



In t h e M e d i t e r r a n e a n

Mechanisms to enhance The Green Competitiveness in Turkey

NATIONAL FORUM





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Objectives

GRECO (Green Competitiveness)

- Integrate environmental challenges in all corporate decisions
- Increase business competitiveness and environmental benefits



1. Promote and Transfer to private sector Cleaner Production Techniques
2. To encourage and support the maximum number of businesses in:
 1. Adopting techniques and good practices
 2. Integrating the environment in their strategic objectives
3. Involve the governmental authorities to back Green Competitiveness



Strategy

The 100 Med Clean Report (100 Med Clean Files)

- Under the GRECO (**Green Competitiveness**) Initiative program, CP/RAC has collected and analyzed 100 successful case studies available from companies in the Mediterranean Region that have implemented successful cleaner production solution.
- 176 different CP solutions were identified and analyzed
- Profitability and Environmental benefits increased



Strategy

Implementation and Dissemination of information regarding CP techniques given emphasis to the experiences contained in the Med Clean Files

1. This will be done inter alia through:
 1. The 100 Med Cleans Report Publication
 2. National FORUMs
 3. Networking Events
 4. Web Portal & Auto Audit Project
 5. Annual Report & Award
2. **Implementation of environmental diagnosis (auditory process): MOED and working groups on SME** : how to introduce the best CP solution
3. Seek means for financial assistance to SMEs
4. Promoting public-private partnership for green competitiveness

The project will last 5 years



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What it is?

Finding business opportunities through Cleaner Production

The 100 Med Clean Report

- The report is based on the analysis of 100 cases studies available from companies in the Mediterranean countries that have implemented successful cleaner production solutions
- 176 different CP solutions were identified and analyzed
- Profitability and Environmental benefits increased

- Reduction techniques at source

↓ COST

↑ ROI

- Recycling techniques at source

↑ COST

↓ ROI

- The interrelation between CP investments, environmental benefits and profitability, depend on:
 1. The nature of the CP introduced
 2. The Type of Product
 3. The Sector

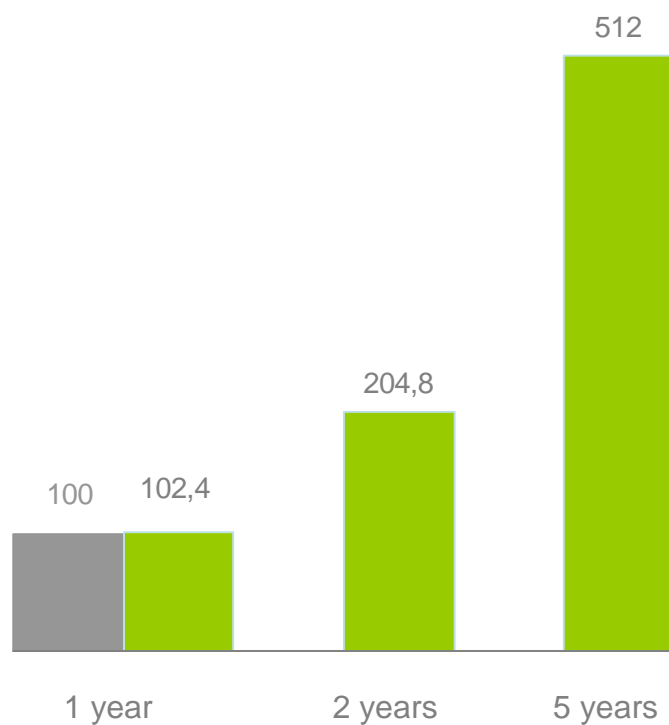
The aim is to increase the number of cases



