



Horizon 2020 Capacity Building/Mediterranean Environment Programme

“Green Banking in the Mediterranean”

November 22nd -23rd 2011, Barcelona (Spain)

Introduction - The Horizon 2020 Initiative

The “Horizon 2020 Initiative” aims to de-pollute the Mediterranean by the year 2020 by tackling the sources of pollution that account for around 80% of the overall pollution of the Mediterranean Sea: municipal waste, urban wastewater and industrial pollution.

Horizon 2020 was endorsed during the Environment Ministerial Conference held in Cairo in November 2006 and is one of the key initiatives run under the Union for the Mediterranean (UfM). The H2020 2007-2013 Road-Map focuses on the following four pillars:

- Identification of projects to reduce the most significant sources of pollution.
- Identification of capacity-building measures to help neighbouring countries create national environmental administrations that are able to develop and police environmental laws.
- Use of the EC’s research budget to develop greater knowledge of environmental issues relevant to the Mediterranean and ensure this is shared.
- Develop indicators to monitor the success of Horizon 2020.

H2020 is made up of the following components: monitoring, reporting and research (RMR); investment; and capacity building. Under each component, a project is currently being run. H2020 Capacity Building/Mediterranean Environment Programme (H2020 CB/MEP) is the project aiming at enhancing the capacities to address pollution problems at institutional and society level. In addition, through the H2020 MEP, a Hot Spot Investment Programme (HSIP) for the West Balkans and Turkey - as complementary to the Mediterranean HSIP (MeHSIP) – has been elaborated. The other two projects currently being carried out under the investment and RMR H2020 components are respectively the MeHSIP and the Shared Environmental Information System (ENPI SEIS).

The framework - Horizon 2020 Capacity Building/Mediterranean Environment Programme

Obviously pollution is expected to be substantially reduced through the installation and proper functioning of major infrastructures (e.g. sewage treatment plants), installing pollution reduction technologies in industries, etc. However, this won’t work if institutional and individual capacities are not in place. This is what the H2020 CB/MEP aims to enhance by operating within the existing and developing policy instruments, and supporting the implementation of the commitments undertaken in the framework of the ENP as well as other regional agreements e.g. of the Barcelona Convention, while cooperating, coordinating and synergising with all relevant (EU and other) programmes.

Aims and objectives

The main objective of this project is to support the implementation of Horizon 2020 with a special focus on environmental mainstreaming. It aims to address the following problems:

- low political priority given to the environment;
- insufficient integration of environment in the different sector policies (agriculture, tourism, transport or energy) and lack of inclusion of the different actors from local to international level;
- Insufficient capacities and resources at institutional and civil society level.



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More specifically, the purpose is to support the implementation of the Horizon 2020 Initiative Road Map and Work Plan through capacity building and awareness raising activities, and to promote integration of environment issues in other sectors policies.

Partners

This project is funded by the European Union and implemented by the National and Kapodistrian University of Athens (NKUA) in consortium with: Mediterranean Action Plan of the United Nations Environment Programme and its Regional Activity Centres and Programmes (UNEP/MAP and its RACs), National Waste Management Agency (ANGed)/ Regional Solid Waste Exchange of Information and Expertise Network in Mashreq and Maghreb Countries (SWEENet), Umweltbundesamt GmbH – Austrian Environment Agency (AEA), Lebanese Ministry of Energy and Water - the General Directorate of Hydraulic and Electrical Resources (LMoEW), Hellenic Ministry for Environment, Energy and Climate Change, UNESCO-IHE Institute for Water Education (UNESCO-IHE), Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE), Arab Network for Environment and Development (RAED), WWF Mediterranean Programme Office (WWF MedPO), Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+), Arab Countries Water Utilities Association (ACWUA).

Partner Countries

The Partner countries are: Albania, Algeria, Bosnia- Herzegovina, Croatia, Egypt, Israel, Jordan, Lebanon, Montenegro, Morocco, Occupied Palestinian Territory, Syria, Tunisia, Turkey.

