



## ECO-CITIES FORUM

Oct. 11-12, 2011

Marseille, MPM Auditorium – The Pharo



## Programme

### Round Tables

Date/Time	Round tables and speakers
<b>Monday, October 10</b>	
16:00 - 18:00	<i>Advanced Registration</i>
<b>Tuesday, October 11</b>	
8:00 - 9:00	<i>Registration</i>
9:00 - 10:00	<b>Opening Ceremony</b> Mr. Jean Claude Gaudin, Mayor of Marseille. Mr. Kandeh Yumkella, Director General of UNIDO. H.E. Taher Shahashir, Minister of Environment of the Hashemite Kingdom of Jordan. Mr. Henri Guaino, Chief of the French mission «Union for Mediterranean» or his representative. Mr. Eugène Caselli, Marseille Provence Métropole President.
10:00 - 10:30	<b>2<sup>nd</sup> Eco-Cities Forum: Purpose and scope</b> Mr. Heinz Leuenberger, Director of the Environmental Management Branch of UNIDO. Mr. Raouf Dabbas, Senior Advisor of the Ministry of Environment of the Hashemite Kingdom of Jordan.
10:30 - 11:00	<i>Coffee Break</i>
11:00 - 12:30	<b>Round Table of Mayors and Leaders of Local Authorities:</b> Main challenges faced by cities and territories in the Mediterranean region.
12:30 - 14:00	<i>Lunch Break</i>

14:00 - 15:30	<p><b>Session on Water: Global and regional approaches to water management</b></p> <p>Mr. Hachmi Kennou, Mediterranean Cross-Continental Coordinator in the 6<sup>th</sup> World Water Forum: Mediterranean Issues of the 6<sup>th</sup> World Water Forum.</p> <p>Mr. Rachid Nafti, UNIDO MED TEST National Coordinator, Tunisia: Transfer of environmentally sound technologies project, in the Mediterranean region.</p> <p>Mr. Frédéric Maurel, Project Manager of the French Development Agency (AFD): Sustainable management of water resources in Mediterranean cities.</p> <p>Prof. Safwat Abd El-Dayem, Secretary General of the Arab Water Council: Sustainable solutions for the water sector in the MENA region.</p>
15:30 - 16:00	<i>Coffee Break</i>
16:00 - 17:30	<p><b>Innovative solutions for water and wastewater treatment</b></p> <p>Mr. Antoine Frerot, President Director General of Veolia Environment or his representative: Used water recycling.</p> <p>Mr. Christian Laplaud, President of the Regional Cluster <i>Ea éco-entreprises</i>: Improvements in the field of water networks performance.</p> <p>Mr. Robert Niay, Expert in membrane water treatment solutions of Eau Pure: Presentation of urban wastewater treatment solutions.</p> <p>Mr. Mohamed Blinda, Water Programme officer of Blue Plan: Improving water use efficiency for facing shortage situation in the Mediterranean.</p> <p>Mr. Jean-Yves Guivarch, Director of Water and Sanitation Marseille Provence Métropole: Ecological monitoring of water pollution in the Mediterranean.</p>
17:30 - 18:30	<p><b>Energy efficiency solutions</b></p> <p>Mr. Shaoyi Li, Head of the Integrated Resources Management Unit of UNEP, Division of Technology, Industry and Economics: Efficient management of water demand and water footprint.</p> <p>Mr. Saïd Mouline, CEO National Agency for the Development of Renewable Energy and Energy Efficiency (ADEREE): Presentation of the Energy efficiency programme in buildings in Morocco.</p> <p>Ms. Kawther Lihidheb, Director of Energy Efficiency in the industrial sector of the Agency for Energy Conservation from Tunisia: Tunisian Experience in Energy Efficiency in Industry – Policy, Instruments and Implementation.</p>
18:30	<i>Welcome Reception</i>
<b>Wednesday, October 12</b>	
9:00 - 9:15	<p><b>Opening words</b></p> <p>Ms. Azza Morssy, Chief of UNIDO Middle East and Arab Programme.</p>
9:15 - 10:30	<p><b>Responses of cities and territories to environmental challenges</b></p> <p>Mr. Raouf Dabbas, Senior Advisor of the Ministry of Environment of the Hashemite Kingdom of Jordan: Amman green growth program.</p> <p>Mr. Hiroaki Suzuki, Lead Urban Specialist and chair of the municipal financing thematic team, Finance, Economic and Urban Department of the World Bank: “ECo<sup>2</sup>Cities” initiative.</p> <p>Mr. Frank Geiling, Architecture and Urban Planning Manager of Euroméditerranée: Euroméditerranée the experiment laboratory of a Mediterranean sustainable city.</p>
10:30 - 11:30	<p><b>Innovative waste management concepts</b></p> <p>Mr. Jean-Jacques Dohogne, Project Officer of the ACR+, Association of Cities and Regions for Recycling and Sustainable Resource Management: Efficient management of wastes in the Mediterranean region – concrete case studies.</p> <p>Mr. Benoit Varin, Founder of TIC ETHIC and of Monextel: Development of reuse fields of used</p>

	<p>equipments.</p> <p>Mr Jean-Marc Mertz, Deputy Director General of the Environmental services Direction of Marseille Provence Métropole: Waste sorting processes.</p> <p>Mr. Christian Traisnel, Director of the Cd2e (Expertise center for eco technology implementation): Recycling and valorisation of sediments.</p>
11:30 - 11:45	<i>Coffee Break</i>
11:45 - 13:00	<p><b>Green Investment Roundtable:</b> Financing eco-friendly technologies and sustainable urban infrastructure</p> <p>Mr. Guy Fleuret, Senior Economist for Medina 2030 project, European Investment Bank (EIB).</p> <p>Mr. Hiroaki Suzuki, Chairman of the Working Group in charge of municipal finance, World Bank (WB).</p> <p>M. Khaled Abu-Ajwa, Special Projects Unit, Jordan Investment Board (JIB).</p>
13:00 - 13:30	<p><b>Closing remarks and the way forward : launching the Eco-Cities network</b></p> <p>Words from UNIDO, City of Marseille and the Ministry of Environment of the Hashemite Kingdom of Jordan.</p>
13:30	<i>Closing cocktail</i>

### **Technical visits (compulsory registration)**

<p><b>Wednesday October 12</b></p> <p><b>14:00-17:00</b></p>	<p><b>Technical visits "The water path", organized by Marseille Provence Métropole (MPM) :</b> "GEOLIDE" waste water treatment plants visit or "Sainte Marthe" drinking water production unit. Also visit of high performance household waste sorting centre (Pennes Mirabeau).</p>
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Specific registration to the visits are compulsory at Mediterranean Economic Week website: <http://www.mediterraneaneconomicweek.com> click « programme » and, on Wednesday 12, click on « The water path ».

### **Technical Workshops**

Date/Time	Workshops
<b>Tuesday, October 11</b>	
10:30 - 11:30	<b>Sustainable urbanism: examples of good practices in France and overseas</b> - AFEX (French Architect Overseas).
14:00 - 17:30	<b>Sustainable urban models: sharing the CATMED experience with Southern Mediterranean cities</b> - CATMED is a European cooperation project involving 11 Northern Mediterranean cities.
<b>Wednesday, October 12</b>	
10:00 - 11:20	<b>Solutions for sustainable water management in Mediterranean eco-cities: asset management, treatment, recovering processes, natural environment</b> - Cluster EA éco-entreprises.
11:30 - 12:30	<b>Water management: which role UN should play?</b> - Students of Euromed Management school (SimONU Commission).

