

Eco-Cities Forum

Kick-off Conference



Thursday, December 2nd - 1:00 p.m at 5:30 pm - Palais du Pharo
Friday, December 3rd - 9:00 am at 12:00 am - Palais du Pharo



Région
Provence
Alpes
Côte d'Azur



**MARSEILLE
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ECO-CITIES



FORUM



Ministry of Environment
of Hashemite Kingdom of Jordan

KICK-OFF CONFERENCE

2010 December 2-3

Marseille – France
Palais du Pharo Auditorium



United Nations
Industrial Development Organisation

INVITATION

UNIDO and the Ministry of Environment of the Hashemite Kingdom of Jordan are pleased to invite you to take part in the Eco-Cities Forum kick-off conference to be held in Marseille from December 2-3 during the Mediterranean Economic Week. The meeting will focus on environmental challenges being faced by Mediterranean cities.

Participants are encouraged to take part in the discussions and make proposals. The debates will gather international and Mediterranean experts, local authorities and private sector leaders to discuss key issues which will be further developed during the 2nd Eco-Cities Forum to be held in October 2011 in Marseille.

The objective of the Eco-Cities Forums is to create a dialogue between various related sectors and stakeholders in order to promote environmentally sound practices in municipalities of the Mediterranean region by presenting successful examples that have been implemented, with a strong emphasis on finding business solutions to environmental issues.

Please, register at www.mediterraneaneconomicweek.com

To book a **hotel** click www.mediterraneaneconomicweek.com and “itinerary”.

For further information, contact itpo.marseille@unido.org



ECO-CITIES



FORUM

Marseille, 2011



Ministry of Environment
of Hashemite Kingdom of Jordan

REUNION DE LANCEMENT *KICK-OFF CONFERENCE*

2 et 3 Décembre 2010

Marseille – France
Palais du Pharo Auditorium



United Nations
Industrial Development Organisation

Programme

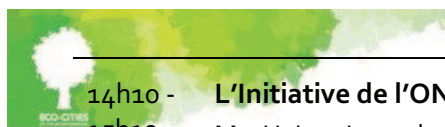
Jeudi / Thursday 02/12

13h00 - **Accueil des participants / Welcome of the Participants**
13h30

13h30 - **Cérémonie d'Ouverture – Allocutions de / Opening Ceremony - Words from¹:**
14h10

- M. Michel Vauzelle, Député Président de la Région Provence Alpes Côte d'Azur / *Provence Alpes Côte d'Azur Region President*.
- M. Eugène Caselli, Président de Marseille Provence Métropole / *Marseille Provence Métropole President*
- M. Jean-Claude Gaudin, Sénateur-Maire de Marseille / *Senator-Mayor of Marseille*
- Ministre de l'Environnement du Royaume Hachémite de Jordanie / *Minister of Environment of Hashemite Kingdom of Jordan*
- H.E. Ahmad Masa'deh, Secrétaire Général de l'Union pour la Méditerranée / *Secretary General, Union for the Mediterranean*
- H.E. Omar Maani, Maire d'Amman, Jordanie / *Mayor of Greater Amman, Jordan*
- M. Heinz Leuenberger, Directeur du Service de la Gestion de l'Environnement de l'ONUDI / *Director Environmental Management Branch UNIDO*

¹ Sous réserve / *To be confirmed.*



14h10 -
15h10

L'Initiative de l'ONUDI pour une Industrie Verte / UNIDO's Green Industry Initiative

M. Heinz Leuenberger, Directeur du Service de la Gestion de l'Environnement / *Director Environmental Management Branch, UNIDO*

L'ONUDI a développé une initiative pour une industrie verte afin d'accompagner les industriels dans leurs efforts de réduction de l'impact de leurs activités sur l'environnement / *UNIDO has developed a Green Industry Initiative in response to the need for industries to reduce their environmental impact on their local environments.*

L'Economie verte et la gestion urbaine durable / Green economy and sustainable urban management

M. Arab Hoballah, Chef du service de la Consommation et Production Durable au sein du Programme des Nations Unies pour l'Environnement (PNUE) / *Chief of the Sustainable Consumption and Production Branch – United Nations Environment Program (UNEP)*

L'initiative GEI du PNUE aide les gouvernements à favoriser le développement de l'industrie verte à travers la reformulation de leurs politiques, investissements et dépenses dans plusieurs secteurs. / *The GEI initiative from UNEP is designed to assist governments in "greening" their economies by reshaping and refocusing policies, investments and spending towards a range of sectors.*

L'initiative "Villes Durables" du gouvernement français / The "Sustainable Cities" initiative of the french government

Mme Anne Charreyron-Perchet, Ministère de l'Écologie, de l'Énergie, du Développement durable et de la Mer / *French Ministry of Environment*

Discussion

15h15 -
15h45

Le Forum Eco-Cités: passé, présent et futur / Eco-Cities Forum: past, present & future

- Ministre de l'Environnement du Royaume Hachémite de Jordanie / *Minister of Environment of Hashemite Kingdom of Jordan*
- M. Raouf Dabbas, Conseiller principal du Ministre de l'Environnement du Royaume Hachémite de Jordanie / *Mr. Raouf Dabbas, Senior Advisor of the Hashemite Kingdom of Jordan Minister of Environment*
- M. Ludovic Bernaudat, Service de la Gestion de l'Environnement, ONUDI / *Environmental Management Branch, UNIDO*

