

GRECO
Business Plan 08-09

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I. Overview

The main goal of the Regional Activity Centre for Cleaner Production (RAC/CP) of the United Nations Environment Programme is to promote mechanisms leading to sustainable patterns of production and consumption in the Mediterranean Region, focusing on cleaner production and pollution prevention.

At the 11th Euro-Mediterranean Economic Transition Conference (Brussels 18th-19th June 2007), and more specifically in the C.2 Session on “The Environment as an opportunity”, it was concluded that more awareness needed to be raised within the international community about the large economic benefits that can be obtained by implementing good practices and available techniques to cleaner production.

In an effort to tackle the above, CP/RAC launched an innovative initiative under the name of **GRECO** that focuses on boosting *green competitiveness* in the Mediterranean Region, by enhancing the visibility of the financial opportunities generated by investing in the environment.

This initiative was **announced by** the Minister of Environment, **Ms. Cristina Narbona**, in January 2008, at the XV Conference of the parties of Barcelona Convention.

GRECO is about promoting an environmental approach to reshape the way of doing and promoting business; the first step that has been taken is to analyse 100 successful case studies available from companies in the countries of the Mediterranean Region that have implemented cleaner production techniques in recent years

Today, some of the Mediterranean region's most serious pollution problems are abusive water consumption and excessive energy and chemical use in production processes. The 100 case studies reveal that Mediterranean companies introducing CP techniques or good practices confront these

problems effectively: 60% of the interventions are devoted to the reduction of water consumption, raw material or energy as resources.

Therefore, if Mediterranean companies understand that the environment constitutes a real business opportunity through their industrial production process, policy makers will need to actively support this.

An initiative like GRECO facilitates this process and promotes green competitiveness in the Mediterranean.

To reinforce the above, **GRECO** seeks to develop a number of activities including: i) promoting the generation, diffusion and transfer to the private sector of CP technological interventions; ii) devising new financial mechanisms to foster the development and diffusion of these green competitive technologies; ; iii) promoting public-private partnerships for green competitiveness; v) data dissemination and networking; and iv) the role of corporate social responsibility (CSR) in green competitiveness and sustainable consumption issues.

It is the need to improve environmental performance that is triggering green innovation and competitiveness in the Mediterranean Region, and creating the conditions for an emerging market of green technological innovation and applied techniques for clean industrial production. Knowledge fosters innovation and innovation is the element that can make the environment a beneficial “boosting factor” for a sustainable Mediterranean society.

II. Project Details

Goal:

By showing through real examples the benefits both financial and environmental that investing in CP techniques and good practices can bring to businesses:

- (i) To promote the dissemination and transfer to private sector of information regarding CP techniques.
- (ii) To encourage and support the maximum number of businesses in:
 - a. Adopting techniques and good practices;
 - b. Integrating the environment in their strategic objectives;
- (iii) To involve the governmental authorities to back these actions through the necessary policy and legal measures, as well as to actively promote Green Competitiveness

Strategy

To reach the aforementioned goals, Greco's strategy will consist in:

- (i) Disseminating information regarding CP techniques available to Mediterranean companies- an emphasis will be given to sharing the experiences contained in the Med Clean Files. This will be done through the GRECO Report publication (based on the 100 Med Cleans analysis) and wide distribution, congress, networking events, interactive web portal and Annual Report;
- (ii) Giving technical assistance to SMEs in order for them to be trained in how to introduce the CP solutions best suited to their business, as well as to assess the profitability improvements and environmental benefits of adapting such solutions. This will be done mainly through technical workshops.

- (iii) Facilitating financial assistance to SMEs willing to adopt CP techniques with the relevant financial institutions (IFC);
- (iv) Involving all relevant public institutions and agencies in all GRECO-related actions.
- (v) Promoting public-private partnership for green competitiveness
- (vi) Promoting the role of corporate social responsibility (CSR) in green competitiveness and sustainable consumption issues.

Our strategy is to disseminate and implement environmental techniques (CP) through the Mediterranean Region, which have been successfully applied on more than 100 SME's (Med Clean file) and become a real green competitiveness win-win strategy for all Mediterranean partners.

Target

In 12 non-EU emerging countries of the Mediterranean Basin (i.e. Albania, Algeria; Bosnia Herzegovina; Croatia, Egypt; Lebanon; Libya; Morocco; Montenegro; Syria; and Tunisia)

- SMEs through business associations/federations
- Public authorities through the relevant Government departments and agencies.

