

meso

International Symposium
Damascus, Syria
17 – 19 June 2008

Sharing Experiences
in MENA countries
Local Analyses and Competences

Organised by :

With the support of :



Schweizerische Eidgenossenschaft
Confédération suisse
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The MESO Dimension

Meso-economic studies provide decision makers with the necessary tools for setting priorities of action and investment.

On the one hand, there are environmental damage costs at the level of a country and, on the other hand, individual expenses for environmental management at the level of a firm. What about the level of an economic sector or an urban community? Neither one – the macro - nor the other – the micro - approach highlights the status of an economic sector. For example, what is the part of transport in the national degradation of the environment? In return, what are the economic benefits for a given sector to act in favour of the environment?

The MESO programme has focused on connecting micro and macro evaluations on a middle level, the MESO level. The objective of the meso-economic studies is to seize the importance of the flows, measure them together with their transformations and impacts on the environment. Then, the consequences of these actions are translated into economic monetary terms, first into environmental degradation costs (damages and inefficiencies), second, into remediation costs. Finally, these costs are related to the value added (VA) of the concerned entity. Last, prospective scenarii are run in order to assess the evolution of environmental damage and economic inefficiencies over time.

MESO Programme in the MENA region

Since 2000, the MESO Programme promotes meso-economic studies to decision makers, industries leaders and key academia and builds further competences in environmental economics.

Different industries and services in MENA countries have been analysed in depth: cement, power generation, tourism and transport. Similarly, urban communities have also been considered: Agadir and El Jadida (Morocco), Aqaba and Irbid (Jordan) and Annaba (Algeria).

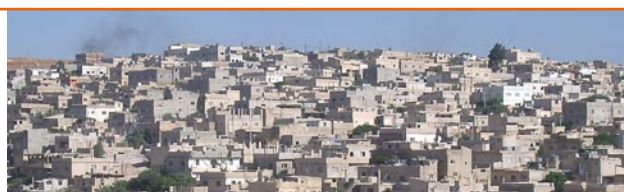
Through the MESO Programme, local competences in MENA countries have been trained and are now available either in universities or directly within key organisations and institutions.

Objectives

It's time to share approaches and successes, examine encountered difficulties, define future needs and set new perspectives.

The Symposium aims at:

- Bringing together decision makers, industries leaders and key academia
- Providing an overview of elaborated MESO studies in the MENA region
- Disseminating and exchanging experiences
- Enabling benchmarking
- Facilitating further partnerships
- Exploring future trends





Programme

Tuesday, 17 June 2008

18:00 to 19:30 **Opening Speeches**

H.E. Mr El Atrash, Minister of Local Administration and Environment

H.E. Mr Ahmed Al-Rousan, Secretary General, AUCBM

Eng. Ziad Kalash, Director General, GOCBM

H.E. Mr Martin Aeschbacher, Swiss Ambassador in Syria

Ms Elisabeth Diethelm, Regional Director, Swiss Agency for Development and Cooperation

Introduction to the Workshop

David Maradan, Director, Ecosys

Karim Zein, President, sba

Cocktail

Wednesday, 18 June 2008

09:00 to 14:30 **Session 1 - Fundamentals of environmental economics**

- MENA context
- MESO methodology

Session 2 - Overview of results – part 1

- Power generation in Libya and Algeria
- Cement sector updates and benchmarks in Morocco and Syria
- Tourism in Morocco

Session 3 - General and group discussions: identifying future needs

Lunch

Thursday, 19 June 2008

09:00 to 14:30 **Session 4 - Overview of results – part 2**

- Urban communities of Aqaba (Jordan), El-Jadida (Morocco) and Annaba (Algeria)
- MESO applications underway
- Summary and comparisons

Session 5 - Building competences

- MESO Teams
- Universities
- MESO Experts' database
- MESO E-learning

Session 6 - General Discussion : setting new perspectives

Closing & Lunch

Please note that the programme may be subject to change.





Registration

Participation is limited to 80 people. Therefore, early registration is encouraged as we will be accepting participants on a first come first served basis. Interested participants are requested to send their registration form by e-mail (sba@sba-int.ch) or fax (+41 21 648 48 85) **before 31 May 2008**. Detailed practical information will be sent to participants upon confirmation.

Venue & Logistics

The venue of the Workshop will be at the Meridien Hotel in Damascus.

Participants should cover all their transport costs to and from Damascus as well as their accommodation. Organisers will be able to cover hotel accommodation (2 nights) for a limited number of regional participants. A written motivation letter is requested.

Lunches and coffee breaks during the symposium as well as conference material will be provided by the organisers.

Targeted Participants

The Workshop is targeting participants from the MENA countries and Europe. In particular the Symposium is intended for:

- Environmental policy-makers from local governments including municipalities
- Representatives from industry, business associations and federations
- Academia
- Ministry officials

Further information

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Partners

Ministry of Local Administration and Environment - General Commission for Environmental Affairs

The Ministry of Local Administration and Environment is the higher government body for legislating and promoting environment protection. The Ministry acts as the focal point for Syria for the MESO programme as it believes that environment economics can enhance a proactive approach among stakeholders.

Arab Union for Cement and Building Material (AUCBM)

AUCBM is an Inter-Arab international organization, affiliated to the General Secretariat of the Arab League and the Council of Arab Economic Unity. AUCBM aims at developing and supporting technical, industrial and commercial relations; coordinating industrial activities amongst its members; and participating in suggesting general grounds for developing industries in order to achieve technical and economical integration among Arab countries.

General Organisation for Cement and Building Material (GOCBM)

G.O.C.B.M. was established in 1975 in Damascus. GOCBM is the national organisation in charge of producing cement in Syria. Its main task is to supervise and to control the productivity of the existing cement plants and executing new projects. GOCBM was the first Arab organisation in the Mashreq that finalised its MESO-economic profile. It served as a basis for deciding the main priorities for upgrading the cement sector in Syria.

Ecosys Inc

Ecosys applies Environmental Economics by appraising environmental damage, resource inefficiency, and remediation costs in monetary units; i.e., by assessing the severity and magnitude of environmental degradation, and deriving rationale for priority setting for environment-economic action.

Sustainable Business Associates (*sba*)

sba is an international NGO working to engage industrialists in eco-efficiency and cleaner production with the aim of minimising environmental impact and improving business productivity. *sba* has been active for 13 years in the Arab countries in the framework of Swiss and European Cooperation in the Mediterranean.

Swiss Agency for Development and Cooperation (SDC)

The SDC plays a key role in sustainable development and cooperation in the Mediterranean basin, prevention of environmental damages and transfer of environmental knowledge and good practices. SDC is the main support of the MESO programme.

