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ASEM SMEs Eco-Innovation Center

Achieving **Asia-Europe** cooperation
through **green** growth



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WELCOME to the ASEM SMEs ECO-INNOVATION CENTER



The ASEIC was established with the principle mandate of promoting Asia-Europe cooperation to create and enhance eco-innovation of small and medium sized enterprises (SMEs) in both regions. Having agreed upon the importance of SMEs as the main engines of innovation and growth, Asia-Europe Meeting (ASEM) participant countries have joined together to create ASEIC as the international platform where growing environmental regulations and eco-innovative technologies are shared, new business opportunities are created. Ultimately, the vision of green growth is one that is shared globally.

We encourage governments in ASEM member countries to actively provide concrete and practical projects for SMEs in Asia and Europe for the benefit of accelerating SMEs green innovation and green management practices, and disseminating the effectiveness of such measures worldwide. Our office endeavors to facilitate constructive discussion among governments, businesses, and individuals in ASEM member countries. Your genuine participation and contribution will be essential in turning this vision into a reality.

What is ASEIC?

- Network** How to enhance and integrate cooperation among governments, international organizations, NGOs, SMEs and other various stakeholders in ASEM member countries?
- Implementation** How to raise awareness of a green growth and eco-innovation, encouraging SMEs to become key drivers of Green Economy?
- Research** How to measure the level and status of eco-innovation and disseminate information to create economic, environmental, social values?

An international platform where critical information is shared and new business opportunities are created.



Enhancing cooperation between Asia and Europe

Key Activities

International Projects



- ◉ Provide eco-innovation consulting services for SMEs in Asia and Europe to take steps towards a green economy
- ◉ Implement green business projects for local development through technology sharing

Knowledge Sharing



- ◉ Develop the ASEM Eco-Innovation Index (ASEI) to evaluate level of eco-innovation of ASEM countries in order to enhance eco-innovation related policies and regulations
- ◉ Establish a web portal for SMEs of ASEM member countries by providing updated global environmental policies, best practices, issues and news which are relevant to SMEs

Communications



- ◉ Hold international conferences designed to exchange the best policy and practices in an effort to help ASEM member countries to achieve sustainable development goals
- ◉ Establish global partnership with governments, international organizations, NGOs, SMEs and other various stakeholders



The history



The 2010 ASEM Forum on Green Growth and SMEs was endorsed as an official project at the 7th ASEM Summit (October 2008) in Beijing, China. Hosted by the Ministry of Foreign Affairs and Trade (MOFAT) and the Small and Medium Business Administration (SMBA) of the Republic of Korea, the Forum was an international meeting aimed at exchanging information and experiences among ASEM members as a way to better assess the roles of SMEs in promoting emerging green growth opportunities.

At the end of the 2010 ASEM Forum on Green Growth and SMEs, a joint statement of the ASEM Forum 2010 on Green Growth and SMEs - which was drafted by SMBA and modified by a Steering Committee, composed of the representatives from Denmark, Germany, Spain, Sweden, China, Indonesia, Portugal and the Republic of Korea - was released in an effort to support the establishment of ASEIC. In the forum, sixty representatives from ASEM member countries affirmed



the need and urgency to take specific cooperative measures to leverage the capacity of the SMEs, as the main engine of innovation and as the primary employers, to facilitate Asia and Europe's common and mutually supportive progress on the path toward low-carbon green growth. They agreed to launch a working group in order to identify and discuss such actions in a more concrete and detailed manner. This forum formed a productive and innovative consensus surrounding the necessity to promote green growth for SMEs.

Following the agreement, leaders from ASEM member countries officially endorsed the establishment of ASEIC at the 8th ASEM Summit, which was held at Brussels, Belgium.

The ASEM SMEs Eco-Innovation Center (ASEIC) was officially established on June 15, 2011. Serving as an international platform, the institute mobilizes green technologies and expertise for helping SMEs in ASEM member countries to move towards a green economy. Over the past two years, ASEIC has dedicated to providing eco-innovation consulting services, encouraging appropriate technology adoption for SMEs in Asian countries, establishing a web portal, holding international conferences and developing ASEM Eco-Innovation Index (ASEI), an indicator to evaluate the status of eco-innovation in ASEM member countries.

