

# 1<sup>st</sup> Regional Conference

## *Governance & Financing for the Mediterranean Water Sector*

28-30 October 2014  
Athens, Greece

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REC • 25 Years • 1990-2015



MINISTRY FOR THE ENVIRONMENT,  
LAND AND SEA - ITALY

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GREEN GROWTH

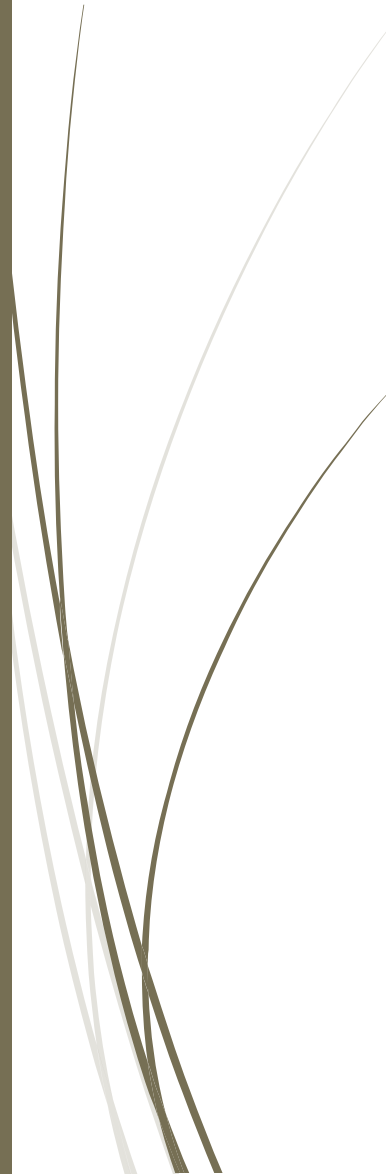
CEO  
PLATFORM  
inMENA



??????  
**SUSTAINABILITY**  
??????

+






At



these are questions of economics



An economy where the goal is enough,  
not more



enough is  
**ENOUGH**

A decorative graphic on the left side of the slide. It features a solid brown arrow pointing to the right at the top. Below it are several thin, light-colored lines that resemble blades of grass or reeds, extending downwards.