Course Description – “Green Banking in the Mediterranean”

Introduction to the training course

This two-day seminar is organised in the framework of the H2020 CB/MEP program in conjunction with the 5th Mediterranean Green Economy Forum (ECO MEDA GREEN FORUM 2011) also taking place in Barcelona (24th November 2011) jointly by the Regional Activity Centre for Cleaner Production of the Mediterranean Action Plan (UNEP/MAP CP/RAC), the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE) and the University of Athens. It will take place in Barcelona, Spain on 22 and 23 November 2011. The working languages are English and French.

Target group

This regional capacity building activity is of an advanced level and is targeted to:

- Relevant Mediterranean policy decision makers and officials.
- Commercial, retail and investment banks, financial institutions, companies from various sectors relevant to the H2020 priority sectors, members of business organizations and entrepreneurs.
- Research institutes, associations, NGOs.

The seminar is directed to a maximum of 40-45 people from the following countries: Albania, Algeria, Bosnia-Herzegovina, Croatia, Israel, Jordan, Lebanon, Montenegro, Morocco, occupied Palestinian territory, Tunisia and Turkey. This activity aims to build capacity at regional level for the implementation of the Horizon 2020 objectives and provide the opportunity to share relevant valuable experiences.

Learning objectives

Green Economy can be defined as an economy where economic prosperity can go hand-in-hand with ecological sustainability. Green banking involves pursuing financial and business practices that are not hazardous to the environment. In other words, going green in banking features a practical step in environmental protection towards investing in ecological resources and services, such as a stable climate and biodiversity, while providing a real opportunity for profit, employment and growth.



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The broad objectives of green banking are to use resources with responsibility, preventing the generation of waste, while giving priority to environment and society. The banking sector can play a vital role in encouraging other industries to go green through promoting eco-friendly financing schemes and incentives to those that promote environmental practices. Finally, banks can also increase green initiatives within their own operations through shrinking environmental footprints, controlling costs and establishing recycling processes.

The main objective of the course is to promote environmental integration and mainstreaming into all economic sectors by strengthening the capacities of banks and financial institutions in the region to promote and apply green banking.

Methodology and Structure

The course is intended to be participatory and interactive, making use of:

- Lectures
- Group discussions
- Case studies and practical examples
- Moderated discussions

Learning outcomes of the training course

After the training course the trainees will be able to:

- Understand the key features of green banking, particularly as a tool for bringing about real solutions to current environmental challenges and helping the transition process from conventional economies to green economies.
- Understand how the green banking concept can be executed and applied appropriately.
- Identify potential green banking opportunities (sectors, types ...), drive and catalyze decisions, particularly with enterprises.
- Understand the challenges of “greening” Mediterranean banks.

A preliminary overview of the course is given below and in the table:

The main pillars or issues covered during the sessions of the training are:

- Approach and conceptual framework for green economy, definition, concept, strategy, opportunities and challenges for green banking,
- The EU’s approach to green economy (the EU 2020 Strategy and its flagship initiative: "Resource Efficient Europe"), Resource efficiency and how to account process, etc.;
- Introduction to green banking: global framework and vision, main stakeholders, strategies, marketing, communication,
- National, regional, global green banking Initiatives,
- Role of European Investment Bank in financing sustainable projects,
- Environmental and social risk management,
- How to promote sustainable investment in the Mediterranean, social and environmental impact of banking investments and business.
- Financing Mediterranean with private equity and environmental, social and corporate governance criteria,
- Experiences and lessons learned of Mediterranean countries in financing sustainable projects linked with H2020 priority areas.
- The challenge of greening Mediterranean banks, issues and difficulties of green banking in the Mediterranean.



