



***Joint UNIDO-UNEP Programme on Resource Efficient and Cleaner Production***

**Aide-Memoir**

***Global Forum***

***On  
Green Industry Initiative***

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

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

**Semiramis Intercontinental , Cairo, Egypt.**

**Organized by**

**United Nations Industrial Development Organization**

**in cooperation with**

**The Regional Activity Centre for Cleaner Production**

**and**

**Egypt National Cleaner Production Center**



**1- Background Information**

Globalization, changing patterns of consumption and production and increased environmental concerns are bringing new challenges for companies in developing and transition countries to stay competitive in the global market. Integrated and multidisciplinary approaches are required to face the dramatic rises in labor productivity, intensive use of natural resources and over-reliance on the ability of the natural environment to absorb the wastes generated by economic activity. Sustainable use and economy-wide management of natural resources requires a new approach towards biotic and a biotic resources.

In the past, command-and-control policies aiming at increasing environmental responsibility have seen little success in developing countries. Methods including financial incentives (such as charges per unit of emissions) and public recognition for improvement have shown greater results. Other methods that have been effective include: opening up markets, reducing subsidies on raw materials, privatization of state owned companies and public education on the effects of pollution.

The pattern of production and consumption of developed countries proved not to be sustainable and the identification of a substantive way in which competitiveness can be achieved within the framework of sustainability, maintaining at the same time an acceptable quality of life, is required. 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 the use of products, within the framework of sustainability.

Globalization is radically reshaping our economies and environmental policies, as the world's major emerging markets are increasingly steering global developments. Developing and transition countries have a stronger impact in shaping raw material supply and demand in the near future. This process might prove to be faster than environmental policy-making in developed countries, potentially making such policies obsolete before they are even launched ("Going global on eco-efficiency" – EU Environmental Ministers - 2006).

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. To gain access to these markets, developing countries must move in this direction as well. New technologies have been developed that can make agricultural waste into useful products, including fuels. These technologies have the potential to be incorporated in the growth of successful businesses in developing countries.

The UNIDO is promoting green industry initiative to help developing countries & countries with economies in transition to implement green and sustainability programs through the use of Resource Efficient and Cleaner Production (RECP).

The effect of global warming is key factor, which highlights the importance of environmentally friendly technological innovation based on renewable resources. As a response to this need, green products provide many benefits, including:

- Reducing the material intensity of goods and services
- Reducing the energy intensity of goods and services
- Reducing toxic dispersion
- Enhancing recycling of the material maximizing sustainable use of renewable resources
- Decreasing costs of inputs
- Increasing access to global markets

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

UNIDO programme will support innovation activities (including eco-innovation), provide better access to finance and deliver business support services in the regions. Create an environment favorable to SME cooperation. Additionally, UNIDO is promoting the production of green products, through Bio-Trends.

Enterprises are implementing green trend through the decrease of waste and improve asset utilization, maintain compliance with government regulations and reduce energy and materials costs. There is also a growing demand from consumers for products created and distributed in harmony with the precepts of environmental stewardship and social responsibility.

## **2- Cooperation with the Regional Activity Centre for Cleaner Production, The CP/RAC is promoting sustainable production and consumption.**

The CP/RAC was originally designed to disseminate the principles of cleaner or more sustainable production, but while production-oriented strategies can certainly reduce those environmental impacts associated with the design and manufacture of products, they fail to address the increasingly significant environmental and social impacts associated with the selection, use and disposal of products by consumers. Therefore, an integrated approach to consumption and production pattern is critical if current trends towards environmental degradation are to be reserved.

The CP/RAC also works to assure the proper management of chemicals, so as to guarantee that their production and use has a minimal impact on the environment and human health. This line of work was the fruit of the relationship between the promotion of cleaner production and the Protocol for the protection of the Mediterranean Sea against pollution from land-based sources. The proposal of the Centre as the Regional and Sub-regional Centre to aid in the enforcement of the Stockholm Convention on Persistent Organic Pollutants serves as recognition of the Centre's many years of hard work in dealing with chemicals.

The CP/RAC must continue to move forward and develop improved initiatives in fulfillment of its mission. In addition to aspects such as the state of the environment in the Mediterranean, modification of environmental policies, social development and the MSSD's new priority sectors,



the CP/RAC has broadened its scope of action, objectives and strategies with the aim of implementing initiative in other equally important sectors, consolidating existing avenues of collaboration and creating new ones.

