

# Cleaner Production

The Newsletter of the UNEP IE Cleaner Production Network dedicated to promoting cleaner production, the preventive environmental management strategy – applied to products, production processes, and services – that reconciles environmental protection and development.



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## Editorial

Jacqueline Aloisi de Lardere

UNEP IE and the Korean Government, in cooperation with other organizations, will host the Fifth International High Level Seminar on Cleaner Production in Korea in September 1998. This seminar, held every two years, is important because it brings together senior decision makers from around the world to discuss the status of the future direction of cleaner production (CP) implementation. The Korean meeting will witness the signing of the International Declaration on Cleaner Production by Mr Klaus Töpfer, UNEP's new Executive Director, together with Ministers of the Environment and company directors from around the world.

Since the last issue of the newsletter, regional CP seminars have been held in South America, Africa and North America. These seminars collected feedback on the Declaration and identified potential signatories. At the same time, the meetings brought together and initiated regional CP networks that are taking the lead in forging regional strategies. Representatives from the public and private sectors, and from seven South American countries, met in Colombia. They supported the Declaration to be signed in Korea. Highlighted were new and expanding CP efforts, including a new Colombian CP centre that has been established with Swiss funds (see article below).

The Sub-Saharan Africa regional meeting held near Johannesburg, South Africa, brought together representatives from 18 countries. It highlighted the support services available from the two NCPCs in the region and identified commitments for future activities.

### Evolution of the CP theme and its message

The Korea Seminar will provide an opportunity to review the status of CP implementation. As the concept of CP has spread, the original need to disseminate information about the general CP concept and its technical applications has changed. When the programme was launched by UNEP IE in 1989, the immediate task was to create awareness. Information was disseminated through hard copy materials and through training and presentations. Ten years

later, both the sophistication and breadth of the message – and how and to whom it is disseminated – have changed.

In 1998, more than 140 CP centres and activities located in over 40 countries can be identified. Members of the network, including UNEP IE, the CP centres, other UN organizations, universities, and the World Bank and other lending organizations, are active in promoting CP. As the concept has spread, the diverse actors in the CP field have come to require different kinds of assistance.

Implementing CP, which involves supporting and fostering this growing network, has gone beyond the initial awareness raising activities. CP centres need general information, but also industry-specific technical assistance and financial support for their work. Governments need help in establishing and supporting CP activities and policies. Industry needs encouragement to recognize the financial and environmental benefits of reducing wastes and developing programmes and the technical support to do so. Financial institutions at all levels need assistance in recognizing the value of CP efforts, and in structuring investment packages that favour appropriate preventive environmental management responses, not just end-of-pipe solutions. Universities need help in



integrating CP into all areas of their curricula, from engineering and law to business and the social sciences.

The CP Programme's activities continue to evolve to meet these needs. This issue highlights two new efforts: the Sustainable Consumption programme, and the project on Promoting Cleaner Production Investments in Developing Countries. The ways in which the CP Programme disseminates information are also evolving. Hard copy publications and seminars are now being supplemented with information provided on diskettes and the Internet.



Regional CP meeting in Colombia

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## CLEANER PRODUCTION PROGRAMME ACTIVITIES

### Sustainable Consumption programme

As a natural extension of the CP Programme, activities are being developed which pay more attention to the demand side of CP implementation. In essence, it's nice to have produced cleaner products, but then one has to sell them! Exploring consumer trends (what do consumers want? what are their needs and how are these needs to be met?) in conjunction with private sector skills like design, communication and marketing should make it possible to create demand and increase the profitability of environmentally sound behaviour. Lessons can be learned from large international chains which have looked into and answered these questions. UNEP IE's Sustainable Consumption programme will also highlight issues relevant to developing countries and to small and medium-sized enterprises.

