

Green Industry Platform

Statement of Support

1. We, heads of governmental, business and civil society organizations from around the world, are proud to hereby declare our support for the Green Industry Platform ('the Platform'). The Platform is a voluntary multi-stakeholder partnership established by UNIDO, UNEP and partner United Nations organizations. It is designed to provide a framework for participants, individually or in groups, to take specific and measurable action to advance Green Industry and move beyond 'business as usual' in all countries and business organizations and at all levels: international, regional, national and local.
2. We do so at this important time in history because we share a common understanding that:
 - a) Sustainable development is the principal objective of all countries, and that industrial development and innovation are critical prerequisites to reducing poverty, creating decent jobs, ensuring food, energy and water security, delivering sustainable goods and services worldwide, and raising living standards for all;
 - b) Our current systems of production and consumption are unsustainable and are causing rapid resource depletion, pollution, degradation of ecosystems and the threat of climate change, with potentially irreversible and disastrous consequences, some of which are already being witnessed and are causing further hardship, in particular to poor communities in developing countries;
 - c) Meeting the requirements of the growing world population will further increase pressure on agricultural production and resource availability. With their combined effects of employment gains and food, energy and water security, sustainable and efficient value chains in these areas can play a key role in reducing poverty while contributing to environmental protection the world over;
 - d) To reduce exposure to the potential political, social, economic and environmental risks posed by the depletion of natural capital, all future industrial growth that developing countries are currently engaged in or embarking upon needs to be accompanied by enhanced efforts to increase the productive use of natural resources and reduce wastes, pollution and emissions if the benefits of development are to be widely shared and lasting;
 - e) The only way to ensure sustained development is to decouple economic growth from resource use and pollution, including through the progressively more efficient use of raw materials, energy, water and land, through such measures as improved design and technological and social innovation;
 - f) Achieving the necessary change will not be achieved through 'business as usual' practices but will require concerted action on the part of government, business and civil society, working both individually and collectively.
3. We further recognize that while encouraging progress has been made in this area in some countries and sectors, one of the biggest challenges of our age is to achieve a situation where high resource productivity and high levels of social and human development are combined with low per capita resource consumption.
4. We are convinced, however, that there is large untapped potential for providing the goods and services needed by humankind in ways that use raw materials and energy and water more efficiently, through Green Industry, a process that is both technologically and economically feasible and proven and can contribute significantly to sustainable development;

5. We understand “Green Industry” to mean an approach to industrial production and development that does not come at the expense of social, economic or ecosystem health and does not require the ever-growing use of natural resources and pollution for growth and expansion. Green Industry is aimed at mainstreaming environmental and social considerations into national policies and the operations of enterprises, while at the same time promoting industrial innovation, entrepreneurship, competitiveness and the creation of green jobs, thereby contributing concretely towards sustainable development.
6. We recognize the importance of networks and partnerships among and across international organizations, public and private sector, and civil society to accelerate sustainable development and prosperity. Networks and partnerships allow for an effective use of resources, enhanced sharing of knowledge and best practices, more targeted policy design and a more participatory approach to cooperation for development which takes into account a large number of stakeholders.
7. We agree on the critical role of a new international initiative to give the scaling-up of green industrial practices the necessary focus, framework and momentum. Drawing on, among others, the leadership provided by the UNIDO Green Industry Initiative launched in September 2009 at the International Conference on Green Industry in Asia held in Manila, Philippines, and the follow-up Conference in November 2011 in Tokyo, Japan, we welcome the establishment of the global Green Industry Platform.
8. The objectives of the Platform are to *create new green industries* and *help existing industries* improve their contributions to social and economic development, to ecological protection, and to the emergence of a more innovative, responsive and resilient manufacturing base. It will achieve this by providing a framework where signatory organizations can jointly raise awareness of the benefits of Green Industry, develop road maps to integrate Green Industry policies and practices in organizational strategies and business plans, and share and profile best practices to move beyond ‘business as usual’.
9. We constitute and integrate the Platform as a partnership framework to bring together leading stakeholders from the government, private sector and civil society sectors where Green Industry information, policies and practices can be shared, assessed, improved and promoted at the global, regional, national and local levels, as well as at the level of individual organizations.
10. In signing this Statement of Support for the Green Industry Platform, we commit to advance these objectives. In particular, we will actively promote the following Green Industry Policies and Practices, and within their scope set concrete targets and report on our progress against them:
 - Improve Resource Efficiency
 - Strengthen Waste Management
 - Reduce and Eliminate Toxic Materials
 - Use Energy Efficiency and Renewable Energy
 - Adopt a Lifetime Approach to Product Manufacture
 - Make Finance Available to Green Industry
 - Promote Technology Transfer and Share Best Practice
 - Green Global Value Chains
 - Support Green Industry Research and Innovation
 - Encourage Green Industries and Jobs

- Set Green Industry Targets

Concrete examples of ways in which these Green Industry Policies and Practices can be advanced are set out in [Annex A](#).