What is Eco-Innovation?



Against the backdrop of sustainable development, eco-innovation has emerged as a significant factor for success. Most governments now highly encourage entrepreneurial ideas that tackle both economic and environmental challenges. Introducing new eco-friendly products, services and processes, Eco-Innovation creates a huge niche for green "technopreneurs" to come up with innovative solutions which would encourage the growth of environment-conscious consumers.

There are different definitions of eco-innovation.

Eco-innovation is any form of innovation aiming at significant and demonstrable progress towards the goal of sustainable development, through reducing impacts on the environment or achieving a more efficient and responsible use of natural resources, including energy.

[Source: Competitiveness and Innovation Framework Programme (2007 to 2013), European Commission]

Eco-innovation is the introduction of any new or significantly improved product (good or service), process, organizational change or marketing solution that reduces the use of natural resources (including materials, energy, water and land) and decreases the release of harmful substances across the whole life-cycle.

[Source: Eco-Innovation Observatory, Methodological Report 2010]

Eco-innovation defines new field of techno-social innovations that focuses less on products functions and more on the environment and people. Also, it means techno-social innovations to meet environmental challenges, resource constraints and diversification of values among the people with compatibility between economy and environment.

[Source: Japan, Economic and Fiscal Reform 2007- Basic Policies, 2007]



In Europe, SMEs represent **99%** of all businesses, providing jobs to more than **100 million people**

In Asia, SMEs constitute the **lifeblood** of many industries as they grapple with the present global economic crisis

Eco-Innovation & SMEs

Eco-innovation offers SMEs a huge opportunity to save costs, expand to new markets, create new jobs and reduce pressure on the environment, thus bridging the gap between maximizing commercial profit and minimizing negative environmental impact. Beyond boosting a company's corporate image and profits, riding the tide of eco-innovation enables SMEs to maintain a high level of legitimacy given the emergence of an array of environmental rules and regulations imposed by governments and international organizations.

Eco-innovation is still a new phenomenon, yet it is expanding quickly across many countries. The greatest challenge facing governments is trying to create an enabling environment that allows SMEs to easily explore and pursue their innovative ideas despite the risks. The most common barriers are the lack of access to finance or venture capital, inadequate information, poor business management skills and the protection of intellectual property rights. Overcoming these hurdles can empower green SMEs to contribute significantly in reviving the global economy while securing a sustainable future for everyone.



Promoting Green Growth Opportunities

ASEM Eco-Innovation consulting project for SMEs



In 2011, ASEIC launched its first eco-innovation consulting project in Indonesia, Malaysia, Thailand and Vietnam. The project has gained its momentum since its successful pilot project, with total of 65 participating SMEs from ASEM member countries reducing greenhouse gas emissions and saving annual energy consumption. The main goal of eco-innovation consulting is to strengthen the green competitiveness of SMEs by disseminating and utilizing green management and technology in their businesses.

The project focuses on these key activities:

- Performing a diagnostic study for each participating SME in order to achieve the goals under the Cleaner Production and Resource Efficiency project for the process, system and production of final products.
- Providing personalized technical assistance and expert recommendations in areas such as energy and raw material consumption, waste and pollution management in order to help participating SMEs move towards a sustainable business.
- Making available workshops and seminars with local and international experts and partners to increase awareness and provide capacity building for SMEs, government officials and national experts.



ASEM Inclusive Eco-Innovation Programme Cambodia Project

Greening Local Communities through Appropriate Technology

As a member of the Global Green Growth Institute (GGGI) Country Program for Cambodia, ASEIC has developed a pilot thematic joint project in 2011 which aims to produce immediate and tangible impact towards Cambodia's achievement of sustained high economic growth and sustainable development. This programme integrates the social, economic and environmental dimensions of sustainable development through appropriate technology transfer by focusing on technologies specifically tailored to the actual needs of local people and designed to suit the local conditions of the rural community as well as marketable to Cambodian SMEs.

