

Asian Productivity Organization

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PROJECT NOTIFICATION

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1. **Project Code:** 12-IN-76-GE-TRC-B
2. **Project Title:** **e-Learning Course on Green Productivity and Material Flow Cost Accounting**
(based on the Global Development Learning Network of the World Bank platform)
3. **Duration:** Phase 1: 23–26 April 2012
Phase 2: 28–31 May 2012
4. **Venues:** Phase 1: Bangladesh, India, Indonesia, Nepal, and Pakistan.
Phase 2: Iran, Malaysia, Philippines, Thailand, and Vietnam
5. **Implementing Organizations:** APO Secretariat and the following NPOs:

Phase 1
 - 1) Bangladesh: National Productivity Organization, Dhaka
 - 2) India: National Productivity Council, New Delhi
 - 3) Indonesia: Directorate of Productivity Development
Directorate General of Training and Productivity Development, Ministry of Manpower and Transmigration R.I., Jakarta
 - 4) Nepal: National Productivity and Economic Development Centre, Kathmandu
 - 5) Pakistan: National Productivity Organization, Islamabad
Phase 2
 - 6) Iran: National Iranian Productivity Organization
Tehran
 - 7) Malaysia: Malaysia Productivity Corporation
Petaling Jaya, Selangor
 - 8) Philippines: Productivity and Development Center
Development Academy of the Philippines,
Metro Manila
 - 9) Thailand: Thailand Productivity Institute, Bangkok
 - 10) Vietnam: Vietnam Productivity Centre, Hanoi
6. **Number of Participants:** More than 20 and up to 25 from each participating country (a total of up to 250 participants)

7. **Closing Date for Nominations:** Phase 1: 2 April 2012
Phase 2: 4 May 2012

8. **Objective:**

To provide participants with an opportunity to understand the concept of green productivity (GP) and material flow cost accounting (MFCA) and acquire basic knowledge of how to apply the MFCA approach in their workplaces.

9. **Background:**

MFCA, developed in Germany in the late 1990s and since adopted widely in Japan, focuses on tracing waste, emissions, and nonproducts and can help boost an organization's economic and environmental performance. It is one of the major tools of environmental management accounting (EMA). EMA is a set of procedures used within corporations and other organizations for linking environmental considerations with economic objectives. Today, organizations cannot ignore the environmental aspects of their activities. Consequently, they seek management tools to link concern for the environment with economic considerations.

MFCA is a management tool that promotes the efficient use of materials more effectively, contributing to reductions in waste, emissions, and nonproducts. MFCA increases the transparency of material flow, which is a key to successful problem-solving and improvement. By solving problems, organizations can increase their resource productivity and reduce costs at the same time. This is in line with the Green Productivity (GP) concept and can be used to implement GP in organizations and factories.

This two-phase e-learning course is a follow-up to the Workshop on MFCA held in Japan in 2011. The workshop found that MFCA formed an important part of GP implementation and there was a need to introduce it widely in member economies. Therefore, this e-learning course has been developed to introduce MFCA to a large number of audiences, using the World Bank's Global Development Learning Network (GDLN) platform.

The APO and Tokyo Development Learning Center have worked together over the last few years to organize a number of projects utilizing the GDLN for distance-learning seminars for member countries with access to the necessary IT facilities.

10. **Modality of Implementation:**

The project will be implemented at GDLN centers in participating countries. The main faculty comprising two/three resource speakers will deliver presentations from Japan. In each phase of the course, there will be five or six country groups of 20–25 participants each. Each of the country groups will be moderated by a country project coordinator in each GDLN center. The presentations of resource speakers will be interactive, involving exercises and case studies while allowing participants to raise questions. Each group of participants in each country will make presentations to share their experience in implementing MFCA.

11. **Scope and Methodology:**

Scope

- 1) Overview of GP & MFCA
- 2) MFCA concept and principles

- 3) MFCA implementation methodology and case studies
- 4) Action plan to implement MFCA

Methodology

Online technical presentations by experts, online discussions, online presentations of case studies, group discussions, site visit(s), question and answer session, case studies, evaluation test, etc.

12. Participants:

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institute.
- (c) Present Position: Environment/energy professionals, environment/energy auditors, industry managers especially from SMEs, consultants and practitioners.
- (d) Experience: At least five years of experience in a related field.
- (e) Language Proficiency: Proficiency in written and spoken English is essential.

Note: Participants who perform well will be given preference by NPOs for attendance at subsequent relevant multicountry APO projects in consultation with NPOs.

13. Financial Arrangements:

(a) To be borne by the APO

- (i) All assignment costs for resource speakers to prepare presentation materials and deliver presentations from Japan.
- (ii) Rental and other charges of the GDLN centers in Tokyo and other participating countries.
- (iii) Honorarium for a local project coordinator in each of the participating countries and transportation costs for field visits, if necessary.

(b) To be borne by participating countries

- (i) Any other local implementation costs not covered by the APO.

14. Actions by participating member countries:

Each participating country is requested to nominate more than 20 and up to 25 candidates and submit their biodata (the first page of the APO biodata form only). Please ensure that candidates nominated meet the qualifications specified above.

Participating countries will each identify a project coordinator from within the NPO or any other relevant organization with basic knowledge of GP to coordinate and facilitate course

activities at the local level. The coordinators will arrange field visits and moderate group discussions among the participants during the training course in consultation with the NPO and chief resource persons identified by the APO. The group discussions will include experience sharing, views of participants on MFCA, and review of e-learning sessions. Field visits will be arranged to enterprises where GP- and MFCA-related measures have been or are being put in place. Local project coordinators will also make all necessary arrangements with the local GDLN center.



Ryuichiro Yamazaki
Secretary-General