

ASEIC

Global Eco-Innovation Forum 2015

SMEs' Practice and the Way Forward

ASEM Working Group Seminar on SMEs Eco-Innovation Competence

10–11 November, 2015

Imperial Palace Hotel, Seoul, Korea



ASEM members



Europe Group (30 countries+ European Commission)

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom

Asia Group (21 countries+ ASEAN Secretariat)

Australia, Bangladesh, Brunei Darussalam, Cambodia, China, India, Indonesia, Japan, Kazakhstan, Korea, Laos PDR, Malaysia, Mongolia, Myanmar, New Zealand, Pakistan, Philippines, Russia, Singapore, Thailand ,Vietnam

Welcoming message

'Sustainability' is a keyword penetrating common agenda and goal of all countries along with the adoption of the 17 Sustainable Development Goals (SDGs). For business, sustainability is becoming no longer just one of options but more a requisite. Eco-innovation is any form of innovation aiming at significant and demonstrable progress towards sustainable development through reducing impacts on the environment, rising as a core means for applying sustainability in the business sector.

In eco-innovation, large companies are not the only subjects. It is important to realize SMEs' potential in eco-innovation and spread it to SMEs in Asia-Europe regions. To achieve such common goal, Small & Medium Business Administration (SMBA) of Korea, ASEM SMEs Eco-Innovation Center (ASEIC) & Korea Institute of Industrial Technology (KITECH) is holding the Global Eco-Innovation Forum that will provide a ground to discuss global recent trend and SMEs' practice in eco-innovation.

Sharing recent trends and various cases of eco-innovation, participants will learn from practices of SMEs, discovering drivers and barriers for eco-innovation to suggest constructive ways that will enlighten the global community of a sustainable future. ASEM Working Group Seminar on SMEs Eco-Innovation Competence, which is held along with the Global Eco-Innovation Forum, is an ASEM project, approved at the 10th ASEM Summit held in Milano on October, 2014. The Seminar gives an opportunity to discuss common interests of ASEM members to develop cooperative activities for SMEs' eco-innovation.

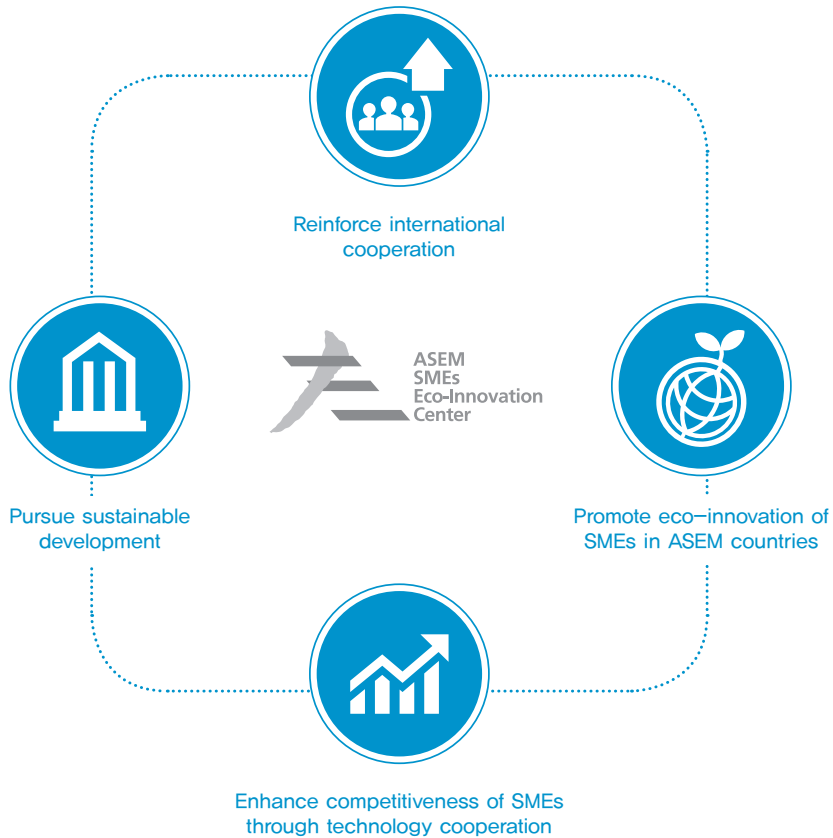
We invite you to this forum for spreading eco-innovation of world SMEs and stepping toward inclusive and sustainable growth.

