

ANNUAL REPORT 2008



Regional Activity Centre
for Cleaner Production

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I. PRESENTATION

The Regional Activity Centre for Cleaner Production, CP/RAC was created in 1996 at the request of the Contracting Parties of the Barcelona Convention. Over the last 12 years it has played an active role in the Mediterranean Action Plan and taken responsibility for disseminating sustainability in the region.

With this objective in mind, the centre promotes sustainable production in the Mediterranean through the dissemination and defence of Cleaner Production. This has provided it with solid international recognition outside just the scope of its activity.

The 11th Euro-Mediterranean Conference on economic transition (Brussels, 18 and 19 of June, 2007) and particularly session C.2 on "The Environment as an Opportunity" concluded that it was necessary to raise the international community's awareness of major economic advantages from implementing good practices and available techniques for Cleaner Production.

To adopt these objectives, the CP/RAC has promoted an innovative initiative called the GRECO INITIATIVE, focused on encouraging Green Competitiveness in the Mediterranean, highlighting the financial opportunities of investing in the environment.

The GRECO INITIATIVE, launched by the CP/RAC in 2008, aims to aid sustainable development in the Mediterranean, showing the private sector, institutions and governments the economic and environmental benefits derived from applying Cleaner Production in small and medium enterprises. This year the GRECO INITIATIVE has developed a 5-year work plan with the aim of also creating and developing its own corporate image.

This initiative was announced by the former Environment Minister, Cristina Narbona, in January 2008, at the 15th Conference of the Contracting Parties of the Barcelona Convention.

Nowadays, some of the most serious pollution problems in the Mediterranean region are excessive water and energy consumption and excessive use of chemical substances in production processes. Companies in the Mediterranean that have applied Cleaner Production techniques or environmental practices have been able to tackle these problems more effectively.

It is therefore important for Mediterranean companies to understand that the environment represents a real business opportunity for them through their industrial production processes. An initiative like GRECO enables this process and promotes Green Competitiveness in the Mediterranean.



* FRANCE

* MONACO

* SPAIN

* ITALY

* SLOVENIA

* CROATIA

* BOSNIA & HERZEGOVINA

* MONTENEGRO

* ALBANIA

* GREECE

* TURKEY

* ALGERIA

* TUNISIA

* MOROCCO

* MALTA

* LIBYA

* EGYPT

* CYPRUS

* SYRIA

* LEBANON

* ISRAEL



II. MAIN ACHIEVEMENTS

- 01.** Med Cleans Files: In the framework of the GRECO INITIATIVE, the CP/RAC summarised in a document, at the end of 2007, 176 environmental techniques and practices successfully applied in 100 Mediterranean companies, with the resulting economic and environmental benefits.
- 02.** Study publication: "Green Competitiveness in the Mediterranean: Finding business opportunities through Cleaner Production". An analysis of 100 successful cases summarised in the Med Cleans Files and their conclusions.
- 03.** Publication of a summary report for small and medium enterprises: "Green Competitiveness in the Mediterranean: A competitive environmental strategy".
- 04.** GRECO presentation in important forums such as: The Clean Equity Forum (Monaco), Seminar on Cleaner Production (Turkey), Expo CO² (Barcelona), The OECD-UNEP Conference on resource efficiency (Paris)...
- 05.** Registration of GRECO INITIATIVE brand in 21 Mediterranean countries.
- 06.** Logo design
- 07.** Financing: Negotiations with World Bank (IFC).
- 08.** Collaboration agreement with UMCE-BusinessMed and ASCAME.
- 09.** GRECO seminar (November 05) for BusinessMed Focal Points and National Cleaner Production Centres. Round Table.
- 10.** Design of all material required for national conferences.
- 11.** Creation of scientific committee for selection of GRECO 09 prize-winning company which will take place at the 5th International Symposium in Monaco.





III. ACTIVITIES REPORT

III.1 MED CLEANS FILES: SUCCESSFUL CASES AROUND THE MEDITERRANEAN REGION

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

These examples have been used to create the Med Cleans files, recently published by the CP/RAC, using real data to show the economic and environmental benefits obtained in each of the companies after investing in Cleaner Production.

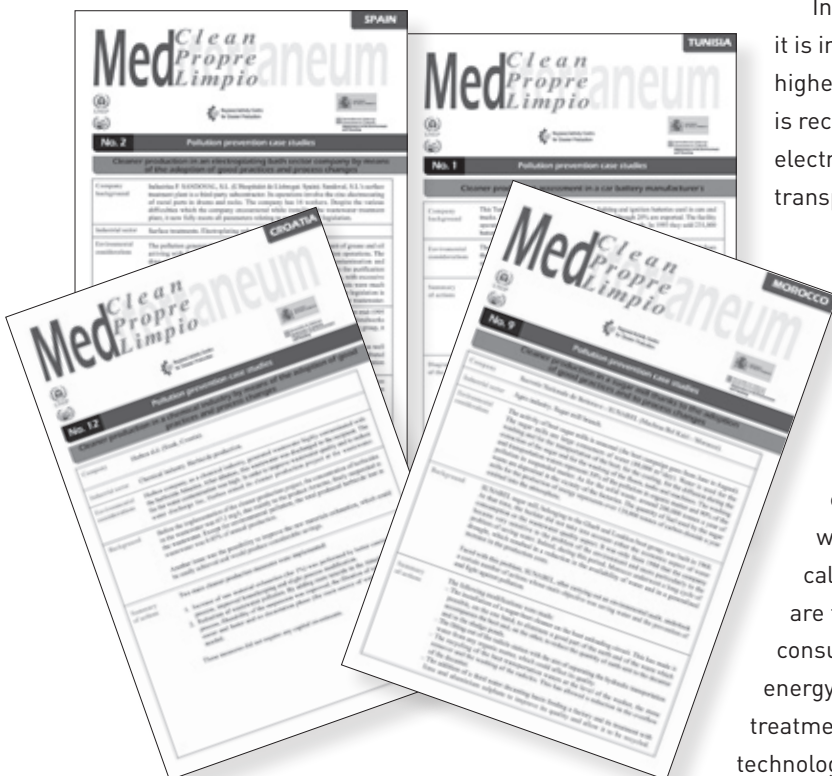
The countries in which companies have introduced green competitiveness tools are as follows: Bosnia & Herzegovina, Egypt, Israel, Tunisia, Spain, Croatia, Turkey, Morocco, Lebanon, Malta and France

There are currently over 100 successful cases of companies in Mediterranean Region countries in which a total of 176 environmental techniques or practices have been applied in recent years. The four most important positive environmental impacts generated by the techniques applied are: reduction of water consumption, reduction of chemical consumption, reduction of energy consumption and wastewater reduction and/or recycling.

