



## PROJECT NOTIFICATION

Reference No.: 584

<b>Date of Issue</b>	31 March 2025
<b>Project Code</b>	25-CP-53-GE-WSP-A
<b>Title</b>	Workshop on Driving Business toward ESG and the SDGs
<b>Timing</b>	29 July 2025–1 August 2025
<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>	14 May 2025
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Enhance understanding of ESG- and SDG-driven business models for SMEs; gain knowledge on the methodology to quantitatively measure and analyze the status of companies; and build capacity in developing comprehensive business plans that integrate productivity, social justice, and environmental sustainability.
<b>Rationale</b>	There is an increasing need to incorporate ESG and SDG concepts into corporate management including SMEs. Companies must understand corporate-level challenges and build consistent business models for sustainable growth. The recent Green Productivity (GP) 2.0 roadmap aims to link ESG with the SDGs. This workshop is one APO initiative to support SMEs in members in adopting ESG under the GP Program.
<b>Background</b>	<p>SMEs play a pivotal role in economies, comprising over 90% of all businesses and significantly contributing to employment and innovation. However, integrating ESG principles and aligning with the SDGs present notable challenges for these enterprises. According to a 2022 OECD report, SMEs often struggle with limited resources, insufficient access to sustainable finance, and a lack of expertise in implementing sustainable practices. Additionally, a 2025 UNCTAD report highlighted that the complexity of international sustainability standards and the pressure from larger corporations for sustainability disclosures add to the burdens faced by SMEs.</p> <p>To address these challenges, this workshop will provide participants with the knowledge to navigate the technical, financial, and policy-related aspects of ESG- and SDG-driven business models.</p>
<b>Topics</b>	Sustainability and business growth linkages; ESG principles and their alignment with the SDGs; Evaluation frameworks for corporate operations; Social responsibility aspects; and Interactive group exercises to develop comprehensive business plans for SMEs.
<b>Outcome</b>	Dissemination of the APO GP concept and increased number of companies in APO members incorporating ESG and SDG principles into their business plans.
<b>Qualifications</b>	Government officials, representatives of SME associations, SME owners or senior managers, and trainers and consultants working on developing business plans incorporating ESG and SDG concepts.

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



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