

Green Productivity In Action

The three key activities we employ to push Green Productivity through markets are:

- **Green Productivity Promotion Mission (GPPM)**
- **Green Productivity Demonstration Program (GPDP)**
- **Green Productivity Dissemination Assistance (GPDA)**

Green Productivity Promotion Mission

The Green Productivity Promotion Mission (**GPPM**) is one of the key activities that the APO undertakes to support the acceptance of Green Productivity as a strategic and high-level management goal. Deputized experts spread awareness among top-level government officials, business executives, and other environmental stakeholders of member economies on the importance of Green Productivity. More specifically, the GPPM seeks to promote partnerships in member economies by creating close working relationships between the National Productivity Organizations (NPOs) and environmental agencies in both the public and private sectors. The local network promotes Green Productivity, helps member economies identify major problem areas, and assists in choosing options for Green Productivity implementation. These promotion missions are conducted in close cooperation with NPOs, with support and collaboration from relevant agencies or organizations in the host countries.

Green Productivity Demonstration Program

In 1995, the APO initiated the Green Productivity Demonstration Program (**GPDP**) to help NPOs establish demonstration projects in a factory, farm, community, or service enterprise to demonstrate empirically that environmental protection and productivity improvement can be profitably harmonized, even in smaller enterprises. Specifically, it shows how Green Productivity increases productivity while at the same time reducing environmental impact without the need for substantial financial investment. It emphasizes doing better with less. The experience and lessons gained from the demonstration projects are then disseminated to other APO member economies for their information and application, thus multiplying the number of environment-friendly factories, farms, communities, and service enterprises in the region. A critical component of a demonstration program is to build the organizational capacity and capabilities of the NPOs, which in turn promote and support Green Productivity activities.

The APO has so far implemented many GPDP projects with a high degree of success. They were in tannery, metal plating, printing, precision tools, dye manufacturing, fruit canning, livestock and crop farming, and community-based improvement projects.



Green Productivity Dissemination Assistance

Under the Green Productivity Dissemination Assistance (**GPDA**) Program, the benefits of experience and information gleaned from demonstration programs are leveraged among member economies. The main purpose is to promote further awareness of Green Productivity and to create a domestic pool of experts in conjunction with NPOs. These local Green Productivity experts help to amplify success in enterprise and community development. The opportunity to develop a competitive advantage through cooperation is a strong attractor for other businesses. Lessons learned from a peer or like-minded entity enables a chain reaction; projects initiated with the assistance of Green Productivity Demonstration projects foster success.



The APO also works to diffuse knowledge, empower change, and in cooperation with other agencies around the world, heightens the receptivity of markets for Green Productivity as a means to foster sustainability. Two more activities are helping to diffuse the knowledge, skills and benefits of Green Productivity: Technical Information and Advisory Services, and International Cooperation.

Green Productivity Technical Information and Advisory Services

In 2001, apart from deputizing Green Productivity experts to engage in GPPM, GPDP, and GPDA activities, the APO deputized experts to make presentations or provide advisory services in member economies for the following purposes:

- ◆ Life cycle assessment case study development in selected APO member economies (Singapore).
- ◆ Development of an interactive CD ROM on the APO GP Program (Malaysia).
- ◆ Preparation of the proceedings of the "APO International Symposium on Management of Industrial Estates through Green Productivity."
- ◆ Technical assistance for implementing natural farming system for Green Productivity (Philippines).
- ◆ Assessment of biogas reactors (Malaysia).

International Cooperation

The APO maintains close links with other international and national entities to enlarge the knowledge base of subject areas important to the APO member economies. Liaison with these organizations enables collaboration and broadens the network for sourcing experts to serve as in the technical expert scheme. This enables the parties involved to promote solutions to matters of common interest and concern. The countries that have joined us already include Australia, Canada, France, Germany, the Netherlands and the USA.

The APO is pleased to identify that cooperative arrangements exist with the following institutions.

The French Agency for International Business Development (UBIFRANCE), France	Colombo Plan Secretariat	International Food Policy Research Institute (IFPRI)	United Nations Environment Programme (UNEP)
ASEAN Foundation	Department of Business, Economic Development and Tourism (DBEDT), Hawaii	International GP Association	United Nations Development Programme (UNDP)
Asian Development Bank (ADB)	Economic and Social Commission for Asia and the Pacific (ESCAP)	International Labour Organization (ILO)	United Nations Industrial Development Organization (UNIDO)
Asian Development Bank Institute (ADBI)	European Association of National Productivity Centres (EANPC)	International Rice Research Institution (IRRI)	United Nations University (UNU)
Asian Vegetable Research and Development Center (AVRDC)	Food and Agriculture Organization (FAO)	International Water Management Institute (IWMI)	United States-Asia Environment Partnership (US-AEP)
Canadian International Development Agency (CIDA), Canada	Food and Fertilizer Technology Center for the Asian and Pacific Region (FFTC)	International Organization for Standardization (ISO)	United States Environmental Protection Agency
Carl Duisberg Gesellschaft (CDG), Germany	Green Productivity Association of Malaysia	Maastricht School of Management (MSM), the Netherlands	United States Agency for International Development (USAID)
Center on Integrated Rural Development for Asian and the Pacific (CIRDAP)	International Atomic Energy Agency (IAEA)	Regional Institute of Environmental Technology (RIET), Singapore	World Bank (IBRID/IDA)

