

**Green Industry Platform
First Meeting of the Advisory Board**

3 April 2013 - AFD Headquarters
Paris, France

Report on Key Points

The first meeting of the Advisory Board of the Green Industry Platform took place over a half-day, during which the direction and strategy of the Green Industry Platform was discussed and key action points were decided on. Particular emphasis was placed on the commencement of concrete activities on the ground involving the Platform's global membership.

Opening

Following welcoming remarks by the meeting's host, Agence Française de Développement, and the Platform's convenors, a brief signing ceremony was held during which the Platform welcomed three new members: Agence Française de Développement, the Rainforest Alliance and the Institute of Circular Economy.

Green Industry Platform - Introduction and Status Update

The context, background and status of the Green Industry Platform was presented to the Advisory Board. The exact nature of government, business and organizational involvement was explained, and the need for Platform members to conduct concrete, measurable actions on the ground was emphasized. The main outcomes of the first meeting of the Green Industry Platform's Technical Expert Committee, held on 25 March 2013, in Vienna, Austria, were also reported.

Functions of the Advisory Board

The role and responsibilities of the Advisory Board as the primary advisory body to the Platform's Executive Board, convenors and secretariat was explained. The ensuing discussion brought out the following point:

- The Platform's convenors would investigate the possibility of private sector secondments to the Platform secretariat.

Direction and Strategy of the Green Industry Platform

During the discussion of the Platform's overall direction and strategy, the following general recommendations were made:

- The Platform's niche should be translating the concept of Green Industry into clear, practical, actions on the ground and a longer-term vision needs to be established to this end;
- A substantial increase in the number of businesses signing the "Statement of Support" and implementing green industrial policies and practices needs to occur;
- The establishment of regional and national Green Industry Platforms should be considered.

It was further noted that there were two types of Green Industry activity envisaged, namely:

- Convenor-led projects, driven by UNIDO and UNEP, with active support from members; and

- Member-led projects, where members themselves would take the lead, using the Statement of Support as a common basis for determining which activities were pursued, how, and with whom.

First Steps - Platform Work Plan for 2013/2014

As first steps for the Platform to undertake in the period 2013-2014, the following guiding points were provided, based on the key questions of what concrete activities to target, how to increase uptake and modes by which to effectively conduct Platform operations:

General Guidance

- The Platform must be clear on what members can do to get involved beyond convening activities and that a business model needs to be adopted which focuses on specific projects and activities with concrete benefits and incentives for participation;
- To increase the uptake of green industrial policies and practices, activities would be undertaken in three areas: a.) awareness raising and outreach, b.) projects and activities, and c.) research;
- To involve global finance to a higher degree in Platform operations and activities and possibly appoint a representative from the financial sector to the Advisory Board;
- To make the Platform incentive-driven, measurement-assisting and standard-bearing.

Awareness Raising and Outreach

- Only through the concerted efforts of the different stakeholders at the national level - targeting key industrial sectors - would the Platform succeed. This includes the need for government and private sector buy-in and a change in culture through awareness-raising activities;
- The Platform should provide an opportunity for participants to profile their activities as leaders in the areas of green industrial best practice since a best practice leadership platform is the clearest way through which the Green Industry Platform could provide added value. It was cautioned that the Platform take care not to descend into brand promotion.

Projects and Activities

- Take advantage of very clear and immediate possibilities, as well as existing infrastructure, to improve resource efficiency and environmental performance on the part of informed businesses and undertake activities assisting SMEs with the adoption of green industrial policies and practices;
- Tackle global supply chains, one-by-one, and seek opportunities for improvements both along the whole supply chain and in the links between the elements of a supply chain;
- Projects involving retailers as a means to scale up proliferation of Green Industry;
- Conduct small-scale demonstration projects as a basis for further scaling-up;
- Consider projects targeting new technology and innovation in the field of Green Industry.

Research

- Survey business members to establish relevant baselines for further work;
- Scale up existing work on the food processing industry to a global level;
- Facilitate access to Green Industry-specific data internationally;
- The Platform could provide governments with information on the different regulatory frameworks for Green Industry and assist smaller companies navigate the various reporting requirements;
- Certification schemes are an area which the Platform should investigate further in response to industry interests in means by which to have achievements recognized.