Expected Outcomes

This programme attempts to integrate a bottom-up approach into a top-down method from identifying the problems to improving the quality of life of local residents in the least developed countries (LDCs) contributing to the UN's Initiative of Sustainable Energy for All and the achievement of the UN Millennium Development Goals (MDGs).

Economic Benefits	Environmental Benefits	Social Benefits
<ul style="list-style-type: none"> • Transfer technologies • Create local businesses and jobs 	<ul style="list-style-type: none"> • Reduce consumption of fuel wood • Develop alternative energy source 	<ul style="list-style-type: none"> • Encourage local entrepreneurship • Reduce health risk • Capacity building



ASEM Eco-Innovation Index (ASEI)

Measuring Sustainable Future for Asia and Europe

Overview

The ASEM Eco-Innovation Index (ASEI) aims to develop as an international tool to quantitatively and qualitatively measure the level and status of eco-innovation of ASEM member countries. ASEI expects to promote eco-innovation at regional and global level creating an active stage of communication between Europe and Asia, and as a result, encourage governments to enhance their eco-innovation related policies and regulations.

Why do we measure Eco-Innovation?

Eco-Innovation is a "key pre-requisite for sustainable development" at macro level as it brings positive synergy effects towards economic, social and environmental conditions of a country. International organizations, research institutes, academia, etc. are continuously emphasizing the importance of eco-innovation, highlighting the role of public and private sector to create enabling conditions.

Framework (tentative)

1. Eco-Innovation Capacity	2. Eco-Innovation Activities
<ul style="list-style-type: none"> ❑ County's Economic Competitiveness ❑ General Innovation Capacity ❑ Level of Awareness on Sustainability Management ❑ Value of Investment in Green Technology SMEs ❑ Jobs in Green Technology Industry 	<ul style="list-style-type: none"> ❑ Renewable Energy Utilization Level ❑ Green Patents ❑ Level of Commercialized Green Technology SMEs ❑ Green Technology SMEs at Early Stage ❑ Level of Environmental Management ❑ Turnover of Environmentally Friendly MNEs
3. Eco-Innovation Supporting Environment	4. Eco-Innovation Performance
<ul style="list-style-type: none"> ❑ Investment Maturity of Green Technology Industry ❑ Government's R&D Expenditure in Green Industry ❑ Level of Environmental Laws ❑ County's Commitment to International Environmental Agreements 	<ul style="list-style-type: none"> ❑ Green Industry Market Size ❑ Water Consumption Intensity ❑ CO2 Emission Intensity ❑ Energy Sustainability Level ❑ Level of Environmental Impact on Society

* Inclusive index embracing the aspects of SMEs and developing countries in Asia and Europe



ASEM SMEs Eco-Innovation Center

Vision

ASEIC is dedicated to promoting and accelerating eco-innovation by providing various related programs to SMEs in Asia and Europe. Serving as an international platform, ASEIC supports SMEs in their efforts to create and implement strategies and policies in order to ultimately achieve green growth worldwide.

Mission

- ⦿ Provide advisory services for SMEs in need of eco-innovative transition
- ⦿ Provide technical and financial support for SMEs in developing regions
- ⦿ Provide an online and offline platform where up-to-date information is shared and new global green business opportunities are created for SMEs



A sustainable future



What needs to be done?

Establishing partnerships and launching pilot projects (2011-12)

For the first two years from March 2011 until the end of 2012, with full financial support amounting to KRW 2 billion from the Small and Medium Business Administration (SMBA) of the Republic of Korea, ASEIC will focus on establishing partnerships with ASEM member countries and implementing pilot projects, such as offering environmental consulting services, establishing a database, etc. ASEIC will evaluate pilot projects conducted every year and receive feedback from participants and member countries.

