



## ***Policy | Finance | Business models | Technology | Culture***

- **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<sup>1</sup>.
- **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.

<sup>1</sup> 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 for a; 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 for a; 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

	MONDAY 17 SEPT	TUESDAY 18 SEPT	WEDNESDAY 19 SEPT	THURSDAY 20 SEPT	FRIDAY 21 SEPT
9:00 – 12:00	<b>South Asia Workshop on Sustainable Public Procurement</b>  (Closed meeting)	9.00 – 12:00 <b>South Asia Workshop on Sustainable Public Procurement</b>  (Closed meeting)	9:00 – 17:00 <b>Re-cap of Day 1</b>  <b>Session 3: Sectoral healing</b>	<b>SWITCH-Asia Steering Committee Meeting</b>  (closed meeting)	<b>SWITCH-Asia Networking event</b>  (closed meeting)
13:00 – 17:00	<b>C-ASEAN Sustainable Development Forum</b>  (Public event)	13:00 – 17:00 <b>Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles</b>  (Public event)  <b>Opening session</b>  <b>Session 1: Rules of the game</b>  <b>Session 2: Show me the money</b>	<b>Session 4: What the tech</b>   <b>Session 5: Hearts and minds</b>  <b>Closing session</b>	<b>SWITCH-Asia launch event</b>  (closed meeting)	
17:00 – 19:00		<b>Startup Pitches and cocktail dinner reception</b>			

# Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles: Detailed Agenda

DAY 1, TUESDAY  
18 SEPTEMBER

12.00 – 13.00	Registration
	<p><b>Master of Ceremonies:</b></p>
13.00 – 14.00	<p style="text-align: center;"><b>Opening session and keynote</b></p> <p><b>Welcome Remarks, Framing Asia’s key questions about low carbon consumption</b>  <b>Dechen Tsering, UN Environment Asia and the Pacific Office</b></p> <p>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.</p> <p><b>Regional policy solutions for low carbon and low waste consumption – top 5 lessons learned in Europe</b>  <b>H.E. Pirkka Tapiola, Ambassador of the EU Delegation to Thailand</b></p> <p>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.</p> <p><b>Group Photo</b></p>
14.00 - 15.15	<p style="text-align: center;"><b>Session 1: Rules of the game</b>  <b>Policy mechanisms for low carbon consumption</b></p>

**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**

**MAINSTREAM!** 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**

	<p><b>Master of Ceremonies:</b></p>
<p>9.00 – 9.15</p>	<p><b>Recap of Day 1</b> <b>Dirk Wagener, Resource Efficiency Coordinator, UN Environment</b></p>
<p>9.15 – 10.30</p>	<p style="text-align: center;"><b>Session 3. "Sectoral healing"</b> <b>Business action for cleaning up our consumption one sector at a time</b></p> <p><b>Session Chair: Jessica Cheam, EcoBusiness, Singapore</b> 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.</p> <p><b>Video: Business models for low carbon consumption, UN Environment</b></p> <p><b>MOBILITY:</b> Radically changing our mobility choices with shared roads and eMobility <i>Sharon Meng, APAC Head of Growth, Mobike, China</i></p> <p><b>PLASTIC:</b> How the food and beverage sector is innovating in the fight against plastic litter <i>Edwin Seah, Head of Sustainability and Communication, Food Industry Asia, Singapore</i></p> <p><b>FOOD:</b> How to bring sustainability to our most loved commodity: Rice <i>Wyn Ellis, Coordinator, Sustainable Rice Platform, Thailand</i></p> <p><b>eCOMMERCE:</b> Leveraging the eCommerce boom to integrate sustainability into our consumption choices <i>Jamie Brennan, Lazada Group, Thailand</i></p> <p><b>FOOD → MOBILITY:</b> Bridging between food and mobility sectors for circular economy <i>Robert Earley, Chief Operating Officer, MotionECO, China</i></p> <p><b>Panel Discussion:</b> Which kinds of innovative business models should be encouraged?</p> <p><i>Q and A with audience using Slido app to live upvote audience questions</i></p>



10.30 – 11.00

Tea and Coffee

11.00 – 12.15

## 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 Hadsel-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

1.45 – 3.15

## 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*

3.45 – 5.15

## 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 Kwek, 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**