The programme will undertake a number of activities. Publications will include a Background Paper outlining the concept and the programme. Under the umbrella of this programme, and in cooperation with the OECD, a conference on "Green Goods V: Ecolabelling for a Sustainable Future" will be held in Berlin in October 1998. The programme will also contribute to next year's special CSD session on sustainable consumption patterns. *For more information, contact UNEP IE.*

### Strategies and Mechanisms for Promoting Cleaner Production Investments in Developing Countries

The goal of this new three-year project, funded by Norway, is to overcome an often cited barrier to CP – the lack of appropriate financing mechanisms. The project aims to help decision makers in public and private sector financial institutions make more CP investments in developing countries. The project will facilitate financing of CP options that go beyond no- and low-cost options (good housekeeping). The project will demonstrate how to initiate and finance CP investments in three priority industrial sectors in five developing countries: **Vietnam, Guatemala, Nicaragua, Tanzania and Zimbabwe.**



It will develop financing instruments and design strategies for their adoption. The project will produce a background study, international awareness raising activities, publications (trainers' workbooks, best practice primers), an Internet home page and listserv. There will be a kick-off meeting in Oslo, Norway in 1998.

*For more information, contact UNEP IE.*

### The Swiss Government supports NCPC growth

New UNIDO/UNEP NCPCs are being established in Central America and Asia with the support of the Swiss Government (BAWI). Centre directors, and host and counterpart institutions, have undergone basic training and are in the process of drafting business plans before the centres are officially opened. Centres are being developed in Costa Rica, Guatemala, Nicaragua, El Salvador and Colombia. The Swiss Government is supporting other CP efforts as well. It is providing bilateral support for new CP centres in Indonesia and Vietnam, and support, in conjunction with other organizations, to the existing CP centres in Peru, Morocco and Tunisia. Centre descriptions and contacts are available through UNEP IE's ICPC diskette, the UNEP IE web site (<http://www.unepie.org>) and the CP Information Sources Document.

## CLEANER PRODUCTION NETWORK

The Cleaner Production Programme has identified more than 180 cleaner production centres and activities located in 61 countries throughout the world. One of the aims of the Programme in 1998 is to formalize



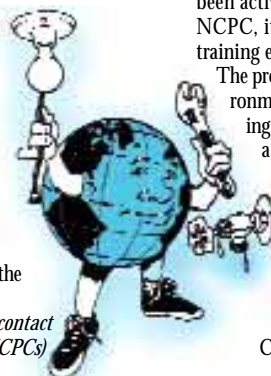
and recognize this network as a valuable tool to help promote cleaner production. Current activities of UNIDO/UNEP NCPCs and other network members will be regularly highlighted in the CP Newsletter.

### Asia

#### India NCPC

In the first part of 1998, the NCPC carried out the following activities: intensive CP training in the pulp and paper sector (in conjunction with the Indian Agro Paper Mills Association), training programmes at four companies, and awareness raising workshops at six companies. A sectoral workshop was conducted in the textile hosiery sector. The NCPC also participated in a variety of international meetings for the NCPC directors.

*For more information, contact NCPC India (see list of NCPCs)*



### Europe

#### STENUM: cleaner production at the local level

STENUM is an Austrian company that has been active in CP. Together with the Czech NCPC, it has carried out an award-winning training effort targeted at Czech consultants.

The project, "Cleaner Production and Environmental Management Systems – Training for Czech Consultants", was awarded a first prize by the Austrian Society for Environment and Technology.

The European Commission (DG XII) is supporting a project to develop support mechanisms for local communities that want to develop, implement and maintain sustainable development programmes containing CP elements. Called "Sustainable

Development and European Cities and Regions," the project's purpose is to develop methodologies to help disseminate CP initiatives beyond programmes into mainstream society – i.e. into networking and self-sustaining activities in cities. One of the major goals is to integrate local actors into the creation of networks. The project will provide urban and regional planners with analytical tools needed to identify benefits, problems and suitable sectors. It will produce materials such as a Resource Book, to help analyse the region in question and identify high priority areas for projects, and a





CP and EMS training wins Austrian prize.

Development Manual to help local actors identify barriers and constraints, time and system dependent factors, and key factors for success and failure. In all cities case studies will be developed for methodology improvement, and lessons learned will be provided in the Resource Book. The project is being carried out in the first half of 1998.