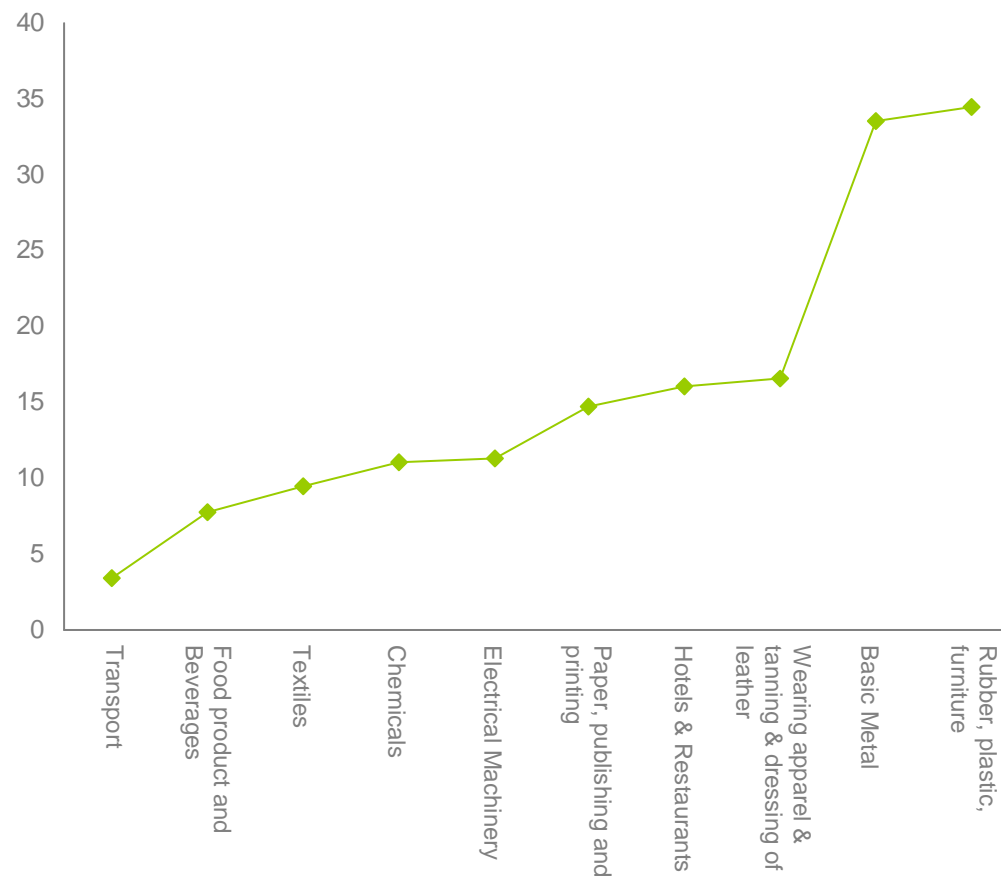
Results

In the majority of the cases was common to see short payback periods and high internal rates of returns

Total Savings for each 100 € invested (EUR)



Payback period (months)





Results

Those solutions found recording higher levels of profitability

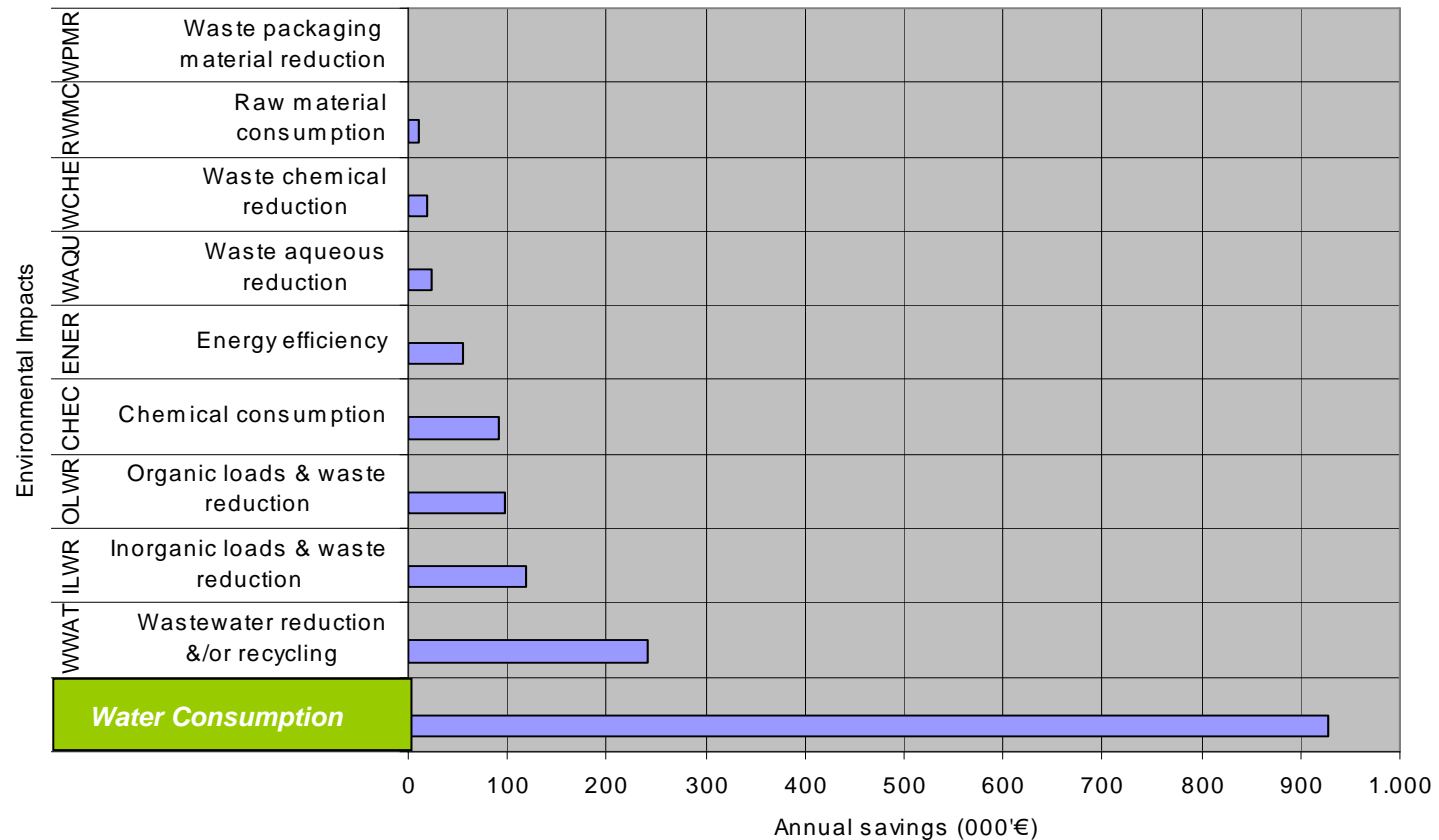
- Good House keeping and organizational measure
- Use of alternative production resources
- Energy saving measures.



