

Mr. Mustafa Kaplan
President of KOSGEB

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 included within the framework of the United Nations. The Initiative was announced by the Spanish Minister of the 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 world centres 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)**

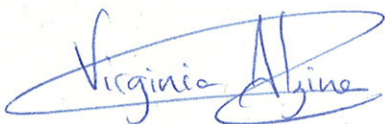
GRECO INITIATIVE has been introduced in different countries like Morocco and Egypt where has been a big success among the private and the public sector. The key of **GRECO INITIATIVE** is that every country should develop the idea as theirs, with our support and help.

GRECO INITIATIVE is targeted to the small and medium companies and it's for that reason **it would be an honour to count on your participation and support during the GRECO FORUM that will take place in Istanbul on Wednesday 29th September**

Attached you would find documents regarding the initiative and the benefits of green competitiveness: **"the environment is not a cost, but rather a business opportunity"**. To exemplify this opportunity, Greco presents the **"Green Opportunities in the Mediterranean"** report, which analyses **100 successful cases** of companies that have implemented **green competitiveness** and in which a small investment, or even a cost-free change in the production process, manages to achieve considerable savings and increase profitability. In this report, the investments made and the return of investment are analysed. In Greco we know that the business environment is a competitive world, and therefore needs economic arguments to support its decision-making. We attach some information about **GRECO INITIATIVE**.

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

Yours faithfully,



Virginia Alzina
CP/ RAC Managing Director