



# **PARTICIPANT WORK SHEET**

**Workshop On  
CORPORATE RESPONSIBILITY  
FOR ENVIRONMENTAL PERFORMANCE**  
Asian Development Bank  
Okura Hotel, Amsterdam  
26 October 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. The authors of the report, David Annandale (Murdoch University), Albert Fry (World Business Council for Sustainable Development), and William Halal (George Washington University), 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 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. We are particularly interested in getting feedback from firms with their supply chains deep into Asia. 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.

**7:30 p.m. Dinner – Sponsored by Asian Development Bank**

**8:00 – 8:10 Why European Corporations Should Assist Asian Firms to Improve their Environmental Performance**

Speaker: Dr. David Annandale, Head, School of Environmental Science, Murdoch University

**8:10-8:20 What Emerging Opportunities Does the Environment Offer Asian-European Corporations in Partnership?**

Speaker: Mr. Albert Fry, Program Manager, World Business Council for Sustainable Development

**8:20-8:30 Will Emerging Technologies Offer Asian Corporations Leapfrogging Opportunities and How Will These Technologies Affect European Corporations?**

Speaker: Dr. William Halal, Professor of Management, George Washington University

**8:30-9:30 Expert Panel and Open Discussion**

Panel Members: Dr. David Annandale, Mr. Albert Fry, Dr. William Halal, Dr. Peter King (ADB)

Moderator: Marcel Engel, Director, WBCSD Regional Network

\*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](mailto: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 supplier from the Asia-Pacific region 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 suppliers from the Asia-Pacific region?**

**15. If you have already tried to influence the environmental performance of companies that you deal with in the Asia-Pacific region, what was their reaction or response?**

**16. What do you think should government agencies in the Asia-Pacific region do to create a better enabling environment so that your company could more effectively influence the Asian-Pacific companies in your supply chain?**

## 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**