

ASIAN DEVELOPMENT BANK

TAR: OTH 38232

**TECHNICAL ASSISTANCE
FOR
PREPARATION OF ASIAN ENVIRONMENT OUTLOOK 2005**

July 2004

ABBREVIATIONS

ADB	–	Asian Development Bank
AEO	–	<i>Asian Environment Outlook</i>
DMC	–	developing member country
ESCAP	–	Economic and Social Commission for Asia and the Pacific
JPOI	–	Johannesburg Plan of Implementation
SOE	–	<i>State of the Environment</i>
SRI	–	socially responsible investment
TA	–	technical assistance
UN	–	United Nations
UNEP	–	United Nations Environment Programme
WBCSD	–	World Business Council for Sustainable Development
WSSD	–	World Summit on Sustainable Development

TA CLASSIFICATION

Sector	–	Law, Economic Management, and Public Policy
Subsector	–	National Government Administration
Thematic	–	Environmental Sustainability

NOTE

In this report, “\$” refers to US dollars.

This report was prepared by P. King, Regional and Sustainable Development Department

I. INTRODUCTION

1. The Asian Environment Outlook 2001 (AEO) 2001¹ was the first in a series of reports that are to provide periodic review of environmental and developmental policies, tools, and opportunities of developing member countries (DMCs). The series aims to help the Asian Development Bank (ADB) to help DMCs achieve their stated environmental objectives.”² The audience of AEO 2001 was seen as “DMC government decision makers, planners, and environmental executives and specialists from international assistance agencies” who were expected to use the report in formulating environmentally sound development policies and programs. AEO 2001 focused mainly on policy integration, noting that command and control approaches needed to be matched with market-based instruments and other policies needed to be mainstreamed into all levels of economic development planning.

2. The technical assistance (TA) completion report for AEO 2001 found that the final report provided “a firm basis for mainstreaming environment into the development agenda.”³ The report had global media coverage and the original print run of 1,000 copies had to be tripled to 3,000 to meet continued demand for the document. Background papers covering economic, institutional, and governance aspects as well as country environmental policy integration studies for Peoples Republic of China, India, Indonesia, Pakistan, Philippines, Sri Lanka, Thailand and Viet Nam, were published separately.

3. AEO 2001 was a companion document to the *Global Environment Outlook* of the United Nations Environment Programme (UNEP) and the *State of Environment (SOE)* report of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), both published in 2000. The SOE reports have been prepared every 5 years since 1985. In 2005, ESCAP will release its next SOE report as a major input to the fifth Ministerial Conference on Environment and Development, to be held in the Republic of Korea. During the Fact-Finding Mission for this regional TA in May 2004, ADB was requested, as a traditional partner in the SOE process, to help prepare the SOE report and the ministerial conference.⁴ AEO 2005 is again being viewed as a complementary, companion document to the SOE and a major policy input to the ministerial conference. As in the previous ministerial conference, ESCAP has also asked ADB to help prepare and sponsor of a private sector forum, as a side event. The TA framework is at Appendix 1.

II. BACKGROUND AND RATIONALE

4. At the World Summit on Sustainable Development (WSSD) in Johannesburg, a key report on national implementation of Agenda 21⁵ documented progress since the United Nations Conference on Environment and Development in Rio de Janeiro in 1992. For the Asia-Pacific region, about half of the 44 nations reported that they had substantially implemented parts of

¹ ADB. 1998. *Technical Assistance for Preparation of Asian Environment Outlook*. Manila.

² The *Asian Environment Outlook* was intended to “become a triennial ADB publication in the future.” While the objectives remain constant, lack of funds for interregional knowledge products and services in ADB has prevented the publication of a regular series on a triennial basis.

³ ADB. 2002. *Technical Assistance Completion Report: Asian Environment Outlook*. Manila.

⁴ The TA was first listed in *ADB Business Opportunities* (Internet edition) on 1 June 2004.

⁵ United Nations Department of Economics and Social Affairs. 2001. *National Implementation of Agenda 21: A Report*. New York.

Agenda 21. The overall impression of the section of the report on the Asia-Pacific region was that more participatory approaches involving key stakeholders and better integration with economic incentives are needed.

