

ban areas (furniture manufacturers, vehicle repair workshops, boat painting, petrol stations, dry cleaners, etc) of the gradual implementation of measures to reduce their emissions of atmospheric pollutants.

The conclusions of the SMAP project on air quality included a first step on this road for the organisation of a training seminar for those responsible for such businesses, to present current techniques and procedures to them for making progress towards cleaner production processes.

With this goal, CP/RAC worked with MedCities to organise two one-and-a-half-day seminars, one in Tripoli and the other in Larnaca. The seminars are intended to boost the transfer of knowledge and experience gained in Spain, on the subject of production process improvements in the selected industries.

Special focus was placed on good environmental practices in the use of solvents, as well as used oil, since these products have a significant impact on air pollution.



1.3.3. Project for the olive oil industry in Lebanon, Jordan and Syria

In the second quarter of 2007, CP/RAC provided technical support using experts in managing waste from olive oil production and in the CP of the industry for the implementation of CP measures in countries such as Lebanon, Syria and Jordan. The Centre also monitored the quality of the studies.

The objective of the project was to introduce an integrated waste management system for the production of olive oil in Lebanon, Syria and Jordan. Cleaner Production (CP) options were presented, as well as prevention and control and processing measures, such as those defined in the strategy for the supervision of olive oil production.

In addition, a video was prepared, which will be ready for 2008, with interviews which demonstrate the incorporation of CP prevention measures and control and processing options relating to the olive oil industry.

1.3.4. GRECO initiative

The GRECO (GREEn Competitiveness) Initiative was launched by CP/RAC in 2007. The objective of the GRECO Initiative is to contribute to sus-



tainable development in the Mediterranean, demonstrating to governments, institutions and the private sector the economic benefits and opportunities which exist through the application of cleaner production. It is also intended to facilitate the process of joint working between private and public sectors on this subject. Within the framework of this initiative, various activities have been implemented. These are detailed below.

Diagrammatic Report of MedClean files

Within the framework of the GRECO Initiative, 100 MedClean case studies collected by CP/RAC during the last 12 years were gathered together at the end of 2007 into a single document which provides 100 examples of companies which have successfully applied cleaner techniques and good practices in the Mediterranean region, including data on the economic and productive benefits achieved, and the consequent benefits for the environment.

Green Competitiveness in the Mediterranean

A study was carried out which sought to extract lessons and examples from the 100 successes brought together in the MedClean files. The analysis focused on technical aspects as well as economic and environmental data related to the application of cleaner production, and demonstrates the significant economic and environmental benefits available to Mediterranean companies, irrespective of their size.

Reduction of CO₂ emissions by Mediterranean companies

The one hundred MedClean cases was evaluated, and the reduction in CO₂ emissions to date as a result of all the energy saving measures estimated.

Institutions and case studies

All the institutions and organisations which work using Green competitiveness, both inside



and outside the Mediterranean region, have been located. The most successful cases of cleaner production have also been identified.

Presentation at the relevant forums

The GRECO initiative was presented at the third International Forum on Environmental Performance Verification Systems (France), organised by ADEME and the European Commission (DG Environment) as part of *Feria Pollutec*. The objective of the third conference was the participation of developing countries and the strengthening of international co-operation.

The initiative was presented during a round table on business and new technologies, where topics relating to environmentally-friendly technology were debated. In addition, the GRECO initiative was also introduced during a seminar at the University of Ankara.

In addition, GRECO was presented at the 11th Euro-Mediterranean Conference on Economic Transition. The Mediterranean Economies and the Immediate Environmental Challenge, which took place on 18 and 19 June in Brussels.



Energy Efficiency in the Mediterranean

REDUCE YOUR CO₂ EMISSIONS AND MAKE MONEY!
56,459 tons CO₂ reduced = over €2 Million profit!

- Do you want to improve your production process to make more money?
- Are you worried about how the Kyoto Protocol and the next global agreement on climate change will affect your company?
- Do you want to reduce your company's CO₂ emissions and make money at the same time?
- Do you want to do all this without having to invest large sums?
- Are you a small company with few staff or lacking a highly-skilled environmental expert to do the job?