15h45

Pause café / Coffee break

16h15-
17h30

Table Ronde: Participation du secteur privé au Forum sur les Eco-Cités / Round Table: Private Sector Involvement in Eco-Cities Forum

Modérateur / *Moderator: ONUDI / UNIDO*

Panel sur les Industries Vertes: les éco-technologies qui répondent aux besoins de développement économique tout en respectant l'environnement et la responsabilité sociale. / *Panel Discussion on Green Industries: highlight eco-technologies which respond to the need of providing economic development ensuring environmental protection and social responsibility.*

- M. Amma Nahayar, Membre fondateur du Conseil Jordanien de la Construction Durable / *Founding member Jordan Green Building Council*
- M. Franck Geiling, Directeur d'Architecture et d'Urbanisme d'Euroméditerranée / *Euroméditerranée Architecture and Urban Planning Manager*
- M. Philippe de Fontaine Vive, Vice-Président de la Banque Européenne d'Investissement (BEI) / *European Investment Bank (EIB) Vice-President*
- M. Stève Gentili, Président du Forum Francophone des Affaires (FFA) / *FFA President*
- M. Raouf Dabbas, Conseiller principal du Ministre de l'Environnement du Royaume Hachémite de Jordanie / *Senior Advisor of the Hashemite Kingdom of Jordan Minister of Environment*
- M. Heinz Leuenberger, Directeur du Service de la Gestion de l'Environnement de l'ONUDI / *Director Environmental Management Branch UNIDO*

17h30 Clôture de la Journée / *Closure of the Day*

19h00 Réception organisée par le Conseil Régional Provence Alpes Côte d'Azur / *Reception hosted by Provence Alpes Côte d'Azur Council*



Vendredi / Friday 03/12

09h00 - 09h30 Accueil des participants / *Welcome of the participants*

09h30 - 09h45 L'ONUDI et le Royaume Hachémite de Jordanie accueillent les co-organisateurs du Forum Mondial de l'Eau / *UNIDO & Hashemite Kingdom of Jordan welcome the co-organisers of the World Water Forum*

09h45 - 11h00 Forum Mondial de l'Eau: Présentation du Forum 2012 et du Pacte d'Istanbul pour l'Eau / *World Water Forum: the 2012 Forum and the Istanbul Water consensus presentation*

11h00 Pause café / *Coffee break*

11h15 - 12h30 Conclusions et Perspectives pour le Forum d'Eco-Cités 2011: lancement d'un réseau d'Eco-Cités, par l'ONUDI et le Royaume Hachémite de Jordanie / *Conclusions and Eco-Cities Forum 2011 in prospect: launching an Eco-Cities Network, by UNIDO & Hashemite Kingdom of Jordan representatives*

Appel à initiatives et propositions / *Call for initiatives and proposals*

12h30 Clôture de la réunion de lancement / *Closure of the kick-off conference*

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	AM	PM
Monday, 29th Nov.		2:00 - 7:00: Sustainable Urban Transport in the Mediterranean Region - Mobility to and in the "coeurs de ville" - AFD / CMI
Tuesday, 30th Nov.	9:30 - 4:30: Meeting: Euro-mediterranean City of fashion Annual Event - Euro-Mediterranean City of Fashion	
	8:30 - 6:30: ISI@MED Strategic Workshop 2010 - UNDP / CMI	
	8:30 - 7:00: Sustainable Urban Transport in the Mediterranean Region - Mobility to and in the "coeurs de ville" - AFD / CMI	
	9:00 - 12:30: Visit of the Euroméditerranée urban planning operation - Euroméditerranée	2:00 - 6:00: Meeting: What are the key success factors of attractive mediterranean territories ? - Euroméditerranée / PACA Region
Wednesday, 1st Dec.	8:30 - 3:00: ISI@MED Strategic Workshop 2010 - UNDP / CMI	
	8:30 - 1:00: Sustainable Urban Transport in the Mediterranean Region - Mobility to and in the "coeurs de ville" - AFD / CMI	4:00 - 6:00: Workshop: Contribution of French Foreign Trade Advisors to the Union for the Mediterranean - CCEF
	11:30 - 12:30: Med2012 Presentation of the study "The Cost of the Environmental Degradation in the Mediterranean" - CMI / World Bank	12:30 - 6:00: Workshop: Med2012 - The economic stake of the environmental degradation in the Mediterranean - CMI / World Bank
Thursday, 2nd Dec.	8:45 - 12:15: Meeting: Sustainable urban development in the Mediterranean / Buildings and Sustainable Habitat - Euroméditerranée / PACA Region	1:30 - 6:00: Eco-Cities Forum: kick-off meeting - UNIDO
		6:00 - 8:00: Citizen Forum - European Parliament
Friday 3rd Dec.	9:00 - 12:30: Eco-Cities Forum: kick-off meeting - UNIDO	2:00 - 6:00: Decentralized cooperation and economic development - French Ministry of Foreign and European Affairs
		9:00 - 6:30: Forum MedVentures - ANIMA Investment Network / CCIMP
Saturday, 4th Dec.		8:00 - 6:00: Mediterranean Start-up Week-end - Start-up Week-end
	8:30 - 5:30: The 6th Economic Rendez-Vous of the Mediterranean - Mediterranean Institute / Circle of Economists	
Sunday, 5th Dec.		8:00 - 6:00: Mediterranean Start-up Week-end - Start-up Week-end

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