

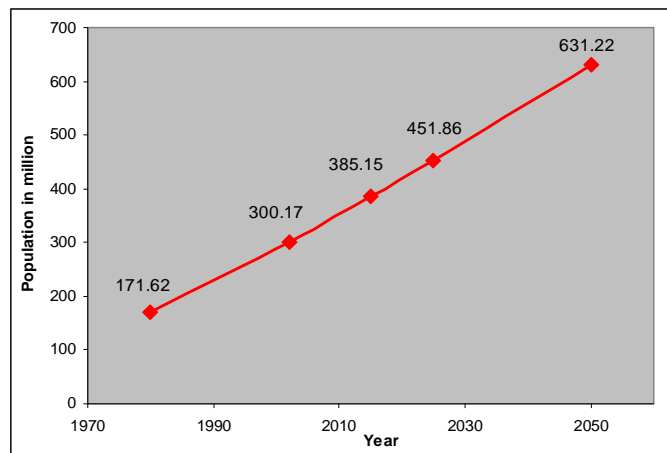


According to the United Nations Population Fund (UNFPA) in 2008 the World hit a significant milestone, with half of the population, 3.3 billion people, living in urban areas¹. Moreover, by 2030 81% of the world's urban population will be in the developing world, and although urbanization is a global tendency it is particularly marked in Asia and Africa where the population of cities is expected to double between 2000 and 2030. The figure below shows the rise in population expected in countries of the Arab region.

Global urban expansion and climate change present a heavy burden on natural resources and the overall environment. Indeed, it is estimated that 80% of natural resources are consumed in urban areas.

In light of these tendencies the need for sustainable urban planning and management has become more urgent than ever.

Figure 1: Total population of countries in the Arab region, 1980-2050



Source: ESCWA, based on Dept. of Economic and Social Affairs (DESA) World Population Prospects: The Revision (Population Division, 2007).

This is not the sole responsibility of local and centralized governments. The private sector and society at large must also do their part as consumers and responsible citizens. The **Eco-Cities of the Mediterranean Forum** is the 2nd edition in a series of forums that brings together local authorities and the private sector to seek solutions to the most critical environmental issues being faced in the Middle East and North Africa (MENA) region.

¹ UNFPA, State of the world population 2007.



The 1st Eco-Cities of the Mediterranean Forum was held in Jordan in October 2008. The Fora are an initiative of the Ministry of Environment of the Hashemite Kingdom of Jordan to bring together private and public sector representatives of the region, as well as non-governmental organizations and intergovernmental organizations, to raise awareness, share experience and information on best practices and identify opportunities for investment and technology transfer in the environmental sector.

For the second edition, a Kick-off Conference was held in December 2010 in Marseille, France, within the framework of the Mediterranean Economic Week. The conference brought together Eco-Cities partners and culminated in the identification of the thematic areas for the next Forum 2011 - **Water and Waste Management**.

Eco-Cities are areas where urban planning and environmental management tools are applied to pursue synergies in resource utilization and productivity, waste management, environmental preservation, industrial and economic development and a healthy living environment.

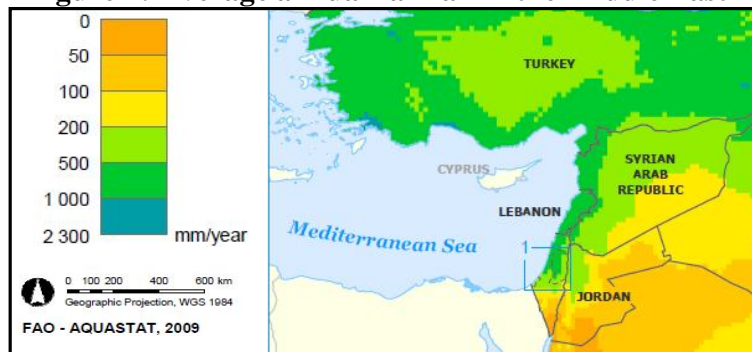
WATER

The MENA region is considered to be the most water scarce region of the world and therefore extra care must be taken to preserve and maximize resources. Figure 2 illustrates the average annual rainfall in the Middle East.

The MENA region has long struggled with water shortage; however climate change is expected to have a significant effect on an already stressed resource. According to the IPCC the MENA region is expected to get hotter and drier, and the region is already experiencing more frequent droughts. The social, economic and political implications of this situation can not be ignored.

The Eco-Cities Forum will explore innovative approaches to water resource management. It seeks to present options of existing technological solutions available to cities, as well as successful public-private partnerships that can serve as examples.

Figure 2: Average annual rainfall in the Middle East



Source: New, M. et al (2002), University of East Anglia, UK



WASTE

Waste management is a challenge for all metropolitan areas. As cities grow economically, business activity and consumption patterns drive up solid waste generation. Prevention is the key to sustainable management, and indeed the 4 R's - Reduction, Recycling, Reuse and Recovery can represent a large part of the solution. However, for the waste that is produced cities must be prepared to handle waste management and final disposition in an environmentally sound manner.

Jordan has sought business solutions to their waste management through their Entity Green Training, EGT program. The recycling program addresses environmental, social and economic issues. The program finds economic value to what would otherwise be considered waste and it has also involved youth from marginalized communities in the collection process giving them a source of income. EGT works with hotels, embassies, schools and corporations collecting over 15 tons of recyclables each week. For the future, expansion plans include upgrading to a semi-automatic sorting process, large scale composting and establishing public recycling drop-off centers.

GREEN INDUSTRY

Industrialization, rapid urbanization and rising populations have led to an unsustainable consumption of resources and generation of waste. Industries can be the economic base of cities, serving as the livelihood of a large portion of the population; however their activities can present huge demands on local raw materials, water and energy supply.

The United Nations Industrial Development Organization's (UNIDO) mandate is to support sustainable industrialization. UNIDO has developed the *Green Industry initiative* to reduce the environmental impact industries have on the environment, while strengthening the benefits they give to the economy. Through the promotion of cleaner production and eco-friendly products, as well as strengthening the environmental services sector, UNIDO seeks to assist industries in optimizing their economic benefits while doing their part to reduce their environmental footprint and increase their social responsibility.

UNIDO is currently implementing the MED-TEST project in Morocco, Tunisia and Egypt. The TEST methodology incorporates environmental management tools with Corporate Social Responsibility and the Transfer of Environmentally Sound Technologies to reduce the environmental impact of industries. The project has demonstrated that environmental responsibility can also offer economic gains, making it appealing to both the business sector and environmental interests.



ECO-CITIES
FORUM

ECO-CITIES OF THE MEDITERRANEAN FORUM

Oct. 11-12, 2011

MPM Auditorium – Le Pharo, Marseille, France

within the framework of the Mediterranean Economic Week

The **objective** of the 2011 Forum is to bring together municipalities of the region and the private sector, as well as NGOs and intergovernmental organizations, to discuss solutions to environmental challenges, which promote both economic growth and social responsibility. The 2011 Forum will be held in Marseille, France under the framework of the **Mediterranean Economic Week**. It will set a platform for municipalities and the private sector to exchange experiences on the most critical environmental issues being faced in the Mediterranean region and discuss business opportunities to address the issues, including environmental services and best available technologies.

MINISTRY OF ENVIRONMENT



وزارة البيئة

Ministry of Environment
of Hashemite Kingdom of Jordan



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANISATION



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Registrations at Eco-Cities Forum are available
at Mediterranean Economic Week website

<http://www.mediterraneaneconomicweek.com/en/eco-cities-forum>