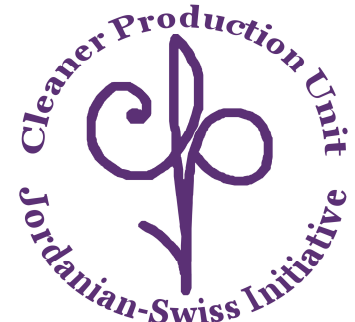




RSS **Cp** *Unit*



Background & Objectives of the workshop

1st Arab CP Workshop, Amman - Jordan 4-6 / 4 / 2006

www.cp.org.jo

Staatssekretariat für Wirtschaft
Secrétariat d'Etat à l'économie
Segretariato di Stato dell'economia
State Secretariat for Economic Affairs



4-6 / 4 / 2006



Cleaner Production – more than producing clean

Dieter Mutz

Institute for Ecopreneurship, MuttENZ

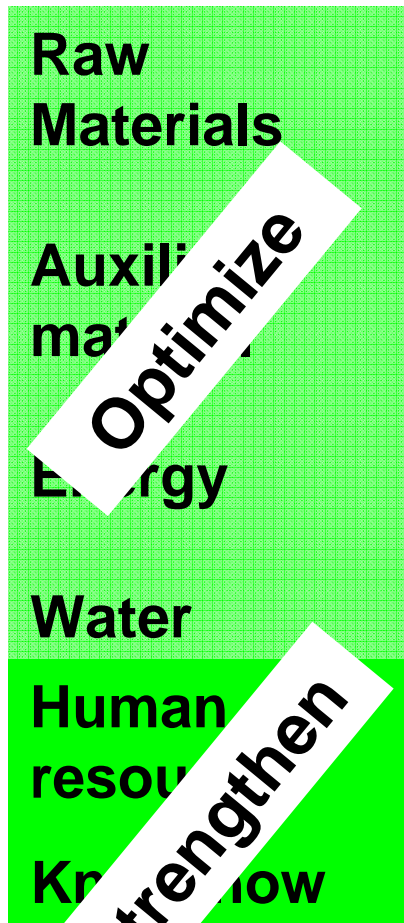
University of Applied Sciences Northwestern Switzerland



