

**ASIA PACIFIC FORUM FOR ENVIRONMENT AND DEVELOPMENT SECOND PHASE
(APFED II)
SHOWCASE PROGRAMME WORKSHOP
March 9, 2009
Tokyo, Japan**

Presentation Summaries

Opening Session

Mr. Hiroshi Nishimiya, Principal Researcher, Programme Management Office (PMO), IGES, gave the welcoming remarks, thanking the participants for attending this Showcase Workshop. He explained the history of the APFED II and its Showcase Programme, which was introduced by the Ministry of the Environment as a result of the recommendation, formulated by APFED I in 2006 and expressed his hope that valuable information and lessons will be shared through this Workshop.

Ms. Aretha Aprilia, Programme Specialist, UNEP/ROAP, gave a short speech expressing her gratitude on behalf of UNEP-ROAP for having organised this Workshop on the APFED Showcase Programme. She took the occasion to remind that improving resource efficiency requires not only innovative technologies but also behavioural changes on the part that all stakeholders take. This is a point that APFED has also focused on. Finally, Ms. Aprilia announced the opening of the next call for APFED Showcase project applications.

Session I: Effective Reporting and Evaluation

Mr. Masanori Kobayashi, Coordinator, Programme Management Office (PMO), IGES, briefly contextualised this Showcase Workshop in the overall APFED activities, which have the three pillars: the Showcase Programme, the Knowledge Initiative, and the Policy Dialogue. He briefly explained the principles of each component, and encouraged the Showcase project implementers to conduct successful projects that will potentially be included in the APFED Good Practices Database, which is part of the Knowledge Initiative. He also reviewed the application and selection records of the Showcase projects. He briefly explained the composition of NetRes, supported by a number of eminent institutions, involved in running the APFED programmes. He expressed his hope to obtain inputs for the APFED II report, and to policy processes such as UNFCCC/COP14 and 15, and CBD/COP 10, and solicited the participants' support. Mr. Kobayashi briefly introduced the APFED Policy Dialogues, and highlighted the points for consideration in the various Showcase programmes, such as success factors, impacts, and lessons, and pointed out the necessity to link them to broader policy processes. Finally, he made a call for recommendations from the project implementing organisations.

**Session II: Decoupling of economic development and environmental degradation and
prioritisation of products and resources**

Ms. Dorris Ravai, Senior Programme Coordinator, Live & Learn Environmental Education, introduced the project that her organisation has been implementing in Fiji. She gave the background of Live & Learn Environmental Education, which works in both schools and communities in various country offices in Papua New Guinea, Solomon Islands, Vanuatu, Maldives and Cambodia, seeking

to make progress towards environmental sustainability through environmental education. She explained the organisation's principles and approaches based on gender equality, community ownership, open participation, local relevance of project tools, and encouragement of action following education. She then proceeded to explaining the rationale for the Youth Leaders for Waste-Wise Communities in Rotuma, a remote island in need of an effective waste management system, and an engagement and empowerment of the youth living on the island. There is a similar issue in other areas of Fiji, and therefore this project has been implemented as a pilot project which can hopefully be replicated in rural areas where facing similar waste issues. Ms. Ravai then outlined the major activities of the project, including the Research of Aspirations and Perceptions, capacity building, monitoring and evaluation. The project is now seeing improved dialogues and strengthened relationships among the communities, and support for communal waste management. One of the key impacts was the community initiative to build a plastic-free community.

Mr. Cholathorn Dumrongsak, the Siam Cement Public Company Limited, Thailand, presented his company's project on enhancing eco-efficiency and sustainability in Primary industry sector in Thailand. He explained through his presentation how a private company can contribute to enhancing environmental sustainability. As Small corporations have less financial capacity to implement environmentally sustainable measures, Mr. Dumrongsak pointed out that "brotherhood approach" can be useful, where larger companies support smaller ones in undertaking more sustainable practices. He introduced the Siam Cement Group (SCG), which has substantial commitments to balancing business activities and environmental sustainability. He moved on to explaining the principles and methodology of the project, which made use of eco-efficient technologies, and disseminated them outside the company. The projects will be followed up after the present pilot phase.

