Consumption patterns are changing rapidly in the Asia-Pacific region. While this has been an economic growth success story, it has come at an environmental cost: high resource use, fast growing greenhouse gas emissions, and rising amounts of plastic waste. We can do better going forward. To meet the scale of the sustainability challenges facing the region, policies and businesses must move from incremental improvement towards systemic strategies that change the consumption behavior and lifestyle of individual consumers, with the public sector leading the way. Businesses and governments must apply innovative solutions. Major innovative ‘disruptions’ to our consumption patterns are already underway with an explosion of innovations in business under Industry 4.0 and share economy models. Policy makers are also leading the charge with ambitious action on plastic waste and carbon. Decision makers need our support. Civil society actors can share their expectations on low carbon goals, and support the transition. Academia, youth and faith based groups are already showing the way, sharing, learning to sustain our natural resources and further transform change for a resource efficient Asia.

Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles is a week-long event that brings together governments leaders, experts, private sector and civil society organizations in a series of events focused on a demand driven shift to greener products and services, and a resource efficient Asia. The two types of consumption will be addressed: individual consumption as influenced by lifestyles, and public procurement which accounts for at 30% or more of consumption in many countries.

Material and carbon footprints per capita have increased by 123% and 85% respectively, and growth is at a rate of 7% per annum compounding.
The series of events will contribute to the following programs and frameworks:

**UNEA4: Innovative solutions for environmental challenges and sustainable consumption and production**
The fourth session of the United Nations Environment Assembly in March 2019 will address the theme “Innovative solutions for environmental challenges and sustainable consumption and production,” with a specific focus on:

- (a) Sustainable food systems, including food security and biodiversity;
- (b) Life-cycle approaches to resource, energy, chemicals and waste management;
- (c) Innovative sustainable business development at a time of rapid technological change.

Transforming Asia Pacific will explore five areas of innovation: **policy, finance, technology, business models and culture**. This will support policy makers who are headed to UNEA4 in March 2019.

**SWITCH-Asia Regional Policy Advocacy 2017-2021**
The European Union (EU) funded SWITCH-Asia Policy Advocacy Component, which aims to “strengthen the dialogue at regional, sub-regional and national policies on Sustainable Consumption and Production (SCP) in selected countries from the Asia region, thereby contributing to green growth and reduction of poverty in Asian countries”. This includes specific activities:

- A1. Regional policy advocacy forum
- A2. Annual dialogue on Sustainable Consumption and lifestyles
- A3. Sub-regional thematic policy dialogue

**SCP Roadmap for Asia and the Pacific 2016-2018**
This week will contribute to the following activities of the Asia Pacific Roadmap on Sustainable Consumption and Production (2016-2018), sections on Sustainable Public Procurement and Sustainable Lifestyles and Education, which align with the One Planet Network (10YFP).

- Sustainable Public Procurement A1: Provide Sustainable Public Procurement awareness raising and capacity building through established sub-regional SCP fora; B1: Apply Sustainable Public Procurement training module for Asia Pacific region, developed by Sustainable Public Procurement Programme
- Sustainable Lifestyles and Education A1. Provide Sustainable Lifestyles and Education awareness raising and capacity building through established fora; Sustainable Lifestyles and Education A4. Organise “Sustainable Consumption week for low carbon lifestyles in Asia
- Consumer Information A1. Provide Consumer Information/Eco-labelling awareness raising and capacity building through established sub-regional SCP fora

**South Asia Forum on Sustainable Consumption and Production**

- The South Asia Forum on SCP was under the SWITCH-Asia Program Regional Policy component in 2016 at the 13th Meeting of the Governing Council of the SACEP (decision 10.2.2). The goal of the South Asia Forum on SCP is to provide leadership and strengthen partnerships to stimulate the promotion and implementation of sustainable consumption and production policies, strategies and technologies in South Asia.
Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles: Week at a glance