The Chairman of ASEIC

이규대

Introduction to the ASEIC

ASEM SMEs Eco-Innovation Center (ASEIC) was established in 2011 to promote eco-innovation of small and medium sized enterprises(SMEs) in ASEM countries, officially endorsed at the 8th ASEM Summit. ASEIC conducts several projects to promote eco-innovation and mutual growth of ASEM members, such as, Eco-Innovation Consulting, ASEM Inclusive Eco-Innovation Program, ASEM Eco-Innovation Index(ASEI) research, and Green Business Center(GBC).



Overview of the event

| | |
|--------------|--|
| Title | <p>ASEIC Global Eco-Innovation Forum SMEs’ practice and the way forward ※ ASEM Working Group Seminar on SMEs Eco-Innovation Competence</p> |
| Date | <p>10th November, 2015 ※ ASEM Working Group (11th–12th) is open to Working Group members and invited observers only</p> |
| Venue | <p>Dubhe Hall Imperial Palace Hotel, Seoul (Address : Gangnamgu Eonjuro 640, Seoul)</p> |
| Host | <p>Small & Medium Business Administration (SMBA)</p> |
| Organizers | <p>ASEM SMEs Eco-Innovation Center (ASEIC) Korea Institute of Industrial Technology (KITECH)</p> |
| Sponsors | <p>Science and Technology Policy Institute (STEPI) Seoul Metropolitan Government</p> |
| Participants | <p>Representatives from ASEM member states, International organization officials, Domestic and foreign eco-innovation experts and public officials, SMEs representatives</p> |

Information

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For details, please visit [ASEIC website](http://www.aseic.org).

Program

Day 1_ 10 November, 2015

Moderator : Mr. Kun-Mo Lee
(Professor of Ajou University)

| Session | Time | Contents |
|---------------------------|-------------|---|
| Opening Session | 09:30~09:35 | Opening Speech – Mr. Kyudae Lee, Chairman of ASEM SMEs Eco-Innovation Center (ASEIC) |
| | 09:35~09:40 | Welcoming Remarks – Mr. Chulan Choi, Director General of Small and Medium Business Administration of Korea (SMBA) |
| | 09:40~09:45 | Congratulatory Remarks – Mr. Jongrip Byun, President and CEO of Korea Energy Agency (KEA) |
| | 09:45~10:10 | Keynote Presentation 1 Why Converging Eco-Innovation and SMEs are Changing the World? – Mr. Markku Wilenius, Professor, Finland Future Research Center, Turku School of Economics, Turku University |
| | 10:10~10:35 | Keynote Presentation 2 ECO-Innovation: The Primary Model of Business Development – Mr. Christopher Gleadle, Managing Partner of VisibleEarth, Trainer, Coach & Mentor of CMG consultancy |
| | 10:35~10:45 | Coffee Break |
| Session 1 E-I Projects | 10:45~12:00 | Enhancing SMEs' Capacity through ASEIC Eco-Innovation Practice – Ms. Younji Kang, Manager of ASEIC |
| | | ASEIC Project on Eco-Innovation : ASEM Inclusive Eco-Innovation Program – Ms. Sunmi Koo, Manager of ASEIC |
| | | ASEIC Project on Eco-Innovation : ASEM Eco-Innovation Index – Mr. Kijoo Han, Director of Eco-Services Consulting Co. |
| | 12:00~13:00 | Luncheon |

