

# Executive Summary

## THE RACE, THE CARROT AND THE DARE



**Green Productivity** is a holistic strategy whereby nations can leverage the dynamism of productivity to achieve a better quality of life for all people, with social justice and fairness for their citizenry, and enhanced prosperity for their enterprises. In this special report the Asian Productivity Organization (APO) invites you to learn about Green Productivity (GP):

- its tools, techniques and methodology that are gaining acceptance in the APO's nineteen member economies,
- the results that are being seen in enterprise and community projects, and
- the enthusiasm that has been shared with the APO by those who have already adopted Green Productivity with success.

The Asian Productivity Organization recognizes that humans are in a **race** – a long distance marathon. The **race** is not against other countries but against the challenges that humans have created for themselves.

It is a **race** where winning occurs through cooperative competition – where the closest person, the smallest enterprise and the farthest country with whom and which member economies trade are able to live a life of quality. To achieve this goal APO member economies need to work cooperatively to bring forward policies to foster the transition to sustainability using Green Productivity. Even as 19-strong, we will not succeed on our own. We must work alongside other governments to ensure that we remove hurdles to enterprise, to foster innovation and develop market pull for the production of greener products and services.

Collectively we must take every effort to discourage those activities that delay this transition. Together we must dangle the proverbial **carrot** to our respective citizenry so that they as individual taxpayers, investors and consumers allocate their votes, investments and purchasing power to accelerate the global transition to a sustainable lifestyle.

The Asia-Pacific Region holds a significant role in the escalation of sustainable development. The Region is also home to half the world's population - many of whom are struggling to raise their standard of living to match developed country standards; others simply want to have clean air and pure water – an environment where their children can survive.

Green Productivity has proven to be a practical approach for enterprises and communities. Green Productivity enables them to innovate their business practices while improving environmental performance. Recent application of Green Productivity in communities to foster economic development and environmental protection shows evidence of success. As Green Productivity offers step-by-step guidance with a portfolio of proven tools, techniques and technologies, it has universal appeal. This is an important attribute of Green Productivity.

As the plethora of enterprise in the Asia-Pacific Region is hosted by small and medium enterprises (SMEs), their ability to benefit from the power and simplicity of Green Productivity is especially important to our member economies. Other nations have the same potential to benefit by innovating environmental protection and enhancing community development.

*Seeing is believing. We invite you to view the results of Green Productivity; we feel the results are exciting enough to attract others to try.*