



### Context

A centre of ancient civilization, the Mediterranean Sea remains a place of strategic, economic and cultural importance. Today, the sea is highly polluted and many enterprises of the region use more materials and energy than their production processes require. At the same time, they continue to use obsolete, inefficient technologies, which fail to comply with environmental standards. If given the right solutions, these enterprises will not only reduce their impact on the environment, but also increase their competitiveness on the local and international markets.

### Strategy

From 2001 to 2004, UNIDO successfully executed its Danube-TEST project in five countries of the Danube basin. The project was designed to address pollution from land-based industrial activities by assisting enterprises, based on a comprehensive diagnosis of their needs, in preparing a long-term sustainable business strategy. In 2009, UNIDO initiated the MED-TEST project applying the same strategy to the Mediterranean region. UNIDO offers assistance to Egypt, Morocco and Tunisia in adopting environmentally-sound technologies.

In its initial phase, UNIDO emphasized training and capacity-building, especially for country coordinators and national technical partners. Technical site reviews and Cleaner Production (CP) potential assessment were completed for 70 enterprises in the three countries. Over 40 companies will obtain direct assistance in the implementation of cleaner and environmentally-friendly technologies. Currently, training and technical assistance activities are being undertaken at each demonstration site.

### Expected results

- National capacities built and hands-on experience gained by local experts on TEST integrated approach
- Economic benefits and sustainability of TEST demonstrated
- Existing processes optimized
- Initiatives to be replicated in other countries of the Mediterranean region
- Reduced pollution discharges into the Mediterranean Sea

### Impact/Outlook

So far, local industries have responded positively and expressed interest in joining the project, also on a cost-sharing basis. Enterprises understood that their participation in the project will reduce their impact on the environment while at the same time increase their competitiveness. Overall, MED-TEST has been integrated into a larger Mediterranean Action Plan led by the United Nations Environment Programme (UNEP) and the World Bank that seeks to address priority hot spots of industrial pollution in the Mediterranean region.

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### At a glance:

- Goal:** Greening industries along the Mediterranean Sea
- MDG:** 7. Ensure Environmental Sustainability
- Thematic area:** Environment and Energy
- Donors:** Government of Italy, Global Environment Facility (GEF), UNIDO
- Partners:** Moroccan Cleaner Production Centre, Egyptian Cleaner production Centre, Tunisian Consortium of Technical Centres
- Budget:** USD 1,950,000
- Status:** ongoing
- Duration:** 2009 – 2011