Six subjects to be considered for a successful CP implementation

Principles of Cleaner Production

INPUT



OUTPUT



Air emissions

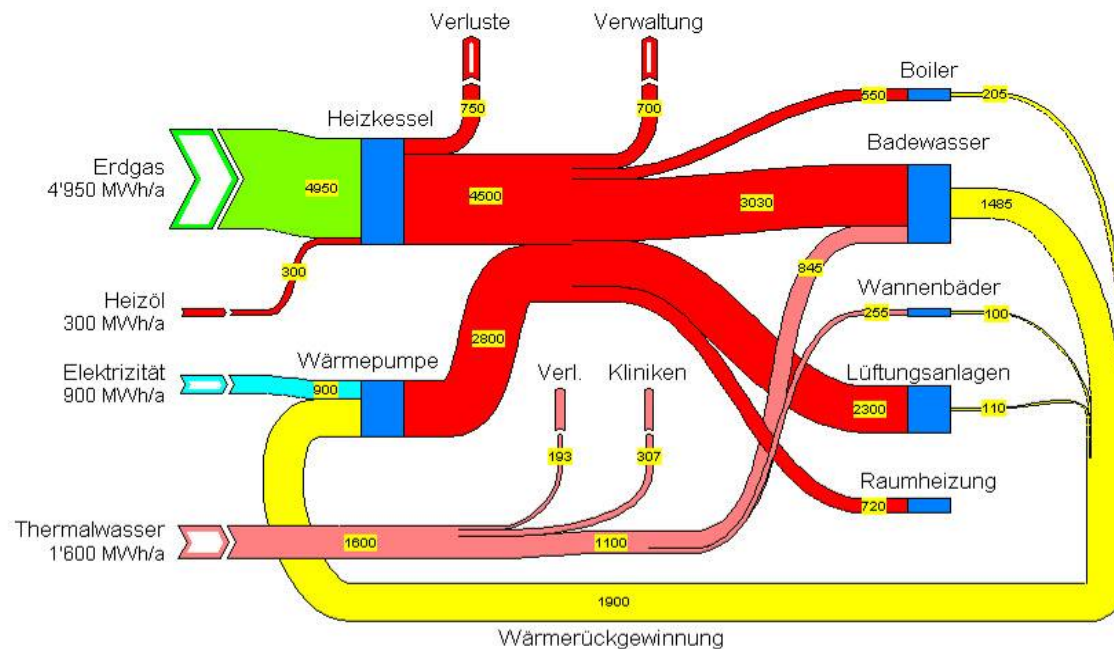


High Quality Product

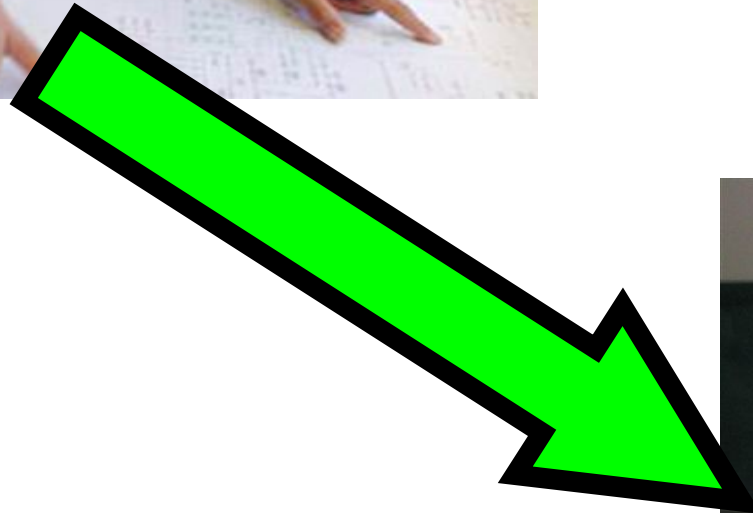


Solid waste & waste water

Subject 1: Optimisation of material and energy flow (eco-efficient production)