5. Implementation at the regional and subregional levels is a key requirement of the Johannesburg Plan of Implementation (JPOI). Following the JPOI, ESCAP produced its own action plan for regional follow up.⁶ The subregional initiatives in this action plan are based on planned or ongoing activities with indications of assured financial and technical support from major partners. The subregional initiatives⁷ suggested in the publication are as follows:

- (i) **Central Asia:** (a) Regional Environmental Action Plan for Central Asia, and (b) integrated water resources management;
- (ii) **North-East Asia:** (a) cleaner production; (b) transboundary air pollution, including abatement of dust storms; and (c) desertification and land degradation;
- (iii) **South Asia:** (a) poverty reduction and food security, (b) natural disaster mitigation, and (c) public awareness and participation;
- (iv) **South-East Asia:** (a) sustainable development of urban areas, (b) globalization and its impacts, and (c) Strategic Environment Framework for Greater Mekong Subregion; and
- (v) **South Pacific:** (a) Pacific Regional Environment Strategy, and (b) protection and management of coastal and marine ecosystems.

6. In addition to the political declaration and the JPOI, the third major outcome of the WSSD was the innovation of partnerships, especially the so-called "Type II partnerships." Type II partnerships for sustainable development are defined as specific commitments by various partners (between governments of the north and the south and between governments and major groups) intended to contribute to and reinforce the implementation of the outcomes of the intergovernmental negotiations of the WSSD in achieving further implementation of Agenda 21 and the Millennium Development Goals. As of April 2004, 266 partnerships were registered with the Commission on Sustainable Development. More than half of the partnerships are global in scope. Most of the rest are regional or subregional, and over 50 partnerships have been registered for the Asia-Pacific region. Of the partnerships that did not predate the WSSD, most are still setting up or are looking for funding.

7. Among these partnerships, some of the more promising fall into the category of public-private partnerships, where the private sector has indicated its commitment to the principles of sustainable development. In part, this is a reaction to the antiglobalization forces, most visibly and violently arrayed against the World Trade Organization in Seattle in 1999, consumer pressure, and evolving legislation. But in larger measure it is a growing recognition that attention to environmental and social issues, in addition to the primary focus on profit, is actually good for business. A survey of more than 1,000 chief executives in 33 countries found that 79% of respondents agreed that "sustainability is vital to the profitability of any company."⁸ Globally, socially responsible investment (SRI) funds have attracted \$2.7 trillion in assets, and have performed well even in periods of economic downturn, but less than \$1 billion of SRI is invested in Asia, a negligible fraction of total market capital. By fostering the basic investment climate

⁶ ESCAP. 2003. *Regional Follow-up to the World Summit on Sustainable Development in Asia and the Pacific*. Bangkok.

⁷ A large proportion of these initiatives are programs being funded or coordinated by ADB.

⁸ Pricewaterhouse Coopers. 2003. CEO Survey: Leadership, Responsibility and Growth in Uncertain Times, 6th Annual CEO Survey. Quoted in Hopkins, M. & Cowe, R. 2003. *Corporate Social Responsibility: Is There a Business Case?* Association of Chartered Certified Accountants.

and corporate governance demanded by SRI funds, ADB could help to generate more foreign direct investment in Asia than that provided by official development assistance.

8. While many business leaders still believe that the business of business is “business,” with its only objective maximizing profit, hundreds of the world’s largest companies routinely address the so-called “triple bottom line” of social, environmental, and economic objectives. While the motivation of such corporations ranges from genuine commitment by the chief executives to an elaborate public relations ploy, the more progressive firms are clearly setting the baseline for others to follow. In fact, several countries (Denmark, France, Netherlands, Norway, and Sweden) have made sustainability reporting mandatory, and others can be expected to follow suit.

9. At the World Economic Forum on 31 January 1999, the Global Compact was proposed, by the United Nations (UN) Secretary-General, as a voluntary initiative. The Global Compact is intended to bring companies together with UN agencies, labor, and civil society to contribute for the development of a sustainable and comprehensive global market. The Global Compact’s operational phase was launched at UN headquarters in New York on 26 July 2000. Hundreds of companies from all regions as well as civil society organizations are now engaged in the Global Compact. To join the initiative, companies are required to support nine principles in the areas of human rights, labor, and environment (a tenth principle on corruption is being added). The Global Compact is aiming at the creation of a cooperative relationship between companies and civil society for the development of a sustainable global market, which will contribute to poverty alleviation.

