

PEER REVIEW REPORT
On
**Activities of the Secretariat for the Promotion of the Green
Growth Approach**

2005 to 2009

**Prepared by Environment and Development Policy Section,
EDD**

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1. Background

Rapid economic growth of the countries in the region is adding increasing ecological pressure on Asian and Pacific limited ecological carrying capacity. However, the region has to continue its economic growth, which is necessary to reduce poverty of the two-thirds of the world's poor living in the region, but since the region cannot continue to carry such resource intensive growth, a more environmentally friendly approach to growth is crucial. In addition to that, developing countries in the region need to cope with increasing costs of regeneration of natural resources and climate change impacts and find innovative means to maximize the benefits from such investment.

In response to this necessity, the countries of Asia and the Pacific have adopted Green Growth or environmentally sustainable economic growth for the improved well-being of all during the Fifth Ministerial Conference on Environment and Development (MCED) held in Seoul, Republic of Korea, in March 2005. The Green Growth approach is a viable strategy for achieving sustainable development in the region.

Based on the declaration of the 5th MCED, mandates from subsequent Commission Sessions and intercessional Committees on Managing Globalization, ESCAP has made an effort to promote activities of the Seoul Initiative on Green Growth, which include policy analysis and regional dialogues, design of frameworks, and development of strategies to pursue ecologically efficient economic growth in the region.

The Governments of Asia and the Pacific countries also requested the secretariat also to provide capacity building activities in support of developing countries, landlocked countries and countries with economies in transition. At the United Nations Conference on Climate Change in Bali, Indonesia in December 2007, which culminated with the adoption of the Bali Action Plan, ESCAP emerged as the regional hub for development of the post-2012 framework on climate change embedding the green growth approach.

As a response to all these requests, ESCAP has been assisting the developing countries initiated a regional capacity building programme to enhance knowledge and skills of policy and decision maker to develop and apply of important policy measures and tools for enhancing the environmental suitability of economic growth, based on sound normative, analytical and research work in several areas: -- promotion of green tax and budget reform; -- development of sustainable infrastructure, including application of Strategic Environment Assessment (SEA); -- promotion of sustainable consumption, including demand side management; "Greening" of the market and promotion of green business; development of Eco-efficiency Indicators (EEI); -- Investment in Natural Resources through Payment for Ecosystem Services (PES), and -- development of methodologies, policy tools, innovative mechanisms and tools for climate change action.

2. Purpose of the evaluation review

The main purpose of this evaluation review is to assess the performance of the Green Growth activities undertaken by the secretariat in response of the request from member states and to derive lessons learned, which can be useful for further development of the Green Growth programme and work

3. Objectives

This evaluation review was carried out with the objective to assess the relevance, efficiency, effectiveness and sustainability of the Green Growth activities (analytical materials, policy dialogues and capacity building seminars).

The evaluation review covered the following evaluation criteria for the Green Growth activities:

- Relevance – appropriateness of the activities
- Efficiency – how were the human and financial resources used to deliver the services to member states
- Effectiveness – what target
- Sustainability – likelihood that the services will continue to be delivered to the target group when the activity is finished
- Partnerships – what type of partnerships were mobilized for the completion of the activities

4. Scope of the review

This review has been conducted systematically from the very beginning of the Green Growth promotional activities, i.e. November 2005 when the very first Green Growth Policy dialogue and the Seoul Initiative Network on Green Growth Meetings. The review has been conducted in the form of evaluation questionnaires for feedback from the attendees of the Green Growth policy forums (both ESCAP and SINGG frameworks), national training seminars, regional capacity building seminars and leadership seminars. Full analysis of the ESCAP conducted evaluations is provided as Annexes to this report, while the review of the SINGG driven activities can be obtained upon request from the secretariat. Feedback, recommendations and guidance on further development of activities was regular sought at the yearly ESCAP Commission Sessions and the Committees on Managing Globalization, as well as at the ACPR sessions. A general survey on the overall Green Growth programme has been conducted in June 2009 and the summary of the evolutions is provided in Annex I to this report.

This evaluation review does not cover activities under the Development Account project for Sustainable Infrastructure and the activities for promotion of Payment of Environmental services.

5. Target Audience

The findings of this review will be share with the rest of Division and may be disseminated to other stakeholders.

6. The findings

Relevance

The Green Growth has received the highest acceptance and appraisal from Heads of States, as listed below, and more acutely after the triple crisis in late 2008-2009:

- *President of China, H.E. Hu Jintao* -Green Growth embedded in the six measures of the resource saving society;
- *President of Republic of Kazakhstan, H.E. Dr. Nursultan Nazarbayev*-National Sustainable Development Strategy include Green Growth policy tools -praised the approach at the 63rdESCAP Commission session held in Almaty in May 2007;
- *President of Republic of Korea Lee Myung-bak* -pledged his support for Low Carbon, Green Growth as the core of the Republic's new vision;
- *President of the Philippines H.E. Gloria Macapagal Arroyo* stated at the Green Industry in Asia Conference (9-11 September 2009) that "green growth is the only solution for the global financial crisis and climate change".

The Green Growth approach has been embedded in the UNEP Green Economy Initiative as an important Asian-Pacific driven input, as well as in the ILO Green Jobs Initiative for Asia and the UNIDO Green Industry for Asia process. It has been duly reflected in the OECD Ministerial Declaration (June 2009) and Manila Declaration on Green Growth and Green Industry (September 2009), as well as in EU Communiqués (October 2009).

Senior officials attending the ESCAP Commissions Sessions from 2005 (Resolution 61/9) to 2009 have provided valuable recommendations and directions on the needs of the member states.

Numerous requests for capacity building: Central Asian Countries, Cambodia, Viet Nam, Bhutan, Indonesia. New partnerships on alternative measurements of human and society progress, such as the Gross National Happiness (Bhutan, Thailand) and societal progress statistics (OECD) have emerged as well. Reputable international media, among which TIME and International Herald Tribune have been regularly following the developments of the Green Growth activities in the region.

Upon requests of member states the secretariat organized three Green Growth Policy Dialogues:

- 1st Green Growth Policy Dialogue on green tax and budget reform, in collaboration with the Korea Institute for Public Finance (November 2005, Seoul, ROK);
- 2nd Green Growth Policy Dialogue on sustainable consumption and production, with China Standard Certification Centre and UNEP (May 2006, Beijing, China);
- 3rd Green Growth Policy Dialogue on greening business with CMP Co. Ltd at South-East Asian Entech & Renewable Energy Asia 2007 (June 2007, Bangkok, Thailand);
- Two national roundtable workshops on green tax and budget reform (November 2005, ROK and December 2006, Bangkok)

The following Policy Forums of Seoul Initiative Network on Green Growth were also conducted:

- 1st Policy Forum on Sustainable Infrastructure (September 2006, Seoul, ROK);
- 2nd Policy Forum on Economic Instruments (September 2007, Bangkok, Thailand);
- 3rd Policy Forum on Green Growth, SCP and Climate Change, jointly with the 8th Asia Pacific Roundtable on SCP (September 2008, Cebu, Philippines);
- 4th Policy Forum on Green Industry (August 2009, Incheon, ROK)

Summary of recommendations of the evaluation of these regional forums is available in Annex III to this report.