Achieving a reduction of water consumption in Mediterranean production processes is mainly a question of introducing good housekeeping and organisational measures. Likewise, achieving a reduction of chemical consumption is due to the use of alternative components and machinery technology. In the case of the reduction and/or recycling of wastewater, it is due to the use of alternative processes technologies.

In terms of industrial sectors, it is important to note that the highest profitability for companies is recorded in activities from the electrical machinery, food products, transport equipment, chemicals and textile sectors.

The analysis demonstrates that preventive changes made, during the initial stage of the production processes, reduce companies' needs to process waste and recycle. It has been calculated that 60% of actions are for the reduction of water consumption, raw material or energy resources, 30% for waste treatment and only 10% for CP technologies type recycling.



III.2 - GRECO REPORT PUBLICATION ON GREEN COMPETITIVENESS

A. "Green Competitiveness in the Mediterranean: Finding business opportunities through Cleaner Production"

To achieve the general GRECO INITIATIVE objective, the CP/RAC published a report which analyses the results of 100 Med Cleans cases.

This report, "Green Competitiveness in the Mediterranean: Finding business opportunities through Cleaner Production" aims to reach conclusions on a group of companies that have successfully applied Cleaner Production solutions. A total of 176 environmental techniques and practices were identified and analysed in 100 Mediterranean companies, demonstrating with specific data the huge environmental and economic benefit of investing in Cleaner Production techniques or practices. The annual savings of these companies were more than 14 million euros, and after 5 years, over 57 million euros.

This report made it possible to determine the most effective BAT's (Best Available Techniques) and BEP's (Best Environmental Practices) for each industrial sector. The analysis also shows that investments are minimum with regard to the economic-environmental advantages obtained, with most companies seeing a return on investment within a year and 60% in just 6 months. In 40% of cases no type of investment is required.

Another of the conclusions reached was that the relationship between investment, profitability and environmental benefit depends on the type of technique to be applied, product and sector. Of all the solutions applied, the most profitable were:

1. Best environmental practices and organisational measures.
2. Use of raw materials/alternative resources, recycling, gas and heat recovery.
3. Energy saving, recycling and organic material recovery measures.

From an environmental point of view, greatest water consumption reductions are achieved through best environmental practices and organisational measures; reduction in the consumption of chemicals is obtained through alternative raw material use and changes in production processes; finally, energy savings are determined in 42% of cases by the use of alternative technology.





Countries that have increased profitability applying Cleaner Production application are Bosnia and Herzegovina, Egypt, Israel and Tunisia, while those with greatest annual savings are Egypt, Spain, Tunisia and Turkey.

Conclusions

This report's main conclusion is that investing in the environment is a way of increasing companies' profitability.

The report shows that, regardless of the support of public institutions, private companies can help protect the environment without having to abandon their profitability objectives and without having to exclusively concentrate on complying with legal requirements.

This report is solid proof that the environment is not just a cost, but a business opportunity too.

B. "Green Competitiveness in the Mediterranean: A competitive environmental strategy", report for small and medium enterprises

Bearing in mind that SME's are the GRECO INITIATIVE's target group, a shortened version of the Green Competitiveness in the Mediterranean report has been prepared: "A competitive environmental strategy"

This report, which is less technical and more informative in nature, wants to reinforce the message to private companies showing the economic and environmental benefits obtained from applying Cleaner Production.

This shortened version of the GRECO report will be distributed to private companies through our focal points of UMCE-BusinessMed, ASCAME, Cleaner Production Centres and national conferences organised by the CP/RAC.

The GRECO report for SME's wants to provide a new perspective on how to do business, with an environmental approach linked to "business opportunity". The aim is to show that Cleaner Production offers a clear opportunity for improving competitiveness based on sustainable development, which depends on production efficiency and business profitability.



The report concludes that in most cases analysed it is possible to obtain very significant financial and environmental benefits through modest investments, within the reach of most companies. The obtaining of short return on investment periods and high internal rates of return are commonplace, which means the environmental factor not only raises doubts over the widely-held belief that “the environment cost me money”, but is also a key element for the profitability of companies’ investments, whether these are production-related, organisational or any other type.

III. 3 - GRECO STRATEGY (ANNEX I, ANNEX II)

A. Business Plan

During 2008 a work plan for the GRECO INITIATIVE was published which includes novelties such as the creation of a digital platform expected for 2009, the publication of an annual report, the carrying out of public relations activities, the introduction of the biannual GRECO prize and the hiring of technical experts in each of the countries where the initiative will be implemented which will be known as the “Antena” project.

The work plan was presented to UMCE-BusinessMed business people and Cleaner Production Centres at the GRECO seminar held in Barcelona as part of the First Round Table on Sustainable Production and Consumption organised by the CP/RAC in November 2008.

A.1. Brand registration

In order to help disseminate the project, the GRECO INITIATIVE was set up as its own body in September 2008. The brand has been registered in all Mediterranean countries to obtain a legal framework that guarantees the project’s long-term stability, thereby avoiding unnecessary plagiarism or brand confusion problems.

A.2. Logo design

We created an image associated with the GRECO INITIATIVE brand for dissemination throughout the Mediterranean which will mean we can guarantee brand awareness, so the brand is easily recognised.





B. National conferences

In 2008 the global strategy was defined for the carrying out of national conferences, contents, countries to be targeted in 2009 and the main players we want to be involved.

Exploratory trips are carried out prior to conferences with the first one in December 2008 to Morocco, the first country targeted for the presentation of the GRECO INITIATIVE. The objectives of such a trip are to hold meetings with the Ministries of Industry and the Environment and presidents of private institutions such as the General Confederation of Companies of Morocco, the organisation of all logistics matters related to the conference, relationship with journalists for disseminating the event in the media and the coordination of the project with the Cleaner Production Centre in Morocco (CMPP).

The project was warmly received by both ministries, Mr Mahfoud Jamal, Secretary General of the Department of the Environment, and Mr Abderrahim Chakour, Director of the Industry Division who expressed their support to and personal involvement in the GRECO INITIATIVE, proposing the creation of a local committee for the project's monitoring to guarantee its success.

