How to Set-Up a Green Industry Platform Initiative in Your Country

A User Guide for Members

Introduction

1.   As a signatory organisation, you know that the Green Industry Platform is a global public/private partnership that has been established with the aim of providing a framework for participants to take concrete and measurable action to advance green industry at all levels. You also know that 'Green Industry' is defined broadly as industrial production that does not come at the expense of the health of natural systems or lead to adverse human health outcomes.

2.   There is no fixed or technical definition of 'Green Industry'. It can be seen as a direction, a way of doing business and a new business model, informed by a number of important sustainable development performance indicators. The journey toward Green Industry is urgent, but progress along the road will be achieved by a combination of bold strategic decisions and technological breakthroughs, as well as the combination of many small steps that, for example, improve resource and energy efficiency.

3.   With the launch of the Platform in Rio de Janeiro on 16 June 2012, the question is now 'what can I do next?'

4.   This short User Guide has been developed to assist signatories of the Green Industry Platform Statement of Support like yourself to consider how you might take the initiative - within your own organisation, country, region or sector - to promote Green Industry Policies and Practices outlined in the *Statement of Support*. You can do this either on an individual basis and/or jointly with other signatories.

Basic Principles

5.   At the outset, it is useful to summarise the concept of the Platform. Basically it is a voluntary informal framework where individual governments and organisations make a public pledge to progressively integrate Green Industry into their own policies and practices. In this, they are guided by the engagements undertaken in the *Statement of Support* (attached for ease of reference).

6.   While the Platform offers flexibility of approach, recognizing that every organisation will have different Green Industry starting points, capacities and objectives, Platform members undertake 'adopt such management policies, practices and technologies as are appropriate' to:

- *Promote awareness* of Green Industry within their organization, with partners and other stakeholders;

- *Integrate a Green Industry approach* in their organisational strategy and value chain;
- *Explore, encourage and provide incentives* for advancing Green Industry within their organization;
- Seek opportunities to *develop joint approaches*, using synergies, strengths and skills of partner organizations;
- Participate in Platform working groups and initiatives to *develop Green Industry 'road maps'*;
- Advocate public policies and other actions to promote Green Industry, include in the trade context; and
- *Review and report on progress* on an annual basis.

7.   Guidance to you on how to do this will come from three main sources.

8.   The first source is the *Statement of Support* itself, which provides a list of eleven key objectives and gives concrete examples of the types of policies and practices that can help you in the transition to Green Industry. These include, for example, improving resource efficiency, strengthening waste management, improving energy efficiency and adopting a lifetime approach to product manufacture. Full details of these are set out in the Annex to the *Statement of Support*.

9.   *The Statement of Support can be used immediately to begin, or continue, your organization's journey towards Green Industry.*

10.   The second will be from *other Green Industry Platform signatories*. Information on Platform signatories will be made public on the UNIDO/UNEP Platform website, enabling you to make direct contact with other members in their sector or region. You are free at any time to explore ideas and potential projects with other members, drawing on the overall objectives and approach outlined in the *Statement of Support*. The Platform will also be proposing initiatives aimed at bringing specific members around the table to develop specific outcomes, such as the development of Green Industry 'road maps'.

11.   The third source of guidance will be from the *Platform secretariat and portal*. This is currently being set up as a repository of information on existing sources of information on Green Industry and activities. This will be open to all Platform members and will offer you a range of information on such things as best practices, self-help and benchmarking tools, assist in identifying and commissioning appropriate research, and (subject to available funding) the provision of advisory services on policy, technology and finance issues. More details of guidance offered can be found on the Platform web portal (add url).
Finance

12.   The Platform is intended to operate on self-financing basis. This means that all members will be responsible for meeting their own costs involved in networking and following up on specific initiatives. Information resources and advice will be made free of charge, however, and both UNIDO and UNEP will use their best endeavours wherever

possible to introduce members to potential sources of finance for specific projects. You should also feel free to explore possible sources of finance for support of their activities directly with other members.

13.   In the main, however, the Platform model is that all members are providing in-kind support, i.e. sharing their knowledge for mutual benefit, such as increased clarity and effectiveness of industrial policy, improved competitiveness and productivity, more jobs, lower operating costs (e.g. through improved energy efficiency), and better access to lower cost capital.

Getting Started

14.   Once an organisation has signed the Statement of Support, its name will be listed on the Platform's public website, together with other members. While there is no single 'right way' to follow up, here are a number of actions that you can consider.

   a) *Internal*

   • *Announce your membership* of the Platform internally. Disseminate the Statement of Support and encourage employees to read it and visit the Platform website. Invite suggestions on specific opportunities to improve your organization's performance using a Green Industry approach.

   • *Establish a Platform coordination person/team* to facilitate internal (and external) coordination. Request a review of current Green Industry current policies and practices (including recruitment and training) and invite recommendations for action, whether alone or with partners.

   • *Integrate the Platform's Policies and Practices your organization's operating procedures* and into job descriptions, where appropriate. Offer training and encourage discussion groups aimed at identifying ways to advance your objectives through Green Industry.

   • *Analyse your organization's value chain and key stakeholders* for potential synergies and collaborative ventures involving Green Industry. Which organizations could be most useful in providing the policies, finance, know-how, labour or technology required?

   • *Embed Green Industry in your organization's overall operational strategy and business model*. Identify savings, benefits and costs associated with measures to lower operating risk and improve energy and resource efficiency.

   • *Develop a data collection, analysis and reporting approach*. This could identify key goals and indicators of progress towards Green Industry and, where appropriate set

targets and performance goals. Decide what and how to communicate publicly on progress achieved.

b) *Underline*

- *Publicly announce your support for the Platform.*   In communications with key stakeholders, encourage them to read the Statement of Support and make suggestions on improvements that might be made, jointly or individually.

- Drawing on internal strategy, *approach other members (or organisations) with a view to exploring the potential for joint initia*tives consistent with the Platform's objectives and approach. Establish the Platform's policy guidance principles as the common framework to be used.

- *Identify the main benefits of adopting (or accelerating) a Green Industry approach in your sector/country/region,* and set targets as appropriate. Analyse hurdles and hindrances to achieving these targets and develop individual/joint strategies to overcome them.

- As required, *seek information on matters such as best practices, potential partners, relevant policies and technologies* from the Platform Secretariat. Supplement this with independent research involving partner organizations and other sources.

- To facilitate coordination and learning, *keep the Platform secretariat informed of the main developments, dilemmas and needs.*

Coordination

15.   The Platform is not a 'top-down' initiative, where members will await guidance on action priorities and recommendations. To the contrary, it will operate along the lines of a *'shared ownership' model*, where members are motived by their common and complementary interests in promoting Green Industry. In this context, UNIDO and UNEP will use their resources as far as possible to encourage and support action, including through the creation of specific project initiatives and the provision of access to information on contacts, policies and technologies.

16.   In this context, you are encouraged to keep the Platform secretariat informed of:
- Any *information needs* you may have regarding individual action your organization is taking;
- *Initiatives you are taking* to promote Green Industry;
- *Any proposals and ideas for joint initiatives*, such as developing a Green Industry road map for your country or sector; and
- *Questions you may have about how the Platform can help* or comments about problems you have encountered.

The secretariat will do everything it can to be of assistance.