10. Pressure is also coming from the financial sector. In June 2003, several of the world’s largest private financial institutions adopted the “Equator Principles,” which seek to ensure that the projects they finance (over \$50 million capital cost) are developed in a manner that is socially responsible and reflects sound environmental management practices. They will provide loans directly only where the borrower will and can comply with the espoused environmental and social policies and processes. The Equator Principles commit the participating banks to essentially follow the safeguard policies of the World Bank and International Finance Corporation, and comply with all local environmental policies, laws, and standards. Currently more than 20 of the world’s largest banking groups have signed on to the Equator Principles.

11. External pressure is not the only driving force causing the private sector to sign on to environmental objectives. The environmental services industry is one of the fastest growing industries in the world. Renewable energy, cleaner production, life cycle analysis, hybrid cars, and technologies that clean up pollution are generating huge new opportunities for business. Access to the new technologies for industries in the Asia-Pacific region is seen as a major opportunity for economic growth prospects.

12. With a few notable exceptions, firms in the Asia-Pacific region dominated by small and medium enterprises, often family-owned or state-owned firms, have been slow to pick up on these global trends. ADB’s Private Sector Development Strategy aims to promote private-sector-led growth, help solve problems that impede private sector growth, and increase the contribution of the private sector to poverty reduction. The three strategic thrusts (creating enabling conditions, generating business opportunities, and catalyzing private investments) will be focused on governance, financial intermediation, public-private partnerships, and regional and subregional cooperation. The strategy also indicates that ADB’s initiatives on corporate governance should extend to promoting corporate responsibility to maximize the opportunity for

companies to integrate social and environmental awareness into core business practices and make private investment sustainable.

13. By documenting the growing pressures on the Asia-Pacific corporate sector, as well as the sound business incentives, to pursue environmentally sound strategies, AEO 2005 can make the case for all DMCs to find an optimum combination of command and control approaches, market-based instruments, and voluntary agreements with industry sectors. Preparation of the AEO 2005 and the proposed private sector forum at the 2005 Ministerial Conference on Environment and Development will provide an ideal opportunity for ADB to take a lead role in furthering regional and subregional interest in public-private partnerships to achieve sustainable development, as well as drawing attention to the need for governments to create the appropriate enabling conditions, especially for SRI, and the demand for environmental business opportunities.⁹

III. THE TECHNICAL ASSISTANCE

A. Purpose and Outputs

14. The ultimate goal of the TA is to facilitate the development of new arrangements for the private sector in the Asia-Pacific region to become a full partner in achieving sustainable development goals, negotiating programs to deliver the outputs specified in national strategies, implementing those programs, and regularly reporting on progress. The purpose of the TA is to document and disseminate developed country experience with engaging the private sector in meeting sustainable development goals and to make a strong case for firms in the Asia-Pacific region to become more involved in setting environmental targets in partnership with governments and routinely reporting on progress toward those targets.

15. The primary output of the TA is an analytical report on the emerging global pressures and opportunities for firms to take a more prominent role in setting environmental targets, implementing environmental management systems, and routinely reporting on progress towards environmental goals and targets. A secondary output is extensive dissemination of the findings of the report, initiated by a major media launch.

B. Methodology and Activities

16. The report will be a key input to a private sector forum to be held on the margins of the Ministerial Conference on Environment and Development in the Republic of Korea in March 2005. Preparation of the report will also be used as a means to engage with the World Business Council for Sustainable Development (WBCSD), assisting it to expand its activities throughout the Asia-Pacific region.

17. The report will be prepared by a selected group of international experts, assisted by the environment network staff in ADB. The team will liaise closely with other international agencies (ESCAP, UNEP, United Nations Development Program, World Bank, etc.), global business associations (Association of Chartered and Certified Accountants, International Chamber of Commerce, WBCSD, etc.), and regional business associations (such as the Hong Kong

⁹ In preparing this TA paper, ADB has consulted widely with the World Business Council for Sustainable Development (WBCSD), Asian-Pacific chapters of WBCSD, private sector specialists, Regional Institute for Environmental Technology, other multilateral agencies, and other stakeholders.