Results

Good House Keeping and Organizational Measures

GRAPH II.14
Good Housekeeping & Organisational Measures GHOM)





Example

Cleaner production assessments in a car battery manufacturer's

- There were number of pollution problems at the facility
- Nineteen pollution prevention opportunities were detected

- The company has already implemented many of the low/no cost recommendations

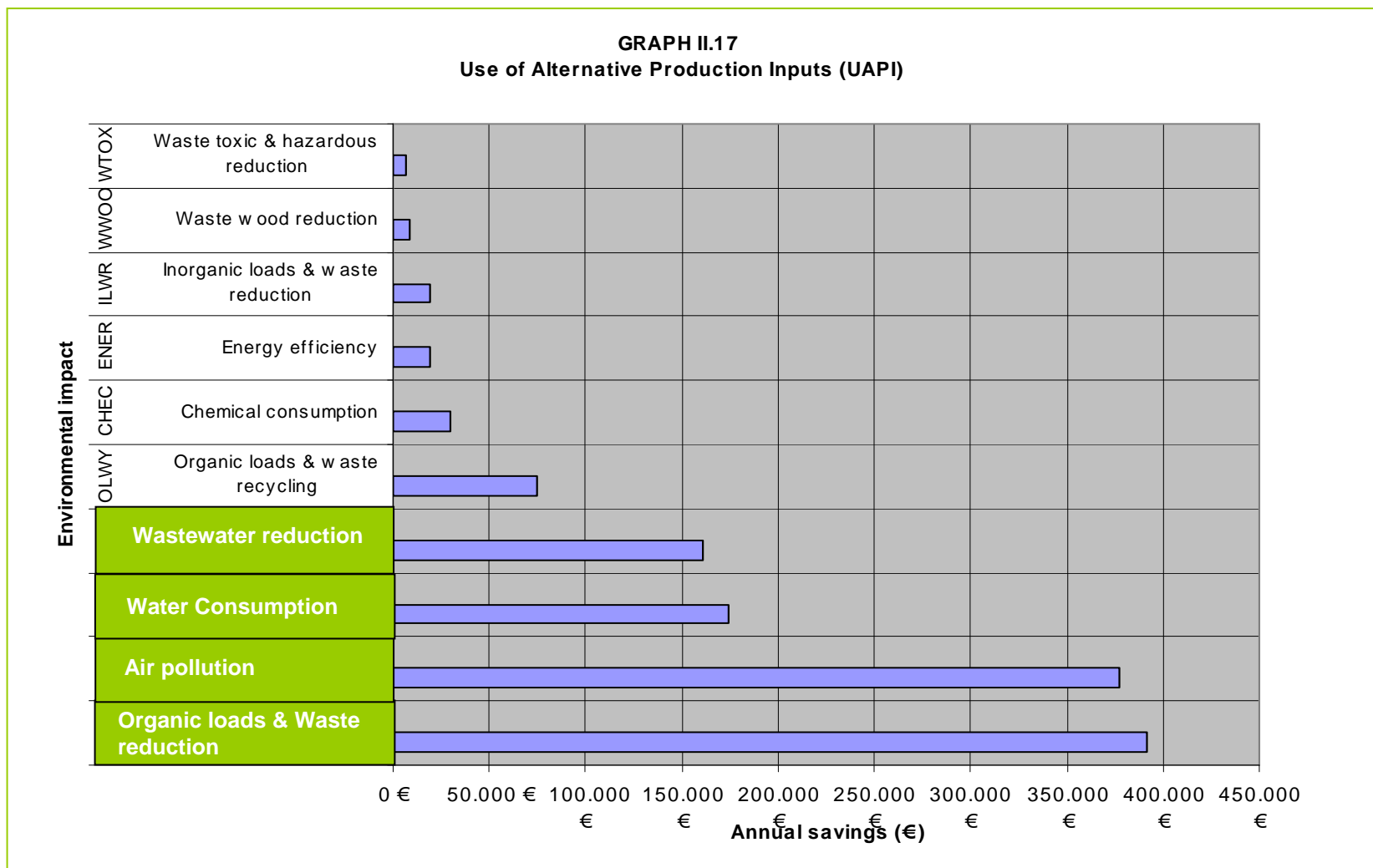
- Stop washing plates immediately:
 - Environmental benefit:
Reduction of wastewater