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<th>MONDAY 17 SEPT</th>
<th>TUESDAY 18 SEPT</th>
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<th>THURSDAY 20 SEPT</th>
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<tr>
<td>9:00 – 12:00</td>
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<td>SWITCH-Asia Steering Committee Meeting</td>
<td>SWITCH-Asia Networking event</td>
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<td>South Asia Workshop on Sustainable Public Procurement (Closed meeting)</td>
<td>South Asia Workshop on Sustainable Public Procurement (Closed meeting)</td>
<td>C-ASEAN Sustainable Development Forum (Public event)</td>
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<td>13:00 – 17:00</td>
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<td>Session 4: What the tech</td>
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<td>C-ASEAN Sustainable Development Forum (Public event)</td>
<td>Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles (Public event)</td>
<td>Opening session</td>
<td>Session 5: Hearts and minds (closed meeting)</td>
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<td>17:00 – 19:00</td>
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<td>Session 2: Show me the money (closed meeting)</td>
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<td>Startup Pitches and cocktail dinner reception</td>
<td>Session 1: Rules of the game</td>
<td>Session 3: Sectoral healing</td>
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<td>15:00 – 17:00</td>
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<td>Session 2: Show me the money</td>
<td>Opening session</td>
<td>Session 3: Sectoral healing</td>
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<td>17:00 – 19:00</td>
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<td>17:00 – 19:00</td>
<td>Closing session</td>
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### DAY 1, TUESDAY  
18 SEPTEMBER

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<tr>
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<tr>
<td>12.00 – 13.00</td>
<td>Registration</td>
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<tr>
<td>13.00 – 14.00</td>
<td><strong>Master of Ceremonies:</strong></td>
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<td><strong>Opening session and keynote</strong></td>
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<td><strong>Welcome Remarks, Framing Asia’s key questions about low carbon consumption</strong></td>
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<td><strong>Dechen Tsering, UN Environment Asia and the Pacific Office</strong></td>
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<td>UN Environment is the leading institution in low carbon consumption in Asia and the Pacific. In this speech, we will set the scene and ask the core questions that must be answered by the end of the event: What are the priority innovative solutions for circular economy and low carbon lifestyles in the following domains: 1. Policy, 2. Finance, 3. Technology, 4. Business models, 5. Culture.</td>
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<td><strong>Regional policy solutions for low carbon and low waste consumption – top 5 lessons learned in Europe</strong></td>
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<td><strong>H.E. Pirkka Tapiola, Ambassador of the EU Delegation to Thailand</strong></td>
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<td>The EU has a long history of policy integration when it comes to low carbon consumption. Today, it is changing the global policy and business landscape with innovative policy solutions both at the regional and national level. From product longevity declarations, to nudging policy, and bold single use plastic bans, we hear from the EU what their top 5 lessons learned are that could jumpstart low carbon consumption policy in Asia. This is an opportunity to delve into the recent slew of policy goals on single use plastics.</td>
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<td>14.00 – 15.15</td>
<td><strong>Session 1: Rules of the game</strong></td>
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<td><strong>Policy mechanisms for low carbon consumption</strong></td>
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Session Chair: Ms. Hong Sin Kwek, Founder, CrowdFunding Asia, Singapore

Changing policies is hard work. The panel discussion will debate which are the most critical policy measures governments should take to enable low carbon consumption. One type of policy from each category will be showcased by policy makers and businesses from the following types: legal instruments, financial instruments, mainstreaming, and sustainable public procurement.

Video: Policy mechanisms for low carbon consumption, UN Environment

MASTRESTM! 5 Year Plans, Eco-Civilization, and implementation instruments – China’s experience with integrating sustainable lifestyles at multiple levels of policy
Mr. Shi Feng, Deputy Division Director, China-Asean Environmental Cooperation Centre, China

TAX! How financial instruments facilitate private sector action for electric mobility
Sasiranga de Silva, Low Carbon Mobility Entrepreneur, Sri Lanka

LEAD by EXAMPLE! India’s experience with sustainable public procurement
Sanjay Aggarwal, Ministry of Finance, India

STANDARDS: ASEAN’s experience with harmonizing regional standards on sustainable lighting
Weeraphon Aotharnsakun, Signify (Philips Lighting), Thailand

Panel discussion: Which innovative policy solutions are the most important for changing the rules of the game to support low carbon consumption?

Q and A with audience using Slido app to live upvote audience questions

Coffee and tea

15.45 – 17.00
Session 2: Show Me The Money
Using Financial Mechanisms For Low Carbon Consumption
Session Chair: Steven Stone, Chief, Resources and Markets Branch Economy Division, UN Environment

This session will present and discuss the lead ‘characters’ of the financing world, who will share information about financing sources needed to drive public and private investment to achieve low carbon consumption.