Likewise, in the private sector, Saïd Mouline, the Chairman of the Environmental Commission of the General Confederation of Companies of Morocco, gave his thanks for the help received for implementing this initiative, which is in line with both business and government objectives.

Thanks to the meetings held, the media have publicised this project, with a review on the GRECO INITIATIVE appearing in L'Economiste.

6 conferences are planned for 2009: Morocco (April), Egypt (May), Spain (June), Tunisia (September), Turkey (October) and Algeria (November)



• Des émissaires de l'Initiative Greco au Maroc

Une délégation espagnole va rencontrer, ce 23 décembre à Rabat, le ministre du Commerce et de l'Industrie, Ahmed Réda Chami, et la ministre de l'Energie et des Mines, Amina Benkhadra. Les émissaires portent dans leur valise l'Initiative Greco -Green Competiveness-. Celle-ci vise à promouvoir une production économique verte dans les pays méditerranéens. C'est à ce titre qu'un rapport «Opportunités vertes dans la Méditerranée» expose une cen-

taine d'expériences ayant fait leur preuve. Annoncée en janvier 2008, l'Initiative Greco est soutenue par le gouvernement espagnol. Ce projet est un prolongement du Programme des Nations unies pour l'environnement (PNUE).

• Crise financière: Echange d'expériences

A l'occasion de son implantation au Maroc, le cabinet d'avocats Lefèvre Pelletier & Associés organise la première rencontre LPA le 27 janvier prochain sous

C. Financing

To help disseminate and implement the GRECO INITIATIVE amongst small and medium enterprises in the Mediterranean, we are in discussions with financial institutions such as the IFC (International Finance Corporation) belonging to the World Bank have joined the project. This association allows us to take a step forward by enabling the application of environmental techniques or practices in small and medium enterprises with limited financial resources. The IFC will provide access to soft loans through local financial institutions.

D. Technical support workshops

To further disseminate the results obtained in 100 MedClean cases, technical support workshops organised by the CP/RAC will be used to train companies attending these seminars.

The GRECO INITIATIVE has been presented at the following CP/RAC seminars during 2008:

- **Cleaner Production: A tool for Green Competitiveness in the Turkish Industry.** Workshop and Short Course. Middle East Technical University. Department of Environmental Engineering. Workshop Series 31 March-2 April 2008, Ankara
- **Workshop on the Integration of Pollution Prevention and Control in the industrial permit system of African and Middle Eastern Mediterranean Countries.** 25 - 26 June, Seville
- **Workshop on "Promoting eco-labels and standards for Syrian textile industries".** 19-20 November 2008 - Damascus, Syria
- **Cleaner Production (CP): A tool for Green Competitiveness in the Syrian industry - Short Course for university professors.** 17-18 of November 2008 - Damascus, Syria
- **H2020 capacity building sub-group meeting.** 9 of December - Rome, Italy

E. GRECO biannual award

A biannual competition will be held for awarding a prize to the company with the greatest economic and environmental benefits from implementing one or more Cleaner Production techniques. The winning company's results will be published in the GRECO annual report to showcase a successful example, so that other companies can access this information and be encouraged to implement Cleaner Production mechanisms.

To recognise the effort of all those companies that have invested in Cleaner Production, the CP/RAC will provide them with visibility in their countries of origin and nominate the 10 best companies for the GRECO prize.

An agreement has been reached with the organisation of the Bio-trends and Innovative Technologies Congress for the awarding of the GRECO prize during this event, to be held in Egypt on the 26, 27 and 28 of May, 2009.



III. 4 - GRECO UMCE-BUSINESSMED AND ASCAME MEMORANDUM OF UNDERSTANDING (ANNEX III)

After signing the collaboration with UMCE-BusinessMed and ASCAME (Association of Mediterranean Chambers of Commerce and Industry) members, private institutions that represents companies in the Mediterranean region, the CP/RAC trained the confederation's members, getting them to help promote the GRECO INITIATIVE in their respective countries and SME's to attend the conference.

We expect to be working more closely with UMCE-BusinessMed and ASCAME in countries where conferences are held in 2009.

A. GRECO Seminar November 2008 (Barcelona)

During the first week of November 2008 the first Round Table on Sustainable Production and Consumption was held in Barcelona. The GRECO INITIATIVE seminar (Business opportunities through Cleaner Production) took place prior to this meeting, inviting all of the UMCE-BusinessMed focal points in southern Europe and directors of Clean Production Centres from both southern and northern Europe. The seminar brought together around 30 participants.

The centre's director opened proceedings, highlighting the importance of this initiative and encouraging participants to adopt the GRECO INITIATIVE as a path for achieving cleaner production in the Mediterranean and obtaining a more sustainable goods and services market. The head of the GRECO INITIATIVE, gave an exhaustive presentation of the project, emphasising its advantages, activities carried out in 2008 and those scheduled for 2009. All participants had the opportunity to give their impressions on the project which will be outlined later.

The news that Barcelona will be the new headquarters for the Union for the Mediterranean gives this project a new dimension.

Conclusions

Conclusions and key points for the GRECO INITIATIVE approach; bearing in mind we are targeting small and medium enterprises:

- Favourable general opinion.
- We have to target small and medium enterprises in their own language: business.
- It is vital to share experiences, new cases and knowledge.
- It is important to design a strategy for approaching SMEs: they have little time and money.
- Need to adapt strategies to each country.
- Providing financing is important, but also look for an economic effort by the company which commits it throughout the process.
- Help promote products resulting from Cleaner Production.

Finally, the conclusions of each of the countries present at the meeting are set out below:





Activities Report

EGYPT

Ahmed Kamal, Manager, Federation of Egyptian Industry Environmental Compliance Office (FEI/ECO)

- **General interest in Green Competitiveness.**
- **Have created a Sustainable Development committee.**
- **Actions must be focused on the private company.**
- **They can offer more successful examples.**

Ali Abo Sena, Egypt National Cleaner Centre

- **We can work on looking for funds, a business person's main concern.**
- **We can help to implement processes as we have access to companies.**
- **It is important to identify companies' real needs and adapt the initiative to the industry in Egypt.**

MOROCCO

Abdelhamid Jbilou, consultant. BusinessMed Focal Point. General Confederation of Companies of Morocco.

