

## 2. GRECO Initiative launches its new image at a workshop on Green Competitiveness

Green competitiveness now has its own name. The “GRECO Initiative, finding business opportunities through Cleaner Production” workshop, organised by the RAC/CP, was held on the 5 of November in Barcelona. The event attracted around 30 participants from National Clean Production Centres and focal points from the UMCE-BusinessMed Union of Mediterranean Confederations of Enterprises. They all showed great interest in the initiative, offering the viewpoint of southern and middle eastern Mediterranean countries, absolutely necessary for the project’s success.

The GRECO Initiative, Finding business opportunities through Cleaner Production workshop took place on the 5 of November, 2008 prior to the First Mediterranean Roundtable on Sustainable Production and Consumption. Held in the *Escuela Superior de Comercio Internacional* (ESCI) business school in Barcelona, the seminar gathered around 30 participants from France, Slovenia, Malta, Syria, Lebanon, Morocco, Cyprus, Egypt, Croatia, Algeria, Tunisia and Spain. Most of those present formed part of the UMCE-BusinessMed Union of Mediterranean Confederations of Enterprises and also Clean Production Centres from each of the countries.

The most remarkable conclusions reached during the session were the importance of addressing companies in essentially business terms and the need to adapt to the characteristics of each country and company. The importance of helping companies find a means of financing, but always

counting on their direct involvement, was also highlighted. All the participants commented on the need to share experiences and knowledge in general, creating synergies and avoiding the duplication of efforts.

### Active participation

Virgínia Alzina, CP/RAC director, opened the seminar by encouraging participants to adopt the GRECO Initiative as a way of achieving cleaner production in the Mediterranean and, consequently, a more sustainable goods and services market. Luisa García-Valdecasas, head of the GRECO Initiative, gave an exhaustive presentation of the project, emphasising its advantages, activities carried out and those forecast. All the participants then had an opportunity to give their impressions of the project, which were very positive and focused on the innovative fact that the GRECO Initiative addresses companies in terms of economic profitability and not just in terms of the environment.



The BusinessMed Focal Points explained the challenges and opportunities that the GRECO Initiative may come across in each of the countries. The National Cleaner Production Centres, for their part, contributed the measures to be used to support SMEs in adopting Best Environmental Practices (BAPs) and Best Available Techniques (BATs). The general impressions of both groups were extremely positive, showing interest in implementing the project in their countries. The GRECO Initiative will be presented in Morocco at the end of February at its first international congress.

### About the GRECO Initiative

The GRECO Initiative is a project launched by the CP/RAC designed for SMEs throughout the Mediterranean to disseminate the idea that cleaner production provides both environmental and economic benefits. The GRECO Initiative is based on the work carried out by the centre on cleaner production over the last 12 years, compiled in the 100 MedClean records.

The RAC/CP strongly promoted the GRECO Initiative during the second half of 2008, registering it as a brand and providing it with its own image. GRECO Initiative actions are based on a five-year work plan, with this workshop as its first official event. ■

