

# ANNUAL REPORT 2009



**GRECO INITIATIVE**  
GREEN COMPETITIVENESS

# ANNUAL REPORT 2009





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## I. PRESENTATION

The Regional Activity Centre for Cleaner Production (CP/RAC) was founded in 1996 by the Contracting Parties of the Barcelona Convention. Since then, it has formed part of the Mediterranean Action Plan (MAP), which falls under the umbrella of the United Nations Environment Programme (UNEP). The Centre's mission is "to develop mechanisms to promote sustainable models for production, consumption and the sound management of chemicals in the Mediterranean".

In January, 2008, at the 15th meeting of the Contracting Parties of the Convention for the Protection of the Marine Environment and the Mediterranean Coastal Region and its Protocols (COP-15), the CP/RAC's main objectives and work priorities for the following two years were decided. The 2008-2009 Work Plan and Budget were approved.

Throughout 2008 and 2009, on the basis of its mission objectives, the CP/RAC increased its activities towards developing sustainable consumption and production processes. It formed alliances with the Marrakech Process (the global initiative on sustainable consumption and production driven by the UNEP) and the United Nations Department of Economic and Social Affairs. The Centre was also firmly placed within the sphere of sound management of chemical substances, thanks to its official recognition as Regional Centre for the Stockholm Convention.

In 2009, the Centre's willingness to collaborate with other relevant organizations within the Mediterranean region became especially important. Substantially more agreements were therefore signed that year; 18 in total, the largest number in CP/RAC history.

In carrying out its mission to promote sustainable production and consumption and the sound management of chemical substances, the CP/RAC places special emphasis on three specific areas where it has extensive experience and great potential: the spreading of Cleaner Production practices and green competitiveness via the GRECO Initiative, sustainable consumption, and the sound management of chemical substances, supported by the Centre's ratification as Regional Centre for the Stockholm Convention on Persistent Organic Pollutants. To achieve the first objective, it is vitally important to encourage participation from the private sector, specifically within the Mediterranean business network, since this is where the more sustainable production methods will ultimately be implemented.

The objective of the GRECO INITIATIVE, launched by the CP/RAC in 2008, is to contribute to the sustainable development of the Mediterranean.

It will achieve this by demonstrating the economic and environmental benefits of implementing Cleaner Production in small and medium enterprises to the private sector, institutions and government organizations. This year, the GRECO INITIATIVE was launched in four South Mediterranean countries: Tunisia, Turkey, Egypt and Morocco, signing collaboration agreements with all of them.

Globalization, changing patterns of consumption and production and increased environmental concerns are bringing new challenges for companies in developing and transitional countries to remain competitive in the global market. Integrated and multidisciplinary approaches are required to face dramatic rises in labour productivity, intensive use of natural resources and over-reliance on the ability of the natural environment to absorb the waste generated by economic activity.

The pattern of production and consumption in developed countries proved to be unsustainable. It is necessary to identify a way in which competitiveness can be achieved within the framework of sustainability, while maintaining an acceptable quality of life.

The current trends in the modernization of production have the potential to improve competitiveness and reduce environmental impacts, but are unlikely to bring production and product use within the framework of sustainability.

As experience has shown, the promotion of environmental sustainability is most successful when it is cost effective and driven by consumer demand. Green products share both of these characteristics. In addition to the growing global demand for green products, they also have the potential to be cheaper to produce and have no environmental impacts. Globally, the demand for environmentally friendly products is growing.

Therefore, it is important that Mediterranean businesses understand that the environment offers a real business opportunity through industrial production processes. An initiative like GRECO makes this process easier and drives green competitiveness in the Mediterranean.

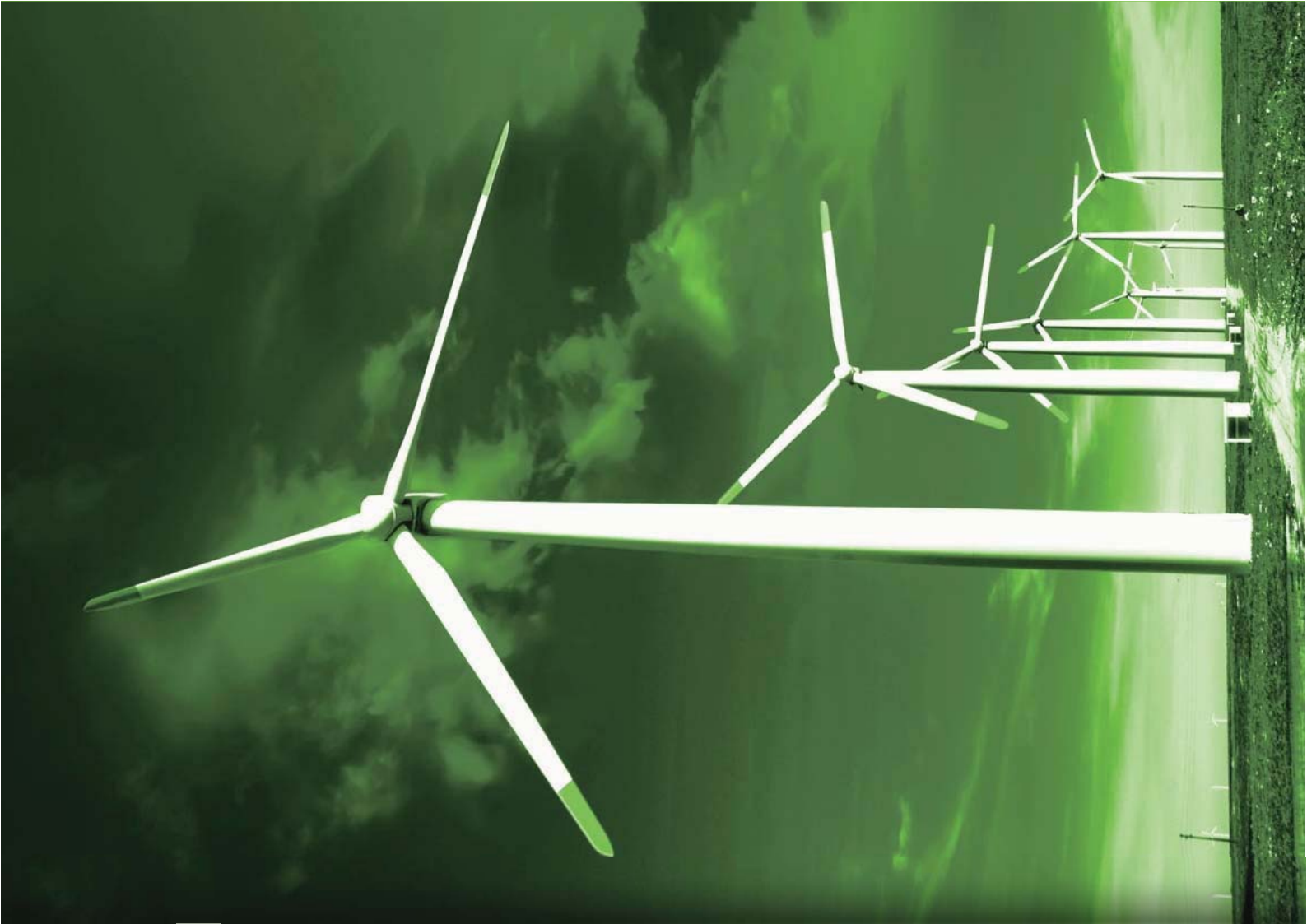
In addition to the efforts of public institutions, private businesses can contribute to protecting the environment, without having to abandon their profitability goals or concentrating solely on meeting legal requirements.

The environment is not only an expense but also a business opportunity.



## II. MAIN ACHIEVEMENTS

- 01.** The diffusion of all material published by the GRECO Initiative throughout the MAP (Mediterranean Action Plan).
  - i.** Study: "Green Competitiveness in the Mediterranean: finding Business opportunities through Cleaner production". The analysis of the 100 practical success stories collected in the MedCleans files and their conclusions.
  - ii.** Report summarized and targeted at SMEs: "Green Competitiveness in the Mediterranean: A competitive environmental strategy"
  - iii.** MedCleans Case Studies: 176 environmental techniques and practices implemented with success in 100 Mediterranean businesses.
- 02.** The launch of the GRECO Initiative in four Mediterranean countries. Environment Ministers and representatives of the Ministry of Industry attended to support the Initiative, and more than 100 businesses and business institutions were present.
- 03.** The signing of a collaboration agreement with the Cleaner Production Centre in each of the countries where the GRECO Initiative was launched.
- 04.** Significant media coverage of the GRECO Initiative via local media networks where the initiative was launched.
- 05.** The creation of a committee to monitor future GRECO activities in Morocco. Including public and private sectors.
- 06.** The awarding of the first GRECO prize to an Egyptian business: "Sila Edible Oil", for obtaining significant environmental and economic benefits through the implementation of Cleaner Production mechanisms.
- 07.** Training session to an international expert in the implementation of MOED by the Working Group methodology.
- 08.** Training Sessions, called Capacity Building, to local experts in the implementation of MOED by the Working Group methodology.
- 09.** The CP/RAC applied to the Spanish Agency for International Cooperation and Development (AECID, according to its initials in Spanish) framework programme for fund acquisition for the implementation of the GRECO Initiative in the Maghreb.



III. 1 GRECO INITIATIVE STRATEGY 2009

Over the last 12 years the CP/RAC has been collecting examples of companies that have successfully implemented the best environmental techniques and practices in the Mediterranean region.

Using these examples, the MedCleans files were created and recently published by the CP/RAC. Based on real data, these files demonstrate the economic and environmental benefits obtained by each company after investing in Cleaner Production.

Currently, more than 110 case studies are available, where more than 176 environmental techniques or practices have been implemented. This data is analysed in the GRECO report on green competitiveness: "Green competitiveness in the Mediterranean, finding business opportunities through Cleaner Production". The report uses concrete data to illustrate the enormous environmental and economic benefits that may be obtained by investing in Cleaner Production techniques or practices. The annual savings in these companies reached a total of more than 14 million euros. After 5 years, they had saved more than 57 million euros.

All published information about the 100 case studies collected and analysed by MedCleans has been diffused throughout MAP, specifically in four Mediterranean countries: Morocco, Egypt, Tunisia and Turkey, via national FORUMS.

A. Business Plan

GRECO INITIATIVE: Finding business opportunities through Cleaner Production					
Activities	Objectives	Expected results	Responsibility (Essential tasks for Parties and other Partners)	Indicators of achievement/ effectiveness	Date
<b>GRECO FORUM</b>	Disseminate the findings of the GRECO (MedCleans) Report among Mediterranean companies and the public sector, enhancing the visibility of financial opportunities while investing in the environment.	The introduction of the GRECO initiative as a national programme for SMEs	CP/RAC in collaboration with NFP, Business Med, ASCAME and 7 desiste	Number of Countries reached and number of participants (private and public sector)	A total of 4 FORUMS: Morocco, Tunisia, Egypt and Turkey
<b>Working Groups (MOED)</b>	Provide SMEs with the appropriate tools to identify with CP solutions to apply using the methodology: Minimization Opportunities Environmental Diagnosis.	Being able to drive 30 MOEDs in each Mediterranean country in 3 key Industrial sectors per country.	NCPC, NFP, Business Med, other partners, and follow up by CP/RAC	Number of Countries reached, number of SMEs involved, number of SMEs applying CP mechanisms: collection of new MedCleans case studies, etc.	2010; Morocco, Egypt, Tunisia, Lebanon. "Fund Raising"
<b>Auto-Audit</b>	Provide SMEs with an online tool and relevant information to support "the audit process".	Giving SMEs the opportunity to go through an auto-audit process to detect and apply easy CP solutions as a first step.	CP/RAC/ other partners	Provide a user-friendly tool to achieve goals and increase the number of member users	Throughout 2009 and 2010
<b>PR</b>	Promote the concept that being "environmentally friendly is profitable" via the general media and other PR activities.	The raising of awareness about environmentally friendly production processes and products.	One to One/ CP/RAC/ multilateral agencies	Brand recognition. Maintaining visibility in the media for as long as possible before/after the GRECO launch in each country.	Throughout 2009 and 2010
<b>Biennial Award</b>	Recognize the efforts of SMEs that have applied CP solutions, and share their experiences.	Encouraging newcomers to apply CP	CP/RAC/ other partners (MALTA)	Increasing the number of participants in the biennial GRECO AWARD and becoming a market reference.	2011





**GRECO INITIATIVE: Finding business opportunities through Cleaner Production (continuation)**

Activities	Objectives	Expected results	Responsibility (Essential tasks for Parties and other Partners)	Indicators of achievement/effectiveness	Date
<b>Annual Report</b>	Listing of all GRECO relevant activities implemented during the calendar year	Collection of relevant data to share knowledge and information with private and public sectors	CP/RAC	Publishing the Annual Report once a year.	Throughout 2009 and 2010
<b>Website</b>	Create a portal in order to provide access to relevant information and receive feedback from private and public bodies in the Mediterranean.	Strengthening green competitiveness throughout the Mediterranean Region by providing widespread access to information and tool management.	CP/RAC, HTTP, other partners	Becoming the international byword Website on Cleaner Production for the Private sector in each country.	2009; Website online

**B. National GRECO Initiative FORUMS**

B.1. Morocco April 2009: "GRECO Initiative launch forum, Morocco, 2009"

The launch of the GRECO Initiative in Morocco took place April 15th, 2009. Beforehand, on April 14th, a press conference was organized for 40 journalists from the press, radio and television. At the press conference, the CP/RAC introduced the GRECO initiative with support from public and private sectors, the Ministries of the Environment and Industry, and the Moroccan General Business Confederation.

The Moroccan launch was a complete success, not only thanks to participation by the Ministers of Environment and Industry, M. Abdelkebir ZAHOUJ and M. Ahmed Reda CHAMI respectively, but also because of the presence of a large number of business people and private institutions. As industry representatives, we welcomed the participation of M. Moulay Hafid ELALAMY, President of the Moroccan General Business Confederation and M. Said Mouline, President of the Environment Commission of the CGEM and FORUM moderator.

During the session, two collaboration agreements were signed: the first with the public sector, between the Ministries of the Environment and Industry, the CGEM and CP/RAC where they confirmed their support of the GRECO Initiative. The second was between the CMPP and CP/RAC, detailing possible activities and means of knowledge and technology transfer (providing training in each country).

Dr. Virginia Alzina, Regional Cleaner Production Centre Director, explained the environmental benefits and business opportunities offered by Green Competitiveness for Small and Medium Enterprises in Morocco.

Moreover three Moroccan entrepreneurs shared their successful experiences in the implementation of Cleaner Production mechanisms.

See ANNEX I for Morocco Agenda  
See ANNEX II for Press





**B.2. Egypt, May 2009:**  
"Competitiveness and Innovation through Green Products and Processes"

The United Nations Industrial Development Organization (UNIDO) and the Regional Activity Centre for Cleaner Production (CP/RAC), together with the Egyptian National Cleaner Production Centre (ENPCPC) organized the "Competitiveness and Innovation through Green Products and Processes" FORUM in Cairo, where the launch of GRECO took place. Public administration members, business people from different industrial sectors and representatives of Cleaner Production Centres from other Mediterranean countries were present.

The UNIDO programme, Innovative Technologies for Promoting Green Industries, is helping and educating enterprises on how to achieve their green and sustainability goals.

CP/RAC has broadened its scope of action and has launched a new initiative under the name GRECO Green Competitiveness. Its aims are to promote environmental consciousness, reshape the way business is carried out and dismiss the invalid idea that implementing environmentally friendly technology is a burden for enterprises.

The local organizer, the Egyptian National Cleaner Production Centre (ENPCPC), is an independent Centre of Excellence for Cleaner Production (CP) and CP related matters in Egypt. The ENPCPC's mission is to enhance the productivity and environmental performance of Egyptian companies and to contribute to their long-term competitiveness in national and global markets.

The Global Forum was held in co-operation with: the Ministry of Agriculture, the Agricultural Research Centre (ARC), the Global Forum on Agriculture Research (GFAR-FAO,



SDR), the Ministry of Trade & Industry and the Ministry of Environment. The Federation of Industries, the private sector and the Chamber of chemicals, Chamber of Textiles and the Chamber of Food also participated.

The meeting objectives were:

- To put forward and discuss example projects within the promotion and the development of Green Industries and related technology, including innovative technology for Agro-Waste Management.
- To promote green chemistry initiatives by presenting the success stories of different national and international companies from the chemical sector.
- To promote the Mediterranean initiative to boost green competitiveness among regional industries.
- To explore the impacts of sustainable building and eco-design on resource efficiency and sustainable products.
- To present different sources for financing green industry initiatives.