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Specifying and expanding programmes (2013-14)

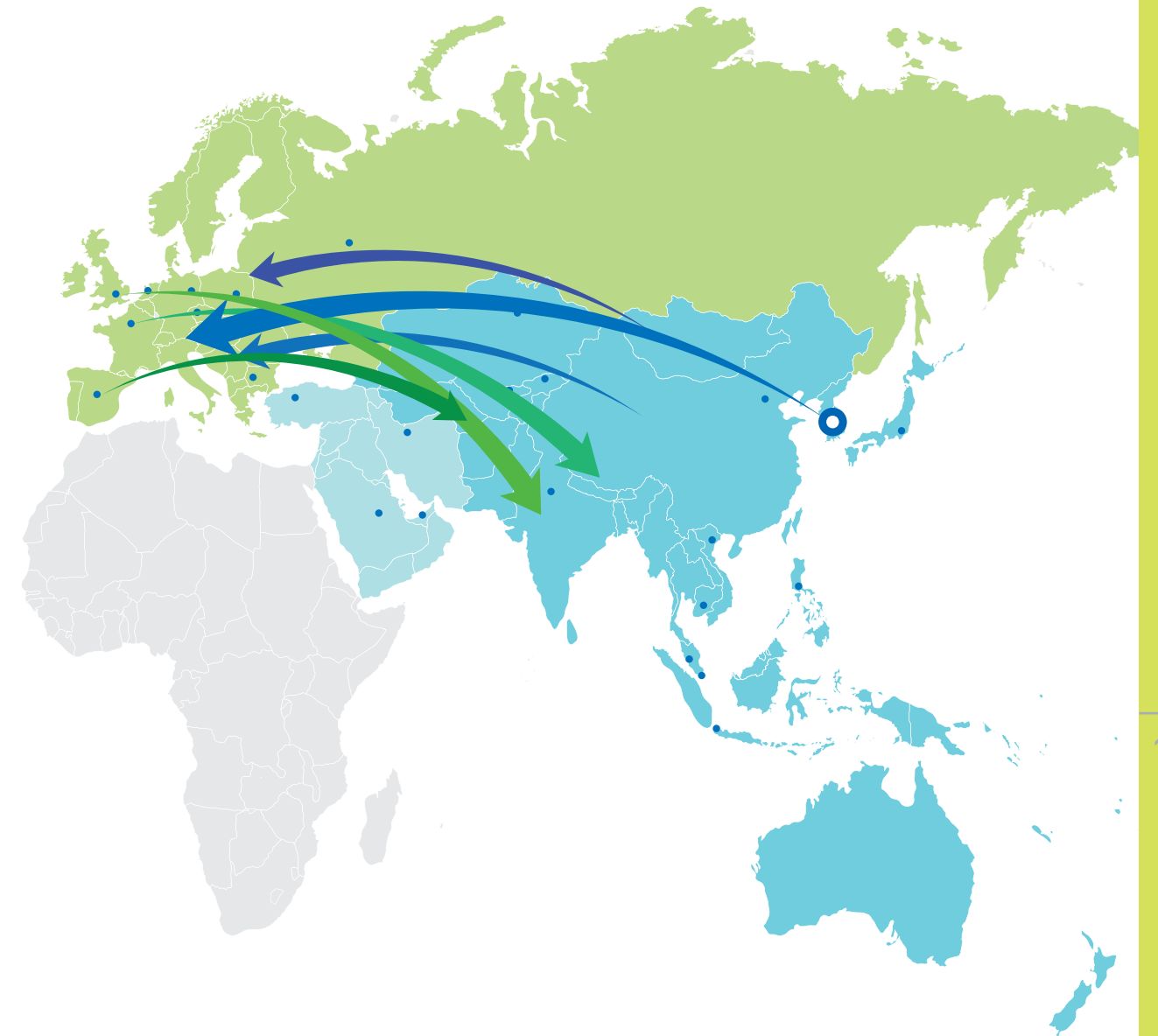
After reviewing and analyzing feedback from member countries regarding the pilot projects, ASEIC will modify and strengthen key activities to meet the needs of member countries, while securing additional funding to be a financially independent entity.

Stabilizing and scaling-up the organization (2015 and beyond)

At this stage, ASEIC will exchange expertise and best practices, enabling the organization to be a platform for SMEs in ASEM member countries, where environmental regulations and eco-innovation in technologies are shared and new business opportunities are created.



Creating relationships and nurturing innovation.



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GLOBAL PARTNERS, GLOBAL IMPACT.

We are working with many partners from the public and private sectors, as well as local and national organizations in ASEM member countries.

