

**Greening Industry in Asia
Prep Meeting, Bangkok, 4-5 March 2009**

United Nations Environment Programme

Eco-friendly Products and Environmental Services

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

Eco-friendly products and environmental services in Asia

- Two sessions, 3 hrs each (10h00-13h00)
- Presentation of background paper
- Followed by panel discussions in each
- Suggest 5 panelists, from Government, business, research, NGO etc in interactive debate
- Audience in roundtables for discussion, joined by panelists, feedback to group
- Concluding Q&A

Mainstreaming eco-friendly products in Asia - paper to cover:

- State of play with eco-design / D4S and LCA / LCM in Asia
- Assessment of regional, national and local needs and key sectors in this field (*eg select ones such as furniture, electrical goods, agrifood, garments & sports goods*)
- Building capacity to improve take-up of D4S and LCA through LCM in Asia
- The role of marketing and communications: enabling greater demand and use of related product information
- Suggested policies to enable greater take-up of D4S, LCM and eco-friendly products in Asia

What are we talking about?

Consuming and producing **more efficiently** and differently ...




... and **sharing resources** between the rich and the poor.

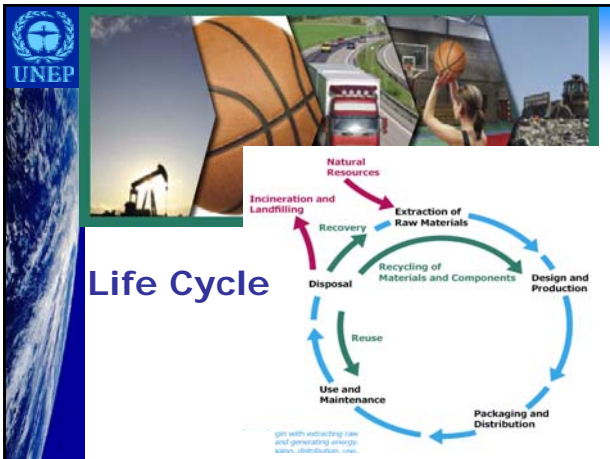
Influencing consumption and production patterns ...

- underlying **drivers** for consumption;
- obstacles and **opportunities** for change
- Improvement of processes, products and services -> **business**
- Modernisation of infrastructure and policy frameworks -> **governments**
- Awareness, dialogue and reflection -> **consumer groups**

UNEP DTIE and Design for Sustainability (D4S)



- Building upon previous work in eco-design
- Two related D4S efforts to
 - raise awareness,
 - build capacities and
 - demonstrate practical applications with
 - focus on businesses in developing countries
- In close co-operation with Delft University of Technology, InWEnt and leading D4S experts from around the world and centres of excellence in developing countries



- ### Environmental Services in Asia - paper to cover:
- Defining environmental services today
 - Overview of the industry in Asia
 - Baseline, market conditions and forecasts (*incl role of technological advancement and environmental awareness as push factors*)
 - Key growth areas, opportunities associated with emerging technologies and regional needs
 - Key performance indicators, incl job creation, affordability, responsiveness
 - Main hubs of innovation, education & training, source institutions / networks of environmental consultants in Asia
 - Suggestions for public and policy support to overcome barriers and support growth of the industry in Asia, for example R&D funding, capacity building, marketing campaigns, regulation (eg standards)

Services for the Resource Efficient Society

- The Economic Case
- The Business Case
- The Consumer's Case

The flowchart shows:

- Raw materials** and **Intermid goods** feed into a central **Process**.
- The **Process** produces **Goods**.
- The **Process** also produces **Bads (waste, emissions etc)**.

 There is also a small image of a person working at a desk.

- ### Estimating environmental services, a growing market:
- international environmental goods and services (EGS) market was worth \$548 billion in 2004, with an estimated worth of \$688 billion by 2010 - *UK Department of Trade and Industry*
 - global market volume for environmental products and services currently around \$1,370 billion (€1,000 billion), with a projected \$2,740 billion (€2,200 billion) by 2020 – *Roland Berger study for German Government*

- ### Eco-friendly products and environmental services – interviews planned:
- Relevant business & industry bodies, incl pioneer companies
 - Relevant Government Ministries
 - Relevant UNEP partner institutions, eg UNEP/UNIDO National Cleaner Production Centres
 - Relevant Centres of Excellence - incl research, educational & training institutes
 - Relevant international, UN and financial institutions (eg ADB)

Greening Industry in Asia 2009

Thank you

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