- **Positive assessment of the GRECO Action Plan.**
- **Requests that actions to be carried out are as specific as possible.**
- **Usefulness of having local experts from Morocco.**

Hanan Hanzaz, Director, Moroccan Nacional Cleaner Production Centre.

- **In Morocco the company must be more competitive bearing in mind environmental aspects.**
- **Gratitude for first meeting in Morocco.**
- **Need for information in French.**

TURKEY

Ms. Hande Baloglu, TUSIAD (Turkish Industrialists' and Businessmen's Association).

- **Highlight the importance of disseminating this report since there is a perception that the environment requires major investment.**
- **In Turkey major support is needed because it is an unknown issue.**
- **Inequality in the distribution of wealth in Turkey is a problem to be taken into account.**

SLOVENIA

Janez Petek, Director, Steng-National Cleaner Production Centre Ltd.

- **Lack of resources in SME's for making investments.**
- **Will only do so if it is free.**
- **There is a very low attendance rate at relevant events and forums.**
- **It will be us who have to go to the company.**

<p>Prof. Anton Pizzuto, Director Cleaner Technology Centre, University Campus.</p> <ul style="list-style-type: none"> • We have to talk business people's language: in business terms. • Point out that major financial investment is not necessarily required. • Be mediators between the financial and business sides. • It is a fantastic initiative for economic and environmental benefits obtainable. 	MALTA
<p>Rouida Nahar, Ministry of State for Environmental Affairs</p> <ul style="list-style-type: none"> • Highlight the need to provide or mediate to obtain financing; the World Bank is an opportunity. 	SYRIA
<p>Ali Yaacoub, Director Lebanese Centre for Cleaner Production</p> <ul style="list-style-type: none"> • Convince in economic terms. • Cleaner Production Centres must contribute. • Sharing experiences is vital. 	LEBANON
<p>Charalambos Hajipakkos, Senior Environment Officer, Ministry of Agriculture, Natural Resources and Environment - Environment Service.</p> <ul style="list-style-type: none"> • There is a need to go beyond simply observing the Environment Law and show that companies are going to obtain economic benefits. • Need to create marketing for promoting ecological products. 	GREECE
<p>Goran Romac, Director, Hrvatski Centar za čistiju proizvodnju (Hr CCP) Zagreb.</p> <ul style="list-style-type: none"> • Provide free explanation of execution of projects. • Highlight lack of time and money of SME's. • Difficulty in reaching companies. • Processes must be financed, almost for free, but not completely, otherwise part of the commitment will be lost. 	CROATIA
<p>Khadija Ghanem, Union Tunisienne de l'Industrie du Commerce</p> <ul style="list-style-type: none"> • There are two types of companies in Tunisia, national and export, with the latter being governed by international regulations. • They want to participate in the preparation of the Business Plan as it is important to have a strategy in line with the country's characteristics. 	TUNISIA



B. Round Table November 2008 (Barcelona)

The First Mediterranean Round Table on Sustainable Consumption and Production (SCP) was held in Barcelona, Spain, from 5 to 7 November 2008. The Round Table was organised by the Regional Activity Centre for Cleaner Production (CP/RAC) of the UNEP/Mediterranean Action Plan, with the support of UNEP's Division of Technology, Industry and Economics (UNEP/DTIE), which is leading the "Marrakech Process", the initiative launched by UNEP and UNDESA to support the preparation of a framework of programmes in support of regional and national initiatives to accelerate the shift towards SCP, as demanded by the Johannesburg WSSD Plan of Action.

Over 130 delegates from 30 countries, 20 of them Mediterranean, attended the Round Table. Participants were experts from public administrations, civil society, non-governmental organisations, business and industrial sectors, universities as well as MAP components and international agencies from across the Mediterranean.

The main objectives of the Round Table were to:

- Create awareness of and discussion on the need to shift to SCP in the Mediterranean region and on innovative approaches for decoupling economic development from environmental and resource degradation.
- Report on the main SCP initiatives relevant to the region.
- Facilitate discussion on the links between climate change and consumption and production within the value chains and on innovative approaches for tackling GHG emissions (e.g. carbon footprint).
- Identify the main challenges for implementing SCP and related mechanisms in the Mediterranean, as well as the common priorities and synergies of the players involved, building cooperation among them.

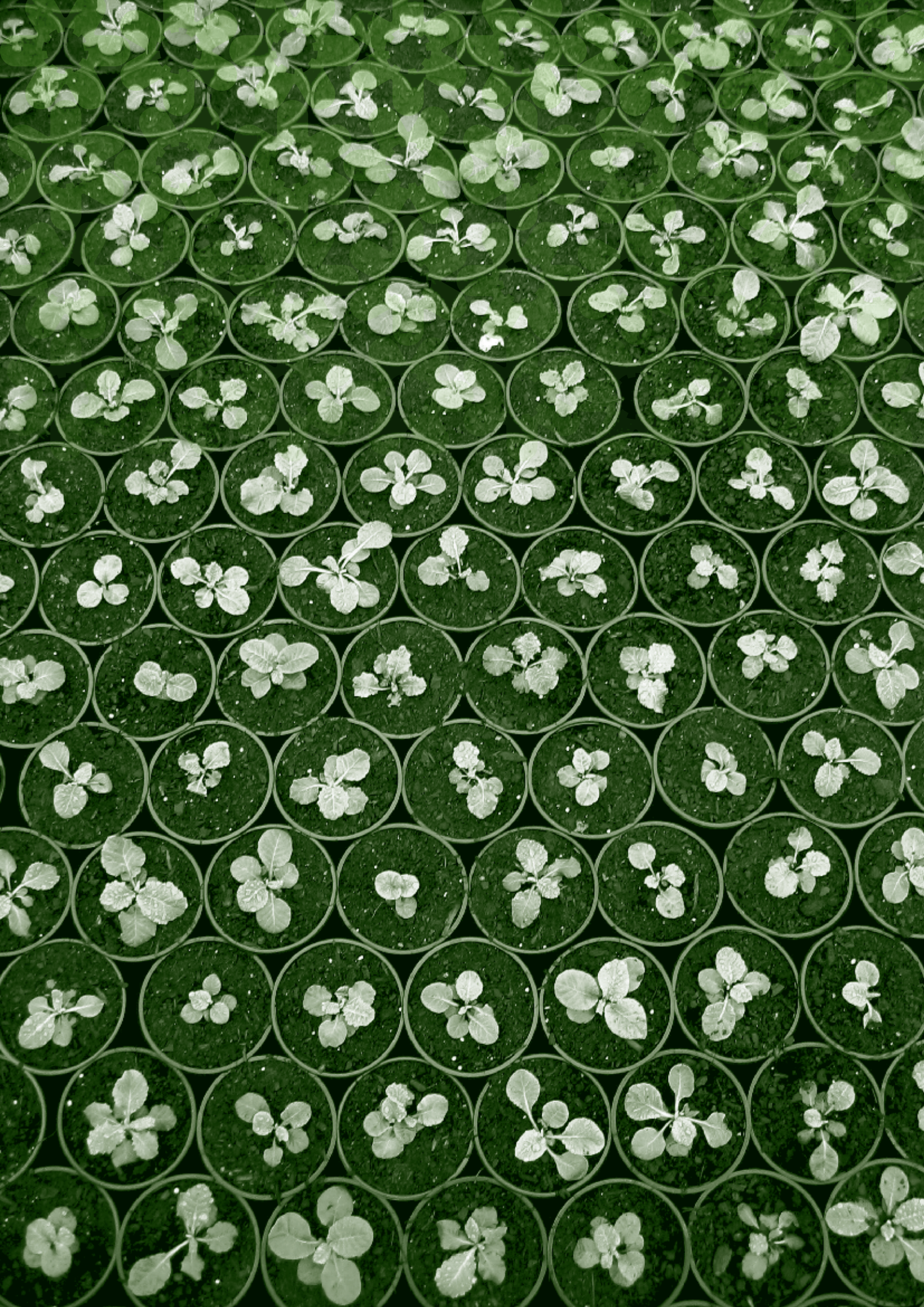
III. 5. DISSEMINATION OF REPORT IN THE HEART OF THE MEDITERRANEAN ACTION PLAN (MAP)

