



GREEN INDUSTRY CONFERENCE 2013

Promoting the rapid uptake of green industry in harmony with the Earth's ecosystems

7-9 November 2013, Guangzhou, China

Executive Summary

The third Green Industry Conference (GIC) was held in Guangzhou, China, from 7 to 9 November 2013. The event was co-organized by the Ministry of Industry and Information Technology (MIIT) of the People's Republic of China



Mr. Li Yong, Director General, UNIDO speaking at the opening ceremony

and the United Nations Industrial Development Organization (UNIDO). The conference was the third of its kind, following on from the Tokyo Green Industry Conference held in Tokyo, Japan, in 2011, and the International Conference on Green Industry in Asia held in Manila, Philippines in 2009, where high-level government support for Green Industry policies and practices was consolidated and expressed in the form of the Manila Declaration on Green Industry in Asia, endorsed by 21 Asian countries. A parallel

meeting with senior officials from those countries discussed achievements made, lessons learned and challenges remaining in the implementation of Green Industry in their respective countries.



H.E. Mr. Miao Wei, Minister of Industry and Information Technology, China speaking at the opening ceremony



Civilization needs to stop doing less bad and do more good instead (Gunter Pauli, ZERI)

The Green Industry Conference 2013 confirmed that there is a strong case for Green Industry and highlighted both success stories and outstanding policy challenges. The conference showcased and assessed concrete examples of the application of Green Industry concepts to manufacturing processes. The innovative management and technology approaches presented demonstrated the commercial viability of applying green policies and practices and explored specific challenges and opportunities for different sectors, issues and regions.

An initiative like the one we see here today is exactly what we need; we need to change the imagination of people (Marc Saxer, Friedrich-Ebert-Stiftung)

The added value of and urgency for national, regional and global cooperation has been long demonstrated. The discussions stressed that coordinated efforts to use natural resources in a sustainable manner will help minimize global production costs, making the business case for constructive engagement for mutual benefits. The Green Industry Conference 2013 promoted such cooperation by providing a platform for about 700 participants, including high-level government officials and delegations from 37 countries, CEOs and representatives from the



Plenary hall during the opening ceremony of the Green Industry Conference 2013

private sector, as well as academia and civil society to network, exchange success stories and learn of new initiatives and projects relevant to the implementation of Green Industry measures at country level. The discussions, which were guided by the presentations of over 80 speakers, were at times lively and showed expressed commitment to the policies and principles of Green Industry.



History was made by having big, bold dreams and producing things that people had not even thought of before (Marilyn Mehlmann, Global Action Plan International)

Various panelists emphasized that a common vision for Green Industry has to be defined to overcome the current lack of imagination, orientation and commitment. While technologies and equipment matter, it is of equal importance for mindsets and concepts to be transformed. In addition to the need for government regulation and enforcement of standards, the importance of voluntary procedures was recognized, and their ability to bring about change faster in some cases. The key to

success of voluntary initiatives is for them to be recognized by policy-makers and other stakeholders as making a real contribution towards sustainable development.

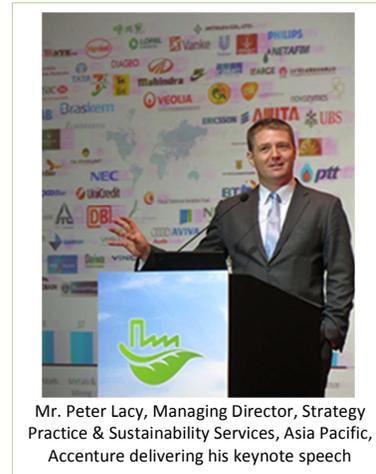
We all have a choice: either sustainable development or tragic development. The solution lies in innovation (Paul Anastas, Yale University)

Innovation was identified as central to the required transformation and as a good stepping stone and business opportunity for countries. The technical discussions introduced eco-design as one important innovative component and demonstrated the advantage of developing products that are more compatible with nature. While sufficient opportunities and ideas do exist it was recognized that ways need to be found for them to be increased and scaled up. A major challenge is posed by the costs of and access to technology, especially for companies in developing countries. Technology transfer, investment and incentives are needed to make countries aware of what is possible. It was further established that different industry sectors face different challenges. The textile industry for instance is characterized by low investment and low technology development; challenging is the multitude of pressures to improve not only on the environmental but also the social front. Therefore, it was stressed that a combination of sector specific and common solutions needs to be found.



There is a limit to how far CEOs can go to make the business case; government intervention and regulation are essential for further progress (Peter Lacy, Accenture)

The business case for Green Industry is convincing. Using fewer resources and producing less waste in processes, for instance by utilizing biotechnology to optimize resource and energy usage in industrial processes, saves costs. However, it was repeatedly stressed that such business models need to be supported by an enabling policy framework putting in place regulations and incentives. An optimum mix of strategies and policy solutions needs to be designed, adopted and implemented from a holistic perspective at all levels and sectors. Especially in developing countries that have vast amounts of natural resources a legal framework encouraging sustainable investments is urgently needed. It was acknowledged that UNIDO's Green Industry Initiative can provide guidance on the development of strategies and frameworks.

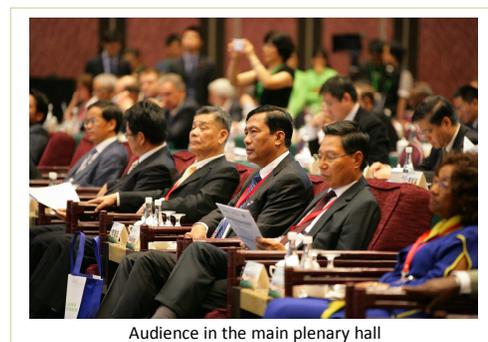


At the same time the discussions concluded that it is not sufficient for legislation to be formulated but market drivers are needed to enforce compliance. Industry should thus engage with associations and technical forums to



be more aware of existing technologies. Further, participants emphasized that to promote a more favorable investment climate for Green Industry, indicators, standards and labels for products and corporate sustainability reports have to be established. Common sets of industry specific indicators are needed to allow for meaningful benchmarking. Such comparable standards will also enable consumers to make informed decisions as customer demand is increasingly becoming more stringent on the ecological and environmental performance of products.

The two and a half day conference reaffirmed the



importance of Green Industry in meeting growing sustainability challenges. The rich discussion stressed the need for inter-sectoral cooperation, active partnership among stakeholders and the creation of a level playing field for all enterprises. Participants agreed on the importance of scaling up investments for Green Industry, as well as the replication of known good practices and monitoring towards Green Industry targets using appropriate indicators. The GIC 2013 reaffirmed the significance of the Green Industry Platform in promoting partnership and cooperation for concerted action on those central concerns. As a concrete outcome of the Conference, UNIDO will engage with governments, business associations and enterprises to promote the particular interest of women in Green Industry and create a women-in-green-industry network in the framework of the Green Industry Platform.