Business Council for Sustainable Development) for access to information and for peer review of drafts of the report. Two workshops, facilitated by a global and one by Asian business associations, will provide feedback on private sector concerns that need to be addressed in the report. A domestic consultant will be recruited for 6 person-months to assist with data collection, communication strategy and editorial assistance. As the SOE 2005 report is seen as a companion document, the TA will also provide for ADB assistance in drafting relevant sections.

18. The TA will launch the principal findings of the analysis at a private sector forum, which will be a side event of the Ministerial Conference (Appendix 2). The TA will also provide for resource persons, including ADB staff, to participate in the two workshops and the private sector forum sponsored by ADB, as well as in expert drafting sessions for the SOE report.

C. Cost Estimates and Financing

19. The total cost of the TA is estimated at \$400,000. ADB will provide the entire amount on a grant basis, with \$40,000 provided to ESCAP as a contribution to the private sector forum to be held as a side event to the forthcoming Ministerial Conference on Environment and Development. ADB will authorize the release of its funds to ESCAP for the Ministerial Conference upon receipt of sufficient documentation to justify the need and the application of the funds. The TA will be financed on a grant basis by ADB's TA funding program. Details of the cost estimates and financing plan are given in Appendix 3.

D. Implementation Arrangements

20. As the Executing Agency, ADB will recruit three international consultants (private sector specialist, 3 person-months; emerging technologies specialist, 3 person-months; and environment specialist, 3 person-months) for a total of 9 person-months and one domestic consultant (environment/communication specialist, 6 person-months) on an individual basis in accordance with ADB's *Guidelines on the Use of Consultants* and other arrangements satisfactory for the engagement of domestic consultants. ADB will also provide resource persons, including the TA team leader, for the workshops and private sector forum to be funded by the TA. Outline terms of reference are included in Appendix 4. The TA is expected to commence in July 2004 and be completed by April 2005. ADB may arrange with the WBCSD and a similar business association in the region to host the two workshops, one to be held in Europe, the other in Asia in October/November 2004. ESCAP, in consultation with ADB, will be responsible for organizing the private sector forum to be held in conjunction with the Ministerial Conference on Environment and Development in March 2005.

IV. THE PRESIDENT'S DECISION

21. The President, acting under the authority delegated by the Board, has approved the provision of technical assistance not exceeding the equivalent of \$400,000 on a grant basis for the purpose of Preparation of the Asian Environment Outlook 2005, and hereby reports this action to the Board.

TECHNICAL ASSISTANCE FRAMEWORK

Design Summary	Performance Target	Monitoring Mechanisms	Key Assumptions and Risks
<p>Goal To facilitate arrangements for the private sector to deliver sustainable development goals, negotiate programs to implement national strategies, and regularly report progress.</p>	<p>Expand network of business councils for sustainable development in the Asia-Pacific region.</p>	<p>National chamber of commerce records and annual reports. Back-to-office reports of consultations with business councils.</p>	
<p>Objective Document and disseminate developed country experience in engaging the private sector in meeting sustainable development goals and promote firms in the Asia-Pacific region to become more involved in setting environmental targets in partnership with governments and routinely reporting on progress toward those targets.</p>	<p>Outline developed country experience in sustainable development planning, implementation, and reporting by December 2004.</p> <p>Explain the emerging pressures on the private sector in Asia-Pacific region to become more engaged with sustainable development planning, implementation, and reporting, by December 2004.</p> <p>Explore the best ways for regional firms to set environmental targets in accordance with national strategies for sustainable development, by December 2004.</p> <p>Document the business opportunities for firms to profit from environmental activities and improved reporting, by December 2004.</p> <p>Examine the possibility that new technologies will diminish or eliminate current environmental</p>	<p>Final Asian Environment Outlook publication, entitled "Corporate Responsibility for Environmental Performance in Asia and the Pacific."</p>	<p>Small and medium-sized enterprises, family owned firms, and state-owned enterprises see value in sharing approaches to sustainable development.</p> <p>Developed country experience is adequately reported.</p> <p>Global pressure for improved environmental performance can be evaluated from existing information.</p> <p>Regional governments are prepared to engage with the private sector in setting appropriate targets for sustainable development.</p> <p>The argument that firms should only worry about profits, regardless of environmental impacts is wrong.</p> <p>Transformational technologies that could eliminate environmental concerns are at an</p>

