Green Industry Platform
First Meeting of the Technical Expert Committee

25 March 2013 - UNIDO Headquarters
Vienna International Centre, Room D1973
Vienna, Austria

Report on Key Points

In a one-day meeting of the global members of the Green Industry Platform's Technical Expert Committee, several key operational and strategic points were discussed with the intention of accelerating the commencement of the Platform's first concrete activities on the ground.

Opening and Green Industry Platform Introduction and Status Update
Following welcoming remarks by UNIDO and UNEP representatives, the Technical Expert Committee was given a brief summary of the context, background and status of the Green Industry Platform. 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.

In the ensuing discussion, the following points of operational principle were raised by the Technical Expert Committee:

- The matter of brand protection, including issues of name, logo and membership (e.g. the need for a due diligence procedure for Platform members, including members of the Advisory Board and Technical Expert Committee);
- The need for signatories of the "Statement of Support" to display evidence of progress, or at least action;
- The issues of monitoring and assurance, which would need ultimately to be undertaken by members and their stakeholders; and
- The establishment of baselines to eventually measure progress of participating businesses.

Functions of the Technical Expert Committee
Following an outline of the Technical Expert Committee's role and the general administrative arrangements of the Platform, is was determined that:

- An expert from Africa, and potentially the UNEP/SETAC Life Cycle Initiative, be identified and considered as an addition to the Technical Expert Committee;
- An organizational chart should be developed for the Green Industry Platform, displaying reporting responsibilities;
- A maximum of two Committee meetings a year are to be held - possibly in combination with larger, thematically-relevant events.

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:

- Conducting a gap analysis, possibly through a sub-contract, to determine the extant level of information on Green Industry available and the specific needs of businesses;
- That the Platform's convenors be extremely mindful of existing work - both theoretical and practical - which has targeted the same themes;
- That the Platform focus on bringing practical tools to target beneficiaries;
- That for large enterprises, the Platform provide policy-support tools, whereas for SMEs, the Platform should provide a wide range of practical tools;
- That the different roles and modes of involvement of participating members (governments, businesses, international, civil society and business organizations) be clarified and adapted as needed.

First Steps - Platform Work Plan for 2013/2014
As first steps for the Platform to undertake in the period 2013-2014, the following sets of possible actions were identified:

Administrative Steps
- A graphical map of relevant initiatives should be drawn up, with the help of the TEC, to determine the position of the Platform in relation to ongoing initiatives and processes;
- A calendar of Platform-relevant events and engagement opportunities would be drawn up and made public;
- A new, non-UNIDO, non-UNEP, logo should be designed and the implications of its use should be discussed further by the convenors and possibly brought up with the Advisory Board;
- Development of a programme of work for the next three years and the establishment of a flagship programme for 2013.

General Guidance
- The focus of activities for the Green Industry Platform in 2013 should be on the food and beverages industry, and for 2014 on the textiles and possibly leather industry;
- The Platform should not treat national sectors in isolation, but should rather look along the whole value chain and consider the country-specific context of activities targeted, as well as what can actually be gained from them;
- The Platform should consider the importance of benchmarking to any of the Platform's future activities;
- The Platform's activities should be sure to provide the current group of Platform signatories with added value and that a rigorous cost/benefit analysis be undertaken to help determine which activities the Platform should focus on;
- The three strategic priorities and corresponding workstreams of the Green Industry Platform will be: a.) awareness raising and outreach, b.) projects and activities, and c.) research.

Awareness Raising and Outreach
- Increase the number of companies participating in the Green Industry Platform and address the need to build up momentum for the private sector to apply existing approaches and tools;
- Create added value throughout the supply chain through the promotion, outreach and provision of relevant information, ideally through the establishment of a knowledge management component of the Platform which provides its members with a source of credibly assessed information and facilitates the exchange between members on relevant topics;
- Functions of the knowledge management component would include the collection and showcasing of best practices amongst members, examples of thematic policies and regulations

and the facilitation of regional technology and best practice transfer. The Platform would thereby be able to map out what different approaches to green industry could be taken by both individual businesses and sectors.

Projects and Activities
- Platform members should be surveyed with the goal of discovering what they would be interested in doing concretely;
- Resource efficiency should be primary focus are of the Platform and revolve around specific case studies - a concrete first result would be to aid a company switch its production methods to include new water-saving and recycling technologies;
- Waste management is another area which the Platform should target - activities in the construction sector could be undertaken and a quick win could be putting small-scale recycling, in areas such as metals, into practice;
- The development of new business models aimed at reduction of resource use and negative environmental impacts.

Research
- Establishment of a relevant data matrix to enable benchmarking amongst participating businesses, with the Platform providing feedback on where they stand in relation to similar sized businesses in their field;
- Or, that instead of a self-assessment, an independent evaluation or ranking could be carried out for Platform members;
- That the Platform help generate data based on carefully selected indicators, bearing in mind the challenge of determining what to measure and how.