



**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, 28<sup>th</sup> 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 García-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. 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.

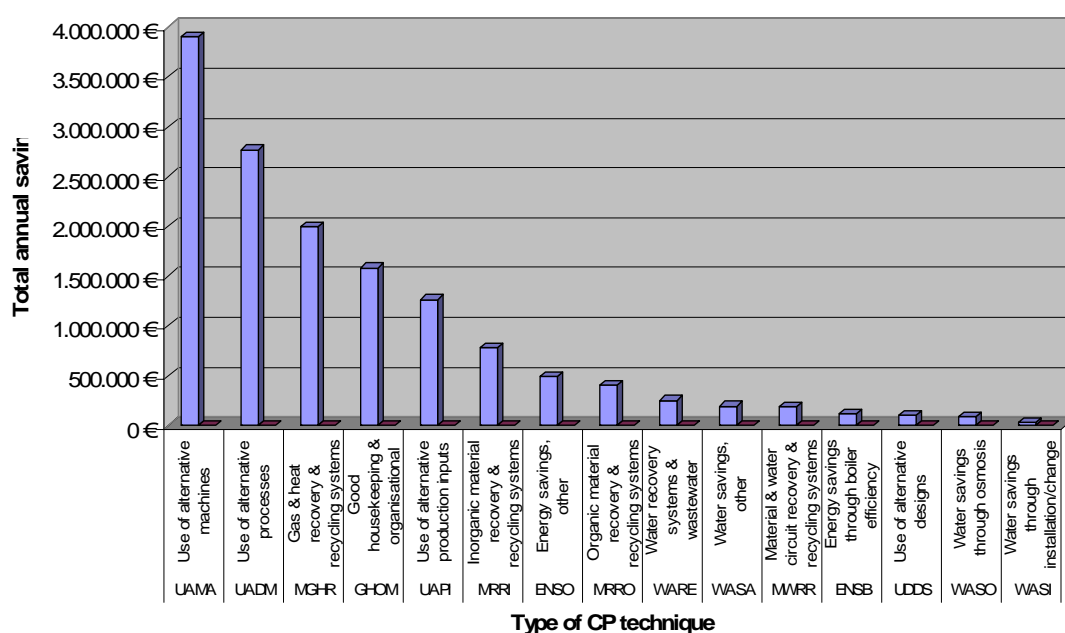
The report reveals that often small organizational changes and procedures could develop in higher savings. It also shows that the environmental improvement produces higher benefits and developments and is more efficient when they are implemented from the beginning of the production process.

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. (Graph II.7)

GRAPH II.7 Ranking of CP Techniques





### **Multidirectional digital platform**

Due to the success on implementing these measures, GRECO INITIATIVE will bring companies the opportunity to use a digital platform. Through the internet they will be able to know the possibilities to implement environmental techniques without giving up on the profitability issue.

### **Cleaner production**

Cleaner production is a useful tool to the modernization of the industry by introducing non polluting techniques and practices. That concept means the application of 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 that aims to promote green competitiveness in the Mediterranean Region. Making green competitive involves a simultaneous improvement in profitability for businesses 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 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.

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 (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**

Contact: Montserrat Arias/ Marta Ida Álvarez. **One to One RRPP.**

Tel. 00 34 93 301 00 39 / 00 34 687 74 78 46 / [arias@1to1.es](mailto:arias@1to1.es) / [rrpp@1to1.es](mailto:rrpp@1to1.es)