Design Summary	Performance Target	Monitoring Mechanisms	Key Assumptions and Risks
	<p>concerns, by December 2004.</p> <p>Document the case that the private sector in Asia-Pacific region, with appropriate policy environment, can jump ahead of other regions, by December 2004.</p> <p>Disseminate the information by March 2005.</p>	<p>Minutes of Private Sector Forum, associated with Ministerial Conference on Environment and Development 2005.</p>	<p>advanced stage of development.</p> <p>Private sector firms in the region will remain laggards and be slow to take responsibility for environmental performance.</p> <p>A reasonable number of private sector representatives are willing to attend the conference.</p>
<p>Outputs</p> <p>1. Prepare an analytical report on emerging global pressures and opportunities for firms to take a more prominent role in setting environmental targets, implementing environmental management systems, and routinely reporting on progress toward environmental goals and targets.</p> <p>2. Provide a major input to the State of Environment (SOE) report and a private sector forum to be held on the margins of the Ministerial Conference on Environment and Development in March 2005.</p>	<p>Discuss early draft of report in 2 private sector workshops in October or November 2004.</p> <p>Draft final report submitted to the Publications Committee of the Asian Development Bank (ADB) by December 2004.</p> <p>Review of SOE report completed by September 2004.</p> <p>Private sector forum in the Republic of Korea in March 2005.</p>	<p>Draft reports and minutes of workshops.</p> <p>Draft final report.</p>	<p>A cutting edge report on these subjects can be prepared in such a short time frame.</p> <p>ADB is prepared to take a lead role in fostering the involvement of the private sector in promoting the environmental agenda.</p> <p>SOE report is prepared on schedule.</p> <p>Private sector forum is well supported by Economic and Social Commission for Asia and the Pacific (ESCAP).</p>
<p>Activities</p> <p>International Consultants (3)</p> <p>Local Consultant (1)</p> <p>Workshops x 2</p> <p>Private sector forum</p> <p>Resource persons</p>	<p>Inputs</p> <p>9 person months - \$200,000</p> <p>6 person months - \$40,000</p> <p>\$60,000</p> <p>\$40,000</p> <p>\$30,000</p>		

Design Summary	Performance Target	Monitoring Mechanisms	Key Assumptions and Risks
Printing and CD-ROM	\$10,000		
Contingencies	\$20,000		

SCHEDULE OF ACTIVITIES

Activity	Month/Year								
	7/04	8/04	9/04	10/04	11/04	12/04	1/05	2/05	3/05
State of Environment Report									
Pacific subregional preparatory meeting									
Central Asia subregional preparatory meeting									
Other regions meeting									
Regional preparatory meeting									
First draft completed									
Final copy deadline									
Ministerial Conference on Environment & Devt.									
Asian Environment Outlook 2005									
Consultant recruitment									
Preliminary drafting of AEO 2005									
Northern hemisphere workshop									
Asian region workshop									
Draft AEO 2005 Report									
Arrange private sector forum									
Finalize and print AEO 2005 Report									
Launch report at private sector forum									
Present findings to Ministerial Conference									
Further dissemination of the report (TBD)									

AEO = Asian Environment Outlook, TBD = to be determined.

Source: Asian Development Bank estimates

COST ESTIMATES AND FINANCING PLAN
(\$'000)

Item	Total Cost
Asian Development Bank Financing^a	
1. Consultants	
a. Remuneration and Per Diem	
i. International Consultants	180.0
ii. Domestic Consultants	30.0
b. International and Local Travel	30.0
2. Training, Seminars and Conferences	
a. Workshops (x 2)	60.0
b. Private Sector Forum ^b	40.0
c. Resource Persons ^c	30.0
3. Miscellaneous Administration and Support Costs	
a. Printing and CD-ROMs	10.0
4. Contingencies	20.0
	400.0

^a Financed by the Asian Development Bank's technical assistance funding program.

^b Also covers other activities for dissemination of the results.

^c May also cover staff travel, when acting as a resource person.

Source: Asian Development Bank estimates.

