

Recommendations for GP Actions

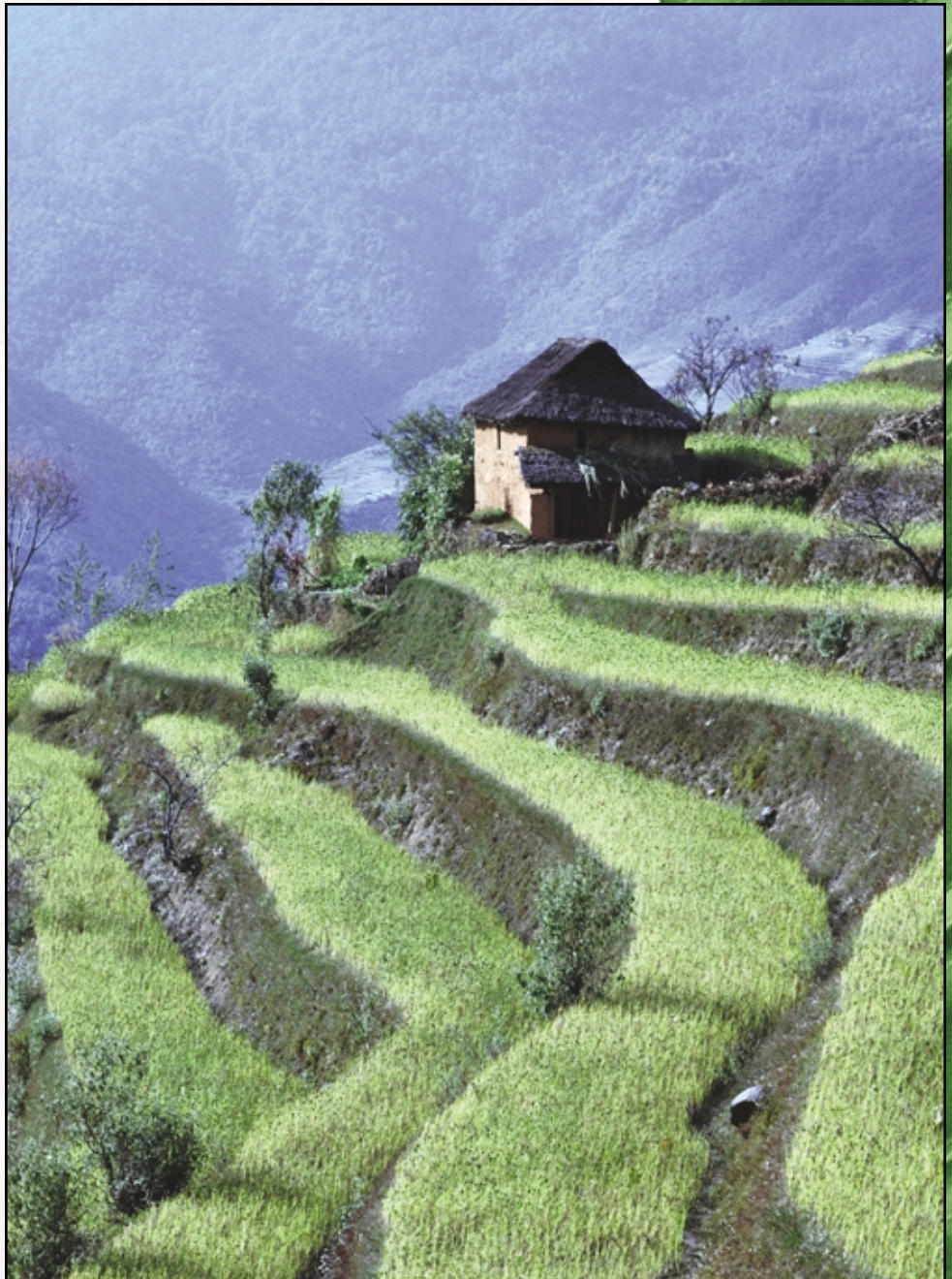
**The message is simple.
Promote Green Productivity
as a sensible strategy to
innovate sustainability for
triple bottom line returns
(economical, environmental
and social) returns and
poverty alleviation.**



- Encourage nations to adopt Green Productivity into policy and governance measures, and position it to support sustainability through innovation.
- Increase cooperative alliances with public and private sector partnerships to enhance the diffusion of Green Productivity.
- Institute comprehensive market-based instruments to encourage sustainability, pulled by the market place and pushed by regulatory measures to accelerate the shift to sustainability.
- Improve the ecological literacy of consumers so that they understand the power and rewards of green consumerism and apply this power.
- Promote adoption of sustainable practices for micro-enterprise and small and medium-sized enterprise by helping them adopt Green Productivity.



- Facilitate cooperation between labour and management to introduce Green Productivity and improving working conditions.
- Facilitate the development of green supply chains throughout all levels of governance and in business clusters.
- Focus Green Productivity activities on product redesign based on innovations.
- The APO's initial experience in leveraging Green Productivity with Integrated Community Development indicates that Green Productivity has a great potential in poverty alleviation, in line with Millennium Development Goals. Disseminate the experience in community economic development and Green Productivity to other countries.
- Promote the diffusion and adoption of ISO 14001 recognizing its role in greening supply chains and as a passport to trade.



Green Productivity has brought forward substantial, tangible results in less than a decade. The Asian Productivity Organization is proud to have contributed towards realizing the goals and visions of Agenda 21 by bringing sustainability "down-to-earth". The APO pledges to continue this progress in the Asia-Pacific Region and through cooperation, extend Green Productivity to accelerate a growing green global marketplace.