See ANNEX I for Egypt Agenda  
See ANNEX II for Press

The biennial GRECO Initiative award was given for the first time during the FORUM on "Competitiveness and Innovation through Green Products and Processes".

The Award ceremony took place in Egypt in May 2009 within the framework of the Global Forum on Green Industry. Finalists were invited to the Ceremony: Egypt Edible Oil (from Egypt), Zica Sarajevo (from Bosnia & Herzegovina) and Water and Sewage Utility-Konjic (from Bosnia & Herzegovina). The company awarded was announced during the ceremony and Dr. Anton Pizzuto the chairman of the Adjudication Committee gave the details to the floor about the committee members and the selection criteria established for the Award.

The GRECO Award has been created to recognise and promote the efforts of companies that have contributed to improving the environment through Cleaner Production and to share their successes achieved with other firms.







**B.3. Tunisia, September 2009**  
"GRECO Initiative in Tunisia"

September 29th, 2009, the GRECO Initiative was presented in Tunisia. The launch Forum was attended by: Samir BELAID, Managing Director of the Tunis International Centre for Environmental Technologies (CJET); Nadhir HAMADA, Minister of the Environment and Sustainable Development; Ben Souf Ben Amara Samira, representative of the Ministry of Industry; and Zhora Driss Becher, representative of the Tunisian Union of Industrialists, Businessmen, and Artisans (UTICA). Luisa Garcia-Valdecasas, manager of the GRECO Initiative, explained the environmental benefits and business opportunities offered by Green Competitiveness (GRECO).

The Tripartite agreement for cooperation between CP/RAC, UTICA and CJET in the development of the GRECO Initiative in Tunisia was signed. The implications of this agreement include: the organization of the launch Forum for the GRECO Initiative in Tunisia, the promotion of the initiative among Tunisian SMEs, making the virtual platform and auto-audit tool available to Tunisian businesses, the transfer of knowledge and technology, and the sharing of experiences between Tunisia and other countries.

The GRECO Initiative Forum was attended by 200 business people and representatives of private and public bodies. They showed great interest not only in the presentation of the Initiative, but also in the experiences of Tunisian entrepreneurs who had already implemented Cleaner Production solutions and increased the profitability of their businesses thanks to major savings in water and energy.

See ANNEX I for Tunisia Agenda  
See ANNEX II for Press



**B.4. Turkey, October 2009**  
"Available Technical Improvements and Integrated Pollution Prevention and Control: Mechanisms for intensifying Green Competitiveness in Turkey"

CP/RAC and TÜSIAD organized a National Forum to promote mechanisms for intensifying Cleaner Production in Turkey by the implementation of the GRECO Initiative.

The national forum "Available Technical Improvements and Integrated Pollution Prevention and Control: Mechanisms for intensifying Green Competitiveness in Turkey" took place October 21st. It analyzed the advantages and opportunities available to industries that adopt Green Competitiveness and the application of Integrated Pollution Prevention and Control (IPPC) in the Turkish national system for the control of industrial pollution

The FORUM analyzed green competitiveness case studies as an opportunity to increase profits in Turkish companies, while benefiting the environment. The Turkish Ministry of Environment and Forestry, CP/RAC and TÜSIAD signed a Memorandum of Agreement to promote the implementation of Cleaner Production techniques and practices among Turkish companies and to diffuse the GRECO Initiative.

Various experts shared their experiences of working towards IPPC (Integrated Pollution Prevention and Control) and suggested further measures for working towards the IPPC directive in Turkey.

The Forum was organized by the Regional Cleaner Production Centre (CP/RAC) and the Turkish Industrialists' and Businessmen's Association (TÜSIAD), with the support and collaboration of the Ministry of Environment, and environmental inspection agencies from Turkey.





Spain, Italy, Belgium, Poland and the Czech Republic. The Forum offered the opportunity to share experiences of moving towards the IPPC Directive, share lessons learnt by EU countries and its new Member States, and to give recommendations about the next steps that need to be taken in Turkey in its movement towards the IPPC Directive.

**Report Introduction "Green Competitiveness in the Mediterranean"**

Luisa García-Valdecasas presented the GRECO Initiative and the report "Green Competitiveness in the Mediterranean" based on the analysis of 100 successful case studies with green profitability. She demonstrated that investing in green development is a means of increasing profitability while obtaining environmental benefits.

Dr. Aydın YILDIRIM, Assistant Director of the Turkish Ministry of Environment and Forestry, a representative of the Cleaner Production Regional Activity Centre (CP/RAC) and Musa Galip Ergoç, chairman of TÜSIAD the Environmental Working group, signed a Memorandum of Agreement with the objective of promoting the implementation of Cleaner Production among Turkish companies and expanding the business opportunities offered by the GRECO Initiative.

TÜSIAD, the Turkish Industrialists' and Businessmen's Association, is an association made up of owners and directors of individual companies, groups of companies and holdings that operate within the Turkish market. TÜSIAD is also a member of the Confederation of European Business (BUSINESSEUROPE).

*See ANNEX I for Turkey Agenda*

*See ANNEX II for Press*





### C. Collaboration Agreement

During 2009, five collaboration agreements related to the GRECO Initiative were signed with the following countries: Morocco, Egypt, Tunisia, Turkey and Algeria. Since making these agreements, the framework for cooperation between CP/RAC and the Clean Production Centres in each country has been reinforced.

The main result of signing this Collaboration Agreement was to provide support for CP/RAC in the implementation of the GRECO Initiative for Green Competitiveness in each country, working alongside their National Cleaner Production Centres and business associations.

The agreed activities in order to achieve this cooperation framework in every country are the following:

1. Transfer expertise and know-how on Cleaner Production to industry via the GRECO Initiative website and the websites of the CP/RAC, business associations and National Cleaner Production Centres. Promote the Auto-Audit tool among Small and Medium Enterprises.
2. Coordinate and cooperate on the organization of the main GRECO Forum in order to raise awareness and to transfer experiences and know-how to the private sector.
3. Promote the GRECO initiative throughout the private sector. Send information on the GRECO Report to SMEs, including the analysis of the 100 companies that have applied Cleaner Production (CP), their results, and other relevant materials.
4. Provide visibility and promotion on our website and on our partners' websites to those companies that have applied CP in the Mediterranean countries.
5. Identify one company, in each country, to participate in the biennial GRECO ceremony, where the GRECO Scientific Committee will select the winning companies for the GRECO Award.
6. Promote success stories on Cleaner Production from companies which have successfully implemented Cleaner Production practices. This promotion will happen one year after implementing Cleaner Production solutions in each country, the case studies will be presented in the GRECO Annual Report that will be disseminated throughout UNEP-MAP.

7. Disseminate information on CP/RAC activities and materials through the Mediterranean Countries.

8. Share CP/RAC's business associations, National Cleaner Production Centre expertise and databases to back up the success of the GRECO Initiative.

The activities above were set out in a well-defined plan within two months after the signing of the agreement.

A follow-up committee was set up consisting of representatives from each party to the agreement in the countries supported by the CP/RAC. It will suggest and, when necessary, discuss and agree on the activities that should be included in the work plan.

### Morocco

A Collaboration Agreement was signed with the Moroccan Ministry of Industry, Commerce and New Technology, the Secretary of State for the Ministry of Energy, and with the General Confederation of Moroccan Enterprises (CGEM).

A Collaboration Agreement was signed with the Moroccan Cleaner Production Centre (CMPPI).

See ANNEX III





Egypt

A Collaboration Agreement was signed with the Egyptian National Cleaner Production Centre (ENCCPC).



Turkey

A Collaboration Agreement was signed with the Ministry of Environment and Forestry and with the Turkish Industrialist and Businessmen Association (TÜSIAD).



Tunisia

A Collaboration Agreement was signed with the Tunisian Union of Industrialists, Businessmen, and Artisans (UTICA) and with the Tunis International Centre for Environmental Technologies (CITET).



Algeria

A Collaboration Agreement was signed with the Algerian Centre for Cleaner Production Technology (CNTPTP).





#### D. Capacity Building, Morocco

As part of the GRECO INITIATIVE project called Capacity Building to promote Green Competitiveness, a training workshop for trainers was held at the headquarters of the CGEM / CMPP, October 28th, 2009. The objective was to reinforce the skills of a group of national experts in environmental management. These experts will provide SMEs with mainly technical assistance and the necessary tools for Cleaner Production (CP). They will also enable the implementation of the best cleaning techniques for each situation, the calculation of project profitability and the assessment of the environmental benefits achieved.

#### Objectives

The objective of participating in the capacity building workshop was the implementation and development of the Cleaner Production concept and the necessary tools to integrate it within companies.

#### Profile of Participants

The majority of people who participated in the workshop were national experts and consultants from different fields, and specialists in industrial activity. Their experience and familiarity with process and waste flow analysis were crucial assets to help them complete their mission. Throughout the day, their diversity led to very rewarding exchanges and discussions. The workshop was held in a very pleasant and cooperative atmosphere, characterized by lively discussions and active work-group participation. The objective of the day was to familiarize participants with the concept of Cleaner Production, focussing on the central elements of CP: reduction at source, flow charts, waste flows, information processing, action support, the environmental and economic benefits, etc. In order to do this, a talk was given on Cleaner Production with the intention of promoting interaction and experience sharing. The concept's advantages were discussed including strategic planning and full participation policies. Its operation and main approaches were also dealt with in detail to ensure better assimilation of the concept.

The second presentation focused on MOED Methodology (Minimization Opportunities Environmental Diagnosis), a diagnostic tool that enables companies to prevent and reduce pollution at source. Discussion focussed

on MOED's characteristics, its advantages and implementation. Emphasis was placed on the main steps for learning how to use MOED, site visits and information processing of specific minimization opportunities. Successful case studies were presented and discussed at the end of the presentation.

The afternoon's work began with a group activity based on 'Plasticine' which pedagogically illustrated the advantages of CP. Attendees were split into three groups to carry out this challenging exercise. A lengthy discussion ensued which led to a better understanding of the issues and concept of interest, reducing waste at source.

The third presentation was focused on Working Group methodology a tool to implement the MOED methodology by sector. The methodology was presented in detail and emphasis was placed on the expert's skills to successfully conduct working group meetings.

At the end of the day, an open discussion took place.





### III. 2 GRECO INITIATIVE AWARD

The Award ceremony took place in Egypt in May, 2009, within the framework of the Global Forum on Green Industry. Finalists were invited to the Ceremony: Egypt Edible Oil (from Egypt), Zica Sarajevo (from Bosnia & Herzegovina) and Water and Sewage Utility-Konjic (from Bosnia & Herzegovina). The winning company was announced during the ceremony and Dr. Anton Pizzuto, chairman of the Adjudication Committee, addressed the floor with details about the committee members and the selection criteria established for the award.

Over the last 10 years, the CP/RAC has been gathering information from different Mediterranean firms that have successfully applied Cleaner Production technologies or good environmental practices. The results were analysed and published in a GRECO report revealing not only the consequent environmental advantages but also the financial benefits obtained and therefore the company's greater profitability.

The GRECO Award has been created to recognise and promote the efforts of companies that have contributed to improve the environment through Cleaner Production and to share their successes achieved with other firms.

The biennial competition was set for awarding a prize to the company with the greatest economic and environmental benefits from implementing one or two cleaner production techniques. The winning company's results is published in the GRECO Annual Report so that other companies can access this information and be encouraged to implement cleaner production mechanisms.

The objective is to dispel the notion that Cleaner Production is expensive and require heavy investments without returns. On the contrary our aim is to show that many Cleaner Production solutions are low cost or even no cost and can generate huge savings, often with short payback periods.

On January 2009 an Adjudication Committee is created aiming at selecting a winner out of the 100 companies that have successfully applied Cleaner Production techniques or best environmental practices filed on the Med Clean Cases report.

The committee's first task was to establish the criteria for the award. From the objectives of GRECO Initiative, it was clear that the winner had to be an organisation able to show that it is possible to implement Cleaner Production mechanisms at minimum cost and maximum savings while increasing environmental benefits.

The main selection criteria were established as follow:

- Low investment and high environmental benefits (precondition)
- Short pay back period
- High net benefit after one year
- High return of Investment

A winner was chosen from a total of 100 success stories, with a shortlist of 10 firms and the first three were invited to the prize-giving ceremony for the GRECO Initiative Award.

*See ANNEX III*

The GRECO Award was finally awarded to an Egyptian company, producer of edible oil and called Sila Edible Oil. This company carried out several energy-savings measures and many process-optimisation changes. With a total investment of 13.500 euros, the company's annual energy-related economic saving reached 174.888 euros with a payback period of less than a month and the enormous environmental benefit of not generating 5.346 tonnes of CO2 per year.

*See ANNEX IV*

The award consists of a certificate from the CP/RAC signed by each member of the scientific committee that carried out the selection, recognising the good work achieved by the firm, as well as a financial sum to implement a new audit process or apply a new measure, and the firm's promotion among Mediterranean countries.

The second GRECO Initiative Award Ceremony will be held throughout 2011.





### III. 3 GRECO INITIATIVE IT PLATFORM

After defining the IT platform needs in the context of achieving GRECO's objectives, we designed its sections and content.

The platform's objectives are:

#### Information about activities

It has to contain information about all of the activities being carried out during the life of the project.

#### Bidirectional Information

It has to be a platform that allows bidirectional information exchange, so that companies can learn from our experiences and we can learn from theirs, thereby making acquired know-how available to everyone.

#### Audit tool

A tool has been developed to allow companies to access automatic auditing for free via the website. Therefore businesses have easier access to information that could help them improve their production processes.

#### Country specific content management tool

Each country will have a content management tool to enable them to update the country's work flow, thus keeping the project alive in every country where the GRECO Initiative has been launched.

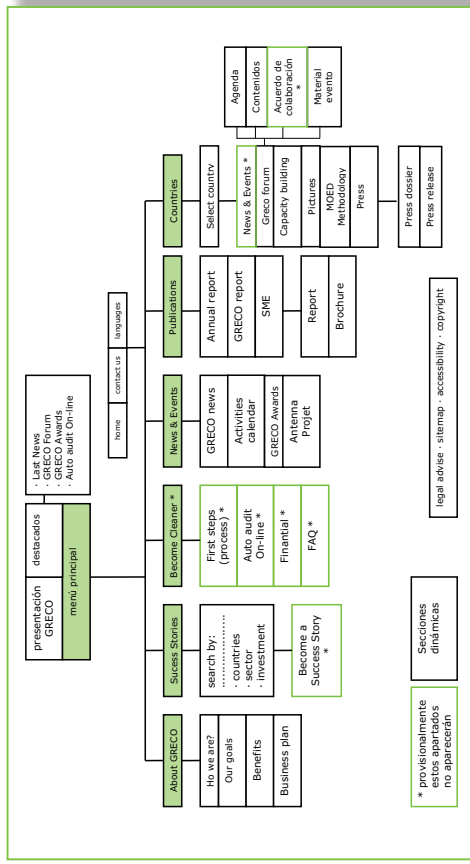
#### Visibility

Give the project and its achievements the greatest possible visibility. Offer visibility to all businesses, public bodies and multilateral agencies that work on the project. Fast promotion and dissemination of the GRECO Initiative.

#### Multilingual

The platform should reach the private sector in every Mediterranean country and be available in three languages: English, French and Spanish.

Based on the objectives listed above, the GRECO website will consist of the following sections:



- **About GRECO: Who we are? Our Goals, Benefits, Business plan.**  
This section introduces the GRECO Initiative, its objectives, the target it is working towards, its action plan, etc.
- **Success Stories: Become a Success Story.**  
Our objective is to share success stories of businesses that have invested in Cleaner Production and obtained both economic and environmental benefits. In this way, other businesses can see positive results in real success stories.
- **Become Cleaner: First Steps, Auto-Audit Online.**  
Help businesses to take the first steps towards Cleaner Production and make an online audit tool available to them to help them identify improvements quickly and easily.
- **News & Events: GRECO News, Activities Calendar, GRECO Forum, GRECO Awards, Press.**  
We will show a calendar of all GRECO Initiative planned activities, including new events and any press releases published in the countries involved in the initiative.



- Publications: Annual Report, GRECO report, SME report  
Internet users can download all the information they require about the GRECO Initiative.
- Countries: MedCleans files, MOED Methodology, GRECO Forum, Capacity Building, Pictures, and Press: Press Dossier and Press Release.  
In the countries where the GRECO Initiative has been launched, a content management updating tool will be available, as well everything relating to the launch FORUM, the local press, radio and TV, and activities carried out in the future.