Efficiency

Since 2007 and upon request of member states, both the secretariat and the SINGG have moved from policy dialogues to more training and capacity building assistance, which were recommended as more efficient for learning and developing application of green growth policy tools. Member states requested that to acquire more practical knowledge of policies to be able to impact the growth pattern of their economies.

The SINGG Secretariat conducted three Leadership Seminars (Incheon, ROK, October 2007, October 2008, November 2008) and a number of pilot projects in Viet Nam and Cambodia (2008), and China.

The Secretariat conducted **National Training Seminars on Application of Green Growth Policy Tools for Sustainable Development** as follows:

- Central Asia in Almaty, Kazakhstan (September 2007);
- Cambodia (Sihanoukville, October 2007);
- Viet Nam (Hanoi, November 2007);
- Bhutan (Bangkok, January 2008);

Effectiveness

In 2008, the Secretariat launched a regional capacity development programme for application of green growth policy tools following further advice from member states and needs identified from previous green growth activities. Two regional Training of Trainers seminars have been conducted – from 22 to 27 June 2009 in Bangkok, Thailand and a South-East Asian Training of Trainers Seminar from 31 August to 5 September 2009. Evaluation summaries are provided in Annex II to this report.

Sustainability

Both the Green Growth Capacity building programme, launched in 2008 and the Leadership Programme of SINGG have good perspectives of sustainability being

supported by other national and regional institutions, like established a regional Training of Trainers Facility at the Regional Helpdesk on Sustainable Consumption and Production at the CSC, China.

Partnerships

While the core partners will continue be the Seoul Initiative Network on Green Growth (SINGG) and the CSC / Regional Help Desk for Sustainable Consumption and Production, the secretariat has developed and strengthened its partnerships with a wide range of UN and regional institutions and organizations,. Among these are

- UNEP, UNDESA, UNIDO, ILO - Green Economy and UN Joint Initiative on GE, Green Industry, Green Jobs
- The Wuppertal Institute for Sustainable Consumption and Production
- GTZ, SIDA, OECD, EU, the EU SWITCH Network Facility, CISRO,;
- Private sector

7. The way forward

- Review of regional priorities and definition of new directions for the Green Growth approach at MCED-6
- Synergy between the development pillar activities of ESCAP and the Green Growth approach
- On-line training
- UN wide capacity development programme
- Implementation of emerging regional and subregional initiatives

ANNEX I

General Survey on the Green Growth Programme, June 2009

TABLE OF CONTENTS

Evaluation of Green Growth Questionnaires..... 8

Chapter One: Analysis of Quantitative Part..... 8

1.1: General Information..... 8

1.2: Meeting Substance..... 9

1.3: Impact of Meetings 10

Chapter Two: Qualitative Part..... 13

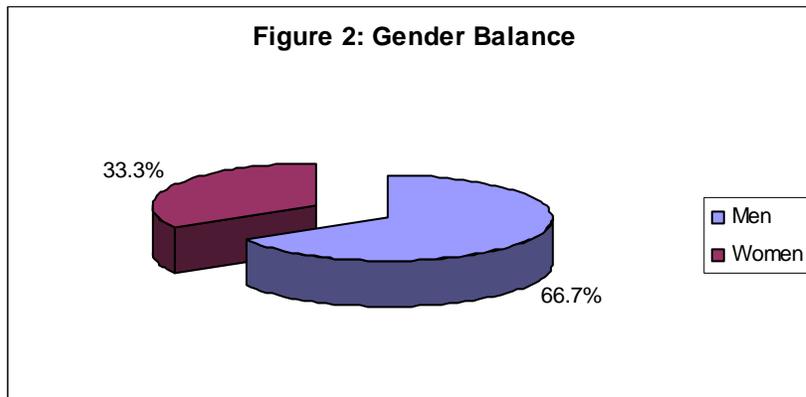
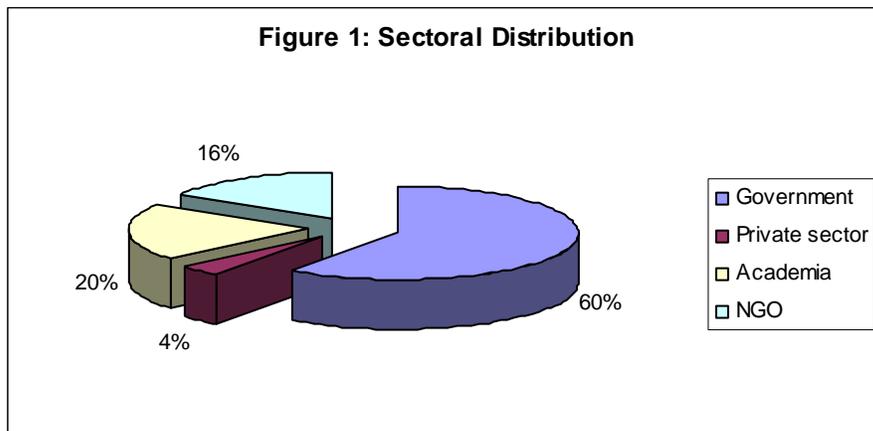
Evaluation of Green Growth Questionnaires

In June 2009, a total of three hundred questionnaires were dispatched to EDD contacts throughout the Asia-Pacific and beyond. The questionnaire (Annex 1) consisted of nine quantitative parts and three qualitative parts. This short report aims to summarize and analyze the collected responses and consists of two main chapters. Chapter one will proceed with an analysis of the quantitative part, following which a summary of the qualitative answers will be undertaken in Chapter 2 of this report.

Chapter One: Analysis of Quantitative Part

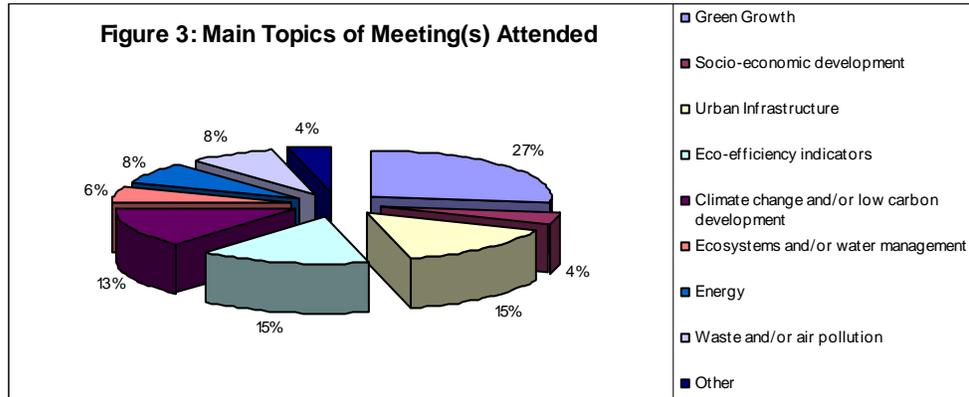
1.1: General Information

A total of 27 responses were received, which equals a response rate of 9%. The majority of respondents were governmental delegates (figure 1), with two-thirds of respondents being male (figure 2).

