



PARTICIPANT WORK SHEET

Workshop On
MAKING PROFITS, SAVING EARTH—
CORPORATE RESPONSIBILITY
FOR ENVIRONMENTAL PERFORMANCE IN
ASIA-PACIFIC
FOR THE
ASIAN ENVIRONMENT OUTLOOK 2005
Asian Development Bank
Hong Kong Convention and Exhibition Centre
Hong Kong, China
8 November 2004

AGENDA

The Asian Development Bank (ADB) is preparing its second Asian Environment Outlook, focusing on corporate responsibility for environmental performance in Asia and the Pacific. Two of the authors of the report, David Annandale (Murdoch University) and Albert Fry (World Business Council for Sustainable Development), plus ADB staff, will deliver their initial findings and seek feedback from a wide range of stakeholders.

The content of the report will cover external pressures that are driving Asian firms towards greater attention to environmental issues, the implications of moving towards compliance with government regulations and standards, the sustainability toolkit for compliant corporations, the prospects of new business opportunities in the emerging environmental goods and services market, the probability of new technologies making old environmental concerns obsolete, and the role of governments and other institutions in creating an enabling environment for corporations to take up their responsibilities for improved environmental performance. The inputs from the workshop participants will be incorporated in the final report, which will be presented to the Ministerial Conference on Environment and Development in the Republic of Korea in March 2005.

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| 11:00 – 11:05 | Welcome Remarks |
| 11:05 – 11:15 | Introduction of Speakers and Panel of Experts |
| 11:15 – 11:25 | Why Should Asia's Corporations Improve Their Environmental Performance? |
| | Speaker: Dr. David Annandale, Head, School of Environmental Science, Murdoch University |
| 11:25 – 11:35 | What Emerging Opportunities Does the Environment Offer Asia's Corporations? |
| | Speaker: Mr. Albert Fry, Program Manager, World Business Council for Sustainable Development |
| 11:35 – 12:20 | Expert Panel and Open Discussion |
| | Panel Members: Dr. David Annandale, Mr. Albert Fry, Dr. Peter King (ADB), and Dr. David McCauley (ADB) |
| 12:20 – 12:30 | Closing Remarks |

Moderator: Mr. Jan van Heeswijk, Director-General
Regional and Sustainable Development Department, ADB

*POINTS FOR DISCUSSION: Please fill out this work sheet as the discussions proceed. Your insights and suggestions will be collected after the session and will be incorporated in the final report, which will be presented to the Ministerial Conference on Environment and Development in the Republic of Korea in March 2005. You may also send additional feedback by fax or e-mail to: Dr. Peter King, (632) 636 2444 or peking@adb.org

POINTS FOR DISCUSSION*

1. **What global pressures are emerging that will force, coerce, or co-opt the private sector into taking greater responsibility for environmental outcomes?**

2. **Have most of the global and regional environmental goals and targets to date been set by governments without a realistic input by those most responsible for delivering the desired outcomes?**

3. **As there are many different measures of environmental performance, depending on the level at which the assessment is made, are the national performance goals and metrics linked or even linkable to company performance?**

4. **Acknowledging the old adage that “what gets measured, gets done”, are we measuring the right things at the right level when we try to assess environmental performance?**

POINTS FOR DISCUSSION

5. Where does the balance lie between measuring environmental performance of companies and devoting adequate resources to making sure that it happens?

6. Is there merit in closely examining the few really successful examples of environmental performance at the level of the firm to understand what were the critical success factors and the extent to which improved company performance can contribute to national environmental goals?

7. Is there enough commonality in these critical success factors to draw out some consistent lessons learned which would guide future allocation of resources and effort?

8. Can these commonalities form the basis of a community of effort sharing the best features of environmental performance, such as an Asia-Pacific Business Council for Sustainable Development?

POINTS FOR DISCUSSION

9. As most of the successful examples of environmental performance worldwide are at the level of a pioneering firm or a relatively small local initiative, what are the obstacles to scaling up and replication, and how might these obstacles be overcome?

10. Are businesses in Asia-Pacific missing out on future growth opportunities because they are not at the cutting edge of environmental goods and services and transformational technologies?

11. From this “bottom-up” evaluation of environmental performance at the level of the firm, might we find the holy grail of effective governmental policy guidance to inform the region’s decision makers, provide a reality check on the global negotiators, and find a way to institutionalize more effective environmental performance?

12. Do companies based in developed countries have special responsibilities to ensure that Asian-Pacific companies participating in their "value-chain" or "supply-chain" follow global environmental norms?

POINTS FOR DISCUSSION

13. Do you think that your company would disassociate itself from a partner from a developed country accused or guilty of environmental offenses?

14. Are there any legal or contractual barriers that prevent your company from insisting on improved environmental performance from your partner corporations?

15. If you have already tried to influence the environmental performance of your partner companies or suppliers, what was their reaction or response?

16. How do you think government, trade associations, and environmental agencies can best partner with business to lessen the burden of regulatory control and to help create new business opportunities? What can NGOs and other civil society stakeholders do to complete the circle of partnership opportunities?

POINTS FOR DISCUSSION

17. Based on the discussion today and in previous conferences, are there any aspects of corporate responsibility for environmental performance that observers and academics are missing, or are consistently wrong in their analysis?

18. Others comments and suggestions

