

Cleaner production, the way to make profits























# GRECO INITIATIVE Increase Profitability through Cleaner Production

#### What's GRECO INITIATIVE?

It's a Mediterranean initiative designed to boost green competitiveness in the Region, by showing the enormous economic benefits the environment offers.

#### What's the goal of GRECO INITIATIVE?

**GRECO INITIATIVE** encourages companies to use cleaner techniques and good practices, which bring both environmental and financial benefits.

## What will the benefit for my company be with GRECO INITIATIVE?

- Large profits
- More efficiency
- Annual savings
- Improved corporate image

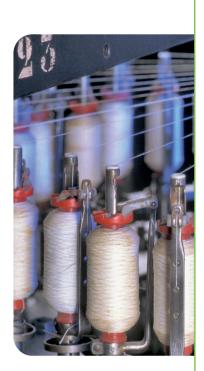


## How can Cleaner Production (CP) help to increase profitability?

- Saving and optimizing the use of energy, water and resources
- Replacing hazardous materials
- Reducing waste flows (wastewater, solid waste, air pollution)



Most CP cases require only minor investments; and payback takes less than a month.





# The GRECO INITIATIVE has 100 examples of Mediterranean companies that show how to make money through CP.

### 5,346 tonnes CO2 reduced = €174,888 economic savings

An Egyptian company, producer of edible oil, carried out several energy-saving measures and many process-optimisation changes. With a total investment of €13,500, the company's annual energy-related economic saving reached €174,888, with a payback period of less than a month. That meant not generating 5,346 tonnes of CO2 per year.

### 92,325 m³/day wastewater reduced = €115,000 of annual savings

A Croatian milk and dairy product firm saved with an investment of €15,000 a total of €115,000 per year, by reducing its wastewater by 92,325 m3/day.