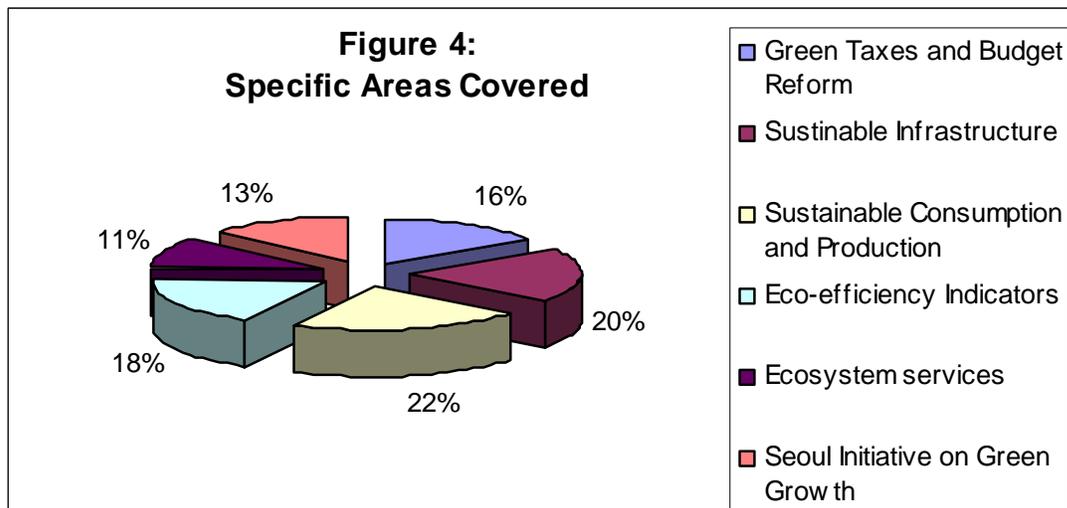


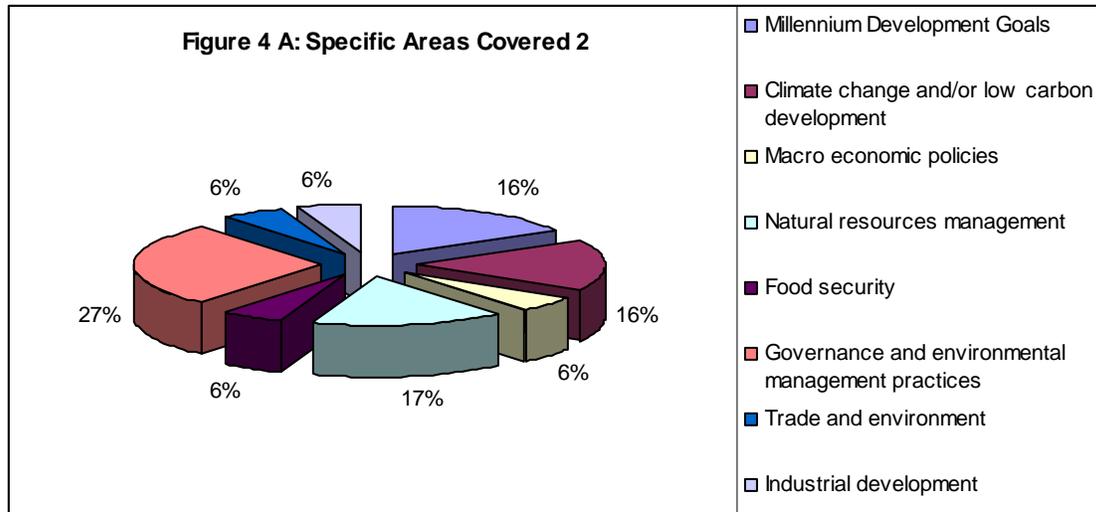
1.2: Meeting Substance

Throughout ESCAP EDD meetings, the largest part (27%) of respondents indicated (Figure 3) that they had attended Green Growth topics, followed by Urban Infrastructure (15%), Eco-Efficiency Indicators (15%), and Climate Change and/or low-carbon development (13%).

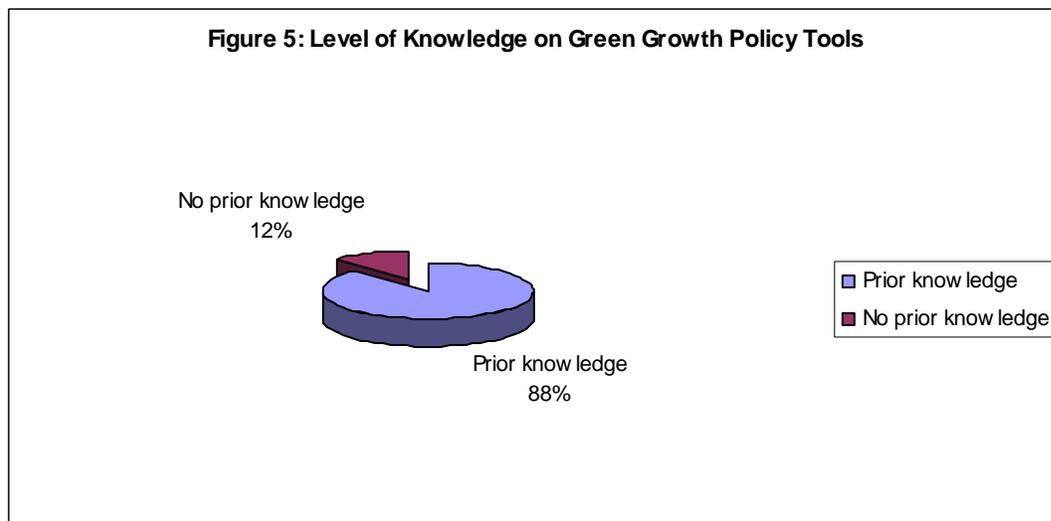


In terms of specific areas covered in the meeting(s) (Figure 4), the respondents indicated Sustainable Consumption and Production (22%), Sustainable Infrastructure, (20%) and Eco-Efficiency Indicators (18%) as ranking the highest. Alternative selections present in seven (26%) of the questionnaires (Figure 4 A) indicate that Governance and Environmental Management Practices, Natural Resource Management, and Millennium Development Goals were the most frequent substantive areas covered during other EDD meetings.





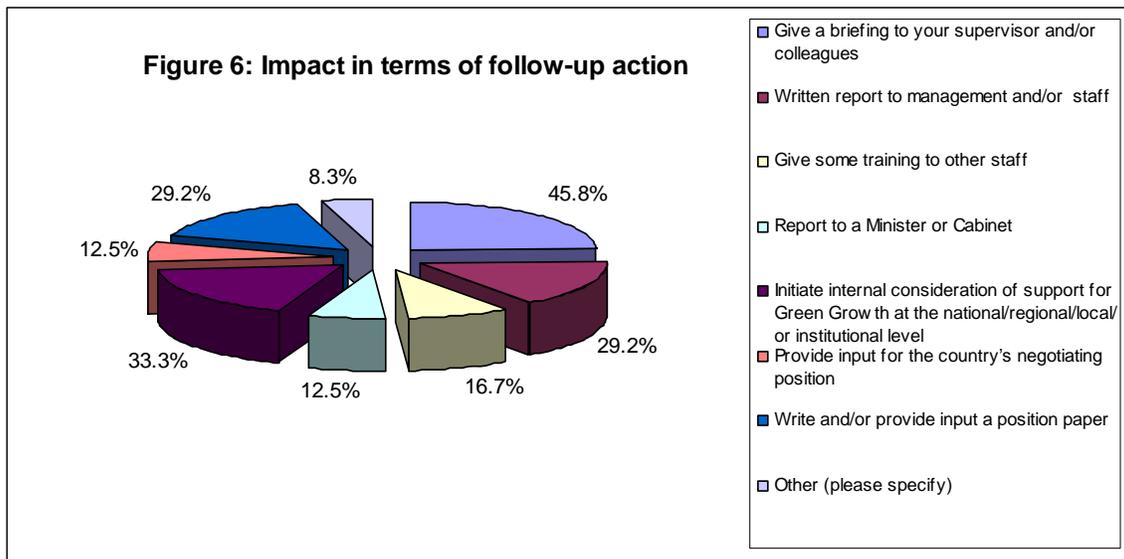
The questionnaire also requested respondents to indicate their level of knowledge related to Green Growth issues. Here a large majority (88%) revealed prior knowledge to Green Growth tools (Figure 5).



