

Asian Productivity Organization

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PROJECT IMPLEMENTATION PLAN ADDENDUM

Date: 5 January 2012

1. **Project Code** 11-IN-55-GE-TIA-C
2. **Project Title** Capacity-building Workshop on Type I Ecolabeling
3. **Addendum No.** 1
4. **Reference** 11-IN-55-GE-TIA-C: Project Implementation Plan dated 4 October 2011
5. **Details** Changes in Item No. 2 "Duration" and Item No. 9 "Closing Date for Nominations"

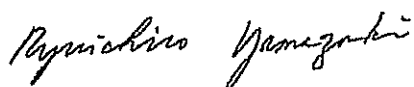
Item No. 2 "Duration"

The duration of the workshop has been changed from 28–30 November 2011 (3 days) to **5–7 March 2012 (3 days)**.

Item No. 9 "Closing Date for Nominations"

The closing date for nominations has been changed from Monday, 31 October 2011, to **Friday, 3 February 2012**.

Other terms and conditions remain the same.



Ryuichiro Yamazaki
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Ref. No. 11-IN-55-GE-TIA-C

(Establishment of Eco-products Database)

Date: 4 October 2011

PROJECT IMPLEMENTATION PLAN

1. **Project Title** Capacity-building Workshop on Type I Ecolabeling
2. **Duration** 28–30 November 2011 (3 days)
3. **Venue** Bangkok, Thailand
4. **Host Organizations** Asian Productivity Organization (APO);
United Nations Environment Programme, Division of
Technology, Industry and Economics (UNEP DTIE)
5. **Local Implementing
Organization** Thailand Environment Institute (TEI)
6. **Supporting
Organizations** Global Ecolabelling Network (GEN);
Thailand Productivity Institute (FTPI);
UNEP Regional Office for Asia and the Pacific
7. **Number of International
Participants** Up to 16 qualified participants from selected member countries
of the APO and UNEP which are in the development stages of a
national Type I ecolabeling program:
 - APO-sponsored participants: one participant from each of the
following eight APO member countries: **India, Indonesia,
IR Iran, Malaysia, Pakistan, Philippines, Sri Lanka, and
Vietnam**
 - UNEP-sponsored participants: a total of eight participants
from the following six UNEP member countries: Argentina,
Brazil, Chile, Mexico, South Africa, and Tunisia
8. **Number of Local
Participants** Up to four qualified participants
9. **Closing Date for
Nominations** **Monday, 31 October 2011**

All nominations along with the **completed biodata** form and medical certificate of the nominees should reach the APO Secretariat no later than **Monday, 31 October 2011**. Selection of participants will be completed immediately after this date. Member countries are requested to inform the APO Secretariat as soon as possible if they decide not to nominate anyone for the project.

10. Objectives

- a) The objectives of this workshop are:
- To increase the number of APO member countries with successful national Type I ecolabeling schemes and involve a more diverse range of Asia-Pacific enterprises in the APO *Eco-products Directory/Database*
 - To assist APO member countries in their efforts to promote Green Productivity (GP) programs such as the APO *Eco-products Directory/Database* among their industries through the establishment and enhancement of national Type I ecolabeling schemes
 - To strengthen existing and develop new ecolabeling schemes in the APO region by aligning them with relevant international standards (ISO 14024) and sharing the experiences of mature Type I ecolabeling schemes in both APO and non-APO countries
- b) At the end of the workshop, participants should be able to establish and operate national Type I ecolabeling programs in their countries through the following:
- Familiarization with the concept, philosophy, and principles of ecolabeling schemes
 - Understanding the characteristics of Type I environmental labels (ecolabels) and the related ISO standards (ISO 14020 series), including the differentiation of Type I ecolabels from other non-ISO environmental labels
 - Understanding the life-cycle approach and a deep knowledge of different aspects related to establishing and operating an effective, credible ecolabeling program
 - Knowledge of other important elements that contribute to the effectiveness of ecolabeling programs such as market-based information tools
 - Knowledge of the role of public procurement, links with the green economy, and climate change

11. Background

The UNEP DTIE is currently implementing a four-year project on Enabling Developing Countries to Seize Ecolabelling Opportunities. This project, implemented in cooperation with GEN, promotes the use of ecolabeling in developing countries through capacity-building support for relevant stakeholders by assisting them to devise roadmaps for greater cooperation and mutual recognition between different ecolabeling schemes as well as conducting related training workshops.

The APO, through its GP Program, has also been actively involved in promoting effective strategies for building awareness of green purchasing and creating a stronger market demand for green products and services. As a follow-up to the annual *APO Eco-products Directory/Database*, the APO has recently organized projects in 2010 (10-RP-47-GE-STM-B) and 2011 (11-IN-99-GE-WSP-B) designed not only to review its work on the

directory/database and identify measures for improvement, but also to study recent green strategies of member countries and identify their current needs. In extensive discussions between participants, experts, and APO program officers, national Type I (ISO 14024) ecolabeling schemes were recognized as one effective green purchasing strategy for APO member countries and for the entire region. Needs in specific APO member countries for more technical assistance in the development and enhancement of national Type I ecolabeling schemes were also identified to strengthen APO initiatives to promote green products and services.

