

100 SUCCESS CASES IN GREEN
COMPETITIVENESS
IN THE MEDITERRANEAN
Report “Green Competitiveness
in the Mediterranean”



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Report “*Green Competitiveness in the Mediterranean*”

Following this analysis of 100 successful cases in green competitiveness in the Mediterranean

- Have been identified annual savings over 14 million euros a year and almost 57 million euros of net profit accumulated after five years.
- In 50% of cases the investment is recovered in less than six months.
- The best profitability is obtained by a cleaner production technique, the type of the product and the industry.
- The biggest savings are achieved through techniques such as using alternatives machines, changes in production processes and heat recovery.
- Food companies, transportation and equipment are easier to become "green"
- 40% of the positive impacts are due to a reduction use of water and energy.



A) 100 successful cases of Cleaner Production

Investing in the environment is a way to improve the profitability of businesses. That is the main conclusion of the report "Green Competitiveness in the Mediterranean", prepared by the Regional Activity Center for Cleaner Production for GRECO INITIATIVE, a United Nations project that aims to promote the implementation of competitive processes in the green developing countries of the Mediterranean area.

The paper analyzed the impact of several techniques for cleaner production looking at the environmental and financial impacts. It also checked changes in the productive and organizational processes to reduce environmental impacts, in 100 companies in the Mediterranean.

The report shows that, in addition to the support of public institutions, private companies can help to protect the environment without having to give up their profitability aims.

One of the principal findings of this analysis of 100 companies which have decided to invest in green competitiveness is to be found annual savings over 14 million euros and net profit of nearly 57 million euros accumulated after five years.

The best environmental practices, organizational changes, heat recovery, recycling of materials and energy saving are some of the measures having a higher return to the companies that has taken place.

This case report is a proof that the environment is not a cost but a business opportunity. Following the successful implementation of these measures, GRECO INITIATIVE will provide the personnel a digital platform to get the knowledge how to implement environmental techniques without sacrificing profitability through internet.

