



UNLOCK THE CHALLENGES OF THE ECO-DESIGN IMPLEMENTATION FOR SMEs

28 February 2022

In Southeast Asia Time: 10.00 – 12.00 h. (Bangkok GMT+7)

In South Asia Time: 15.00 – 17.00 h. (Bangkok GMT+7)

BACKGROUND

South Asia and Southeast Asia are potential regions for Asia's current global economy. A major part of the Asia economy consists of the Small and Medium-sized Enterprises (SMEs) accounting for approximately 97% of all enterprises, two-thirds of employment, and around 30 to 60 percent of GDP (Anbumozhi, 2019) that play an important role in driving the economy, employment, and innovation. SMEs enterprises are the core engines of transition to green growth. Reducing the aggregate environmental impact of SMEs by Eco-design application through achieving and going beyond environmental compliance in both manufacturing and services is, therefore, one of the key success factors in greening the economy.

In November 2021, the EU SWITCH-Asia RPAC in partnership with the Thailand Environment Institute (TEI) and the Asian Institute of Technology (AIT) successfully organized a Regional Dialogue to promote the uptake of Eco-design approaches to green SMEs in Asia. Although eco-design has been applied in many industries all over the world, there are still some limitations in SMEs. The dialogue highlighted barriers and enabling factors for SMEs to implement eco-design. The major barriers are insufficient productive resources (such as raw materials, production technology, and labor skills), restricted investment conditions giving the unfavorable for operations, and limitations of

industrial technology and waste management. However, the mentioned barrier comes from difficulties in financial accessibility, shortage of information infrastructure, and using information technology in an insufficient manner (Lissara, 2021; ADB, 2016). In recent decades, Asia has experienced remarkable growth and development. Asia is progressively achieving the role of global growth and is rapidly establishing itself as a worldwide industrial and information technology hub (Tonby et al, 2019). As the sub-region, today is a fast-growing base for the manufacture of various kinds of products, there is a clear need to enhance the capacities of SMEs in South and Southeast Asia for environmentally friendly production by applying an eco-design approach. From the previous dialogue, the 2 most important enabling factors that encourage Eco-design for SMEs successfully are supporting measures in terms of 1) policy and regulation and 2) financial and economic. The willingness and capability of SMEs to adopt sustainable practices and seize green business opportunities facing financial limitations and a lack of government support. Consequently, to encourage the SMEs in making the transition towards green and sustainable production, different supporting measures under the policy and economic perspectives are needed to unlock the limitation and enhance this application of eco-design for SMEs.

OBJECTIVES

1. Advocate existing government's policies and financial mechanisms on promoting Eco-design to SMEs
2. Brainstorm recommendations and way forwards to advance Eco-design approaches in SMEs



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CONTACT

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AGENDA

South East Asia

Welcome and Opening Remarks

- 10.00-10.05 **Remarks**
Dr. Naveed Anwar
Vice President for Knowledge Transfer, AIT
- 10.05-10.15 **Presentation of Government Policies to Promote Eco-design Approaches**
Mr. Abdulla Malik bin Atan
Director of Green Standards & Verification Centre Malaysian Green Technology and Climate Change Corporation
- 10.15-10.25 **Policy Support and Financial Initiatives for Greening of SMEs in Thailand**
Dr. Apiradee Khaodhjar
Assistance Director, Office of Small and Medium Enterprise Promotion, OSMEP
- 10.25-10.35 **A SME to Demonstrate Supporting Policies from Government, Loans from Banks and Benefits Created from their Businesses**
Ms. Sara Zhang
Assistant to CEO, BOTTLOOP
- 10.35-10.55 **Q&A**
- 10.55-11.05 **Presentation of the Draft Paper (Findings from the Analysis and Supporting Statement from the Regional Webinar Especially Recommendations)**
Dr. Nithiwadee Buawat
Researcher, Thailand Environment Institute

Discussion

- 11.05-11.55 **Open Discussion on the Supporting Measures both Policy and Economic which Enhance Eco-design in SME**
Discussion on Supporting measure for
• *Policy and regulation (25 min)*
• *Financial and economic (25 min)*
Moderator:
Mr. Pornphrom Vikitsreth
Consultant for UN Environment Programme, Economy Division
- 11.55-12.00 **Conclusion and closing**
Dr. Mushtaq Ahmed Memon
Project Manager, EU SWITCH-Asia Regional Policy Advocacy Component (RPAC).

South Asia

Welcome and Opening Remarks

- 15.00-15.05 **Remarks**
Dr. Naveed Anwar
Vice President for Knowledge Transfer, AIT
- 15.05-15.15 **Presentation of Government Policies to Promote Eco-design Approaches**
Dr. Syed Akhtar Hussain Shah
Senator of Pakistan Institute of Development Economics, Ministry of Planning, Development & Reform Government of Pakistan
- 15.15-15.25 **Policy Support and Financial Initiatives for Greening of SMEs in Bangladesh**
Dr. Md. Anowar Hossain Bhuiyan
Assistant Professor, National University Bangladesh
- 15.25-15.35 **A SME to Demonstrate Supporting Policies from Government, Loans from Banks and Benefits Created from their Businesses**
Punchaya Raksasakul & Prasit Pongsoon
Co-Founder, KITFORWARD Co.,Ltd.
- 15.35-15.55 **Q&A**
- 15.55-16.05 **Presentation of the Draft Paper (Findings from the Analysis and Supporting Statement from the Regional Webinar Especially Recommendations)**
Dr. Nithiwadee Buawat
Researcher, Thailand Environment Institute

Discussion

- 16.05-16.55 **Open Discussion on the Supporting Measures both Policy and Economic which Enhance Eco-design in SME**
Discussion on Supporting measure for
• *Policy and regulation (25 min)*
• *Financial and economic (25 min)*
Moderator:
Dr. Supat Wangwongwatana
Senior Advisor, Thailand Environment Institute
- 16.55-17.00 **Conclusion and closing**
Dr. Mushtaq Ahmed Memon
Project Manager, EU SWITCH-Asia Regional Policy Advocacy Component (RPAC).



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