


**Greening Industry in Asia
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**United Nations Environment
Programme**

Priorities, highlights, related activities


Arab Hoballah,
Chief,
Sustainable Consumption and Production Branch,
UNEP DTIE



UNEP Medium Term Strategy

- A strategy to meet the global environmental challenge
- A strategy covering the 4 year period, from 2010 to 2013
- A strategy with a clearly defined vision, objectives, priorities, impact measures and a robust mechanism for review
- 6 priority areas identified


Provides a medium-term vision for UNEP



UNEP Medium Term Strategy

- Climate change
- Disasters and conflicts
- Ecosystem management
- Environmental governance
- Harmful substances and hazardous waste
- Resource efficiency - sustainable consumption and production

6 cross-cutting thematic priorities




MTS objective and accomplishments

Objective of RE/SCP

- "Natural resources are produced, processed and consumed in a more environmentally sustainable way."

Expected accomplishments


- That resource efficiency is increased and pollution is reduced over product life cycles and along supply chains.
- That investment in efficient, clean and safe industrial production methods is increased through public policies and private sector action.
- That consumer choice favours more resource efficient and environmentally friendly products.



Accomplishment 1

Resource efficient products and supply chains

- More emphasis on public policies, including those shaping private sector management practices
- Assessment of resource use over product life cycles, in key economic sectors and in regions most affected by resource scarcity and environmental impacts
- Case studies, cost-benefit analyses and demonstration of best RE practices disseminated and capacity to implement built
- Information, policies, management practices contribute to design of Marrakech Process 10 YFP on SCP
- Indicators – governments designing and implementing policies, companies adopting management practices and technologies influenced by UNEP activities



Accomplishment 2

The business case for investment in resource efficiency

- Identifying investment opportunities yielding economic profit as well as environmental and social gains
- Seeking out market opportunities for sustainable products, contributing to technology transfer
- Collaboration with and capacity building for cleaner production centres (CPCs) and other institutions (policy, technical, academic) supporting industry on RE
- Focus on resource intensive products and sectors and demonstration of specific instruments (eg financial risk reduction)
- Global multi-stakeholder partnerships in key sectors to develop sustainable supply chains
- Indicators – number of partners and management practices, investments and policies influenced

Accomplishment 3

Changing consumer behaviour

- Regulation, economic instruments and voluntary measures for purchase of resource efficient products
- Development of RE criteria for products and capacity building for meeting standards and labelling requirements
- Campaigns, educational materials and information tools on purchasing sustainable products and adopting sustainable lifestyles designed and delivered
- Partnerships with and capacity building for institutions (eg CPCs) supporting the private sector in the shift to RE
- International awards highlighting economic, social and environmental benefits of RE products and lifestyles
- Indicators – number of partners engaged and consumer information tools and campaigns delivered

UNEP Economics

- **Green Economy**
 - Value of environmental investments to economic growth, decent jobs creation, and poverty reduction.
 - Encourage policy makers to reflect it in their investment and economic policy decisions.
 - ILO/UNEP report “Green jobs: Towards decent work in a sustainable, low-carbon economy” September 2008. Potential of millions of green jobs; calls for decent work conditions for new green jobs and just transition for affected job holders.
- **The Economics of Ecosystems and Biodiversity (TEEB):**
 - develop a global study and process to analyse the benefits of biodiversity, the costs of its loss due to inaction, and the costs of effective conservation.

Economic hindsight

UNEP Biofuels

- **Activities**
 - Sustainability principles and criteria
 - Scientific understanding
- **The Way Forward**
 - Field testing/application of sustainability principles
 - Policy support to governments
 - Sustainability criteria for 2nd & 3rd generation biofuels
 - Outreach and communication to build political consensus
 - Global sustainability standard: engagement with certification bodies such as ISO

A dedicated biofuels initiative

UNEP Natural resources

- **Business and Water**
 - Engage business and industry in collaborative work with UNEP on water efficiency.
 - Aim: advance action for sustainable water use.
 - Means: changes in their supply chain management, production processes, the design of products and services, and marketing & pricing influence on consumer behavior.
- **Food and fisheries**
 - Promoting sustainable fisheries management, through reform of fishing subsidies, trade policies, application of labeling and certification.
 - Establishing sustainable, resource efficient agri-food supply chains.

Applying Resource Efficiency

Spectrum of Activities

	Hard Technologies	Soft Technologies	Research, Knowledge	Finance
Public sectors (global to local)	Hard law, regulation	Soft law, self-regulation, partnerships	Collective, network pooling	Aid / donor agencies
Business & industry sectors (housing, food, mobility, etc)	Renewable energy tech Water & Waste tech	Management systems, tools, approaches (eg life cycle anal, supply chain managm, reporting)	Methodologies, assessment, hot spots, prioritisation	Sustainable, responsible investment Helping 1 st movers, seed funding, local banks
Other societal partners (research, NGOs)	Collab Centres of Excellence	NCPC network, Consumer organisations	Expert working groups, Centres of Excellence	Foundations

← Marrakech Process / CSD →

Partnering with Business

UNEP Finance Initiative:

- Banks and insurance industry, engaged in WGs on climate, asset management, biodiversity, sustainability reporting
- Annual Roundtable in Geneva this week

Partnership for Clean Fuels and Vehicles:

- Fuel and vehicle industry in action to reduce vehicular air pollution in developing countries
- Expanded work programme on cleaner fleets, fuel efficiency, cleaner motorcycles, low emission vehicles; air pollution and GHG gas co-benefits in road transportation

Sustainable Building & Construction Initiative:

- Building industry collaboration on global policy making – climate, energy & global benchmarking



Partnering with Business

Sustainable Tourism:

- Marrakech Task Force on Sustainable Tourism Development
- Sustainable Investment in Financing for Tourism (SIFT) Network
- Sustainable Tourism Criteria, Sustainable Tourism Stewardship Council

UNEP / SETAC Life Cycle Initiative:

- Life cycle experts from companies, industry associations and research institutions
- Examine new developments in life cycle analysis, management
- Work with WBCSD and others to assess new tools such as carbon footprinting



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Thank you

Arab Hoballah
United Nations Environment Programme
Division of Technology, Industry and Economics
Arab.hoballah@unep.org