One example of this is the latest initiative created under the name GRECO-Green Competitiveness-with the aim of promoting the environment by creating the optimal conditions for allowing the Mediterranean's emerging economies to apply clean technologies to sustainable develop their production cycles.

The Green programme also adopts an environmental approach in re-thinking the way business is carried out and in so doing takes on the challenge of dismissing the invalid idea that implementing environmentally-friendly technologies has a negative impact on the economic prosperity of undertakings wishing to foster cleaner production mechanisms.

UNIDO is cooperating with a Mediterranean initiative which designed to boost green competitiveness in the Region, showing the enormous economic benefits of the environment offers .UNIDO experience in promoting green industries has been highlighted through establishing Cleaner Production Centers on global level.

The goal of GRECO Initiative encourages companies to use cleaner techniques and good practices, which bring both environmental and financial benefits.

The GRECO Initiative has 100 examples (case studies) of Mediterranean companies that show how to make profit through CP technologies.

### **3- Objective of the Meeting**

The objectives of the meeting are to:

- Propose and discuss the demonstration projects on the promotion, development of Green Industries and related technologies, including innovative technologies for Agro-Waste Management.
- Promote the green chemistry initiatives by presenting success stories of different national and international companies from chemical sector.
- Promoting the Mediterranean initiative to boost green competitiveness in the region among industries
- Explore impacts of sustainable building and Eco-design on resource efficiency and sustainable products
- Present different sources for financing of green industry initiatives

UNIDO Global Forum on Green Industry Initiative will address the following topics:

1. The recent achievements and future outlook on the R&D in the fields of Green Products and other bio-based products.
2. Agro-Waste Management and technologies for utilization of agro-waste.

3. Open issues, trends and opportunities related to green (bio-based) products and bio fuels in selected African and Arab countries
4. Discuss the Developing a strong biomass industry in the Developing countries, which will have tremendous economic benefits including trade deficit reduction, job creation, and strengthening of agricultural markets.
5. Major challenges in providing energy services to meet its future needs and in particular the growing needs of the developing countries.
6. Environmentally Sound Alternatives of Chemical products e.g. bio- pesticides, and fertilizers, biodegradable plastic etc.
7. Promoting the Green Economy initiative through :
  - Eco-industrial systems (or environmental infrastructure)
  - Clean and efficient technology;
  - Renewable energy;
  - Biologically-based products and services (such as organic foods);
  - Chemical and waste management and mitigation technologies;
  - Green Cities - tomorrow's habitat for humanity - with ecologically friendly buildings, construction, and transport systems.
  - The recommendations for greening national economies, for creating new green jobs and greening existing jobs, and for a just transition from a brown to a green economy for enterprises and workers.
  - Financing of green initiatives

#### **4- Local organizing institute**

The Egypt National Cleaner Production Centre (ENCPC) is an independent Centre of Excellence for Cleaner Production (CP) and CP related matters in Egypt. The centre is expected to gain financial independence at the end of 2011. The mission of the ENCPC is to enhance the productivity and environmental performance of Egyptian companies and to contribute to their long-term competitiveness on the national and global markets.

The Global Forum will be held in co-operation with the Ministry of Agriculture, the Agricultural Research Centre (ARC), Global Forum on Agriculture Research (GFAR-FAO, SDR) as well as with the Ministry of Trade & Industry and Ministry of Environment. In addition, the Federation of Industries, the private sector and the Chamber of chemicals, Chamber of Textiles and the Chamber of Food will participate.

UNIDO will provide:

1. Round-trip air economy transportation, by the shortest, most direct route and least costly fare, between the airport of departure in the participant's home country and Cairo (Egypt) and return.
2. Hotel accommodation covering maximum 5 days – assuming participants will arrive on 25 May and depart on 29 May - including breakfast and lunch, an ad-hoc daily subsistence allowance (DSA) rate of USD50 to cover dinners and incidentals for the period of attendance at the meeting plus one additional DSA of USD150 to cover eventual additional costs (transportation costs to the airport, taxes, visa costs, etc.).
3. The ad-hoc daily subsistence allowance will be distributed to all the participants in Cairo during the first day of the Meeting. UNIDO will only cover the ad-hoc daily subsistence allowance costs for the participants that will be staying at SEMIRAMIS INTERCONTINENTAL Hotel.