Timeframe

The GRECO INITIATIVE is a 5-year project. By the end of the fifth year, all planned actions in the 12 target countries should have been completed

III. GRECO INITIATIVE Actions

IV.a. GRECO Report

GRECO is about promoting an environmental approach to reshape the way to do business, the first step that has been taken is to analyze more than 100 successful case studies available from companies in the countries of the Mediterranean Region that have implemented cleaner production techniques in recent years.

Objective	Make an assessment, on the basis of the analysis of more than 100 Mediterranean companies' information on successful cleaner production (CP) investments. And demonstrate to the Mediterranean private sector, decision-makers, and government authorities, that supporting a bottom-up strategy for cleaner production provides substantial economic and environmental benefits.
Strategy	<p>The responsibility for the distribution of the GRECO Report and the dissemination of its results among Mediterranean countries will fall to RAC/CP and multilateral organizations:</p> <ul style="list-style-type: none"> a) Analyze the technological, economic and environmental data related to the implementation of cleaner production on the basis of the previously prepared Med-Clean Files Integrated Database. b) Identify the technical intervention, investments, payback periods, annual savings and environmental impacts recorded from the sample of more than 100 Mediterranean companies. c) Provide scientific and institutional support for promoting interventions at an industrial level, to contribute to the environment by highlighting the economic benefits resulting in new green competitiveness opportunities.
Expected achievements	Indicators of achievement
(a) Bringing solid evidence to sustain the environment is not a cost, but an opportunity for those applying CP.	(a) Increased number of SME's business leaders incorporating CP mechanisms to promote green competitiveness and benefit economically.

IV.b. GRECO National Congress

Disseminate the findings of Greco's (Med Clean) Report among Mediterranean companies and multilateral agencies, enhancing the visibility of the financial opportunities while investing in environment.

Objective	<p>Disseminate the Greco Report results through the Mediterranean Region</p> <p>Establish public-private sector partnership among decision-makers, government authorities, multilateral organizations.....</p> <p>Commit companies to integrate the environment into their strategic objectives</p> <p>Provide all necessary tools to boost green competitiveness</p> <p>Strengthen collaboration agreements with UMCE-BusinessMed and ASCAME</p>				
Strategy	<p>The responsibility for the implementation of the National Seminars will be shared by institutions like IFC and RAC/CP and the local PR Agency. The strategy for its implementation will be:</p> <p>(a) Provide to SME the necessary tools to implement CP mechanisms.</p> <p>(b) RAC/CP will engage the private sector from the Mediterranean countries, the government and financial institutions to participate actively in the Seminar.</p> <p>(c) To improve the understanding of green competitiveness, and encourage SME to engage in a project that will deliver economic and environmental benefits.</p> <p>(d) Get the support from financial institutions like the IFC to participate in the process.</p>				
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="215 1261 869 1305" style="width:50%;">Expected achievements</th> <th data-bbox="869 1261 1516 1305" style="width:50%;">Indicators of achievement</th> </tr> </thead> <tbody> <tr> <td data-bbox="215 1305 869 1646"> <p>(a) The introduction of GRECO initiative as a national program for SME's, including financing and visibility in the media through PR activities in each one of the Mediterranean Countries</p> </td> <td data-bbox="869 1305 1516 1646"> <p>(a) Carry out 3 seminars per year in 3 different Countries: Starting in Morocco Jan 09</p> <p>(b) Gather around 100 SME's per conference.</p> <p>(c) Within 5 years be able to launch GRECO in each one of the 15 emergent economies countries among the Mediterranean Region companies.</p> </td> </tr> </tbody> </table>		Expected achievements	Indicators of achievement	<p>(a) The introduction of GRECO initiative as a national program for SME's, including financing and visibility in the media through PR activities in each one of the Mediterranean Countries</p>	<p>(a) Carry out 3 seminars per year in 3 different Countries: Starting in Morocco Jan 09</p> <p>(b) Gather around 100 SME's per conference.</p> <p>(c) Within 5 years be able to launch GRECO in each one of the 15 emergent economies countries among the Mediterranean Region companies.</p>
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IV.c. Mediterranean Digital Platform

GRECO is a system in itself, and the information and its know-how transfer requires the development of virtual platform systems for a continuous feeding and feed back of CP technique information which is the key to green competitiveness.

