

Brief overview

In November 2005, the partners to the Euro-Mediterranean process committed to "endorse a feasible timetable to de-pollute the Mediterranean Sea by 2020, while providing appropriate financial resources and technical support to implement it, using the Mediterranean Strategy for Sustainable Development and exploring possible areas for co-operation in this regard with UNEP".

Following-up on this commitment from all of the Euro-Mediterranean Partners, the European Commission launched the 'Horizon 2020' initiative (Cairo, November 2006) that aims to tackle the top sources of Mediterranean pollution by the year 2020.

The initiative is **open to all stakeholders** and calls for the mobilisation of the necessary **financial resources** and the provision of **technical support** from **all partners**. In this respect, the private sector, including **private investors**, has an important role to play. The role and ways to enhance involvement of private investors in Horizon 2020 will be discussed at the related Conference, **22-23 October 2007**, to be held in Athens, Greece.

Reference to the Conference has been made in the **Cairo Ministerial Declaration** (November 20th, 2006), where the Euro-Mediterranean Ministers of Environment notably "urge banks, other financial institutions and CleanTech Venture Capital Funds to participate in this endeavour". Investments are in particular expected in the urban and industrial waste water treatment, and waste management sectors, which are the most crucial for tackling land-based pollution in the Mediterranean.

Objective & scope of the conference

The Conference will gather key-players involved in the Horizon 2020 initiative to explore the ways of involving the private sector in support of the initiative.

Target audience

It is therefore primarily targeted at the **private financing/ investment sector**, including: **private investment banks, venture capital, sustainable investment funds, pension funds, etc.** as well as entities especially in the **waste water treatment and waste management sectors**, which require financial support in order to implement the necessary de-pollution measures and/or adopt cleaner technologies, i.e. **companies set up by municipalities, industrial facilities, water utilities, SMEs in coastal regions and/ or sensitive areas**

Key topics to be discussed

1. The 'Horizon 2020' initiative and financing the de-pollution of the Mediterranean

In a first phase, the conference's purpose will be to explain what the 'Horizon 2020' initiative is about and what the priorities for the achievement of the Mediterranean's de-pollution are. The main activities of key players contributing to financing de-pollution of the Mediterranean - i.e.: the EU 'Horizon 2020' initiative, the ENPI, UNEP-MAP/MED POL's Priority Pollution Hot Spots in the Mediterranean, the EIB's MeHSIP Programme, etc. - as well as the needs for the joining in of private finance, thus allowing for a mapping of the situation (state-of-play) in the region.

2. How could private investors contribute to the de-pollution of the Med?

This session will focus on the financing that could be provided by private investors (i.e. private banks, venture capitals, ethical funds, etc.) in support of Horizon 2020, including:

- the fields of intervention (waste water treatment, solid waste management, industrial pollution, etc.),
- the types of projects requiring financing - especially in the identified priority "hot spots"; (i.e. large infrastructure, cleaner technologies and BATs for SMEs, protection of sensitive areas),
- the most suitable types of financial instruments for fostering eco-innovation/cleaner technologies in the Mediterranean (i.e. loans, guarantee mechanisms, venture capital, micro-credits, SRI funds, public-private partnerships, etc.),
- the role of Governments in encouraging private investments (i.e. institutional set up, regulatory incentives), etc.,
- case studies and good practices from all over the Mediterranean region.

3. What are private investors' pre-requisites and expectations?

Private investors do have a series of criteria when choosing projects, ventures, businesses, etc. to invest in, particularly focused on "pay back" times and "low risk". This session will focus on private financiers' pre-requisites and expectations with regard to "green"/ cleaner technology investments in the Mediterranean region. Among the questions to be addressed are: What type of projects are financiers interested in? What guarantees would be needed? Which type and size of financial returns are expected? Which project return before tax should be foreseen? Which kind of quality control would be required? What are the main barriers to investment (i.e. lack of project's attractiveness, insufficient regulatory framework, etc.)?

4. Establishing a roadmap - creating synergies for a clean Mediterranean

After having explored the possible synergies between interested partners for financing involved in the Horizon 2020 process, the Conference's ultimate objective will be to establish a first tentative roadmap for the financial support to the de-pollution of Mediterranean with provisions for its evolution and to suggest a mechanism to make that happen.

Working languages

Working languages of the Conference will be English and French. Simultaneous translation will be provided to and from both languages.

Accommodation

Special rates for the participants have been arranged in selected hotels near the Conference venue. Please contact the Conference Secretariat for further information and practical details.

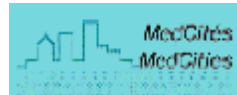
Venue

The Conference will take place in Athens, Greece. Information about the exact venue, together with related practical information, will be transmitted shortly.

Organized by:



and



with the support of:



International Conference on *'Horizon 2020' and Private Investors' Involvement*

For further information,
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22-23 October 2007
Athens - Greece