Mr. Sujan Shrestha, Senior Programme Officer, Marsyangdi Rural Development Organisation (MARDO), gave the project outline in the implementation of the 3R in Nepal. He began by giving the background of the project site, which, being outside the municipality area, does not receive the waste management services that other areas receive. The only management of solid organic waste were the composting carried out by individual households. The project therefore endeavoured to provide proper waste management, benefit the poor, and empower women in the communities through establishing a solid waste recycling system.

The major achievements of the project include the construction of the waste management demonstration park for awareness-raising on waste management, solid waste management training at the household level, compost bin distribution, income generating activities such as mushroom cultivation, and student awareness campaign on solid waste management. The project was followed by evaluation of solid waste segregation capacity. He also explained the obstacles faced by the project implementation, future worries, and the projected activities for the future.

Ms. Hyung-Jung Im, Team Manager, Korea Eco-Products Institute (KOECO), briefly introduced her organisation, in charge of promoting eco products in Korea. She explained the principles and the main activities of the project on supporting the green consumer initiatives in Korea. She gave a comparison of green purchasing activities in Asia, which have specialised agencies to promote green purchasing. She followed on to the outlines of the pilot project which aimed to outline the characteristics of green consumerism. It turned out through the user surveys of this pilot project that the consumers mainly purchased green products for health, not particularly from consideration for environmental friendliness, that many people consider that the eco-products are expensive.

The keys to enhance green consumption found through the pilot project are to improve quality/function, to improve price competitiveness, and to increase access to and dissemination of

information on eco-products. The most important would be to enhance public awareness on eco-products.

She briefly reviewed the contents of the green procurement law enacted by Korea since 2005, and the impact it has had on the industrial sector and the various public relations and efforts that have been made.

Discussion

- ♦ Participants pointed out the necessity for clear benchmarks to indicate the progress made in a quantitative manner. How much energy or resources have been made? How many people have changed perceptions of behaviours? There was also a remark on the linkages of the project outcomes with macro-policy processes. What kind of recommendations can be given from the project lessons?
- ♦ Answers included that responses to project implementation can include community resolutions, which can constitute a considerable change. It was pointed out that waste management activities tend to require incentives and people tend not to be interested in the activities without proper incentives. It was also mentioned that data are projected to come out of baseline surveys due to be carried out. It was underlined that projects tend to lack support from governments, and that there should be more dialogues to include them.

Session III: Metal resources and recycling

Mr. Liu Hao, Programme Officer, Basel Convention Coordinating Centre for Asia and the Pacific, Asia-Pacific Regional Centre for Hazardous Waste Management Training and Technology Transfer (BCRC China), introduced the 2007 Showcase Project on collection and treatment schemes for e-waste in China. He gave the background of the issues related to e-waste and their treatment, and then explained the details related to the project implemented in the Jiangsu Province of China from March 2008 to August 2009 in waste management and technology. He described the significant activities of the project on e-waste collection demonstration and recycling partnership. Active support and guidance from governmental sectors and institutions were helpful to facilitate the effective implementation of this project, under which initiatives of public-private partnerships were conducted. There were also household surveys conducted on e-wastes. It turned out that a significant proportion of households wished to receive a compensation for continuously participating in e-waste collection. Propaganda activities were also conducted in the project to promote e-waste collection in demonstration communities. It was found through the pilot projects that the media play a considerable role in enhancing public awareness on e-waste collection. The e-waste treatment procedures were also reviewed in the project in order to improve the technologies for dismantling and recycling e-waste.

The project impacts included the enhancement of environmental awareness of community members, improved recycling process, and enhanced public-private collaboration.

Discussion

- ♦ What kinds of diseases have been induced by e-waste in Jiangsu Province?
Up to now there have not been any serious diseases, but given the amount of e-waste production, the risks are high.
- ♦ What can be done to satisfy the low cost that is desired from the private sector in the e-waste management partnership?
The semi-automatisation of the e-waste dismantling process in order to cut down on manpower costs.

