

ECONOMIC AND SOCIAL COMMISSION FOR ASIA AND THE PACIFIC

**3RD GREEN GROWTH POLICY DIALOGUE:
THE GREENING OF BUSINESS AND THE ENVIRONMENT AS A BUSINESS OPPORTUNITY**

Exploring the Hidden Potential for Innovation and Business Change

5-7 June 2007

BITEC, Bangkok

TENTATIVE PROGRAMME

Tuesday, 5 June 2007		
Morning Sessions		
0900 – 1100	Opening Ceremony – Conference Room 211-212	
0900 – 0905	<u>Opening Speech on Behalf of Mr. Kim Hak - Su, Executive Secretary of UNESCAP</u>	Mr. Rae Kwon CHUNG, Director , Environment and Sustainable Development Division, UNESCAP
0905 – 0910	<u>Welcoming Address</u>	Ministry of Finance (speaker to be confirmed) (to be confirmed)
0910 - 0915	<u>Statement on behalf of the World Business Council on Sustainable</u>	Mr. Chaoyod BUNYAGIDJ, Executive Director of Thailand Business Council on Sustainable Development
0915 -0920	<u>Welcoming Remarks</u>	Mr. Manu LEOPRIOTE, Chairman of CMP Media (Thailand) Co., Ltd Thailand (to be confirmed)
0920 -0925	<u>Statement</u>	Dr. Bundit FUNGTAMMANSAN, Director of Joint Graduate school of Energy and Environment (SGSEE), Thailand
0925 - 0930	<u>Statement on World Environment Day on behalf of Dr. Achim Steiner, Executive Director of UNEP</u>	Mr. Hiroshi NISHIMIYA, Deputy Director , UNEP Regional Office for Asia and Pacific
0930 - 0935	<u>Statement</u>	Ms. Ayumi FUJINO, Representative and Head of Regional Office on UNIDO, Thailand (to be confirmed)
0935 – 1015	<u>Launch of Green Growth Portal/Short film presentations on WED/Launching of the Global Environment Outlook for Ice and Snow/ Statement on Climate Change and importance of greening the business/Media/Press briefing</u>	Mr. Hiroshi NISHIMIYA, Deputy Director , UNEP Regional Office for Asia and Pacific Mr. Jose Alberto GARIBALDI, Advisor , DEFRA, UK
1015 – 1030	Coffee Break	
1030 – 1200	Introduction Session General discussions on <u>Why</u> do we need greening of the market and business and <u>How</u> can we do it?	Moderator: Mr. Christopher Juniper, Vice President , Natural Capitalism Solutions, USA and Board Member of the Asia Pacific Round Table on Sustainable Consumption and Production

This session will lay the foundation for the discussions to follow in the afternoon around the following general overview questions:

- Will rising prices of oil, the increasing scarcity of natural resources, the degradation of ecosystems and climate change become the drivers for eco-efficiency and the greening of businesses in Asia and Pacific region?
- How can we widen the market for more green products and create new business opportunities from eco-efficient production processes?
- How can we support and promote greening of the mainstream business in the region?

1030 - 1045	<u>Asia-Pacific Strategy for Sustainability and Economic Growth, Green Growth:</u> An overview of what has been done so far and what is going to be done in the near future	Mr. Rae Kwon CHUNG, Director, Environment and Sustainable Development Division, UNESCAP
1045 -1100	<u>Presentation on the Experience of the Private Sector</u>	Mr. Kook Hyun MOON, President and CEO, Yuhan-Kimberly, Republic of Korea
1100 - 1115	<u>Presentation – title to be confirmed</u>	Prof. Ali SAYIGH, Chairman of the World Renewable Energy Council
1115 – 1130	<u>Statement/presentation on behalf of the World Business Council on Sustainable – title to be confirmed</u>	Mr. Chaiyod BUNYAGIDJ, Executive Director of Thailand Business Council on Sustainable Development
1130 - 1145	<u>Presentation on Socially Responsible Investment/Social Entrepreneurship</u>	Mr. Dipal Chandra BARUA, Managing Director, Grameen Shakti, Bangladesh
1145 – 1200	<u>Presentation – title to be confirmed</u>	Mr. Junichi TAKAHASHI, President, Fuji Xerox Eco-Manufacturing
1200 - 1215	<u>CSR and the Role of Consumers</u>	Ms. Jai-Ok KIM, President, Chairperson, ISO Consumer Policy Committee and Board Member of Consumer International
1215 – 1230	<u>Low Carbon Economy as a Business Opportunity</u>	Mr. Jose Alberto GARIBALDI, Advisor, DEFRA, UK
1230 - 1245	<u>Questions and Discussions</u>	
1245 – 1330	<u>Lunch Break</u>	
1330 - 1730	<u>Afternoon Session – Conference Room 211</u>	

Thematic discussions on the roles of the three major actors: public sector, private sector and consumers

How can the public sector turn eco-efficiency into a marketing principle to green the markets? What new “ground rules” can the public sector introduce to support greening the business?