The Main sections on the homepage are:

- Latest News: Latest News on the project.
- GRECO Award: Biennial prize for entrepreneurs.
- GRECO Forum: Information relating to the different launch Forums and the initiative in each country.
- Auto-Audit on-line: Tool for automatic auditing that allows businesses to identify internal improvements quickly and easily.

The GRECO IT platform will be launched at the end of January 2010 and the content management tool for each country will become available within a couple of months after the launch.







### III. 4 ASSOCIATION WITH PROGRAMMES FROM THE SPANISH AGENCY OF INTERNATIONAL COOPERATION in order to finance GRECO activities

The Spanish Agency of International Cooperation for Development (AECID, according to its initials in Spanish), under the General State Budget and for the total amount of €71,110,00, announced the awarding of subsidies, conferred on a competitive basis, corresponding to the year 2009.

These subsidies are intended to finance specific projects or activities regarding development cooperation. These may relate to economic and social promotion, culture, technical or scientific promotion, professional aspects, welfare, awareness-raising and to the diffusion of international cooperation, which may be carried out in Spain or in other countries.

The CP/ARC applied to obtain funds in Morocco, Tunisia and Algeria with the intention of developing the GRECO Initiative in these countries. It intends to implement a cleaner production process in Maghreb industries to lead to the reduction of waste residues and emissions while increasing the efficient use of energy and water and increase profitability.

The proposal is based on carrying out 30 audits in industries from 3 different sectors: Minimization Opportunities Environmental Diagnostics, these audits are the first necessary step towards identifying improvements in a company to minimize their environmental impact (reduction of waste and emissions) while achieving an economic return. This kind of audit is not available to many businesses. For this reason, we propose to provide them with grants, which will then commit the company to implement the results obtained. In this way, we ensure that at least 30 businesses in each of the selected eligible countries are going to take a step forward in Cleaner Production and use available resources more efficiently. We guarantee the success of the project, by sharing our success with other business people, we will motivate them to move forward.





### Morocco

Forum "Initiative GRECO au Maroc"

Mercredi 15 Avril 2009, Hôtel Golden Tulip Farah, à Casablanca

09h00-09h30: Enregistrement des participants

**Présidence du Forum par M. Saïd Mouline, Président de la Commission Environnement de la CGEM.**

09h30-10h00: Séance inaugurale :

M. Ahmed Reda CHAMI, Ministre de l'Industrie, du Commerce et des Nouvelles Technologies (MICNT), M. Abdelkebir ZAHOU, Secrétaire d'Etat chargé de l'Eau et de l'Environnement (S3E) M. Moulay Hafid ELALAMY, Président de Confédération Générale des Entreprises du Maroc Mme. Virginia ALZINA, Directrice du Centre d'Activités Régionales pour le Production Propre (CAR PP)

10h00-10h10: Projet Greco Initiative à l'échelle de la Méditerranée, Mme Virginia Alzina/ Luisa García Valdecasas, (CAR PP).

10h10-10h20 : Cérémonie de signature du mémorandum d'entente et de l'Accord de Partenariat Mémorandum d'entente du projet « Initiative Greco au Maroc » entre les MICNT/S3E/CGEM et le CAR PP Accord de partenariat entre le CAR PP et le CMPP pour la mise en œuvre du Mémorandum d'entente.

10h20-10h30: Pause café

10h30-11h00: Expérience marocaine en matière de compétitivité verte en entreprise :

- Compétitivité verte dans l'Industrie marocaine / M. Abderrahim CHAKOUR, MICNT.

- Outils d'Incitation pour la Production Propre (S3E) :

Fonds de Dépollution industrielle (FODEPI) / M. Anis ABOU AL HAJA

Mécanisme pour le Développement Propre (MDP) / Mlle. Souad EL ASRI

11h00-11h20: Témoignages d'industriels

11h20-11h40: Initiative Greco au Maroc : contexte et perspectives / M. Yahia SABHI, S3E.

11h40-12h00: Greco Initiative : Etapes, Base de données et Outils/ Mme Luisa García Valdecasas , CAR /PP.

12h00-12h30: Discussions et clôture.

13h10-14h30: déjeuner

Conférence de presse sur le lancement de « Greco Initiative » au Maroc

Mardi 14 Avril 2009 à Golden Tulip Farah - Casablanca

9h15: Cocktail de bienvenue Accueil des journalistes & remise des Kit presse

9h30: Mme Luisa García Valdecasas, Chef de Projet GRECO INITIATIVE Centre des Activités Régionales pour la Production Propre (CAR /PP)

**Mot de bienvenue et présentation du CAR/PP et de l'Initiative Greco**

9h40: M. Bousselham Hilia, Secrétaire Général Ministère du Commerce de l'Industrie et des Nouvelles Technologies L'industrie et l'environnement

9h50: M. Mohamed Benyahia, Directeur du Partenariat, de la Communication et de la Coopération, Sous Secrétaire d'Etat à l'Environnement, Ministère de l'Energie, des Mines, de l'Eau et de l'Environnement

**L'environnement au Maroc. contenu de l'accord de partenariat Greco Initiative**

10h00: M. Saïd Mouline, Président de la Commission Environnement de la Confédération Générale des Entreprises du Maroc (CGEM) Rôle de la CGEM dans la promotion de la compétitivité verte

10h10: Mme Hanan Hanzaz, Directrice Centre Marocain de Production Propre

Les activités du CMPP pour l'accompagnement des industriels marocains dans des projets de production propre au Maroc


10h20: M. Juan Antonio de Castro, Expert International Centre des Activités Régionales pour la Production Propre (CAR /PP)

**GRECO Initiative : Base de données et Outils**

10h30: Questions.

10h50: Pause café

Tunisia

			
Ministère de l'Environnement et du Développement Durable	Union Tunisienne de l'Industrie du Commerce et de l'Artisanat	Centre des Activités Régionales de Production Propre	Centre International des Technologies de l'Environnement de Tunis
<b>Programme</b>			
<b>Du Forum sur l'initiative GRECO « Compétitivité verte » Tunis, le 29 septembre 2008 - Hôtel Africa - El Mouradi</b>			
8h30	Accueil et Inscription		
9h30	<b>Ouverture officielle du forum :</b> ☐ Mot de bienvenue, par <b>M. Samir BELAID</b> , Directeur Général du CITEP. ☐ Ouverture officielle, par <b>M. Nadhir HAMADA</b> , Ministre de l'Environnement et du Développement Durable; ☐ Allocution de <b>Mme Samira AMARA</b> , Directrice Générale de la Stratégie Industrielle au Ministère de l'Industrie, de l'Energie et des PME. ☐ Allocution de <b>Mme Zohra DRISS</b> , vice présidente à l'UTICA. ☐ Allocution de <b>Mme Louisa GARCIA-VALDECASAS</b> Directrice de GRECO Initiative-CARIPP.		
10h30	Présentation du projet GRECO initiative à l'échelle % la méditerranée, par : - <b>Mme Louisa GARCIA-VALDECASAS</b> , CARIPP - <b>M. Juan DE CASTRO</b> , Université de Nebrija		
11h00	<b>Cérémonie de signature de :</b> L'accord tripartite de partenariat (CARIPP – UTIC)-CITET) sur la mise en œuvre de l'initiative GRECO en Tunisie.		
11h30	Pause Café		
11h50	Présentation de l'Alliance Publique-Privée pour l'Environnement, par <b>M. Salem FEKIH</b> , UTICA.		
12h10	La Production Propre en Tunisie, par <b>M. Ahmed HESZI</b> , CITET		
12h30	Programme de mise en place de l'Ecolabel Tunisie, par <b>Mme Imen BEN SOYAH</b> , CITET.		
12h50	Transparence d'entreprises : - <b>Mme Sabrina AIDI</b> , Responsable qualité – Topicana Club; - <b>M. Adel BELHAJ/AMOR</b> , Chef de département ingénierie et maintenance –GROUPE TOTAL; - <b>M. Sami BELCHEKH</b> , Directeur technique SONOCA.		
13h20	Débat et recommandations		
14h00	Clôture du forum		
14h20	Déjeuner		

Egypt

<b>The Congress Meeting on Green Competitiveness</b>	
<b>Thursday 28 May 2009</b>	
9:30 – 10:00	
<b>SESSION EIGHT</b> <b>GRECO Initiatives</b> <b>Opening &amp; Welcome Statement</b>	
Ms. Luisa Garcia-Valdecasas, CP/RAC Spain Dr. Azza Morssy, Industrial Development Officer, UNIDO Cleaner Production & Sustainable Unit, Austria Dr. Heinz Leuenberger, Director, Environmental Management Branch, UNIDO, Austria Mr. José Lorenzo Garcia-Ballaar, General Coordinator of Cooperation of the Spanish Embassy in Cairo.	
10:00 – 10:30	
<b>Plenary Session: A Firm Sharing Success Experience on Cleaner Production.</b>	
10:30 – 11:00	
<b>OFFEE BREAK</b> <b>GRECO Presentation &amp; Auto-Audit Project</b>	
Ms. Luisa Garcia-Valdecasas, CP/RAC Spain, Prof. Juan de Castro, University of Nebrija	
11:00 – 11:30	
<b>Presentation of Business Med</b> Eng. Ahmed Kamal, ECO Office Manager	
11:30 – 12:00	
<b>Panel Discussion</b> All Participants (Private & Public Sector)	
12:00 – 13:15	
<b>(A) Green Competitiveness: Awareness raising, Capacity Building and implementation tools:</b> Eng. Huan El Hadary, ENCP/PC, Director <b>(B) Economic Instruments:</b> M. Sherif Motawe, IFC, Egypt <b>(C) Legal &amp; Institutional Framework:</b> IPPC guide, Dr. Samir El Mowafi	
13:15-13:30	
<b>Memorandum Of Understanding Signature (ENCP/PC-CP/RAC)</b>	
<b>GRECO Award Presentation</b> Dr. Virginia Alzina, CP/RAC Director, Spain Dr. Anton Pizzuto, Malta Cleaner Production Centre Director and Chairman of the <i>Committee of the CP/PC Awards</i> Ten companies as a finalist out of the 100 Med Clean Case Studies files published in 2008	
13:30-13:45	
<b>Closing remarks of the Session</b> Ms. Luisa Garcia-Valdecasas, CP/RAC Spain	
13:45 – 15:00	
<b>LUNCH BREAK</b>	



**JOINT UNIDO-UNEP PROGRAMME ON RESOURCE EFFICIENT AND CLEANER PRODUCTION**

Global forum

On Green Industry initiative

**"Competitiveness and Innovation through Green Products and Processes"**

Organized by

United Nations Industrial Development Organization

In Cooperation with

The Regional Activity Centre for Cleaner Production

And

Egypt National Cleaner Production Center

Cairo, Egypt

26<sup>th</sup> - 28<sup>th</sup> May 2009

Semiramis Intercontinental-Cairo



**Tuesday 26 May 2009**

8:00 – 9:00

**REGISTRATION  
OPENING SESSION  
Moderated by**

9:00 – 10:30

- Dr. Hany Barakat, First Undersecretary, Ministry of Trade & Industry, Egypt
- Dr. Heinz Leuenberger, Director, Environmental Management Branch, UNIDO, Austria
- Mr. Yoshihiro Natiori, United National University, Institute of Advanced Studies, Japan
- H.E. Mr. Thomas Nader, Austrian Ambassador, Egypt
- H.E. Mr. Charles-Edouard Held, Swiss Ambassador, Egypt
- H.E. Mr. Maged George Elias, Minister of State for Environmental Affairs, Egypt
- H.E. Mr. Amin Abaza, Minister of Agriculture & Land Reclamation, Egypt
- H.E. Mr. Rachid Mohamed Rachid, Minister of Trade & Industry, Egypt

10:30 – 11:00

**COFFEE BREAK**

**SESSION ONE  
Science, Technology & Education for Green Industry**

**Chairman of the Session**

Mr. Yoshihiro Natiori, United National University, Institute of Advanced Studies, Japan

11:00 – 11:15

Dr. Adel El Beltagy, Chairman of Global Forum on Agriculture Research – GFAR, Egypt

11:15 – 11:30

Dr. Mostafa Kamal Tolba, Gairman of the International Centre for Environment & Development, Egypt

11:30 – 11:45

Dr. Rene Van Berkel, Chief, Cleaner & Sustainable Production Unit, UNIDO, Austria

11:45 – 12:00

Dr. Aymann Abu Hadid, Chairman Agriculture Research Centre (ARC), Egypt

12:00 – 12:15

Prof. Dzulkipli Abdul Razak, Vice Chancellor, Universiti Sain Malaysia, Malaysia

**SESSION TWO  
Bio-based Processes & Products - Opportunities & Challenges**

**Chairman of the Session**

Dr. Abd El Beltagy, Chairman of the Global Forum on Agriculture Research (GFAR), Egypt

12:15 – 12:35

**Present Status & Future Prospects of Bio-pesticides in Developing Countries**

Dr. Nabli Mansour, Professor of Pesticides, Chemistry & Toxicology, Alexandria University, Egypt



12:35 – 12:55	<b>Production of Bio-pesticides; from Laboratory to the Market place – an Egyptian Case Study</b> Dr. Magdy Madkour, Senior Advisor Bibliotheca Alexandria Prof. Atrid Lands Agricultural Research Institute (ALARI) Faculty of Agriculture Ain Shams University, Egypt
12:55 – 13:15	<b>Environmental – Friendly Plasti Material on the Basis of Renewable Resources</b> Dr. Hartmut Seliger, Professor, University of Ulm, Germany
13:15 – 13:35	<b>Sustainable Natural Resource Management in Urban-Nature Fringes Case Study of Satoyama-Policy in Japan</b> Mr. Yoshihiro Natori, Senior Fellow United National University – Institute of Advanced Studies, Japan
13:35 – 13:45	OPEN DISCUSSION
13:45 – 14:45	LUNCH BREAK
14:45 – 15:05	SESSION THREE
	<b>Greening Industries through Energy Efficiency &amp; Renewable Energy Applications</b> <b>Chairman of the Session:</b> Dr. Mohamed El Sobky, Head of Energy, Industrial Modernization Centre (IMC), Egypt
	<b>Integrated System Approach to Bio-fuels &amp; Bio-refineries</b> Dr. Said El Nashate, Dean, College of Engineering Sciences & Information Technology, Sinai University, Egypt
15:05 – 15:25	<b>Lignocelluloses Biomass Conversion Technologies to Bio-fuels: Barriers and Opportunities in Egypt</b> Dr. Fadi MA. Masoud, Director of Technology & Management, Commercialization Officer, Agriculture Research Centre, Egypt
15:25 – 15:45	<b>Energy Efficiency for Greening Industry and Improving its Competitiveness</b> Mr. Ihab El Masry, Vice President, Carbon Capital Company (SCC MENA), Egypt
15:45 – 16:05	<b>Case Study in Egypt for Electric Power Generation from Rice Straw</b> Mr. Jean Robert Mazaud, Chairman of Blue Holding France, France
16:05 – 16:25	<b>Egyptian Bio-fuel from Gettopha plants</b> JICA
16:25 – 16:35	OPEN DISCUSSION & CLOSING OF THE DAY

16:35 – 17:00

COFFEE BREAK

Wednesday 27 May 2009

SESSION FOUR

**Green Construction & Eco Design**  
**Chairman of the Session**  
Dr. Paul Mlakin, UNIDO Representative & Head, Regional Office, Egypt

**Impact of Green Buildings on Resource Efficiency & Clean Production**  
Dr. Hazem Elzarka, Professor, University of Cincinnati, OH, USA

9:00 – 9:20

**Case Studies of Green Buildings in the USA & China**  
Dr. Alan J. Warner, Partner-in-Charge for Sustainability  
GBBN Architects, USA & China

9:40 – 10:00

**Solar Energy as a Future Green Technology**  
Mr. Ibrahim Samak, General Manager  
Engcotec GmbH, Stuttgart, Germany

10:00 – 10:20

**Paving the Way for Green Roads**  
Eng. Ali Hosni, Senior Advisor, Egypt National Cleaner Production Centre

10:20 – 10:30

OPEN DISCUSSION

10:30 – 11:00

COFFEE BREAK

SESSION FIVE

Innovations for Profitable Growth

**Chairman of the Session**

(1) Dr. Mohamed El Zarka, Senior Consultant, Ministry of Environment, Egypt  
(2) Dr. Azza Morssy, Industrial Development Officer, UNIDO,  
Cleaner & Sustainable Production Unit, Austria

