

# Green Growth for Green Industry

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Mr. Siva Thampi, Director, Environment and  
Development Division, UNESCAP



## Outline

1. The Asia-Pacific region
  - a. Diversity
  - b. Environmental aspects
  - c. Climate change
2. Redefining Growth
  - a. Differentiating growth
  - b. Qualitative growth
  - c. Green Growth
3. Green Growth for Green Industry
  - a. Green Growth policies
  - b. Energy Security
  - c. Water Security
  - d. UNESCAP work
  - e. Green Industry Conference



1. The Asia-Pacific region

### a. Diversity

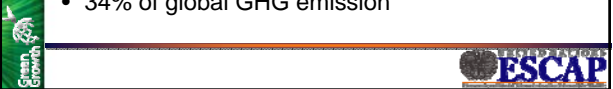
- 53 members of UNESCAP
- 9 associated members
- Rapid economic growth
- High population density
- 40% of the world's land area territory
- 60% of the world's poor population
- UNESCAP fosters regional cooperation to address development challenges



1. The Asia-Pacific region

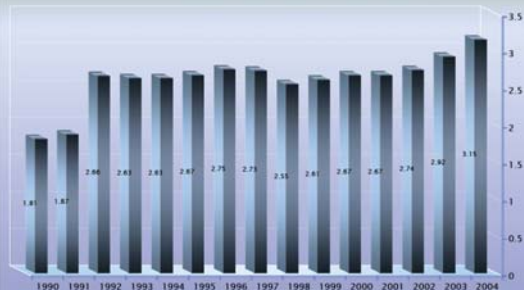
### b. Environmental aspects

- Growth for development
- At the cost of environmental degradation
- Most limited ecological carrying capacity (ECC)
- Ecological footprint already exceeding ECC > exacerbated environmental degradation
- 34% of global GHG emission



1. The Asia-Pacific region

CO<sub>2</sub> Emissions per Capita for Asia-Pacific



Measured in Metric Tons  
Source: MDG-CDI  
(Data Reported as 20/08/2007)

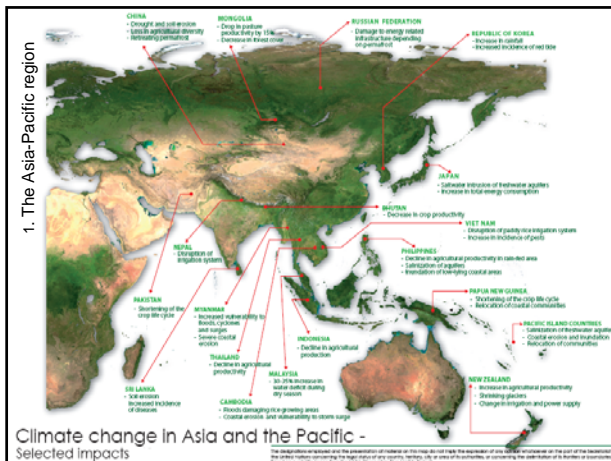


1. The Asia-Pacific region

### c. Climate change

- Warming of the climate system is unequivocal
- The costs of urgent action to avoid serious impacts are far less than the damages expected
- The region is dramatically exposed to the effects of climate change





2. Redefining Growth

### a. Differentiating growth

- Countries still need to grow, develop and improve living standards
- Differentiating patterns using environmental indicators
  - Ecological Footprint
    - Japan (4.3) - USA (9.7) - Republic of Korea (4.4)
  - Energy Intensity
    - Japan (157) - Republic of Korea (258) - Russia (537)
- Environmental burden can differ at same development level
- Alternative development and growth paths exist

2. Redefining Growth

### b. Qualitative growth

- Need to shift from previous economic and development models
- Economic growth can reduce poverty, without compromising limited ecological carrying capacities
- Shift from **Quantity** of Growth to **Quality** of Growth Paradigm, which includes:
  - Ecological Quality
  - Economic Quality
  - Social Quality
- Improving Quality of Growth by applying the "Ecological Efficiency" vs. the "Economic Efficiency" concept
- UNESCAP's Green Growth approach

2. Redefining Growth

### c. Green growth

- Environmentally sustainable economic growth for the well being of all
- Five tracks approach
  - Green Tax and Budget Reform
  - Development of Sustainable Infrastructure
  - Promotion of Sustainable Consumption and Production
  - Greening the Market and Green Business
  - Eco-efficiency Indicators
- Adopted by the 5th Ministerial Conference on Environment and Development (MCED 2005) held in Seoul, March 2005
- Green Growth is of direct relevance to Green Industry

3. Green Growth for Green Industry

### a. Green Growth policies

Intervention into price structure

- Fiscal policy (Green Tax) as direct tool to close gap between market price and ecological cost
- Shift of fiscal base from income and economic gain to ecological externalities (e.g. pollution, CO2, resource use,...)
- Incentives for consumer choices for less polluting products and services

- Development of Sustainable Infrastructure
  - Urban planning, transportation, energy, water, etc.
  - Provide affordable options for sustainable lifestyle
  - Lock-in effect for decades

3. Green Growth for Green Industry

- Sustainable Consumption through Demand Side Management
  - Government can intervene to manage the demand;
  - Leadership and courageous actions
- Greening of business
  - Green Procurement policies;
  - Regulations for greening the supply chain
  - Incentives and support for green innovation, green products and services
- Together these measures can influence lifestyle and consumption patterns.

