



**Workshop on
“Best practices in supporting green production sectors in the Arab Region”**

Mövenpick Resort & Spa, Gouna 16-17 June 2014)

Agenda

Monday 16 June 2014	
08:30 – 09:00	Registration
09:00 – 09:30	OPENING SESSION AND WELCOME REMARKS <ul style="list-style-type: none"> - Ms. Roula Majdalani, Director Sustainable Development Policies Division, ESCWA - Ms. Giovanna Ceglie, Regional Director UNIDO, Cairo - Workshop Agenda, Ms. Reem Nejdawi, Chief, Food and Environment Policies Section, ESCWA
<p>ESCWA, in cooperation with UNIDO, is organizing this workshop to discuss the role of the Green Help Desks and of other service providers of Green Production Sectors (Cleaner Production Sectors, Chambers of Commerce, Research Institutions) present in the Arab Region and their potential as supporting mechanisms to transitioning into a Green Economy. Moreover, the participants will discuss a Green Help Desk Management Guide developed by ESCWA to support the activities and operations of the GHDs. The meeting will be the second of a series of workshop which started in 2013 in the framework of a Project to enhance the capacities of Member countries to support the development of green productive sectors.</p>	
09:30 – 11:00	SESSION 1: “WHY GREEN SERVICE IS NEEDED?” <u>Chair:</u> Ms. Reem Nejdawi, Chief, Food and Environment Policies Section, Economic and Social Commission for Western Asia (ESCWA)
09:30 – 09:45	Tour de Table and introduction of the participants
09:45 – 10:00	“ESCWA & Regional Green Economy Transition” <i>Ms. Reem Nejdawi, Chief, Food and Environment Policies Section, ESCWA</i>
10:00 – 10:30	Ice Breaker: Ideas about Green Service Providers

10:30 – 10:50	“Role of the Green Service Providers” <i>Mr. Riccardo Mesiano, FEAO, ESCWA</i>
10:45 – 11:00	Q&A
<p>This session is presenting the concept of a Green Economy for the Arab Region and introducing ESCWA’s program to support a transition towards a Green Economy. This transition requires the support of different stakeholders, public and private, international organizations, NGOs and SMEs.</p> <p>To accompany this transition, ESCWA is implementing a regional program to “Strengthen regional capacities in the region on developing green production sectors”. The program objective is to promote production sectors to become less polluting, more resource efficient and have reduced emissions (utilizing environmentally friendly materials, tools and techniques) yet able to compete in local and export markets. The program responds to a number of inter-linked challenges facing the region including severe resource scarcities and environmental stresses, food and energy insecurity, in addition to severe unemployment challenges.</p> <p>As part of this program, ESCWA is supporting the development of “Green Help Desks” (GHDs) in selected Member Countries who have expressed an interest to host such a facility in one of their established public or private institution. The Green Help Desks support capacity-building and information-sharing among all national stakeholders to promote green production, with a special focus on those sectors that can represent an added value in each member country.</p> <p>What is the role of the Green Service Providers in the Arab Region? What are the different institutions that incarnate this role and how can their activities and functions be coordinated?</p>	
11:00 – 11:30 Coffee Break	
11:30 – 12:45	SESSION 2: DISCUSSION ON THE ROLE OF THE GREEN HELP DESKS <ul style="list-style-type: none"> a) What is the service the GHDs provide? Who are the GHDs main clients? b) What are the two main challenges you see for the GHDs? c) What could be the added value from a regional mechanism for GHDs? <p><u>Moderator:</u> Mr. Riccardo Mesiano, FEAO, Food and Environment Policies Section, ESCWA</p> <p><u>Participants:</u> <i>Mrs. Rana Tabcharani Saliba, Association of Lebanese Industrialists (ALI)</i> (GHD in Lebanon) <i>Ms. Batool Al-Mulaji, Ministry of Commerce and Industry in Oman</i> (GHD in Oman) <i>Ms. Jihan Haddad, RSS</i> (GHD in Jordan) <i>Mr. Chokri Mezghani, Ministry of Sustainable Development in Tunisia</i> (GHD in Tunisia) <i>Ms. Sina Hbous, CEDARE</i> (GHD in Egypt)</p>