11:00 – 11:20

**Organic Farming: Market & Demand**  
Mr. Helmy Abu El Eish, CEO, SEKEM Company, Egypt

11:20 – 11:40

**Added Value through Sustainability at BASF**  
Dr. Ana Alba Pérez, Senior Sustainable Development Manager  
BASF, Ludwigshafen, Germany

11:40 – 12:00

**REACH towards Competitiveness**  
Dr. Frank Fecher, Egypt National Cleaner Production Centre

12:00 – 12:20

**New Generation of Processes for Metal Finishes & Coatings, Safe & Economical**  
Dr. Nabli Zaki, Vice President, SurTec International, MPT and Middle East



12:40 – 13:00	<b>Traceability of Agro-Industrial Products: Egyptian Case Study</b> Dr. Alaa Fahmy, Acting National Project Director Egyptian Traceability Centre of Agr-Industrial Exports, Egypt
13:00 – 13:20	<b>Recovery of Valuable Resources from Waste</b> Eng. Sherif Issa, Mobinil's Environmental Department Manager Telecommunication Industries, Egypt
13:20 – 13:40	<b>OPEN DISCUSSION</b>
13:40 – 14:40	<b>LUNCH BREAK</b>
	<b>SESSION SIX</b>
	<b>Financing the Greening of Industries</b>
	<b>Chairman of the Session</b> (1) Dra. Virginia Alzina, Director, CIJRAC Spain (2) Dr. Heinz Leuenberger, Director, Environmental Management Branch, UNIDO, Austria
14:40 – 15:00	<b>Utilizing Clean Development Mechanism (CDM) as a Tool for Financing</b> Dr. Amr Osama Abdel Aziz, President, Integral Consultant, Egypt
15:00 – 15:20	<b>Financing Package of Egyptian Pollution Abatement Project</b> Eng. Maysoun Nabil & Eng. Yasser Isker Egyptian Environmental Affairs Agency, Egypt
15:20 – 15:40	<b>Financing Package Available by National Banks for Greening Industries</b> Mr. Hamedy Azam, Deputy Director Small & Medium Enterprises, Egypt
15:40 – 15:50	<b>OPEN DISCUSSION</b>
15:50 – 16:00	<b>COFFEE BREAK</b>
	<b>SESSION SEVEN</b>
	<b>Cleaner Production, &amp; Resource Efficiency Cleaner Production Centres – Case Studies</b>
	<b>Chairman of the Session</b> Dr. Azza Morssy, Industrial Development Officer, UNIDO, Cleaner & Sustainable Production Unit, Austria
16:00 – 16:20	<b>Uganda Cleaner Production Centr (UCPC)</b> Dr. Patrick Mwesigye, Director
16:20 – 16:40	<b>Morocco Cleaner Production Centre (CMPP)</b> Eng. Hanan Hamraz, Director

16:40 – 17:00	<b>Egypt Cleaner Production Centre (ENCPC)</b> Eng. Hanan El Hadary, Director
17:00 – 17:20	<b>Lebanon Cleaner Production Centre (LCPC)</b> Dr. Ali Yaacoub, Director
17:20 – 17:40	<b>Jordan Cleaner Production Centre (JCPC)</b> Mr. Raouf Dabbas, Senior Adviser, Ministry of Environment
17:40 – 18:00	<b>Ethiopia Cleaner Production Centre (ECPC)</b> Mr. Lelissa Daba, Director
18:00 – 18:30	<b>OPEN DISCUSSION &amp; CLOSING REMARKS</b>



The Congress Meeting on Green Competitiveness	
<b>Thursday 28 May 2009</b>	
9:30 – 10:00	<p><b>SESSION EIGHT</b></p> <p><b>GRECO Initiatives Opening &amp; Welcome Statement</b></p> <p><b>Chairman of the Session</b> (1) Dr. Heinz Leuenberger, Director, Environmental Management Branch, UNIDO, Austria (2) Ms. Luisa Garcia-Valdecasas, CP/RAC GRECO Manager, Spain (3) H.E. Spanish Ambassador (4) Dr. Azza Morssy, Industrial Development Officer, UNIDO</p> <p><b>Cleaner Production &amp; Sustainable Unit, Austria</b></p> <p><b>Introduction: A Mediterranean Initiative to Boost Green Competitiveness in the Region Among Industry</b> Ms. Luisa Valdecasas, CP/RAC Spain</p>
10:00 – 10:30	
10:30 – 11:00	<b>COFFEE BREAK</b>
11:00 – 12:00	<b>Plenary Session: A Firm Shearing Success Experience on Cleaner Production</b>
12:00 – 12:30	<p><b>GRECO Presentation &amp; Auto Audit Project</b> Ms. Luisa Garcia-Valdecasas, CP/RAC Spain Prof. Juan de Castro, University of Nebrija</p> <p><b>Presentation of Business Med: Eng. Ahmet Kamal: ECO office Manager</b></p>
12:30 – 13:00	<b>OPEN DISCUSSION</b> All Participants (Private & Public Sector Business)
13:00 – 14:00	<b>LUNCH BREAK</b>
14:00 – 16:00	<p><b>Panel Discussion</b> All Participants (Private &amp; Public Sector)</p> <p>(A) Green Competitiveness: Awareness raising, Capacity Building and implementation tools: Eng. Hanan El Hadav (ENCPC) (B) Economic Instruments: Mr. Sherif Motwe (IFC) (C) Legal &amp; Institutional Framework: IPP: guide...: Dr. Samir El Mowafi</p>

16:00 – 16:30	<b>COFFEE BREAK</b>
16:30 – 17:00	<p><b>GRECO Award Presentation</b> Ms. Luisa Garcia-Valdecasas CP/RAC GRECO Manager, Spain Dr. Anton Pizzuto, Chairman of the Scientific Committee Ten companies as a finalist out of the 100 Med Clean Case Studies files published in 2008</p> <p><b>Closing remarks of the Session</b> Ms. Luisa Garcia-Valdecasas CP/RAC GRECO Manager, Spain</p>
17:00 – 17:15	



## Turkey

### BEST AVAILABLE TECHNIQUES AND INTEGRATED POLLUTION PREVENTION AND CONTROL: MECHANISMS TO ENHANCE THE GREEN COMPETITIVENESS IN TURKEY NATIONAL FORUM

Istanbul, 21-22 October 2009

#### Background

Companies are increasingly pressed for compliance with environmental legislation and the introduction of environmental techniques in their production processes, and tend to interpret these pressures just as costs threatening competitiveness. This perception hides the formidable and unexploited potential of sustainable production models based on competitiveness.

In this framework, Green competitiveness becomes an efficient tool for industrial modernization by introducing techniques and practices that prevent the generation of pollution. Preventive tools, acting at the source of environmental costs and inducing a better allocation of resources, are more efficient, both in economic and environmental terms, than corrective techniques (end-of-pipe ones) which generate additional environmental costs that have to be internalised. Therefore, Green competitiveness emerges as a company's management strategy that addresses environmental management, not as an economic development burden but as an opportunity to: make economic savings, increase productivity, improve efficiency, and improve corporate image.

For that reason, it is essential to enhance tools as the Best Available Techniques (BAT), Best Environmental Practices (BEP) and Cleaner Techniques (CT) as green competitiveness methods enabling industries to reduce pollution emissions and implement an environmentally sound management of water, material and energy flows.

Likewise, creating the conditions for companies to shift to green competitiveness requires governments to create the appropriate regulatory and institutional mechanisms to encourage and enable companies to adopt the aforementioned mechanisms. In this respect, the Integrated Pollution Prevention and Control (IPPC) has showed to be an effective mechanism through which EU countries can progressively introduce BAT, BEP and CT as elements in the authorization process for the most polluting industrial installations in order to achieve a high level of protection for the environment as a whole.

Accordingly Turkey, as candidate country for EU membership, has a special interest in progressively integrating the IPPC into its environmental and industrial policies, as it is clearly reflected in the EU Integrated Environmental Approximation Strategy of that country.

For all that, the Regional Activity Centre for Cleaner Production (CP/RAC) and the Turkish Industrialists' and Businessmen's Association (TUSIAD) co-organize, with the support and collaboration of the Ministry of Environment and Forestry of Turkey, the National Forum Best

Available Techniques and Integrated Pollution Prevention and Control: Mechanisms to enhance the Green Competitiveness In Turkey.

#### Objective

The Forum will aim at informing participants on the advantages and opportunities offered by the adoption of Green Competitiveness by industries and the application of the IPPC approach in the Turkish national systems for controlling industrial pollution.

The morning session of the first day of the Forum will focus on highlighting the economic benefits involved in the application of Best Available Techniques (BAT) and Cleaner technologies. The afternoon session and the morning session of the second day will focus on the IPPC and it will be addressed to a more technical audience including participants from the public sector (ministries of environment and industry), businesses and the civil society of Turkey.

Namely, the IPPC workshop will focus on:

- The application of an integrated permit system for industrial activities: advantages of a single control and environmental permit process as compared to media specific permitting system.

The experience with BAT in the permitting process for industrial installations to shift from pollution control to pollution prevention

- The steps for implementing the IPPC system.

- Exchange experience on approximation of IPPC Directive and provide lessons learned from EU countries and new Member States

- Provide recommendations on further steps for approximation of IPPC Directive in Turkey





**Date and duration**

The duration of the Forum is one day and a half and will be held on the 21st and 22nd of October 2009.

**Location**

Istanbul (Turkey) - Meeting room of the Elite World Istanbul Hotel:  
<http://www.eliteworldhotel.com.tr/en/index.asp>.

**Language**

The Forum languages will be English and Turkish. A simultaneous translation from Turkish to English and from English to Turkish will be available.



### THE GRECO INITIATIVE: GREEN COMPETITIVENESS IN THE MEDITERRANEAN

The GRECO INITIATIVE (Green Competitiveness Initiative) is a United Nations project which aim is to promote green competitiveness along the Mediterranean area. Making green competitive implies simultaneous improvement in profitability for businesses and the maximization of environmental benefits. The GRECO INITIATIVE was introduced at the Barcelona Convention by the Spanish Minister of Environment, Cristina Narbona, in January of 2008, during the Fifteenth Conference of the Parties, and operates from the Regional Activity Centre for Cleaner Production ( CP/ RAC) in Barcelona.

The GRECO INITIATIVE helps Mediterranean businesses to implement cleaner production practices, providing them with the assistance and financial resources which are necessary to define the best techniques and environmental practices. GRECO should also be used to calculate the profitability of projects and evaluate the implementation of environmental benefits. The objective is to encourage and commit companies to integrate the environment as a strategic element of profitability in a medium and long term, simultaneously pursuing the enhancement of economic and environmental benefits.

The GRECO INITIATIVE seeks to raise awareness of this need through the dissemination of successful cases that have already been implemented.

This is designed to transform the way business is done; how to produce and perform. The environment should not be seen as a cost, but rather as a business opportunity.

### THE CP / RAC: Regional Activity Centre for Cleaner Production

The Regional Activity Centre for Cleaner Production (CP / RAC) has been part of the Mediterranean Action Plan (MAP) since 1996. The plan, under the auspices of the United Nations Program for Environment (UNEP), has the mission to promote models of sustainable consumption and production in the Mediterranean, focusing on Cleaner Production and the prevention of waste release (Barcelona Convention).

In these responsibilities and since 2008 the CP / RAC has added its appointment as Center Nominated for the Stockholm Convention, which is responsible for the elimination of Persistent Organic Pollutants (POPs) to the environment. The CP / RAC has been developing various projects and programs in most of the Mediterranean countries and has worked thoroughly in preventing pollution with a criterion of maximum profitability.



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info@grecoinitiative.com - www.grecoinitiative.com



As strategic partners, the GRECO INITIATIVE, and the CP / RAC, have worked with important partners in the business world, such as UMCE-Businessmen (the Union of Mediterranean Business Confederations) and ASCAME (the Mediterranean Association of Chambers of Commerce and Industry), which are designed to establish close links with businesses, form Mediterranean strategies tailored to local situations, through the establishment of synergies that enhance the bid for the competitiveness of enterprises, with sustainability as their base.

### A decade helping companies

The CP / RAC has worked more than ten years with companies around the Mediterranean to show that investing in the environment is not an expense but a business opportunity.

The enforcement of environmental regulation involves a significant financial effort from employers, to achieve permits, environmental certifications, also to manage all kinds of effluents, waste, energy consumption and more, all of which are increasingly evident on the income statement

### Cleaner Production

Companies come under increasing pressure from the implementation of environmental legislation and the introduction of environmental technologies in their production processes.

In this sense, Cleaner Production becomes an effective tool for modernizing the industry by introducing techniques and practices that prevent the generation of pollution at source generating as well economic value.

The most serious pollution problems in the Mediterranean area are the misuse of water and energy, and the use of chemicals in production processes.

Cleaner Production can be applied to the processes used in any industry, with various products and services.

### GRECO INITIATIVE COMMUNICATION DEPARTMENT

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Morocco

AVIS DE CONVOCAION AU PETIT-DÉJEUNER D'INFORMATION  
Lancement de l'INITIATIVE GRECO au Maroc

Jour : 14 Avril 2009  
Heure : 9 h 15  
Lieu : Hotel Golden Tulip, Casablanca, Maroc  
Nous vous prions de confirmer votre participation :  
Najat Houzir, Tel: 00212 5 22 99 14 60 mobil : 00212 6 60 74 79 94  
fax: 022 99 14 04/ Email: nhouzir@pass.co.ma

Casablanca, avril 2009. GRECO INITIATIVE (Green Competitiveness) est un projet relevant du Centre d'Activités Régionales pour la Production Propre (CAR/PP) faisant partie du Plan d'action pour la Méditerranée promu par le Programme des Nations Unies pour l'environnement. L'objectif de cette initiative repose sur la promotion de la compétitivité verte, l'augmentation de la rentabilité par l'adoption d'améliorations environnementales dans la zone méditerranéenne au moyen d'analyses et la diffusion du bénéfice économique offert aux entreprises par l'application de ce concept.

L'énorme intérêt suscité par cette initiative au Maroc se matérialisera en la signature publique d'un accord entre le Centre d'Activités Régionales pour la Production Propre (CAR/PP), le CMPP (Centre Marocain de la Production Propre), et la CGEM (Confédération Générale des Entreprises du Maroc) qui aura lieu le 15 Avril à l'occasion de la célébration de le « FORUM INITIATIVES GRECO au Maroc ». Cette collaboration bénéficie du soutien du ministère marocain de l'Industrie, du Commerce et des Nouvelles Technologies et du ministère marocain de l'Énergie, des Mines, de l'Eau et de l'Environnement.

Dans l'objectif d'expliquer cet accord et de présenter le projet INITIATIVE GRECO, nous vous invitons à un petit-déjeuner d'information qui aura lieu le 14 avril 2009 au sein de l'hôtel Golden Tulip. Cette conférence de presse comptera sur la participation de Mme Luisa Garcia Valdecasas, chef du projet INITIATIVE GRECO (Centre d'activités régionales pour la production propre, CAR/PP), M. Bousselham Hilia, secrétaire général du ministère du Commerce, de l'Industrie et des Nouvelles Technologies, M. Mohamed Benyahia, directeur du partenariat, de la communication et de la coopération et sous-secrétaire d'Etat à l'environnement du ministère de l'Énergie, des Mines, de l'Eau et de l'Environnement, M. Saïd Moulime, président de la commission environnement de la Confédération Générale des Entreprises du Maroc (CGEM), Mme Hanan Hanzaz, directrice du Centre marocain de Production Propre et M. Juan Antonio de Castro, expert international du Centre d'Activités Régionales pour la Production Propre (CAR/PP).

Rapport concernant les cas de réussite sur la mise en place de la compétitivité verte  
Par ailleurs, cette rencontre sera l'occasion de présenter en exclusivité internationale le rapport

« Green Competitiveness in the Mediterranean- Finding business opportunities through Cleaner Production » [Compétitivité verte dans la Méditerranée – Opportunités d'affaires à travers la production propre]. Le contenu du rapport s'attache à analyser 100 cas de réussite de compétitivité verte menés à bien par plusieurs entreprises de la zone méditerranéenne ayant adopté des solutions de production plus propre.