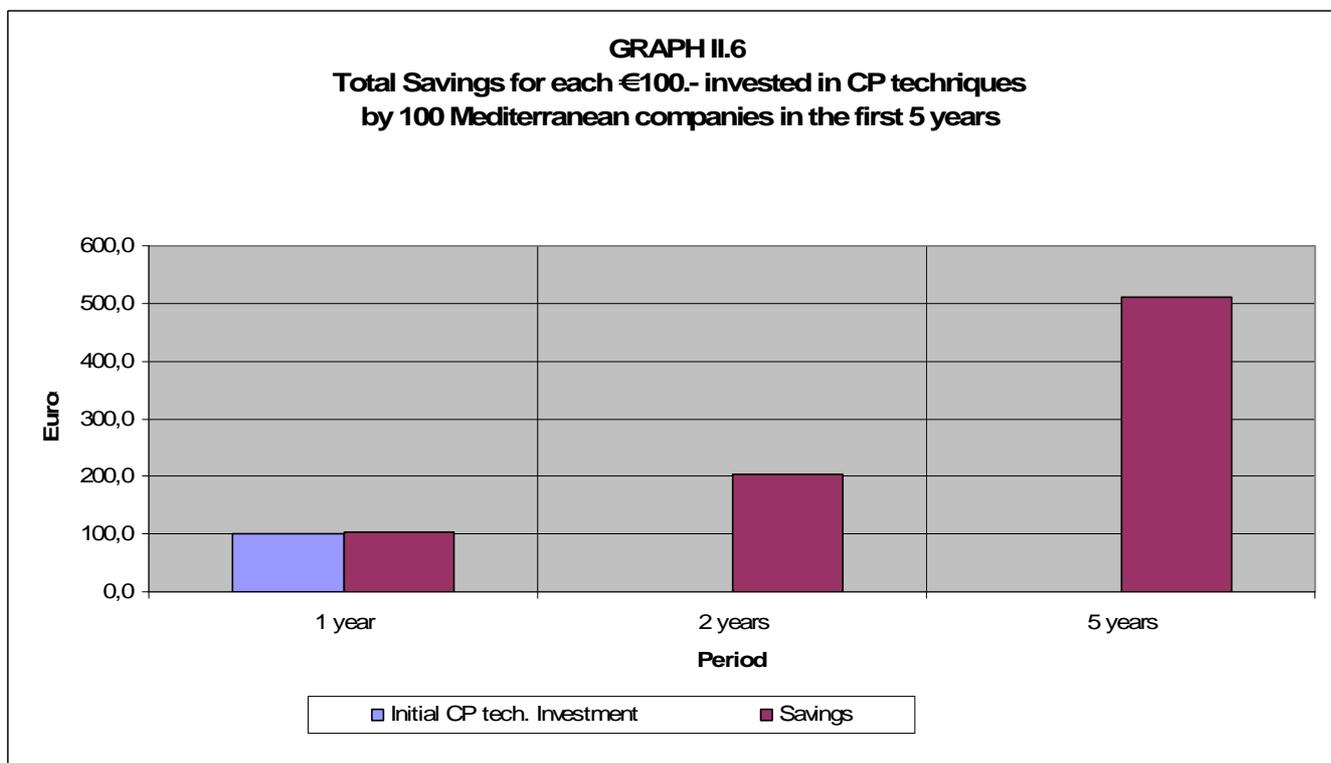


B) A clean company is more profitable. Principal findings

Principal findings of the report Green Competitiveness in the Mediterranean:

1. 50% of cases the investment is recovered in less than six months.

In the 50% of the cases involving an investment for the company, the implementation of improved techniques has enabled the investment return in less than six months. Even at 50% of the techniques used did not invest anything. A clean company is more profitable than those that do not invest in reducing the environmental impact. The following table shows that in the first year 100% companies analyzed obtain the investment recovered. Half of the companies obtain it in less than six months.





2. The biggest savings are achieved through techniques such as using alternatives machines, changes in production processes and heat recovery.

Solutions that provide great savings at the companies are:

- Alternative machines (which consume less energy, water, etc.).
- Alternative production processes (less energy is required)
- Restoration of gas and heat
- Implementation of good environmental practices
- Materials recycling

As an example, in one of the cases studied, the use of smaller hoses for washing process and training of employees to use less water and make it correctly represents an investment of just over 30,000 euros for the company while the energy savings is estimated at 328,000 euros.

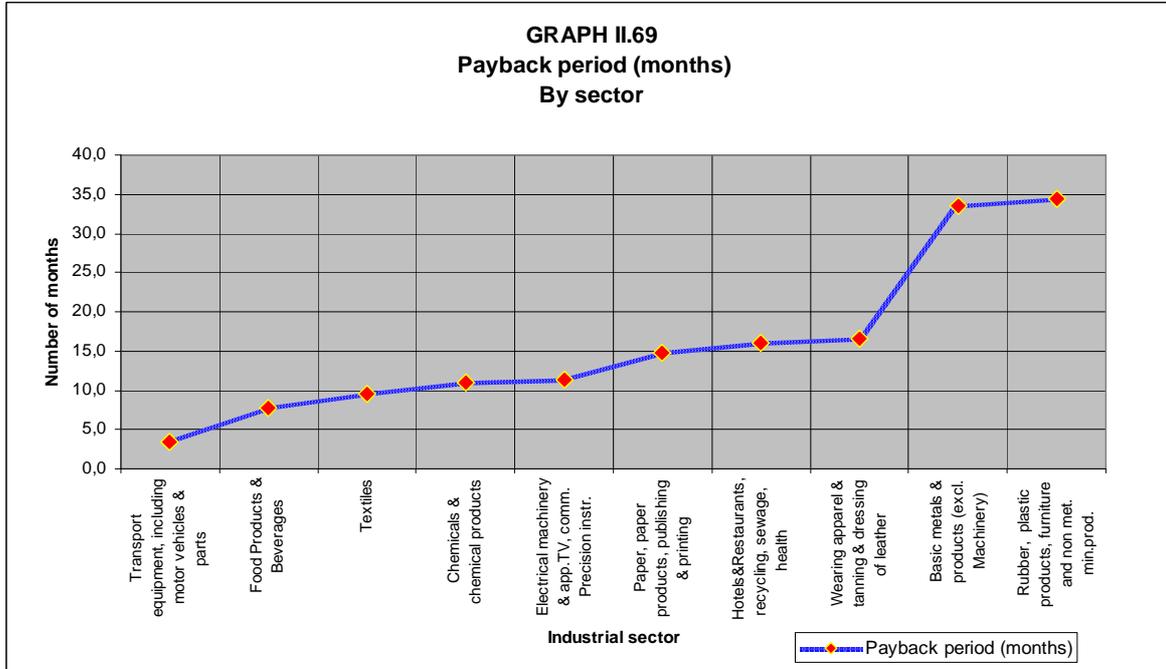
The report "Green Competitiveness in the Mediterranean" has identified up to 176 technical or actions of Cleaner Production.