Grow now, clean up later



Short-term profits versus long-term sustainability

The growth-obsessed economic orthodoxy of this system is endemically flawed



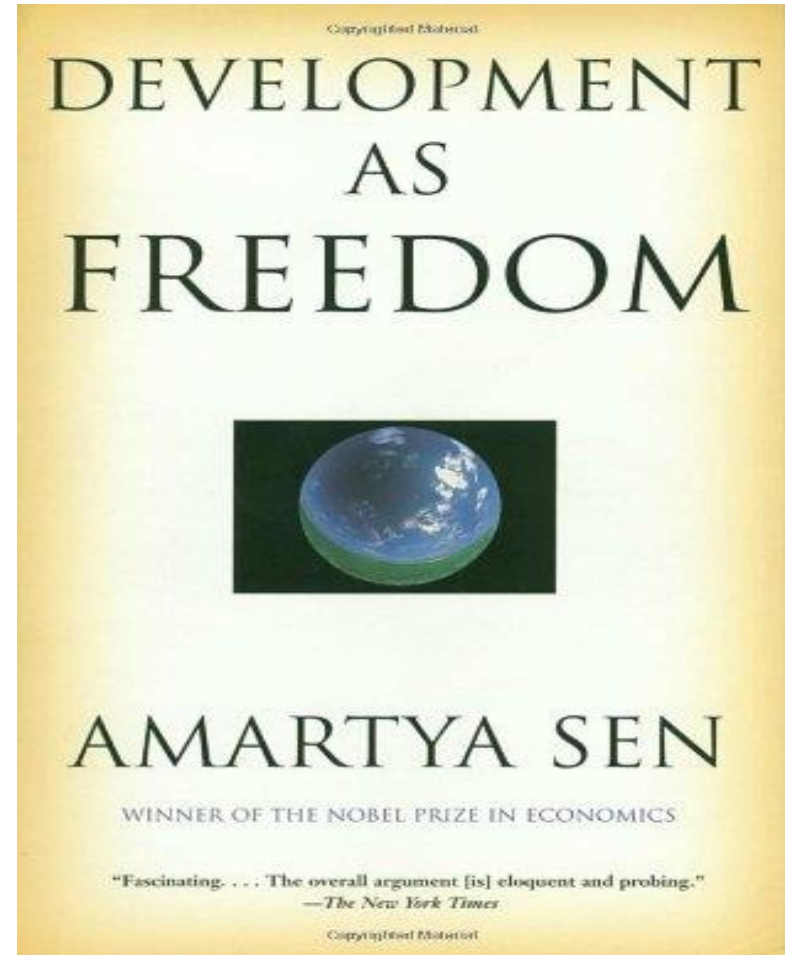
and



it is causing poverty, financial meltdowns,  
and wealth inequality

We're causing long-term environmental  
damage, and it's not improving people's lives

An  
economy  
based  
on  
human  
values



Where to start from?





## Frustration:

Our influence and commitment pale into insignificance compared with the size and complexity of our globalized economic system

### *The core bottlenecks:*

- Lack of political and regulatory support
- Preference for status quo
- Fossil fuel lobby



It can feel very lonely if you recognize the need for system change: that's we are in need of courageous institutional & business leadership and guidance



# CEO Platform for Green Growth in MENA

- ▶ established in 2013
- ▶ business leadership forum that brings together business leaders and champions of green growth
- ▶ supports the introduction of policies to promote green, sustainable growth in the region
- ▶ has been initiated and is supported by the **Italian Ministry for the Environment, Land and Sea (IMELS)** – through the **Italian Trust Fund (ITF)**
- ▶ implemented with the help of the Regional Environmental Center (REC) and other international partners
- ▶ espouses regional ownership through its Founders and by partnering with prominent international and regional like-minded institutions and organizations that are committed to delivering a prosperous and green economy across MENA and beyond





# Founders of the CEO Platform

## **Dr. Khaled Irani**

Co-Founder - CEO Platform for Green Growth in MENA

Member of the Senate and former Energy/Environment Minister – Jordan

## **Dr. Thani Ahmed Al Zeyoudi**

Co-Founder - CEO Platform for Green Growth in MENA

Head of the Directorate of Energy and Climate Change - Ministry of Foreign Affairs of the United Arab Emirates

## **Dr. Hakima El Haite**

Co-Founder - CEO Platform for Green Growth in MENA

Minister Delegate in Charge of Environment - Minister of Energy, Mining, Water and Environment of Morocco

## **Dr. Waleed Salman**

Co-Founder - CEO Platform for Green Growth in MENA

Chairman - Dubai Green Economy Partnership

## **Ms. Shermine Dajani**

Founding CEO - CEO Platform for Green Growth in MENA

CEO - PanMed Energy, Jordan

## **Dr. Malek Kabariti**

Chairman of the Advisory Committee - CEO Platform for Green Growth in MENA

Former Energy Minister - Jordan



# Advisory Committee of the CEO Platform

## **Dr. Malek Kabariti**

Chairman of the Advisory Committee - CEO Platform for Green Growth in MENA  
Former Energy Minister – Jordan

## **Ivano Iannelli**

Member of the Advisory Committee - CEO Platform for Green Growth in MENA  
CEO - Dubai Carbon Centre of Excellence

## **Marta Szigeti Bonifert**

Executive Director at Regional Environmental Center for Central and Eastern Europe  
Member of the Environmental Management and Law Association (EMLA)

## **Ziad Hayek**

Secretary General of the Higher Council for Privatization of the Republic of Lebanon



# Partners of the CEO Platform

## **Academic and research partner**

- Bogazici University

## **Capacity building partner**

- Sustainable Development Academy

## **Regional Partners**

- Dubai Green Economy Partnership
- Arab Forum for Environment and Development
- EDAMA



# Why CEOs

Possessors of competence, expertise and ambition needed to understand and influence government policy, and play a unique role in shaping high-level political discussions