L'objectif de l'INITIATIVE GRECO est de promouvoir l'intégration de l'environnement en tant qu'élément stratégique de rentabilité. Ce projet relève du Centre d'activités régionales pour la production propre (CAR/PL) faisant partie du Plan d'action pour la Méditerranée (PAM) depuis 1996. Sous les auspices du Programme des Nations unies pour l'environnement (PNUE), la mission de ce plan consiste à promouvoir des modèles de consommation et de production durables en Méditerranée reposant sur la production plus propre et la prévention des émissions.





**CGEMINFOS**  
LA TRIBUNE DES ENTREPRISES DU MAROC



GRECO Initiative.  
**L'avenir «Vert» des entreprises**



DOSSIER

## GRECO Initiative. Une stratégie compétitive environnementale

**GRECO INITIATIVE (Green Competitiveness Initiative) est un projet dépendant des Nations Unies dont l'objectif est de promouvoir la compétitivité verte dans la zone méditerranéenne. La compétitivité verte consiste en la mise en œuvre de mesures impliquant simultanément un amélioration de la rentabilité pour les entreprises, et des bénéfices pour l'environnement. GRECO INITIATIVE a été présenté par la Ministre de l'Environnement espagnole, Mme Cristina Narbona, en janvier 2008, au cours de la XV<sup>e</sup> Conférence des Parties à la Convention de Barcelone, et développe son activité depuis le Centre d'Activités Régionales pour la Production Propre (CAR/PP) situé à Barcelone.**

**G**RECO INITIATIVE aidera les entreprises méditerranéennes dans la mise en œuvre de pratiques de Production Propre, en les dotant de l'assistance et des ressources financières nécessaires pour définir les améliorations techniques et pratiques environnementales, calculer la rentabilité des projets de mise en œuvre, et évaluer le bénéfice environnemental. L'objectif est d'inciter et d'engager le maximum de compagnies dans l'intégration de l'environnement comme un élément stratégique de rentabilité, à moyen et à long terme, en visant simultanément l'obtention de bénéfices économiques et environnementaux. GRECO INITIATIVE prétend faire prendre conscience de cette nécessité, à travers la diffusion d'expériences réussies déjà menées dans certaines entreprises.

Il s'agit de reconduire et de transformer la façon de faire des affaires, la façon de produire. L'environnement n'est pas un coût mais une perspective d'affaires.

### LE CAR/PP : LE CENTRE D'ACTIVITÉS RÉGIONALES POUR LA PRODUCTION PROPRE

Le Centre d'Activités Régionales pour la Production Propre (CAR/PP) fait partie du Plan d'Action pour la Méditerranée (PAM) depuis 1996. Sous les auspices du Programme des Nations Unies pour l'Environnement (PNUMA), ce plan a pour mission de promouvoir des modèles de consommation et de production durable en Méditerranée, axés sur une Production Propre et la prévention d'émissions (Convention de

Barcelone). Le CAR/PP est en outre responsable depuis 2008 de l'élimination des Polluants Organiques Persistants (POP) de l'environnement, depuis sa désignation en tant que Centre Nominé pour la Convention de Stockholm.

Le CAR/PP a développé différents projets et programmes dans tous les pays de la Méditerranée, fortement axés sur la prévention de la pollution et suivant des critères de rentabilité maximale.

S'agissant des partenaires stratégiques de GRECO INITIATIVE, CAR/PP bénéficie de l'aide et de l'étroite collaboration de prestigieux partenaires du monde de l'entreprise, comme l'UMCE-BusinessMed (l'Union Méditerranéenne des Confédérations d'Entreprises) et ASCAME (l'Association des Chambres de Commerce de la Méditerranée), avec lesquels il prétend nouer des liens étroits avec le monde de l'entreprise, en vue de développer, depuis une perspective méditerranéenne, des stratégies adaptées à chaque réalité locale, à travers l'établissement de synergies incitant à miser sur la compétitivité des entreprises, avec des critères de durabilité.

### Une décennie d'aide aux entreprises

Le CAR/PP travaille depuis plus de dix ans avec des entreprises de tout l'arc méditerranéen, pour prouver que l'investissement environnemental n'est pas un coût, mais bien une perspective d'affaires.

L'exigence du respect de la réglementation environnementale suppose un effort économique



significatif pour tous les chefs d'entreprise. L'obtention de permis, les certifications environnementales, la gestion des effluents de tous types, les résidus, les consommations énergétiques, etc..., ont tous une répercussion de plus en plus évidente sur le compte de résultat. Les entreprises sont de plus en plus poussées à respecter la législation environnementale et à introduire des techniques environnementales dans leurs processus de production.

En ce sens, la Production Propre devient un outil efficace pour la modernisation de l'industrie à travers l'introduction de techniques et de pratiques environnementales qui empêchent la génération de pollution à l'origine. Ce concept peut être entendu comme l'application de différentes techniques et pratiques environnementales qui, tout en empêchant des effets négatifs sur l'environnement, génèrent de la valeur économique.

Les priorités de production les plus graves dans la zone Méditerranéenne sont l'emploi abusif d'eau et d'énergie ainsi que l'utilisation de produits chimiques dans les processus de production. La Production Propre peut s'appliquer aux processus utilisés dans toute industrie, ainsi qu'aux produits et aux services.

nouvelle perspective sur la façon de faire des affaires sous une approche environnementale.

La marche à suivre s'oriente vers le concept d'«opportunité d'affaires». Il s'agit de renforcer la capacité des entreprises à apprendre, développer et appliquer de nouvelles connaissances.

Ce rapport est élaboré sur la base d'un nouveau modèle selon lequel l'entreprise compétitive cesse de s'interroger sur les mesures à entreprendre pour se mettre au service de la solution de ses situations environnementales, pour passer à l'analyse de la façon dont l'environnement peut aider l'entreprise et en créant d'avantages concrets.

Le rapport GRECO édité par le CAR/PP vise à tirer des enseignements des cas pratiques publiés par le CAR/PP au fil des années dans sa collection de fiches MedClean. Les 100 fiches publiées regroupent un total de 176 actions de production plus propre (PPP) qui représentent des bénéfices annuels de plus de 14 millions d'euros pour les entreprises les ayant adoptées et mises en place.

La production plus propre, concept passant par l'efficacité de la production et la rentabilité des affaires, constitue une opportunité évidente d'amélioration de la compétitivité basée sur le développement durable. Toutefois, le rapport souligne le besoin impératif de bénéficier d'un cadre propice mis en place par les pouvoirs politiques afin que l'application de cette stratégie se révèle dans sa plus grande expression, tout particulièrement pour les PME. Pour y arriver, ce cadre doit bien évidemment prévoir des instruments de réglementation, mais aussi des mesures financières d'encouragement appropriées à travers, par exemple, une politique fiscale pertinente ou des instruments de soutien direct aux PME.

Le rapport révèle que dans la plupart des cas analysés, des bénéfices financiers et environnementaux considérables sont dégagés à



**Le rapport GRECO**

La compétitivité verte s'attache à fournir une parir d'investissements modestes, abordables pour de nombreuses entreprises. L'obtention de

**DOSSIER**

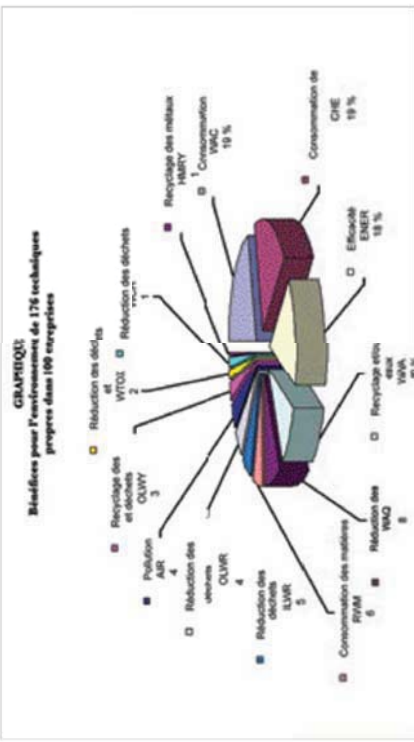
périodes d'amortissement de l'investissement inférieurs à six mois dans plus de la moitié des cas analysés et de taux internes de retour élevés ».

Le rapport établit plusieurs classifications. La première d'entre elles fait référence au type de techniques mises au point par les entreprises. Ainsi, parmi l'ensemble des techniques assurant la rentabilité la plus intéressante, il convient de citer :

- Les bonnes pratiques environnementales
- L'utilisation de matières premières alternatives
- La récupération et le recyclage des gaz et de la chaleur
- L'économie d'énergie
- La récupération et le recyclage de la matière organique

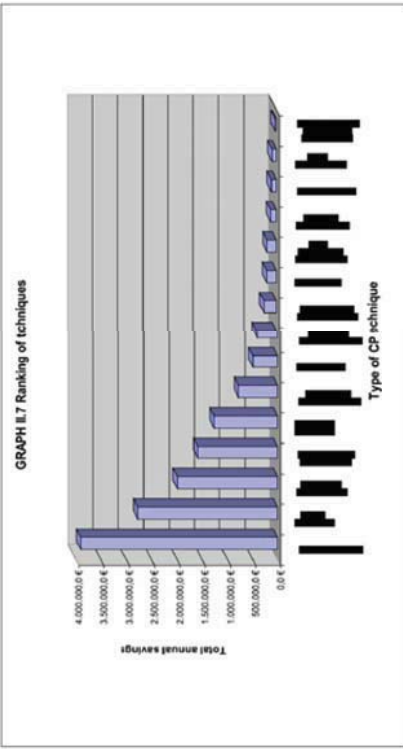
En analysant les économies générées, les bonnes pratiques environnementales se distinguent encore une fois comme la technique la plus courante, tout en tenant compte, en outre, de leur faible investissement de départ (voire nul).

La pertinence quant au fait de démarrer n'importe quel processus de mise en place de



Une entreprise espagnole se consacrant à la production de lait de consommation et d'autres produits laités a dégagé, sur la base d'un investissement environnemental d'environ 23 000 €, des économies annuelles de plus de 200 000 €, ce qui représente un retour sur investissement de 800 %. Ces économies ont été obtenues grâce à une réduction de la consommation d'eau de 23,7 % par mètre cube de produit, de la charge organique associée aux rejets et de la consommation d'agents chimiques auxiliaires de nettoyage (environ 20 % en moyenne), sans oublier les économies d'énergie non chiffrées et l'augmentation de la capacité de production.

Un fabricant bosniaque de fils de fer a dégagé des économies de 26 000 € pour un investissement dérisoire de 500 € grâce à l'installation de compteurs à gaz et à eau, ainsi qu'à l'utilisation d'un excédent d'énergie pour alimenter un processus de séchage ayant entraîné l'amélioration technique du processus de galvanisation. Ces économies découlent de la réduction de 70 % de la consommation d'eau, d'environ 10 % de la consommation de gaz naturel et d'environ 50 % de la consommation d'agents auxiliaires de galvanisation.



stratégies reposant sur la compétitivité verte par celles supplantant le coût de départ le plus faible est donc démontrée. Celles-ci sont en effet les plus rentables et constituent les stratégies qui se traduisent par les flux de trésorerie les plus intéressants, tournant au bénéfice de taux de rendement interne élevés. De même, les modèles de compétitivité verte ont été analysés en fonction du secteur auquel les entreprises analysées appartiennent.

Il a été vérifié que, même si toutes les techniques peuvent être appliquées à n'importe quel secteur, on constate qu'il existe une certaine relation entre les techniques et les secteurs. A ce titre, le cross-thinking permet d'identifier des actions extérieures à un secteur concret mais possédant un énorme potentiel de bénéfice environnemental et financier au niveau multisectoriel (techniques horizontales).

**Stratégies gagnant-gagnant**

Le rapport révèle que, en dehors du soutien des institutions publiques, les entreprises privées peuvent fortement contribuer à la protection de l'environnement sans perdre de rentabilité et sans avoir à se concentrer exclusivement sur le respect des exigences réglementaires. L'utilisation des instruments nécessaires peut effectivement réduire les impacts potentiels sur l'environnement, tout en améliorant la rentabilité des entreprises.

Vous pouvez vous inscrire à l'adresse ci-dessous : [info@grecoinitiative.com](mailto:info@grecoinitiative.com) Pour de plus amples informations vous pouvez visiter le Web Site : [www.grecoinitiative.com](http://www.grecoinitiative.com)

**LEMATIN.ma**

mise à jour : 15 avril 2009, 15h13 GMT

**Elément stratégique de rentabilité pour les entreprises**

Publié le : 15.04.2009 | 13h10

Engager le maximum d'entreprises dans l'intégration de l'environnement comme un élément stratégique de rentabilité, à moyen et à long terme, est le principal objectif de « l'Initiative Greco », a-t-on annoncé, mardi à Casablanca.

Cette initiative, qui fait partie des projets environnementaux des Nations unies, vise à promouvoir la compétitivité verte dans la zone méditerranéenne. L'initiative qui consiste en la mise en œuvre de mesures impliquant simultanément l'amélioration de la rentabilité pour les entreprises et la préservation de l'environnement, ont indiqué, lors d'un séminaire de travail, les représentants du Centre d'activités régionales pour la production propre (CARPP), qui développe ses activités à partir de Barcelone, du Centre marocain de production propre (CMPP), du ministère de l'Industrie, du Commerce et des Nouvelles technologies, du secrétariat d'Etat, chargé de l'Eau et de l'Environnement et de la Confédération générale des entreprises du Maroc (CGEM).

« Greco Initiative » (Green Competitiveness Initiative) aide les entreprises méditerranéennes dans la mise en œuvre de pratiques de production propre, en les dotant de l'assistance et des ressources financières nécessaires pour définir les améliorations techniques et pratiques environnementales, calculer la rentabilité des projets de mise en œuvre et évaluer le gain pour l'environnement. A-t-on précisé à la veille du lancement de cette initiative au Maroc, soulignant que « Greco Initiative » œuvre à la prise de conscience, dans ce sens, à travers la diffusion d'expériences réussies déjà menées dans certaines entreprises de la zone méditerranéenne.

Il s'agit de reconstruire et de transformer la façon de faire des affaires et la façon de produire, en faisant valoir que l'environnement n'est pas un coût mais une perspective d'affaires, a-t-on assuré, mettant en exergue, par ailleurs, le parcours du Maroc en matière de préservation de l'environnement et les actions menées, dès le début des années 90, pour une meilleure utilisation des matières



premières et une production industrielle propre, dans le cadre du développement durable.

Les entreprises sont de plus en plus appelées à respecter la législation environnementale et à introduire des techniques environnementales dans leurs processus de production, a-t-on rappelé, soulignant, à ce propos, qu'la production propre devient un outil efficace pour la modernisation de l'industrie à travers l'introduction de techniques et de pratiques environnementales qui empêchent la génération de pollution à l'origine.

Il s'agit de l'application de différents techniques et pratiques environnementales qui, tout en empêchant des effets négatifs sur l'environnement, génèrent de la valeur économique, a-t-on ajouté, faisant remarquer que les problèmes de pollution les plus graves dans la zone méditerranéenne concernent l'emploi abusif d'eau et d'énergie ainsi que l'utilisation de produits chimiques dans les processus de production.

[Par MAP](#)

Lien : <http://www.lematin.ma/Actualite/Express/Article.asp?i=111502>



#### **Mise à niveau environnementale des entreprises**

**Le Forum de lancement du projet Greco au Maroc qu'il se déroule aujourd'hui est une initiative méditerranéenne conçue pour encourager la compétitivité verte et le respect de l'environnement au Maroc.**

Une Cérémonie de signature du *Mémoire d'entente d'accord de partenariat* aura également lieu entre le patronat, le ministère de l'Industrie, du Commerce et des Nouvelles Technologies et le centre Espagnol d'Activités Régionales pour la Production Propre.

L'Economiste - Mardi 14 avril - 16h56

Lien : [www.leconomiste.com](http://www.leconomiste.com)



## Egypt

### PRESS RELEASE: PRESENTATION OF GRECO INITIATIVE IN EGYPT

#### Presentation of GRECO INITIATIVE in Egypt and first GRECO AWARD to green competitiveness

Introduction in Egypt of GRECO INITIATIVE which objective is to promote Green Competitiveness in the Mediterranean Region.

GRECO INITIATIVE presents the first edition of the Greco Award.

Cairo, 28th May. GRECO INITIATIVE has been introduced during the Global Forum on Green Industry Initiative organized by UNIDO, the United Nations Industrial Development Organization, in collaboration with the CP/RAC, Regional Activity Centre for Cleaner Production, the Egyptian National Cleaner Production Centre and the Ministry of Trade and Industry of Egypt. The presentation has been done by Dr. Virginia Alzina, director of the CP/RAC in Spain, by the Spanish Ambassador, by Dr. Azza Morssy, from UNIDO Environment & Cleaner Production Unit and by Mrs. Luisa Garcia-Valdecasas, the manager of GRECO INITIATIVE.

