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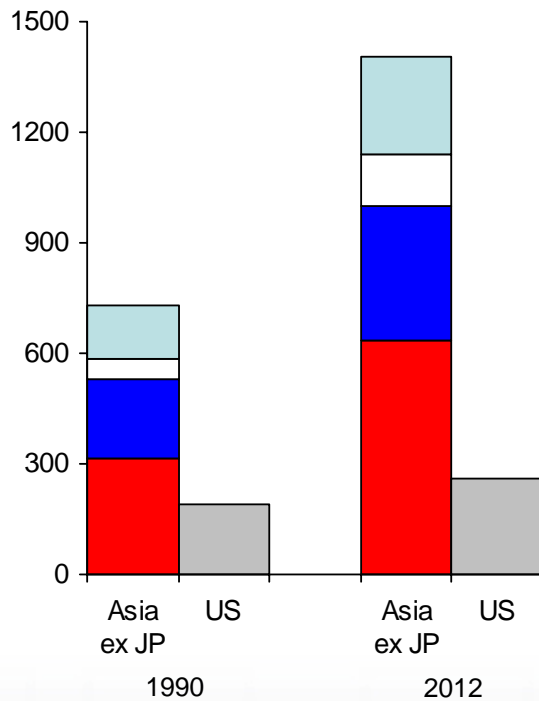
ADB-WWF Discussion Panel on Greening Asia's Footprint: From Global Crises to Sustainability

2nd May 2009

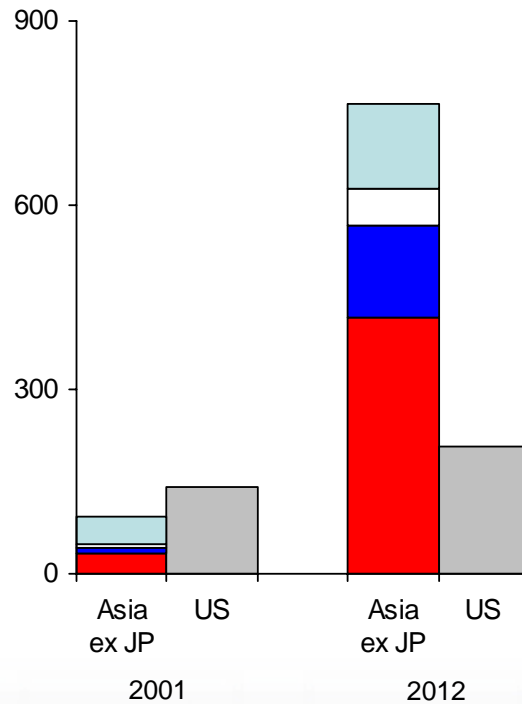
The world's center of gravity is shifting: economically and environmentally

