, Metito Group

12:45 - 13:00 Discussion Floor

How to confront the Climate Change Challenges: Could desalination be a solution?

There are different studies and conclusions with regard to the role desalination plays on the Climate change ¿Could it be a solution? ¿Could aggravate Climate change?

Some experts say that extracting salt from seawater to make it drinkable is the wrong way to handle water shortages around the world and could exacerbate climate change while some others said desalination plays a minor role in global warming.

In fact some studies found that desalination uses large amounts of energy, emits greenhouse gasses and destroys marine life in some coastal areas.

14:00 - 16.00 Business Lunch