



ESCWA

United Nations Economic and Social Commission for Western Asia

Green Help Desks and their role for technology innovation in the Arab region

Johanna von Toggenburg
ESCWA

Regional workshop: Innovative technologies for waste management in the Arab Region
29-30 September
Casablanca, Morocco





The Economic and Social Commission for Western Asia (ESCWA)

- Membership: 18 countries in the Arab region
 - Focus areas:
 - Sustainable Development Policies
 - Social Development
 - Economic Development and Integration
 - Information and Communication Technology
 - Statistics
 - ESCWA Centre for Women
 - Emerging and Conflict Related Issues
 - Implementation Approach
 - Regional convening power for intergovernmental mechanisms
 - Informing regional processes for global negotiations and national action
 - Partnerships
- Support to Intergovernmental Mechanisms



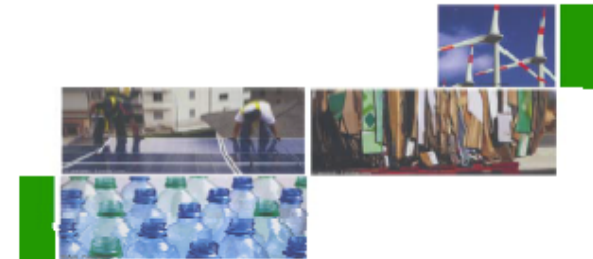
Project: Strengthening national capacities on developing green production sectors

Title	Strengthening national capacities in the ESCWA region on developing green production sectors
Duration	3 years (ended in Dec 2014)
Partners	ESCAP, UNEP and UNIDO
Objective	To strengthen capacity of national and local governments in the ESCWA region to formulate policies and programmes for stimulating and developing green production sectors



Strengthening National Capacities in the ESCWA Region on Developing Green Production Sectors

2012 — 2014





Green Help Desk Development Objective

The Green Help Desk aims to...

...support production sectors – particularly small and medium enterprises (SMEs)

...engage in the emerging green economy by developing their products and/or their production processes

...work towards aligning with the principles and objectives of sustainable development



Green Help Desk: Immediate Objectives

Increase understanding among production sectors/SMEs of green policies and programmes (national, regional and international)

Increase SMEs access to information and resources on national/local green production opportunities and options

Improve access of production sectors/SMEs to capacity-building opportunities supporting green production



Green Help Desk: Basic Services

Collection and dissemination of information

- Green business and funding opportunities
- National policies, programmes, institutions and laws related to green economy
- Regional and international support programmes and best practices in green production

Training

- Organize national workshops and training courses for trainers on topics related to green production sectors

Networking

- Act as a network of experts and national authorities specialized in the development of green production sectors



Responsibilities of the GHD host organization

Operating the GHD

- Provide logistical support and office space
- Provide staffing for ensuring operation of the GHD

Develop the GHD and ensure its sustainability

- Regularly update the information available to the GHD
- Ensure the GHD long-term sustainability

Promote the services of the GHD

- Contribute to the preparation of media material to disseminate project best practices
- Host and update the GHD website

Contribute to the overall project

- Contribute to the Mapping Exercise and other studies
- Participate in regional and inter-regional meetings



Outcomes

- National pilot projects: Establishing Green Help Desks and organization of national workshops



- Increased stakeholders' access to relevant, up-to-date information on green production opportunities
- Key knowledge products:
 - Regional mapping
 - Policy Guidelines



GHD role for technology innovation

- Green Help Desks: act as business support units and first interface to support the move of private enterprises towards greening their activities / starting green business
- Next phases: moving the GHDs from a foundation phase to an expansion phase (interactive Knowledge Base)



ESCWA

United Nations Economic and Social Commission for Western Asia

THANK YOU

UN ESCWA

Johanna von Toggenburg
vontoggenburg@un.org