OUTLINE TERMS OF REFERENCE FOR CONSULTANTS

A. Consultants

1. Private Sector Specialist (international, 3 person-months)

1. The private sector specialist will undertake the following tasks:

- (i) Take primary responsibility for writing Chapter 2 of the *Asian Environment Outlook (AEO) 2005*, covering the pressures for businesses throughout the world to take greater responsibility for environmental matters, including (a) global agreements and treaties (such as the Global Compact, Ten-Year Framework of Programs for Sustainable Consumption and Production, Equator Principles, and the Global Reporting Initiative); (b) global business initiatives (such as the International Chamber of Commerce Charter for Sustainable Development); (c) consumer sentiment (such as the antiglobalization movement, and emerging consumer preferences for environmentally responsible products); and (d) socially responsible investment and other investor pressures. Explore the extent to which these pressures are likely to impinge on or influence the business community in the Asia-Pacific region, including through supply chain connections to developed country firms.
- (ii) Take primary responsibility for writing Chapter 4 of the AEO 2005, covering the emerging opportunities for businesses in environmental activities, including (a) cleaner production and eco-efficiency (reduced material and energy intensity in products); (b) environmental certification and “green” labeling; (c) life cycle analysis; (d) environmental services; and (e) environmental auditing and performance reporting. The chapter will make the business case for improved environmental reporting and document the emerging databases of best practices that firms in the Asia-Pacific region can draw from.
- (iii) Assist the Asian Development Bank (ADB) team leader¹ in making appropriate connections with chambers of commerce, industry associations, and business leaders who can contribute case examples to the report and participate in the proposed workshops.
- (iv) Be a resource person for the workshops and private sector forum at the Ministerial Conference.
- (v) Review drafts of the *State of the Environment (SOE) 2005* and AEO 2005 reports as they emerge and suggest additional sources of information.
- (vi) Provide other assistance to the team, as requested by the ADB team leader.

¹ ADB will provide the full time resources of a senior staff with extensive experience in sustainable development as the overall team leader for preparation of AEO 2005.

2. Emerging Technologies Specialist (international, 3 person-months)

2. The emerging technologies specialist will undertake the following tasks:

- (i) Take primary responsibility for writing Chapter 5 of AEO 2005, which will explore the likelihood that emerging technologies hold the prospect for completely changing the context of the current global and regional environmental challenges and possibly make the environmental concerns of the past few decades obsolete (the so-called “techno-fix”), including (a) new urban technologies that could form the basis of sustainable cities; (b) sustainable transportation systems, such as the hydrogen economy and hybrid cars, “mag-lev” rail systems, compressed air engines, and fuel cells; (c) nanotechnology and the ability to make production systems more material-efficient, such as solar skins for houses to become net energy generators and quantum computing; (d) biotechnology and its ability to create new and more efficient food production systems or more effective chemical manufacturing and waste control; (e) robotics and the ability to remove humans from dangerous working environments; (f) space technologies and frontiers of new human settlements or sources of minerals and other materials; (g) emerging information and communication technologies leading to virtual realities as a means of reducing physical travel or wasteful consumption activities; and (h) human frontiers opening up through the human genome project. The chapter will also address the barriers to research and development in the Asia-Pacific region, constraints on transfer of technology from the developed north to developing member countries, and the likely social and environmental impacts of emerging gaps in technological capability.
- (ii) Provide the services noted in para. 1 (iii)-(vi).

3. Environment Specialist (international, 3 person months)

3. The environment specialist will undertake the following tasks:

- (i) Write Chapter 3 of AEO 2005 covering how firms in the Asia-Pacific region can (and should) enter into voluntary agreements to set environmental goals, implement environmental management systems, and report on environmental performance, by linking corporate objectives to global, regional, and national targets and standards. The chapter will also explore the formal tools available for businesses in the region to set corporate environmental goals, such as International Organization for Standardization (ISO) 14001, industry or sectoral benchmarking, and formalized environmental management systems. The chapter will also outline developed country experience in negotiating public-private partnerships and voluntary agreements to achieve national environmental objectives (such as in the Netherlands) and the potential application of similar approaches in the Asia-Pacific region.
- (ii) Write Chapter 6 of AEO 2005 covering how the private sector in the Asia-Pacific region can take advantage of environmental developments in developed countries to advance, or at least catch up, more quickly. The chapter will cover (a) the type and extent of environmental investment needs during the next

decade, and the business opportunities that this opens up; (b) how to capitalize on the opportunities for technology transfer to transform environmental performance by regional companies; (c) the opportunities for companies in the region to jump ahead of other regions by skipping intermediate technologies (such as the adoption of mobile phones instead of incurring the cost of fixed lines); (d) explore the existing organizational arrangements in the Asia-Pacific region for furthering productive partnerships between governments and the private sector and the potential for adapting other organizational arrangements from developed countries; (e) potentially disastrous or dead end paths to avoid, thus learning from experience elsewhere; and (f) how governments can enable the private sector to become more involved in environmental performance.

