



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

22 August 2013

1. **Project Code** 13-IN-56-GE-TIA-B
2. **Project Title** Development of a Network of Green Productivity Advisory Committees (GPACs)
3. **Timing** Throughout the year
4. **Venue** APO Secretariat
5. **Implementing Organization** APO Secretariat
6. **Objectives**
 - a. To expand the concept of GP through public-private partnerships (PPPs) for which the existing GPAC in Japan will provide guidance to NPOs and the private sector in member countries and set directions for the GP movement and associated activities to achieve sustainable socioeconomic development; and
 - b. To establish the International GPAC (I-GPAC) for further expansion of GP.

7. Background

Introduction

Since its establishment in 1961, the APO has engaged in various activities designed to improve productivity and increase awareness of environmental problems in its member countries. In response to the results of the United Nations Conference on the Environment and Development (Earth Summit) held in 1992 in Rio de Janeiro, Brazil, the APO launched its Green Productivity (GP) projects in 1994, which pursues the concurrent improvement of productivity and environmental conservation with proactive support from the Ministry of Foreign Affairs of the Government of Japan for the initial 10 years. The strength of GP is that it is a comprehensive strategy that allows complementary efforts in economically important sectors in APO member countries, with the goal of establishing a sustainable society by achieving higher productivity in harmony with the environment.

Recent Developments

In 2003, the APO established the GP Advisory Committee (GPAC) in Japan to receive advice and assistance from leading Japanese corporations that have demonstrated their concern for the

environment by conducting business in environmentally friendly ways. In line with the globalization of economic activities in recent years, increasing international mutual dependence, widespread adoption of sophisticated technology, and collaborations such as the division of labor in multinational manufacturing are essential for increasing efficiency and productivity. The Asia-Pacific region is blessed with an abundant pool of labor and has become a manufacturing hub of the world. The GPAC selected the greening of supply chains and green purchasing/procurement as major themes of its activities and it promotes the use of environment-friendly products, technologies, and services among Asian governments, businesses, and the general public. It strives to strengthen the "Made in Asia" brand through the greening of the energy, materials, and components used in manufacturing.

With the support of the 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 project since 2004. The GPAC in Japan is composed of high-level corporate representatives responsible for environmental and/or economic affairs. As of March 2013, GPAC membership comprised more than 65 companies and organizations. The committee is chaired by Mr. Teisuke Kitayama, Chairman of the Board, Sumitomo Mitsui Banking Corporation, and the five vice chairpersons are also leading figures of Japanese industry and academia.

Future Directions

The APO GP Program is marking its 20th anniversary in 2013. Through the various GP projects including the EPIFs and *Eco-products Directory* and Eco-products Database project, the involvement of member countries in the GP Program and its multiplier effects have spread in tandem. As a result, the APO Governing Body decided to make GP one of the three strategic directions of the organization in conjunction with its Golden Jubilee in 2011. At the same time, global environmental issues have become increasingly critical. To address complex issues and challenges across the board, it was proposed to internationalize the GPAC, which has already been shown to be an effective PPP mechanism for creation of a sustainable, inclusive society. The I-GPAC is expected to share best GP practices, know-how, and the latest green trends through APO projects to expand green growth in the region and increase the visibility of the APO.

8. Scope

- a. Expanding the GPAC framework, i.e., an effective PPP mechanism for creation of a sustainable, inclusive society among member countries;
- b. Exploring the possibility of establishing of national GPACs in member countries;
- c. Preparing for the establishment of the I-GPAC;
- d. Conducting meeting(s) among experts, representatives from industries, government, and other stakeholders;
- e. Promotional activities with regard to GP projects through the network of GPACs; and
- f. Sharing best practices of GP-related projects and case studies.

9. Implementation Procedure

Project Implementation Plans will be issued for the expert meeting(s) 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

To be borne by the APO

- a. Costs of experts and representatives from related fields for technical advice;
- b. Costs for coordination and communications among the stakeholders with the APO Secretariat;
- c. Implementation costs including conference rooms, documentation, and other preparatory costs for the meeting(s); and
- d. Costs for promotional activities to increase the visibility of Green Productivity related projects.



Ryuichiro Yamazaki
Secretary-General