- Using elements of alternative production
- Use of alternatives designs
- Using alternatives processes
- Use of alternatives machines
- Materials recovery and recycling systems
- Inorganic materials recovery and recycling systems
- Gas and heat recovery and recycling systems
- Water Circuits and systems recovery and recycling of materials
- Best environmental practices and◦ improvements in the organization
- Energy savings through efficient boilers
- Wastewater recovery Systems



3. Food companies, transportation and equipment are easier to become "green"

Sectors with faster returns after the application of these techniques are, in order, electrical machinery, food, transport, chemicals and textiles. They are also areas where they can get higher profits because there is a long way to go and a future to be developed.



4. 40% of the positive impacts are related to reduce use of water and energy.

5. Following this analysis of 100 companies in the Mediterranean area which have decided to invest in green competitiveness have been identified annual savings in excess of 14 million euros and net profit of nearly 57 million euros accumulated after five years.



C) Countries having implemented green sustainability measures successfully.

The higher profitability through implementation of green competitiveness has been particularly marked in companies from Bosnia and Herzegovina, Egypt, Israel and Tunisia (return on investment from the second year of 409.6%, 435.2%; 269.1% and 549.3%, respectively).

The major investments in cleaner production techniques have been made in Spain, Croatia and Turkey (€ 5,132,884 € 1,644,878 and € 3,302,005 respectively).

On the other side, Egypt, Tunisia and Turkey are the countries where the annual savings have been greater (1,253,431 €, € 4,870,080, 1,605,003 and 2,166,299 €, respectively).



D) Some case studies

A Spanish company dedicated to milk production and other dairy products achieved with an environmental investment of 23,000 annual savings of more than € 200,000, representing an IRR (internal rate of return) of over 800%. This was achieved with a reduction in water consumption of 23.7% per cubic meter of product, the burden associated with their organic waste and consumption of auxiliary chemical cleaning products (around 20% on average), plus quantified savings energy and increased production capacity.

A Bosnian manufacturer of wire obtained savings of € 26,000 through the installation of gas and water and the use of surplus energy for a drying process which improved the galvanized process with a minimum investment of € 500. These savings are derived from the 70% reduction in water consumption, 10% of natural gas and 50% of galvanizing support.

A Turkish company from textile sector achieved annual savings of around € 25,000 with no investment, simply by introducing some good practices that impact on better control of the operation. The benefits include reductions in water consumption, heat and chemical additives.

An Egyptian company producing oil carried out several energy saving measures. With a total investment of 13,500 euros, the company obtained savings of 174,888 euros a year, with a repayment period of less than a month. This means stop giving of 5346 tonnes of CO₂ a year.

A Croatian milk company and dairy products saved with an investment of 15,000 euros a total of 115,000 euros per year by reducing their waste water to 92,325 m³/day.



E) Cleaner Production concept

Companies are increasingly pressured by the environmental compliance and the introduction of environmental techniques in their production processes.

In this sense, Cleaner Production becomes an effective tool for modernizing the industry by introducing techniques and practices which prevent the generation of pollution. The sooner the process begins their implementation the better and the more effective them will be.

The main serious pollution problems in the Mediterranean area are the misuse of water and energy and chemical use in production processes.

Cleaner Production can be applied to the processes used in any industry, the various products and services in society. The environment is not a cost but a business opportunity.



F) GRECO INITIATIVE: GREEN COMPETITIVENESS IN THE MEDITERRANEAN

GRECO INITIATIVE (Green Competitiveness Initiative) is a project under the United Nations that aims to promote green competitiveness in the Mediterranean area. Making green competitive involves a simultaneous improvement in profitability for businesses and the maximization of environmental benefits. The GRECO INITIATIVE was introduced at the Barcelona Convention by the Spanish Minister of Environment, Cristina Narbona, in January of 2008, during the Fifteenth Conference of the Parties.

GRECO INITIATIVE helps Mediterranean businesses in the implementation of cleaner production practices, providing them with the assistance and financial resources necessary to define the best techniques and environmental practices, to calculate the profitability of projects and to evaluate the implementation of environmental benefits.

The target is to encourage and commit the maximum possible number of companies to integrate the environment as a strategic element of profitability in a medium and long term, simultaneously pursuing the enhancement of economic and environmental benefits.

It is designed to reform and transform the way to do business; how to produce and perform. The environment should not be seen as a cost, but only as a business opportunity.

The Regional Activity Center for Cleaner Production (CP / RAC) 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. (Barcelona Convention).

In these responsibilities and since 2008 the CP / RAC added its appointment as Center Nominated for the Stockholm Convention, which is responsible for the elimination of Persistent Organic Pollutants (POPs) to the environment.

The CP / RAC has developed various projects and programs in all Mediterranean countries, and has worked extensively in the prevention of pollution with a criteria of maximum profitability.

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