Million

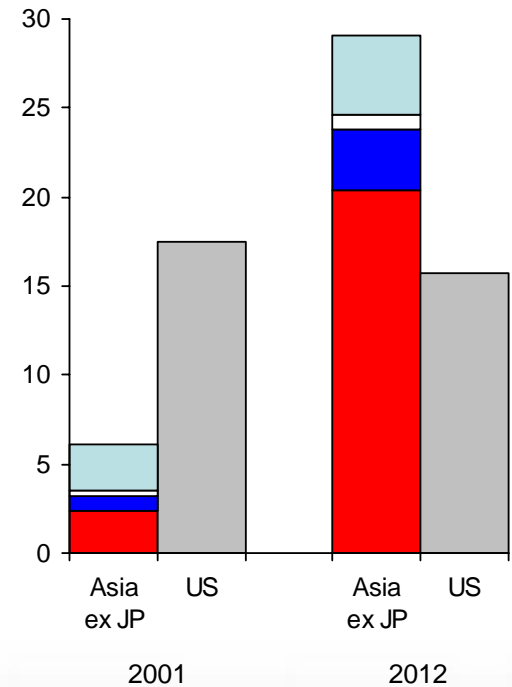
Urban Population



Internet Users



Auto Sales

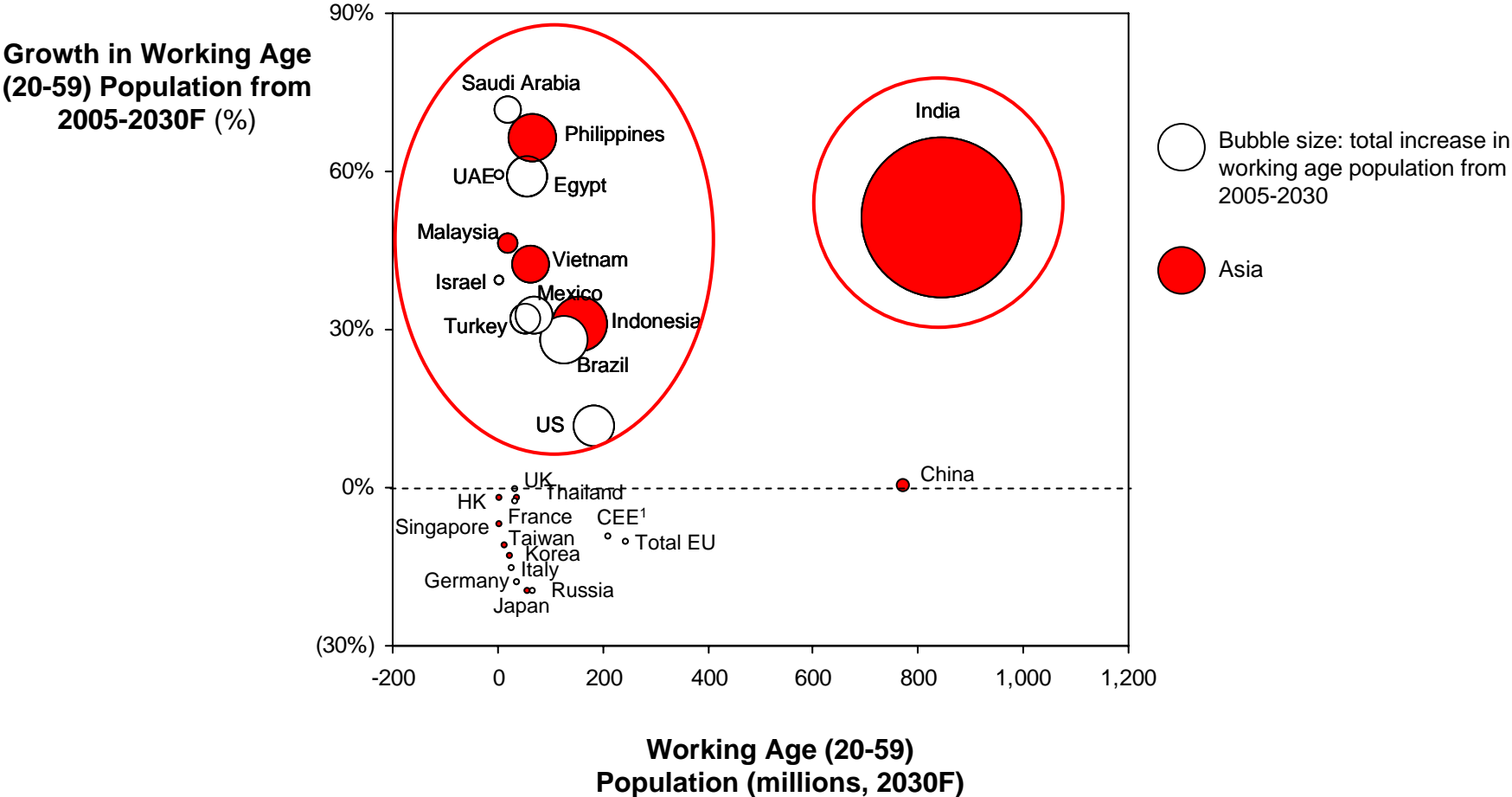


■ China ■ India □ Indonesia □ Others

Source: EIU



Powerful Dynamics at Work Driving Growth...