- (iii) Provide the services noted in para 1 (iv)-(vi).

4. Environment/Communication Specialist (domestic, 6 person-months)

4. The environment/communication specialist will undertake the following tasks:

- (i) Assist the ADB team leader to access additional information to round out the AEO 2005 and SOE 2005 reports.
- (ii) Organize and facilitate the two workshops proposed for Europe and Asia.
- (iii) Assist with technical editing of AEO 2005 and review and comment on SOE 2005, to ensure that there is a complementary relationship between the two reports.
- (iv) Organize and supervise printing and dissemination of AEO 2005, as well as CD-ROM and Adobe . pdf versions of the report. Dissemination will include a major media launch and subsequent media program formulated in conjunction with ADB's Office of External Relations.
- (v) Liaise with and coordinate with Economic and Social Commission for Asia and the Pacific (ESCAP) staff responsible for organizing the private sector forum associated with the Ministerial Conference on Environment and Development.
- (vi) Conduct other duties as assigned by the ADB Team Leader.

B. Asian Environment Outlook 2005: Corporate Responsibility for Environmental Performance in Asia and the Pacific²

5. The proposed structure is as follows:

- (i) **Background:** What should be the focus of the next publication in ADB's Asian Environment Outlook series?

² This table of contents is tentative and included for general guidance only. Authors will have the liberty to suggest changes.

- (ii) **The Coming Tidal Wave?:** As both command and control and market-based instruments have yet to deliver significant environmental outcomes in the region, should firms even bother to pay much attention to environmental commitments?
 - (a) **Global Compact**
 - (b) **Ten-Year Framework of Programs for Sustainable Consumption and Production**
 - (c) **Equator Principles**
 - (d) **Global Reporting Initiative**
 - (e) **International Chamber of Commerce Charter for Sustainable Development**
 - (f) **Anti-Globalization**
 - (g) **Consumer Preferences**
 - (h) **Socially Responsible Investment**
 - (i) **Other Pressures**

- (iii) **Adjusting the Bar:** While the global and regional targets have become clearer over the past 5 years, what voluntary targets, if any, should firms in the region aim for?
 - (a) **Global and Regional Targets**
 - (b) **National Sustainable Development Strategies**
 - (c) **National Environmental Policies and Standards**
 - (d) **Subnational and Sectoral Goals**
 - (e) **ISO 14001 and Environmental Management Systems**
 - (f) **Benchmarking**
 - (g) **Negotiating Public-Private Partnerships**

- (iv) **Beating the Game:** Does the emerging emphasis on environmental performance, open up new business opportunities and/or add to the bottom line?
 - (a) **Energy and Materials Efficiency**
 - (b) **Cleaner Production**
 - (c) **Organic Agriculture and Carbon Sinks**
 - (d) **Environmental Certification and Labeling**
 - (e) **Environmental Services**
 - (f) **Environmental Auditing and Reporting**
 - (g) **Best Practices Databases**

- (v) **The Techno Fix:** Could emerging technologies change the context of the global and regional environmental challenges and make the 1990's environmental concerns obsolete?
 - (a) **Sustainable Cities**
 - (b) **Hydrogen Economy**
 - (c) **Nanotechnology**
 - (d) **Biotechnology**
 - (e) **Robotics**
 - (f) **Space Technologies**
 - (g) **Virtual Realities**
 - (h) **Human Frontiers and Genomics**

- (vi) **It is Never Too Late:** As the region lags behind much of the rest of the world in terms of capital formation, can the Asia-Pacific private sector corporations take advantage of their laggard status and leap frog ahead of the rest of the world?
- (a) **Environmental Investment Needs**
 - (b) **Technology Transfer**
 - (c) **Opportunities for Technological Leap Frogging**
 - (d) **Organizational Opportunities**
 - (e) **Alternative Futures to Avoid**
 - (f) **Creating the Enabling Environment**