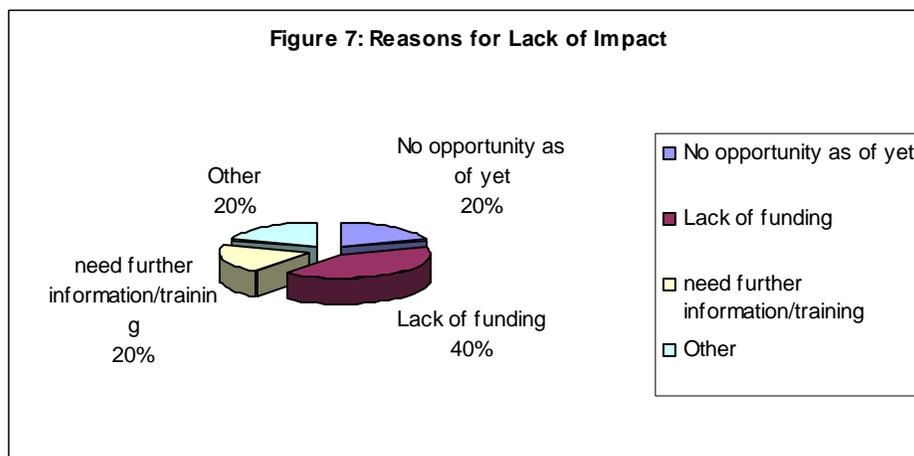
1.3: Impact of Meetings

In terms of impact, the questionnaire requested respondents to explain how the meetings had impacted their own duties (Figure 6). Here nearly half (45,8%) of respondents indicated that a primary task would be to brief colleagues and/or supervisor on the outcomes of the meetings.¹ One third of respondents indicated that they would initiate consideration of support for Green Growth at the national/regional/local/institutional levels. Other significant answers were found in the options on writing and/or providing input to a position paper (29,2%), and writing reports to management and/or staff (29,2%).

¹ The sum of percentages as seen below (Fig 6) exceeds the total of 100%, because some ticked several answer actions.

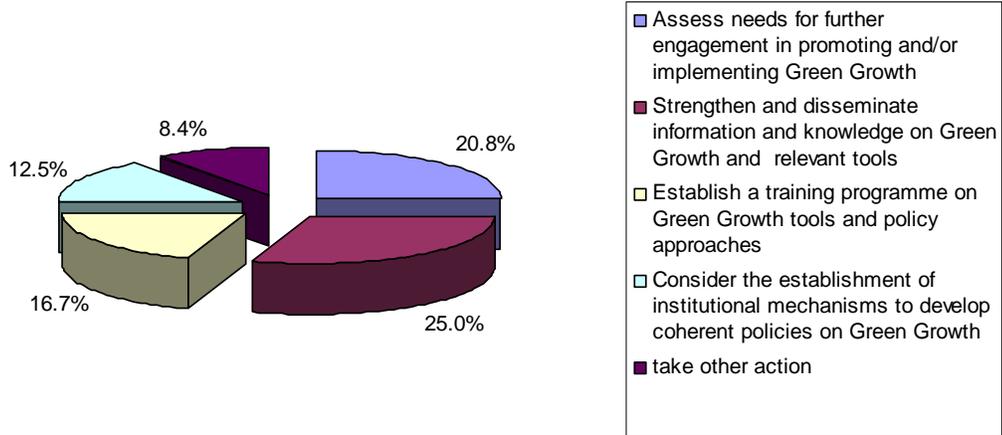


In connection to the previous question, the questionnaire also asked whether there be any constraints to action and/or follow up to the meetings (Figure 7). Here respondents indicated that lack of funding, need for further information and training, along with lack of opportunities resembled significant constraints to meaningful follow-up.



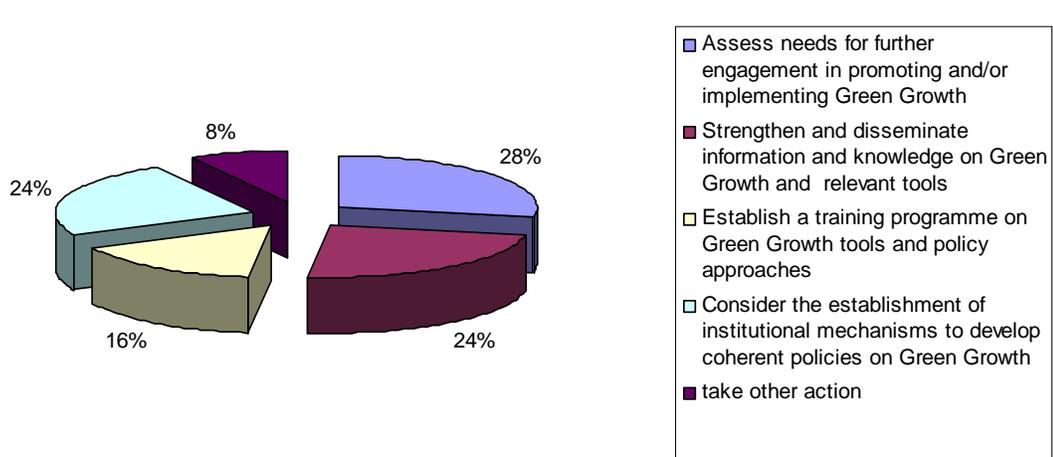
Finally, the questionnaire also focused on kinds of follow up, including actions that had already been undertaken (Figure 8) and planned follow up (Figure 9).

Figure 8: Completed Follow Up



As the answers show, respondents had already strengthened and disseminated information and knowledge on Green Growth and relevant tools (25%) , and assessed needs for further engagement in promoting and/or implementing Green Growth (20,8%). For planned actions, the most frequent answers concerned assessing needs for further engagement in promoting and/or implementing Green Growth (28%), and the strengthening and disseminating of information and knowledge on Green Growth and relevant tools (24%) along with considerations regarding the establishment of institutional mechanisms to develop coherent policies on Green Growth.

Figure 9: Intended Follup Up



Chapter 2: Qualitative Part

A number of answers from the participants were collected from three open ended questions and comment columns. The following section summarizes the comments and qualitative answers.

By and large, participants expressed their gratitude and satisfaction with the meetings. One participant felt that EDD's arrangements were really useful because all the covered topics could be utilized and applied to the environmental and climate change policies of her country. Another respondent looked forward to be given more opportunities to share experiences and make her contribution to Green Growth in her sector.

