

**PRESS RELEASE- NATIONAL FORUM:**

**BEST AVAILABLE TECHNIQUES AND INTEGRATED POLLUTION PREVENTION AND CONTROL: MECHANISMS TO ENHANCE THE GREEN COMPETITIVENESS IN TURKEY**

## **CP/ RAC and TÜSIAD has organized a National Forum to promote the implementation of GREEN COMPETITIVENESS in Turkey**

- The FORUM analyses experiences of green competitiveness as an opportunity to improve profitability of the companies in Turkey obtaining environmental benefits.
- The Ministry of Environment and Forestry of Turkey, the CP/ RAC, Regional Activity Centre for Cleaner Production and TÜSIAD have signed an Understanding Memorandum to promote the implementation of Cleaner Production techniques and practices among the companies of the country and further disseminate GRECO INITIATIVE.
- Different experts share their experience on approximation of IPPC (Integrated Pollution Prevention and Control) and propose further steps for approximation of IPPC in Turkey.

**Istanbul, 21 October, 2009.** The **National Forum *Best Available Techniques and Integrated Pollution Prevention and Control: Mechanisms to enhance the Green Competitiveness in Turkey*** has analyzed the advantages and opportunities offered by the adoption of Green Competitiveness by industries and, the application of the Integrated Pollution Prevention and Control (IPPC) in the Turkish National systems of industrial pollution control.

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 (TÜSIAD) with the support and collaboration of the Ministry of Environment and Forestry of Turkey. Members of the Ministries of Environment and environmental inspectorate agencies from Turkey, Spain, Italy, Belgium, Poland and the Czech Republic have also participated. The Forum has been an opportunity to exchange experience on approximation of IPPC Directive, provide lessons learned from EU countries and new Member States, as well as to supply with recommendations on further steps for approximation of IPPC Directive in Turkey.

### **Presentation of GRECO INITIATIVE and signature of the Understanding Memorandum**

During the Forum **GRECO INITIATIVE** (Green Competitiveness) has been 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.

### **Understanding Memorandum to promote Cleaner Production**

Dr. Aydin YLDIRIM. Deputy General Director of the General Directorate of Environmental Management on behalf of Ministry of Environment and Forestry of Turkey, a representative of the Regional Activity Centre for Cleaner production (CP/ RAC) and Mr Musa Galip Eroglu, Chairman of TÜSAID, Environmental Working Group have signed the **Understanding Memorandum**, the objective of this signature is to promote the implementation of Cleaner Production techniques and practices among the companies of the country and to disseminate the business opportunities of GRECO INITIATIVE.

### **Introduction of the Report “Green Competitiveness in the Mediterranean”**

Mrs. Luisa Garcia Valdecasas have introduced GRECO INITIATIVE and the report “GREEN COMPETITIVENESS IN THE MEDITERRANEAN” based on the analysis of 100 successful cases of green profitability and demonstrating that investing in environment is a way of increase profitability while obtaining environmental benefits.

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. Looking at the net accumulated benefit, after 5 years, among these 100 companies, is more than 57M euro. The first year for each 100 euros of investment a return of 100 was obtained, but after 5 years of use, the return was multiplied by 5.

### **In 50% of the cases, the investment was zero.**

The report “*Green Competitiveness in the Mediterranean*” has identified up to 176 Cleaner Production techniques. **The 40% of the positive impacts are related to a reduction on the use of water and energy. In the 50% of the cases, implementing better environmental practices and techniques brings the opportunity to recover the investment in less than 6 months.** In 50% of the cases no investment was needed.

Industrial sectors with higher returns on investments after using the techniques are as follows, **electrical machinery, food, transports, chemical and textile**. They are also areas where higher profit could be obtained as there is a long way to go and a future to be developed.

