ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

4 April 2013

1.	**Project Code:**	13-IN-55-GE-TIA-B
2.	**Project Title:**	Development of Eco-products Database
3.	**Timing:**	April 2013 to March 2014
4.	**Venue:**	APO Secretariat
5.	**Implementing Organization:**	APO Secretariat

6. **Objectives:**

- To increase awareness of environmentally responsible consumption practices;
- To provide a platform to profile green businesses in the region to leverage eco-competitiveness and green growth; and
- To promote green purchasing and procurement by providing access to eco-products and eco-services.

7. **Background:**

Introduction

Since 1994, the APO has been actively promoting Green Productivity (GP). With the support of the Green Productivity Advisory Committee (GPAC) and partnerships with the public and private sectors, the APO has been conducting two key GP projects, the Eco-products International Fair (EPIF) and development of the *Eco-products Directory* and Eco-products Database. The *Eco-products Directory* is a comprehensive listing of environmentally friendly products and services from the Asia-Pacific region, presented at each EPIF from 2004 to 2012. In 2010, the APO launched the Eco-products Database to provide users with a web-based, easy-to-access portal to the contents of the directory.

Recent Developments

Inspired by the APO's *Eco-products Directory* and Eco-products Database, the ROC, Indonesia, and Thailand developed their own national-level eco-products directories and/or databases, and more member economies are expected to follow. The *APO Eco-products Directory* and the Eco-products Database have also been promoted at international conferences and referred to in

various publications including the UNEP's Green Economy & Trade: Trends, Challenges and Opportunities.

Future Directions

Since 2010, the APO has held a series of workshops attended by eco-products database committees from the ROK, Indonesia, and the ROC, along with experts and APO Secretariat staff, to obtain views on the future directions of the *Eco-products Directory* and Eco-products Database. Participants, experts, and eco-products database committee members considered it important for the APO to expand the database to include more eco-products and -services from APO members that had no or few listings in the past and to include those from beyond the Asia-Pacific region. It was also considered crucial to develop APO guidelines on the criteria and screening process for eco-products and -services applicable to the entire region. The database expansion will also make it more useful as a procurement tool supporting green purchasing and procurement and an instructional aid on their importance.

The APO believes that the *Eco-products Directory* and the Eco-products Database contribute to sustainable development not only in the Asia-Pacific region but also worldwide through greening supply chains and hopes that governments and businesses in the region will continue to promote the use of green products and services for sustainability.

8. Scope:

- Developing guidelines for the criteria for and screening of eco-products;
- Expanding the database for wider coverage of eco-products and -services;
- Conducting meeting(s) among experts;
- Promotional activities including database access; and
- Sharing best practices and researches.

9. Implementation Procedure:

Project Implementation Plans will be issued for the expert meeting(s), research collaborations, and any other initiatives. To achieve greater synergy, the APO Secretariat seeks the involvement of NPOs for the most effective results. The APO Secretariat will inform participants of specific activities to be undertaken through separate communications, highlighting information on the topic, scope, date/duration, venue, and logistical arrangements of the meeting(s) and prepare detailed descriptions and budgets for those activities.

10. Financial Arrangements:

<u>To be borne by the APO</u>
i) Expenses for the continued enhancement of a comprehensive database of eco-products and -services including future updates;
ii) All assignment costs of experts and representatives from related fields for technical advice;
iii) Implementation costs including conference rooms, documentation, and other preparatory costs of the meeting(s); and

iv) Costs for promotional activities to increase the visibility of the project and users of the database.

Ryuichiro Yamazaki
Secretary-General