It was hoped that those from various departments in developing countries could have much more chance to attend these meetings because they work to broaden the role of the government officer. It was stated that the meetings were well organized on all levels. However, one participant thought that it would be necessary to prepare country presentations by participants more rigorously. Some of them were sub-standard and even redundant. The respondent felt that an improvement in this area would greatly benefit country representatives who come to learn and network.

Other respondents felt that meetings must focus on capacity building of the areas relevant for their work and wished to obtain access to more information on green taxes and budget reform along with specific trainings designed for particular countries. Beside regional trainings and workshops, respondents agreed that, due to the diversity within the region, it would be important to design training programmes that are more country-specific and tailored to the needs of a particular country or group of countries with similar national circumstances.

The questionnaires revealed the usefulness of the EDD meetings. One participant stated that the workshop interactions were valuable in testing the robustness of thinking and models as applied to Asian cities. But at the same time, some participants questioned whether introductory presentations had taken too much time and not given proper consideration for discussions and deliberations. On another note, participants shared that it would be more helpful if the annual program or list of meetings, workshop, and training be disseminated to relevant stakeholders to create a wider support base for the initiatives being advocated.

Another respondent argued that, while very important for sustainable development in Asia-Pacific, it would be good if the region could develop and agree to a common set of parameters as standards to measure progress towards green growth. Such indicators would determine gaps and areas in a particular country that could be assisted by neighboring countries, e.g. some countries already have the technological know how that may be shared to others, to enable the region to achieve green growth.

The questionnaires also revealed respondents' thinking that ESCAP should work more with the private sector in terms of capacity building, workshops and exposure to good

practices. Such strategy would raise awareness within the private sector regarding green business practices and would help achieve a critical mass of Green Growth practitioners. In addition, it was shared that ESCAP could consider organizing capacity building and training programs nationally and internationally; support pilot and demonstration projects to encourage others; involve manufacturers, industries and consumers along with experts, financial enterprises, research bodies and GO and NGOs in workshops and meetings to further add leverage to the Green growth Approach.

The questionnaires then also revealed that ESCAP could sensitize governments to encourage cleaner production and eco-efficiency nationally by giving subsidies, tax incentives and soft loans and document best practices for larger audience. One respondent shared that ESCAP ought to help push the Green Growth Approach on national level, in order to improve momentum of movement towards Green growth.

Finally, in terms of follow-up, one participant indicated that some of the policy recommendations made had already been translated to local ordinances like the one on Green Infrastructure Ordinance, which grants tax incentives to property developers and construction firms. And, one participant indicated that she planned to prepare a stakeholder consultation meeting, and give a briefing to the stakeholder representatives on the outcomes from the EDD meeting on Green Growth.

Conclusion

Overall, the low response rate for the questionnaires poses a problem in terms of representativeness. However, since respondents were given only seven days to respond, the overall result can be deemed to be satisfactory.

The answers cast some light on the success of the Green Growth meetings, since may indicate awareness on issues related to Green Growth. Participants were to a large extent (88%) already knowledgeable on Green Growth, it is hard to gauge out from the questionnaire whether awareness was raised as a result of the meetings. Many of respondents indicated planned follow-up in terms of assessing needs for further engagement in promoting and/or implementing Green Growth (28%), and the strengthening and disseminating of information and knowledge on Green Growth and relevant tools (24%) along with considerations regarding the establishment of institutional mechanisms to develop coherent policies on Green Growth. It is thus fair to conclude that the meetings will aid overall awareness-raising on Green Growth Policy Tools and help expand the critical mass of stakeholders necessary for a paradigm shift in the region.

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ANNEX II

1st Regional Training of Trainers Seminar on Development and Application of Green Growth Policy Tools, 29 June to 4 July 2009

Evaluation Summary

I. Qualitative Questions

※The most frequently mentioned answers are as below. Numbers inside the blank stand for the number of respondents. Some respondents are counted more than twice since their answers contained multiple answers.

1. Useful and effective component of the programme

- SI (8)
- GTBR (7) / GB (7)
- SCP (6) / all (4)
- exercise /activities (3)
- sustainable transportation (2)

2. Application of what have learned in daily work

- applying what has been learned to the participant daily work (5)
- suggest government/other associated organization to apply Green Growth in policy making and daily work (5)
- training & sharing the knowledge with staffs/colleagues (4)

3. Potential barrier in application of the material

- lack of documents and training (3)
- lack of human resource (3)
- no incentive (2)
- lack of policy commitment (2)
- lack of political power of participant (2)
- lack of supporting system for Green Growth (2)

4. Mode of delivery to reach the course objective

- need to hire more experienced and professional facilitators/trainers (3)
- need to consider national context of each participants countries (3)
- need to provide detailed guidelines, case studies & examples (2)

5. Additional components/elements to make programme more useful and effective

- how to implement Green Growth in national context (3)
- exercise considering ecological and societal side (2)

II. Quantitative Questions

※For detailed outcome please refer to the annex 1 figures and tables.

1. Relevance of the Programme

- Most of participants answered the programme was very relevant to their job (very relevant 41%, relevant 41%, partly relevant 14%, hardly relevant 5%)

- Regarding personal development, nearly every participant answered it was relevant (very relevant 59%, relevant 36%, partly relevant 5%).

2. Overall Satisfaction with the Programme

- Most of participants were satisfied with programme contents (very satisfied 9%, satisfied 77%,)
- Majority of the participants were satisfied with instruction method (very satisfied 9%, satisfied 68%) but 18% of them answered they were neither satisfied nor dissatisfied.
- More than half of the participants answered they were satisfied with programme materials (very satisfied 14%, satisfied 41%). However, 32% of them answered they were neither satisfied nor dissatisfied 32% and 14% of them didn't answer.

3. Facilitators / Trainers

- Survey result indicates that 60 to 70% of participants were satisfied with performance of facilitators/trainers in programme objective delivery, motivation, preparation and knowledge, and learning method used.

4. Impact of the programme

- 73% of participants answered the programme has impact on their work performance (very high 14%, high 59%). Meanwhile, each 9% of participants answered it has low or no impact.
- Almost all participant answered their teaching ability on this topic has been improved (fully 5%, to a good extent 64%, and somewhat 23%).
- 9% of participants answered programme objectives were fully met. 55% of participants perceived they were met to a good extent and rest of 36% perceived they were met somewhat.

5. Satisfaction with the facilities

- Regarding learning room majority of participants were satisfied (very satisfied 14%, satisfied 64%). However 14% of participants were dissatisfied (very dissatisfied 9%, dissatisfied 5%).
- Catering was generally regarded favorably by participants. 23% of the participants were very satisfied and 55% of them were satisfied. However, 18% of participants answered they were neither satisfied nor dissatisfied and 5% of them were dissatisfied.
- Most of participants were satisfied with accommodation (very satisfied 27%, satisfied 59%).

6. Satisfaction with the administrative process

- The quality of information provide prior to the programme were perceived as excellent and good by 9% and 50% of participants respectively. However, 14% of participant perceived it as poor.
- Registration process was evaluated as excellent by 23% of the participants and good by 55%.
- Handing of inquiries was perceived as excellent by 32% of the participants and good by 41%. Meanwhile 5% of them perceived it was poor.