If you answered yes to any of these questions, GRECO is the initiative for you.

GREEN COMPETITIVENESS: THE GRECO INITIATIVE
Large profits are at hand for any company wishing to make them. The GRECO Initiative, launched by CP/RAC to boost green competitiveness in the Mediterranean region, will show you where these profits lie. It will tell you how you can reduce your CO₂ emissions by reducing your energy consumption. It will help you, and it will help the environment. **Energy efficiency will lead you there.**

Regional Activity Centre for Cleaner Production
The Regional Activity Centre for Cleaner Production (CP/RAC) is part of UNEP Mediterranean Action Plan.
At CP/RAC, we are committed to promoting a reduction in greenhouse gas (GHG) emissions in the Mediterranean, from both production and consumption.
Our initiatives include:
- Promoting energy efficiency in Mediterranean companies, through the GRECO Initiative
- Promoting a reduction in GHG emissions from a consumption perspective
- Raising awareness on the role of consumption in GHG emission generation

Ready for the ride? Keep reading to find out more!

Energy Efficiency in the Mediterranean

REDUCE YOUR CO₂ EMISSIONS AND MAKE MONEY!
56,459 tons CO₂ reduced = over €2 Million profit!

For the past 12 years, 100 Mediterranean companies have been introducing eco-efficient techniques, sometimes even without any investment at all.
Short paybacks, benefits for the environment and impressive profits.

EXAMPLES

- An Egyptian company producing edible oil carried out several energy measures and many process-optimization changes. Following a total investment of €11,500, the company made annual energy-related economic savings of €174,888, with a **payback period of less than a month!** This meant not generating 5,346 tons of CO₂ per year.
- An Egyptian company producing preserved foods implemented several energy-related measures with a total investment of €141,436, which led to annual energy-related economic savings of €167,863 and a **payback period of only 9 months.** The total annual CO₂ emission reduction was 17,036 tons.
- A Turkish textile company implemented a series of energy-saving measures, attaining annual energy savings of 29,576,773 PJ (€176,119), with an approximate **payback period of 20 months.** The prevented CO₂ emissions totalled 3,631 tons.

More at <http://www.cprac.org> (Med Clean case studies)

Will you miss this chance?
Of the 100 case studies compiled by CP/RAC, 34 companies introduced specific energy-saving measures with a total CO₂ emission reduction of 56,459 tons. The total energy-related economic savings of these companies were €2,018,421, with an average payback period of only 1 year!

The potential of energy efficiency in the Mediterranean is huge, both in reducing CO₂ emissions and gaining large profits

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1.4. OTHER ACTIVITIES

1.4.1. Seminar on sustainable consumption in Barcelona

On 12 April 2007, CP/RAC organised a seminar on sustainable consumption in Barcelona, with the participation of various consumer associations, public institutions, universities, co-operatives and other members active in sustainable consumption.

During the seminar, the CARL/PL study was presented, with special emphasis on questions such as: the origin of the sustainable consumption concept, the various models available, as well as the actions undertaken by various international institutions such as the United Nations, the Organisation for Economic Corporation and Development (OECD) and the European Union.

In addition, the presentation marked the starting point for the development of future activities of CP/RAC relating to sustainable consumption, as well as triggering a process of continuous dialogue with one basic objective: to disseminate as efficiently as possible information relating to products consumed and to promote the development of mechanisms to invite reflection by public institutions. In this sense, it was shown that it will be essential to establish close co-operation with public organisations working for the development of sustainable consumption models.

1.4.2. Training module on sustainable consumption in collaboration with ONG: MIO-ECSDE

In the second quarter of 2007, CP/RAC contributed to the preparation of a *Training Kit on Responsible Consumption* prepared by the **Mediterranean Information Office**

Joint associations and activities

To ensure the spread of cleaner production in the region, CP/RAC has involved the Mediterranean business sector from the start in planning the GRECO initiative. As a result, a collaboration agreement was signed between CP/RAC and BusinessMed (Union of Mediterranean Confederation of Enterprises), and the seminar *Towards Sustainable Development* (Egypt) organised in conjunction with BusinessMed.