



Green Industry

UNIDO Ecocities' programme

From the Amman Declaration to
practical implementation on the
ground



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Why do we need Ecocities?

- According to UN-Habitat, the majority of the world population is now living in cities or towns.
- Cities use 80% of global resources
- Large quantities of wastes are generated in cities



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Advantages of cities

- Proximity, diversity, marketplace competition
- Infrastructure used more efficiently, housing and workplaces optimized
- Travel distances are shorter

Disadvantage of cities

- Increased air and noise pollution
- Less open space, less green areas
- Fresh water access is limited
- Well-off people tend to move away from urban centers and increase the use of their private mode of transportation



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Major environmental problems faced by cities (1) Water Management

- Of the total amount of freshwater in the world, only 1% is available as surface water
- This resource is unevenly distributed
- Treating and recycling waste water is essential to ensure sustainability of water resources for the growing urban population



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Major environmental problems faced by cities (2) Energy Efficiency and Use of Renewables

- Current energy trends are not sustainable, however, economic growth requires more energy
- Energy efficiency has to be introduced for current major users
- Renewable energy sources have to be deployed more widely



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Major environmental problems faced by cities (3) Solid Waste Management

- Urban and economic growth means more wastes generated
- Location of waste collection facilities is often controversial
- Prevention, recycling and reuse have to be promoted



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Major environmental problems faced by cities (4) Air Quality and Transport

- In urban environment, the major contributors to air pollution are: transport, industries and food production
- Public transport network development has to be fully integrated in urban planning



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Role of local authorities

- Set up monitoring mechanism
- Share information with other municipalities
- Provide vision and strategy

Role of private sector

- Participate in large infrastructure project, providing additional financing and knowhow
- Contribute to improved efficiencies



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Ecocities of the Mediterranean

- Forum held in Jordan in October 2008
- Main purpose was to bring together municipalities, private sector and intermediary organizations to showcase good examples and share experience
- 452 participants, 23 countries





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Ecocities of the Mediterranean

- Regional leaders and stakeholders agreed on the *Amman Declaration* which calls for joint action to address the environmental issues in a holistic manner and to encourage the sharing of experience





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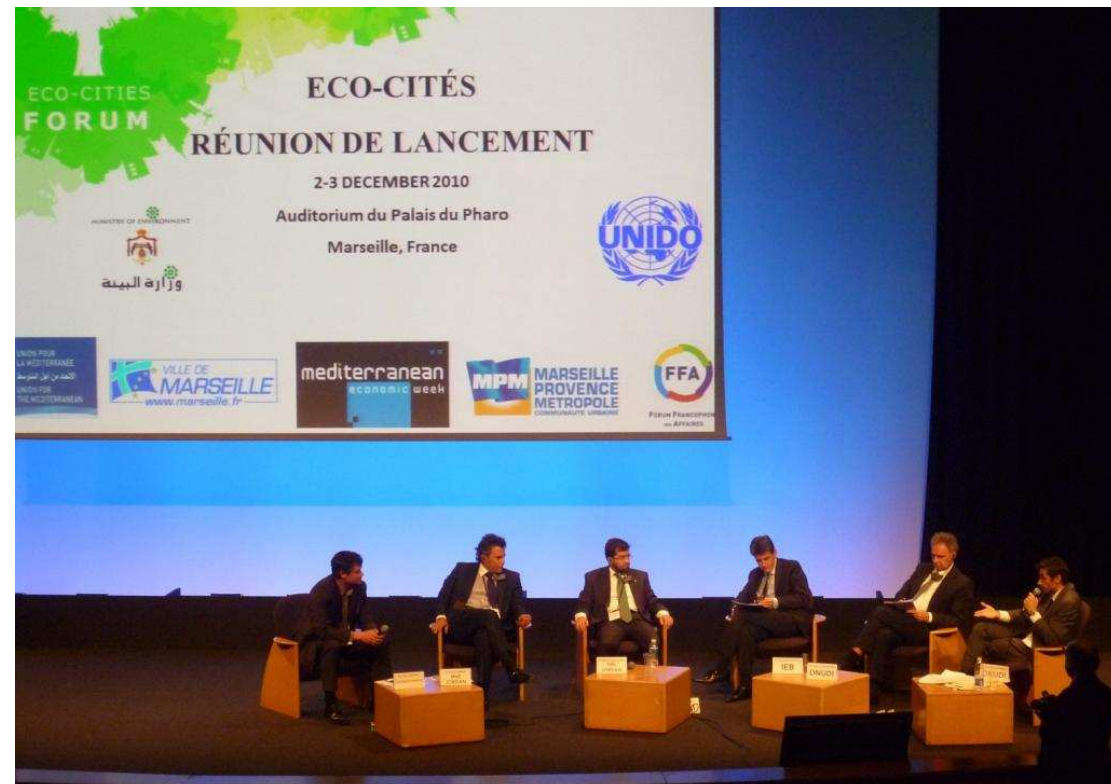
China 2010





