

Green Industry Platform Second Advisory Board Meeting

22 September 2014 – The Westin New York Grand Central
New York, USA

Report on Key Points

Meeting Objectives

The second meeting of the UNIDO-UNEP Green Industry Platform's Advisory Board was held in New York on the margins of the 69th session of the United Nations General Assembly and the UN Climate Summit 2014. The Board sought to identify concrete means by which to enhance the outreach and impact of the Platform and provide guidance on the value and possible roles of the Green Industry Platform in the post-2015 setting, with a view towards identifying specific regions, sectors and approaches on which the Platform should focus its future efforts and resources. The potential contribution of the Green Industry Platform in helping governments and industry meet eventual goals and targets of the ongoing climate change negotiations and Sustainable Development Goals processes was also addressed.

Opening, Status Update and Outlook

The Director General of UNIDO and Executive Director of UNEP opened the meeting, emphasizing the importance of the Green Industry Platform's approach to the implementation of the post-2015 development agenda, and the notion that the Platform should help industries in developing countries, in particular in Africa, accelerate the leap to a more sustainable model of economic growth. An update was provided on the Platform's status, which included information on membership, activities undertaken by sector and region in response to recommendations stemming from the first Advisory Board meeting, and an analysis of the Platform's strengths, weaknesses, opportunities and threats. It was recalled that the period 2012-2015 was a pilot phase and that the Board's inputs would be highly valuable in reviewing the Platform's mission and strategy in 2015.

Enhancing Outreach, Uptake and Impact

In the Board's assessment of the optimal strategies and approaches to reach target audiences, respond to member needs, and deepen awareness and engagement in Green Industry policies and practices, the following recommendations were made:

- The Green Industry Platform needed to **strengthen its value proposition and sharpen its focus**. As such, the Platform needs to focus on easily and immediately achievable objectives, and offer concrete products and outputs in which quality (of products and services) takes precedence over quantity (of activities and members).
- **The business case for prospective and actual members needs to be clearer**. In order to increase government as well as private sector engagement, the Platform should clarify its core functions and offer clear incentives for participation.
- **Value-chain and sector-level events showcasing industry best practice** should be organized to engage stakeholders in a more targeted manner, position the Platform as a framework for practical solutions.
- The Green Industry Platform's brand identity could be strengthened through the **establishment of an awards or certification scheme**, recognizing the most successful solutions in the Green Industry space.
- Platform **activities should be geared towards SMEs, and take a value-chain approach**. Proposed activities include **renewable energy promotion** and **technology promotion**.
- The **establishment of national and/or regional hubs and chapters** for Green Industry should be encouraged to facilitate greater engagement by government, business and civil society stakeholders.
- The Platform should also **facilitate access to finance**, by for instance **cataloguing existing national, regional or global administrative solutions**, and also **certifying projects to fast-track relevant funding**.

The Road Beyond 2015

Taking into account the emerging international policy and regulatory environment arising from the formulation of the post-2015 development agenda, including the UN Sustainable Development Goals and the UNFCCC climate negotiations, the Board made the following recommendations regarding the Platform's potential role and activities:

- The role and ambition of the Platform should be reassessed, so as to **help balance emerging country-level environmental and economic goals**, for instance by **helping African economies make pivotal 'green' industrial development choices**.
- Post-2015, the Platform could play an invaluable role in helping **global business, including SMEs, understand the meaning of the Sustainable Development Goals** and their relevance and implications for business.
- In this context, **the Platform should help 'translate' relevant goals and targets for global industry, in particular SMEs**, to clarify what the inherent requirements and opportunities might be and emphasize that 'greening' operations is not optional and should be undertaken beyond just the business case.
- The framework of the Platform's *Statement of Support* should be used to **coordinate efforts and investments along value chains** and amongst stakeholders to **realize potential resource efficiency gains and transition to a circular economy** in line with compatible policies and regulations.
- At the country level, **enable strategic policy shifts towards Green Industry** by providing advisory services, building capacity, convening stakeholders, developing roadmaps and fostering regulatory change.
- Building on momentum, **develop concrete multi-stakeholder partnerships, including South-South cooperation cases, based on technology sharing, capacity building and trade facilitation**, for the delivery of transformative Green Growth.
- **Develop national Green Industry strategies** amongst government members of the Platform, and measure performance over time.
- **Contribute, where possible, to the formulation of the post-2015 development agenda** and the shaping of conducive policy environments for Green Industry development.