- ♦ What kind of legislations can be applied to enhance this kind of measure in e-waste treatment? National and local regulations and technical guidelines on environmental protection and circular economy could provide the guidance and support for e-waste treatment.
- ♦ A comment was made that the APFED meetings from last year had pointed out that projects should have a linkage to poverty reduction, and the same applies to the projects presented in this session.

Session IV: Biomass use and biofuels

Mr. Le Hoang Viet, Director, Energy Conservation Research & Development Centre (ENERTEAM), outlined the project on rice husk gasification in Viet Nam. He firstly gave the background of the area, which is a major rice producer and therefore has abundant rice husks. However, traditional burning has low efficiency and causes GHG emissions. There was a need to solve the local problem of unemployment if the firing plants are closed down, and to also prevent the global problem of global warming. The solution proposed was rice husk gasification, which makes use of agriculture residues, has low fuel cost, and reduces impact on global climate, as 6kg of rice husk can replace a litre of liquid fuel. The gas can be used in production of bricks and pottery. He also mentioned some obstacles. The first is the distrust from users because this is the first gasification application in Viet Nam, and they are worried about lack of competition capacity because of the dominance by the national electricity company. Such a concern could be solved through site visits, and introduction of financial schemes for risk-sharing.

Discussion

- ♦ If the energy production from the rice husks increase, the price of the husks will skyrocket, making a significant impact on the pottery industry and the consumers
- ♦ What if the rice cultivation land is replaced by constructions?
There is a law in Viet Nam that protects agricultural land from being converted through construction.

Session V: Good Practice for Sustainable Development – Ryutaro Hashimoto APFED Award and APFED Good Practice Database

Ms. Ikuyo Kikusawa, Researcher, PMO, IGES, introduced the Ryutaro Hashimoto APFED award, reviewed the award-winning cases from 2008, and then introduced the good practice database. She explained the case studies that are conducted for the projects that have been selected for the award. The case studies are thus added into the Good Practice Databases, with information such as the implementation mechanisms, success factors, impacts, governance issues, self-sufficiency, replicability, linkages with the APFED priority themes, etc. The Good Practice Database aims to disseminate information and provide analyses on the good practices implemented in the past.

Discussion

- ♦ The success factors or key points in implementation would probably differ in different areas and countries, so even the replicated projects would provide valuable information if studied. It may be worth studying similar projects in different countries rather than only studying different types of projects.

- ♦ There is a need to investigate how biofuels can substitute the fossil fuels that are being used now, instead of just adding on to the present consumption.

Session VI: APFED Showcase Programme

Ms. Aretha Aprilia, Programme Specialist, UNEP/ROAP, gave a short presentation to introduce the background of the APFED Showcase Programme, and to review the past proposals, which have been rapidly increasing in numbers since the launch of the programme in 2006. Finally, she announced the launch of the 2009 call for proposals, and encouraged the participants of the workshop to spread about the announcement.

Ms. Ikuyo Kikusawa, Researcher, Programme Management Office (PMO), IGES, introduced the Showcase Programme Handbook, which explains the project selection and implementation procedures. It is a tool that aims to enhance the common understanding on the functionality of the Showcase Programme between the APFED Secretariats, NetRes and the implementing organisations. It also gives a clear definition of the roles of stakeholders, explains the disbursement modalities for the project funds towards the implementing organisations, and the chronological procedures of the Showcases projects. It also lists the required documents for the application procedure for the APFED Showcase Programmes, and the criteria for the project evaluations.

Session VII: APFED Information Management (Newsletter and Video Clip)

Mr. Masanori Kobayashi, Coordinator, PMO, IGES, gave an introductory presentation on the APFED information management. He announced the planned creation of the APFED Showcase Video Clips to introduce various activities being carried out within the projects. He encouraged the participants to submit the good practice data forms once the projects approach completion, and provided an example of a video clip produced by a project in the Thar Desert, Pakistan. He highlighted some elements of the sample video which contribute to effectively convey its message, such as the inclusion of project backgrounds, featuring of community people in action, and the clear and efficient narration, etc.