One of the main objectives of the GRECO INITIATIVE is to communicate and raise people's awareness as far as possible of the economic benefits of applying environmental techniques to companies in the Mediterranean region, so that companies and governments see the environment as a source of opportunity, resulting in them designing public policies and measures that favour the application of Cleaner Production.

Consequently, all publications produced in 2008 have been disseminated through our focal points in the MAP, CP/RAC and the UMCE-BusinessMed private sector focal points, and sent to the Ministry of the Environment and European Commission.

There was also dissemination in important forums related to the GRECO INITIATIVE, and in 2008 this initiative was presented at various meetings with different public and private sector players.

- **January:** Presentation by the Spanish Environment Minister, Cristina Narbona, at the 15th Ordinary Meeting, of the contracting parties of the Convention for the Protection of the Marine Environment and Coastal Region of the Mediterranean, held in Almeria (Spain).





- **February:** The Clean Equity Forum (Monaco)
- **February:** UMCE-BusinessMed annual meeting (Egypt)
- **March:** Seminar on Cleaner Production (Turkey)
- **April:** Expo Co2 (Barcelona)
- **April:** OECD-UNEP Conference on resource efficiency (Paris)
- **November:** GRECO INITIATIVE seminar (Barcelona)
- **November:** Barcelona Process, Union for the Mediterranean (Paris, France)
- **December:** Barcelona Process, Union for the Mediterranean, (Nice, France)
- **December:** Visit to Moroccan authorities to gain their support for launch of GRECO INITIATIVE in their country.

III. 6. RAISE INDUSTRY'S AWARENESS OF MEDITERRANEAN

The aim of this initiative is to make companies aware that there really is a possibility of increasing their profitability through Cleaner Production, and that major economic and environmental achievements are possible with only minor investment. We therefore want to diminish the erroneous and deep-seated perception that environmental policies in a company result in a cost and burden to it. So that companies see the environment as a source of opportunity, it is vital to disseminate the results of the Green Competitiveness study.

With the publication of the Green Competitiveness study, the basis of the GRECO INITIATIVE, we will be able to show to Mediterranean industry real examples of companies from this region that have successfully applied Cleaner Production (CP) techniques and good organisational practices, demonstrating their viability through results that include economic and environmental benefits.

To assure the dissemination of Cleaner Production in the Mediterranean region, the CP/RAC has involved the Mediterranean business sector from the very beginning in the GRECO INITIATIVE.

As an example of the benefits obtained by some of these companies, several of the cases analysed are detailed below:

- A **Turkish** company from the textiles sector achieved around 25.000 euros in annual savings with zero investment, by simply introducing certain good environmental practices which resulted in better operational control. Environmental benefits included reductions in water consumption, energy and chemical additives.
- An **Egyptian** company, producer of edible oil 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 savings reached 174.888 euros with a payback period less than a month. These optimisation processes not only enabled energy and economic savings, but have also resulted in a reduction of 5.346 tons in CO² emissions a year.
- Finally, a **Croatian** milk and dairy product firm saved with an investment of 15.000 euros a total of 115.000 euros per year, by reducing its wastewater by 92,325 m³/day.

III. 7 - GRECO INITIATIVE IT PLATFORM

The needs this platform should cover to achieve the GRECO objectives have been defined, leading to the following conclusions:

- **Information on actions carried out:** Must contain all actions carried out throughout the life of the project.
- **Two-way information:** Must be a two-way information exchange platform so that companies can learn from our experiences and we from theirs. Know-how acquired available to everyone.
- **Auditing tool:** A tool must be developed that enables automatic auditing, through which we will try to provide access to Cleaner Production in the initial phases.
- **Multilingual:** Must reach the private sector in all Mediterranean countries, which is why three languages, English, French and Spanish, will be provided.
- **Report appearances in press:** All news articles and work carried out will be published in it.

Once the work tools have been defined, the project will be implemented during the last quarter of 2009.





ANNEX I

Business Plan



I. OVERVIEW

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

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

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

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

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

Today, some of the Mediterranean region's most serious pollution problems are abusive water consumption and excessive energy and chemical use in production processes. The 100 case studies reveal that Mediterranean companies introducing CP techniques or good practices confront these problems effectively: 60% of the interventions are devoted to the reduction of water consumption, raw material or energy as resources.

Therefore, if Mediterranean companies understand that the environment is a real business opportunity through their industrial production process, policy makers will need to actively support this. An initiative like GRECO facilitates and promotes Green Competitiveness in the Mediterranean.