No additional claims can be considered.

## **5- Participants**

Selected African and Arab countries hosting UNIDO – UNEP National Cleaner Production Centres will be represented at the meeting by two participants, the Director of the centre and a representative of the Government Representatives. Potential donors will also take part in the meeting, as well as representatives from UNIDO ITPOs (Investment and Technology Promotion Offices) and from interested development institutions. Representatives from countries where no NCPC currently exist, but who are willing to initiate a CP programme, are also encouraged to participate.

International experts from industrialized countries, including technologists and scientists working in the field of agro-waste management and bio-based products will be invited.

In particular, the following countries will be participating: Egypt, Ethiopia, Lebanon, & Morocco, and other interested countries (i.e. Algeria, Jordan, Saudi Arabia, Zambia, and others) might also participate at their own costs. Representatives from potential donor countries (Austria, Japan, Germany, Italy, Norway, Switzerland, Brazil, EU representatives, and others) will also be invited to attend the meeting. No financial support will be provided for the latter participants.

The approximate number of participants including, invited experts, will be around 250 (see tentative list in Annex 1#). Of this list, approximately, 50 are experts from the African, Arab and Mediterranean countries (250 of whom are from Egypt), and international experts (Germany, Japan, USA, France, Holland, Malaysia, Ireland, Switzerland and others) .

## **6- Tentative programme**

The Global Forum is planned to be held from 26-28 May in Cairo, Egypt. The venue details will be communicated in due course. During the 3 day agenda the following activities will be undertaken.

- Opening session including welcome addresses from organizers, sponsors, and distinguished guests

- A session dedicated to the overview of national and international programmes in the Region related to bio-based products, agro-waste management.
- Technical sessions dedicated to scientific and technological issues
- Case studies from Egypt and selected countries in the region, including identification of needs/issues;
- Working group discussions on the topics related to new joint projects (UNIDO-UNEP);
- Presentation of recommendations from working groups and conclusions

These activities will be eventually supplemented by bilateral discussions with representatives from the donor community. A preliminary agenda of the meeting is attached as Annex1.

## **7- Documentation and training materials**

The documentation for the Forum will consist of:

- Agenda
- List of participants
- Abstracts of contributions
- The official language of the meeting will be English.

## **8- Time and Venue**

The Global Forum will be held on 26th -28th May 2009 in Cairo at the SEMIRAMIS INTERCONTINENTAL

Address: Corniche El Nil, P.O Box: 60, 11511 Cairo, Egypt  
Tel: +202 7957171 Fax: +2 02 7963020

## **9- Visa arrangements**

Where required, participants are advised to arrange for their visa as early as possible at the Embassy/Consulate of Egypt in their home country. In case of difficulties, please advise the contact person below.



## *Contact persons*

### **UNIDO:**

Ms. Azza Morssy  
Program Manager  
Environmental Management Branch  
PTC/EMB  
Email: [a.morssy@unido.org](mailto:a.morssy@unido.org)  
Tel: +431 26026-3841 or 3660  
Fax: +431 26026 6819  
UNIDO P. O. BOX 300  
A-1400 VIENNA  
AUSTRIA

#### **copy to:**

Ms. Dawn de Rozairo  
Project Assistant  
Programme Development and Technical  
Cooperation Division  
Cleaner Production Unit  
Tel: +43 1 26026 3660  
Fax: + 43 1 26026 6819  
e-mail: [d.de-rozairo@unido.org](mailto:d.de-rozairo@unido.org)

### **UNEP:**

Ms. Luisa G. Valdecasas Serra  
GRECO Manager  
Regional Activity Centre for Cleaner Production  
Mediterranean Action Plan (MAP)- United Nations  
Environment Program (UNEP)  
C/ Dr. Roux 80; 08017 Barcelona- Spain (NEW)  
[lvaldecasas@cprac.org](mailto:lvaldecasas@cprac.org)  
Tel: + 34.935538783  
Tel.: + 34.935538795

#### **Local organizer:**

Ms. Hanan El Hadary  
Director  
Egypt National Cleaner Production Center  
26 A Sherif St. - Emoubilia Building - Down Town  
Cairo - Egypt  
Telefax: + (202) 23916154 - 23925984  
Mobile: + (2) 010 1240814  
[h\\_elhadary@link.net](mailto:h_elhadary@link.net)