III. Suggestion

- Toolkit and presentation material should be provided in advance.
- Programme should be carried out in longer time period to improve participants' understanding

- Materials need to be improved with more specified topics, detailed explanation on concepts, guidelines to implement Green Growth, and case studies (or examples).
- More experienced facilitators/trainers with better teaching skill are required. Presentation should not be too long so that participants wouldn't feel bored. Facilitators/trainers need to employ more interactive instruction method with participants, for instance, view exchange.
- Training contents should consider national context of participants' countries such as political situation, legislation, and culture so that participants could easily apply what they have learned in the training to their own countries.
- Training needs to contain exercise, in consideration of ecological and societal side of Green Growth.
- Training rooms need to be improved. Wireless internet access should be available in the room and control over temperature and air circulation also needs to be good.

South-East Asian Training of Trainers Seminar on Green Growth Policy Tools for Low-carbon Development, 31 August - 5 September 2009, Kanchanaburi, Thailand

Evaluation Summary

※Among 42 participants 31 of them answered the questionnaire.

I. Qualitative Questions

※The most frequently mentioned answers are as below. Numbers inside the blank stand for the number of respondents. Some respondents are counted more than twice since their answers contained multiple answers.

1. Useful and effective component of the programme

- GTBR (14)
- SCP (7)
- GB (5)
- exercise /activities (4)
- all (3)
- SI (2)
- discussion and sharing experiences among participants (2)
- site visit(2)
- eco-labeling(2)

2. Application of what have learned in daily work

- mainstreaming in policy making (10)
- capacity building through workshop, training, and seminars (6)
- integrate GG concept in the areas of renewable energy(2) / energy efficiency (2) / eco-labeling(1) / eco-efficiency(1)

3. Potential barrier in application of the material

- lack of understanding about GG among policy makers (7)
- lack of political will (5)
- lack of funding (5)
- lack of relevant legislation (3)
- implementation in local level (3)
- lack of case studies and relevant studies (2)
- lack of technological capacity (2)
- conflict between existing policies (2)

4. Mode of delivery to reach the course objective

- appropriate/ well done (6)
- more comprehensive training focusing one or two topic would be better (4)
- need to provide detailed guidelines, case studies and examples (2)

5. Additional components/elements to make programme more useful and effective

- discussion and share experience among participants (6)
- more case studies and best practices (4)
- session or workshop to become a trainer (2)

- problem solution workshop (2)
- more time and less packed schedule (2)

II. Quantitative Questions

※For detailed outcome please refer to the annex 1 figures and tables.

1. Relevance of the Programme

- Most of participants answered the programme was very relevant to their job (very relevant 65%, relevant 32%, partly relevant 3%)
- Regarding personal development, nearly every participant answered it was relevant (very relevant 68%, relevant 23%, partly relevant 3%).

2. Overall Satisfaction with the Programme

- Most of participants were satisfied with programme contents (very satisfied 39%, satisfied 58%)
- Majority of the participants were satisfied with instruction method (very satisfied 26%, satisfied 65%) but 10% of them answered they were neither satisfied nor dissatisfied.
- 94% of the participants answered they were satisfied with programme materials (very satisfied 39%, satisfied 55%).

3. Facilitators / Trainers

- Survey result indicates that participants were satisfied with performance of facilitators/trainers in programme objective delivery (fully 29%, to a good extent 58%, somewhat 13%).
- Regarding motivation by facilitators/trainers 29% of participants answered they were fully motivated, 42% of them were to a good extent, and 23% of them were somewhat motivated.
- Regarding preparation and knowledge of facilitators/trainers participants were mostly satisfied. (fully 29%, to a good extent 58%, somewhat 10%).
- Learning methods that facilitators employed generally satisfied with participants, however, 6% of them were satisfied very little and 3% of them were not answered.

4. Impact of the programme

- All participants answered the programme has impact on their work performance (very high 10%, high 65%, average 26%).
- Almost all participant answered their teaching ability on this topic has been improved (fully 13%, to a good extent 48%, and somewhat 35%).
- 23% of participants answered programme objectives were fully met. 55% of participants perceived they were met to a good extent and 13% perceived they were met somewhat.

5. Satisfaction with the facilities

- Majority of participants were satisfied with room (very satisfied 23%, satisfied 74%).
- Catering was generally regarded favorably by participants. 10% of the participants were very satisfied and 81% of them were satisfied.
- Most of participants were satisfied with accommodation (very satisfied 13%, satisfied 77%).

6. Satisfaction with the administrative process

- The quality of information provide prior to the programme were perceived as excellent and good by 23% and 55% of participants respectively. Meanwhile, 13% of participant perceived it was average quality.
- Registration process was evaluated as excellent by 16% of the participants and good by 65%.
- Handing of inquiries was perceived as excellent by 29% of the participants and good by 58%.

III. Suggestion

- Focusing on one or two topic with longer time period is recommended to provide more comprehensive understanding for participants.
- Materials need to be improved with more specified topics such as renewable energy and energy efficiency, detailed explanation on concepts, guidelines to implement Green Growth, case studies and best practices.
- Presentation should not be too long and overlapping of presentation contents need to be avoided through checking in advance by the organizers.
- More discussion and experience sharing among participants is recommended.
- To ensure that participants get proper understanding on what have learned sufficient interaction between instructors and participants after each session is recommended.
- Since this training is titled as 'Training of the trainers' seminar' there is a need to allocate time for participants to practice their teaching skill regarding GG.
- Having an eco-resort as a venue was great however training rooms need to be improved, particularly, wireless internet access should be available in the room.
- Follow up training and online modules to enhance skills and knowledge of participants are recommended.

ANNEX III

Outline for evaluation of 3rd Green Growth Policy Dialogue

Executive Summary

The following evaluation report is an overview of feedback responses from delegates and stakeholders of the 3rd *Green Growth Policy Dialogue: The Greening of Business and the Environment as a Business Opportunity* that was held from 5 to 7 June 2007 at BITEC Convention Centre in Bangkok, Thailand. The responses include 36 responses to the overall evaluation survey that was distributed on the last day of the conference. Since the total number of participants was counted to be 154, an overall of 23% of participants responded to the evaluation survey.

A number of key themes and issues have emerged from the views of participants. Feedback identified that the conference was a worthy gathering of international stakeholders, and presented an excellent regional perspective on policy maker/business community/academia and NGO involvement in the greening of business. All sessions were well regarded, in particular the panelists, with many participants offering their appreciation for being able to listen to such a diverse range of high quality speakers from diverse backgrounds in the Asia-Pacific region.

The highlights for most delegates were presentations of success stories/best practices from various countries in the greening of business. Many delegates commented on the multidimensional engagement which was considered to provide balance to the conference,

such as the availability of eco-snacks, the breadth of sessions, and the diverse backgrounds of speakers. One delegate praised ESCAP for the ability to attract very heterogeneous groups.

The conference was considered to be relevant to most participants.

A number of issues emerged through the survey, which could have enhanced the conference, such as more opportunities to interact with speakers and delegates, better opportunities for networking, and less presentations in order to enhance the possibility for fruitful dialogue on the issues pertaining to the greening of the business. Some participants noted that the scope of the conference was too broad and urged a future conference to focus on less stakeholder groups to be able to get to the crux of the matter in the greening of business.