To reinforce the above, GRECO seeks to develop a number of activities including:

- I.** Promoting the generation and transfer to the private sector of CP technological interventions;
- II.** Devising new financial mechanisms to foster the development and diffusion of these Green Competitiveness technologies;
- III.** Promoting public-private partnerships for Green Competitiveness;
- IV.** Data dissemination and networking;
- V.** The role of corporate social responsibility (CSR) in Green Competitiveness and sustainable consumption issues.

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

II. PROJECT DETAILS

Goal

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

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

Strategy

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

- I. Disseminating information regarding CP techniques available to Mediterranean companies- an emphasis will be given to sharing the experiences contained in the Med Clean Files. This will be done through the GRECO report publication (based on the 100 Med Cleans analysis) and wide distribution, congress, networking events, interactive web portal and Annual Report;
- II. Giving technical assistance to SME's in order for them to be trained in how to introduce the CP solutions best suited to their business, as well as to assess the profitability improvements and environmental benefits of adapting such solutions. This will be done mainly through technical workshops.
- III. Facilitating financial assistance to SME's willing to adopt CP techniques with the relevant financial institutions (IFC);
- IV. Involving all relevant public institutions and agencies in all GRECO-related actions.
- V. Promoting public-private partnership for Green Competitiveness
- VI. Promoting the role of corporate social responsibility (CSR) in Green Competitiveness and sustainable consumption issues.

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

Target

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

- SME's through business associations/federations
- Public authorities through the relevant Government departments and agencies.

Timeframe

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



III. GRECO INITIATIVE ACTIONS

A. GRECO Report

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

Objective	Make an assessment, on the basis of the analysis of more than 100 Mediterranean companies' information on successful Cleaner Production (CP) investments. And demonstrate to the Mediterranean private sector, decision-makers, and government authorities, that supporting a bottom-up strategy for Cleaner Production provides substantial economic and environmental benefits.				
Strategy	<p>The responsibility for the distribution of the GRECO Report and the dissemination of its results among Mediterranean countries will fall to CP/RAC and multilateral organizations:</p> <ul style="list-style-type: none"> a) Analyze the technological, economic and environmental data related to the implementation of Cleaner Production on the basis of the previously prepared Med Clean Files Integrated Database. b) Identify the technical intervention, investments, payback periods, annual savings and environmental impacts recorded from the sample of more than 100 Mediterranean companies. c) Provide scientific and institutional support for promoting interventions at an industrial level, to contribute to the environment by highlighting the economic benefits resulting in new Green Competitiveness opportunities. 				
<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">Expected achievements</th> <th style="width: 50%;">Indicators of achievement</th> </tr> </thead> <tbody> <tr> <td>a) Bringing solid evidence to sustain the environment is not a cost, but an opportunity for those applying CP.</td> <td>a) Increased number of SME's business leaders incorporating CP mechanisms to promote Green Competitiveness and benefit economically.</td> </tr> </tbody> </table>		Expected achievements	Indicators of achievement	a) Bringing solid evidence to sustain the environment is not a cost, but an opportunity for those applying CP.	a) Increased number of SME's business leaders incorporating CP mechanisms to promote Green Competitiveness and benefit economically.
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B. GRECO National Forum

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

Objective	<ul style="list-style-type: none"> a) Disseminate the GRECO Report results through the Mediterranean Region. b) Establish public-private sector partnership among decision-makers, government authorities, multilateral organizations... c) Commit companies to integrate the environment into their strategic objectives. d) Provide all necessary tools to boost Green Competitiveness e) Strengthen collaboration agreements with UMCE-BusinessMed and ASCAME
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Strategy	<p>The responsibility for the implementation of the National Forum will be shared by institutions like IFC and CP/RAC and the local PR Agency. The strategy for its implementation will be:</p> <ul style="list-style-type: none"> a) Provide to SME's the necessary tools to implement CP mechanisms. b) CP/RAC will engage the private sector from the Mediterranean countries, the government and financial institutions to participate actively in the Forum. c) To improve the understanding of Green Competitiveness, and encourage SME's to engage in a project that will deliver economic and environmental benefits. d) Get the support from financial institutions like the IFC to participate in the process. 	
	Expected achievements	Indicators of achievement
	<ul style="list-style-type: none"> a) The introduction of GRECO INITIATIVE as a national program for SME's, including financing and visibility in the media through PR activities in each one of the Mediterranean countries. 	<ul style="list-style-type: none"> a) Carry out 3 Forum per year in 3 different Countries: Starting in Morocco January 09 b) Gather around 100 SME's per conference. c) Within 5 years be able to launch GRECO in each one of the 15 emergent economies countries among the Mediterranean region companies.

<p>C. Mediterranean Digital Platform GRECO is a system in itself, and the information and its know-how transfer requires the development of virtual platform systems for a continuous feeding and feed back of CP technique information which is the key to Green Competitiveness.</p>		
Objective	<p>Create a portal using the most advanced web tools, in order to provide access to relevant information, create an auto-audit tool and receive feed-back from private and public entities.</p>	
Strategy	<p>The responsibility for the creation, development maintenance of the portal will fall to CP/RAC. The strategy for its implementation will be:</p> <ul style="list-style-type: none"> a) To design a portal that will include all the actions of the GRECO programme and the information related to each one. It will also include an interactive way to exchange via "on-line" detailed information about CP mechanisms and how to implement the best technique or good practice through the auto-audit tool which will provide SME's relevant information for implementing CP solutions. b) New developments will be published through the web and direct assistance will be offered. c) CP/RAC will promote the portal in the Mediterranean region through the Forum, Media and Government institutions. 	
	Expected achievements	Indicators of achievement
	<ul style="list-style-type: none"> a) Bringing solid evidence to sustain the environment is not a cost, but an opportunity for those applying CP. 	<ul style="list-style-type: none"> a) Increased number of SME's business leaders incorporating CP mechanisms to promote Green Competitiveness and benefit economically.