INVESTMENT € 0 SAVINGS € 125.000



Results

Use of alternative production resources





Example

Reduction of the cost by 47% in a Edible oil Egypt company

- There were number of pollution problems at the facility
- Decided to make a cleaner production assessments to identify actions

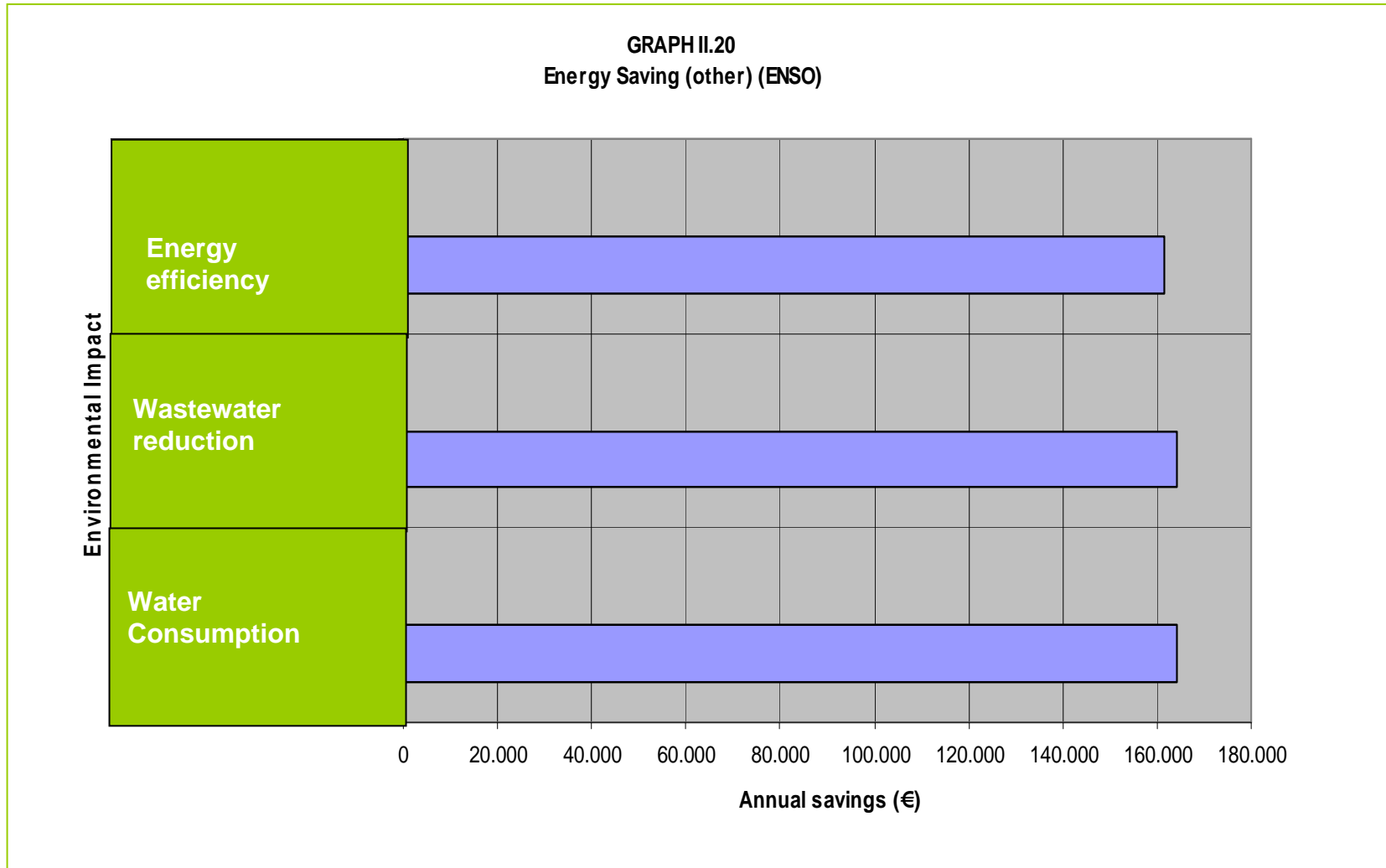
- Five pollution prevention opportunities were identify during the audit process