In discussions with GEN and the UNEP DTIE, and in recognition of similar needs around the world for assistance with the development of national Type I ecolabeling schemes, it was proposed that the APO and UNEP DTIE co-host an interregional workshop to provide such training. It was suggested that representatives of selected member countries from each organization who were interested in developing a national Type I ecolabeling program and/or improving the effectiveness of existing programs would be targeted. This workshop will utilize training manuals on the development and operation of a national Type I ecolabeling scheme recently developed by the UNEP DTIE and GEN.

In its past experience in establishing the *APO Eco-products Directory/Database*, the APO recognized the difficulties in attracting enterprises that represent a regional, diverse profile to list their green products and services, primarily due to a disparity in development stages of green strategies such as national Type I ecolabeling schemes among APO member countries. This workshop will build the capacity of participating APO member countries to develop Type I ecolabeling schemes as part of their own initiatives to address environmental concerns. This in turn will strengthen the region's shared commitment to greening the economy through APO platforms such as the *Eco-products Directory/Database*.

12. Scope and Methodology

a) The topics to be covered are:

How to Start, Sustain, and Promote a Type I Ecolabeling Program

- Basic knowledge of environmental labels and declarations
- ISO 14020 standards and ISO/IEC Guide 65
- History of Type I ecolabeling programs
- Structure and mechanisms of a Type I ecolabeling scheme
- How to develop and revise product criteria
- How to certify products against criteria
- Quality management of and standard procedures for a Type I program
- Environmental benefits of promoting Type I ecolabeling
- Greenwashing—how to identify false claims
- Ecolabeling and government green procurement
- Ecolabeling and green consumption
- Linking ecolabeling with climate change
- Marketing of the label—websites, databases, media and other forms of promotion, such as the *APO Eco-products Directory/Database* and similar tools

- b) The workshop will consist of lecture sessions by experts from GEN including interactive learning sessions, group work, and case studies. The training manual from the UNEP ecolabeling project will be used as the basic material for this workshop. The participants will receive the training materials at the end of the workshop.

13. Requirements of Candidates

- a) Age: Preferably between 35 and 55 years
- b) Education: Preferably a university degree or equivalent qualification
- c) Qualifications: Managers and officers from relevant organizations with direct involvement in the development and administration of national Type I ecolabeling
- d) Experience: At least three years of working experience in a related field
- e) Language: Proficiency: Proficiency in written and spoken English is essential
- f) Health: Physically and mentally fit to attend an intensive program

14. Financial Arrangements

a) To be borne by the APO

i) Participant costs (for up to eight APO-sponsored participants)

- Round-trip discount economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Bangkok, Thailand
- Hotel accommodation for four days (four nights).
- Daily breakfast and lunch for the duration of the workshop, including one dinner as part of a cultural networking event
- Partial per diem allowances to cover meals not provided in the workshop and local travel costs between the airport and hotel

ii) Expert costs

- Honorarium for one APO expert

iii) Other costs

- Meeting room, including two coffee breaks
- Documentation and other local costs

b) To be borne by the UNEP

i) Participant costs (for up to eight UNEP-sponsored participants)

- Round-trip international airfare between the international airport nearest to the participant's place of work and Bangkok, Thailand
- Daily breakfast and lunch for the duration of the workshop, including one dinner as part of a cultural networking event
- Partial per diem to cover meals not provided in the workshop and local travel costs between the airport and hotel

- ii) **Expert costs**
 - Round-trip airfare, honoraria, and per diem allowances for three international experts

- c) **To be provided by the local implementing organization**
 - Full-time secretariat assistance/support to manage the logistical arrangements

- d) **To be borne by APO participants or participating APO member countries**
 - i) As far as practicable, all participants should purchase and use discounted tickets (following IATA PEX or other applicable discount fares). Arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Project Participants" dated 7 July 2006, which will be sent to the selected participants and is available from APO Liaison Officers in member countries.
 - ii) Participants must be fully insured against accident and illness (including hospitalization) for a principal sum of US\$10,000.00 for the entire duration of the project and travel and must submit to the APO a copy of the comprehensive travel insurance certificate before participation. Such insurance must be valid in the countries to be visited. If a participant is unable to arrange for insurance coverage in the host country at the start of the project, he/she must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.
 - iii) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.


15. Actions by Participating APO Member Countries

- a) Each targeted APO member country, indicated in 7. above, is requested to nominate suitable candidates based on the Qualifications in 13.c) above for selection.
- b) All nominations must be endorsed and submitted by an APO Director, Alternate Director, Liaison Officer, or their designated officer.
- c) Submissions of nominations do not necessarily guarantee the final selection of the candidate(s). Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent. Sometimes candidates are not selected because they are overqualified.
- d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) Two copies of the candidate's biodata on the APO biodata form together with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer.

- ii) APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that for this particular project self-declaration is sufficient for candidates without any of the health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- e) Member countries are encouraged to submit the necessary documents electronically as mentioned in (d)-(i). In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.
- f) Member countries are requested to abide by the nomination deadline specified in Section 9. The APO may not consider late nominations as they have in the past resulted in considerable difficulties in the preparatory work for the project.
- g) Under normal circumstances, candidates who are selected after the initial screening will be informed of their acceptance at least four weeks prior to commencement of the project.
- h) Member countries are requested to inform their candidates that, once selected, they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they should become unable to take part, the NPOs concerned are requested to inform the APO promptly of the reason for their withdrawal.
- i) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project as his/her sole reason for visiting the host country is to attend this workshop.

16. Guide for APO Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage (http://www.apo-tokyo.org/05part_guide.htm).


Ryuichiro Yamazaki
Secretary-General