

PRESS CALL – NATIONAL FORUM

BEST AVAILABLE TECHNIQUES AND INTEGRATED POLLUTION PREVENTION AND CONTROL:

Mechanisms to enhance the Green Competitiveness in Turkey

Days: **Wednesday, 21st - Thursday 22nd October 2009.**
(SEE ATTACHED AGENDA)

**Memorandum of
Understanding
Signature Time;** **10.00h. - 10.15h. Signature for Memorandum of
Understanding between CP/ RAC and TÜSİAD,**

Place: Elite World Hotel. Sehit Muhtar Caddesi No: 42,
34435 Taksim. Istanbul, Turkey.

Confirmation to: **Ms. Hande Baloğlu.** TÜSİAD. Tel: 0212 249 19 29 /104

Turkey, October, 2009. We are pleased to invite you to the National Forum *Best Available Techniques and Integrated Pollution Prevention and Control: Mechanisms to enhance the Green Competitiveness in Turkey* that will be held on the **21st and 22nd October** at the Elite World Hotel in Istanbul. The Forum has been organized by the Regional Activity Centre for Cleaner Production (CP/ RAC) based in Barcelona (Spain) and the Turkish Industrialist's and Businessmen's Association (TÜSİAD) with the support and collaboration of the Ministry of Environment and Forestry of Turkey. The aim is to inform on the advantages and opportunities offered by the adoption of Green Competitiveness by industries and the application of the Integrated Pollution Prevention and Control (IPPC) approach in the Turkish National systems for controlling industrial pollution.

During the Forum **GRECO INITIATIVE** (Green Competitiveness) will be introduced. It is a relevant initiative born in the Regional Activity Centre for cleaner production (**CP/ RAC**) being part of the Mediterranean Action Plan, a United Nations Plan for the environment. The objective of this programme is to promote green competitiveness and to improve profitability in companies of the Mediterranean Region by adopting green production techniques and practices.

Likewise, the Forum will be an opportunity to introduce an exchange experience on approximation of IPPC Directive, provide lessons learned from EU countries and new Member States, and to supply with recommendations on further steps for approximation of IPPC Directive in Turkey. In this respect, members of the Ministries of Environment and environmental inspectorate agencies

from Turkey, Spain, Italy, Belgium, Poland and the Czech Republic will participate as speakers of the Forum.

Understanding Memorandum between CP / RAC and TÜSIAD Signature

On Wednesday, 21st October at 10.00h., the Signature of the Understanding Memorandum between CP/RAC and the Tüsiad, (Turkish Industrialist's and Businessmen Association) will be held. The objective of this signature is to promote the implementation of Cleaner Production techniques and practices among the companies of the country and to improve the diffusion of GRECO INITIATIVE.

Report concerning Green Competitiveness implementation.

This meeting will be the opportunity to introduce the report « ***Green Competitiveness in the Mediterranean- Finding business opportunities through Cleaner Production*** ». Inside this report a total of **100 successful cases on green competitiveness** will be presented. 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.**

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.