



GRECO INITIATIVE

GREEN COMPETITIVENESS

Cleaner production,
the way to make profits



Regional Activity Centre
for Cleaner Production



GOBIERNO DE ESPAÑA
MINISTERIO DE MEDIO AMBIENTE
Y MEDIO RURAL Y MARINO



Generalitat de Catalunya
Government of Catalonia
Department of the Environment
and Housing

What's GRECO INITIATIVE?

It's a Mediterranean initiative designed to boost green competitiveness in the Region, by showing the enormous economic benefits the environment offers.

What's the goal of GRECO INITIATIVE?

GRECO INITIATIVE encourages companies to use cleaner techniques and good practices, which bring both environmental and financial benefits.

What will the benefit for my company be with GRECO INITIATIVE?

- Large profits
- Annual savings
- More efficiency
- Improved corporate image



How can Cleaner Production (CP) help to increase profitability?

- Saving and optimizing the use of energy, water and resources
- Replacing hazardous materials
- Reducing waste flows (wastewater, solid waste, air pollution)

How much does it cost to implement CP?

Most CP cases require only minor investments; and payback takes less than a month.



The GRECO INITIATIVE has 100 examples of Mediterranean companies that show how to make money through CP.

5,346 tonnes CO₂ reduced = €174,888 economic savings

An Egyptian company, producer of edible oil, carried out several energy-saving measures and many process-optimisation changes. With a total investment of €13,500, the company's annual energy-related economic saving reached €174,888, with a payback period of less than a month. That meant not generating 5,346 tonnes of CO₂ per year.

92,325 m³/day wastewater reduced = €115,000 of annual savings

A Croatian milk and dairy product firm saved with an investment of €15,000 a total of €115,000 per year, by reducing its wastewater by 92,325 m³/day.