GRECO INITIATIVE is one of the key participants in the Forum. It is a United Nations dependant initiative promoting green competitiveness along the Mediterranean basin, helping companies to implement cleaner production practices and demonstrating that those actions can imply more businesses' profits and environmental benefits. The GRECO INITIATIVE operates from the Regional Activity Centre for Cleaner Production (CP/RAC) in Barcelona, it is part of the Mediterranean Action Plan (MAP) and will be introduced by Dr. Virginia Alzina, CP/RAC Director.

In the afternoon, GRECO INITIATIVE will give the first GRECO AWARD. The winner will be selected among 100 companies after a screening process, and having obtained the best results on reducing the environmental impact of its industrial process at a minimum cost and maximum savings

#### Presentation of the Report "Green Competitiveness in the Mediterranean"

Dr. Virginia Alzina and Mrs. Luisa Garcia Valdecasas have introduced GRECO INITIATIVE and the rapport "GREEN COMPETITIVENESS IN THE MEDITERRANEAN" explaining 100 cases of green profitability and demonstrating that investing in environment is a way of increase profitability while obtaining environmental benefits. Due to application of Cleaner Production Techniques (changes in production and organizational process to reduce environmental impact) a total of 14M euro annual saving have been achieved by the companies participating in the initiative. Looking at the net accumulated benefit, after 5 years, among these 100 companies, is more than 57M euro. The first year for each 100 euros of investment a return of 100 was obtained, but after 5 years of use, the return was multiplied by 5.

In 50% of the cases, the investment was zero.

The report "Green Competitiveness in the Mediterranean" has identified up to 176 Cleaner Production techniques. The 40% of the positive impacts are related to a reduction on the use of water and energy.



14 de Abril de 2009

#### "COMPETITIVIDAD VERDE"

#### España financiará proyecto de desarrollo empresarial sostenible en Marruecos

El plan es llamado Iniciativa Greco y propone mejorar la rentabilidad de las empresas mediante la disminución del impacto ambiental.

El Centro de Actividad Regional para la Producción Limpia (CAR-PL), dependiente del Estado español, presentó este martes en un acto en Casablanca el plan Greco de "Green Competitiveness", ("competitividad verde" en inglés)

La Iniciativa Greco, que se ha probado durante una década en diferentes empresas de la zona mediterránea, busca involucrar y comprometer a las pequeñas y medianas empresas en la integración del medio ambiente como un elemento estratégico de rentabilidad.

Según explicó la directora del CAR-PL, Virginia Alzina, el fin del proyecto es "concienciar a las compañías de que proteger el medio ambiente no es un gasto inútil de dinero, sino que en realidad es una perspectiva de negocio".

Para demostrar que la iniciativa Greco no es una utopía, el CAR-PL dispone de cien ejemplos de compañías que han aplicado con éxito el uso de materias primas alternativas, el ahorro de la energía y la recuperación y reciclaje del gas, el calor y la materia orgánica derivados del proceso productivo, entre otras medidas.

Marruecos es el primer país en que se implementará el plan a nivel global y con el apoyo de su Gobierno y, a continuación, se hará en Egipto, Turquía y Líbano, hasta completar los 21 países de la región mediterránea.

El hecho de comenzar por los países en desarrollo se debe, según explicó Alzina, a que éstos "tienen más necesidad de recibir ayuda de las naciones industrializadas, que cuentan con cierta experiencia y el saber hacer en relación a prácticas medioambientales".

El plan Greco fue presentado en enero de 2008 por la entonces ministra española de Medio Ambiente, Cristina Narbona, y se desarrolla desde el CAR-PL, que cuenta con un presupuesto anual de 1,7 millones de euros proporcionados por el Gobierno de España.

El plan Greco es una iniciativa que forma parte del Programa de Naciones Unidas para el Medio Ambiente (PNUMA) y se creó con el objetivo de promover modelos de consumo y producción, en el ámbito industrial y empresarial, que fueran acordes al desarrollo sostenible.

#### Con EFE

Enlace: <http://www.nuestroteléfono.com/content/espana-financiará-proyecto-desarrollo-empresarial-sostenible-marruecos>





In the 50% of the cases, implementing better environmental practices and techniques brings the opportunity to recover the investment in less than 6 months. In 50% of the cases no investment was needed.

Industrial sectors with higher returns of the investments after using the techniques are as follows, electrical machinery, food, transports, chemical and textile. They are also areas where they can get higher profit because there is a long way to go and a future to be developed.

**Small investment to obtain big results. Cleaner production in origin is the key.**

The report reveals that often small organizational changes and procedures could develop in higher savings. It also shows that the environmental improvement produces higher benefits and developments and is more efficient when they are implemented from the beginning of the production process.

The most profitable measures we can enhance are good environmental practices, organizational changes, heat recovery material, recycling and energy saving. "The report of company cases is a solid proof that environment has not only to be seen as a cost but as a business opportunity".

**Cleaner companies are more profitable**

Cleaner companies are more profitable than companies not investing in reducing the environmental impact. The report ensures a return on investment during the first year. Half of the analyzed companies achieved it in less than 6 months. Bigger savings are obtained through alternative machinery use, unconventional production processes, gas and heat recovery, good environmental implementation practice and material recycling.

**PRESS RELEASE-GRECO INITIATIVE**

**GRECO INITIATIVE presents the first GRECO AWARD to SILA EDIBLE OIL**

**GRECO INITIATIVE and a scientific committee of experts have selected SILA EDIBLE OIL among 100 companies implementing cleaner production techniques**

Sila Edible Oil has achieved around 445.000D savings/per year with only an investment of 21.450 D with a pay back period around a month in a 75% of the cases.

With the implementation of cleaner production techniques Sila Edible Oil reduced maintenance costs by 10%, water consumption by 46%, wastewater treatment requirements by 66% and boiler fuel by 48%.

Cairo, 28th May 2009. GRECO INITIATIVE has delivered the first GRECO AWARD to Sila Edible Oil, an Egyptian oil company, during the Global Forum on Green Industry. Prof. Anton Pizzuto, chairman of the scientific committee & Mrs. Luisa García Valdecasas, GRECO Manager, have been the responsible to present SILA EDIBLE OIL with the award. The winner has been selected among 100 companies after a screening process, and having obtained the best results on reducing the environmental impact of its industrial process at a minimum cost and maximum savings. Other finalists companies are First Textile (Turkey), Masa Décor (Spain), Herbos (Croatia), Zica Sarajevo (Bosnia Hercegovina), Batteries Nour (Tunisia), Hotel Caravan Serail (Tunisia), Baxter (Malta), Water & Sewage Utility (Bosnia & Hercegovina) and Croatian Electric Utility Company (Croatia).

Every successful case of cleaner production is part of the "Med Cleans" published by the CP/RAC, Regional Activity Centre for Cleaner Production.

**SILA EDIBLE OIL**

Sila Edible Oil is a soap and oil sector company which has used cleaner production processes obtaining from them not only environmental benefits but economic profitability. Sila Edible Oil has put into practice different measures of "green competitiveness" achieving high benefits and reducing maintenance costs that have supposed around 445.000D savings/per year with only an investment of 21.450D. The pay back period has been in a 75% of the cases around a month. Maintenance costs were reduced by 10%, water consumption was reduced by 46%, wastewater treatment requirements were reduced by 66%, and boiler fuel consumption was reduced by 48%. With these measures the company achieved discharge compliance.

Sila Edible Oil has put into practice different measures and practices to optimize the process; the increasing of the use of recycled oil or the recovering of broken seeds gave the opportunity to produce extra oil as well as an extra production of meal.





## Tunisia

### GRECO INITIATIVE

GRECO INITIATIVE (Green Competitiveness Initiative) is an Initiative under the United Nations that aims to promote green competitiveness in the Mediterranean Region. Making green competitiveness involves a simultaneous improvement in profitability for business and the maximization of environmental benefits. The GRECO INITIATIVE was introduced at the Barcelona Convention by the former Spanish Minister of Environment, Cristina Narbona, in January of 2008, during the Fifteenth Conference of the Parties.

The objective is to encourage and commit the maximum possible number of companies to integrate the environment as a strategic element of profitability in a medium and long term, simultaneously pursuing the enhancement of economic and environmental benefits.

GRECO INITIATIVE is integrated in the Regional Activity Centre for Cleaner Production (CP / RAC), which has been part of the Mediterranean Action Plan (MAP) since 1996. The plan, under the auspices of the United Nations Program for Environment (UNEP), has the mission to promote models of sustainable consumption and production in the Mediterranean Region, focusing on Cleaner Production and the prevention of pollution (Barcelona Convention).

In these responsibilities and since 2008, the CP/ RAC added its appointment as Centre Nominated for the Stockholm Convention, which is responsible for the elimination of Persistent Organic Pollutants (POPs) to the environment.

The CP/RAC has developed various projects and programs in all Mediterranean countries, and has worked extensively in the prevention of pollution with a criteria of maximum profitability.

Greco Initiative Press Office

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### AVIS DE CONVOCATION LANCEMENT DE L'INITIATIVE GRECO EN TUNISIE

**Jour:** Mardi, 29 septembre 2009

**Heure FORUM:** 8h.30h - 14.00h. FORUM INITIATIVE GRECO EN TUNISIE.

**Heure signature accord partenariat:** 11.00h. (Cérémonie de signature de L'accord de partenariat CAR/PP, UTICA, CITET. FORUM "INITIATIVE GRECO EN TUNISIE"  
Lieu: Hôtel Africa el Mouradi, Tunis

TUNIS, septembre 2009. GRECO INITIATIVE (Green Competitiveness) est un projet relevant du Centre d'Activités Régionales pour la Production Plus Propre (CAR/PP) faisant partie du Plan d'action pour la Méditerranée promu par le Programme des Nations Unies pour l'environnement. L'objectif de cette initiative repose sur la promotion de la compétitivité verte, l'augmentation de la rentabilité par l'adoption d'améliorations environnementales dans la zone méditerranéenne au moyen d'analyses et la diffusion du bénéfice économique offert aux entreprises par l'application de ce concept.

Dans le but de présenter et lancer l'Initiative GRECO en Tunisie le 29 septembre prochain, "LE FORUM "INITIATIVE GRECO EN TUNISIE" sera organisé, avec la présence de M. Nadhir HAMADA, Ministre de l'environnement et du Développement Durable – MEDD, d'un représentant du Ministère de l'Industrie, de l'Energie et des PME et de Samir Belaid, directeur Général du CITET, d'un représentant de UTICA, ainsi que de la directrice du CAR /PP, Virginia Alzina et de la directrice de GRECO INITIATIVE, Luisa García-Valdecasas.

A cette occasion nous avons le plaisir de vous inviter à vous joindre à la tournée, dont vous trouverez le programme ci-joint, et particulièrement à la Cérémonie de la Signature de L'accord tripartite de partenariat entre le CAR/PP, l'UTICA et CITET, en vertu duquel un travail de soutien et de développement des initiatives de compétitivité verte en Tunisie sera réalisé.

Rapport concernant les cas de réussite sur la mise en place de la compétitivité verte

Par ailleurs, cette rencontre sera l'occasion de présenter en exclusivité internationale le rapport « Green Competitiveness in the Mediterranean- Finding business opportunities through Cleaner Production » [Compétitivité verte dans la Méditerranée – Opportunités d'affaires à travers la production propre]. Le contenu du rapport s'attache à analyser 100 cas de réussite de compétitivité verte menés à bien par plusieurs entreprises de la zone méditerranéenne ayant adopté des solutions de production plus propre.

L'objectif de l'INITIATIVE GRECO est de promouvoir l'intégration de l'environnement en tant qu'élément stratégique de rentabilité. Ce projet relève du Centre d'activités régionales pour la production propre (CAR/PP) faisant partie du Plan d'action pour la Méditerranée (PAM) depuis 1996. Sous les auspices du Programme des Nations unies pour l'environnement (PNUE), la mission de ce plan consiste à promouvoir des modèles de consommation et de production durables en Méditerranée reposant sur la production plus propre et la prévention des émissions.





### "GRECO" initiative launched in Tunisia

TUNIS, Sept. 29, 2009 (TAP) - The "GRECO" initiative for the development of green competitiveness in Tunisia was launched on Tuesday in Tunis at a seminar organised by the Ministry of Environment and Sustainable Development, in association with the International Centre of Environment Technologies of Tunis (CITET).

The "GRECO" initiative is a United Nations project, integrated and run by the Centre of Regional Activities for Cleanest Production (CAR/PP) of Barcelona, Spain, to encourage the implementation of the process of green competitiveness in developing countries and transfer clean production techniques to private companies.

It also seeks to encourage these companies to make use of rational applications and mainstream environment protection in their production strategies.

The Spanish centre provides technical assistance and financial support to small- and medium-sized enterprises, in addition to actions to establish a public-private partnership aimed to promote green competitiveness.

The period of implementation of the "Green Competitiveness" project within companies is estimated at 5 years. The CAR/PP will train 15 Tunisian experts in setting up clean production systems, in conformity with the provisions of the tripartite partnership agreement signed between the Spanish centre, CITET and the Tunisian Union of Industry, Trade and Handicrafts. Under this same agreement, the Centre proposes to hold a workshop to retrain national skills in clean production, identify clean production opportunities in countries and introduce specialised techniques within companies operating in priority sectors.

The seminar, which was attended by Tunisian and foreign experts, made it possible to present the report of "Green Competitiveness in the Mediterranean," drawn up by "GRECO."

This report analyses 100 successful cases of implementation of green competitiveness in small- and medium-sized Mediterranean enterprises.

These enterprises have managed, according to the report, to reap net profits of 57 million euros after 5 years of the setting up of clean production systems. So far, the report has identified 176 techniques and interventions of cleanest production.

In his address, Minister of Environment and Sustainable Development Nadhir Hamada pointed out that Tunisian companies are called upon today to adopt an environmental upgrading approach based on a set of tangible and intangible procedures and measures to meet the international environmental requirements dictated both on products and production techniques.

**Tunis Afrique Presse News Agency: politics, economy, sports, culture and arts news from Tunisia**



### COMMUNIQUE DE PRESSE

## Lancement de l'Initiative GRECO en Tunisie

- On présente en Tunisie l'initiative GRECO, un projet des Nations Unies intégré dans le Centre d'Activités Régionales pour la Production Propre (CAR/PP) dont l'objectif est d'encourager la mise en œuvre de la «compétitivité verte»
- Signature de l'Accord Tripartite de Partenariat entre CAR/PP, UTICA et CITET pour le développement de la compétitivité verte en Tunisie.
- Présentation du rapport sur 100 cas de «rennabilité verte», que démontre que la compétitivité verte est une opportunité d'affaires et d'épargne pour les entreprises, car le 50% des firmes investissant dans l'environnement récupèrent leur investissement en moins de six mois

**Tunis, 29 septembre 2009. Ce matin a été présenté à Tunis l'Initiative GRECO,** un projet des Nations Unies dont l'objectif c'est d'encourager la mise en œuvre de processus de compétitivité verte dans les pays en voie de développement de la zone Méditerranéenne et que est intégré dans le Centre d'Activités Régionales pour la Production Propre (CAR/PP) situé à Barcelone, Espagne. Le Forum de lancement a compté avec la participation de M. Samir BELAID, directeur Général de CITET, Centre International des Technologies de l'Environnement de Tunis, M. Nadhir HAMADA, Ministre de l'Environnement et du Développement Durable, d'un représentant du Ministère de l'Industrie de l'Energie et des Petites et moyennes Entreprises et d'un représentant de l'UTICA, Union Tunisienne de l'Industrie du Commerce et de l'Artisanat. Luisa García-Valdecasas, manager de l'Initiative GRECO, a été la responsable d'expliquer les bénéfices et opportunités que présente l'initiative GRECO.

D'autre part, a eu lieu la signature de l'Accord Tripartite de Partenariat entre CAR/PP, UTICA et CITET pour le développement de l'initiative GRECO en Tunisie. Cet accord implique entre autres buts, la organisation ou forum de Lancement de GRECO Initiative à Tunis, promouvoir l'Initiative GRECO auprès des PME Tunisiennes, mettre à disposition des entreprises Tunisiennes la plate-forme virtuelle, développée dans le tableau de l'Initiative GRECO, dédié à l'auto-audit par les PME Tunisiennes, la facilitation de documentation ainsi que sa diffusion et le support d'experts de la part de CAR/PP et en même temps faciliter l'échange d'expériences entre Tunisie et d'autres pays. Les expériences de compétitivité verte qu'on va exécuter à Tunisie seront publiées car les rapports annuels que GRECO effectue et qu'ont une diffusion internationale, sont un exemple pour d'autres entreprises.

