

*You are invited to*

**the 2nd World Conference on Green Productivity (GP)!**

**Manila, Philippines, December 9 – 11, 2002**

The Asian Productivity Organization invites you to join us, National Productivity Organizations, Partnering Organizations and confirmed participants to engage in the relentless pursuit to innovate sustainability through Green Productivity.

The first conference in 1996, "In Pursuit of Better Quality of Life", brought together more than 450 participants from 32 countries including senior government officials responsible for productivity promotion and environmental management, representatives of United Nations' agencies, other international organizations, non-governmental organizations, industry, agriculture, labour unions, academia and the mass media. At the closing, the Manila Declaration on Green Productivity was adopted, casting the seeds needed to sprout green innovation.

Join us at this important event where we share the roots of progress, the measurements and stories of GP success.

**The conference will address four key objectives:**

- 1.** To review the GP concept, principles, methodology, and tools as a practical approach to both global competitiveness and the environmental problems on the occasion of Rio+10 Conference;
- 2.** To assess the opportunities for enhancing the GP concept, methodology, and the tools and techniques by incorporating other modern concepts and trends;
- 3.** To identify new and innovative approaches to strengthen and sustain GP practices within NPOs and other organizations, as well as at the national level; and
- 4.** To network with like-minded national as well as international organizations to bring about synergistic effects in regional activities on GP promotion and dissemination.

For details contact either the APO office in Tokyo or:

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