| Session | Time | Contents |
|-----------------------------------|-------------|---|
| Session 2 E-I Practices | 13:00~13:15 | Eco-Innovation Practice (Korea) : POSCO's Strategic Environmental Management – Mr. Yoongih Ahn, Director of POSCO Research Institute |
| | 13:15~13:30 | Eco-Innovation Practice (Japan) – Ms. Taeko Takahashi, Consultant of Institute for Global Environmental Strategies |
| | 13:30~13:45 | Eco-Innovation Practice (Vietnam) : Vietnam E-I Policy Towards a Green Growth Economy – Mr. Sinh Bach Tan, Deputy Director of Research Center of Science & Technology Policy, National Institute for S&T Policy and Strategy Studies, Ministry of Science and Technology, Vietnam |
| | 13:45~14:00 | Eco-Innovation Practice (the Philippines) : ASEM E-I Consulting for SMEs in the Philippines – Mr. Anthony G. Pantoja, CEO of Panaderia Pantoja, Inc. |
| | 14:00~14:15 | Eco-Innovation Practice (EU) : Recent Trends and Policies – Ms. Asel Doranova, Senior Consultant, Technopolis group |
| | 14:15~14:40 | Panel Discussion on Drivers and Barriers of Eco-Innovation – Chair : Mr. Kichan Kim, President of International Council for Small Business (ICSB) |
| | 14:40~15:00 | Coffee Break |
| Session 3 Cooperation Proposal | 15:00~15:40 | ASEM Working Group Research Result – Mr. Michal Miedzinski, Principal Consultant of Technopolis group (Belgium) – Mr. Woosung Lee, Director of Global Policy Centre, Science & Technology Institute of Korea (Korea) |
| | 15:40~16:40 | Proposal from Representatives of ASEM Member States |
| Wrap up & Closing | 16:40~17:00 | Closing |

Day 2_ 11 November, 2015 (ASEM Working Group)

| Session | Time | Contents |
|---|-------------|---|
| Session 4 Cooperation Proposal | 09:00~10:00 | Proposal from Representatives of ASEM Member States |
| | 10:00~10:10 | Progress Report |
| Session 5 Discussion & Wrap-up 1 | 10:10~10:50 | Discussion 1 |
| | 10:50~11:10 | Coffee Break |
| | 11:10~11:30 | Expert Consultation |
| | 11:30~12:00 | Conclusion 1 |
| | 12:00~13:00 | Luncheon |
| Session 6 Discussion & Wrap-up 2 | 13:00~14:30 | Group Discussion |
| | 14:30~15:00 | Presentation on Group Discussion Results |
| | 15:00~15:30 | Discussion 2 |
| | 15:30~15:50 | Coffee Break |
| Wrap up & Closing | 15:50~16:10 | Conclusion 2 |
| | 16:10~16:30 | Working Group Closing |

* open for ASEM Working Group members and invited observers only

Day 3_ 12 November, 2015

| Session | Time | Contents |
|-------------------|-------------|---|
| Field Trip | 09:00~16:00 | Visit to Eco-Innovation leading company |

* open for interested ASEM Working Group members only

ASEIC Global Forum

- Opening Speech
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Opening Session



Markku Wilenius

Professor, Turku University



Markku Wilenius is professor of futures studies in Turku University Business School. He has worked over 20 years with futures studies. He is involved with number of Finnish start-ups. He is the president of three foundation. He has also worked with Allianz, world largest private insurer, leading their strategic research and development. He is a member of Club of Rome and has led Finnish delegation in Johannesburg sustainable development summit. He has published books and articles widely. His latest book is called "Tulevaisuuskirja" (Book of Future), from summer 2015.

Christopher Gleadle works with SMEs and empowers them to develop eco-innovative, sustainably viable solutions with lower risk, cost and uncertainty to meet strategic priorities with improved commercial advantage and economic profit. Christopher has over 30 years business development and sustainability experience, having worked for Fortune 500's as well as developed his own businesses across a diverse mix of sectors. Notably, Christopher is recognized internationally as a business coach, trainer, mentor and speaker— as well as for his numerous books and articles published globally—on business and sustainable viability; notwithstanding his contribution to the development of the international standards for emissions and waste measurement, accounting and reporting greenhouse Gas Protocol, Product LCA and Corporate Value Chain Scope 3); full sustainability disclosure (GRI G4), BSI 8900 Managing Sustainable Development of Organisations, Integrated Reporting(⟨IR⟩), Global Initiative For Sustainability Ratings(GISR), Eco-Innovation as well as Environmental Social Governance(ESG) risk measurement for finance and investment.



Christopher Gleadle

Managing Partner of
VisibleEarth,
Trainer & Mentor of CMG
Consultancy



Younji Kang

Manager of ASEIC

Younji Kang is manager of ASEM SMEs Eco-Innovation Center (ASEIC). She is in charge of managing Eco-Innovation Consulting projects in Asian developing countries, such as, Malaysia and the Philippines. She also oversees and controls qualities of ASEIC's projects. Before her current position at ASEIC, she previously had project management experiences at the Korea International Trade Association (KITA), the trade promotion agency of Korea, and ASEAN-Korea Centre (AKC), the intergovernmental body between ASEAN Member States and Korea. Her professional interest has been in linking green initiatives to economic development, and has focused on international development issues as well as trade and investment opportunities in the global market since attending Yonsei Graduate School of International Studies in Korea.