Video: Financing for low carbon consumption, UN Environment

THE CROWDFUNDER: Democratizing investment by letting the public invest, one dollar at a time
Ms. Hong Sin Kwek, CEO of CrowdFunding, Singapore

THE VENTURE CAPITALIST: Investing in the un-investible – how VCs are breathing life into innovation by investing in businesses with higher risk and longer payback periods
Shailesh Vikram Singh, Managing Partner, Massive Fund, India

BLENDING PRIVATE AND PUBLIC FINANCE: Channeling capital towards sustainable supply chains
Angela Chen, Advisor, Akipeo, Philippines

GREENING FINANCE: How the IFC is enabling low carbon solutions
Kalina B. Miller, Financial Institutions Group, IFC, Thailand

Panel discussion: What type of innovative financial mechanisms can finance the transition towards a circular economy?

Q and A with audience using Slido app to live upvote audience questions
Asia Pacific Low Carbon Lifestyles Challenge – Pitching round
Tuesday, 18 September, 17.00 – 19.00, C-ASEAN building

17.00 – Welcome and introduction, Janet Salem, UN Environment Asia and the Pacific Office

17.15 – 3 minute startup pitches

Lathika Chandra Mouli, China
Powering electric vehicles with solar power using blockchain
View profile

Mohammed Saquib, Pakistan
Energy efficient modular homes for displaced people
View profile

Hassam Ud-din, Pakistan
Project: Rasai: Sharing the road, Optimising routes
View profile

Achmad Solikhin, Indonesia
Project: Making biodegradable plastic from waste material
View profile

Shutong Liu, China
Project: Turning gutter oil into sustainable fuel
View profile

Angelica Salele, Samoa
Project: Reducing waste with reusable sanitary pads
View profile

Deependra Pourel, Bhutan
Project: Installing smart energy meters in Bhutan
View profile

Pamela Nicole Mejia, Philippines
Project: Making plastic waste fashionable
View profile

Monish Kumar Siripurapu, India
Project: Cooling buildings using nature’s designs
View profile

Sasiranga De Silva, Sri Lanka
Electrifying tuk tuks
View profile

18.00 – Feedback round

• Shailesh Vikram Singh, Go Massive Fund
• Steven Stone, Chief, Chief, Resources and Markets Branch, Economy Division, UN Environment
• Jessica Cheam, Eco Business Forum
• Dirk Wagener, Resource Efficiency Coordinator, UN Environment

18.30 – Announcement of recipients of $50,000 in top up investments, Isabelle Louis, Deputy Regional Director, UN Environment Asia and the Pacific Office

19.00 - Close
### DAY 2, WEDNESDAY
19 SEPTEMBER

<table>
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<th>Time</th>
<th>Session Details</th>
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| 9.00 – 9.15 | **Recap of Day 1**  
Dirk Wagener, Resource Efficiency Coordinator, UN Environment |
| 9.15 – 10.30 | **Session 3. "Sectoral healing"**  
**Business action for cleaning up our consumption one sector at a time**  
**Session Chair:** Jessica Cheam, EcoBusiness, Singapore  
This session will identify both readily available and innovative best practices, policies and lessons learned from efforts by different stakeholders on low carbon consumption in the region.  
**Video:** Business models for low carbon consumption, UN Environment |

**MOBILITY:** Radically changing our mobility choices with shared roads and eMobility  
*Sharon Meng, APAC Head of Growth, Mobike, China*

**PLASTIC:** How the food and beverage sector is innovating in the fight against plastic litter  
*Edwin Seah, Head of Sustainability and Communication, Food Industry Asia, Singapore*

**FOOD:** How to bring sustainability to our most loved commodity: Rice  
*Wyn Ellis, Coordinator, Sustainable Rice Platform, Thailand*

**eCOMMERCE:** Leveraging the eCommerce boom to integrate sustainability into our consumption choices  
*Jamie Brennan, Lazada Group, Thailand*

**FOOD→MOBILITY:** Bridging between food and mobility sectors for circular economy  
*Robert Earley, Chief Operating Officer, MotionECO, China*

**Panel Discussion:** Which kinds of innovative business models should be encouraged?  
*Q and A with audience using Slido app to live upvote audience questions*
Session 4. "What the tech?"
Disruptive Tech Innovations for low carbon consumption

Session Chair: Lewis Akenji, Sustainable Consumption and Production, Director, Institute for Global Environmental Strategies, Japan

The panel discussion will shed light on technological revolutions Asia and the Pacific should expect in the next 5 years, and how they can be used for low carbon consumption.