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Agenda

Day/Session	Topic	Description	Trainer	Method
Day 1: 22nd Nov				
Session 1	9:00 –10:00	Official opening	<p>Prof. M. Scoullos Team Leader of H2020 CB/MEP</p> <p>Ms. Magali Outters UNEP/MAP CP/RAC</p> <p>Dr. Mohammed Ezzine CP/RAC-H2020 Thematic Expert</p>	
Session 2	10:00-10:30	Green economy : general overview and its links with green banking	<p>Mr. Hussein Abaza UNEP consultant Advisor to the Egyptian Executive Organization for Industry and Mining Projects. CEDARE's international expert on green economy</p>	Key Presentation
	10:30-11:00		<p>-The EU 2020 Strategy and its flagship initiative: "Resource Efficient Europe"</p> <p>- Resource efficiency and how to account progress</p> <p>Mr. Jean-Louis Weber Special Adviser on Economic Environmental Accounting to the European Environment Agency (EEA)</p>	Key Presentation
Session 3	11:00-11:15	Coffee break		
	11:15-13:00	Fundamentals for Green Banking	<p>- Global framework, vision and main stakeholders</p> <p>- Strategies, marketing and communication</p> <p>- Experience of the Green Globe Banking</p> <p>Prof. Francesco Timpano Full professor of Economic policy, Università Cattolica del Sacro cuore, Scientific committee Green Business Executive School</p> <p>Prof. Marco Fedeli President of the Green Business Executive School, founder of the Green Globe Banking Conference and Award, managing director at Globiz srl, lecturer on marketing and economics at Genova University</p>	Presentation and Case Study
	13:00-13:15 13:15-14:30	Questions/Answers Lunch break		
Session 3	14:30-15:15	Continuation of Session 3	<p>- Relevant case studies in Green Banking: the Intesa Sanpaolo and Cooperative Banks cases</p> <p>- Closing presentation and summary of main cases in the experience of Green Globe Banking</p> <p>Prof. Francesco Timpano Prof. Marco Fedeli Mr. Andrea Nacci Green Business Executive School</p>	Presentation and case studies
Session 4	15:15-15:45	Promoting environmental sustainability in the Mediterranean	<p>- Role of the European Investment Bank in financing sustainable projects</p> <p>- UfM proposals to create financial tools to finance infrastructure projects</p> <p>Mr. Fernando de la Fuente Director, Project Funding – Secretariat of the Union for the Mediterranean (UfM)</p>	Presentation
	15:45-16:00	Questions/Answers		
Session 5	16:00-16:30	Coffee break		
	16:30-18:00	ETHICA: role play game	<p>Exploring the social and environmental impact of banking, investments and business</p> <p>Ms. Heloïse Buckland Barcelona</p>	



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Day 2: 23rd Nov

Session 1	9:30 –10:30	Green banking and risk management	Practical strategies for integrating environmental and social risk management	Mr. Sergio Simón Quintana Environmental risk consultant, GREASA, S.A.	Presentation and case studies
Session 2	10:30-11:00	Socially Responsible Investment	A strategy for the Mediterranean: how to promote sustainable investment in the Mediterranean. Examples of good practices and investment opportunities	Ms. Zoé Luçon ANIMA Investment network / Invest in Med Programme	Presentation and practical examples
	11:00-11:15	Questions/Answers			
	11:15-11:40	Coffee break			
Session 3	11:40-12:40	Private equity and ESG criteria dedicated to Mediterranean SMEs	Financing Mediterranean SMEs with private equity and ESG criteria - Main Issues for financing Mediterranean SMEs - Introduction to private equity and ESG criteria - Creating value with private equity and ESG criteria	Mr. Olivier Younès - Partner, Casa Invest (Private equity investment & advisory) - Teacher at HEC, Dauphine and CNAM business schools	Presentation and practical examples
Session 4	12:40-12:50 12:50-13:20	Questions/Answers Green banking opportunities and experiences from Mediterranean Partner Countries	Experiences presented by the participants (National framework for green banking, initiatives/projects linked with H2020 priority areas...)	Participants	Presentations and practical examples
	13:20-14:30	Lunch break			
Session 4	14:30-15:30	Continuation of session 4		Participants	Presentations and practical examples
Session 5	15:30-16:30	Round table discussion	Priorities for strengthening green banking in the Mediterranean region	All participants	Interactive activity
	16:30-16:45	Coffee break			
	16:45-17:30	Closing	Closing Remarks and Certificates Award	Mr. Enrique de Villamore CP/RAC Director	



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