

# The Green Industry Platform

An action-based initiative for a greener industrial footprint

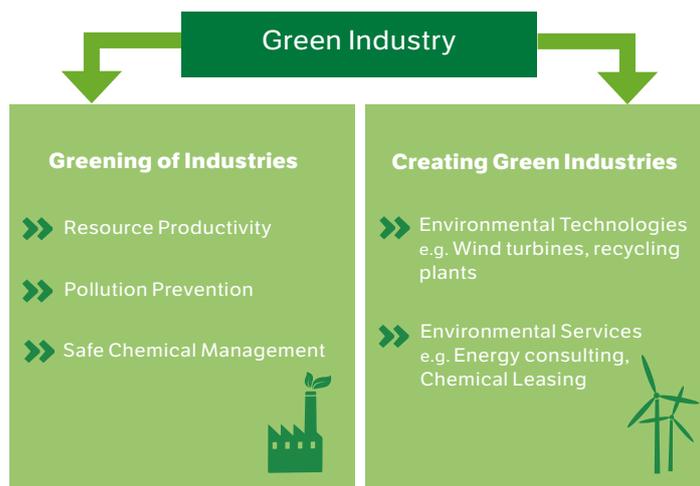
## THE CHALLENGE

Economic development based on the current wasteful industrial model is creating more demand for an ever-diminishing stock of natural resources and increasing pollution. This is a recipe for unprecedented and escalating social, economic and ecological disruptions. While it is essential that industry, as one of the primary motors of economic growth, continues to prosper, economies can no longer ignore the need for more sustainable production processes.

Enterprises are also at a critical juncture. Increasing competition for raw materials and high price volatility require the private sector to not only fundamentally change the way it does business, but to also become more efficient and responsive to market demands. This situation is even more pressing in developing countries where the local capacity and technology needed for designing more sustainable production patterns is not keeping pace with economic growth.

## THE RESPONSE

The Green Industry Platform is a global multi-stakeholder partnership aimed at transforming manufacturing activities with a view towards increasing resource efficiency, and at the same time reducing waste and pollution. The Platform concentrates on creating new green industries, as well as helping existing industries improve their contributions to societal and ecological protection.



Green Industry - A Two Pronged Strategy

Recognizing that such complex tasks can only be effectively tackled when all relevant stakeholders are involved, the Green Industry Platform provides a framework for business, governments and civil society to secure concrete commitments and mobilize action in support of a greener industrial model. The Platform provides a forum for all stakeholders to share and profile



### WEBSITE

[www.greenindustryplatform.org](http://www.greenindustryplatform.org)

### INDUSTRY

All sectors

### PLATFORM OBJECTIVE

To bring together business, government and civil society at the highest levels, in an effort to scale up and mainstream the application of Green Industry policies and practices throughout global manufacturing

### BUSINESS PARTNERS

More than 70 businesses from all geographies, sizes, and sectors

### ADDITIONAL STAKEHOLDERS

Governments, Civil Society, Academia, International Organizations

### RESULTS & OUTLOOK

- Approximately 150 signatories and rapidly growing
- Business plan for 2013-2014 adopted
- Global survey on knowledge gaps and implementation barriers in late 2013
- First best practice reports in the food and beverages sector and the textiles sector to be published in late 2013 and 2014, respectively

### GEOGRAPHIC SCOPE

Global

### PARTNERSHIP CATEGORY

Multi-stakeholder and transformational partnerships

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best practices, promotes research, innovation and deployment of green technologies, while raising awareness about the benefits of green industry. Above all however, the Platform provides a unique engagement mechanism to develop substantial road

maps and partnerships to integrate green industry strategies and practices into policies and business plans alike. Only when concrete action is linked with knowledge-sharing and advocacy, a systemic transformation of the global manufacturing sector will be achieved.

The Green Industry Platform's formal structure is based on voluntary membership, with signatory organizations from all sectors subscribing to a common 'Statement of Support', which outlines shared objectives and commitments, and describes ways to promote the green industry agenda. To ensure the necessary political profile and momentum, the Platform is driven by ministers and CEOs at the broad policy and programme level. A high-level governing body is tasked with approving the Platform's strategy and programme of work, and reviewing its progress. Furthermore, the Platform's secretariat will guarantee the smooth day-to-day management of the platform's activities and communication, as well as coordinate its network.

### THE BENEFITS OF PARTNERING

By encouraging the more efficient use of energy and raw materials in manufacturing processes and services, the Green Industry Platform will contribute both to cleaner and more competitive industrial development, and will help reduce pollution and reliance on the unsustainable use of natural resources. The Platform thereby provides new sources for sustainable jobs and economic growth, which is a key to alleviating poverty.

By participating in the Platform, all stakeholders are offered the opportunity to contribute to policymaking, as well as enhancing their reputation as an active player in the communal response to a global challenge. Business can inspire the policy dialogue by introducing its challenges and needs. By being involved in the process, businesses can also gain from mitigating risks and capturing opportunities from regulations at an early stage.

Networking and partnering with like-minded companies, governments, international and civil society organizations can build a better understanding of how to operationalize a green growth foot print and design strategies for new market segments and geographic areas. Overall, taking part in the Platform promises to enhance the bottom line of private sector participants, since improved resource management and innovation capacity reduces operating costs, mitigates the risk of price volatility, and eliminates dependency on scarce factors of production.



### THE PLATFORM QUICKLY BUILDING ITS BASE

Since the Platform's launch at the United Nations Conference on Sustainable Development (Rio+20) in June 2012, UNIDO and UNEP have been working side by side with businesses around the world to promote best practices in Green Industry, with the aim of increasing the uptake of resource efficient and cleaner production practices amongst both new and established enterprises in the manufacturing industry.

Expressions of interest and signatures of the Platform's "Statement of Support" document are being received on a regular basis. Currently, around half of the Platform's signatories are businesses, ranging from SMEs, such as Cambodian Modern Rattan, to global multinational companies such as Microsoft Corporation and Total S.A.

The Platform also enjoys high-level support from key policy actors, including the European Commission, the Global Environment Facility, and the International Chamber of Commerce, as well as a wide range of national governments and international organizations.

**"One of the things I'm hoping from the Platform is that it will be a convening forum for different players in the value chain – and if we all get together in that value chain, we can look at what we can all do together to improve the situation."**

Steen Riisgaard, President & CEO, Novozymes A/S