ECO-CITIES CONFERENCE

Marseille FRANCE, 2-3 December 2010 & 11-12 October 2011





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**How can we move from the forum
to practical implementation?**



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Green Industry Strategy in the context of Eco-Cities

- Industries located in the municipalities need to be more resource efficient & less polluting.
- Green industries can provide the services needed by Municipalities to create Eco-Cities





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Developing Green Industries

- materials recovery and recycling companies,
- waste treaters (e.g., incineration companies), waste disposers (e.g., landfill companies), waste transporters,
- engineering companies specializing in wastewater treatment, air pollution control, waste treatment equipment,
- environmental / energy consultants,
- labs specializing in environmental measurement and analysis,
- companies manufacturing and installing renewable energy equipment,
- companies that specialize in manufacturing clean or cleaner technologies,
-



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Practical implementation

- Creating an eco-state in Brazil



Roraima
O eco-estado emergente do Brasil



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
Vienna International Centre, P.O. Box 300, 1400 Vienna, Austria
Telephone: (+43-1) 26026-0, Fax: (+43-1) 26926-69
E-mail: unido@unido.org Internet: <http://www.unido.org>



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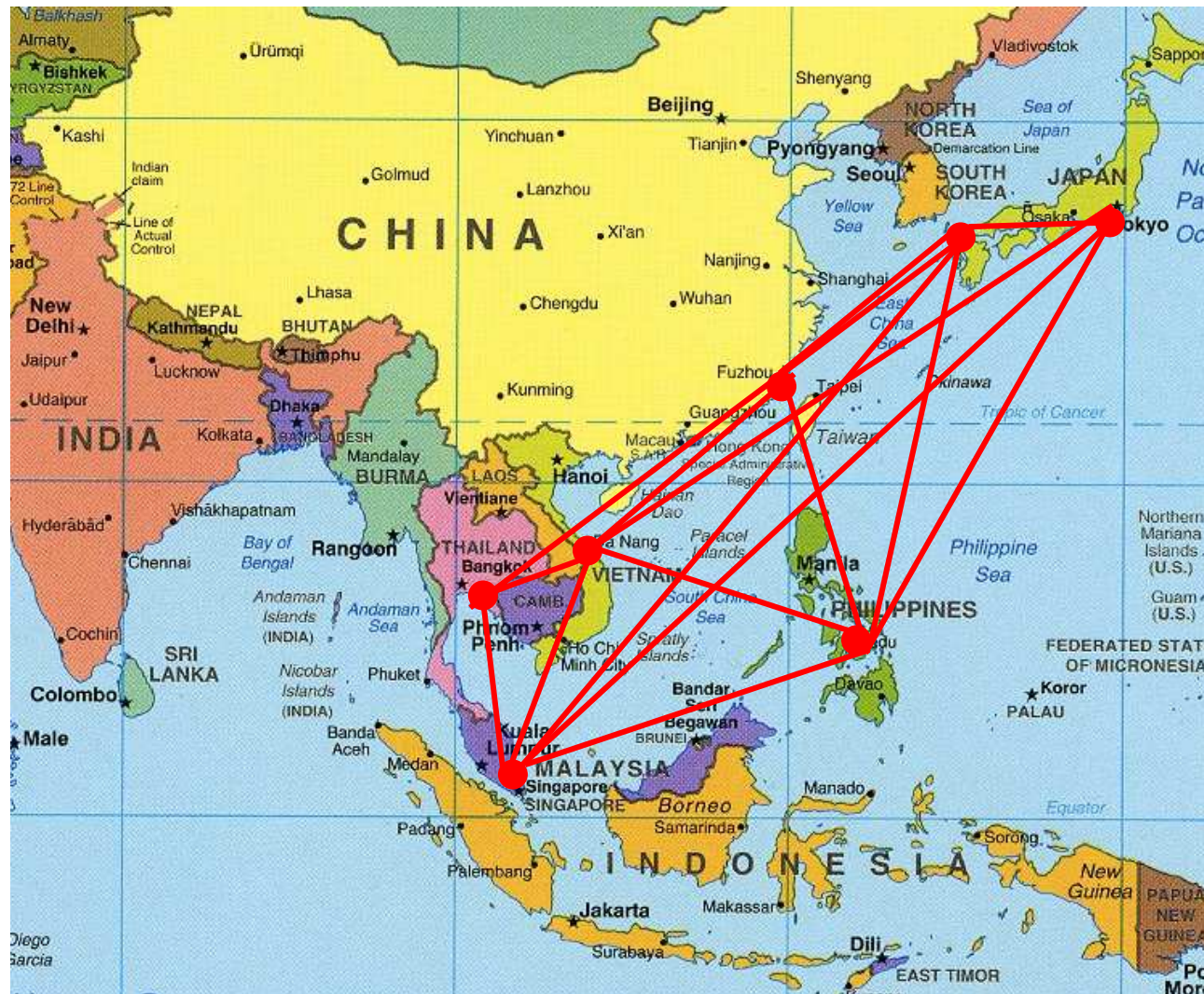


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■ Creating an ecocity network in Asia





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Thanks for your attention!



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