### Présentation de GRECO INITIATIVE

Investir dans l'environnement c'est une source d'économies et de bénéfices majeurs. Telle est la principale conclusion du rapport « **Green Competitiveness in the**

**Méditerranéen** », élaboré par l'initiative GRECO. Le rapport, présenté par le Centre d'Activités Régionales pour la Production Plus Propre (CAR/PPP), lequel intègre l'initiative GRECO analyse 100 cas réussis de mise en œuvre de compétitivité verte, c'est-à-dire des améliorations dans les processus de production supposant à la fois des bénéfices économiques et environnementaux. L'application de techniques de Production Plus Propres – des changements dans les processus productifs et organisationnels pour réduire l'impact sur l'environnement – permet des économies de 14 M d'euros par an sur le total de ces entreprises, tandis que les bénéfices nets accumulés, après 5 ans, seraient d'environ 5 M d'euros chez ces 100 petites et moyennes entreprises. Au cours de la première année, pour 100 euros investis sur le total des cas analysés, 100 euros supplémentaires furent obtenus, et cette quantité avait été multipliée par 5 au bout de 5 ans.

**Dans le 50 % des cas, l'investissement était nul.**  
Le rapport « Green Competitiveness in the Mediterranean » a identifié jusqu'à 176 techniques ou interventions de Production Plus Propre. 40 % des impacts positifs sont liés à la réduction de l'emploi d'eau et d'énergie. Dans 50 % des cas, la mise en œuvre de meilleures techniques et pratiques environnementales a permis de récupérer l'investissement en moins de six mois. Dans 50 % des cas, aucun investissement n'a été nécessaire.

Les secteurs enregistrant des retours plus rapides après l'application de ces techniques sont, dans l'ordre, les secteurs des machines électriques, des produits alimentaires, du transport, de la chimie et du textile. Il s'agit en outre de secteurs où il est encore possible d'obtenir des bénéfices majeurs, puisqu'il reste encore beaucoup de chemin à parcourir et d'actions à développer.

**Des investissements minimes pour des grands résultats : Une Production Plus Propre à l'origine**

Le rapport révèle que ce sont des changements d'organisation et de manières de mettre en action souvent petits qui représentent les plus grandes économies. Il révèle également que plus les progrès environnementaux sont localisés à la source du processus de production, plus ils seront efficaces et produiront des bénéfices majeurs. Parmi les mesures ayant contribué à une rentabilité majeure aux entreprises qui les ont mises en œuvre, il convient de signaler les bonnes pratiques environnementales, les changements organisationnels, la récupération de la chaleur, le recyclage de matériaux et l'économie d'énergie. « Ce rapport montre que les expériences menées dans ces entreprises sont une preuve solide que l'environnement n'est pas seulement un coût, mais également une perspective d'affaires ».

**L'entreprise propre est plus rentable**

L'entreprise plus propre est plus rentable que celles qui n'investissent pas dans la réduction de l'impact sur l'environnement. D'après le rapport, la récupération de l'investissement se produit dès la première année. La moitié des entreprises analysées y parviennent en moins de six mois. Les économies les plus importantes sont obtenues à travers l'emploi de machines alternatives, de processus de production alternatifs, de la récupération de gaz et de chaleur, de la mise en œuvre de bonnes pratiques environnementales et du recyclage de matériaux.

Dans l'un des exemples analysés, l'emploi de tuyaux plus petits dans le processus de lavage et la formation spécifique de l'employé représentent un investissement d'un peu plus de 30 000 euros, tandis que l'économie d'énergie est estimée à 328 000 euros.



Tel est le cas d'une entreprise espagnole consacrée à la production de lait et d'autres produits laitiers. Avec un investissement environnemental de près de 23 000 euros, elle a enregistré des économies annuelles de plus de 200 000 euros, ce qui représente un TIR (taux interne de rentabilité) de plus de 80 %. Cela a été possible grâce à une réduction de la consommation d'eau de 23,7% par mètre cube de produit, de la charge organique associée à ses déversements et de la consommation de produits auxiliaires chimiques de nettoyage (une moyenne de près de 20 %), accompagnée d'économies d'énergie non quantifiées et d'un accroissement de la capacité de production.

**Une plate-forme numérique multidirectionnelle**

Après le succès de la mise en marche de telles mesures, l'initiative GRECO mettra à disposition des chefs d'entreprise une plate-forme numérique multidirectionnelle qui les guidera, à travers Internet, dans la mise en place des techniques environnementales, sans renoncer à la rentabilité.

**Initiative GRECO**

**L'Initiative GRECO (Green Competitiveness) est un projet dépendant des Nations Unies dont l'objectif est de promouvoir la compétitivité verte dans la région méditerranéenne, à travers l'analyse et la diffusion du bénéfice économique que l'environnement apporte aux entreprises.**

L'Initiative GRECO a pour objectif d'inciter et d'organiser le plus grand nombre de compagnies, dans chacun des pays méditerranéens, pour l'intégration de l'environnement alors qu'un élément stratégique de rentabilité à moyen et à long terme visant, simultanément, l'obtention de bénéfices économiques et environnementaux. Il s'agit de reconstruire et de transformer la façon de faire des affaires, la façon de produire. **L'environnement n'est pas un coût mais une perspective d'affaires.**

L'Initiative GRECO est intégrée et exerce son activité dans le Centre d'Activités Régionales pour la Production Plus Propre (CAR/PPP), qui fait partie du Plan d'Action pour la Méditerranée (PAM) depuis 1996. Sous les auspices du Programme des Nations Unies pour l'Environnement (PNUMA), ce plan a pour mission de promouvoir des modèles de consommation et de production durable à la Méditerranée, axés sur une Production Plus Propre et la prévention d'émissions (Convention de Barcelone).

Le CAR/PPP est en outre responsable depuis 2008 de l'élimination des Polluants Organiques Persistants (POP) de l'environnement et il a été ratifié comme Centre Régional pour la Convention de Stockholm durant la COP en Mai 2009. Le CAR/PPP a développé différents projets et programmes dans tous les pays de la Méditerranée, fortement axés sur la prévention de la pollution et suivant des critères de rentabilité maximale.

**CABINET DE COMMUNICATION DE GRECO INITIATIVE.**

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Turkey

PRESS CALL – NATIONAL FORUM  
BEST AVAILABLE TECHNIQUES AND INTEGRATED POLLUTION PREVENTION AND CONTROL:  
Mechanisms to enhance the Green Competitiveness in Turkey

Days: Wednesday, 21st - Thursday 22nd October 2009.

Memorandum of Understanding

Signature Time: 10.00h. - 10.15h. Signature for Memorandum of Understanding between CP/RAC and TÜSIAD,  
Place: Elite World Hotel, Sehit Muhtar Caddesi No: 42, 34435 Taksim. Istanbul, Turkey.  
Confirmation to: Ms. Hande Baloblu. TÜSDAD. Tel: 0212 249 19 29 /104

Turkey, October, 2009. We are pleased to invite you to the National Forum Best Available Techniques and Integrated Pollution Prevention and Control: Mechanisms to enhance the Green Competitiveness in Turkey that will be held on the 21st and 22nd October at the Elite World Hotel in Istanbul. The Forum has been organized by the Regional Activity Centre for Cleaner Production (CP/ RAC) based in Barcelona (Spain) and the Turkish Industrialists and Businessmen's Association (TÜSIAD) with the support and collaboration of the Ministry of Environment and Forestry of Turkey. The aim is to inform on the advantages and opportunities offered by the adoption of Green Competitiveness by industries and the application of the Integrated Pollution Prevention and Control (IPPC) approach in the Turkish National systems for controlling industrial pollution.

During the Forum GRECO INITIATIVE (Green Competitiveness) will be introduced. It is a relevant initiative born in the Regional Activity Centre for cleaner production (CP/ RAC) being part of the Mediterranean Action Plan, a United Nations Plan for the environment. The objective of this programme is to promote green competitiveness and to improve profitability in companies of the Mediterranean Region by adopting green production techniques and practices.

Likewise, the Forum will be an opportunity to introduce an exchange experience on approximation of IPPC Directive, provide lessons learned from EU countries and new Member States, and to supply with recommendations on further steps for approximation of IPPC Directive in Turkey. In this respect, members of the Ministries of Environment and environmental inspectorate agencies from Turkey, Spain, Italy, Belgium, Poland and the Czech Republic will participate as speakers of the Forum.

Understanding Memorandum between CP / RAC and TÜSIAD Signature  
On Wednesday, 21st October at 10.00h., the Signature of the Understanding Memorandum between CP/RAC and the Tüsiad, (Turkish Industrialists and Businessmen Association) will be held. The objective of this signature is to promote the implementation of Cleaner Production techniques and practices among the companies of the country and to improve the diffusion of GRECO INITIATIVE.

Titre: Forum sur "L'initiative Greco pour le développement de la compétitivité verte": Une nouvelle plate  
une production plus propre  
Source: Le renouveau  
Date: 30/09/2009

ENVIRONNEMENT

Forum sur "L'initiative Greco pour le développement de la compétitivité verte"

# Une nouvelle plate-forme pour une production plus propre

● Lancement d'un programme triennal de renforcement du centre de production propre en Tunisie, financé par l'Organisation des Nations Unies pour le développement industriel (ONUDI). Ce projet, dont le montant global du budget s'élève à 2,3MD, sera réalisé au sein du CIJET en collaboration avec les centres techniques sectoriels (CTS), l'UTICA, l'ONTT et la FTH  
● Le FODEP a contribué, depuis sa création et jusqu'à l'année 2007, au financement de plus de 450 projets dans le domaine de l'industrie et de la gestion des rejets et l'adoption des technologies propres, avec des subventions qui ont atteint 27,4MD pour un montant global d'investissement estimé à 137MD

Investir dans l'environnement est une façon d'améliorer la rentabilité des entreprises. Telle est la principale conclusion du rapport «Green competitiveness in the Mediterranean», élaboré par le Centre d'Activités Régionales pour la production propre (CARPP) pour Greco Initiative au sein du CIJET, en collaboration avec les centres techniques sectoriels (CTS) et l'UTICA, l'ONTT et la FTH. L'objectif est de promouvoir le concept de compétitivité verte et promouvoir sa mise en œuvre dans les pays en voie de développement.

Lancé le 1<sup>er</sup> janvier 2008 lors de la 15<sup>ème</sup> conférence des parties contractantes à la convention de Barcelone (la Algérie en Espagne), ce projet vise à contribuer au développement durable dans les pays méditerranéens et à présenter les avantages économiques et environnementaux sans que les entreprises aient à la disposition de l'entreprenne à travers l'implantation du système de production propre.

Parmi les résultats exemplaires de cette initiative celui de fournir un appui technique et financier aux petites et moyennes entreprises en vue de l'utilisation des meilleures techniques disponibles dans le domaine de la prévention de la pollution et de la production plus propre ainsi que l'essai de disponibilité de ce projet.

Dans le cadre de cette initiative se tiennent régulièrement des ateliers de travail sur la compétitivité verte et l'analyse des résultats

de 100 études de cas d'entreprises méditerranéennes qui ont appliqué les méthodes de production plus propres et l'efficacité, compétitivité à l'échelle internationale. En Alsie et afin de confirmer la détermination des parties concernées à mettre en place l'initiative «GRECO», au sein des petites et moyennes entreprises méditerranéennes, un accord de partenariat entre le CARPP, le centre international des technologies de l'environnement de Tunis (CIJET) et l'UTICA a été signé lors du forum organisé conjointement, hier à Tunis, par le ministère de l'Environnement et du Développement durable, dans le cadre de la conférence internationale de partenariat pour la compétitivité verte.

Le forum a été présidé par le ministre de l'Environnement et du Développement durable, dans le cadre de la conférence internationale de partenariat pour la compétitivité verte.

Source: Le quotidien adapté à cet effet Date :30/09/2009

Compétitivité des entreprises

## Produire propre, produire vert

Un accord tripartite de partenariat a été signé, hier, à Tunis entre le Centre d'activités Régionales pour la Production Plus Propre, l'UTICA et le CIJET.

**Tunis- Le Quotidien**  
C'organisé par le ministère de l'Environnement et du Développement durable, l'Union Tunisienne de l'Industrie et de l'Artisanat, le Centre International des Technologies de l'Environnement de Tunis (CIJET) et le Centre des Activités Régionales pour la Production Plus Propre (CARPP), le forum de lancement de l'initiative Greco (Green Competitiveness) en Tunisie a eu lieu, hier à l'hôtel Alcazar à Tunis.

Telle que présentée par Mme Luisa Garcia Valdecasas, la directrice du CARPP, l'initiative GRECO est une nouvelle démarche visant la diffusion et la mise en œuvre de la compétitivité verte dans la région méditerranéenne. Il s'agit d'opérer un concept révolutionnaire dont le but est de mettre en application des mesures pour augmenter la rentabilité des entreprises sans nuire à l'environnement.

Pour la mise en application de cette initiative en Tunisie, un accord a été signé, hier à Tunis, entre le Centre d'activités Régionales pour la Production Plus Propre (CARPP) et le CIJET qui vise à impliquer le plus grand nombre d'entreprises afin d'intégrer l'environnement en tant que composante stratégique de rentabilité.

Cette nouvelle action qui vient en complémentarité avec les stratégies et les programmes nationaux de mise à niveau environnementale des entreprises doit aider les opérateurs économiques à améliorer la diffusion environnementale dans leurs processus de production en obtenant un meilleur niveau de rentabilité.

à la même occasion, il s'agit d'un accord



**Report concerning Green Competitiveness implementation.**

This meeting will be the opportunity to introduce the report « Green Competitiveness in the Mediterranean - Finding business opportunities through Cleaner Production ». Inside this report a total of 100 successful cases on green competitiveness will be presented. Due to application of Cleaner Production Techniques (changes in production and organizational process to reduce environmental impact) a total of 14M euro annual saving have been achieved by the companies participating in the initiative.

GRECO INITIATIVE is integrated in the Regional Activity Centre for Cleaner Production (CP/RAC), which has been part of the Mediterranean Action Plan (MAP) since 1996. The plan, under the auspices of the United Nations Program for Environment (UNEP), has the mission to promote models of sustainable consumption and production in the Mediterranean, focusing on Cleaner Production and the prevention of pollution.



**PRESS RELEASE- NATIONAL FORUM:  
BEST AVAILABLE TECHNIQUES AND INTEGRATED POLLUTION PREVENTION AND CONTROL: MECHANISMS TO ENHANCE THEIR GREEN COMPETITIVENESS IN TURKEY**

**CP/ RAC and TÜSIAD has organized a National Forum to promote the implementation of GREEN COMPETITIVENESS in Turkey**

- The FORUM analyses experiences of greecompetitiveness as an opportunity to improve profitability of the companies in Turkey obtaining environmental benefits.
- The Ministry of Environment and Forestry of Turkey, the CP/ RAC, Regional Activity Centre for Cleaner Production and TÜSIAD have signed an Understanding Memorandum to promote the implementation of Cleaner Production techniques and practices among the companies of the country and further disseminate GRECO INITIATIVE.
- Different experts share their experience of approximation of IPPC (Integrated Pollution Prevention and Control) and propose further steps for approximation of IPPC in Turkey.

**Istanbul, 21 October, 2009.** The **National Forum Best Available Techniques and Integrated Pollution Prevention and Control: Mechanisms to enhance the Green Competitiveness in Turkey** has analyzed the advantages and opportunities offered by the adoption of Green Competitiveness by industries and, the application of the Integrated Pollution Prevention and Control (IPPC) in the Turkish National systems of industrial pollution control.

The Forum has been organized by the regional Activity Centre for Cleaner Production (CP/ RAC), based in Barcelona, Spain, and the Turkish Industrialist's and Businessmen's Association (TÜSIAD) with the support and collaboration of the Ministry of Environment and Forestry of Turkey. Members of the Ministries of Environment and environmental spectorate agencies from Turkey, Spain, Italy, Belgium, Poland and the Czech Republic have also participated. The Forum has been an opportunity to exchange experience on approximation of IPPC Directive, provide lessons learned from EU countries and new Member States, as well as to supply with recommendations on further steps for approximation of IPPC Directive in Turkey.

