



Regional Activity Centre
for Cleaner Production



THURSDAY, 2ND MAY
18:15 ROOM 15

**“Supporting Green
Entrepreneurs for a POPs
free Mediterranean”**

Business as drivers in the production
and consumption of products and
services free of toxic chemicals



CONCEPT NOTE

“SUPPORTING GREEN ENTREPRENEURS FOR A POPS FREE MEDITERRANEAN”

1.1 BACKGROUND

The Basel, Rotterdam and the Stockholm Conventions pursue a common objective, which is the protection of the human health and the environment. The three of them cover the Life Cycle Approach. Indeed, most of the POPs are included in the conventions.

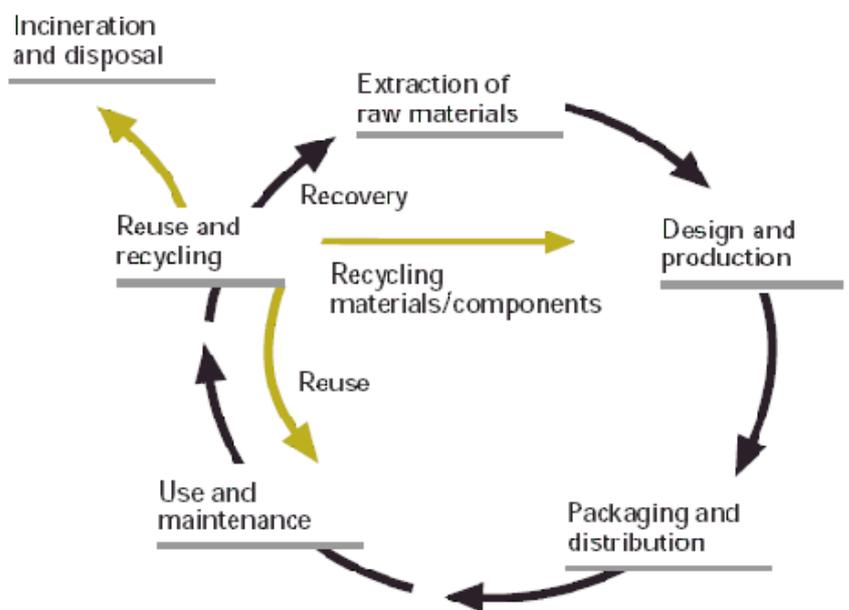
As shown in Figure below, in many cases POPs are present in the life cycle of several products, starting with the extraction of raw materials (e.g. cotton production), followed by design and production (e.g. manufacturing a cotton T-shirt), packaging and distribution (e.g. selling the clothes in a store), use stage and finally the end-of-life stage (e.g. incineration of the shirt once placed in the municipal container waste).

Many of the POPs have uses as pesticides in agriculture for food or raw material production which is on the basis of many industrial processes. Therefore, POPs that are used by this sector are included in the agricultural products and will accompany the product and its derivatives throughout its whole lifecycle. Textile products may contain POPs coming from the phytosanitary products used in the agricultural stages of natural fibres, or they may appear in some production processes of the product (for example, in the dying process if POP-containing dyes and pigments are used, in the treatment of cotton with certain fungicides and in the finishing process (UNEP, 2008)). Many of the electronic products we all use every day contain hazardous chemicals. For example, brominated flame-retardants (BFR) are usually added to the plastic cases of laptops to make them fireproof. In fact these polymers are not only used in electronics but also in a great variety of products (although 56% of them are used in the electronics industry).

Besides the agriculture, textile and electronic sector exist others, potentially involved in the eradication of POPs such as the metallurgy, automotive industry, paper industry, construction industry, energy industries, waste management and incineration, etc.

As Regional Center for the Stockholm Convention, one of the main priorities of CP/RAC in its man-date to promote sustainable consumption and production is to support companies, in the phasing out of POPs and the use of alternatives to toxic chemicals in the design and production of products.

Life cycle of a product. Stages in bold are the most relevant for POPs management



1.2 OBJECTIVE OF THE SIDE EVENT

The major objectives of this side event:

- **Showing the linkage between POPs and Green Entrepreneurship and its positive impact.**

POPs are frequently present in the life cycle of several products, starting with the extraction of raw materials, followed by design and production, packaging and distribution, use stage and finally the end-of-life stage.

- **Supporting and promoting Green Entrepreneurs for a POPs free Mediterranean.**

The importance to raise awareness and train future sustainable entrepreneurs / civil society representatives to establish new companies and grassroots' initiatives, avoiding the use of toxic chemicals in the whole life-cycle of their products/services and to contribute to the mainstreaming of POP free products in the market.

- **Showing the role and achievement of BCRC-Egypt in conjunction with other centers.**

Activities enhance the relation between the regional centers, donors and countries served by the centers. Highlight the capacity building activities of the Arab region towards adopting sound management of hazardous wastes and efficient implementation of the Basel Convention provision. Projects of the regional centers demonstrate what expertise; capacities the regional centers have which could be mobilized to assist Parties in the implementation of the Basel, Rotterdam and Stockholm Conventions.

1.3 PARTNERSHIP

The Regional Activity Centre for Cleaner Production (**CP/RAC**), in fulfillment of the tasks entrusted by the Stockholm Convention will organize this event in collaboration with the Basel Convention Regional Center (**BCRC**) of Egypt. Besides, with private companies using alternatives for their productive activities which are looking for an international stage where promoting themselves.

1.4 STRUCTURE OF THE SIDE EVENT

TIME AND LOCATION

The side event will take place on Thursday the 2nd of May in the Geneva International Conference Centre (CICG), 17 rue de Varembé, 1211 Geneva 20, Switzerland.