Management

On the issue of management, the following recommendations were made by the Board with respect to the Platform's possible future management, financing and administrative arrangements:

- Conduct **comprehensive review of Platform activities and progress in 2015** to more sharply define mission and mandate for period post-2015.
- The Platform's convenors should **improve reporting on progress and increase transparency on projected programme of work**.
- Given current resource levels, a **choice had to be made between an emphasis on global policy advocacy, or on concrete activities (e.g. convening events, profiling best practices) on the ground**.
- Increase the Platform's capacity and resources through, for example, **institution of a fee structure for members, or a blend of public and private financing** based on initial public patronage aimed at leveraging greater business support.
- Convenor organizations should **provide dedicated resources to administer the Platform and drive its activities**.
- UNIDO affirmed that it would **continue pursuit of its Green Industry suite of projects from available human and financial resources**.

It was noted that these and other recommendations would be taken into account by UNIDO and UNEP in framing the review to be undertaken in 2015 of the Platform's pilot phase, and in improving its outreach and impact in the period beyond 2015. Specific recommendations would be brought to the Board's next meeting.

Participants

Advisory Board Members and Alternates

H.E. Mr. Taher Shakhashir
Minister of Environment, Jordan

H.E. Mr. Marcin Korolec
State Secretary for the Environment, Responsible for Climate Policy, Poland

Mr. Samir Kilani
Director, Green Economy Unit, Ministry of Environment, Jordan

Mr. David Hasanat
Chairman and Chief Executive Officer, ViyellaTex Group

Mr. Thomas Videbaek
Executive Vice President, Business Development, Novozymes A/S

Mr. Sunny Wang
General Manager, Broad USA, Broad Group

Mr. Claus Stig Pedersen
Head of Corporate Sustainability, Novozymes A/S

Mr. Janez Potocnik (via pre-recorded video message)
European Commissioner for the Environment, EC

Ms. Louise Kantrow
Permanent Representative to the United Nations, International Chamber of Commerce

Ms. Andrea Bacher
Executive, Energy, Environment, Green Economy, International Chamber of Commerce

Mr. Ömer Cihad Vardan
Board Member, Turkish Association for Energy Efficiency

Mr. Robert Dixon
Head, Climate Change and Chemicals, Global Environment Facility

Facilitation

Mr. Paul Hohnen
Founder, Sustainability Strategies



United Nations Environment Programme (UNEP)

Mr. Achim Steiner
Executive Director, UNEP

Mr. Elliot Harris
Officer-in-Charge, Regional Office for North America, UNEP

United Nations Global Compact (UNGC)

Mr. Georg Kell
Executive Director, UNGC

Mr. Ole Hansen
Head, Global Compact LEAD, UNGC

United Nations Industrial Development Organization (UNIDO)

Mr. Li Yong
Director General, UNIDO

Mr. Heinz Leuenberger
Director, Environmental Management Branch, UNIDO

Mr. Pradeep Monga
Director, Energy and Climate Change Branch, UNIDO

Mr. Paul Maseli
Director and UNIDO Representative to the United Nations and International Organizations, UNIDO

Mr. Rene Van Berkel
Chief, Cleaner Production Unit, Environmental Management Branch, UNIDO

Ms. Claudia Linke-Heep
Industrial Development Officer, Office of the Director, Environmental Management Branch, UNIDO

Mr. Kazuki Kitaoka
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