



PRESS DOSSIER



THE GRECO INITIATIVE:

GREEN COMPETITIVENESS IN THE MEDITERRANEAN

The GRECO INITIATIVE (Green Competitiveness Initiative) is a United Nations project which aim is to promote green competitiveness along the Mediterranean area. Making green competitive implies 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, and operates from the Regional Activity Center for Cleaner Production (CP/ RAC) in Barcelona.

The GRECO INITIATIVE helps Mediterranean businesses to implement cleaner production practices, providing them with the assistance and financial resources which are necessary to define the best techniques and environmental practices. GRECO should also be used to calculate the profitability of projects and evaluate the implementation of environmental benefits. The objective is to encourage and commit 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.

The GRECO INITIATIVE seeks to raise awareness of this need through the dissemination of successful cases that have already been implemented.

This is designed to transform the way business is done; how to produce and perform. The environment should not be seen as a cost, but rather as a business opportunity.

THE CP / RAC: Regional Activity Centre for Cleaner Production

The Regional Activity Centre 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 waste release (Barcelona Convention).

In these responsibilities and since 2008 the CP / RAC has 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 been developing various projects and programs in most of the Mediterranean countries, and has worked thoroughly in preventing pollution with a criterion of maximum profitability.



As strategic partners, the GRECO INITIATIVE, and the CP / RAC, have worked with important partners in the business world, such as UMCE-Businessmen (the Union of Mediterranean Business Confederations) and ASCAME (the Mediterranean Association of Chambers of Commerce and Industry), which are designed to establish close links with businesses, form Mediterranean strategies tailored to local situations, through the establishment of synergies that enhance the bid for the competitiveness of enterprises, with sustainability as their base.

A decade helping companies

The CP / RAC has worked more than ten years with companies around the Mediterranean to show that investing in the environment is not an expense but a business opportunity.

The enforcement of environmental regulation involves a significant financial effort from employers, to achieve permits, environmental certifications, also to manage all kinds of effluents, waste, energy consumption and more, all of which are increasingly evident on the income statement.

Cleaner Production

Companies come under increasing pressure from the implementation of environmental legislation and the introduction of environmental technologies in their production processes.

In this sense, Cleaner Production becomes an effective tool for modernizing the industry by introducing techniques and practices that prevent the generation of pollution at source generating as well economic value.

The most serious pollution problems in the Mediterranean area are the misuse of water and energy, and the use of chemicals in production processes.

Cleaner Production can be applied to the processes used in any industry, with various products and services.

GRECO INITIATIVE COMMUNICATION DEPARTMENT

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