

Green Productivity for Green, Inclusive Development: A Commitment Today for a Greener Tomorrow

**APO 3rd World Conference on Green Productivity
APO Center of Excellence on Green Productivity: Milestone of APO movement**

COE on GP to Promote Sustainable Green Growth: Findings and Recommended Actions

Ning Yu, Ph.D.
Senior Advisor, Environment and Development Foundation
Taiwan, ROC
Nov. 4, 2014

Outline

- Introduction
- Research Methodology
- Status of GP Implementation
- Needs for improvement
- Recommendations for future COE-GP projects

Introduction

- APO launched GP program in 1994
- Asian economies' recent economic growth and increased pollution reenergized need for new GP initiatives
- APO selected ROC to host Centre of Excellence on GP (COE-GP) in May 2013
- **COE-GP official launching ceremony in Nov 2013**
- COP-GP's first task – determine needed actions or initiatives to further promote GP in APO members
- Needs Assessment project launched in the second half of 2013

Introduction (cont.)

- Project: “Assessment of Green Productivity Implementation and Needs of APO Member Countries”
- 16 APO members participated in this research
 - Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Laos, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam
- Project coordination meeting: Aug 20-23, 2013.
 - Attended by national experts from participating members



Introduction (cont.)

- Project duration: **Aug 2013 - June 2014**
- Project objectives
 - **Assess extent of GP adoption** overall and in focused sectors (**agriculture, industry and service** sectors)
 - **Identify priority needs** of different sectors for further promotion and adoption of GP approach
 - **Recommend actions** for sustainable promotion and adoption of GP in member countries



Research Methodology

- Main method: World Bank's **Rapid Appraisal (RA) Methods**
 - This study rely mainly on **questionnaire surveys and stakeholder meetings** conducted by participating members to confirm survey findings
- Timeline
 - Sept 2013: Scoping and preparation; conduct survey
 - Nov 2013: Conduct stakeholder meeting
 - Nov 2013 - early 2014: Prepare and submit national report to Chief Expert
- Chief Expert compiles national reports and prepares the summary report based on findings of national reports

Status of GP Implementation

- **Few countries have dedicated GP policies or strategies**
 - Most members promote GP **under different themes**
 - GP-related themes: resource recycling, energy efficiency, waste reduction, eco-agricultural practices, pollution control, sustainable development, climate change, green technologies, organic farming, etc.
 - Low GP awareness within businesses
- **Status varies widely among member countries**
 - **The more developed economies have better implementation**
 - Perception or awareness of GP also varies widely
 - Most member countries will still benefit from enhanced promotional campaigns on GP awareness, regardless of current state of implementation

Status of GP Implementation (cont.)

- **Reasons for poor GP implementation also vary**
- Typical reasons/issues: lack of knowledge, experts, funding, awareness, legislative environment and institutions assistance, etc.
- **Lack of external assistance on funding and expertise**
 - One of the major reasons why some member countries have low GP implementation.
 - Owners of manufacturing plants are often afraid of **taking risks and increased production costs** associated with GP
 - External assistance can help to bridge this gap

Needs for Improvement

Needs for furthering GP implementation:

- **Capacity building**
 - Develop training manuals, courses, best GP practices, case studies and/or examples;
 - Offer training courses, workshops and seminars to both GP consultants and the businesses.
- **Awareness building**
 - Raise GP awareness of the businesses' management, government policymakers, consumers and environmental groups, and the general public,
 - Using approaches such as spreading GP messages through the media, management meetings, or linking with environmental and sustainability awareness activities

Needs for Improvement (cont.)

- **Promotion of GP adoption:**
 - Pilot projects or demonstration organizations;
 - Knowledge from examples and case studies of these projects can add to the GP knowledge base for the capacity building efforts.
- **GP networking**
 - Locating existing GP technologies and experiences, and transferring GP knowledge without repeating previous work
 - Knowledge may need to be modified to suit local circumstances or converted into local languages

Recommendations for Future COE-GP Projects

- **Help develop GP training manuals, case studies and promotional material suitable for member countries lacking such resources**
 - Identify need of such assistance, and developing or modifying existing **training materials** to suit individual and specific needs
- **Help develop demonstration/pilot projects and model organizations in member countries with such needs**
 - Identify and prioritize member countries that need this kind of assistance, and conduct **cost-benefit analysis** to achieve maximum impacts of such projects

Recommendations for Future COE-GP Projects (cont.)

- **Develop a network of GP knowledge and capacity**
 - Using existing successful experiences to develop **local networks**
 - Along with APO, these networks will **share GP knowledge**.
- **Conduct training courses, workshops and seminars**
 - Gather existing GP knowledge and resources, and disseminate such knowledge through GP training courses, workshops and seminars in member countries.
- **Building GP awareness through the above actions**
 - Alongside **promotional drives** through mass media, or to targeted private sector stakeholders and policymakers.

COE-GP's 2014-2018 Action Plan

- Continued operation of the Asian Green Productivity **Exchange Platform**
- Establish Asian Green **Productivity Team**
- Promote Asian **GP Excellence Benchmarking** and **Green Leadership**
- Enhance **Stakeholders' Awareness**



Proposed Supplementary Action Plan

- Expand Asian Green Productivity Teams into a **Regional Expert Network**
- Expand COE-GP website into **web portal** for disseminating APO-GP information
- Study the roles of **public sector incentives for GP activities**
- Study on the **optimal approach** for building GP capacity in member countries
- Establish **GP Training Center in ROC**
- Determine **sectoral focus areas** for GP promotion in 2020 GP Development Roadmap
- Become **a clearing house for GP information** and enhance **funding opportunities**

Thank You for your attention!

Ning Yu
ningyu@edf.org.tw