<p>D. PR Activities Diffusion of the idea that being “environmentally-friendlier is profitable” through media and other PR activities. The environmental practices are not only an obligation or an action of social responsibility; it’s a way for obtaining more benefits by reducing expenses, improving process, reducing consumption...</p>					
Objective	a) Green Competitiveness awareness rising among Mediterranean Industrialists. b) Diffusion of the GRECO INITIATIVE: Brand awareness c) Contact with groups of interest (private-public sector) in each country				
Strategy	The responsibility for the Media Visibility through Press Release and PR activities will fall to One to One Public Relation agency and the CP/RAC and The strategy will be: a) Through the media and PR activities we will illustrate the financial convenience of being environmental responsible and promote Green Competitiveness among private sector in their business language. b) Will present GRECO directly to the media and to the different targets that can provide practical solutions to boost sustainability. c) Establish the necessary networking over the country through PR activities.				
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<p>E. GRECO Annual Report An evaluation report will be produced every 12 months to describe the latest developments achieved by the SME's applying Cleaner Production technologies. As a complement, a contest will be put in place to highlight the best SME in the sector, and the award will be publicized in the Report.</p>					
Objective	Integrate in the Annual Report all the information, strategies and benchmarks regarding Mediterranean companies' Green Competitiveness.				
Strategy	The responsibility for the publication and dissemination of the GRECO Annual Report will fall to CP/RAC with the collaboration of multilateral organizations and the private sector. The strategy will be: a) Compile all actions that will take place during the calendar year: GRECO National Forum, Award, new Med Clean cases, Press Release, Antenna Project, Auto audit tool. b) Each two years an award will be published in the annual report to motivate new comers and share the successful case with others.				

Expected achievements	Indicators of achievement
a) Collection of relevant data from the Mediterranean Region that can contribute to further develop GRECO by incorporating new components.	a) Encourage new comers to apply CP. b) Share knowledge and information with private and public sector in The Mediterranean region.

F. Biannual GRECO Award

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

Objective	The objective is to achieve strong interest from SME's to compete and share their experiences; and support from the governments and multilateral organizations to recognize the effort through an award.
Strategy	The responsibility for the GRECO Biannual AWARD will fall to CP/RAC with the collaboration of multilateral organizations and the private sector. The strategy will be: c) To monitor (on a yearly basis) the implementation of green techniques and practices of new SME's and evaluate their environmental impact, and economic benefits. d) To recognize their efforts, CP/RAC will give exposure to those companies in the countries where they belong to, and the best ones will be nominated for the award. e) The winner will be published in the Annual Report to motivate new comers and share the successful case with others so that they can benefit and learn more about the implementation of CP mechanisms.
Expected achievements	Indicators of achievement
a) Collection of relevant data (New Med Clean cases) from the Mediterranean Region that can contribute to further develop GRECO.	a) Higher number of participants in the biannual GRECO contest and publication of the most innovative and successful case.

G. Technical Assistance Workshops

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

Objective	Green Competitiveness understood as a best practice, being implemented on a regular basis by SME's.
Strategy	The responsibility for the implementation of the TA workshops will be shared with multilateral agencies and institutions including any member from CP/RAC. TO BE CONTINUED ON NEXT PAGE



Business plan

Strategy	<p>a) To facilitate SME's application of CP mechanisms CP/RAC will engage the private sector companies from Mediterranean countries.</p> <p>b) To promote capacity building in a sector.</p> <p>c) To improve the understanding of Green Competitiveness, to create a favourable climate for SME's to engage in the process with the understanding that in addition to contributing to the environment, financial gains will also be achieved.</p>	
	Expected achievements	Indicators of achievement
	a) Be present in all TA Workshops addressed to SME's and organized within the CP/RAC	a) Carry out certain number of workshops;

<p>H. Antenna Project To deepen GRECO's contribution to SME's, an expert in each country will be hired and will support the implementation of CP solutions in the Mediterranean companies.</p>		
Objective	Hire a professional in each country to give service to SME's during the whole process of implementation and compile the maximum number of Med Clean Cases.	
Strategy	<p>The responsibility for the implementation of the Antenna project will fall to CP/RAC The strategy will be to:</p> <p>a) Identify a professional to coordinate the Initiative locally.</p> <p>b) Follow up the whole process right to the end.</p> <p>c) Promote and disseminate GRECO INITIATIVE through the Country and engage new SME's for the application of more CP techniques and practices</p>	
	Expected achievements	Indicators of achievement
	a) Increase the number of successful cases that have applied CP solutions.	a) Increase 20 new cases a year.

IV. FIVE YEAR ROAD MAP

2008	<p>This year the purpose is to launch GRECO in the Mediterranean region and:</p> <ul style="list-style-type: none"> • Publish the GRECO's (Med-Clean) report • Disseminate the findings of GRECO's (Med-Clean) Report among Mediterranean multilateral agencies and governmental authorities. • Identify the academia, multilateral organizations, institutions and government agencies that will participate in GRECO. • Develop the tools to launch GRECO in each one of the Mediterranean countries members of CP/RAC. • Identify the Mediterranean Countries we will work with and develop the strategy with each one of them. • Together with the academia and IT Company, design GRECO's Digital Platform. • Together with the IFC design the best financial instrument.
2009	<p>During the second year it is expected to:</p> <ul style="list-style-type: none"> • Implement six National Forum: Morocco (January), Egypt (May), Spain (June), Tunisia (september), Turkey (October) and Algeria (November). • Launch with the IFC the implementation of the new financial instruments in each one of the four countries we address. • Launch the digital platform (October-November): launch the Auto-Audit pilot project • Have the first publication of GRECO's Annual Report and first award granted.
2010	<p>This year CP/RAC will:</p> <ul style="list-style-type: none"> • Implement Seminars in four different Mediterranean countries. • Develop with the academia more specialized components for the digital platform and finalize the Auto-Audit project. • Continue working with the IFC for the launching of the Initiative in the corresponding Mediterranean Countries. • Publish the annual report that will compile information of any action related to GRECO INITIATIVE.
2011	<p>At this stage GRECO should be a well-known programme focusing mainly on the implementation of the pertinent National Forum throughout the region, dissemination of knowledge, granting awards every two years, and increasing capacity in other regions.</p>
2012	<p>Same as above. At this time GRECO INITIATIVE would have successfully completed all National Forum in the 12 target emergent economies countries.</p>




ANNEX II

Brand registration



E-Filing

	Office for Harmonization in the Internal Market	
Solicitud de marca comunitaria		
62343518	Pág.1	30/09/2008

Número de referencia del solicitante/representante	NT5476
Fecha:	30/09/2008
Primera lengua	ES
Segunda lengua	EN

Tipo de marca	figurativa
Representación de la marca	en anexo



Color	reivindicado
Indicación de color(es)	VERDE Y NEGRO
Descripción de la marca:	GRECO INITIATIVE GREEN COMPETITIVENESS
Renuncia a derechos exclusivos	n/a

Nº de clase	Productos y servicios
35	Servicios de publicidad; servicios de planificación, dirección y control de empresas y negocios; servicios de asesoría, de organización, análisis de mercado; promoción de ventas (para terceros), estando relacionados todos estos servicios con el desarrollo sostenible para empresas y entidades.
36	Servicios de asistencia para la puesta en marcha y control de presupuestos e inversiones, análisis económicos y previsiones económicas, siendo prestado este servicio en el ámbito del desarrollo sostenible.