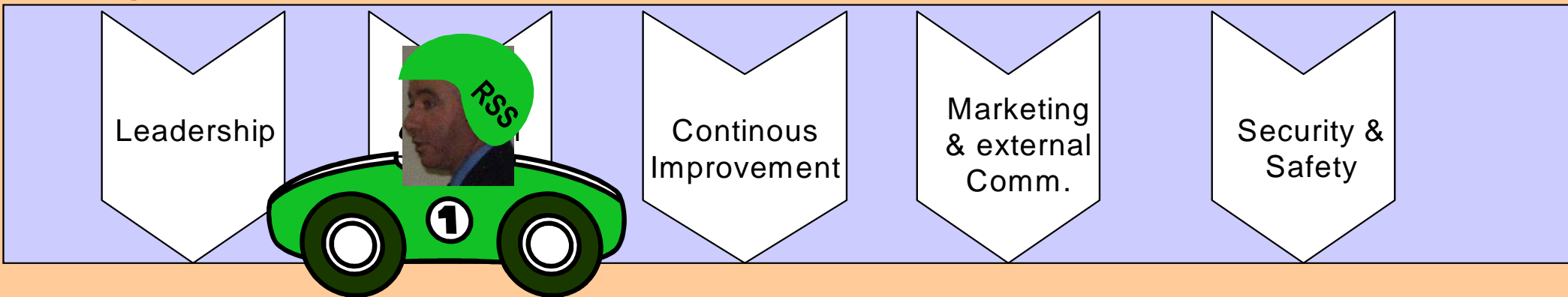
Subject 2: Human resources development



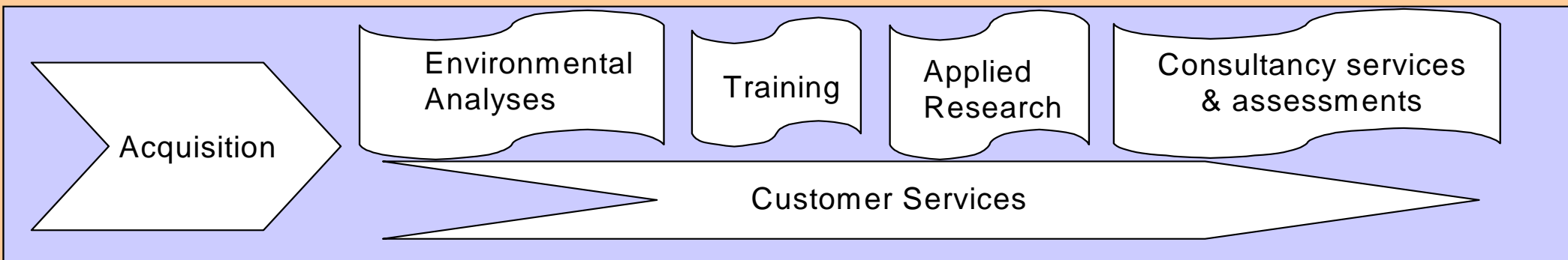


Subject 3: Institutional set-up and marketing strategy

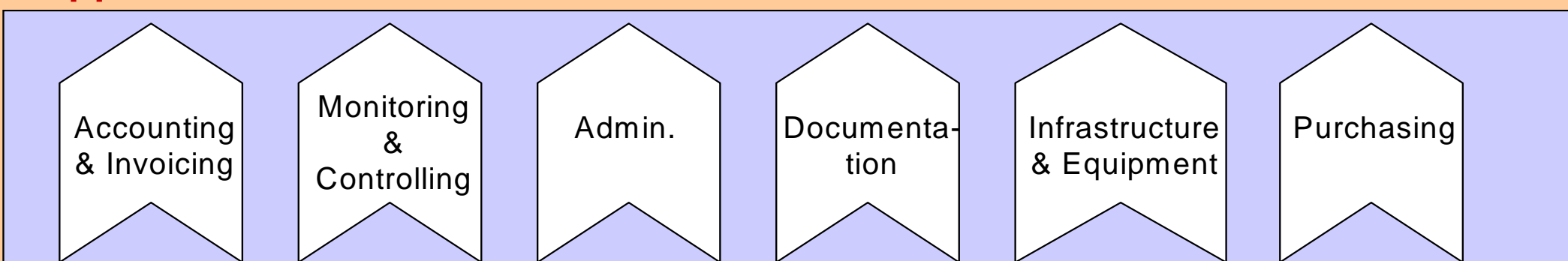
Management



Core Business



Support





Subject 4: Policy dialogue



Subject 5: Promotion of public awareness and strengthening of environmental consciousness

Subject 6: Market-based instruments

Incorrect pricing of goods and services results in depletion of natural resources & environmental pollution

A mix of market-based instruments as solution:

- Environmental taxes
- Environmental charges
- Incentives and subsidies
- Tradable permits
- Liability and compensation schemes

CP - Benefits

- **Financial advantages for companies**
- **Environmental protection**
- **Promotion of resource efficiency**
- **Increased competitiveness**
- **Fostering corporate social and environmental responsibility**



**IT IS BETTER TO AVOID PROBLEMS
THAN TRYING TO SOLVE THEM**

Thank you for your attention
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University of Applied Sciences Northwestern Switzerland



Cleaner Production Project

Bassam Hayek

Director

Environmental Research Center

Royal Scientific Society

www.rss.gov.jo

Background

- RSS in late 90s identified needs for CP in Jordan.
- Approached Swiss organizations.
- In June 2001, a MOU was signed between Jordan + Switzerland.
- RSS submitted a proposal to SECO in Oct. 2001.
- Assessment mission to finalize proposal in Feb 2003.
- Approval and selection of a Swiss Reference Center by SECO in Nov. 03 (FHBB-IfU, SBA & Carbotech)
- Preparation of the Business Plan and launching of the Project in March 2004.

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IMPLEMENTING A LONG TERM CLEANER PRODUCTION PROJECT

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Yearly Program

Introduction;
concept, tools & methodologies



CP options identification



CP options evaluation



Implementation &
action plan for follow up



Program 04/05 focused on

Paints

Metal & Electroplating

Program 05/06

Food

Metals

Textile

- + activities to enhance adoption of CP:**
 - Environmental economics,**
 - CP Excellence,**
 - Clean Development Mechanism**

Regional Workshop

Objective

Introduce the concept of cleaner production, explain its tools and methodologies, and to reach to a good understanding of the benefits of cleaner production in improving the economical and environmental efficiency (eco-efficiency) of enterprises.

The workshop also aims at reaching to a better understanding of the specific needs of the enterprises in the region.

Regional Workshop

Specific Objectives

At the end of the workshop the participants would be able

- to initiate implementation of CP eco-efficient measures in their companies and to start introducing a suitable mechanism for application at the institutional level.
- to reach to a framework to improve and assist the enterprises in further activities on cleaner production.

**Thank you for your attention,
we look forward for successful
collaboration**

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