Furthermore, the survey and general comments from participants showed overall support of a future conference, or the creation of workshops to design action plans that could influence policy and program development towards the greening of business. There were several suggestions to further streamline any future conferences into categories of theory/policy/practice. Other suggestions also included aiming a future conference on the overall progress of involved stakeholders towards the greening of business in Asia and the Pacific.

Finally, a high number of participants were of the opinion that the conference was an excellent, well-organised event which would be significantly enhanced by the release of conference papers and presentations on the Green Growth web-portal, and continued networking opportunities amongst stakeholders.

Introduction

The evaluation of the 3rd Green Growth Policy Dialogue: The Greening of Business and the Environment as a Business Opportunity is a result of a printed evaluation form which was handed out to participants during the last day of the conference (7 June).

In total 35 completed evaluation forms have been considered in the evaluation of the policy dialogue. 35 hard copy evaluations were completed. The overall response rate for the evaluation was 23% of participants. The evaluation survey asked participants to comment on key questions in seven categories. The evaluation had a quantitative part (category A-D) followed by a qualitative part (E-G). The quantitative answers are shown in the statistical graphs below. Due to the qualitative nature of the second half of the evaluation responses, the report also includes an interpretation of the received comments. A copy of the evaluation form is attached in Appendix no 1.

The methodology for evaluating the feedback includes interpretation of the qualitative responses into themes. Further to the identification of themes, diagrams of the major themes have been included in the report. A number of excerpts from evaluation forms included in the responses in order to provide an overview of participants' experience.

The evaluation format will include an overall commentary including excerpts from the responses of each question. Graphs of the major themes identified will be included in each question.

Further feedback of the Panel/sessions is also included with interpretative summaries in dot point form.

1.0 Evaluation Survey Results

Overall Satisfaction Rate of Conference:

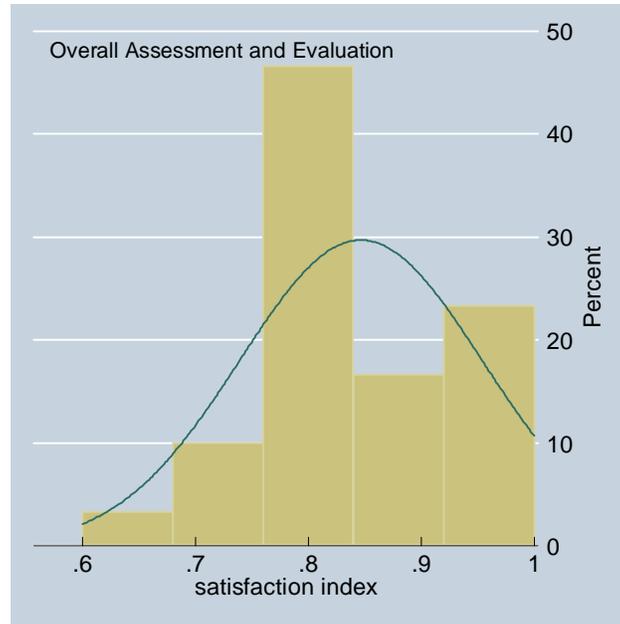
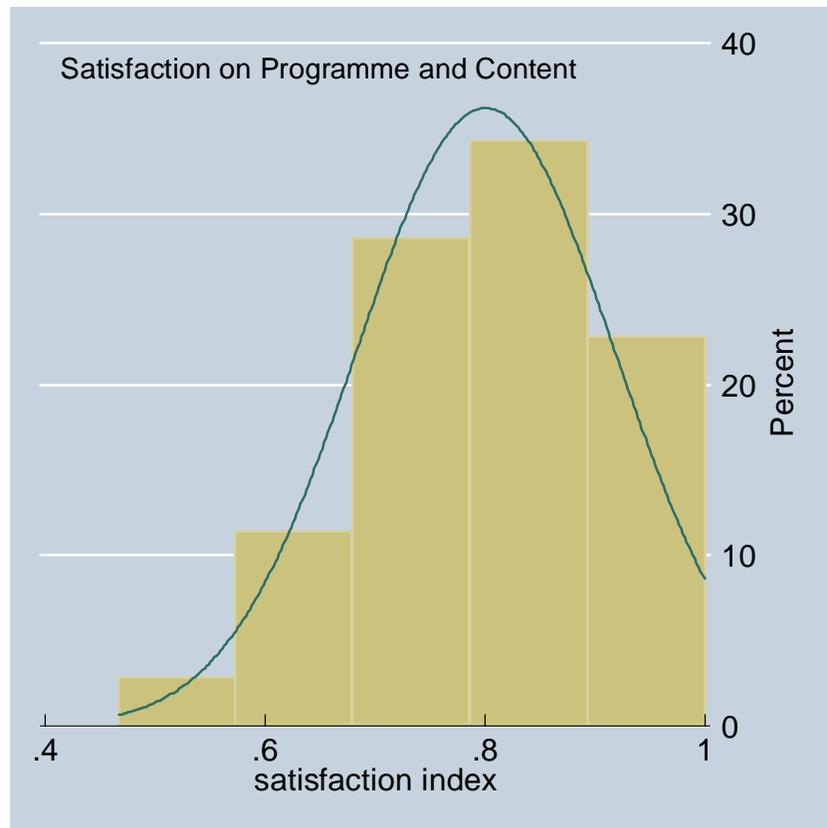


Table 2. Distribution of weighted scores, Overall Assessment and Evaluation

| Index | Frequency | Percent | Cum. |
|--------------|------------------|----------------|---------------|
| .6 | 1 | 3.33 | 3.33 |
| .7 | 3 | 10.00 | 13.33 |
| .8 | 14 | 46.67 | 60.00 |
| .9 | 5 | 16.67 | 76.67 |
| 1 | 7 | 23.33 | 100.00 |
| Total | 30 | 100 | |

As shown, the overall satisfaction rate tops between 0.8 and 0.9. The numbers represent values in the range from ‘Needs Improvement’ (0.2) to ‘Excellent’ (1.0). The graph shows that the nearly half of all respondents (14) indicated the conference to be ‘good’. Five participants indicated higher, as can be seen from the 0.9 and 1.0 values of the graph.

Content and Sessions:



As observed in the flowchart above, the overall satisfaction with the programme and content was quite high. The majority of responses indicated the overall content to be *Good* (0.8) or a little lower.

Feedback identified which sessions were the most relevant. While the major part of respondents was from governments, the relevance of the conference to the greening of business on a multi-stakeholder level was recognized by all. The coloured ranks of the table below indicates the distribution of answers, according to which, the most relevant sessions were sessions 2, 1, and 4. These sessions focused stakeholders' roles in the greening of the business. The most popular/relevant session was session 2, *How can the private sector initiate the greening of the business*. The popularity of this session was closely followed by session 1, *how can governments support green business growth* and session 4, *Opportunities for Greening the Business in Key Sectors*. This result leads to the

conclusion that the policy dialogue targeted the right groups of people, because both private and government people found the three sessions above to be most important and that both public and private sectors are aware of the need for public-private collaboration in the greening of the business.

The following comments show more background as to why the sessions above were the most popular in the conference.

- It was good for me to learn about how governments can actually support green business growth
- Good to see examples on how governments can support green business growth
- From the discussions I could draw quite many inspiring ideas and innovative approaches to the greening of business. Moreover, the discussions have broadened my mind on how stakeholders esp. governments need to support the greening of the business
- ESCAP should spread the effort from working groups, over roundtables to international governments

The participants showed appreciation about the sessions above, and the survey also showed a number of constructive advice from respondents about how to follow up/improve the advocacy on the greening of the business. However, these points will be summarized in the conclusion.