Objective	Create a portal using the most advanced web tools, in order to provide access to relevant information, create an auto-audit tool and receive feed-back from Mediterranean private and public entities.	
Strategy	<p>The responsibility for the creation, development maintenance of the portal will fall to RAC/CP. The strategy for its implementation will be:</p> <ul style="list-style-type: none"> a) To design a portal that will include all the actions of the GRECO programme and the information related to each one. It will also include an interactive way to exchange via “on-line” detailed information about CP mechanisms and how to implement the best technique or good practice through the auto-audit tool which will provide SME’s relevant information for implementing CP solutions. b) New developments will be published through the web and direct assistance will be offered. c) CP/RAC will promote the portal in the Mediterranean Region through Seminars, Media and Government institutions. 	
Expected achievements	Indicators of achievement	
<ul style="list-style-type: none"> (a) Strengthen green competitiveness throughout the Mediterranean Region by providing widespread access to information and the tools for the application of CP mechanisms. (b) Have the Auto-Audit tool pilot ready for the first National seminar compiling all necessary and relevant information 	<ul style="list-style-type: none"> (a) Increase in the number of portal members and development of more technological facilities to implement GRECO regionally and benefit a larger number of SME’s. (b) Be the international byword web on Cleaner Production for Private Sector 	

IV.d. PR Activities

Diffusion of the idea that being “environmentally-friendlier is profitable” through media and other PR activities. The environmental practices are not only an obligation or an action of social responsibility; it’s a way for obtaining more benefits by reducing expenses, improving process, reducing consumption.....

Objective	<p>Green Competitiveness awareness rising among Mediterranean Industrialists. Diffusion of the GRECO INITIATIVE: Brand awareness Contact with groups of interest (private-public sector) in each country</p>	
Strategy	<p>The responsibility for the Media Visibility through Press Release and PR activities will fall to One to One Public Relation agency and the CP/RAC and The strategy will be:</p> <ul style="list-style-type: none"> a) Through the media and PR activities we will illustrate the financial convenience of being environmental responsible and promote “Green Competitiveness” among private sector in their business language. b) Will present GRECO directly to the media and to the different targets that can provide practical solutions to boost sustainability. c) Establish the necessary networking over the country through PR activities. 	
Expected achievements		Indicators of achievement
<ul style="list-style-type: none"> (a) Creating and proposing information to the media, sending press release, reports, interviews...etc... (b) Informing the press of any event or relevant information (c) Establishing permanent relations with different journalists. (d) To retain visibility in the media for as long as possible 		<ul style="list-style-type: none"> (a) Visibility on the media before and after the Seminars: Print, on-line, radio.... (b) Increase networking through the media (c) Brand recognition

IV.e. GRECO Annual Report

An evaluation report will be produced every 12 months to describe the latest developments achieved by the SME´s applying cleaner production technologies. As a complement, a contest will be put in place to highlight the best SME in the sector, and the award will be publicized in the Report.

Objective	Integrate in the Annual Report all the information, strategies and benchmarks regarding Mediterranean companies´ green competitiveness.	
Strategy	<p>The responsibility for the publication and dissemination of the GRECO Annual Report will fall to RAC/CP with the collaboration of multilateral organizations and the private sector.</p> <p>The strategy will be:</p> <ul style="list-style-type: none"> a) Compile all actions that will take place during the calendar year: Greco Seminars, Award, new Med Clean cases, Press Release, Antenna Project, Auto audit tool, etc... b) Each two years an award will be published in the annual report to motivate new comers and share the successful case with others. 	
Expected achievements	Indicators of achievement	
(a) Collection of relevant data from the Mediterranean Region that can contribute to further develop GRECO by incorporating new components.	(a) Encourage new comers to apply CP. (b) Share knowladge and information with private and public sector in The Mediterranean Region.	

IV.f. Biannual GRECO Award

A biannual contest will take place to highlight the best SME in the sector, and the award will be publicized in the Annual Report.

Objective	The objective is to achieve strong interest from SME´s to compete and share their experiences; and support from the governments and multilateral organizations to recognize the effort through an award.	
Strategy	<p>The responsibility for the GRECO Biannual AWARD will fall to RAC/CP with the collaboration of multilateral organizations and the private sector.</p> <p>The strategy will be:</p> <ul style="list-style-type: none"> c) To monitor (on a yearly basis) the implementation of green techniques and practices of new SME´s and evaluate their environmental impact, and economic benefits. d) To recognize their efforts, RAC/CP will give exposure to those companies in the countries where they belong to, and the best ones will be nominated for the award. e) The winner will be published in the Annual Report to motivate new comers and share the successful case with others so that they can benefit and learn more about the implementation of CP mechanisms. 	
Expected achievements	Indicators of achievement	
(a) Collection of relevant data (New Med Clean cases) from the Mediterranean Region that can contribute to further develop GRECO.	(a) Higher number of participants in the biannual GRECO contest and publication of the most innovative and successful case.	