The following discussions touched onto the guideline principles that may need to be followed in the creation of project video clips, such as child protection, respect for the local cultures and practices. It was pointed out that the consideration of what the situation on the ground would be with or without the project implementation would be useful for effectively communicating project achievements, and a scenario approach may be appropriate for the purpose.

Session VIII: Reporting and Lesson Sharing of the APFED Showcase Programme

Mr. Masanori Kobayashi, Coordinator, PMO, IGES, shared the plans for future reporting and lesson sharing of the APFED Showcase Programme, explaining the inputs that would be provided by the various players of the APFED Programmes, including the various project implementing organisations and the NetRes institutes. He outlined the timeline of the reporting process, pointing out the three key steps of the production of APFED II interim report, followed by the revised Programme Report, and then the APFED II Final report. He gave some details of the report contents, highlighting the key elements that require feedback from the field actions, and the priority areas and issues that would be focused on in the final report. Finally, he outlined the roles of the various APFED member organisations in the development of the final report, pointing out the benchmarks and indicators that they would need to consider.

Mr. Uno made a speech on how best to make effective use of multimedia tools in disseminating information and messages on environmental sustainability and the actions that are being undertaken for it. He highlighted that there are two types of multimedia in terms of their use, namely academic use and commercial use. He pointed out that although people may believe that there is a global guidance on the use of the multimedia materials, but the reality is that they vary according to country. He gave some rules of thumb that would be better to follow, such as to honour the context in which the images have been collected, or to be transparent about their uses to those who provide it. He also cautioned that the editing stage may require attention especially when it comes to the rights of using musical material. Finally, he ended his speech by commenting that the dissemination of the data should be properly controlled whether to make them downloadable.

Discussions Session

- ♦ In the discussions, participants brought up their concerns to the floor such as what the future actions to take in order to facilitate project implementation are; what kind of incentives can be generated to influence the players of project implementation with regards to incentive provision; the balance for technology application needs to be found between new technologies and availability of materials; how can traditional knowledge be revived; and what the policy and institutional gaps that the policy implementation processes face are.
- ♦ Awareness is critical in the people involved in the project, and the ownership of the project is important. Collaboration and partnership is also a key issue for effective implementation of the projects.
- ♦ In response to the question on how the project implementers can overcome the government indifference to the projects, a Thai experience was introduced to suggest to find a common interest between the government policy and the project outcomes so as to convince the relevant ministries that supports the project implementation will not be detrimental to their interests.
- ♦ Another question was raised to ask whether the projects are capable of filming or obtaining some images for the video clip. Although videos have not been taken from the past, participated IO representatives responded as capable. There could be some attempts to film images from the projects, but people should not expect to obtain high quality images as it would be done by amateurs.

Wrap-up Session

Prof. Cielito Habito, APFED Member, Professor and Director, Ateneo Centre for Economic Research and Development, and former Secretary of the National Economic and Development Authority of the Philippines, acknowledged the continued support of the Japanese government for the APFED activities. He referred to the last review of the APFED II Programmes, which is now in its third year, and underlined the need to begin outlining its major achievements. He mentioned that he is somewhat lonely in voicing the need to invest in securing environmental services even in times of economic recession, and cautioned that economies and governments may be attempting to recover economic growth at the expense of the foundations of the whole human society. He pointed out that in this kind of global circumstance APFED holds the critical role of demonstrating what kind of measures can be undertaken in order to ensure that development is achieved in a sustainable manner. He advocated community-based actions, both in environmental and social actions, as the people on the ground are those who know best what needs to be done to improve the situation. Finally, he

expressed his hopes that the APFED II Final Report will reflect that kind of initiatives and achievements on the ground.

Discussion

In the wrap-up discussion, a question was raised on how qualitative achievements such as the community values and satisfaction can be reported when they cannot be measured. To response, application of contingent valuation methods was proposed in order to express personal values in monetary terms. It was also pointed out that it may be not sufficient to ensure that we are always moving towards its improvement.