Sunmi Koo is manager of ASEM SMEs Eco-Innovation Center (ASEIC), an initiative of ASIA-Europe Meeting (ASEM) to promote sustainable development, with a particular emphasis on eco-innovation of Small Medium Sized enterprises (SMEs). She has been working as a practitioner for 8 years in the field of supporting SMEs and fostering entrepreneurship and eco-entrepreneurship. She developed the Green Eco-preneurship Accelerated Program (GEAP) in Cambodia and Laos, during her service in ASEIC, and the Global Entrepreneurship Training with the United Nations Development Program (UNDP) and Handong Global University. Her recent project is to establish an on-line technology cooperation platform for SMEs in Asia and Europe and to coordinate the ASEM Working Group on competences of SMEs' Eco-Innovation. She has a Master's in Business and Administration for entrepreneurship and international development of University Institute Kurt Bösch in Switzerland.



Sunmi Koo

Manager of ASEIC





Kijoo Han

Director of Eco-Services
Consulting

Kijoo Han is co-founder and CIO of Eco-Services Consulting Co. He previously worked as a consultant at Food and Agriculture Organization (FAO) of the UN, and was a researcher at University of British Columbia and Korea Environment Institute. Mr. Han is a Ph.D candidate, and has a master's degree of Forest Resources Management from Seoul National University. His research and work experience covers topics of climate change and AR CDM, REDD and forest carbon market.



Session 2 E-I Practices

Yoongih Ahn currently works as a director in Posco Research Institute. He received his Master's in Business at Korea University and his Ph.D. in Sustainable Management at Erasmus University. For more than 20 years, he has been conducting research on environment management, CSR and sustainable management of industries in Posco Research Institute. He also participated in setting government policies about industry environment and CSR as well as international environmental discussion in climate change and international environment and energy standard like ISO 14000/26000/50001.



Yoongih Ahn

Director of POSCO
Research Institute



Taeko Takahashi

Consultant for IGES

Taeko Takahashi is currently assisting Ministry of the Environment, Japan on the Sustainable Development Goals (SDGs) process as a consultant for Institute for Global Environmental Strategies (IGES). She has several consultancy work experiences such as with UNESCAP, ILO, and most recently coordinated regional component of UNEP Eco-innovation project and Sustainable Public Procurement & Eco-labelling. She has a substantive research background of working for five years at IGES, which included case studies analysis on SMEs' environmental management with leading institutes in India and Thailand, as well as research on Environment Industry. She holds a MA in International Environmental Policy from the Monterey Institute of International Studies in the US.



Sinh Bach Tan serves as deputy director of Research Center of Science & Technology Policy, NISTPASS. He has more than twenty years experience on policy analysis in the field of science, technology and innovation policy as well as environment and sustainable development in Vietnam. He has been conducting research on governance and institutions of disaster risk management including flood management and climate change adaptation. Dr. Sinh has also carried out research on environmental impact assessment of large-scale resource development projects, such as hydro-electric power plant and coal mining and on institutional issues of sustainable development. Recently, he has been carrying out research on the civil society in general and NGO in particular in Vietnam. Dr. Bach Tan Sinh has good understanding and experience in analysing legislative and institutional framework regarding economic and technological development, environmental management, community resources management, and sustainable development. He has been acting as consultant in a number of development projects.



Sinh Bach Tan

Deputy Director of Research
Center of Science
& Technology Policy NISTPASS,
Ministry of Science &
Technology of Vietnam



ARTHUR ANTHONY G. PANTOJA

President of Panderia Pantoja Inc.

Arthur Anthony G. Pantoja is the president of Panderia Pantoja Inc, which is a bakery company in Philippine. He has worked in Panderia Pantoja since 2000 with various duties and responsibilities. His primary duties and responsibilities are as follows. He develops and implements strategic plan to achieve the company's goals, ensures overall organizational efficiency through the implementation of cost management programs across all departments, reviews financial statements to ensure the attainment of the company's goals, and institutionalizes change management across the whole organization. Besides, he is teaching business plan and business plan implementation as a part-time faculty at First Asia Institute of Technology and Humanities college of Business and Accountancy. Arthur completed Master in Business Administration at Ateneo Graduate School of Business and Bachelor of Science in Hotel and Restaurant Management at De La Salle Lipa.



