



## PROJECT NOTIFICATION

Reference No.: 402

<b>Date of Issue</b>	23 May 2024
<b>Project Code</b>	24-CP-39-GE-WSP-A
<b>Title</b>	Workshop on Green Business Models
<b>Timing</b>	10 September 2024–13 September 2024
<b>Hosting Country(ies)</b>	Republic of China
<b>Venue City(ies)</b>	Taichung
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	China Productivity Center
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	18 July 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Understand the approaches and concepts guiding enterprises in transforming to green business models; gain insights into various aspects of and evaluation metrics for greening business operations; and build capacity in developing green business plans for enterprises.
<b>Rationale</b>	To guide enterprises in strengthening their triple bottom lines of productivity, social justice, and environmental protection, the APO developed the Green Productivity (GP) concept in 1994. It includes tools, techniques, and a structured methodology to improve profitability, quality, and safety while minimizing impacts on the environment. This project aims to contribute to GP adoption.
<b>Background</b>	<p>The path toward net-zero emissions requires industry to shift from the linear model of “take–make–waste.” Holistic approaches leveraging technologies, innovation, supportive financial mechanisms, impact assessment of products and services, and engagement of partners across value chains are needed to limit the global temperature rise within 1.5°C under the Paris Agreement during COP21.</p> <p>Greening businesses contributes to strengthening efforts to mitigate climate change due to increasing industrial activity beyond harnessing renewable energy. This transformation to greener business models requires identification of pain points related to environmental sustainability, productivity, and social contributions at an enterprise level and development of comprehensive plans fostering overall development with simultaneous business growth.</p> <p>This workshop is aligned with the GP concept to develop the capacity of participants to address challenges in transitioning business models.</p>
<b>Topics</b>	Understanding linkages between sustainability and business growth; Sustainability concepts; The APO GP framework; Evaluation framework, aspects, and indicators for greening business operations; Emerging technological and innovation trends; Case studies; and Field visits and group exercises to develop green business model plans.
<b>Outcome</b>	Dissemination of the APO GP concept and increase in the number of enterprises in members adopting the GP framework, technologies, and approaches in greening their business models.
<b>Qualifications</b>	Government officials, representatives of industrial associations, SME owners or senior managers, and trainers and consultants working on developing green business plans, technology interventions for carbon emission reductions, and climate change mitigation.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata  
Secretary-General