The four least popular sessions (5,6,3, and 7) were the sessions *Financing/investment for Greening the Business*, *Emerging Opportunities for Greening the Business*, *How can Consumers Lead to the Greening of Markets*, and finally, *Role of Consumers and the Hidden Potential for Greening the Business*.

The sessions 5 and 6 rank fourth, but with an index score of .811 are only marginally lower than session four (rank three, index score .812). The sessions that were ranked lowest by the participants both focused on the role of the consumers in the greening of the markets. While it may be a weakness of the survey that it did not include a section on

reasons for participant evaluation, some of the following comments given, may point towards a reason for the low ranking of sessions 3 and 7.

- The sessions should have been more focused on the areas of government intervention and consumer choices.
- I would suggest more specific focus next time. E.g. just consumers and green growth to allow time for dialogue and details.
- UNESCAP should be more focused on a single outcome and facilitate a dialogue rather than just show the information.

The session agenda focused on the following questions: How can the public sector turn eco-efficiency into a marketing principle to green the markets? What new “ground rules” can the public sector introduce to support a greening of the business? What role can the private sector play in turning eco-efficiency into a business opportunity and what can the sector do in order to further promote the greening of their products and services? Finally, the agenda focused on how consumers can promote green products through sustainable consumption?

| Variable | Obs | Index Score | Std. Dev. | Rank |
|---|-----|-------------|-----------|----------|
| 1. How can government supports green business growth | 32 | .825 | .174 | 2 |
| 2. How can the private sector initiate greening of markets | 31 | .845 | .123 | 1 |
| 3. How can consumers lead to the greening of markets | 32 | .806 | .172 | 5 |
| 4. Opportunities for Greening the Business in Key Sector | 33 | .812 | .149 | 3 |
| 5. Financing/investment for Greening the Business | 34 | .811 | .162 | 4 |
| 6. Emerging Opportunities for Greening the Business | 34 | .811 | .129 | 4 |
| 7. Role of consumers and the hidden potential for Greening the Business | 33 | .793 | .145 | 6 |

- Interaction at this conference brought more knowledge and support and contacts which are a great asset in making policy decisions
- The panel discussions were useful for me in order to compare experiences from different countries
- We may be able to practice the examples given here in our own respective countries
- It was very useful to exchange experiences with various interest groups
- The discussions were stimulating and instructive for promotion of CSR and founding of organic movement in a broader network
- From the discussions I could draw quite many inspiring ideas and innovative approaches to the greening of business. Moreover, the discussions have broadened my mind on how stakeholders esp. governments need to support the greening of the business

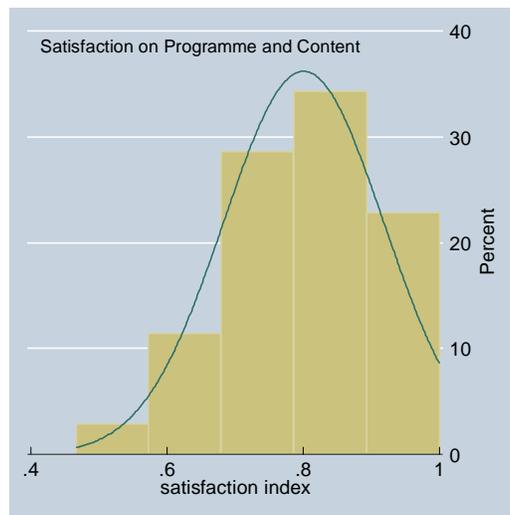


Table 2. Distribution of weighted scores, Programme and Content

| Index | Freq. | Percent | Cum. |
|----------|-------|---------|-------|
| .4666667 | 1 | 2.86 | 2.86 |
| .6333333 | 1 | 2.86 | 5.71 |
| .6363636 | 1 | 2.86 | 8.57 |
| .6545454 | 2 | 5.71 | 14.29 |
| .68 | 1 | 2.86 | 17.14 |
| .6909091 | 2 | 5.71 | 22.86 |
| .7090909 | 1 | 2.86 | 25.71 |
| .7333333 | 1 | 2.86 | 28.57 |
| .7454545 | 1 | 2.86 | 31.43 |
| .775 | 1 | 2.86 | 34.29 |
| .7777778 | 1 | 2.86 | 37.14 |
| .7818182 | 2 | 5.71 | 42.86 |

| | | | |
|-----------------|-----------|---------------|---------------|
| .8 | 3 | 8.57 | 51.43 |
| .8181818 | 2 | 5.71 | 57.14 |
| .8333333 | 1 | 2.86 | 60.00 |
| .8363636 | 1 | 2.86 | 62.86 |
| .8545455 | 2 | 5.71 | 68.57 |
| .86 | 1 | 2.86 | 71.43 |
| .8909091 | 2 | 5.71 | 77.14 |
| .9090909 | 3 | 8.57 | 85.71 |
| .9454545 | 2 | 5.71 | 91.43 |
| .9636363 | 1 | 2.86 | 94.29 |
| .98 | 1 | 2.86 | 97.14 |
| 1 | 1 | 2.86 | 100.00 |
| Total | 35 | 100.00 | |

Another part of the survey focused on the actual content of the conference programme. The majority of respondents declared their overall satisfaction with the content. The curve's top point corresponds with the value 0.8 / 'good'.

However, if we look at the answers from the survey having another approach,

(each explanation of graph is followed by summary of overall comments pertaining to each question)

1. Which session/s did you find most useful?
2. Overall comments
3. Evaluation of overall relevance of conference
4. Most significant strengths of conference
5. What could have been done better?
6. Would you support another policy dialogue?
7. Any other comments

2.0 Issues and Lessons Learned

1. Key lessons learned of each session?
2. Issues to be reported (read from the summaries) concerning each session?

3.0 Analysis of comments:

(examples, to be re written) The results of the evaluation are qualitative, therefore, they depict the views of a small range of delegates and cannot be generalised.

There have been 185 responses out of 2,400 delegates for the overall evaluation of the conference and the views depicted in the evaluation can only be considered a rough guide to the overall perceptions of delegates.

A number of key themes have emerged from the views of delegates who completed the overall evaluation of the conference and include the following;

4.0 Conclusion

Since this conference focused on the greening of business, it is possible to interpret the answers below as hinting at success, since, the most popular/relevant

- It would have been good to emphasize also the role of civil society (including NGOs) in the greening of business
- There should be an ESCAP follow up meeting on annual basis to record countries' specific activities and responses to the greening of business and environment
- Tracking and reporting about the results of greening business in each country. Informing on update/successful/best practice on Green Growth in each country/sector. ESCAP should maybe push and support the countries that have less action on this matter
- Set up network for the purpose of follow up output and actions of participants on greening business
- Every year/on a regular basis ESCAP should meet to monitor what has been attained and/or what has been done on the greening of business
- Perhaps the Green Growth internet portal could facilitate further exchange and discussion in terms of greening the business
- UNESCAP could raise the salient points and proposals pertaining to the greening of the business to governments in the region

ⁱ http://greengrowth.org/download/pro_agenda5.pdf (accessed on 20.07.07)