

SMEs' practice and the way forward

ASEM Working Group Seminar on SMEs Eco-Innovation Competence

10-11 November 2015 Imperial Palace Hotel in 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 (21countries+ 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 a 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) 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 for a sustainable future. ASEM Working Group Seminar on SMEs Eco-Innovation Competence, which is held along with the Global Eco-Innovation Forum, is ASEM project approved at the 10th ASEM Summit held in Milano on October, 2014. The Seminar gives an opportunity to discuss common interest of ASEM members to develop cooperative activities for SMEs' eco-innovation.

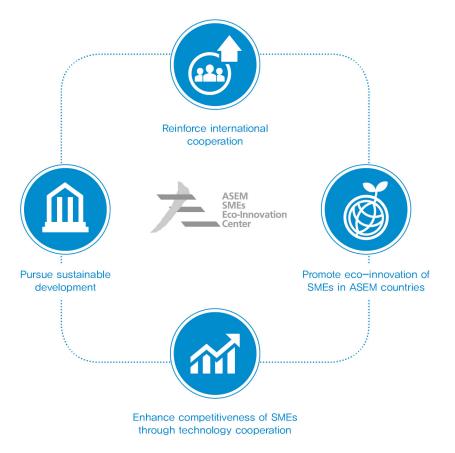
We invite you to this forum for spreading eco-innovation of world SMEs and stepping toward inclusive and sustainable growth.

The Chairman of ASEIC

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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, Eco-innovative Appropriate Technology Platform, ASEM Eco-Innovation Index(ASEI) research, and Green Business Center(GBC).



Overview of the event

Name of the event	ASEIC Global Eco-Innvoation Forum SMEs' practice and the way forward ** ASEM Working Group Seminar on SMEs Eco-Innovation Competence		
Date	Tuesday 10 th November 2015 * 11 th , 12 th is a closed meeting for working group members		
Place	Dubhe Hall, Imperial Palace Hotel Seoul (Seoul Gangnamgu Eonjuro 640)		
Host / Organizer	Small & Medium Business Administration (SMBA) ASEM SMEs Eco-Innovation Center (ASEIC)		
Sponsor	Recruit on going		
Attendance	ASEM member representative, International organization officials, domestic and foreign eco-innovation experts and public officials, SMEs representatives and related (around 150 people)		

Registration

T 031 628 9668 E info@aseic.org H www.aseic.org For details and pre-registration, please see the popup in ASEIC website

Program

Day 1 - Tuesday, 10 November 2015

Session	Time	Contents
Opening Session	09:30~09:35	Welcome Speech - President, ASEM SMEs Eco-Innovation Center (ASEIC)
	09:35~09:40	Introductory Remark - Representative, Small and Medium Business Administration of Korea (SMBA)
	09:40~09:45	Congratulatory Remark - Korea Energy Agency
	09:45~10:05	Keynote Presentation Why converging eco-innovation and SME's are changing the world? - Mr. Markku Wilenius, Professor, Finland Future Research Center, Turku School of Business, Turku University
	10:05~10:25	Keynote Presentation ECO-Innovation: The Primary Model of Business Development - Mr. Christopher Gleadle, Managing Partner of VisibleEarth, Trainer, Coach & Mentor of CMG consultancy
	10:25~10:35	Questions & Answers
	10:35~10:45	Coffee Break
Session 1 E-I Projects	10:45~12:00 -	ASEIC Introduction and ASEM Project on Eco-innovation : ASEM Eco-innovation Consulting - Ms. Younji Kang, Manager of ASEIC
		ASEM Project on Eco-innovation: Inclusive Technology and Technology Platform - Ms. Sunmi Koo, Manager of ASEIC
		ASEM Project on Eco-innovation: ASEM Eco-innovation Index Research – Mr. Kijoo Han, Director of Eco-Services Consulting Co.
		Questions & Answers
Luncheon	12:00~13:00	Luncheon

Session	Time	Contents
Session 2 E-I Practices	13:00~13:15	Eco-innovation Practice (Korea) POSCO Steel E-I Case - Mr. Yoonki Ahn, Director of POSCO Research Institute
	13:15~13:30	Eco-innovation Practice (Japan) SMEs E-I Case - Ms. Taeko Takahashi, Consultant of Institute for Global Environmental Strategy
	13:30~13:45	Eco-innovation Policy (Vietnam) Case - Dr. 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 (Phillipines) SMEs Case - Mr.Anthony G. Pantoja, CEO of Panaderia Pantoja, Inc.
	14:00~14:15	Eco-innovation Policy (EU) Case - Ms. Asel Doranova, Senior Consultant, Technopolis group
	14:15~14:40	Q&A, Discussions on Drivers and Barriers of Eco-Innovation - Chair: Kichan Kim, President of International International Council for Small Business (ICSB)
	14:40~15:00	Coffee Break
Session 3 Cooperation Proposal 1	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)
		Questions and Answers
	15:40~16:40	ASEM Member States Proposals 1
Wrap up & Closing	16:40~17:00	Global Forum Closing

Day 2 - Wednesday, 11 November_ ASEM Working Group

Session	Time	Contents
	09:00~09:10	Opening Day 2 & Participants Introduction
Session 4 Cooperation Proposal 2	09:10~10:00	ASEM Member States Proposals 2
Session 5 Discussion & Wrap-up 1	10:00~10:10	Progress & Future Plans of ASEM Working Group
	10:10~10:50	Member States Discussion 1
	10:50~11:10	Coffee Break
	11:10~11:30	Expert Consultation
	11:30~12:00	Mapping & Gapping 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	Member States Discussion 2
	15:30~15:50	Coffee Break
	15:50~16:10	Mapping & Gapping 2
Wrap up & Closing	16:10~16:30	Working Group Closing

^{*} open to ASEM working group members and invited observers only

Day 3 - Thursday, 12 November 2015, Enterprise Visit

Session	Time	Contents
	09:00~10:30	Travel
Enterprise Visit	10:30~16:00	Visit Eco-Innovative Company

^{*} open to only for those who are interested in among ASEM working group members

ASEIC Global Forum Speakers

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



Session 1 E-I Projects



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 EcoServices Consulting

Kijoo Han is co-founder and CIO of EcoServices 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

Yoonki 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.



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Practice and the Way Forward

Yoonki Ahn Director of POSCO Research Institute



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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 a director in Department of S&T Human Resource Policy and Organization, 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 over the last five years 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 largescale 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 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 Pnatoja 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 achelor 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 polices. 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



Asel Doranova
Senior Consultant
of Technopolis group









Kichan Kim President of International Council for Small Business (ICSB)

Kichan Kim is a 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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