Source: EIU
 1. CEE: Central and Eastern Europe

THE NEW CHALLENGE
REQUIRES A

new paradigm

Mobilizing business for economic growth and sustainability

Rules and frameworks (allow navigators to plan) eliminate inconsistent policy

Moving the VLT to S/MT (change the incentives)

Coordinate at the right level

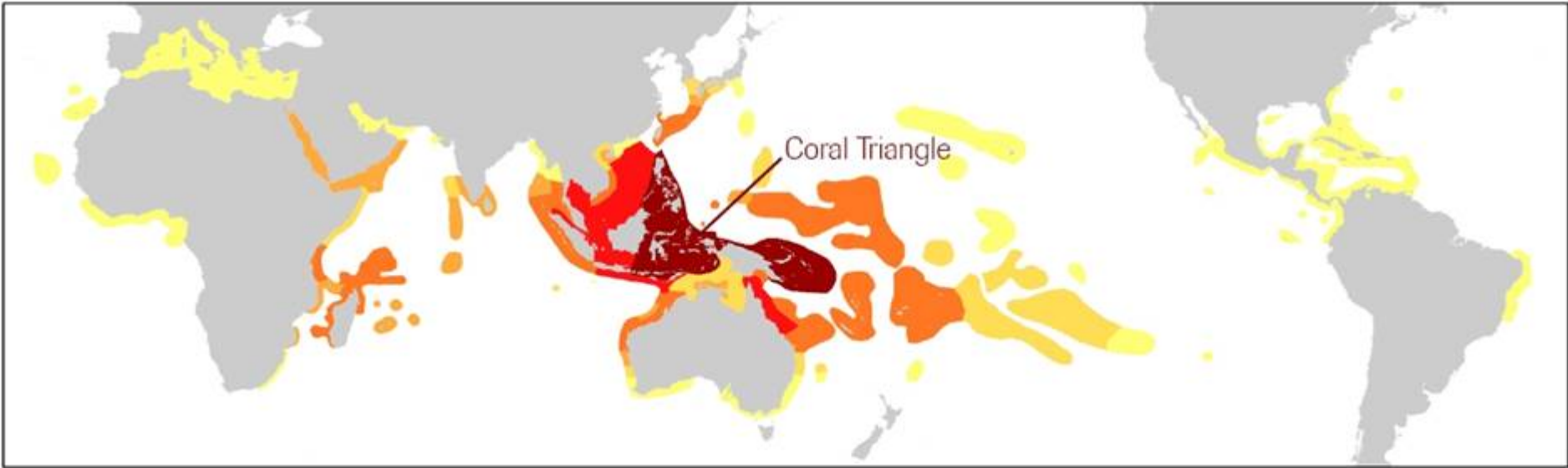
Encourage leadership by example

Partnerships are key

Moving the VLT to S/MT: an example is the work on certification partnerships

- FSC/GFTN
- MSC
- RSPO
-soy, cotton, sugar...
- university degrees

(producers, traders, distributors, financiers, consumers)



Coral Triangle

number of coral species per ecoregion
0-100 101-200 201-300 301-400 401-500 501-600



Coral Triangle Tuna ~ 30% of global production

Private Sector is ready for change:

- Retailers in consumer countries want to source sustainable seafood – following consumer awareness campaigns
- Processors in Coral triangle countries want to leverage - process only legal and sustainably caught fish
- Producers (fishers) want to adopt better catch methods and report responsibly
- International Sustainable Seafood Foundation – biggest global tuna buyers building bridges with regional fisheries management bodies

What is needed:

- Public private Partnership
- Preferential investment and credit opportunities
- Capacity support to maintain market access while transforming the industry

Cultures and livelihoods

120 million people, 50% of the populations of Philippines, Indonesia, Malaysia, Solomon Islands and Papua New Guinea depend on fisheries

