



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

10 November 2014

- 1. Project Code** 14-RP-06-GE-RES-B
- 2. Title** Research on the Status of Green Business in the Region
- 3. Timing and Duration** One year commencing from 15 December 2014
The coordination meeting will be held 4–6 February 2015 (three days) in Seoul, Republic of Korea.
- 4. Venue** Participating member countries
- 5. Number of Participating Countries** One chief expert and up to seven national experts from the Republic of China, India, Indonesia, Japan, Republic of Korea, Philippines, and Thailand.
- 6. Closing Date for Nominations of National Experts** 15 December 2014
- 7. Objectives**
 - a. To set up a metric framework of indicators/ criteria to assess green businesses;
 - b. To establish the baseline data for the adoption of green business principles and determine the best practices; and
 - c. To publish a report on the framework for measuring green businesses and the best practices of green businesses in APO member countries.

8. Background

A green business can generally be defined as a business that strives to reduce its negative impact on the environment by incorporating green practices while maintaining a profit. A green business adopts strategies that demonstrate commitment to a sustainable future. In a scenario where natural resources are becoming scarce and customers are increasingly environmentally conscious, many businesses are integrating environmental dimensions in their business planning and implementing sustainability action plans that will lead to greater value creation, improved productivity, and enhanced corporate image. In order to monitor and evaluate the effectiveness and performance of green businesses, indicators to measure the progress of environmental performance and sustainable business are important. This research aims at reviewing various indicators currently used to assess green businesses and establishing a framework with a set of indicators to rate green businesses in APO member

countries. For each indicator, a metric will be set and analyzed to measure green performance. The extent of adoption of green businesses in APO member countries with baseline data and best practices will also be published in the final report of this research.

9. Scope and Methodology

Scope

Coordination meeting of experts: A meeting will be held 4–6 February 2015 in Seoul.

The tentative topics to be covered in this meeting are:

- a. Discussion and finalization of the methodology, tools, and techniques for data collection and compilation;
- b. Definition and characteristics of green business;
- c. Determination of indicators/ criteria for assessing green business; and
- d. Best practices of green businesses in participating countries.

Conducting in-country research: Gathering and analysis of data under the guidance of the chief expert.

Methodology

- a. Primary and secondary data collection by national experts under the guidance of the chief expert; and
- b. Data gathering and analysis using quantitative and qualitative analysis by the chief expert and national experts.

Chief expert's tasks:

- a. Developing the guidelines and formulating the overall framework for undertaking the research;
- b. Providing support and advice to the national experts in conducting the research;
- c. Reviewing the initial draft of the national experts' reports to ensure the quality of the work; and
- d. Preparing the final report and submitting it to the APO Secretariat by the deadline.

National experts' tasks:

- a. Undertaking the research at country level following the methodology, framework, and timeline agreed in the coordination meeting;
- b. Writing the final report on the findings and analyses based on the data gathered;
- c. Submitting the report to the chief expert within the time frame and following the agreed format; and
- d. Cooperating with the chief expert to ensure the quality and consistency of the final report.

10. Qualifications of National Experts

Present Position

Researchers from national councils on sustainable development, government research institutions, or academia; managers or officers of private enterprises or industry associations directly involved in green business.

Experience	At least 10 years of relevant work experience in green business areas.
Education	University degree or above in environmental economics, environment, and/or business management.
Language	Proficiency in written and spoken English is essential.
Health	Physically and mentally fit to commit him/herself to a one-year period of research.
Age	Candidates who fit the above profile are typically between 35 and 55 years of age.
Other	The ability to handle quantitative statistics and business data is an asset.

11. Qualifications of the Chief Expert

The APO will appoint a chief expert for this project to guide the group of national experts in undertaking the research. The APO-appointed chief expert must possess the following:

- a. Extensive international experience and knowledge of green business models;
- b. Excellent writing skills, with publications on green business in English as the final report will be written in English;
- c. Strong commitment to undertake and complete the research project within the given time frame and producing the consolidated analysis of all national reports; and
- d. Extensive knowledge of the APO's activities on Green Productivity would be an advantage

12. Financial Arrangements

To be borne by the experts or participating countries

Local implementation costs not covered by the APO.

To be borne by the APO

- a. Honoraria for the chief and national experts to be paid upon completion of the final research report;
- b. All assignment costs for the chief and national experts including daily subsistence allowances, miscellaneous expenses, and round-trip business-class international airfare by the most direct route between the international airport nearest to the experts' place of work and Seoul for attending the coordination meeting for the research; and
- c. Travel insurance coverage against accident and illness for the entire duration of the coordination meeting and travel.

13. Actions by Member Countries

- a. Member countries included in the research are requested to submit appropriate nominations by 15 December 2014, in line with the provisions in section 10.
- b. Each nomination should be accompanied by the candidate's biodata on the standard APO form in duplicate along with a passport-sized photograph. In addition to the

standard APO form, nominees should also prepare a list of publications, research, and/or consulting projects they have undertaken in this field. A nomination lacking any of these documents will not be considered.

- c. The selection of national experts will be based strictly upon their professional qualifications and experience, academic background, and commitment to this research.

14. Preparatory Work by National Experts

The selected national experts will be instructed to prepare a preliminary report including the status of green businesses in their respective countries. The detailed guidelines for the preliminary report will be provided later.



Mari Amano
Secretary-General