IV.g. Technical Assistance Workshops

Technical Assistance is a very powerful tool to analyze, through practical training workshops, the lessons learned from the data collected from the SMEs that have successfully applied CP mechanisms in their production chain.

Objective	Green Competitiveness understood as a best practice, being implemented on a regular basis by SME's.	
Strategy	<p>The responsibility for the implementation of the TA workshops will be shared with multilateral agencies and institutions including any member from CP/RAC.</p> <p>(a) To facilitate SME's application of CP mechanisms RAC/CP will engage the private sector companies from Mediterranean countries.</p> <p>(b) To promote capacity building in a sector.</p> <p>(c) To improve the understanding of green competitiveness, to create a favourable climate for SME's to engage in the process with the understanding that in addition to contributing to the environment, financial gains will also be achieved.</p>	
Expected achievements		Indicators of achievement
(a) Be present in all TA Workshops addressed to SME's and organized within the CP/RAC		(a) Carry out certain number of workshops;

IV.h Antenna Project

To deepen Greco's contribution to SME's, an expert in each country will be hired and will support the implementation of CP solutions in the Mediterranean companies.

Objective	Hire a professional in each country to give service to SME's during the whole process of implementation and compile the maximum number of Med clean cases.
Strategy	<p>The responsibility for the implementation of the Antenna project will fall to CP/RAC</p> <p>The strategy will be to:</p> <ul style="list-style-type: none">a) Identify a professional to coordinate the Initiative locally.b) Follow up the whole process right to the end.c) Promote and disseminate GRECO Initiative through the Country and engage new SME's for the application of more CP techniques and practices
Expected achievements	Indicators of achievement
(a) Increase the number of successful cases that have applied CP solutions.	(a) Increase 20 new cases a year.

IV. Five Year Road Map

Year One – 2008

This year the purpose is to launch GRECO in the Mediterranean Region and:

- Publish the Greco's (Med-Clean) report
- Disseminate the findings of Greco's (Med-Clean) Report among Mediterranean multilateral agencies and governmental authorities.
- Identify the academia, multilateral organizations, institutions and government agencies that will participate in GRECO.
- Develop the tools to launch GRECO in each one of the Mediterranean countries members of RAC/CP.
- Identify the Mediterranean Countries we will work with and develop the strategy with each one of them.
- Together with the academia and IT Company, design Greco's Digital Platform.
- Together with the IFC design the best financial instrument.

Year Two – 2009

During the second year it is expected to:

- Implement four Seminars per year : Morocco (Jan 09), Egypt (may 09), Croatia (July) and Turkey (Nov 09)
- Launch with the IFC the implementation of the new financial instruments in each one of the four countries we address
- Launch the digital platform (Feb/March 09): launch the Auto-Audit pilot project
- Have the first publication of Greco's Annual Report and first award granted.

Year Three – 2010

This year RAC/CP will:

- Implement Seminars in four different Mediterranean Countries
- Develop with the academia more specialized components for the digital platform and finalize the Auto-Audit project
- Continue working with the IFC for the launching of the Initiative in the corresponding Mediterranean Countries
- Publish the annual report that will compile information of any action related to GRECO INITIATIVE

Year Four – 2011

At this stage GRECO should be a well-known programme focusing mainly on the implementation of the pertinent Seminars throughout the region, dissemination of knowledge, granting awards every two years, and increasing capacity in other regions.

Year Five – 2012

Same as above. At this time GRECO Initiative would have successfully completed all Seminars in the 12 target emergent economies countries.

V. Next Steps

- ✚ The Greco Annual Report will be published on January 2009.
- ✚ The first GRECO Congress in Morocco, during February 2009
- ✚ GRECO Award: The prize-given will be held during the 5th International Mediterranean and Monaco Symposium on March 09.
- ✚ Bio- Trend and Innovative Technologies for promoting Green line Products (5-7 may 09). Egypt
- ✚ First GRECO Congress in Croatia will be held on July 09
- ✚ First GRECO Congress in Turkey will be held November 09