CONFERENCE ROOM

N. 15 at 06:15pm

AGENDA



"SUPPORTING GREEN ENTREPRENEURS FOR A POPS FREE MEDITERRANEAN"

06:15pm – 06:20pm

Welcome remarks: Mr. Enrique de Villamore Martin, Director, CP/RAC – Barcelona, Spain

06:20pm – 06:30pm

Mainstreaming Sustainable Consumption and Production Patterns into the Mediterranean Region - Switchmed EU's funded project - : *Mrs Francesca Culcasi, Green Entrepreneurship area, CP/RAC – Barcelona, Spain*

06:30pm – 06:40pm

"BCRC-Egypt: Role and achievements" by Prof. Mostafa H. Kamel, Director



CHEMICAL ALTERNATIVES FOR COMPANIES: NEW PRODUCTS, MATERIAL AND DEVELOPMENT PROCESSES POP'S FREE

06:40pm – 07:30pm

Rudolf Group Textile
Paxymer AB Flame retardant
Coco-Mat Natural sleep products

07:30pm – 07:45pm

Q&A
Questions from the floor

07:45pm

Closure

SPEAKERS



ENRIQUE DE VILLAMORE MARTIN

Director, RAC/CP – Barcelona, Spain

He has been involved in RAC/CP since 2002. He worked as project manager from that year to 2010 when he was appointed as the centre's Director with the mandate of promoting sustainable consumption and production by the 21 countries members of the Convention of Barcelona for the protection of the Environment and the Coastal areas of the Mediterranean region. In that task he actively contributed to the progressive integration of sustainable consumption and production, green entrepreneurship and the empowerment of civil society as main drivers for sustainable development within the framework of the UNEP/Mediterranean Action Plan. He has a Law degree from the Autonomous University of Barcelona. After obtaining this grade, he has addressed his career to sustainability-related issues. He has, among others, a Master in Environmental Law from the Basque Country University.



MOSTAFA H. KAMEL

Director, BCRC Egypt – Cairo, Egypt

Professor of applied Geophysics in the Geophysics Department, Faculty of Science, Cairo University. He is one of the staff of Cairo University since 1981, and at year 2003 he was promoted to become the Chairman of the Geophysics Department, Faculty of Science, Cairo University for 10 years. In 2010, he was appointed as a Director of Basel Convention Regional Center for Training and Technology Transfer for Arab States in Egypt on permanent basis. During this period he was chosen as Minister of Environmental affairs from 2011 to Jan 2013. He has several technical publications in international Journals and magazines on a variety of topics in formation evaluation, reservoir quality evaluation and borehole geophysics such as SPWLA, CWLS, Japan-chapter of SPWLA, SEG symposia, and Journal of Petroleum Science and Engineering. He signed several cooperation agreements locally and internationally in many environmental areas and other relevant scientific projects. In 2004, he was awarded Cairo University encouragement prize in the geological science.



FRANCESCA CULCASI

Project Manager, RAC/CP – Barcelona, Spain

In charge of the promotion and development of the green entrepreneurship projects and activities of the center since June 2011. In 2010 she was selected as entrepreneur to participate to the European Business Ex-change Program - Erasmus for Young Entrepreneurs. Master graduate in Corporate Social Responsibility and Sustainable Development. 3 years' work experiences in international corporations as Channel Operation Specialist. International Business Administration backgrounds.



DR. ROLAND WEBER

Environmental Chemist Consultant, Germany

Working since 10 years as independent international consultant mainly for UN Organisations (UNIDO, UNEP, UNDP and Secretariat of the Stockholm Convention) and environmental ministries on the implementation of the Stockholm Convention (SC) on reduction of Persistent Organic Pollutants (POPs). He received his master in chemistry in 1993 from Tübingen University and his PhD in 1996 and work since 20 years on POPs. He is an active member of the global POPs research community and has published more than 100 reviewed papers in the field of Dioxin & POPs research. Since 2010 Dr. Weber is visiting Professor at Tsinghua University (SC Center Asia) Beijing. Dr. Weber is since 9 years board member of two NGOs on sustainable lifestyles. With both organisations he co-organized in 2006/2007 a EU Grundvig II partnership project (Germany, Austria, Italy) with the topic of "Models of sustainability education".



AMIT PAUL

Manager Director of Paxymmer AB – Vällingby, Sweden

Backgrounds in business and a master degree from Stockholm School of Economics. He has been a member of the advisory board for PP Polymer. He currently a board member of the Swedish plastic industry association and has given lectures on the topic of “Green flame retardants” at Polymerdagarna in Norway as well as private courses for various consultancy firms. Paxymmer is a proud participant of the POPs-free pilot project with UNEP, it has undergone an environment assessment by the Jegrelius institute for applied green chemistry and is now certified “Recommended” for buildings by an associate of BASTA (Byggvarubedömningen). We have also given lectures at AMI Flame retardants conference at the POPs conference in China and at Antec presenting our patented flame retardant system. A product completely free from PBT and CMR chemicals and not associated with any risk phrases while not compromising on the functionality for the industry.



RICCARDO SINELLI

Manager Directo of COCO-MAT Italy – Milan, Italy

Degree in economics from Università Cattolica of Milan. After a long experience in international “Textile Groups” is now managing director of COCO-MAT Italia. COCO-MAT is an award-winning producer of pre-mium mattresses, linen and furniture. Established in Greece in 1989, COCO-MAT today is a world leader for natural sleep products.

