

the Mediterranean Week of Economic Leaders. This seventh edition will also debate on the critical topics of Green finance and Natural Resources Management, at the core of our economic and social development.

Again, we want to remind – and express our gratitude – the critical role of our network of partners, volunteers and collaborators, acting as co-catalysts of the transition to sustainability throughout the whole Mediterranean region. With this growing ambition, we hope to contribute to innovative and inspiring dialogues towards a more prosperous, inclusive and fair Mediterranean society.

Jérémie Fosse,  
Director Global Eco Forum & President eco-union

eco-union, created in 2005, is a not-for-profit association that works to create and connect agents of change among the different sectors of society, public administration, economic and social actors to catalyze the transition towards sustainability. We need your support! You can contribute becoming a member or donating at [www.ecounion.eu](http://www.ecounion.eu) Thank you!

Coorganizers:



eco-union



ASCAME

In the framework of:



Mediterranean Week of Economic Leaders

Strategic partners:



Ajuntament de Barcelona



Generalitat de Catalunya  
Departament de Territori i Sostenibilitat



Associate partners:



DANONE



IEMed



AQUALOGY

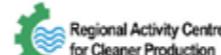
International partners:



Union for the Mediterranean



Union pour la Méditerranée  
الاتحاد من أجل المتوسط



Regional Activity Centre  
for Cleaner Production



switchmed



European Partners  
for the Environment

Media partners:



esglobal



economidigital



REVOLVE

#GEF2014



## Global eco forum inspiring sustainability Barcelona, 28th nov 2014

In the framework of the Mediterranean  
Week of Economic Leaders

[www.global-ecoforum.org](http://www.global-ecoforum.org)

## Changing finance, financing change.

Finance is at the heart of our economy. It fuels businesses and creates jobs, it builds large infrastructures and industrial facilities, and eventually it improves our collective and individual quality of life. Unfortunately we have learned at our own expenses that speculative and unregulated finance can also destroy economic, environmental and social value if not adequately supervised, incentivized and long-term oriented.

We can't also ignore the instability of the Mediterranean region, specially in the southern shore, suffering from extremely high unemployment rates and chronic geopolitical tensions. This complex situation is exacerbated by the existing environmental challenges such as climate change, unsustainable lifestyle patterns, water scarcity, air pollution, loss of biodiversity...

There is however the opportunity to create a common sustainable path between the south and the north of the Mediterranean that values natural capital, economic development and social cohesion at the same level. The so-called green economy, or sometimes blue economy when applied to the unique Mediterranean ecosystem, would be the main topic to be discussed during this Global Eco Forum 2014, an international meeting place for decision makers, opinion leaders and change agents, organized by the associations eco-union and ASCAME, and hosted for the first time within



08:30 – 09:00  
Credentials



09:15 – 10:00  
Opening

**Jérémie Fosse**, President, eco-union & director, Global Eco Forum  
**Mireia Canals**, Secretary general, Pyrenees-Mediterranean Euroregion  
**Teresa Franquesa**, Head of Knowledge Management, Urban Habitat, Barcelona City Council  
**Anwar Zibaoui**, coordinator, Association of Mediterranean Chambers of Commerce and Industry

10:00 – 11:30  
The Resource, Energy  
and Water Dialogue

In the climate change era with unsecure access to water, energy and raw materials, how to promote the sustainable use of natural resources in our territories and industries without harming the economic and social development of the region?

**Narciso Berberana**, CEO, Aqualogy Environment  
**Alessandro Galli**, Mediterranean-MENA Program Director, Global Footprint Network  
**Malek Kabariti**, former Jordanian Minister of Energy and Mineral Resources  
**Hugues Ravenel**, Director, Plan Bleu  
**Ester Sarsa**, Sustainability Director, Danone Spain  
**Stuart Reigeluth**, Director, Revolve Magazine – Moderator

11:30 – 12:00  
Coffee and Networking

12:00 – 13:30  
The Green  
Finance Dialogue



After one of the strongest crisis of the current financial system, how to influence the international and local financial flows to integrate the sustainability principles while sustaining greener businesses and sound job creation?

**Charles Arden-Clarke**, Acting Head, 10YFP Secretariat, UNEP  
**Giles Dickson**, Vice-president Environmental Policies and Global Advocacy, Alstom Group  
**Roderick Egal**, President, iesMed  
**Luisa Nenci**, Director, SustainValues – Moderator

13:30 – 15:00  
Lunch and Networking  
(separate registration)



15:00 – 17:00  
Participative Workshops  
(in parallel)



**Financing pathways for green businesses and sustainable entrepreneurs** (SWITCH-Med – Saló de Cònsols)  
**Water Management and environmental governance in the euro-region** (GOTA – Saló Neptuns)

17:00 – 18:30  
The Green  
Economy Dialogue



What are the barriers and opportunities to implement a green and inclusive economy in the Mediterranean region? Who would be the main actors and change makers to engage with? How to accelerate this necessary transition?

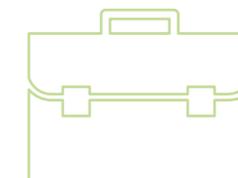
**Pascal Canfin**, Senior adviser, World Resource Institute  
**Nathalie Girouard**, Coordinator, Green Growth and Sustainable Development, OECD  
**Ignacio San Miguel**, Head of Business Development, Banc Sabadell  
**Raymon Van Ermen**, Director, European Partner for Environment  
**Marta Subirà**, director for environmental policies, Generalitat de Catalunya – Moderator



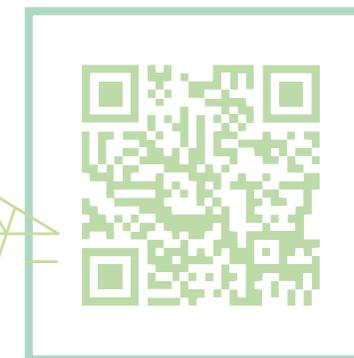
18:30 – 19:00  
Closing



**Senen Florensa**, president, IEMed  
**Jérémie Fosse**, president eco-union & director Global Eco Forum  
**Marta Subirà**, director for environmental policies, Generalitat de Catalunya  
**Naser Tahboub**, Deputy Secretary General for Environment and Water, Union for the Mediterranean



Speakers info:



[www.global-ecoforum.org/speakers](http://www.global-ecoforum.org/speakers)