**IMPLEMENTATION OF UNEP/ECO/UNEP/UNECE and signature of the Understanding Memorandum**  
During the Forum **GRECO INITIATIVE** (Green Competitiveness) has been introduced. It is a relevant initiative born in the Regional Activity Centre for Cleaner Production (CP/ RAC) being part of the Mediterranean Action Plan, a **United Nations plan for the environment**. The objective of this





programme is to promote green competitiveness ad to improve profitability in companies of the Mediterranean Region by adopting green production techniques and practices.

**Understanding Memorandum to promote Cleaner Production**

Dr. Aydın YILDIRIM, Deputy General Director of the General Directorate of Environmental Management on behalf of Ministry of Environment and Forestry of Turkey, a representative of the Regional Activity Centre for Cleaner production (CP/RAC) and Mr Musa Galip Eroglu, Chairman of TUSAID, Environmental Working Group have signed the Understanding Memorandum, the objective of this signature is to promote the implementation of Cleaner Production techniques and practices among the companies of the country and to disseminate the business opportunities of GRECO INITIATIVE.

**Introduction of the Report "Green Competitiveness in the Mediterranean"**

Mrs. Luisa Garcia Valdecasas have introduced GRECO INITIATIVE and the report "GREEN COMPETITIVENESS IN THE MEDITERRANEAN" based on the analysis of 100 successful cases of green profitability and demonstrating that investing in environment is a way of increase profitability while obtaining environmental benefits.

Due to application of Cleaner Production Techniques (changes in production and organizational process to reduce environmental impact) a total of 1M euro annual savings have been achieved by the companies participating in the initiative. Looking at the net accumulated benefit, after 5 years, among these 100 companies, is more than 57M euro. The first year for each 100 euros of investment a return of 100 was obtained, but after 5 years of use, the return was multiplied by 5.

**In 50% of the cases, the investment was zero.**

The report "Green Competitiveness in the Mediterranean" has identified up to 176 Cleaner Production techniques. **The 40% of the positive impacts are related to a reduction on the use of water and energy. In the 50% of the cases, implementing better environmental practices and techniques brings the opportunity to recover the investment in less than 6 months.** In 50% of the cases no investment was needed.

Industrial sectors with higher returns on investments after using the techniques are as follows, **electrical machinery, food, transports, chemical and textile.** They are also areas where higher profit could be obtained as there is a long way to go and a future to be developed.

**Small investments to obtain big results. Cleaner production in origin is the key.**

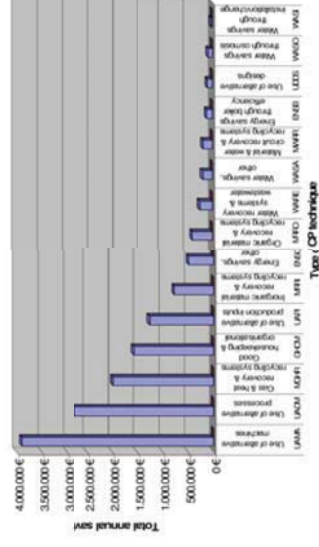
The report reveals that often small organizational changes and procedures could develop in higher savings. It also shows that the environmental improvement produces higher benefits and developments and is more efficient when they are implemented from the beginning of the production process.

The most profitable measures we can enhance are good environmental practices, organizational changes, heat recovery material, recycling and energy saving. "This report is a solid proof that environment has not only to be seen as a cost but as business opportunity".

**Cleaner companies are more profitable**

Cleaner companies are more profitable than companies not investing in reducing the environmental impact. The report ensures a return on investment during the first year. **Half of the analyzed companies achieved it in less than 6 months.** Bigger savings are obtained through alternative machinery use, unconventional production processes gas and heat recovery, good environmental implementation practice and material recycling. (Graph 7.7)

**GRAPH 7.7 Ranking of CP Techniques**



**Multidirectional digital platform**

Due to the success on implementing these measures GRECO INITIATIVE will provide companies the opportunity to exchange expertise and know how thanks to a digital platform. Through a tool called Auto Audit developed by GRECO INITIATIVE, be used online they will be able to know the possibilities to implement environmental techniques without giving up on the profitability issue.

**Cleaner production**

Introducing non polluting techniques and practices for the modernization of the industry by environmental practices avoiding negative effects on the environment while generating economic assets.



#### **GRECO INITIATIVE**

GRECO INITIATIVE (Green Competitiveness Initiative) is an initiative under the United Nations Environment Programme that aims to promote greencompetitiveness in the Mediterranean Region. Being green competitive involves a simultaneous improvement in profitability for businesses and environmental benefits. The GRECO INITIATIVE was introduced at the Barcelona Convention by the former Spanish Minister of Environment, Cristina Nabona, in January of 2008, during the Fifteenth Conference of the Parties.

The target is to encourage and commit the maximum number of companies to integrate the environment as a strategic element of profitability in a medium and long term, simultaneously pursuing the enhancement of economic and environmental benefits.

#### **Regional Activity Centre for Cleaner Production**

GRECO INITIATIVE is integrated in the Regional Activity Centre for Cleaner Production (CP/RAC), which has been part of the Mediterranean Action Plan (MAP) since 1996. The plan, under the auspices of the United Nations Environment Programme (UNEP), has the mission to promote models of sustainable consumption and production in the Mediterranean, focusing on Cleaner Production and the prevention of pollution (Barcelona Convention).

The Regional Activity Centre for Cleaner Production (CP/RAC) received the status of "Regional Activity Centre under Stockholm Convention" at the Conference of Signatory Parties (CPO IV) celebrated in Geneva on May 2009. The Centre will give technical support to eliminate Persistent Organic Pollutants (POPs) to all the countries that request it.

**TUSIAD**, Turkish Industrialists' and Businessmen's Association is an association composed of owners and managers of individual firms, groups of companies and holding companies operating in the Turkish market. TUSIAD is also a member of Confederation of European Business (BUSINESSEUROPE).

#### **Greco Initiative Press Office**

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**GRECO Award 2009 – Minutes of Meeting of the Adjudicating Committee**

Minutes of the meeting of the Adjudicating Committee for the GRECO Award 2009 held in Malta at the Old University Building in Valletta on the 15<sup>th</sup> January 2009.

Members present:

- Prof Juan Antonio De Castro (Chairperson)
- Dr Simone Borg (Co-Chairperson)
- Ing Mark Azzopardi
- Mr Mario Farrugia
- Prof Robert Ghirlando
- Mr Godwin C Micallef
- Mr Anton Pizzuto (Coordinator)

**2009 Award**

Prof De Castro opened the meeting by stating the objective of the GRECO initiative, which was to promote GREEN COMPETITIVENESS. In other words, the promoters of this initiative wanted to dispel the notion that Lean Production was expensive and required heavy investments with no returns. On the contrary, they wished to show that many actions towards Clean Production can cost very little, and sometimes nothing, and can generate huge savings, often immediately.

For the first award to be presented during a forthcoming Conference being held in Monaco at the end of March, the Regional Activity Centre (C.R.A.C.) of Spain, the promoters of the award, decided to pick the winner from the 100 best MedClean cases that they had collected over the years and which they had published in their “GRECO – MedClean Report Overview”.

The task of this adjudicating committee was therefore to pick the winner out of these 100 cases.

The committee’s first task was to establish the criteria for the award. From the objectives of GRECO, as outlined by Prof De Castro (see above), it was clear that the winner had to be an organisation that had shown that it is possible to take actions that significantly reduce the environmental impact of its industrial process at minimum cost and maximum savings. The adjudicating committee noted with satisfaction that all 100 companies had made a significant contribution to environment protection. Therefore the winner had to be picked on economic considerations.

The main selection criteria were established as follows and in the following order of priority:

1. Low investment and substantial clean production environmental benefits (pre-condition)
2. Lowest pay-back time
3. Highest net benefit after one year
4. Highest return on investment

It was also decided to divide the candidate projects into ten estates with between one to three projects being short-listed in each sector. The best candidate in each sector was then chosen from amongst the preferred projects in each sector, with the other

shortlisted organisations as reserves in case that the chosen candidate is unable to be nominated, for whatever reason. Finally, the Committee decided to declare two projects as joint winners, out of these best project (nominees), with a third one in reserve in case these two are unable to receive the award.

The Committee felt that it should recommend that all the nominees be invited to Monaco for the award ceremony, preferably also offering them an air ticket and/or accommodation. Each nominee would then be asked to make a short presentation (of five minutes) about his project, in a special session in parallel with the main Conference.

The Committee felt that it should recommend that the award should consist of a trophy or shield, the right to print the logo of the GRECO award and the year of the award on all its stationery and promotional material, and the offer of a free environmental audit by a professional consultant.

The successful nominees in each sector are shown in the table attached to these minutes.

**Winners**

The Adjudication Committee also decided that the following companies jointly received the GRECO Initiative 2009 Award:

Un-named car battery company (1)	Tunisia	Shovel spilled paste back into hopper
Herbos d.d. (12)	Croatia	Change in process

The following company is being recommended as a reserve to receive the award in case the above two companies are not available to receive it:

Masa Décor (50)	Spain	Change in process
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**Future awards**

The committee discussed the procedure for future awards and decided to make the following recommendations to the organisers of the award.

The scheme would be launched at the forthcoming conference in Monaco at the end of March. Soon after, invitations would be issued in all Mediterranean countries to firms and organisations to submit applications for the award.

It is understood that the award will be a biennial event with the next award scheduled for 2011. Hence the closing date for applications should be the end of June 2010. This gives the adjudicating committee around nine months to evaluate applications and finalise their adjudication and report on the nominees and the winner.

With the closing date being the end of June 2011 and the award a biennial one, it is logical to ask applicants to submit details of projects carried out in 2008 and 2009.



It is important to facilitate the adjudication process as much as possible, particularly if the number of applications runs into thousands. Therefore the application forms should include questions that elicit enough information to (a) facilitate an automatic and possible computer based selection of the top candidate and (b) enough further information to select the right nominees and winners from among the computer generated shortlist.

To facilitate the selection by computer, it might be necessary to develop some form of index based on objective and quantifiable criteria

Based on this year's experience, these criteria include:

- payback period – the lower the better
- size of investment – the lower the better (it might be appropriate to set a threshold - which could be made public for transparency)
- savings achieved – the higher the better
- innovation
- transferability of action to other organisations within the same sector as well as across sectors

The concept of nominating best performers in each sector would be continued, with the sectors based on the first two digits of the ISIC code.

If the RAC/PC agree to these recommendations, the committee would work on formulating an application form with the right questions as described above.

#### **Project for Web-based Self-audit Software**

Prof De Castro took advantage of this meeting to discuss with those present the idea of setting up a web-based self-audit software project. The idea would be to develop a software programme which would be downloadable for free from an appropriate website (that of the RAC?). The objective of this software would be to enable SMEs to carry out a self-audit without incurring the costs of engaging specialist consultants. The project would be carried out by a number of researchers from a number of Med countries (or their regional centres) working within a network. The first countries mentioned were Spain, Malta, Morocco and Egypt.

The software would have been developed in English in the first instance, English having today become the lingua franca of the world, but would then have to be translated into national languages, since it is unlikely that many SMEs would be familiar with English.

The question of funding was raised, and a number of possibilities mentioned. Prof De Castro will look into this issue.

Signed.....  


Anton Pizzuto (Coordinator)

EGYPT



No. 32

Pollution prevention case studies

Industrial pollution prevention in the oil and soap sector

<b>Company background</b>	Sila Edible Oil Company (Fayoum, Egypt) processes and average of 68,000 t/y of seeds, mainly sunflower, corn, soybean and cotton, producing up to 24,000 t/y of first grade edible oil. The main by-products include around 40,000 t/y of dried meal (packaged in 25 kg bags) and approximately 1,800 t/y of soapstock and gums (separated by highspeed centrifuge).
<b>Industrial sector</b>	Oil and soap sector.
<b>Environmental considerations</b>	Oil processing in the company is carried out in 5 main steps: <ul style="list-style-type: none"> <li>- Seed reception, separation of the broken seeds and storage.</li> <li>- Seed preparation and oil extraction: 50% of the crude oil content is extracted by using expellers and a seed cake containing around 30% oil is obtained.</li> <li>- Solvent extraction. The seed cakes sent to the solvent extraction unit (with hexane) where a solvent-oil mixture (miscella) and an extracted meal (2% oil content) are generated. Crude oil is extracted from miscella by a 3-stage evaporation system. The extracted meal is also desolventised and then toasted, dried and cooled. The hexane is recovered within the system and reused.</li> <li>- Refining of crude oil, which is degummed, neutralised with caustic soda (to remove fatty acids to generate soap stock), washed, separated by centrifuge and deodorised.</li> <li>- Packaging of primary oil and bottling.</li> </ul>
<b>Background</b>	By means of an industrial audit of the company carried out by the SEAM Project, the following pollution prevention opportunities were initially identified: <ol style="list-style-type: none"> <li>1. Reduction of steam losses as a result of damaged lines and valves and inadequate insulation.</li> <li>2. Reuse of broken seeds and hulls in the oil extraction process in the seed-receiving unit.</li> <li>3. Reduction of mazout leaks and spills.</li> <li>4. Segregation and reuse of the refinery wastewater, which has the highest organic load.</li> <li>5. Reduction of oil losses in the refinery due to leakage, in the storage unit and in the packaging area and losses of process chemicals in the refinery unit.</li> </ol>
<b>Summary of actions</b>	The following measures were put into practice, thus enabling a reduction in treatment: <ol style="list-style-type: none"> <li>1. Good housekeeping:                         <ul style="list-style-type: none"> <li>• Preventive Maintenance Programme (in-factory servicing of the expeller, modification of the packing of the cooling towers and steam trap modifications, repair of leaking or broken valves, damaged water pipes and drainage system).</li> <li>• Collection and recycling of split oil in the packaging unit, pumping it to a collection tank, where the oil is recycled to the refinery for repressing.</li> </ul> </li> </ol>

2. Process modification:

- Reuse of fines from the preparation unit. The plant was originally designed to recycle sunflower seed fines back to the expeller. This step was modified to direct these fines immediately to the extraction plant, allowing a higher throughput of fresh seed in the expeller.

3. Material substitution:

- Use of caustic soda solution instead of caustic soda when neutralising. Thus losses of caustic soda are reduced.

4. Water and energy conservation:

- Upgrade steam network, rehabilitating the steam lines, tuning the boiler and improving the treatment of boiler feedwater, recycling the steam condensate, replacing faulty/broken valves, replacing/repairing steam traps and pipes and insulating hot water and steam pipes.

5. Reuse and recycling:

- Recovery of hulls and broken seeds. They were originally collected and sold as animal food. The process has now been modified so that they are collected using a screw conveyor and transferred to the preparation unit, where they are further processed.
- Recovery of 10% of fatty matter from the final effluent. Fat is collected from the refinery effluent by a scraper, acidulated, split and then transferred to soapstock storage tanks.

6. Wastewater segregation:

- Segregating of process effluents coming from the refinery. The remaining effluent produced by the company is used for land reclamation activities within the factory.

Options	Benefits	Savings (t/year)	Investment (€)	Savings (€/year)	Payback (months)
Preventive Maintenance Programme	Reduction of steam and warm water losses and process optimization	34	4,500	9,000	6
Oil recycling	Further production	13.92	750	10,500	<1
Reuse of fines	Crushing capacity has been increased	120	3,000	36,000	1
Use of liquid caustic soda	Daily neutralisation costs dropped by 47%, reduced losses of caustic soda, reduced levels of corrosion, improved soapstock quality, better working conditions		None	75,000	Immediate
Upgrade steam network	Steam consumption reduction	3,600			
	One boiler has been taken off the line (savings of mazout usage)	1,728	9,000	165,888	<1
	Water consumption and maintenance costs reduction	28,800			
Recovery of broken seeds	Extra of meal produced	78	2,700	138,975	<1
Fat recovery	Recovery of soapstock and reduced strength of wastewater	29	1,500	4,320	4
Wastewater segregation	Reduction of effluent to be disposed of off-site	13,464	None	5,400	Immediate

**Conclusions**

With the implementation of these low or no-cost measures, the company achieved significant benefits. Maintenance costs were reduced by 10%, water consumption was reduced by 46%, wastewater treatment requirements were reduced by 66%, boiler fuel consumption was reduced by 48%, annual recovery of oil, soapstock and meal was valued at €207,795, and the company achieved discharge compliance.

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