REGIONAL SEMINAR ON: “LESSONS LEARNT AND BEST PRACTICES OF THE REGIONAL PROJECT ON STRENGTHENING THE CAPACITIES IN THE ARAB REGION TO SUPPORT GREEN PRODUCTION SECTORS”

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Stefania Romano

Chief of Operations of the CEO Platform for Green Growth in MENA
Senior Expert at the Italian Ministry for the Environment, Land and Sea
Director of the Italian Trust Fund (ITF) within the Regional Environmental Center (REC)
GROWTH STRATEGY

NEXT EXIT
At

these are questions of economics
An economy where the goal is enough, not more
Grow now, clean up later

Short-term profits versus long-term sustainability
The growth-obsessed economic orthodoxy of this system is endemically flawed.

It is causing poverty, financial meltdowns, and wealth inequality.

We’re causing long-term environmental damage, and it’s not improving people’s lives.
An economy based on human values
Where to start from?
Frustration:

Our influence and commitment pale into insignificance compared with the size and complexity of our globalized economic system

The core bottlenecks:

- Lack of political and regulatory support
- Preference for status quo
- Fossil fuel lobby

It can feel very lonely if you recognize the need for system change: that’s we are in need of courageous institutional & business leadership and guidance
CEO PLATFORM FOR GREEN GROWTH IN MENA

• established in 2013

• business leadership forum that brings together business leaders and champions of green growth

• supports the introduction of policies to promote green, sustainable growth in the region

• has been initiated and is supported by the **Italian Ministry for the Environment, Land and Sea (IMELS)** – through the **Italian Trust Fund (ITF)**

• implemented with the help of the Regional Environmental Center (REC) and other international partners

• espouses regional ownership through its Founders and by partnering with prominent international and regional like-minded institutions and organizations that are committed to delivering a prosperous and green economy across MENA and beyond
FOUNDERS OF THE CEO PLATFORM

Dr. Khaled Irani  
Co-Founder - CEO Platform for Green Growth in MENA  
Member of the Senate and former Energy/Environment Minister – Jordan

Dr. Thani Ahmed Al Zeyoudi  
Co-Founder - CEO Platform for Green Growth in MENA  
Head of the Directorate of Energy and Climate Change - Ministry of Foreign Affairs of the United Arab Emirates

Dr. Hakima El Haite  
Co-Founder - CEO Platform for Green Growth in MENA  
Minister Delegate in Charge of Environment - Minister of Energy, Mining, Water and Environment of Morocco

Dr. Waleed Salman  
Co-Founder - CEO Platform for Green Growth in MENA  
Chairman - Dubai Green Economy Partnership

Ms. Shermine Dajani  
Founding CEO - CEO Platform for Green Growth in MENA  
CEO - PanMed Energy, Jordan

Dr. Malek Kabariti  
Chairman of the Advisory Committee - CEO Platform for Green Growth in MENA  
Former Energy Minister - Jordan
ADVISORY COMMITTEE OF THE CEO PLATFORM

**Dr. Malek Kabariti**
Chairman of the Advisory Committee - CEO Platform for Green Growth in MENA
Former Energy Minister – Jordan

**Ivano Iannelli**
Member of the Advisory Committee - CEO Platform for Green Growth in MENA
CEO - Dubai Carbon Centre of Excellence

**Marta Szigeti Bonifert**
Executive Director at Regional Environmental Center for Central and Eastern Europe
Member of the Environmental Management and Law Association (EMLA)

**Ziad Hayek**
Secretary General of the Higher Council for Privatization of the Republic of Lebanon
PARTNERS OF THE CEO PLATFORM

Academic and research partner
  – Bogazici University

Capacity building partner
  – Sustainable Development Academy

Regional Partners
  – Dubai Green Economy Partnership
  – Arab Forum for Environment and Development
  – EDAMA
WHY CEOS

Possessors of competence, expertise and ambition needed to understand and influence government policy, and play a unique role in shaping high-level political discussions.

They are in a position to debate functionally and effectively with governments and other businesses to identify green growth patterns specific to their regions.

Highly instrumental in mobilizing the business community.

Only visionary, action-orientated business leaders can actively identify, promote and implement the leading sustainable green initiatives across their sectors.
Brought together institutional and private-sector stakeholders to exchange experiences, develop networks and discuss opportunities ahead.

Addressed the crucial energy-water-waste nexus instrumental for the further development of the MENA region.
CEO Platform roundtable discussion (Venice, Italy / 29-30 September, 2014)

Establishment of working groups, each of them including cross-cutting segments and tools encompassing education, green financing & green procurement, and policy development.
Do you think mankind can destroy our planet?

The Earth has survived everything. It will certainly survive us.
THE FUTURE WILL EITHER BE GREEN OR NOT AT ALL

The measure of intelligence is the ability to change.
• The activist is not the man who says the river is dirty. The activist is the man who cleans up the river.” - Ross Perot

• “Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has.” - Margaret Mead

• “It is not enough to be busy. So are the ants. The question is: What are we busy about?” - Henry David Thoreau
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romano.stefania@minambiente.it
sromano@rec.org
www.ceopplatform.rec.org