



Horizon 2020 Capacity Building/Mediterranean Environment Programme

“Boosting eco innovation and resource efficiency to go towards a green economy in Israel”

March 25th-26th 2012, Tel Aviv

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) – is being elaborated. The other two projects currently being carried out under the investment and RMR H2020 components are respectively the MeHSIP and the Mediterranean Shared Environmental Information System (Med 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 (SWEEPNet), 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 and Turkey.

Course Description – “Boosting eco innovation and resource efficiency to go towards a green economy in Israel”

Introduction to the training course

The workshop is organized within the framework of the ENPI Horizon 2020 CB/MEP project and in response to the capacity building needs identified earlier by the project. It is organised by the Regional Activity Centre for Cleaner Production of the Mediterranean Action Plan (UNEP/MAP CP/RAC) with the support of the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE). It will take place in Tel Aviv (Metropolitan Hotel), its duration is 2 days and the language of the training course will be English (with interpretation into Hebrew). Around 40/50 participants are expected to attend from the government, the business sector, academia and civil society organizations.

It is organised back to back with the Environment 2050 conference that will take place at the Hilton Tel Aviv hotel on the 27th of March. The Environment 2050 conference is the key annual environmental conference in Israel, within which the dilemmas, innovations and challenges facing the industrial-financial sector in the field of environmental protection and sustainability are addressed.

Target group

The capacity building activity is of an intermediate/advanced level and is targeted to:

- Government officials from the Ministries of Environment; Industry, Trade and Labour; Finance and Interior;
- Representatives of Industries;
- Entrepreneurs;
- Financial institutions;
- NGOs and Academia.

National context and learning objectives

Israel signed the OECD Green Growth Declaration in 2009 and thus decided to draft a green growth national plan to be implemented during the period 2012-2020. Several round tables have already been organised in order to give some inputs to the 3 major areas of the action plan: green innovation, green production and green consumption.



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The green growth action plan is promoted by the Environmental Protection Ministry and the Industry, Trade and Labour Ministry; it will be presented for approval next May 2012.

This workshop will focus on eco innovation and resource efficiency to advance towards sustainable production; likewise it will provide new elements for the preparation of the Green Growth action plan.

More specifically the main objectives of this workshop are to:

- Strengthen the trainees’ understanding and knowledge on:
 - National policies and regulatory tools promoting resource efficiency and eco-innovation in the production (from EU countries),
 - Examples of organization that bridges knowledge gaps and needs concerning eco innovation and resource efficiency in the industry,
 - Measurement and labeling of resource efficiency,
 - Tools for businesses (e.g. eco design),
- Discuss on the practical implementation in Israel of the experiences presented during the workshop.

Methodology and Structure

The course is intended to be participatory and interactive, making use of professional learning tools such as:

- Lectures
- Case study presentations
- Moderated discussions
- Working groups

Learning outcomes of the training course

After the training course the trainees will:

- Have a better understanding of the opportunities and challenges linked with resource efficiency and eco innovation,
- Be introduced to the EU framework of action for resource efficiency,
- Be informed on successful European policies on resource efficiency and eco innovation,
- Be informed on innovative research and initiatives to enhance sustainable production and support green entrepreneurs,
- Be introduced to “eco design thinking”.



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AGENDA

Day/Session	Description	Trainer	Method
Day 1: Sunday 25th of March			
Session 1	9:30 –10:15 Welcome addresses and opening remarks: - About the H2020 CB/MEP - About CP/RAC - Introduction of course programme - Introduction of speakers and participants.	Ms. Ayelet Rosen , H2020 national focal point, Division of Int. Relations, Israeli Ministry of Env. Protection, Prof. Michael SCULLOS , H2020 CB/MEP Team Leader, Ms. Magali Outters , H2020 thematic expert for UNEP/MAP - CP/RAC	
Session 2	10:15- 10:45 Drafting a Green Growth action plan for Israel: state of the art	Ms. Ayelet Ben Ami , Division of integrative treatment of industries.	<i>Presentation / discussion</i>
	10:45-11:00 Coffee break		
Session 3	11:00-12:00 How do European countries work on resource efficiency? Learnings from the EEA report on "Resource efficiency in Europe"	M. Pawel Kazmierczyk Project manager – Material flows, European Environment Agency (EEA)	<i>Presentation / discussion</i>
Session 4	12:00-13:00 How to make effective the implementation of national SCP strategies? International experience in the application of SCP tools and instruments	M. Frans Verspeek UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)	<i>Presentation / discussion</i>
	13:00-14:00 Lunch Break		
Session 5	14:00-14:45 Test cases of adoption of innovation in existing industries in Israel	M. Gaven Suss "Keter" Company	<i>Presentation / discussion</i>
Session 6	14:45- 15:45 How to bridge research and green production? Practical experience from a regional Technological Centre	Ms. Natalia Fuentes Leitat Technological Centre - Catalunya/Spain	<i>Presentation / discussion</i>
Session 5 (2 nd part)	15:45- 16:30 Test cases of adoption of innovation in existing industries in Israel	Dr. Eli Abramov "Makhteshim Agan" Company	<i>Presentation / discussion</i>
	16:30 Closing of the first day		



Day 2: Monday 26th of March

Session 1	09:15- 10:00	Eco innovation in industry	Mr. Ari Goldfarb Environmental Consultant/Israel	<i>Presentation / discussion</i>
Session 2	10:00-11:00	How can sustainable procurement support eco-Innovation? Results from the European SMART SPP project / Presentation of the Tool for calculating Life-Cycle Costs and CO2 Emissions of products	Ms. Bettina Schaefer Ecoinstitut Barcelona	<i>Presentation / discussion</i>
	11:00-11:15	Coffee break		
Session 3	11:15-12:15	Measuring resource productivity and environmental performance of products and firms	Dr. Vered Blass	<i>Presentation / discussion</i>
Session 4	12:15- 13:00	Supporting the green economy, the case of Rotterdam (The Netherlands) and San Jose (Silicon Valley)	Mr. Oriol Pascual Business developer at Enviu	<i>Presentation / discussion</i>
	13:00-14:00	Lunch break		
Session 5	14:00-15:00	How to create value trough eco-design - Tips for using eco-design	Mr. Oriol Pascual Business developer at Enviu	<i>Presentation / discussion</i>
Session 6	15:00-16:30	Defining the path towards resource efficiency and eco innovation in Israel	All participants guided by Ayelet Ben Ami and Idit Reiter	<i>Working groups / group discussion</i>
	16:30-17:00	Closing Remarks and Certificates Awards with Ms. Alexandra Meir - Delegation of the European Union to the State of Israel		



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