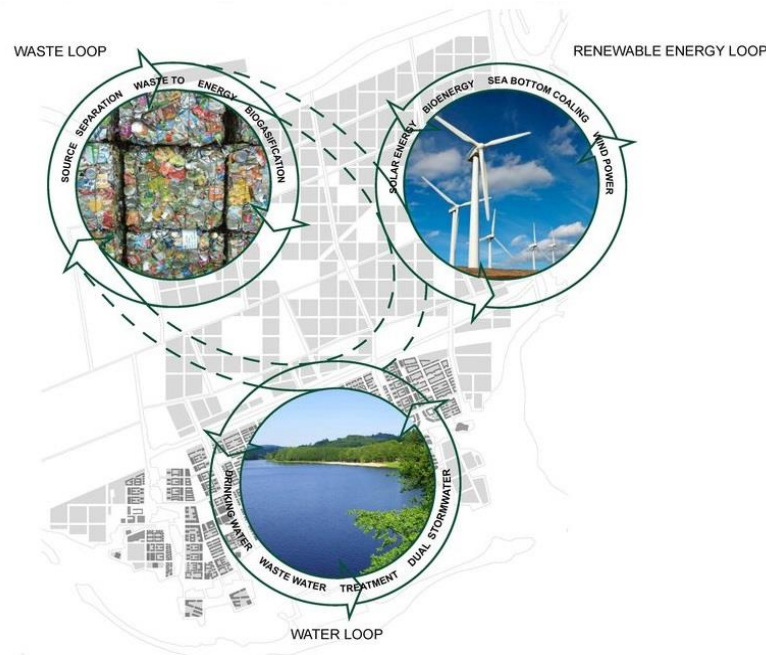
They are in a position to debate functionally and effectively with governments and other businesses to identify green growth patterns specific to their regions

Highly instrumental in mobilizing the business community

Only visionary, action-orientated business leaders can actively identify, promote and implement the leading sustainable green initiatives across their sectors

# CEO Platform roundtable discussion (Venice, Italy / 29-30 September, 2014)

Brought together institutional and private-sector stakeholders to exchange experiences, develop networks and discuss opportunities ahead



Addressed the crucial energy-water-waste nexus instrumental for the further development of the MENA region



# CEO Platform roundtable discussion (Venice, Italy / 29-30 September, 2014)

Establishment of working groups, each of them including cross-cutting segments and tools encompassing education, green financing & green procurement, and policy development





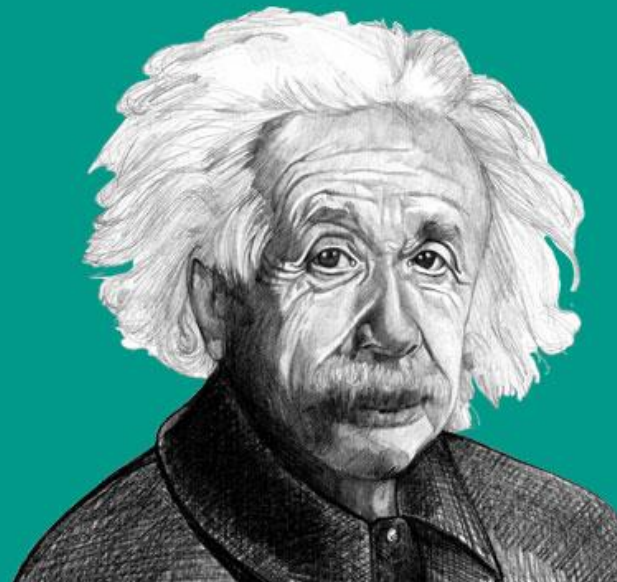
Do you think  
mankind can  
destroy our planet?


The Earth has  
survived everything.  
It will certainly  
survive us



The future will either be green  
or not at all

The measure of intelligence is  
the ability to change.



- 
- ▶ The activist is not the man who says the river is dirty. The activist is the man who cleans up the river." - Ross Perot
  - ▶ "Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has." - Margaret Mead
  - ▶ " It is not enough to be busy. So are the ants. The question is: What are we busy about?" - Henry David Thoreau



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