What role can the private sector play in turning the eco-efficiency into a business opportunity and for greening their products and services?

What role can the consumers take to promote green products through sustainable consumption?

<p><u>1330 -1430</u></p>	<p>Theme Topic: How can Governments support green business growth?</p> <ul style="list-style-type: none"> ➤ Ecological efficiency as a guiding marketing principle/criteria ➤ Regulatory framework; ➤ Incentives-tax, economic instruments; ➤ Financing and support for R&D ➤ <u>Q&A Session</u> 	<p>Moderator: Mr. Jose Alberto GARIBALDI, Advisor, DEFRA, UK</p> <p>Panelist: Mr. Narayan Prasad KAFLE, Deputy Executive Director, AEPC, Government of Nepal Mr. Kook Hyun MOON, President and CEO, Yuhan-Kimberly, Republic of Korea</p> <p>Ms. Wei ZHAO, Environmental Affairs Officer, Technology, Industry and Economics, UNEP/Regional Office for Asia and the Pacific Mr. Octavio PERALTA, Secretary General, Association of Development Financing Institutions in Asia and the Pacific</p>
<p><u>1430 – 1530</u></p>	<p>Theme Topic: How can the private sector initiate greening of the business?</p> <ul style="list-style-type: none"> ➤ Services versus products – SPSS; ➤ R& D: eco-efficiency technologies and innovation; ➤ Sustainable infrastructure: transport, energy, water, buildings ➤ <u>Q &A Session</u> 	<p>Moderator: Mr. David NESS, Adjunct Research Fellow, Institute for Sustainable Systems and Technologies, University of SA</p> <p>Panelist: Mr. Michael WAGNER, Solution Architect, HP Services, HP - Australia Prof. Soontorn BOONYATIKARN, Professor of Architecture, Chulalongkorn University, Thailand Dr. Uwe WEBER, Managing Director, IFC/ELI Prof. Richard WELFORD, Centre of Urban Planning and Environmental Management Dr. V ANBUMOZHI, Senior Policy Researcher/Project Manager, Kansai Research Center, IGES (to be confirmed)</p>
<p><u>1530 – 1545</u></p>	<p><u>Coffee Break</u></p>	

<p><u>1545 - 1645</u></p>	<p>Theme Topic:</p> <p>How can consumers lead the greening of markets?</p> <ul style="list-style-type: none"> ➤ Reacting to the market: consumer choice as a driver for green products ➤ Leading the market: consumer initiatives for sustainable consumption and changing lifestyle ➤ <u>Q&A Session</u> 	<p>Moderator:</p> <p>Mr. Christopher Juniper, Vice President, Natural Capitalism Solutions, USA and Board Member of the Asia Pacific Round Table on Sustainable Consumption and Production</p> <p>Discussants:</p> <p>Ms. Jai-Ok KIM, President, Citizens Consumers Korea, Consumer International</p> <p>Mr. Ravindra FERNANDO, Director, Corporate Branding and Strategic CSR; MAS Holdings (Pvt) Ltd, Colombo, Sri Lanka</p> <p>Mr. Dipal Chandra BARUA, Managing Director, Grameen Chakti, Bangladesh</p> <p>Mr. Hans WILLENSWAARD, Co-manager, Community Supported Agriculture Project, Suan Nguen Mee Ma Co., Ltd., Thailand</p> <p>Ms. Wallapa WILLENSWAARD, Co-manager, Community Supported Agriculture Project, Suan Nguen Mee Ma Co., Ltd., Thailand</p>
<p><u>1645 - 1730</u></p>	<p>General Discussion and Wrap Up Session</p>	<p>Moderator:</p> <p>Mr. Rae Kwon CHUNG, Director, ESDD, UNESCAP</p>
<p><u>1800</u></p>	<p>Reception hosted by UNESCAP opened by Dr. Varakorn, Deputy Minister of Education of Kingdom of Thailand</p>	<p>Pacific Rim - BITEC</p>

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