Technologies: Smart meters, Blockchain, IoT, Artificial Intelligence, Big Data, digitization, Deep Learning, Automation

Applications: Supply chain transparency, tokenizing recycling, facilitating p2p clean energy transactions, tracking compliance of environmental treaties, enabling CSOs and decentralized action, Carbon Footprinting of products to set carbon tax prices, incentives through reputation currency.

Video: Technologies for low carbon consumption, UN Environment

INTERNET OF THINGS: How Blockchain can enable sustainable consumption through traceability, engagement and consumer information
Tim Hadse-Mares, Regional Director, ScanTrust, Thailand

BLOCKCHAIN: Unlocking peer to peer transactions in smart grids
Lathika Chandra Mouli, Business Development Manager, Energo Labs, China

SMART MOBILITY: Optimizing urban traffic using new technologies
Daniel Kondor, Senseable City Lab, Future Urban Mobility group, MIT Singapore

MACHINE LEARNING: How ML is optimizing our transport choices
Hassam Ud-din, Founder, Rasai ride sharing and route optimization platform, Pakistan

BIOMIMICRY: Nature-inspired cooling based on traditional technology
Monish Siripurapu Kumar, Founder, CoolAnt, India

Panel Discussion: How can we embed sustainability into the technological innovation wave?

Q and A with audience using Slido app to live upvote audience questions

Lunch
Session 5. "Capturing hearts and minds of Asia"
How culture, psychology and economics shape behaviour

Session Chair: Dr Divya Datt, Director, Integrated Policy Analysis, The Energy and Resources Institute, India

Faith based groups, behavioral economists and publicists know more about our behaviours than we realize. Behaviour economists are the leaders behind successful behaviour change campaigns for health. In this panel discussion, our societies’ thought leaders share insights into the hearts and minds of Asia’s cultures, and how to apply this through policy and business action on low carbon consumption.

Video: Behavior change for low carbon consumption, UN Environment

BEHAVE: What is a Behavioural Insight Team, and why are governments building them to influence our behavior through subtle policy shifts
Alexander Clark, Advisor, Behavioural Insight Team, Singapore

NUDGE: Norwegian experiences in applying nudging techniques
Stig Traavik, Lead Indonesia Advisor at Antler Venture Capital, Indonesia

MEDIA: How to win media partners for sustainability
Blessen Kizhakkethottam, Deutsche Welle TV, Germany

FEELIN' IT: Three elements of successful behavior change campaigns
Jacob Holder, Hill and Knowlton Strategies, Thailand

Panel Discussion: What types of cultural innovations could underpin the type of transformative change we want to achieve?

Q and A with audience using Slido app to live upvote audience questions
Closing session on Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles

This session will bring together the key messages of the issue papers with the findings of the sessions to present a synthesis on Innovative Solutions, Circular Economy and Low Carbon Lifestyles for Asia and the Pacific.

Session Chair: Dirk Wagener, Resource Efficiency Coordinator, UN Environment

Presentation of session key outcomes by session Chairs:

- Outcomes of Session 1: “Rules of the game” Policy mechanisms for low carbon consumption
  - Hong Sin Kwok, Founder, CrowdFunding Asia, Singapore
- Outcomes of Session 2: “Show me the money” Using financial mechanisms for low carbon consumption
  - Steven Stone, Chief, Resources and Markets Branch, Economy Division, UN Environment
- Outcomes of Session 3: “Sectoral healing” Business action for cleaning up our consumption one sector at a time
  - Edwin Seah, Head of Sustainability and Communication, Food Industry Asia, Singapore
- Outcomes of Session 4: “What the tech?” Disruptive Tech Innovations for low carbon consumption
  - Lewis Akenji, Sustainable Consumption and Production, Director, Institute for Global Environmental Strategies, Japan
- Chair of Session 5: “Capturing hearts and minds of Asia” How culture, psychology and economics shape behavior
  - Divya Datt, Director, Integrated Policy Analysis, The Energy and Resources Institute, India

Q and A with audience using Slido app to live upvote audience questions

Word of thanks, closing

Isabelle Louis, Deputy Regional Director, UN Environment Asia and the Pacific Office