- Use of liquid caustic soda:
 - Environmental benefit:
Reduced losses of caustic soda, levels of corrosion & better working conditions.

INVESTMENT € 0 SAVINGS: € 75.000






Results
Energy saving measures





Example

Reduction of water & energy consumption in a dairy Croatia industry

- The main aspects to improve were:
 -  in drinking water
 -  of the pollutant load
 -  of energy consumption

- The factory implemented 4 measures to achieved water and energy saved objectives:

- Environmental Benefits: Inter alia, savings of steam by 904 t/year and heat energy of 500.000 KWh/year

INVESTMENT € 31.051 SAVINGS € 328.008



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Action Plan

The aim is to disseminate GRECO INITIATIVE in the Mediterranean Region

- **Publish the REPORT** that demonstrates how a company can increase profitability while investing in environment: "**Green Competitiveness in the Mediterranean: Finding business opportunities through cleaner production**".
- **GRECO Congress:** The objective is to disseminate the GRECO report results among private and public sector in the Mediterranean Region, including seeking for financial support to SMEs (IFC) and visibility in the media.
- **The DIGITAL PLATFORM:** Provide access to relevant information.



Action Plan

The aim is to disseminate GRECO INITIATIVE in the Mediterranean Region

- **The PR activities:** create the necessary networking over the country that will give to SMEs higher access to information on green competitiveness
- **Auto- Audits:** integrated in the Digital platform, will provide SME`s relevant information for implementing CP solutions.
- **Technical Assistance Workshops:** capacity building by sector
- Implementation of **MOED** and working group methodology on SME



Action Plan

The aim is to disseminate GRECO INITIATIVE in the Mediterranean Region

- Biannual Contest will take place to highlight the most innovative and successful case
- The efforts will be recognized given the companies visibility in the countries
- The winner will be published on the ***GRECO ANNUAL REPORT***



- Share successful cases with others and motivate new comers

- ***Free Audit and the best environmental technique implementation***



Action Plan

collaboration agreements for implementation

Two Mediterranean organizations

- UMCE-BusinessMed: Union of Mediterranean Confederations
- ASCAME: Association of Mediterranean chambers of Commerce and Industry



Conclusions

OPPORTUNITIES

We face a positive situation due to the increasing importance of the environmental world wide agenda (Presidents like Obama/ Sarkozy...) and the initiative:
“Barcelona Process: Union for the Mediterranean”

CHALLENGES

- Absence of Awareness in Industries/Institutions.
- Lack of Political / Governmental Commitment.
- Lack of Financing / Economical Incentives.



Next Steps

- Publication of the 100 Med Clean Cases
 - GRECO INITIATIVE Report :
 - Brand Registration among Mediterranean Region
 - Business Plan agreed for the next 5 years
 - Morocco and Egypt National Congress
 - PR & Communication tools
 - Brochure for small and medium companies
 - A Summary of the Greco Initiative Report addressed to SME`s
- **Greco Initiative Web site: Its on going**
 - **National Congress: Turkey and Algeria on second half 2009**
 - **The first CB (capacity Building) meeting in Morocco (October 09) and Tunisia (dec 09)**



Closing

There is a “green” opportunity we can't lose.....

Thinking GLOBAL



Increase the **economic growth** in the countries while decreasing **environmental impacts**.



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