

GREEN PRODUCTIVITY -
INTEGRATED COMMUNITY DEVELOPMENT
FOR POVERTY ALLEVIATION

APO
DEMONSTRATION PROJECTS
IN VIETNAM
1998-2001



ASIAN PRODUCTIVITY ORGANIZATION



VIETNAM PRODUCTIVITY CENTER

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Green Productivity-Integrated Community Development for Poverty Alleviation
APO Demonstration Projects in Vietnam 1998-2001
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FOREWORD

The Asian Productivity Organization (APO) started its Green Productivity (GP) program in the mid-1990s in response to the challenges of sustainable development arising from the Earth Summit in Rio in 1992. The primary objective of the GP program is to integrate productivity improvement with environmental concerns. Hence, the APO's GP program is guided by the twin objectives of productivity enhancement and environmental protection. This linkage of productivity and the environment is a key feature of the APO approach to GP.

The implementation approach adopted by the APO for the GP program is demonstration projects, wherein factories or enterprises are chosen to demonstrate the feasibility and viability of combining productivity and environmental concerns. These projects serve as models for replication in other similar businesses, both within the country and in other APO member countries. The results achieved by the Green Productivity Demonstration Program (GPDP) are widely disseminated by the APO through the publication of documents, audio-visual materials, organizing workshop meetings and seminars, and sponsoring observational study missions to the GPDPs.

The initial GPDPs taken up by the APO were primarily in the industrial sector in general and small and medium enterprises (SMEs) in particular. Over the years, however, the GP concept has expanded to the agriculture as well as service sectors. The Vietnam Productivity Center (VPC) and the Vietnamese Ministry of Science, Technology and Environment (MOSTE) successfully implemented the first GPDPs at the community level under the APO support, thus exploring new avenues for GP application.

GP essentially addresses the triple bottom-line issues of economic profitability, environmental protection, and social fairness. GP application in communities is an excellent model in which the productivity principles are effectively applied to harmonize the triple bottom-line results for the ultimate goals of sustainable development and poverty alleviation.

Between 1998 and 2001, GPDPs were successfully implemented in eleven villages in Vietnam. This was an exemplary form of cooperation among various agencies such as the APO, the Directorate for Standards and Quality (STAMEQ), MOSTE, various provincial Departments of Science, Technology and Environment (DOSTE), Departments of Rural and Agricultural Development (DRAD), the communities where projects were implemented, many research institutes, and others.

It is heartening to note that in the next phase of the project, the Vietnamese Government is expanding GP projects to seventy-two communities in Vietnam.

I am very pleased to present this compilation of success stories of GPDP implementation in communities in Vietnam. The APO is proud to share these results with all the interested stakeholders in APO member countries as well as worldwide. I would like to express my profound gratitude to the VPC, STAMEQ and all other stakeholders from Vietnam for their contribution to these projects as well as to this booklet.

Takashi Tajima, Secretary-General
Asian Productivity Organization
August 2002

PREFACE

The Vietnam Productivity Center (VPC), together with the Asian Productivity Organization (APO) and the Ministry of Science, Technology and Environment (MOSTE), has successfully implemented the first Green Productivity (GP) Demonstration Project at the community level.

Between 1998 and 2001, GP Demonstration Programs were successfully implemented in eleven villages in Vietnam. These programs were made possible with the financial support of the APO and the Directorate for Standards and Quality (STAMEQ). The VPC also had the cooperation and support of MOSTE, various provincial Departments of Science, Technology and Environment (DOSTE), Departments of Rural and Agricultural Development (DRAD), the communities where projects were implemented, many research institutes, and countless other organizations.

The VPC would like to thank all the above-mentioned organizations and also the following organizations involved in the publication of this booklet:

- The APO for providing a grant for the publication of this booklet;
- DOSTEs and various Provincial Departments of Standards and Quality for providing invaluable comments that have contributed to the success of this booklet; and
- The staff of VPC who compiled this booklet.

This booklet entitled "Green Productivity – Integrated Community Development for Poverty Alleviation" has been issued by the VPC. It provides details of GP methodology and GP in Vietnam, and gives information on the eleven demonstration villages both before and after project completion. It clearly demonstrates how GP can be successfully applied within communities.

Your comments and/or suggestions will help to make this booklet an invaluable resource that can be used to promote and expand GP programs in Vietnamese communities as well as internationally.

Vietnam Productivity Center
Directorate of Standards and Quality

ABOUT THE APO GP DEMONSTRATION PROGRAM

The Asian Productivity Organization (APO) realized that in most of its member countries, small and medium-sized enterprises (SMEs) make substantial contribution to national income and employment generation. Nevertheless, their production processes are often inefficient and wasteful of raw materials and energy and generate a heavy burden on the environment. This situation is probably due to their unfamiliarity with available preventive techniques and appropriate technologies and to a lack of financial and technical support.

In 1995, in an endeavor to find practical approaches for SMEs to improve their productivity and environmental performance, the APO introduced a Green Productivity Demonstration Program (GPDP) for National Productivity Organizations (NPOs) to put into practice the concept of Green Productivity (GP).

OBJECTIVES

The objective of the GPDP is to demonstrate empirically that environmental protection and productivity improvement can be profitably harmonized, even in SMEs. Under the GPDP, the APO, together with the NPOs, selects companies where GP implementation will have a “multiplier effect,” meaning that it will serve as a model to spread GP practices to other companies.

Since the program’s inception, the APO has undertaken a total of 26 demonstration projects, covering diverse industries such as dyeing, tanning, precision tool and machine tool manufacturing, electroplating, printing, food processing, farming, and eco-community development. Every year the APO supports a number of new GPDPs based on the requests from the NPOs in its member countries. Typically, the GPDP is expected to be implemented over a period of one year.

IMPLEMENTATION

For the GPDP to be successfully implemented, a strong partnership between the various stakeholders involved is necessary. The APO covers the costs for international experts, along with necessary monitoring and laboratory analysis costs. It also pays for the dissemination of the GPDP results through technical manuals, videos, and dissemination seminars. NPOs contribute the local implementation costs. The demonstration site shoulders the cost of the hardware required for GPDP implementation.

Once the project is approved by the APO, local as well as international experts are deputed to work with the demonstration site. They identify GP improvement opportunities using appropriate feasibility studies. The selected GP options are then implemented by the demonstration site and the results are monitored to ensure that they yield the expected results in terms of improvements in productivity as well as environmental performance.

EFFECTIVENESS

From the experience of the implementation of the GPDP in various member countries, the approach and methodology adopted by the APO have been found to be effective in maintaining and improving productivity, quality, and environmental performance in the manufacturing sector. The six-step methodology that is now being used by many local and international organizations is a result of the many evolutions that have taken place during the course of GPDP implementation. The six-step methodology has now been incorporated into the APO training manual for GP.

ABOUT THE PRESENT GPDP CASE STUDIES

The case studies compiled in the following pages are a summary of the 11 GPDPs implemented at the community level in Vietnam during the years 1998-2001. More such compilations are available documenting the results of completed GPDPs in the industrial, agricultural, and service sectors.

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