11. In seeking to implement the Platform's objectives, we will adopt such management policies, practices, and technologies as are appropriate for our organization. In particular, we will:

- *Promote awareness of Green Industry and the Platform's objectives* within our organizations and with partners and external stakeholders;
- *Integrate a Green Industry approach in our overall organizational strategy and road map, including our value chain*, drawing on the Policies and Practices noted above;
- *Explore, encourage and provide incentives* for actions to advance and implement the objectives of the Platform and its Policies and Practices;
- *Seek opportunities to develop joint approaches, including common resource efficiency targets, to advance Green industry*, using the synergies, strengths and skills of partner organizations;
- *Participate in Platform working groups and other initiatives* as may be agreed to develop proposed road maps and options for specific countries, regions or sectors to assist their transition to Green Industry;
- *Advocate public policies, international agreements* and actions that help to *stimulate Green Industry*, and support policy reform to eliminate perverse or inconsistent trade, development and economic policies;
- *Review and report on progress* on our organization's initiatives and achievements on an annual basis.

12. We will work with UNIDO, UNEP, partner United Nations organizations and other signatories to ensure the effective governance and management of the Platform as a flexible, voluntary, multi-stakeholder, framework for effectively promoting Green Industry around the world.

13. By signing this Statement of Support, we engage to help advance the Platform's objectives for a period of three years (2012-2015) and to contribute to a review of its achievements before the end of 2015, when a decision will be made as to any changes that might be made to its mission, governance and operating model.

Name:

Representing:

Date:

Signature:

Global Green Industry Platform: Policies and Practices

The list below provides some of the rationale for the Green Industry Policies and Practices, together with examples of specific and measurable actions that can be taken to advance the Platform's objectives.

- a) *Improve Resource Efficiency* - Sustainable use of renewable and non-renewable raw materials can be promoted by actions including increasing material productivity, selection of materials with a longer service lifetime, reducing the use of virgin materials, recycling and reusing materials, conserving water and protecting waterways and by encouraging waste water recovery and recycling.
- b) *Strengthen Waste Management* – Employee, community and ecosystem health will benefit from actions to identify, reduce and dispose of waste responsibly, including hazardous waste, and e-waste, such as by using waste as a raw material, and by energy and resource recovery.
- c) *Reduce and Eliminate Toxic Materials* – Business and community risks can be reduced through the reduced use and ultimate elimination of toxic materials as persistent organic pollutants (POPs). This can be achieved by actions such as avoiding their use in product design and manufacturing processes, by preventing releases into the environment and use of safe destruction techniques, and by their replacement with safer chemical substitutes and non-chemical based alternatives.
- d) *Use Energy Efficiency and Renewable Energy* - Expanded use of energy efficiency and renewable forms of energy can be achieved through actions such as substituting fossil fuels with renewable energy sources, reducing energy intensity in manufacturing processes, and reducing energy waste through co-generation and energy cascading.
- e) *Adopt a Lifetime Approach to Product Manufacture* – Products continue to have a social, economic and environmental impact after their manufacture and sale. This is why it is important that a Life-cycle approach be adopted. By incorporating smarter design, products can have enhanced durability, require fewer resources during use, are easier to reuse or recycle, and cause no or less harm when disposed of.
- f) *Make Finance Available to Green Industry* – The expansion of Green Industry technologies can be accelerated by measures to promote investment in research, manufacturing and marketing. The provision of finance and financial incentives, such as tax relief, subsidies, removing bottlenecks to capital flows, concessional loans and green procurement, to start-ups in green sectors and to companies actively promoting low-carbon renewable energy and resource efficient technologies are examples of actions that can be taken.
- g) *Promote Technology Transfer and Share Best Practice* - Modern information technologies make sharing of information faster and easier than ever, with huge potential for mutual benefits. While fully respecting intellectual property rights, the transfer of technology and information on best practices – including on a South-South basis - can be used along the value chain to improve such aspects as the reliability of supply, the efficiency of manufacturing processes, and the stimulation of new markets.

- h) Green Global Value Chains* - Value chains can have negative impacts on the environment during extraction, production, processing, transportation, use and disposal. The value chain may also be affected by environmental degradation, which can lead to reduced productivity and increased production cost and risk. Greening of the value chain, for example reducing emissions by fostering technical change, can contribute to achieving both efficiency and productivity targets.
- i) Support Research and Innovation* – In technology revolutions throughout history, research and innovation have played a crucial role. A positive enabling environment for research and innovation can be created by measures such as promoting education on Green Industry, establishing and expanding national learning and innovation hubs that bring together regulators, industry and academia to explore how priority sectors can be transformed through research, technology development and training.
- j) Encourage Green Industries and Jobs* – Green Industries have huge potential for creating new and attractive jobs in expanding the manufacturing and service sectors. Combined with training and capacity building programs, and market incentives, there is wide scope for greening existing industries and for creating new green manufacturing businesses. This can be done, for example, by building on the successes of companies that offer design and implementation of energy saving projects, material and energy conservation, power generation (e.g. renewable energy), distribution (e.g. Smart grids), and financial engineering, as well as providing entrepreneurship training and supporting cluster networks.
- k) Set Green Industry Targets* - Setting targets is a proven management tool for unlocking creativity and improving organizational performance. As part of an overall business plan, financial and Green Industry targets can be complementary, resulting in lower operating costs and risks, and increased competitiveness. Examples of Green Industry targets include for specific sectors or technologies (e.g. energy), reduction of specific pollutants (e.g. CO₂), increasing material and energy efficiency, and switching to renewable energy sources.