12:45 – 13:00	<p>“A Business Plan for the Green Help Desks” <i>Mr. Odej Jayyousi, ESCWA Consultant</i></p>
<p>GHDs were established in Lebanon, in cooperation with the Association of Lebanese Industrialists (ALI); in Oman, in cooperation with the Ministry of Commerce and Industry; and Jordan, in cooperation with the Royal Scientific Society (RSS). GHDs have been also developed in Egypt, in cooperation with the Center for Environment and Development for the Arab Region and Europe (CEDARE) and Tunisia, in cooperation with the Ministry for Environment and Equipment.</p> <p>The Green Help Desks support the production sectors – particularly small and medium enterprises (SMEs) – to engage in the emerging green economy sectors (i.e. green tourism, waste management, renewable energies, cleaner production...) by developing their products and/or their production processes to become in line with the principles and objectives of sustainable development.</p> <p>Moreover the GHDs purpose is to:</p> <ul style="list-style-type: none"> ✓ Inform the production sectors/SMEs of national and regional green practices and exchange information on successful initiatives; ✓ Increase access of production sectors/SMEs to information and resources on national/local green production opportunities and options; ✓ Improve access of production sectors/SMEs to capacity-building and training opportunities supporting green production, with equal opportunities for men and women. <p>During this session the GHDs coordinators will presents and compare their experiences, share the challenges they are encountering and discuss possible ways to upscale their experience through a regional mechanism.</p>	
13:00 – 14:30 Lunch Break	
14:30 – 16:30	<p>SESSION 3: WHAT ARE GREEN INDUSTRIES AND WHO ARE THE SERVICE PROVIDERS IN THE ARAB REGION AND WHAT ARE THE SERVICES?</p> <p><u>Chair:</u> Ms. Giovanna Ceglie, Regional Director, UNIDO</p>
14:00 – 14:15	<p>“Green Industry for Inclusive and Sustainable Industrial Development” <i>Ms. Yuko Nagata, Industrial Development Officer, Cleaner and Sustainable Production Unit, Environmental Management Branch UNIDO</i></p>
14:15 – 14:30	<p>“Global network of Resource Efficient and Cleaner Production service providers, RECPnet ~ Status and activities in Arab Region” <i>Mr. Ali Yaacoub Representative of the Arab Region in the Executive Committee of RECPnet</i></p>
14:30 – 15:00	<p>“The National Cleaner Production Centre experience in Lebanon” <i>Mr. Ali Yaacoub, Director, Lebanese National Cleaner Production Center</i></p> <p>“The National Cleaner Production Centre experience in Egypt” <i>Mr. Ali Abo Sena, Director, Egypt National Cleaner Production Centre</i></p>
15:00 – 16:00	<p>Q&A and discussions: SME’s needs based on experiences of NCPCs and other environmental service providers</p>

The theme of this session is the roles of environmental service providers, presenting UNIDO - UNEP National Cleaner Production Centres (NCPCs) as examples of environmental service providers. The session will start by an introduction to the Green Industry concept and its role in achieving inclusive and sustainable industrial development, touching upon Resource Efficient and Cleaner Production (RECP) programme which aims to scale-up and mainstream RECP activities and results, nationally, regionally and globally and RECPnet. This is followed by the status of the global network of RECP service providers, RECPnet to contribute to the effective and wide-spread application of RECP and facilitate South-South and South-North-South collaboration and transfer of best practices methods, techniques and policies by bringing together the providers of RECP services and its recent achievements in the Arab region.

Success stories as environmental service providers from two NCPCs will also be introduced to demonstrate the achievements of the NCPCs and also to share the experiences and challenges faced in the operation of the centres.

The session will be concluded by a discussion on the needs of SME in the region and what are currently offered.

16:30	Wrap up of the day
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Tuesday 17 June 2014

09:00 – 09:30	Recap of the previous day and Q&A
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09:30 – 11:00	SESSION 4: “WHAT ADDITIONAL GREEN SERVICES ARE THERE?”
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Chair: Ms. Reem Nejdawi, Chief, Food and Environment Policies Section, ESCWA

09:30 – 09:45	“The Green Business Handbook”
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Mr. Nader Houella

09:45 – 10:00	“The Green Jobs Programme in Tunisia”
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Mr. Jan Tillmanns, ILO

10:00 – 10:15	“Service providers for Renewable Energies projects”
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Ms. Ulrike Lehr

10:15 – 11:00	Q&A
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The objective of this session is to present other regional experiences of Green Service Providers and Green Support institutions as for the MENA CEO Platform for Green Economy which involves directly the private sector or the Green Business Handbook which still remains one of the most comprehensive and useful tools for SMEs that want to get green.

11:00 – 11:30	Coffee Break
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11:30 – 12:00	SESSION 5: GREEN HELP DESK MANAGEMENT GUIDE AND BUSINESS PLAN <u>Chair:</u> Mr. Riccardo Mesiano, FEAO, Food and Environment Policies Section, ESCWA “The GHD Management Guide” <i>Dr. George Nasr, ESCWA Consultant</i>
11:30 – 12:00	
12:00 – 13:30	SESSION 6: WORKING GROUPS FOR THE VALIDATION OF THE GHD MANAGEMENT GUIDE
<p>The last session of the Workshop focuses on the discussion and validation of the Green Help Desks Management Guide.</p> <p>The objective of the Green Help-Desk Management Guide is to inform the Green Help Desk (GHD) managers on how to structure the helpdesk and how to deploy resources so as to address needs, collect necessary and relevant data, standardize information, run a motivated and productive team, and prioritize the services to be provided and manage their delivery.</p> <p>The GHD is responding to needs, the work focuses on answering five key questions, each of which answer a specific question; “<i>What do we want to do?</i>”; “<i>Where do we want to go?</i>”; “<i>Who’s doing what?</i>”; “<i>What do we need?</i>”; “<i>What do We Know?</i>”. Moreover the Guide describes internal procedures and organization of the GHDs presenting a series of templates and good practices that will need to be agreed and validated by the participants.</p>	
13:30 – 15:00	Lunch Break
15:00 – 16:30	SESSION 6: WORKING GROUPS FOR THE VALIDATION OF THE GHD MANAGEMENT GUIDE (ctd)
16:45	Conclusions and wrap up of the meeting