Asel Doranova is a senior researcher-consultant specialising on environmental, eco-innovation and energy policies. She has an interdisciplinary educational background including a PhD in Economics and Policy studies of Technical Change from the United Nations University and Maastricht University, Masters degrees in development studies (Uppsala University) and environmental sciences and policy (Central European University, Budapest) and engineering (Kyrgyz Technical University). At Technopolis Asel is involved in projects related to eco-innovation and environmental technologies such as the Sustainable Energy Metrics in north Europe, Eco-Innovation Observatory (EIO) project, Business models for eco-innovations (EC DG ENV and OECD), Eco-innovation in the South and Eastern Europe, Caucasus and Central Asia (for UNIDO), Eco-Innovation Action plan communication (DG ENV). She consults the EC DG Regio and INTERREG secretariat on eco-innovation and sustainable energy issues in regional policies. Asel is involved in several impact assessment assignments, e.g. the EU Eco-innovation Action Plans impact assessment, regulation impact assessment, environmental impact assessment of RTDI policies and programmes. Asel's academic research have largely focused on issues related to sustainability, renewable energy diffusion and climate change mitigation policies in the context of developing countries.



Asel Doranova

Senior Consultant of Technopolis group



Kichan Kim

President of International
Council for Small Business
(ICSB)

Kichan Kim is Professor of Business Administration at The Catholic University of Korea. He received a PhD from Seoul National University, Korea, and has researched at the University of Tokyo, and MIT as a visiting scholar. His research interests are modularization with IT, inter-firm relationship at the automotive industry, and supply chain management. Dr. Kim is the current President for the International Council for Small Business (ICSB) Board of Directors. He is Past-President of the Asian Council for Small Business, the Asian regional affiliate of ICSB. Through his role as Past-President, he hosted the 2014 Annual ACSB Asian SME Conference in Seoul, South Korea. He is also one of the Chief Researchers of HeBEx Healthiness of Business Ecosystems, a new and innovative report seeking to assess the relative healthiness of a country's creativity, opportunity, and productivity.



Session 3 Cooperation Proposal 1

Michal Miedzinski is Principal Consultant in Green Economy at Technopolis Group. He has over 10 years of experience in conducting policy analysis, evaluation and foresight in the area of innovation, sustainability and regional development. His preferred focus is on public policies and business models geared towards long-term sustainability. Michal is a co-founder and coordinator of the Eco-Innovation Observatory, a EU-funded platform providing data and studies on eco-innovation trends in Europe. He has been involved in a number of projects and studies commissioned by the EU institutions, international organisations (OECD, UNIDO, World Bank) as well as by the regional authorities in Europe. He is a member of various advisory bodies, including the Scientific Expert Committee of the World Resource Forum and the Advisory Board of Sustainable Innovation conferences organised annually by CfSD. He has interdisciplinary background combining innovation studies, regional economic development and planning, and policy studies. He has recently completed his PhD in Planning at the University of Manchester's School of Environment, Education and Development (SEED) with a focus on the role of evidence and normative argumentation in constructing long-term policy roadmaps.



Michael Miedzinski

Principal Consultant of
Technopolis group

Woosung Lee is the director of Global Policy Research Center, STEPI (Science and Technology Policy Institute), which is a government –affiliated policy research institute under the Research Council of Economics, Humanities, Social Sciences in the Prime Minister Office. He has been working in the field of STI (Science, Technology and Innovation) policy and tech–economics areas more than 15 years through LG Economic Research institute, SK Economic and Management Research Institute and STEPI. He also had taught in the Graduate School of Management of Technology, Korea University of Technology(KUT) more than 7 years. He was a visiting scholar to Asia University in Japan. His specialties are tech–economics, innovation system, STI policy and global development cooperation. His recent presentations include “Post 2015 SDGs Development Agendas and APEC Innovation Platforms (APEC Research and Technology, 2015)”, “Post–2015 SDGs and the role of STI (UNDP seminar, 2015)” and “Korean STI ODA Strategy and Global Technology Sharing Centers (Global South–South Development Expo, 2014)



Woosung Lee

Director of Global Policy Centre,
Science & Technology Institute
of Korea

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