

**His Excellency Professor Veysel Eroglu,  
Minister of Environment and Forestry**

**GRECO INITIATIVE** is a **Mediterranean initiative** designed to **encourage green competitiveness by analysing and disseminating the economic benefit that the environment is offering companies**. The initiative has the **support of the Spanish government** and is within the framework of the **United Nations**. It was **announced by the former Spanish Minister of Environment, Mrs. Cristina Narbona**, in January 2008.

Greco Initiative is part of the **CP/RAC, Regional Activity Centre for cleaner production in Barcelona**, one of the six centres in the world being part of the **Mediterranean Action Plan (MAP)** whose responsibility is to coordinate the implementation of the **Convention for the Protection of the Mediterranean from Pollution** included in the **United Nations Environment Programme (UNEP)**.

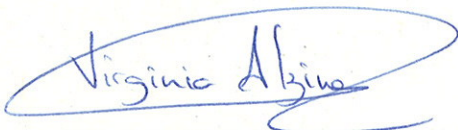
**GRECO INITIATIVE** has been introduced in different countries like Morocco and Egypt where has been a big success among the private and the public sector. The key of **GRECO INITIATIVE** is that every country should develop the idea as theirs, with our support and help. It's for that reason that we have signed a Memorandum of Understandings with both Egypt and Morocco in order to exchange knowledge, transfer expertise and provide the companies with appropriate tools to implement green competitiveness.

Turkey is one of our key countries to share the Initiative with, due to the important development the country has gone through, and **it would be a great honour to count on your participation and support during the GRECO FORUM that will take place in Istanbul on Wednesday, October 21<sup>st</sup>**.

Attached you would find documents regarding the initiative and the benefits of green competitiveness: **"The environment is not a cost, but a business opportunity"**. To exemplify this opportunity, Greco presents the **"Green Opportunities in the Mediterranean"** report, analysing **100 successful cases** of companies that have implemented **green competitiveness** through a small investment, or even a cost-free change in the production process, managing to achieve considerable savings and increase profitability. In this report, the investment made and times of return on investment are also analysed. Greco believes that the business environment is a competitive world, needing economic arguments to support its decision-making.

Looking forward to hearing from you, we will provide all necessary information you might need.

Yours faithfully,



**Virginia Alzina**  
**CP/ RAC Managing Director**