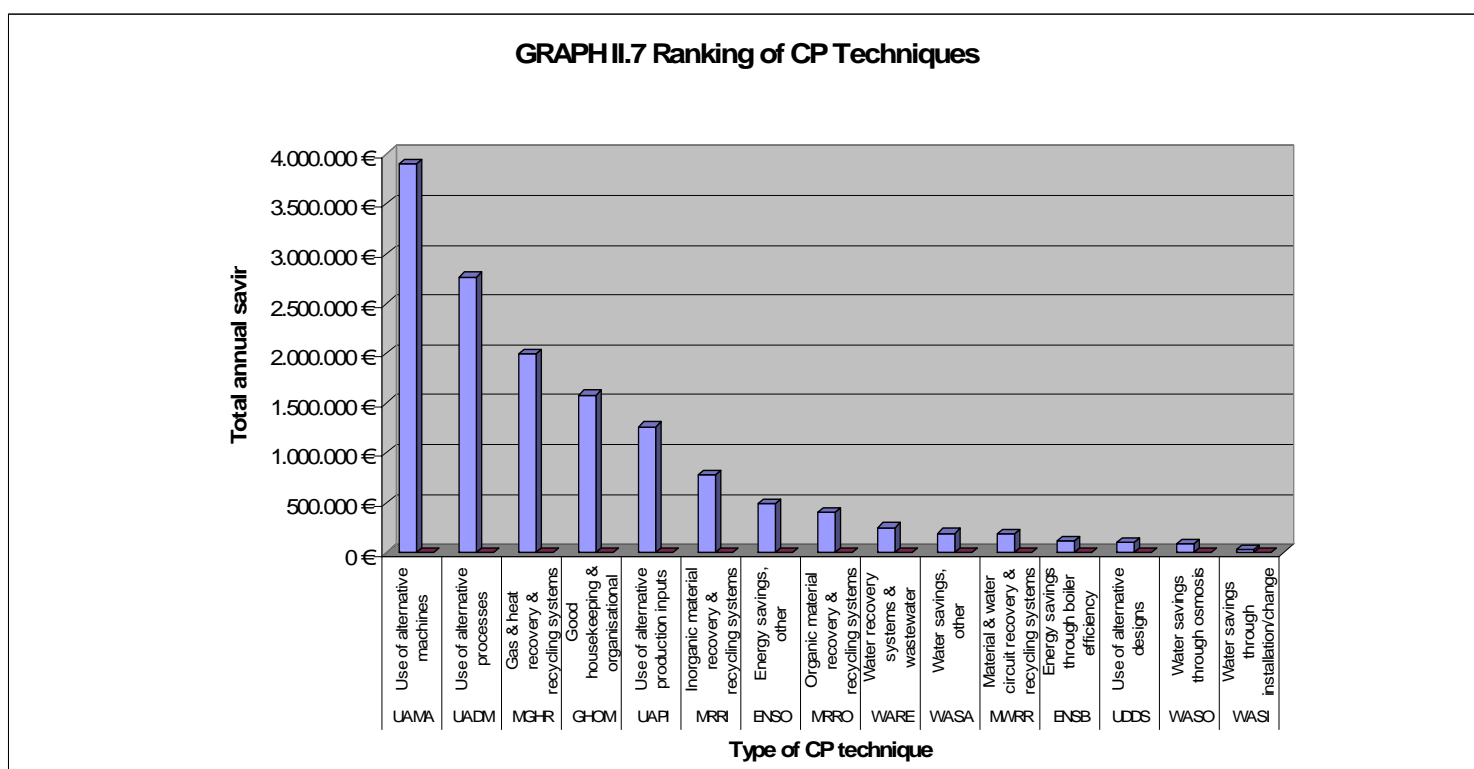
### **Small investments to obtain big results. Cleaner production in origin is the key.**

The report reveals that often small organizational changes and procedures could develop in higher savings. It also shows that the environmental improvement produces higher benefits and developments and is more efficient when they are implemented from the beginning of the production process.

The most profitable measures we can enhance are good environmental practices, organizational changes, heat recovery material, recycling and energy saving. “This report is a solid proof that environment has not only to be seen as a cost but as a business opportunity”.

### Cleaner companies are more profitable

Cleaner companies are more profitable than companies not investing in reducing the environmental impact. The report ensures a return on investment during the first year. **Half of the analyzed companies achieved it in less than 6 months.** Bigger savings are obtained through alternative machinery use, unconventional production processes, gas and heat recovery, good environmental implementation practice and material recycling. (Graph II.7)



### Multidirectional digital platform

Due to the success on implementing these measures, GRECO INITIATIVE will provide companies the opportunity to exchange expertise and know how thanks to a digital platform. Through a tool called Auto Audit developed by GRECO INITIATIVE to be used online they will be able to know the possibilities to implement environmental techniques without giving up on the profitability issue.

### Cleaner production

Cleaner production is a useful environmental policy for the modernization of the industry by introducing non polluting techniques and practices. That concept means the application of environmental practices avoiding negative effects on the environment while generating economic assets.

## **GRECO INITIATIVE**

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

The target is to encourage and commit the maximum 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.

### **Regional Activity Centre for Cleaner Production**

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 Environment Program (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).

The Regional Activity Centre for Cleaner Production (CP/RAC) received the status of "Regional Activity Centre under Stockholm Convention" at the Conference of Signatory Parties (CPO IV) celebrated in Geneva on May 2009. The Centre will give technical support to eliminate Persistent Organic Pollutants (POPs) to all the countries that request it.

**TÜSIAD**, Turkish Industrialists' and Businessman's Association is an association composed of owners and managers of individual firms, groups of companies and holding companies operating in the Turkish market. TUSIAD is also a member of Confederation of European Business (BUSINESSEUROPE).

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