

FOR PARTICIPANTS ONLY

14 March 2007

**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

PROVISIONAL AGENDA

Tuesday, 5 June 2007

Morning Sessions Opening Ceremonies and Introduction Session

Opening session of the Third Green Growth Policy Dialogue

Official Announcement of the Exhibition at the Entech Pollutec Asia and Renewable Energy Asia 2007 with eco-technology and eco-innovation exhibitions

Opening of the World Environment Day on 5th June

Introduction Session: General discussions on Why do we need greening of the market and business and How can we do it?

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?

Asia-Pacific Strategy for Sustainability and Economic Growth, Green Growth: An overview of what has been done so far and what is going to be done in the near future

**Afternoon Sessions 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?

Theme Topic How can Governments support green business growth?

- Ecological efficiency as a guiding marketing principle/criteria
- Regulatory framework;
- Incentives-tax, economic instruments;
- Financing and support for R&D

Theme Topic: How can the private sector initiate greening of the business?

- Services versus products - SPSS;
- R& D: eco-efficiency technologies and innovation;
- Sustainable infrastructure: transport, energy, water, buildings

Theme Topic: How can consumers lead the greening of markets?

- Reacting to the market: consumer choice as a driver for green products
- Leading the market: consumer initiatives for sustainable consumption:
lifestyle

Evening Reception hosted by UNESCAP