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## GTZ promotes prevention in developing country SMEs

GTZ, a German development agency, is financing a pilot project for the Promotion of Environmental Management in the Private Sector in Developing Countries (P3U). In order to integrate a preventive environmental management approach (which includes CP), it takes account of SMEs' interest in: 1) developing new markets because of globalization, thereby increasing competitiveness; 2) meeting international environmental standards; and 3) meeting increasing demands from developed countries for ecologically sound products. At the end of the five-year project (1996-2001), experiences will be integrated into the German system of development co-operation. The project will train and work with SME managers to develop model programmes and manuals (for example, Good Housekeeping Guides) that can be replicated in other efforts to reach SMEs.

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## Newly Independent States

### Ukraine

With funding from the US Agency for International Development, the World Environment Center continued progress in its technical assistance programme to Ukraine (started in 1995). The first stage of the programme includes a number of energy conservation/waste minimization demonstration projects implemented at large industrial plants. Their purpose is to demonstrate potential financial as well as environmental benefits to a company, and to provide incentives to incorporate such a programme. In the second stage, the concept and its benefits are disseminated to a wider audience through awareness raising workshops, stimulation of credit financing for environment projects, and the introduction of the concept into university curricula. Progress reports contain detailed company-specific information on the demonstration projects.

*For more information on the Ukraine programme and similar programmes carried out in the Newly Independent States, contact:*  
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### Mediterranean region

#### Malta

This centre initiates activities and responds to requests to promote the concept of CP in Malta and to represent Malta in international fora. In 1997, the theme of the annual Industry Environment Conference was "Design for Environment". The conference, which focused on introducing the concept of product design and redesign, highlighted the benefits that could accrue to a small island state like Malta. The



CP in Malta. Left to right: A. Pizzuto; Deputy Prime Minister; Chairman, Federation of Industry.

### UNEP IE cleaner production information update

The updated 1998 *Cleaner Production: A Guide to Sources of Information* will be available in October 1998.

The latest in the Cleaner Production

tenth anniversary of the signing of the Montreal Protocol was celebrated with a review of measures taken to reduce ODSs, and case studies were presented. The Centre also participated in a number of seminars and teaching occasions at which it presented the concept of CP.

*For more information, contact:*

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### Spain

The Centre for Cleaner Production Initiatives has expanded the scope of its activities. The Centre, started in 1994, is supported by the Ministry of Environment of the Autonomous Government of Catalonia in order to urge Catalan industries to reduce pollution. In collaboration with Spain's environmental authorities, the centre now serves all of Spain. In 1996, within the framework of the Mediterranean Action Plan, Spain offered to make the centre a Regional Activity Centre for the Mediterranean region. In addition to its available CP technical and training expertise, the centre identified a network of national CP focal points in the region for information dissemination. The centre also provides advice and information on clean technologies, facilitates technology transfer, promotes training activities, and publishes case studies and the results of demonstration projects. Information is available in English, Spanish and French.

*For more information, contact:*

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## South America

### Brazil

In 1998, the Brazilian NCPC initiated a demonstration project for the footwear sector and redrafted a CP manual for the electroplating industry, in conjunction with a local university and the German aid organization GTZ. The centre also established a cleaner technology network using professionals from seven different companies representing various industry sectors. The goals for 1998 are to extend the reach of the centre to the entire country; establish an effective information campaign on recycling; CP suppliers and technologies; implement two demonstration projects concerning viticulture and the dairy industry; train the NCPC staff on EMS; and organize a technical meeting on cleaner technologies.

*For more information, contact the Brazilian NCPC.*

### Team update

In January 1998, Bas de Leeuw joined UNEP IE as a senior advisor on Sustainable Consumption and Cleaner Production. He will be responsible for the Sustainable Consumption programme, which includes issues like demand side management and marketing. As part of his work for the Cleaner Production Programme, he will be in charge of the Ecotools Project. Bas is seconded from the Dutch Government, where he worked on energy and environmental issues for the Ministry of Economic Affairs. After that, he was responsible for Dutch consumption and product policies at the Ministry of Environment.



Carol Leimroth, from the United States, joined the team in 1997 and works on ICPIC activities, in particular on the Information Sources Document. She has a library science and research background.



Myriam Lucas, who is French, joined the team in 1997 to work on the upcoming publication on CP and POPs and heavy metals. She has a degree in European Affairs and experience working with the chemical industry in France and Italy.



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