ANNEX III

**GRECO UMCE-BusinessMed
and ASCAME Agreement**



COLLABORATION AGREEMENT BETWEEN THE REGIONAL ACTIVITY CENTRE FOR CLEANER PRODUCTION OF THE MEDITERRANEAN ACTION PLAN (MAP) AND THE ASSOCIATION OF MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

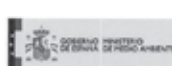
The parties mutually recognise the legal capacity of the other to authorise this document

HEREBY AGREE

To set up a suitable collaboration framework between the Regional Activity Centre for Cleaner Production (CP/RAC) and the Association of Mediterranean Chamber of Commerce and Industry (ASCAME) for the greater ecoefficiency and sustainability of companies in the Mediterranean countries, which will be based mainly on the implementation of the following actions:

- (a) Distribution of technical and informative material, drafted by the CP/RAC, to the Chambers of Commerce that belong to the ASCAME
- (b) Technical assistance from the ASCAME to the CP/RAC, in organizing poses or workshops through the Chambers of Commerce of the relevant countries in each case.
- (c) Technical assistance from the CP/RAC to the ASCAME when necessary, from environmental matters that may arise with the validity of this agreement.
- (d) Join participation in meetings organized by either of the parties or by a third party and dealing with the object hereof.
- (e) Identification of matters of environmental relevance of greater interest to the Mediterranean countries, as well as experts and professionals in environmental matters from the various countries.
- (f) Coorganization of training, dissemination and promotional events and workshops dealing with the object hereof, or if appropriate, join participation in the events stated organized by a third party.
- (g) Join preparation and development of projects that are considered suitable for attaining the objective hereof and in which, to the activities carried out, both parties have the interest, ability and availability to participate.
- (h) To inform the ASCAME of the technical materials and publications that CP/RAC prepares and which may be of interest within the context of this agreement.

The activities to be carried out for the implementation of the parts stated above will be proposed and, when necessary, discussed and agreed upon within the framework of the Follow-Up Committee which will be set up, for this propose, with representatives from both parties.





Centro de Actividad Regional
para la Producción Limpia

This agreement will be valid for a period of two years as of the day on which it is signed, and may be extended by written agreement of both parties for equal or shorter periods.

In view of administrative nature of this agreement its interpretation and development will be governed by the administrative legal code, with both parties being subject to the jurisdiction of the code and tribunals of the city of Barcelona in the case of dispute.

For the ASCAME

For the CP/RAC

Mr. Jilani Ben M'Barek,
President of ASCAME

Mr. Paul Mifsud,
MAP Coordinator





COLLABORATION AGREEMENT BETWEEN THE REGIONAL ACTIVITY CENTER FOR CLEANER PRODUCTION CP/RAC AND THE UNION OF MEDITERRANEAN CONFEDERATIONS OF ENTERPRISES UMCE-BUSINESSMED

BY AND BETWEEN

The Regional Activity Centre for Cleaner Production (RAC/CP) for the Mediterranean Action Plan (MAP), for which it carries out tasks of promotion, assessment, training and development in the best environmental practices and technologies suitable for reducing industrial pollution at source in the MAP countries

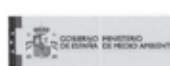
AND

The Union of Mediterranean Confederations of Enterprises (UMCE-BUSINESSMED), a business sector association with the aim of creating a co-operation and exchange network for the research and promotion of complementary aspects in the policies of the various states, such as carrying out joint studies and actions, as well as economic exchanges, etc, brings together private federations of federations in Mediterranean Partner Countries.

The parties mutually recognise the legal capacity of the other to authorise this document and

HEREBY AGREE

To set up a suitable collaboration framework between the CP/RAC and the UMCE-BUSINESSMED for the greater eco-efficiency and sustainability of companies in the Mediterranean countries, which will be based mainly on the implementation of the following actions:





Centro de Actividad Regional
para la Producción Limpia

- a) Capacity building of UMCE members regarding eco-efficiency, sustainable development and related issues in line with the terms of the Mediterranean Strategy for Sustainable Development (MSSD) and the initiative "Horizon 2020".
- b) Dissemination of CP/RAC activities and material among UMCE members.
- c) Technical assistance from the UMCE-BUSINESSMED to the CP/RAC in organising training and capacity building activities, through the UMCE-BUSINESSMED members of the relevant countries in each case.
- d) Technical assistance from the CP/RAC to the UMCE-BUSINESSMED when necessary, concerning mechanisms for improving Environmental and Economic Performance of SMEs.
- e) Joint participation in meetings organised by either of the parties or by a third party and dealing with the object hereof.
- f) Identification of unsustainable production patterns in the private sector of Med countries.
- g) Co-organisation of training, dissemination and promotional events and workshops dealing with the object hereof, or if appropriate, joint participation in the events stated organised by a third party.
- h) Joint preparation and development of projects that are considered suitable for attaining the objective hereof and in which, due to the activities carried out, both parties have the interest ability and availability to participate.
- i) To inform the UMCE-BUSINESSMED of the activities, materials and publications that the CP/RAC prepares and which may be of interest within the on text of this agreement.

The activities to be carried out for the implementation of the parts stated above will be set in a well defined agenda within two months after the signature of this agreement, proposed and, when necessary, discussed and agreed upon within the framework of the Follow-Up Committee which will be set up, for this purpose, with representatives from both parties.

This agreement will be valid for a period of two years as of the date on which it is signed, and may be extended by written agreement of both parties for equal or shorter periods.

For the UMCE-BUSINESSMED For the CP/RAC

Jacques J. Sarraf

Jacques J. Sarraf
President

Virginia Alzina

Virginia Alzina
Director

Istanbul on:



