

by ADB Environment TG a year ago

# Green Business Forum for Asia and the Pacific 2016

The Asian Development Bank (ADB) hosted its first Green Business Forum for Asia and the Pacific on 22 to 24 November 2016 at ADB Headquarters in Manila, Philippines. Over 350 participants representing governments, the private sector, development agencies, NGOs, and civil society were present.




Day One of the 1st Green Business Forum for Asia and the Pacific. Stay tuned for live tweets!  
[#GreenBizAsia pic.twitter.com/NGMRrvh5US](https://twitter.com/NGMRrvh5US)

 ADB ENVIRONMENT TG @ADBENVIRONMENT · A YEAR AGO



**David Turik**  
@DTurik


Looking forward to next 3 days at ADB Green Business Forum, Manila, [#GreenBizAsia](https://twitter.com/NGMRrvh5US),  
[#ADBG2016](https://twitter.com/ADBG2016)

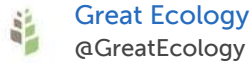
 A YEAR AGO



**Simon Baptist EIU**  
@baptist\_simon

At [#greenbizasia](https://twitter.com/NGMRrvh5US) [#adbgbf2016](https://twitter.com/ADBG2016) today, exploring role of private sector in sustainability

 A YEAR AGO



@ADB\_HQ Green Business Forum is underway in Manila, Philippines & we are happy to be in attendance! #GreenBizAsia [bit.ly/2fyynu1](http://bit.ly/2fyynu1)

A YEAR AGO



The first Green Business Forum in Asia and the Pacific is starting in a few minutes. Stay tuned for live tweets #GreenBizAsia [pic.twitter.com/C4oFisAD37](https://pic.twitter.com/C4oFisAD37)

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The 1st Green Business Forum has started. #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/eZ74fgPBh9](https://pic.twitter.com/eZ74fgPBh9)

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Day 1 of ADB's 1st Green Business Forum kicked off with the opening plenary, which set the scene with an overview of green business trends in Asia and the Pacific, followed by a high-level round table discussion on how to secure the future of green business in the region.



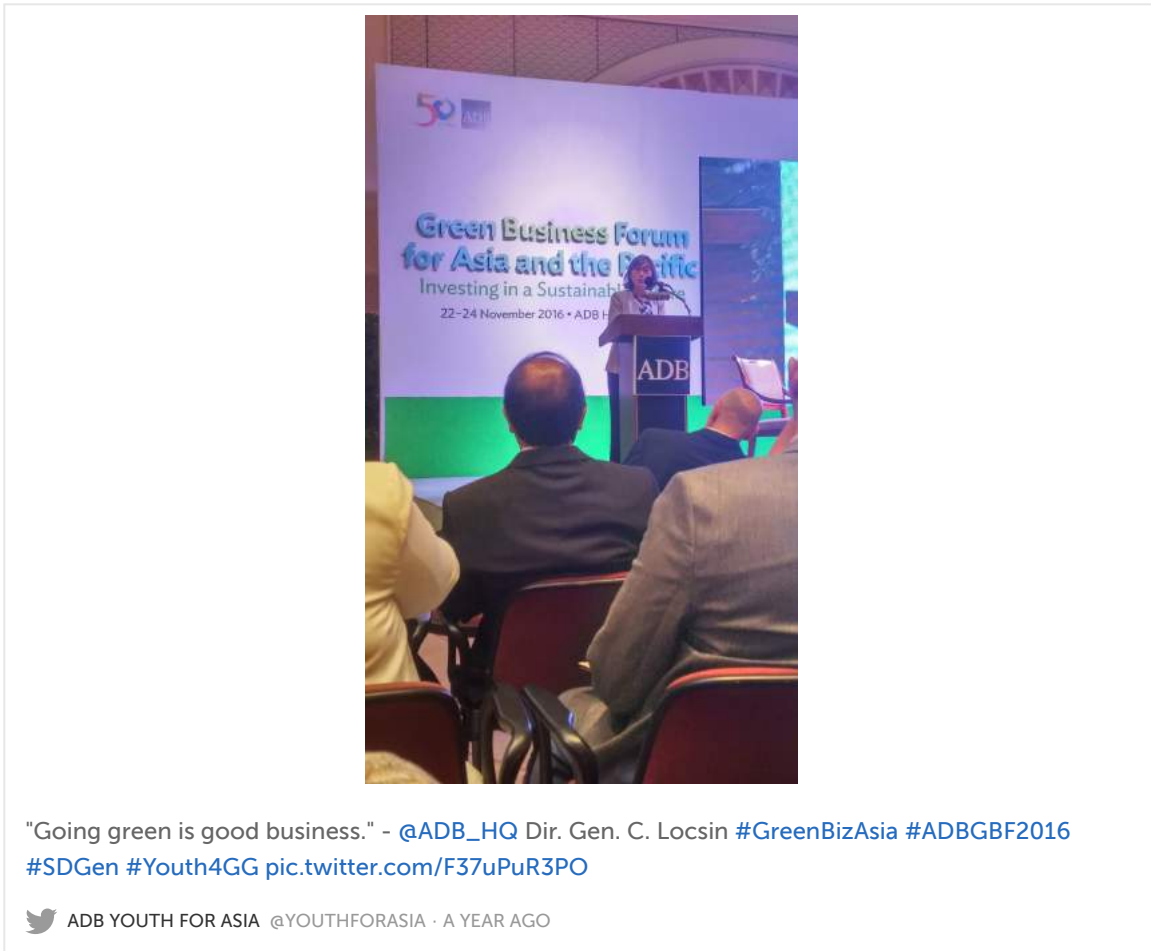
.@ADB\_HQ's @ssbindra opens the First Green Business Forum for Asia-Pacific. #GreenBizAsia  
 #ADBGBF2016 #SDGen #Youth4GG @ADBEnvironment [pic.twitter.com/xgw9DfhLXk](https://pic.twitter.com/xgw9DfhLXk)

 ADB YOUTH FOR ASIA @YOUTHFORASIA · A YEAR AGO



LIVE: ADB's Carmela Locsin kicks off #GreenBizAsia forum in Manila [pic.twitter.com/yeifNRIZQw](https://pic.twitter.com/yeifNRIZQw)

 ASIANDEVELOPMENTBANK @ADB\_HQ · A YEAR AGO



"Going green is good business." - @ADB\_HQ Dir. Gen. C. Locsin #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG [pic.twitter.com/F37uPuR3PO](https://pic.twitter.com/F37uPuR3PO)

 ADB YOUTH FOR ASIA @YOUTHFORASIA · A YEAR AGO



"We cannot eliminate poverty without building resilience." -Locsin #GreenBizAsia #ADBGF2016  
[pic.twitter.com/NaJkTDfjIQ](https://pic.twitter.com/NaJkTDfjIQ)

 ICLEI SOUTHEAST ASIA @ICLEISEAS · A YEAR AGO



"In order for Asia to lead, we need new ideas and insights, new business models... We need to cultivate a new consciousness on what we can do for our planet."

- Ma. Carmela D. Locsin,  
 Director General, Asian Development Bank

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 FOR ASIA**

**50  
 YEARS  
 ADB**


.@ADB\_HQ's C. Locsin underscores the value of #greenbusiness in building a sustainable future.  
 #GreenBizAsia #ADBGF2016 #SDGen #Youth4GG [pic.twitter.com/ZDye7ubLF3](https://pic.twitter.com/ZDye7ubLF3)

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"Green business is profitable business activity that supports environmentally sustainable growth" -  
[@ADB\\_HQ](#) D.Ponzi [#ADBGBF2016](#) [#GreenBizAsia](#) [pic.twitter.com/OJk8CbNNkM](#)

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 **ADB Environment TG**  
[@ADBEnvironment](#)

"[#ADBGBF2016](#) aims to address the underserved areas of green business" [@ADB\\_HQ](#) D. Ponzi  
[#GreenBizAsia](#)

 A YEAR AGO



LIVE: 'It pays to go green' – Daniele Ponzi, ADB tech advisor on environment #GreenBizAsia  
[pic.twitter.com/HNu0mjAeVO](https://pic.twitter.com/HNu0mjAeVO)

 SAURABH MISHRA @IMSAURABHMISHRA · A YEAR AGO



.@ADBEnvironment's D. Ponzi presents status and trends in #greenbusiness. #GreenBizAsia  
#ADBGBF2016 #SDGen #Youth4GG [pic.twitter.com/nlQZGBoVhP](https://pic.twitter.com/nlQZGBoVhP)

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**Simon Baptist EIU**  
@baptist\_simon

"A green business is a profitable business activity that supports environmentally sustainable growth" #GreenBizAsia

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The good news is that it pays to be green

#GreenBizAsia #ADBGBF2016  [pic.twitter.com/YjFYJdE6O](https://pic.twitter.com/YjFYJdE6O)

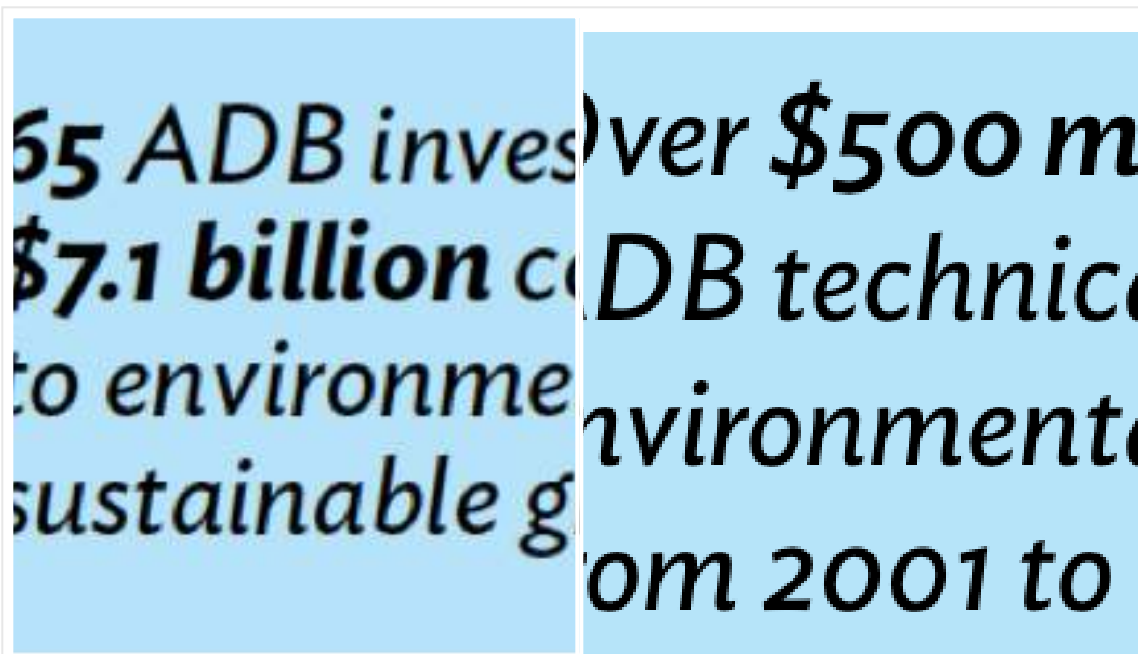
SIMON @SINNAMOUN · A YEAR AGO





.@ADB\_HQ supports #greenbusiness & policy reforms for environmental management.  
 #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG #environment pic.twitter.com/kHL6YS0ZmV

🐦 ADB YOUTH FOR ASIA @YOUTHFORASIA · A YEAR AGO



.@ADB\_HQ support for green business worth \$7.1 billion in 2015, total TA is over \$500 million  
 #GreenBizAsia #ADBGBF2016  
 pic.twitter.com/aB6vEfkZzNhttps://t.co/aB6vEfkZzNpic.twitter.com/aB6vEfkZzN

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**ADB Youth For Asia**

@YouthForAsia

#Greenbusiness investments from private sector increasing - @ADBEnvironment's D. Ponzi  
#GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG

A YEAR AGO

**Simon Baptist EIU**

@baptist\_simon

Green business is growing in Asia, fastest in China and ASEAN, but overall share is still small  
#GreenBizAsia

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@ADBEnvironment

.@ADB\_HQ D. Ponzi talks about Green Bonds. To know more, watch this 2-min video  
#GreenBizAsia [bit.ly/2g9A3OR](http://bit.ly/2g9A3OR) #ADBGBF2016

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**Simon Baptist EIU**

@baptist\_simon

64% of ADB's green bonds are in renewables and energy efficiency, 36% in sustainable transport  
#GreenBizAsia

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**ADB Environment TG**

@ADBEnvironment

"Total global value of ecosystems services is \$48.9 trillion in 2010" @ADB\_HQ D. Ponzi  
#ADBGBF2016 #GreenBizAsia

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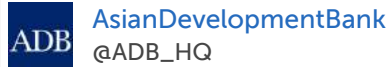
#GreenBizAsia high level roundtable w/ @ADB\_HQ Pres. Nakao, @ErikSolheim, M. Khanna, A. Hossain, R. Lopez & D. Spitzer now happening [pic.twitter.com/hU94j1ToFa](https://pic.twitter.com/hU94j1ToFa)

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ADB panel discussion focuses on tech, innovative solutions for green business #GreenBizAsia @ErikSolheim @DENR\_Official @UNEP [pic.twitter.com/WMPLdcQRbN](https://pic.twitter.com/WMPLdcQRbN)

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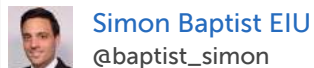
LIVE: ADB President Nakao says Asia has great potential to support green business  
#GreenBizAsia

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.@ADB\_HQ Pres. Nakao highlights the importance of #greenbusiness for growth of the region.  
#GreenBizAsia #SDGen #Youth4GG @ADBEnvironment pic.twitter.com/6oAL8DYIdI

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director of @UNEP:two big enviro issues in his youth were acid rain and ozone hole. Both now solved. So can we be optimistic? #GreenBizAsia

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LIVE: @ErikSolheim urges need to change mindset, see climate not as cost but as business opportunity #GreenBizAsia @UNEP

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“The most important issue is mindset – seeing environment as cost. We should see it as business opportunity.”


- Erik Solheim, Executive Director, UN Environment

.@UNEP Exec. Dir. @ErikSolheim zooms in on challenges to environmental initiatives. #GreenBizAsia #SDGen #Youth4GG @ADBEnvironment pic.twitter.com/yrjaVbBN0v

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 AsianDevelopmentBank  
@ADB\_HQ

LIVE: #DENR Sec. Gina Lopez promotes #Philippines biodiversity as cornerstone of green economy #GreenBizAsia @DENR\_Official

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The problem is that where the biodiversity is, the people are poor. #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/zqxTREFAc4](http://pic.twitter.com/zqxTREFAc4)

 SIMON @SINNAMOUN · A YEAR AGO



**Simon Baptist EIU**  
@baptist\_simon

Philippines enviro minister: "areas w mangroves suffered 80% less damage in typhoons." True but qn is how to monetise #GreenBizAsia

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.@DENR\_Official's Gina Lopez emphasizes the importance of putting people at the core of doing #greenbusiness. #GreenBizAsia #SDGen #Youth4GG pic.twitter.com/yywpoTCdce

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M.E.C. Aguinaldo  
@BullishMECA


The Philippines is ready for enabling green business. @ADB\_HQ #GreenBizAsia #ADBGBF2016

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"The economic potential of PH biodiversity has barely been scratched." - @DENR\_Official's Gina Lopez #GreenBizAsia #SDGen #Youth4GG

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We have shifted DENR from a mere regulatory agency to a dev't agency. We work w/ #civilsociety. -@DENR\_Official's Gina Lopez #GreenBizAsia

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.@DENR\_Official Gina Lopez: We are open for business. #ADBGBF2016 #GreenBizAsia

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@ADBEnvironment

"I see opportunities but not enabling environments" - Daniel Spitzer #ADBGBF2016  
#GreenBizAsia

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We encourage use of solar. Industries have to comply w/ envi conditions. -People's Republic of  
#Bangladesh Minister A. Hossain #GreenBizAsia

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**ADB Environment TG**  
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Anwar Hossein: in Bangladesh there is movement toward awareness about need to have  
environmental considerations #GreenBizAsia #ADBGBF2016

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.@UNEP @ErikSolheim: 7M people die because of pollution, addressing it should be at top of  
environmental agenda #ADBGBF2016 #GreenBizAsia

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**AsianDevelopmentBank**  
@ADB\_HQ

LIVE: We can make money while protecting environment, Asian societies need it – ADB  
President Nakao #GreenBizAsia

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Private sector investments essential for a sustainable future in Asia Pacific with citizens action  
[#GreenBizAsia pic.twitter.com/FOATjeggui](https://twitter.com/FOATjeggui)

 ISABELLE LOUIS @ISABELLEFLOUIS · A YEAR AGO



“We’ve had challenges finding financial partners...  
I’m delighted that ADB has become not our lender,  
but our partner.”


- Daniel Spitzer,  
Chairman & CEO, Mountain Hazelnuts Group

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50 YEARS ADB


Private sector rep, Mountain Hazelnuts Grp Chairman & CEO D. Spitzer, commends @ADB\_HQ's "values-based dev't" leadership #GreenBizAsia pic.twitter.com/BAZNcUdcfE

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ADB Youth For Asia  
@YouthForAsia

Prof. M. Khanna shares learning: In order to get businesses to push for #greenbusiness, there has to be a policy push #GreenBizAsia #SDGen


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Simon Baptist EIU  
@baptist\_simon


Critical point #GreenBizAsia: business needs policy push to provide incentives to make sustainability profitable eg renewable fuel targets

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Madhu Khanna: market-driven incentives make it profitable for businesses to become green #GreenBizAsia #ADBGBF2016

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**ADB Youth For Asia**  
@YouthForAsia

Crucial to [#greenbusiness](#) accord to Prof. M. Khanna: Technical expertise from the academe + policy push [#GreenBizAsia](#) [#SDGen](#) [#Youth4GG](#)

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@ADBEnvironment

Madhu Khanna: More research is needed on renewable energy, technologies should be developed [#ADBGBF2016](#) [#GreenBizAsia](#)

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**ADB NGOC**  
@ADBandNGOs

Prof. Madhu Khanna highlights imp'tance of demand from [#civilsociety](#) for businesses to go green. [#GreenBizAsia](#) [#CSO](#)

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**Simon Baptist EIU**  
@baptist\_simon

Environmental risks can create large liabilities for firms, that's one motivator for private sector enviro action [#GreenBizAsia](#)

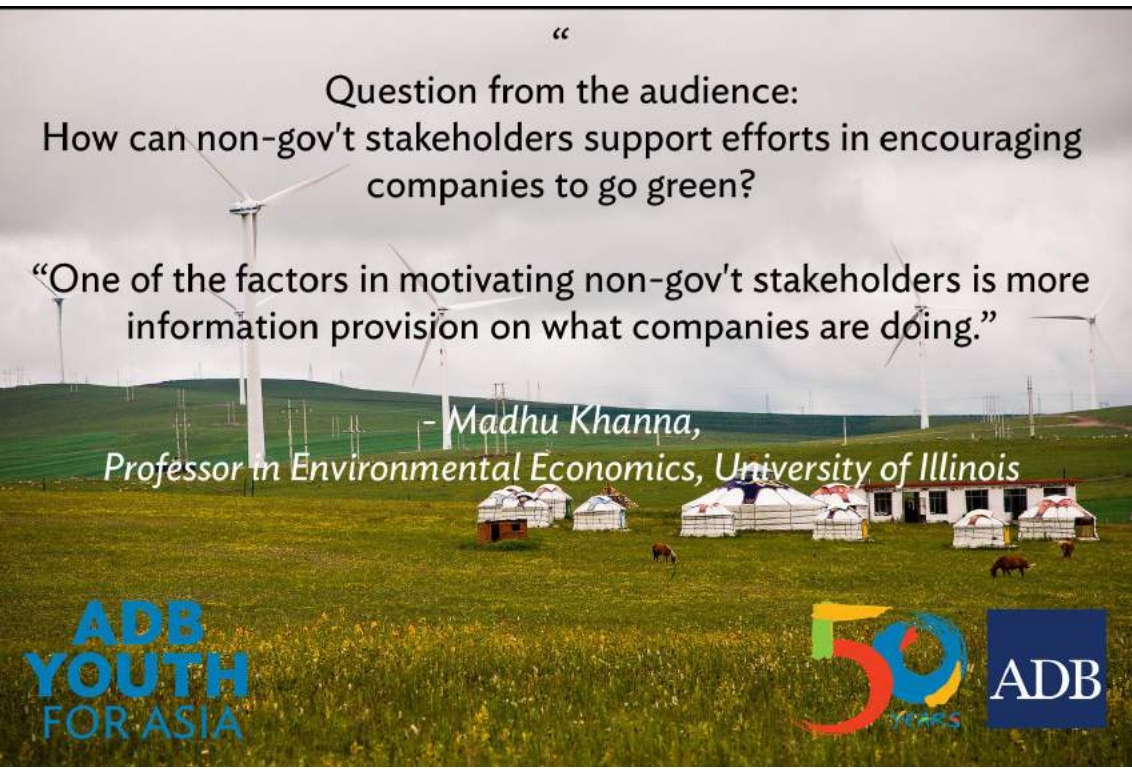
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“

Question from the audience:  
How can non-gov't stakeholders support efforts in encouraging  
companies to go green?

“One of the factors in motivating non-gov't stakeholders is more  
information provision on what companies are doing.”


- Madhu Khanna,  
Professor in Environmental Economics, University of Illinois




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#GreenBizAsia Q & A now happening [pic.twitter.com/fEP0qGVjc5](https://pic.twitter.com/fEP0qGVjc5)

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 **ADB Environment TG**  
@ADBEnvironment


Madhu Khanna & @ErikSolheim: Businesses can be regulated to be more green, there are lots of examples #ADBGBF2016 #GreenBizAsia

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 **Simon Baptist EIU**  
@baptist\_simon

Director @UNEP: can get a lot more done if you get private money involved in enviro goals #GreenBizAsia

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@ADBEnvironment

.@DENR\_Official Gina Lopez: Education and environmental awareness are very important #ADBGBF2016 #GreenBizAsia

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**Simon Baptist EIU**

@baptist\_simon

"Regulation, tax, subsidies needed in combination to achieve enviro goals", says ADB president  
[#GreenBizAsia](#)



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**Simon Baptist EIU**

@baptist\_simon

Collection and disclosure of information (eg on pollution) one way to incentivise business to be greener  
[#GreenBizAsia](#)



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@ADBEnvironment

.@ErikSolheim Name & shame and name & fame are very effective in encouraging businesses to go green  
[#GreenBizAsia](#) [#ADBGBF2016](#) @UNEP



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**ADB Youth For Asia**

@YouthForAsia

@UNEP Exec. Dir. @ErikSolheim: Name, shame, and fame -- gov'ts should give positive recognition to private sector  
[#GreenBizAsia](#) [#SDGen](#)



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**Simon Baptist EIU**

@baptist\_simon

Director @UNEP: Recognising good political and business practice needed alongside pointing out bad practice  
[#GreenBizAsia](#)



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**M.E.C. Aguinaldo**

@BullishMECA

There's no need to destroy the environment to have high-value business. @ADB\_HQ  
[#GreenBizAsia](#) [#ADBGBF2016](#)



A YEAR AGO



[#GreenBizAsia](#) [#civilsociety](#) [#CSO](#) [@ErikSolheim](#) [@UNEP](#) [@ADBEnvironment](#)  
[pic.twitter.com/VeLzxWthhX](https://pic.twitter.com/VeLzxWthhX)

 ADB NGOC [@ADBANDNGOS](#) · A YEAR AGO

“Activities should be supported by CSOs, media, and judicial system so that voices of CSOs are heard... and people are given remedy.”

- Takehiko Nakao  
President, Asian Development Bank



.@ADB\_HQ Pres. Nakao underscores imp'tance of #civilsociety in the environmental agenda.  
#GreenBizAsia #CSO @ADBEnvironment pic.twitter.com/T82oVx6UCK

 ADB NGOC @ADBANDNGOS · A YEAR AGO



The discussions in the first #GreenBusiness Forum so far, in a hand-drawn infographic by @PushpinVisuals #ADBGBF2016 #GreenBizAsia pic.twitter.com/HFWpTEWGeJ

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Plenary 1: Creating Enabling Policy and Regulatory Frameworks for Green Business covered key regional and country perspectives on policy measures and innovative approaches that require prioritization for green business development in Asia and the Pacific.






.@ADB\_HQ Dir. Herath Gunatilake opens first plenary for #ADBGBF2016 #GreenBizAsia  
[pic.twitter.com/jWFNpftvdt](https://pic.twitter.com/jWFNpftvdt)

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.@ADB\_HQ H. Gunatilake: One example how govt can support green business is green procurement #ADBGBF2016 #GreenBizAsia

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EIU Dir. Lucy Hurst: developing nations in Asia Pacific had limited success in environmental performance [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/ri5ySJAGJf](https://pic.twitter.com/ri5ySJAGJf)

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@ADBEnvironment

.@TheEIU Dir. Hurst: Countries recognize vulnerability to environmental degradation but measuring is challenging [#ADBGBF2016](#) [#GreenBizAsia](#)

 A YEAR AGO

 **Simon Baptist EIU**  
@baptist\_simon

Correcting the mispricing of enviro externalities could unlock a lot of opportunities, says @TheEIU's lucy hurst at [#GreenBizAsia](#)

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.@TheEIU Speaking green business policy in APAC @ADB\_HQ Voluntary approaches are gaining importance #certification #FSC #GreenBizAsia pic.twitter.com/ORIFQvAm5

FSC ASIA PACIFIC @FSC\_APAC · A YEAR AGO

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@ADBEnvironment

.@TheEIU Dir. Hurst: voluntary approaches to becoming greener are gaining importance #ADBGBF2016 #GreenBizAsia

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@ADBEnvironment

.@TheEIU Dir. Hurst: Govt funds can be used to leverage private sector resources #ADBGBF2016 #GreenBizAsia

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.@TheEIU Dir. Hurst: developing countries lack enough resources to take environmental considerations into account. #ADBGBF2016 #GreenBizAsia

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Panel session on Getting the Policies Right: Prioritization Options now starting [#ADGBGF2016](#)  
[#GreenBizAsia](#) [pic.twitter.com/GZjWPsqe8s](https://pic.twitter.com/GZjWPsqe8s)

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.@GWP Chair Oyun Sanjaarusen: The way that people do business has to change now  
[#ADGBGF2016](#) [#GreenBizAsia](#)

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Philippine representative Karlo Nograles: Our Congress has not been remiss in enacting laws for the environment [#GreenBizAsia](#) [#ADGBGF2016](#)

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Palau Environment Minister F. Sengebau talked about regional reforms to develop their sustainable tuna industry [#GreenBizAsia](#) [#ADGBGF2016](#)

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Mark Laska: Mitigating banking concept in U.S. successful because regulations are strong & consistent #ADBGBF2016 #GreenBizAsia

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Mark Laska: Another reason is that private sector is willing to invest #ADBGBF2016 #GreenBizAsia

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.@ADB\_HQ Sonomi Tanaka: Gender constraints in green jobs also need to be addressed to move forward #ADBGBF2016 #GreenBizAsia

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Philippines' K. Nograles: We have all the environmental laws & regulations but implementation is still a challenge #ADBGBF2016 #GreenBizAsia

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Palau minister Sengebau: Our economy is our environment and environment is our economy #ADBGBF2016 #GreenBizAsia

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@ADBEnvironment


Palau's Sengebau: We focus on protecting natural resources to ensure the continuous growth of our tourism industry #ADBGBF2016 #GreenBizAsia

A YEAR AGO



**M.E.C. Aguinaldo**  
@BullishMECA


A growing economy is a thirsty economy... - Oyun Sanjaasuren #GreenBizAsia #ADBGBF2016

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@ADBEnvironment


.@GWP Sanjaarusen: There are a lot of opportunities in water, which is still wrongly seen as a "free" commodity #GreenBizAsia #ADBGBF2016

 A YEAR AGO



**Simon Baptist EIU**  
@baptist\_simon


"Need political will to break public's idea that natural resources (eg water) shd be free" Herath gunatilake @ADBEnvironment #GreenBizAsia

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**ADB Environment TG**  
@ADBEnvironment


Mark Laska: US has strong court system which contributes to making mitigation banking system work #ADBGBF2016 #GreenBizAsia

 A YEAR AGO



**Simon Baptist EIU**  
@baptist\_simon


Enviro laws not enough, need implementation. But that's a huge issue for many Asian countries where will and capacity is low #GreenBizAsia

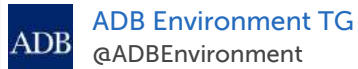
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**Simon Baptist EIU**  
@baptist\_simon

"Easier to integrate ecosystem service pmts in related projects like dams than on standalone basis" Gunatilake @ADBEnvironment #GreenBizAsia

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@ADBEnvironment

.@GWP's Sanjaarusen: We have to concentrate on leverage pts, where small interventions will lead to big changes #GreenBizAsia #ADBGBF2016

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@ADBEnvironment

Philippines' Nograles: We focused on being able to provide more (green) jobs for our people #GreenBizAsia #ADBGBF2016

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Minister Umich Sengebau talking about tourism policies in Palau @ADB\_HQ #GreenBizAsia  
[pic.twitter.com/dqbTPCYca5](https://pic.twitter.com/dqbTPCYca5)

HAIDY EAR-DUPUY @HEDUPUY · A YEAR AGO



ADB Environment TG  
@ADBEnvironment

Palau's Sengebau: Put tax incentives on green initiatives and developments to push development in rural areas #GreenBizAsia #ADBGBF2016


A YEAR AGO



**M.E.C. Aguinaldo**

@BullishMECA

One strategy is to incentivize small businesses to go green (i.e. Tax relief) [@ADB\\_HQ](#)  
[#GreenBizAsia](#) [#ADBGBF2016](#)


 A YEAR AGO



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Mark Lasky's forecast for Asia Pacific: there will be spectacular growth in the region  
[#GreenBizAsia](#) [#ADBGBF2016](#)


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@ADBEnvironment

.@GWP's Sanjaarusen forecast for Asia Pacific: Optimistic but paradigm shift is necessary  
[#GreenBizAsia](#) [#ADBGBF2016](#)


 A YEAR AGO



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@ADBEnvironment

Philippines' Nograles forecast for Asia Pacific: Optimistic about focus on the region, which means more green jobs [#GreenBizAsia](#) [#ADBGBF2016](#)

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Visual summary of the second session this morning by [@PushpinVisuals](#) [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/le03XrzMTG](#)

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UN Environment Executive Director Erik Solheim was featured at the ADB Eminent Speakers Forum, happening concurrently with the Green Business Forum. Mr. Solheim's talk was titled, "Protecting People and Profits."

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WATCH: [@UNEP's @ErikSolheim](#) speaks on investing in [#naturalcapital](#), protecting people & profits [#GreenBizAsia](#) [bit.ly/2gd3iQq](#)

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Green Business Forum participants were invited to participate in the Green Business Marketplace: Speed Networking, where they were invited to interact with one another and learn about featured green business initiatives, products, and services.

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NOW: [#GreenBizAsia](#) [#ADBGBF2016](#), speed networking/marketplace. Participants can choose which group/discussion to join.

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NOW: [#GreenBizAsia](#) participants discussing main barriers and opportunities for green business  
[#ADBGBF2016](#) [pic.twitter.com/3BJ9uOSmLo](https://pic.twitter.com/3BJ9uOSmLo)


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Switching tables now so [#GreenBizAsia](#) participants can get to know the organizations & their [#greenbusiness](#) efforts [#ADBGBF2016](#)


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Key message from speed networking: when setting up [#greenbusinesses](#), find out if there is a business case for it [#GreenBizAsia](#) [#ADBGBF2016](#)

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"Loo Man" talking about sustainable toilets [#GreenBizAsia pic.twitter.com/nqQGuhsULi](https://twitter.com/nqQGuhsULi)

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Opportunities in waste management: green design, education, going back to the traditional lifestyle. [#GreenBizAsia](https://twitter.com/ADBEnvironment) [#ADBGBF2016](https://twitter.com/ADBEnvironment)

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Geosyntec offers geoenvironmental consulting [#GreenBizAsia](#) [pic.twitter.com/xMBDqZ3ypW](https://pic.twitter.com/xMBDqZ3ypW)

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Resources are available for greening, activity should be identified properly [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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One barrier in greening initiatives: there is not enough knowledge resources available in local languages [#GreenBizAsia](#) [#ADBGBF2016](#)

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Plenary 2: Mobilizing Private Sector Finance examined private sector financing opportunities and challenges in the context of green business development in the region.




Paul Tregidgo of Credit Suisse: I am optimistic about [#GreenBusiness](#) in Asia Pacific [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/Hd7ZkE141s](https://pic.twitter.com/Hd7ZkE141s)

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P. Tregidgo: One of barriers to the growth of the green market is a lack of investible supply  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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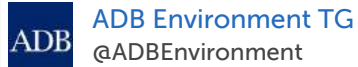
P. Tregidgo: Challenge is determining value of natural capital, one can make mistakes (1/2)  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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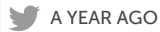
P. Tregidgo: But the biggest mistake is not putting value on it at all (2/2) [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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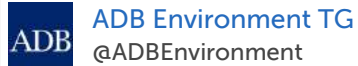


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P. Tregidgo: Today's tools are enabling us to come up with green solutions. #GreenBizAsia #ADBGBF2016

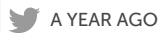


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NOW: Paul Tregidgo discussing the costs/risks of Green Bonds in #GreenBizAsia #ADBGBF2016



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NOW: panel discussing how private sector finance can support upscaling of #greenbusiness in Asia Pacific #GreenBizAsia #ADBGBF2016 [pic.twitter.com/N3lxeM19sk](https://pic.twitter.com/N3lxeM19sk)

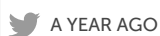


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Bangladesh's Atiur Rahman: Banks should put money where the mouths are #GreenBizAsia #ADBGBF2016 #greenbusiness



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Former central bank governor A. Rahman: In Bangladesh, 33% of lending goes to SMEs  
[#ADBGBF2016](#) [#GreenBizAsia](#)

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Christopher Knowles: We have to turn to the private sector to mobilize resources for green initiatives [@EIB](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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Christopher Knowles: Investors want certainty; stability and financial regulations are key factors  
[@EIB](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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Assaad Razzouk: Most businesses are not doing anything for the green agenda [#ADBGBF2016](#)  
[#GreenBizAsia](#)

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Assaad Razzouk: Getting support from capital markets is key, they must lose money to convince them to invest in green business [#GreenBizAsia](#)

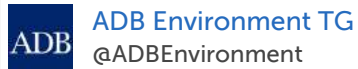
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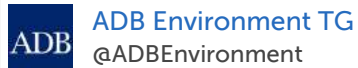
Dipal Chandra Barua: Within 2-3 years, 100% of rural areas in Bangladesh will be solar-powered  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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YES Bank's Arun Agrawal: 2.17 billion green financing in India despite starting only 2 years ago  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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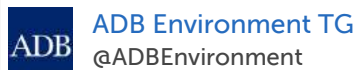
[@EIB](#)'s Christopher Knowles: There is more recognition that environment and green business is a growth area [#GreenBizAsia](#) [#ADBGBF2016](#)

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Atiur Rahman: In Bangladesh, 5% of lending must go to green financing [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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[@gggi\\_hq](#)'s Mahua Acharya: We need to first acknowledge there is no single homogenous private sector investors [#GreenBizAsia](#) [#ADBGBF2016](#)

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"Banks should think long term... towards green banking solutions." -Rahman on mobilizing finance  
[#ADBGBF2016](#) [#GreenBizAsia](#) [pic.twitter.com/jxrjMTcVsT](https://pic.twitter.com/jxrjMTcVsT)

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**YES BANK**  
 @YESBANK


YES BANK's Arun Agrawal shared insights on Mobilizing Private Sector Finance for Green Businesses [@ADBEnvironment](#) [#GreenBizAsia](#), in Manila. [twitter.com/ADBEnvironment...](https://twitter.com/ADBEnvironment...)

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YES Bank's A. Agrawal: Lending for green initiatives has always been a commercial decision. It costs more but it makes sense [#GreenBizAsia](#)

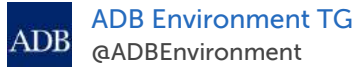
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**YES BANK**  
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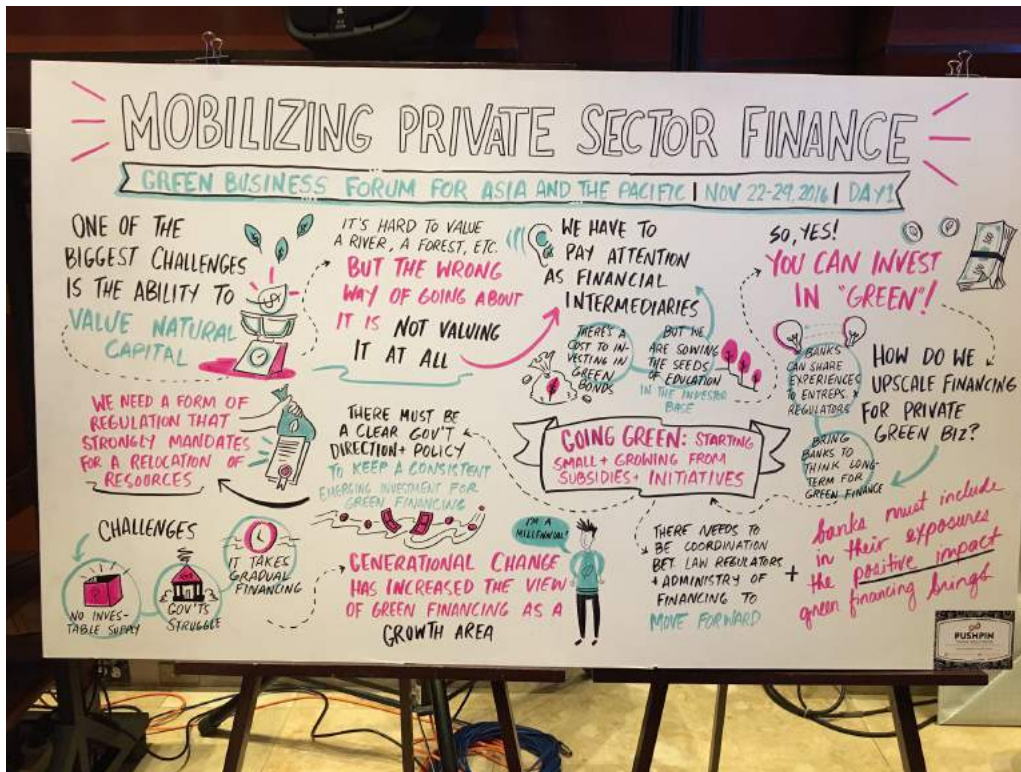
YES BANK's approach to [#sustainability](#) aims to create enduring value, competitive advantage & support green businesses. [#GreenBizAsia](#) [twitter.com/ADBEnvironment...](https://twitter.com/ADBEnvironment...)

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Assaad Razzouk: No need to mobilize private sector financing for green initiatives, they're already profitable #GreenBizAsia #ADBGBF2016

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Visual summary of the last panel for Day 1 of the #GreenBusiness Forum by @PushpinVisuals #GreenBizAsia #ADBGBF2016 pic.twitter.com/nj0oSyTaej

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Day 2 of the first Green Business Forum for Asia and the Pacific. Stay tuned for live tweets! #GreenBizAsia #ADBGBF2016


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Plenary 3: Green Technology and Business Innovation covered how innovation, as a sustainability driver, influences corporate business operations and how it pushes corporations' creative boundaries for products, processes, and the valuation of natural capital.




.@TataCompanies' AVP Alka Upadhyay kicks off second day of #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/6IL3Ke9agK](https://pic.twitter.com/6IL3Ke9agK)

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A. Upadhyay: @TataCompanies' sustainability issues include #climatechange #water #energy, nat'l & social capital #GreenBizAsia #ADBGBF2016

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Now happening @ [#GreenBizAsia](#): Green Tech & Business Innovation Plenary [#ADBGBF2016](#)  
[#SDGen](#) [#Youth4GG](#) [pic.twitter.com/XuU42EKzmd](#)

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.[@TataCompanies](#) vows to lead sector in addressing climate change - AVP Upadhyay  
[#ADBGBF2016](#) [#GreenBizAsia](#)

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Renewable is already making sense commercially - [@TataCompanies](#)' A. Upadhyay  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Greater use of renewable energy & clean & efficient tech are part of aspiration of [@TataPower](#) -  
 AVP Upadhyay [#GreenBizAsia](#) [#ADBGBF2016](#)

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"You have to invest. There is no shotgun." - @TataCompanies' A. Upadhyay #GreenBizAsia #ADBGBF2016 [pic.twitter.com/EsECmVCjFN](https://pic.twitter.com/EsECmVCjFN)

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"If we don't do anything, we won't be relevant tomorrow." @TataCompanies' A. Upadhyay promotes #renewableenergy @ #GreenBizAsia #ADBGBF2016

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"We are investing in creating a 'responsible culture.'" - @TataCompanies' AVP Upadhyay #GreenBizAsia #ADBGBF2016

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Matthew Rajendra talks about Moonshot thinking-aiming for 10x improvement [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/ukmfMyVczN](#)

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"Data center industry contributed 3.3% of CO2 emissions in 2015"-Matthew Ragendra  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Green Data Center's M. Rajendra: Moonshot thinking necessary for scaling up green tech  
[#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#) [pic.twitter.com/YOuMPRIIdG](https://pic.twitter.com/YOuMPRIIdG)

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Matthew Ragendra's innovative tech reduces data centers' energy use by using coolant liquid that's safe for electronics [#GreenBizAsia](#)

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Now: Panel on Technology & Innovation for #GreenBusiness: From Niche to Mainstream  
 #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/10o6j3EJKk

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We have to bring the green technology to the rural communities. ADB continues to invest -  
 @energyforall's P. Wijayatunga #GreenBizAsia

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Raising awareness for green tech & reducing environmental risks are main areas of @ADB\_HQ  
 support - Priyantha Wijayatunga #GreenBizAsia

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Millennials are coming up with ideas. We should support. - C. Dharmakirti #GreenBizAsia  
 #ADBGBF2016 #SDGen #Youth4GG

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We're not looking for sexy technology. We're looking at how committed you are to the green space. - C. Dharmakirti [#GreenBizAsia](#) [#ADBGBF2016](#)



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Disruptive innovation & tech -- commonly used terms, but widely misunderstood - D. Sundahl [#GreenBizAsia](#) [#ADBGBF2016](#)



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Reality to consider: People don't wake up thinking how to make the world greener, but how to survive everyday- D. Sundahl [#GreenBizAsia](#)



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David Sundahl: Build the right business model by matching the need with the right technology [#ADBGBF2016](#) [#GreenBizAsia](#)



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Find customers and partners that no one's interested in. - D. Sundahl [#GreenBizAsia](#) [#ADBGBF2016](#)



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David Sundahl: Social and emotional implications are important considerations in building business models [#GreenBizAsia](#) [#ADBGBF2016](#)




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Look at the deeper layer, what people are interested in. - D. Sundahl #GreenBizAsia  
#ADBGBF2016

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**M.E.C. Aguinaldo**  
@BullishMECA


Day 2: Find customers and partners nobody else is interested in. Find problems nobody would touch. @ADB\_HQ #GreenBizAsia #ADBGBF2016

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Look deeply at the social and emotional aspects to have a much higher rate of success. - D. Sundahl #GreenBizAsia #ADBGBF2016

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Emotional connectivity between product and consumer is a key factor in building successful green business models #GreenBizAsia #ADBGBF2016

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We have to maximize the use of our resources,  
and reduce our emissions.  
The essence of circular economy is to find value;  
think in systems, not quick fix.

- Anthony Halog,  
Faculty Member, Industrial Environmental Management, University of Queensland



Panel on Technology and Innovation for #GreenBusiness ongoing @ #GreenBizAsia #ADBGBF2016  
@ADB\_HQ @ADBEnvironment @ADBClimate @energyforall pic.twitter.com/aOC715mpzW

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Circular economy is maximizing sustainable use of resources, reducing emissions, finding value out of waste - A. Halog #GreenBizAsia

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A. Halog: If we really want to address environmental issues, we need systemic approach not quick-fix solutions #GreenBizAsia #ADBGBF2016

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Large scale sustainability analysis important in making green products more accessible to consumers. - A. Halog #GreenBizAsia #ADBGBF2016

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What do you think, #SDGen? How can we make green biz practices industry standard rather than mere CSR initiative? #GreenBizAsia #ADBGBF2016 [pic.twitter.com/6KxKPijMMJ](https://pic.twitter.com/6KxKPijMMJ)

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@ADBEnvironment

Governments need to have firm commitment and implement subsidies to make substantial gains  
- C. Dharmakirti #GreenBizAsia #ADBGBF2016

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You have only one strategy: the business strategy.  
Embed sustainability in that strategy.

- Alka Upadhyay  
Assistant Vice President, Tata Sustainability Group

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Panel on Technology and Innovation about to finish #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/YZNQYWq37G](https://pic.twitter.com/YZNQYWq37G)

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**M.E.C. Aguinaldo**  
@BullishMECA

Going green is making more money available at the end, ready for reinvestment. [@ADB\\_HQ](#)  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Leaders should look at systemic innovation - A. Halog [#GreenBizAsia](#) [#ADBGBF2016](#)

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Participants were invited to attend parallel thematic sessions, which took a closer look at the larger themes covered by the plenary sessions.



Panelists for Business Opportunities in Natural Capital meet before session starts [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/p3Tyv9YKtz](https://pic.twitter.com/p3Tyv9YKtz)

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Track 2A: Business Opportunities in Natural Capital covered current business trends in natural capital, including private investment opportunities and financial flows, emerging challenges, enabling conditions, and innovative instruments to generate long-term returns and manage asset risks.




.@ADB\_HQ's Bruce Dunn starts session on Natural Capital by defining what it is #GreenBizAsia #ADBGBF2016 pic.twitter.com/yCtp5PPkZJ

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Rapid economic growth and declines in natural capital seen in Asia Pacific over past years - B. Dunn #GreenBizAsia #ADBGBF2016 @ADB\_HQ

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Full house here at natural capital panel [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/o0w2bHSpko](https://pic.twitter.com/o0w2bHSpko)

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Natural Capital panel will discuss business trends, existing & emerging challenges in investing in natural capital [#GreenBizAsia](#) [#ADBGBF2016](#)

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P. Tregidgo: Preserving healthy ecosystems require investments worth \$400 B/year


[#GreenBizAsia](#) [#ADBGBF2016](#)

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Paul Tregidgo: No two ways about it, we have to find a way to value natural capital

[#GreenBizAsia](#) [#ADBGBF2016](#)

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Transparency, risk-adjusted market returns, & measurable conservation impacts needed to increase investment in natural capital [#GreenBizAsia](#)

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Aggregating projects can create stream of cash flows - P. Tregidgo [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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If we engage around large landmark projects, we can bring more investors into the game - P. Tregidgo [#GreenBizAsia](#) [#ADBGBF2016](#)

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"We have a long way to go, but I think we can get there." - P. Tregidgo [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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Daniel Spitzer's hazelnuts project aims to preserve endangered communities with sustainable agriculture in Bhutan [#GreenBizAsia](#) [#ADBGBF2016](#)


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Daniel Spitzer talks about setting up sustainable hazelnut enterprise in Bhutan [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/QzCzEvxOed](#)

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Daniel Spitzer: Migration is a challenge due to limited opportunities in Bhutan countryside  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Daniel Spitzer: Partnership & inclusion are key to hazelnuts project's success [#GreenBizAsia](#)  
[#ADBGBF2016](#)


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**Inclusive Business: Our Female Field Monitors on Motorbikes**  
**160 Extension Experts Provide Technical Services to Hazelnut Orchards**

Green Business Forum for Asia and the Pacific  
ADB

Gender inclusiveness is key component in hazelnuts project in Bhutan [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/j28eWmRiFX](#)

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Hazelnuts project employs thousands of people in Bhutan; 10M hazelnut trees sequester 1.5 MtCO<sub>2</sub>e #GreenBizAsia #ADBGBF2016 pic.twitter.com/e9oHKeArDx

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"Nature doesn't need people, people need nature." - Yasu Hibi @ConservationOrg #GreenBizAsia #ADBGBF2016 pic.twitter.com/SGuOnMFrl8

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**Why should businesses care?**


Business materiality:

- Rely on natural/biological resources, ecosystem services (Direct and indirect)
- Business impact on natural capital
- Brand image/value
- Securing employees
- Consumer/market sustainability
- ESG investment
- Inter-linkages with other env/social issues (e.g. climate change, gender...)
- "Social license to operate"


CONSERVATION INTERNATIONAL

"If you're not doing the right thing, you're not building your brand." -Yasu Hibi @ConservationOrg  
#GreenBizAsia #ADBGBF2016 pic.twitter.com/aZSQD4aHg8

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Conserving natural capital has many economic benefits but are often not internalized - Y. Hibi  
@ConservationOrg #GreenBizAsia #ADBGBF2016

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Trucost's Chaoni Huang: \$7.3T annual cost to natural capital of businesses #GreenBizAsia #ADBGBF2016 [pic.twitter.com/kLPAs8jCNq](https://pic.twitter.com/kLPAs8jCNq)

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Studies show that total economic value is higher with conservation models - Trucost's Chaoni Huang #GreenBizAsia #ADBGBF2016

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Agus Purnomo: Palm oil can be sustainable & we are doing it in Indonesia [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/yxcaG6BOsa](https://pic.twitter.com/yxcaG6BOsa)

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We have a commitment to zero deforestation - A. Purnomo on making their palm oil sustainable in Indonesia [#GreenBizAsia](#) [#ADBGBF2016](#)

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Independent small palm oil farmers face many challenges and need huge financing to become sustainable- A. Purnomo [#GreenBizAsia](#) [#ADBGBF2016](#)

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Agus Purnomo: Avoid a one-size-fits-all approach, consider local context of palm oil smallholders [#GreenBizAsia](#) [#ADBGBF2016](#)

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P. Tregidgo: Key challenge in investing in natural capital is scale esp. for small island states  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Making yourself bankable is a real challenge. It can be very costly. - Daniel Spitzer  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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The challenge is to making companies understand and make a change in their businesses.- Y. Hibi  
[@ConservationOrg](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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To make businesses understand the need for sustainability, learn to speak their language. - C. Huang  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Make companies understand the environmental risks on their businesses - C. Huang  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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Pacific nations may be small island states but they \*are\* large ocean states. - Y. Hibi  
[@ConservationOrg](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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"What's valued is managed." - Chaoni Huang on how to encourage businesses to invest in natural capital #GreenBizAsia #ADBGBF2016

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We do need a rigorous approach to understand both opportunities & constraints.- @ADB\_HQ's Bruce Dunn #GreenBizAsia #ADBGBF2016

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We can't forget smallholders, we need to support their move toward sustainability. - B. Dunn #GreenBizAsia #ADBGBF2016

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Track 1A: Mitigation Banking focused on ecosystem services approaches, highlighting case examples of ecological offsets, watershed protection programs, and Next Generation Compliance drawing from developed country experiences.



.@ADB\_HQ Dir. H. Gunatilake opens panel session on mitigation banking #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/CTDs9MMVAj

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Mitigation banking is one of the most innovative ideas in developing green businesses. -  
[@ADB\\_HQ](#) Dir. H. Gunatilake [#GreenBizAsia](#)



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Governance, capacity of regulating agencies, and ownership should be considered in mitigation banking - [@ADB\\_HQ](#)'s Gunatilake [#GreenBizAsia](#)



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US Envi Protection Agency Division Chief D. Pabst talks abt NYC water supply [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/BpHgDlagwV](https://pic.twitter.com/BpHgDlagwV)



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Young people want to get into farming but can't afford full market value for a farm - D. Pabst  
[#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#)



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Technology in farming is also good business - D. Pabst #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG

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NYC's Program is more resilient to security threats and #climatechange - D. Pabst #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG

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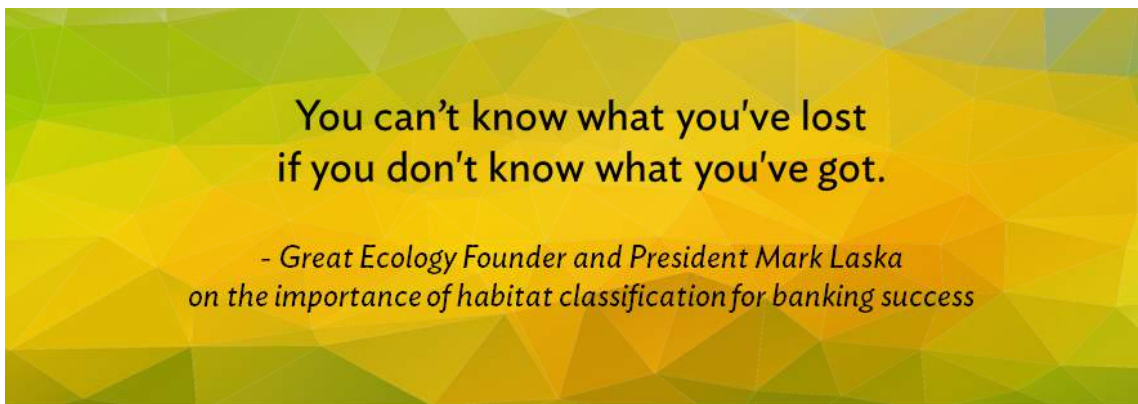
US EPA provides municipalities w/ loans & funds for innovations, runs water infra & resilience finance center - D. Pabst #GreenBizAsia

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Tellurium Partners Pres. Laska shares insights from own experience in ecosystem banking #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG [pic.twitter.com/ZPb5vZCHEI](https://pic.twitter.com/ZPb5vZCHEI)

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#GreenBizAsia #ADBGBF2016 pic.twitter.com/NdkzxZv0tk

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Great Ecology Founder & Pres. M. Laska shares 11 key factors to banking success in the US

#GreenBizAsia #ADBGBF2016 pic.twitter.com/a9zXRkhwhi

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Now: Panel discussion on mitigation banking [#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#)  
[pic.twitter.com/uBICW5ucQJ](https://pic.twitter.com/uBICW5ucQJ)

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**ICLEI Southeast Asia**  
@icleiseas

Gelber: Our personal investment behavior can make a difference, to put our money on preservation rather than destruction [#GreenBizAsia](#)

A YEAR AGO

The GreenTech Connect: Innovation Demos featured green innovations in a wide range of sectors.



Twinkle Ferraren talking about her eco-friendly fashion products [#GreenBizAsia](#) [#ADBGBF2016](#)  
[pic.twitter.com/9X2aLu9ji0](https://pic.twitter.com/9X2aLu9ji0)

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ADB staff & consultants wear eco-friendly fashion items [#GreenBizAsia](#) [#ADBGBF2016](#)  
[pic.twitter.com/nZL86duEEn](http://pic.twitter.com/nZL86duEEn)

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Matthew Ragendra demonstrating his dielectric coolant designed to lower data centers' energy use.  
[#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/cjxLVsPEG5](http://pic.twitter.com/cjxLVsPEG5)

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And it's off! NexDrone technology for geomapping being demonstrated here at the #GreenBizAsia #ADBGBF2016 [pic.twitter.com/z0Lmyul2IK](https://pic.twitter.com/z0Lmyul2IK)


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Track 1B: Certification and Labels explored demand for eco-certification and labels in sustainable manufacturing, sustainable agriculture, and fisheries, as well as other voluntary approaches



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Certification and Labels panel session now starting. [@ADB\\_HQ](#)'s Daniele Ponzi moderates [#GreenBizAsia](#) [#ADBGBF2016](#)

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Discussions will focus on demand for eco certification and need for labeling sustainable products  
[#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/iib1f1Stcm](https://pic.twitter.com/iib1f1Stcm)

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Statistics: 465 diff international eco-labels in over 200 countries [#GreenBizAsia](#) [#ADBGBF2016](#)

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One benefit of certification: you can verify claims made by products [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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Labelling is an important element of sustainable consumption & production - TÜV Rheinland's Sherin Lin #GreenBizAsia #ADBGBF2016 [pic.twitter.com/clGGf3vQ88](https://pic.twitter.com/clGGf3vQ88)

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**Types of Eco-label – by Ownership**

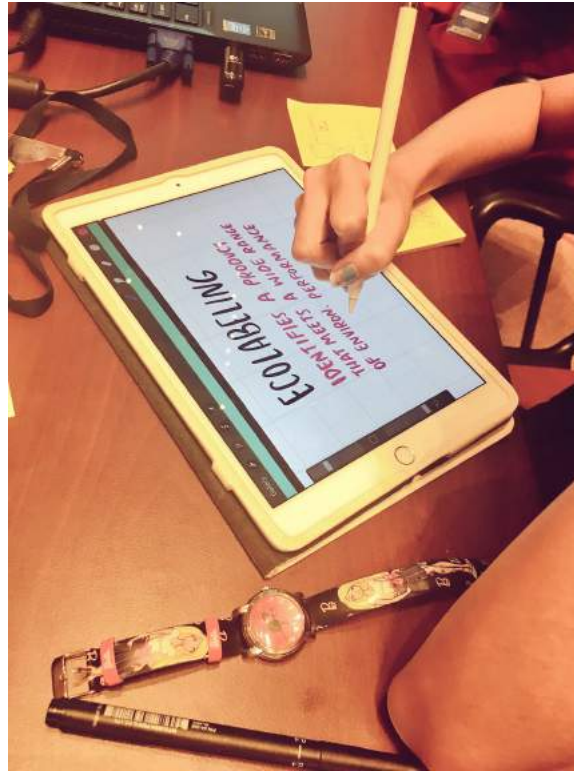
- Operated by 1<sup>st</sup> party: ECO, Eco-Label, ECO, Eco-Label
- Operated by 3<sup>rd</sup> party: Green Program, UL, Invenio, GreenMark
- Operated by regulators: [Logos]
- Operated by industry associations: [Logos]

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The diff types of eco-labels by ownership #GreenBizAsia #ADBGBF2016 pic.twitter.com/ijL6y5iK50

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Why do we need eco-labeling? @PushpinVisuals #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/PolXOm30lj](http://pic.twitter.com/PolXOm30lj)

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 **ADB Environment TG**  
@ADBEnvironment

Global certification cost may reach \$1B in 2016 for environmental management system - TÜV Rheinland's Sherin Lin #GreenBizAsia #ADBGBF2016

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June Ng Thompson talks about @FSC\_IC's mission #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/hBeSALJtSL](https://pic.twitter.com/hBeSALJtSL)

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Purpose of certification: maintain an unbroken supply chain - June Ng Thompson @FSC\_IC  
 #GreenBizAsia #ADBGBF2016

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Disclosure is not only important in green bonds,  
but across the whole of financial markets.

- Jonathan Drew  
Managing Director, Resources and Energy Group, HSBC

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HSBC Managing Director J. Drew emphasizes the importance of disclosure [#GreenBizAsia](#)  
[#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#) [pic.twitter.com/TkAwopCPME](#)

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Forest Stewardship Council®

### 10 FSC Principles (v4)

- Comply with international, national and local laws and FSC Principles
- Comply with tenure and use rights and responsibilities
- Respect Indigenous Peoples rights
- Maintain community relations and workers rights
- Generate multiple benefits from the forest
- Manage and limit environmental impact
- Compile and follow a management plan
- Monitor and assess forest management impact
- Maintain High Conservation Value forests
- Ensure that plantations comply with FSC principles

FORESTS FOR ALL FOREVER

Principles of [@FSC\\_IC](#) [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/LA7BV6LODU](#)

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"One simple action can have a profound impact." - @FSC\_IC #GreenBizAsia #ADBGBF2016

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.@WWF's Geoffrey Muldoon talks about fisheries and need for certification #GreenBizAsia #ADBGBF2016 pic.twitter.com/v8LVhs58dK

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Dr. [@gmuldoon](#) talks about the value of labels & certification in securing sustainable supply chain. [#GreenBizAsia](#) [@Coral\\_Triangle](#) [pic.twitter.com/XmSoahxWfG](#)

 ADB-WWF PARTNERSHIP [@ADBWWFPARTNERSH](#) · A YEAR AGO



**ADB Environment TG**  
[@ADBEnvironment](#)

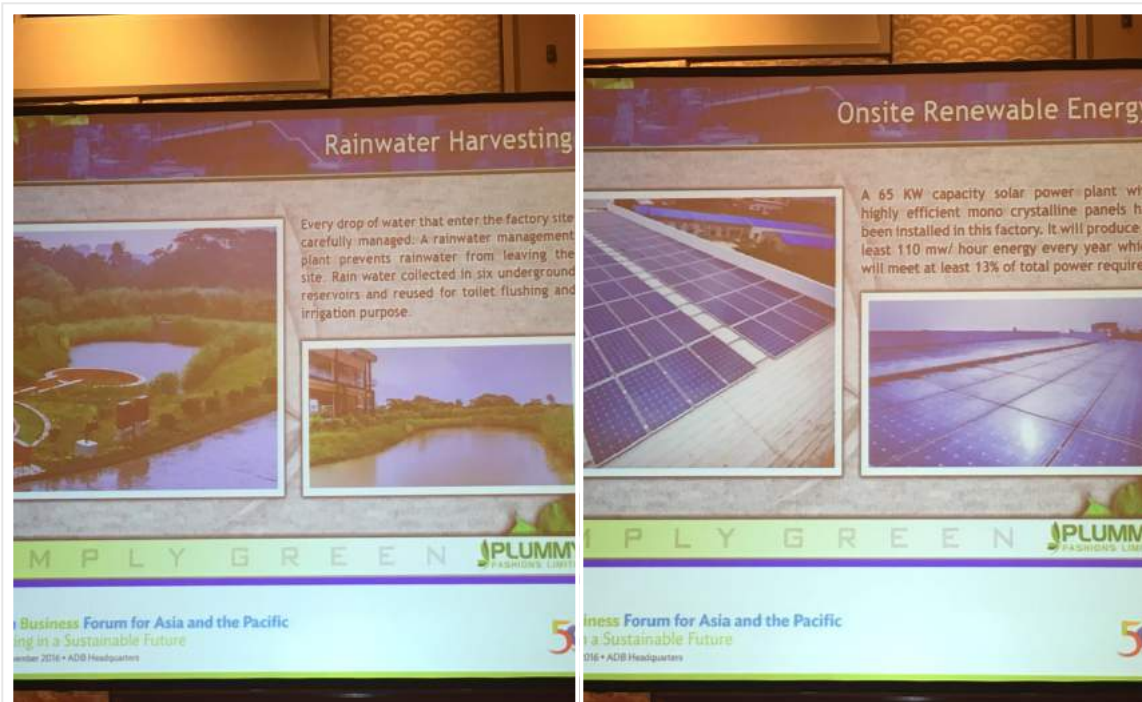
Reward the best and move the rest - Geoffrey Muldoon on [@WWF](#)'s approach to seafood certification [#GreenBizAsia](#) [#ADBGBF2016](#)

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Plummy Fashion's Md. Fazlul Hoque talks abt attaining Platinum LEED certification for their factory in Bangladesh #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/KvBzbF9gYc](https://t.co/KvBzbF9gYc)  
<https://t.co/KvBzbF9gYc>  
[pic.twitter.com/KvBzbF9gYc](https://t.co/KvBzbF9gYc)

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Rainwater harvesting & solar power use are among the many green features of Plummy Fashion's factory #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/lAd5BDJ9LO](https://t.co/lAd5BDJ9LO)  
<https://t.co/lAd5BDJ9LO>  
[pic.twitter.com/lAd5BDJ9LO](https://t.co/lAd5BDJ9LO)

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We are the greenest factory in the world producing organic textiles - Plummy Fashion's Md. Fazlul Hoque [#GreenBizAsia](#) [#ADBGBF2016](#)



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Globalization is driving companies to attain certification for their products - Madhu Khanna [#GreenBizAsia](#) [#ADBGBF2016](#)



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Certification lets consumers know the quality of the products - Madhu Khanna [#GreenBizAsia](#) [#ADBGBF2016](#)



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Largest rise in certification in developing world is in Asia Pacific - Madhu Khanna [#GreenBizAsia](#) [#ADBGBF2016](#)



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While certification is process-driven, it does not go into production outcomes - Madhu Khanna [#GreenBizAsia](#) [#ADBGBF2016](#)



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Gov'ts shld support SMEs in achieving certification and accessing supply chains that benefit from it -Madhu Khanna [#GreenBizAsia](#) [#ADBGBF2016](#)



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It's most important to bring value to the customer, w/c customer is willing to pay.-TÜV Rheinland's Sherin Lin #GreenBizAsia #ADBGBF2016



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Certification is not really a luxury for big brands. - @FSC\_IC's June Ng Thompson #GreenBizAsia #ADBGBF2016



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Certification makes business sense if it's saving money or creating value for company - @WWF's Geoffrey Muldoon #GreenBizAsia #ADBGBF2016



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Certification may cost more, but it gives you more power to negotiate prices with clients. - Md. Fazlul Hoque #GreenBizAsia #ADBGBF2016



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Certification may cost the company extra but it actually provides numerous opportunities to save money.- D. Ponzi #GreenBizAsia #ADBGBF2016



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One has to be cautious in what role eco-labels can play in improving green businesses. -Madhu Khanna #GreenBizAsia #ADBGBF2016



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Track 2B: Green Bonds: Catalyzing Debt Financing discussed opportunities for green bond markets in the region as well as how recent international discussions are shaping the green bonds market.



Now: Panel session on Green Bonds: Catalyzing Debt Financing [#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#) [pic.twitter.com/5VmiT38TWi](https://pic.twitter.com/5VmiT38TWi)

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Discussion on opportunities of green bond markets in Asia-Pacific ongoing [#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#) [pic.twitter.com/3tNxxnr7O2](https://pic.twitter.com/3tNxxnr7O2)

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Green bonds is about impact investment,  
something that can be globally understood.  
CO<sub>2</sub> abatement potential is in Asia  
so Asia should look at green bonds.

- Gregory Schneider- Maunoury  
Head of Sustainable Responsible Investments, Humanis Gestion d'Actifs

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#GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/K04jhxu07v

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Reason to pursue green bonds tied to urbanization, demography, & technological revolution -  
Prof. A. Rahman #GreenBizAsia #ADBGBF2016 #SDGen

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- (i) Diversify investor base
- (ii) Raise cost effective markets
- (iii) Raise ADB's green initiatives

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.@ADB\_HQ Treasury Specialist A. Ruschpler: ADB's green bond framework established in 2015, w/ 3  
main objectives #GreenBizAsia #ADBGBF2016 pic.twitter.com/OqaXTJcYS

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We're committed to continue being a regular green bond issuer - @ADB\_HQ's A. Ruschpler  
[#GreenBizAsia](#) [#ADBGBF2016](#)

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@BullishMECA

We have to sustain the momentum in building the green bond market -- a platform to mobilize private participation. [#GreenBizAsia](#) [#ADBGBF2016](#)

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Sustainability is not just a growth story.  
Sustainable growth is the *only* growth story.

- Jonathan Drew  
Managing Director, Resources and Energy Group, HSBC

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[#GreenBizAsia](#) QOTD [pic.twitter.com/hpsacoSBxv](https://pic.twitter.com/hpsacoSBxv)

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We've reached the tipping point to get the private sector moving - J. Drew [#GreenBizAsia](#)  
[#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#)

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If we want this investment to happen within the timeframe which it needs to happen, to avoid disaster, we have to put price on carbon. If we do that, and mobilize the capital, we will succeed.

- Jonathan Drew  
Managing Director, Resources and Energy Group, HSBC

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Green Bonds: Catalyzing Debt Financing Panel Session ongoing [#GreenBizAsia](#) [#ADBGBF2016](#)  
[pic.twitter.com/xYB6uouBNG](http://pic.twitter.com/xYB6uouBNG)

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Green bond markets are not legal requirements. It is a market. - G. Schneider-Maunoury  
[#GreenBizAsia](#) [#ADBGBF2016](#)

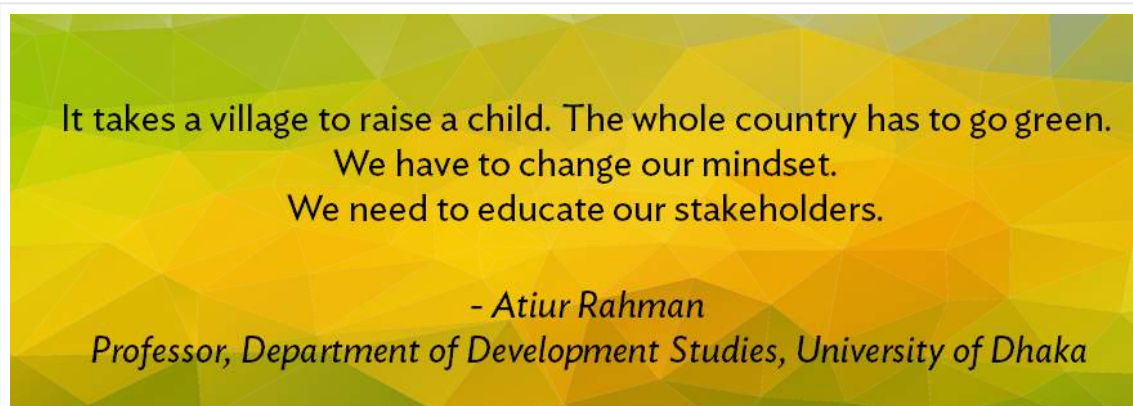
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Capacity bldg of financial instis, regulatory & fiscal support necessary to push for green bond market - Prof. A. Rahman [#GreenBizAsia](#)

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Prof. A. Rahman underscores value of collaboration and education for the environment.  
[#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#) [pic.twitter.com/RF0DvAsLqk](https://pic.twitter.com/RF0DvAsLqk)

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Who would refuse green bonds offering if it has the same financial and environmental performance? [#GreenBizAsia](#) [#ADBGBF2016](#)

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Green bonds offering encourages responsible investing, and full disclosure of the risks each business faces. [#GreenBizAsia](#) [#ADBGBF2016](#)

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Special Session: Green Finance in Action: The Experience of the People's Republic of China discussed the emerging channels by which sustainable development in the country will be financed, the regulatory and policy regimes that will enable such financing, and the lessons and opportunities that are emerging.



.@ADB\_HQ's David Boland chairing special session on Green Finance in Action in the PRC  
#GreenBizAsia #ADB\_GBF2016 [pic.twitter.com/2zWrSZGn9J](https://pic.twitter.com/2zWrSZGn9J)

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Shouqing Zhu talks abt challenge of making economic growth environment-friendly in the PRC  
[#GreenBizAsia](#) [#ADB\\_GBF2016](#) [pic.twitter.com/yXWqykVOBI](https://pic.twitter.com/yXWqykVOBI)

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**Green finance: What it means?**

*Shouping Zhu, Head of WRI China Finance Center  
Nov. 23, 2016*

- Fiscal and tax policy
- Legal measures
- Financial institutions
- Financial instruments
- Green FDI

**G20 Global Financial Stability Report:**

*"Green finance" can be understood as financing of investments that provide environmental benefits in the broader context of environmentally sustainable development.*

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Investing in a Sustainable Future  
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What is green finance? #GreenBizAsia #ADB\_GBF2016 pic.twitter.com/NLOj0PYr4F

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The impetus for green finance in the PRC - Shouqing Zhu @WRIFinance #GreenBizAsia #ADBGBF2016 [pic.twitter.com/cuWcLGfXSC](https://pic.twitter.com/cuWcLGfXSC)


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Shouping Zhu, Head of WRI China Finance Center  
Nov. 23, 2016

## Green finance: What's next in China


Green Lending	Policy framework	Stress testing	Lender's liability	Green asset securitization
Securities Market	Green bonds	Information disclosure	Indices	Institutional investor guidance
Green Funds PPP	National and local green funds		Bundle green projects	
Green Insurance	Establish green insurance System		Innovation	Risk control
Financing Instruments	Carbon market	Permit trading	Environmental-right based products	
Green Finance at Local Level	Central bank support		Local green financial products	
Collaboration Green FDI	G20 GFSG	OBOR and ODI	Opening of green securities market	


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 22-24 November 2016 • ADB Headquarters




PRC will carry out these steps in the coming years to make their financial system greener- S. Zhu  
[@WRIFinance](#) #GreenBizAsia #ADBGBF2016 [pic.twitter.com/FsCS9LJUXq](https://pic.twitter.com/FsCS9LJUXq)

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Green finance in the PRC has lessons to offer: 1. Gov'ts should lead and initiate action-  
[@WRIFinance](#) S. Zhu #GreenBizAsia #ADBGBF2016

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Green finance in the PRC has lessons to offer:2. Private sector & CSO shld act & support govt-  
[@WRIFinance](#) S. Zhu #GreenBizAsia #ADBGBF2016

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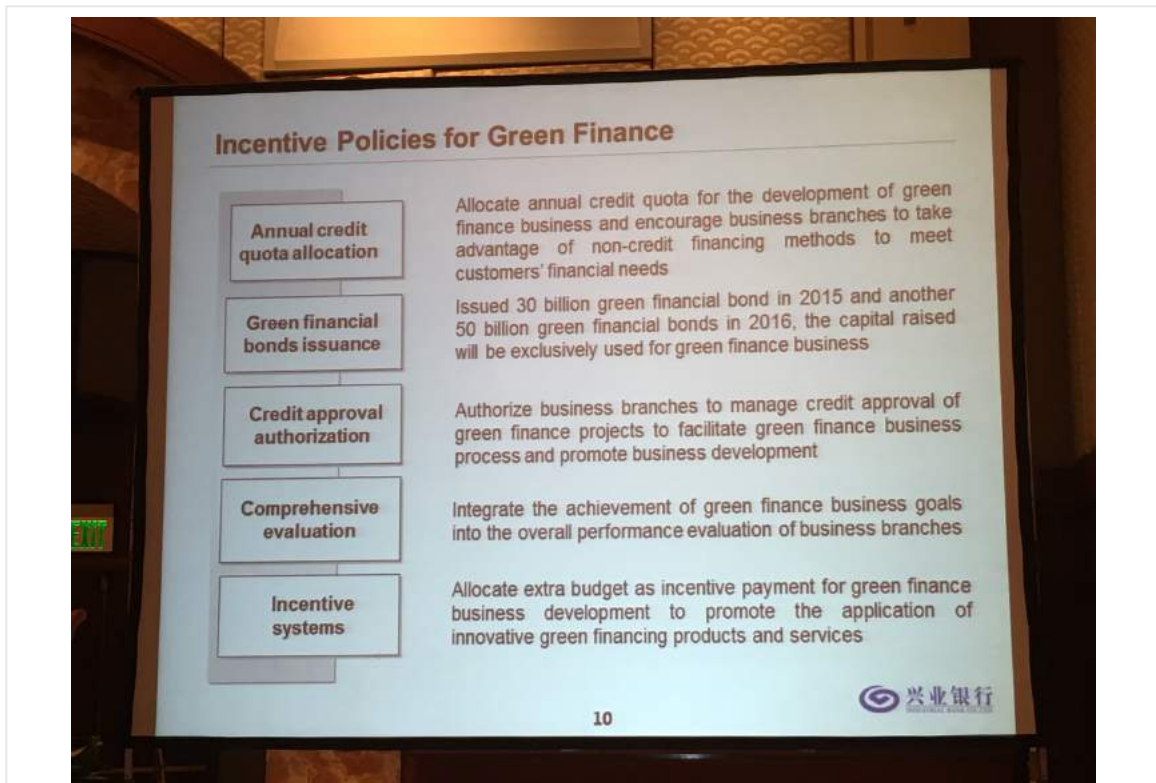
Green finance in the PRC has lessons to offer:3. Int'l partners shld provide models-  
[@WRIFinance](#) S. Zhu #GreenBizAsia #ADBGBF2016

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Cheng Feng shares experience implementing Equator Principles & Green Finance #GreenBizAsia #ADBGBF2016 [pic.twitter.com/EwKMxlCjyA](https://pic.twitter.com/EwKMxlCjyA)

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The PRC implements various incentive policies for green finance - Cheng Feng [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/ZRays9WGqP](#)

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With green finance, the PRC have annual energy savings worth 25.5 tons of standard coal equivalent - Cheng Feng [#GreenBizAsia](#) [#ADBGBF2016](#)

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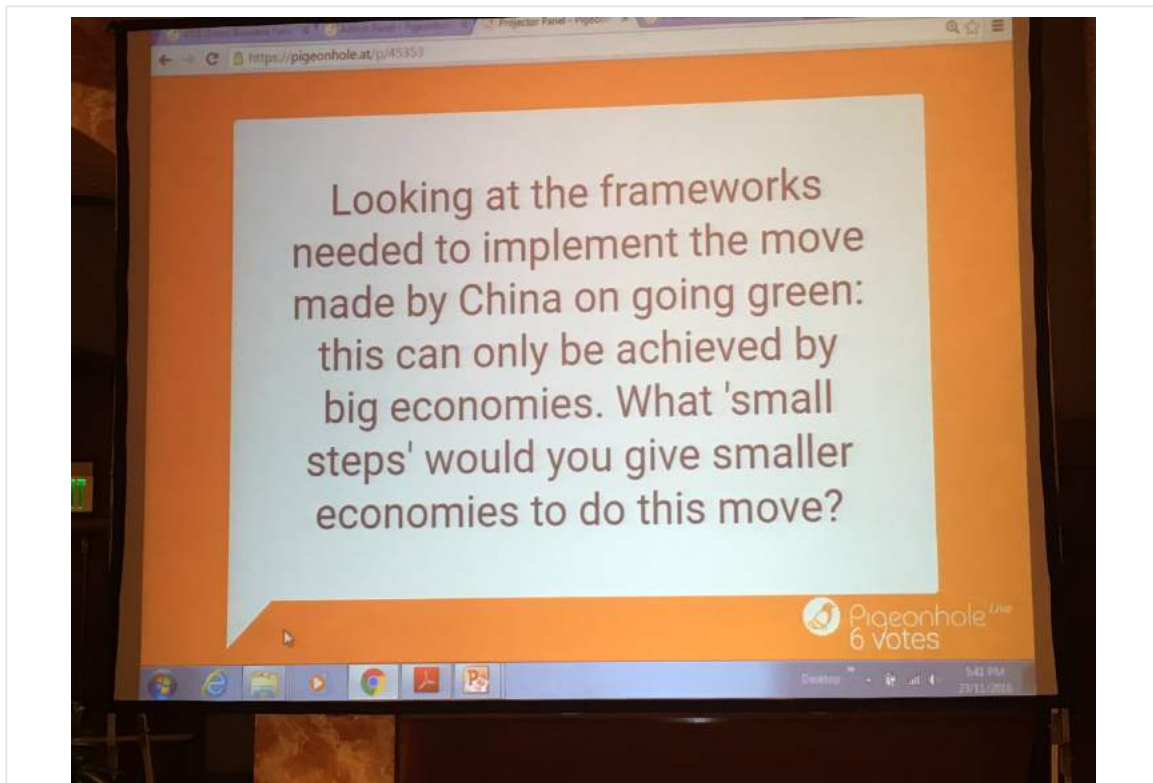
Companies must understand environmental risks and adjust their business practices. - Trucost's C. Huang [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO

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Annual water savings in the PRC due to green finance is 28.6 million tons - Cheng Feng [#GreenBizAsia](#) [#ADBGBF2016](#)

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S. Zhu's: it's not about the size C. Huang: it's about effective responses [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/RosbwF4dPa](https://pic.twitter.com/RosbwF4dPa)


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There should be an enabling environment for business community to invest in green sectors-  
[@WRIFinance](#) S. Zhu [#GreenBizAsia](#) [#ADBGBF2016](#)

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Special Session: Green Growth Opportunities for Micro, Small, and Medium Enterprises discussed the experiences and challenges of MSMEs as well as larger companies offering green solutions to environmental and social problems.

 Happening now: "Scaling up investments in green businesses - what can be done to support green SMEs?" [#GreenBizAsia](#) <https://t.co/K3XdxdSwp>

Happening now: "Scaling up investments in green businesses - what can be done to support green SMEs?" [#GreenBizAsia](#) [pic.twitter.com/K3XdxdSwp](https://pic.twitter.com/K3XdxdSwp)

 D NAVARRETE @POLKADOTTY · A YEAR AGO



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@BullishMECA

In seeking financing, note the diff between profitable business ( $0 < \text{profit}$ ) & bankable business ( $\text{interest rate} < \text{}$ ). #GreenBizAsia #ADBGBF2016

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Special session on scaling up green business investments & supporting SMEs #GreenBizAsia #ADBGBF2016 [pic.twitter.com/2vlChX0rbc](https://pic.twitter.com/2vlChX0rbc)

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Would it be a good idea if part of climate funds be dedicated for supporting green businesses? #GreenBizAsia #ADBGBF2016

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Day 3 of the first Green Business Forum for Asia and the Pacific. We'll be live in a couple of hours! Stay tuned! #GreenBizAsia #ADBGBF2016


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Next interesting day at #ADBGBF2016 discussing #socialimpact and #longtermsolutions!  
@ADB\_HQ #GreenBizAsia #GreenBiz @ADBEnvironment pic.twitter.com/PzkJhtdUSi

 ANJA GMBH & CO. KG @ADAPTIVELOHAS · A YEAR AGO

Special Plenary: Youth and Green Business aimed to communicate the importance of youth involvement in the solution-making process and to showcase various youth-led green enterprises delivering solutions across Asia and the Pacific.

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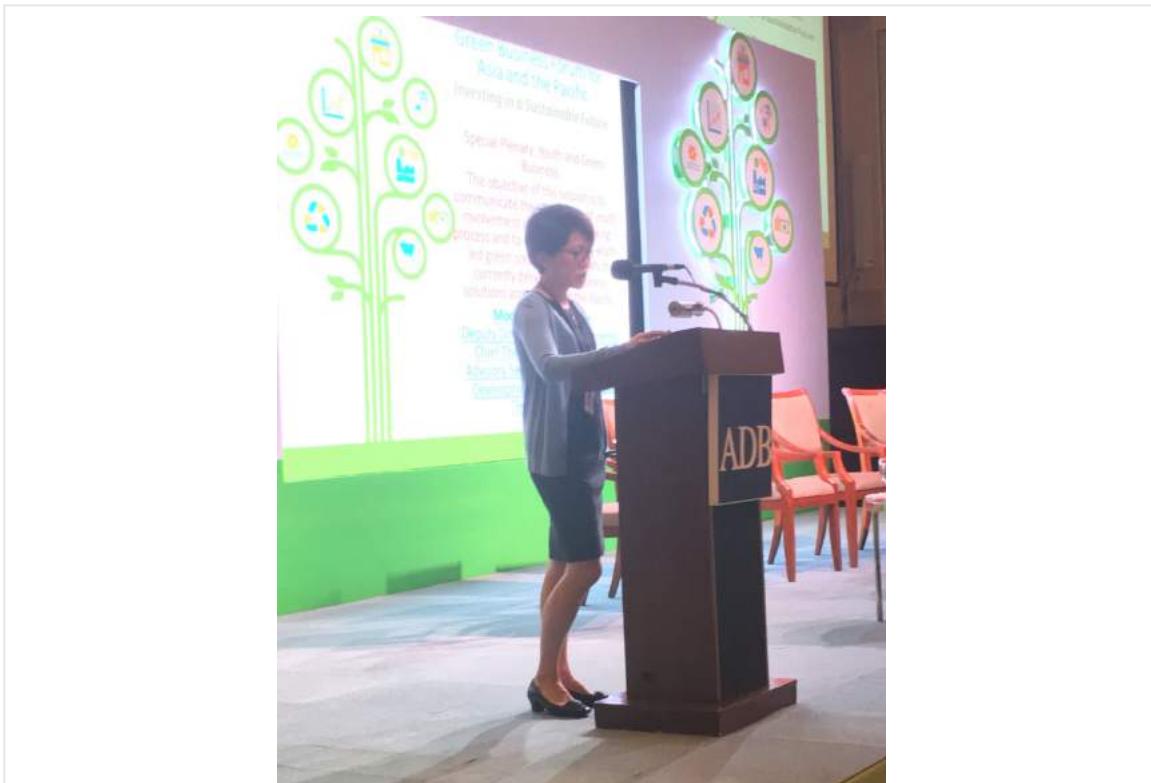
Special Session facilitated by @YouthForAsia about to start! #GreenBizAsia #ADBGBF2016

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.@ADB\_HQ Deputy Dir. Gen. @ADB\_AmyL opens youth session of #GreenBizAsia, led by ADB Youth for Asia. #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/U6kLXtYsUf

🐦 ADB YOUTH FOR ASIA @YOUTHFORASIA · A YEAR AGO



.@ADB\_HQ's Amy Leung kicks off special @YouthForAsia's session w/c will discuss youth's role in promoting #greenbusiness #GreenBizAsia pic.twitter.com/MFody4eBZ

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Youth for Asia's Z. Hussain talks abt how the young delegates came up w/ green biz solutions using [#humancentereddesign](#). [#GreenBizAsia](#) [pic.twitter.com/wc7j4GvSG5](https://pic.twitter.com/wc7j4GvSG5)

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[chris morris](#)  
[@cmorris808](#)

Youth live on stage [@ADB\\_HQ](#) sharing youth roadmaps for youth contribution to Green Business in Asia [@YouthForAsia](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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.@YouthForAsia used a human-centered design to discuss possible #greenbusiness solutions  
#GreenBizAsia #ADBGF2016 pic.twitter.com/ofchczOCL6

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.@YouthForAsia's Jerald Tan discusses youth's vision on green technology #GreenBizAsia #ADBGBF2016 pic.twitter.com/TjHkmt12k

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 **ADB Environment TG**  
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There's so many #greenbusiness companies but there is no way to connect them. - Jerald Tan @YouthForAsia #GreenBizAsia #ADBGBF2016

 A YEAR AGO


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.@YouthForAsia's Jerald Tan proposes introduction of green medal system for #greenbusiness companies #GreenBizAsia #ADBGBF2016

 A YEAR AGO

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Youths these days may potentially be the driving force of green tech. Green tech will be the new frontier-J. Tan @YouthForAsia #GreenBizAsia

 A YEAR AGO




.@YouthForAsia's Cheryl Lee talks abt an enabling policy framework for #greenbusiness #GreenBizAsia pic.twitter.com/OsRehBk9Bm

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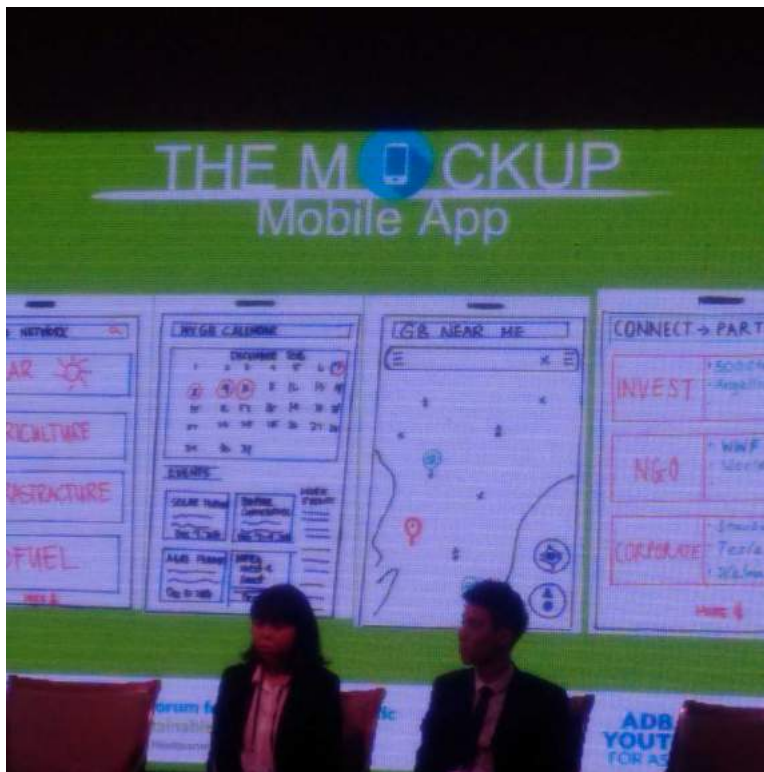
Youths comprise 60% of population in Asia Pacific @YouthForAsia #GreenBizAsia #ADBGBF2016

 A YEAR AGO



Young delegate presents one of the solutions: making youth an asset to policymakers through ICT innovations #GreenBizAsia #ADBGBF2016 pic.twitter.com/ffpsilnGJl

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Youth now presenting green business solutions awesome YOU need to be here @YouthForAsia #GreenBizAsia #ADBGBF2016 pic.twitter.com/wTtSDQLIJU

CHRIS MORRIS @CMORRIS808 · A YEAR AGO



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Youths can actually contribute ideas that will be useful - C. Lee @YouthForAsia #GreenBizAsia #ADBGBF2016

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We need to move beyond grow now and pay later. - C. Lee @YouthForAsia #GreenBizAsia #ADBGBF2016

A YEAR AGO



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We did not inherit this world from our parents, we are borrowing it from our children. - C. Lee @YouthForAsia #GreenBizAsia #ADBGBF2016

A YEAR AGO

Through youth, we can actually make sustainable growth...  
We have not inherited this planet from our parents,  
we've borrowed it from our children.

- C. Lee  
young delegate, #GreenBizAsia

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**FOR ASIA**



Now: #GreenBizAsia Special Session on Youth and Green Business [pic.twitter.com/db6ZBCr7DO](https://pic.twitter.com/db6ZBCr7DO)

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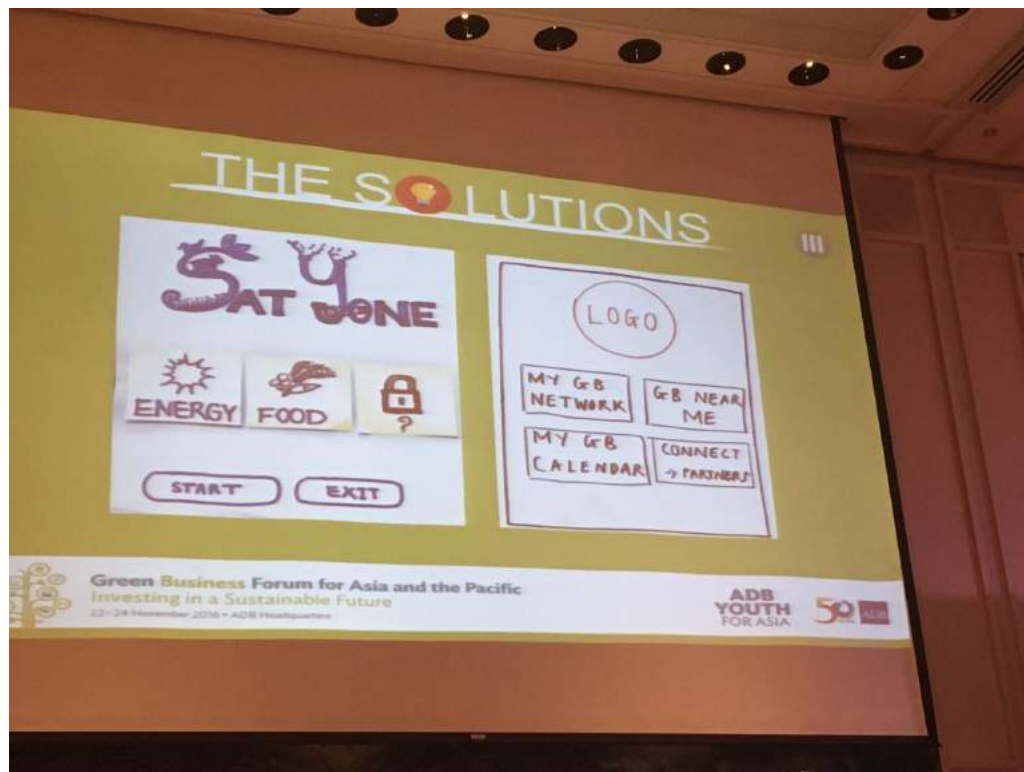
.@YouthForAsia's Audrey Jalbuena talks abt youth's role in mobilizing private sector finance #GreenBizAsia #ADBGBF2016 pic.twitter.com/WPEkH2cbAp

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Young #GreenBizAsia delegate A. Jalbuena shares youth's vision to help develop green biz in the region. #SDGen #Youth4GG pic.twitter.com/Lz4S9XXWhS

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#GreenBusiness apps proposed as tech solutions to mobilizing private sector finance  
 @YouthForAsia #GreenBizAsia #ADBGBF2016 [pic.twitter.com/TelXAhyAr9](https://pic.twitter.com/TelXAhyAr9)

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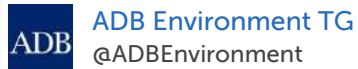


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.@ADBEnvironment's D. Ponzi underscores the crucial role of youth in promoting green business in Asia and the Pacific. #GreenBizAsia [pic.twitter.com/Tmokwgr4gu](https://pic.twitter.com/Tmokwgr4gu)

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Youths are creative, engaged, and immersed. They are effective communicators.- D. Ponzi  
[@YouthForAsia](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



chris morris  
@cmorris808

[@YouthForAsia](#) the ADB Youth for Asia impressive contribution to the Green Business Forum  
[@ADB\\_HQ](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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Youths can help spread the message about [#GreenBusiness](#) - Amy Leung [@YouthForAsia](#)  
[#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO

Youth are the source of creativity, out-of-the-box thinkers,  
the ones who can move and drive good change,  
and radical change sometimes.

- Daniele Ponzi

Technical Advisor (Environment) and Chair,  
Environment Thematic Group Committee, ADB

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**YOUTH**  
**FOR ASIA**



.@ADBEnvironment's D. Ponzi: Being effective communicators, youth can be powerful in spreading the message across population. [#GreenBizAsia](#) [pic.twitter.com/YFvf0QhPvy](#)

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Youth are savvy in technology. Youth can communicate far better, and youth roadmapping sessions have been successful.

- Amy Leung

*Deputy Director General concurrently Chief Thematic Officer,  
Asian Development Bank*

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.@ADB\_AmyL highlights the contribution of youth in the First @ADB\_HQ Green Business Forum #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/vaY2zFF3Jo

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**chris morris**  
@cmorris808

@YouthForAsia signiture Solutions Search activity winning Green Business presented @ADB\_HQ #GreenBizAsia #ADBGBF2016 Awesome @sdgen

A YEAR AGO



Awarding of ADB Youth for Asia Green Business Solutions Search now happening #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/pdX9mn8CJZ

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#GreenBusiness Solutions Search winners awarded today! #GreenBizAsia #ADBGBF2016 @YouthForAsia pic.twitter.com/bMXsjUpkIO

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Youths are the change agent. - Amy Leung @YouthForAsia #GreenBizAsia #ADBGBF2016

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.@ADBEnvironment's D. Ponzi looks forward to more engagement between @ADB\_HQ and youth.  
#GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/0ZJaupB3AS

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.@ADB\_AmyL closes #GreenBizAsia youth session: Youth, you are the change agent. @ADB\_HQ should work w/ you more. #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/pDa4VB65cG

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**David Turik**  
@DTurik

Very inspiring young speakers at Youth session this morning at ADB, our world is in good hands! #GreenBizAsia #ADBGBF2016

 A YEAR AGO

Track 3A: Sustainable Farming, Soft Commodities, Agro-processing, and Food Industry discussed a holistic cradle-to-grave vision for the industry based on greening agriculture, food manufacturing, and distribution.



Now: [#GreenBizAsia](#) panel on sustainable farming [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#)  
[pic.twitter.com/kLaFlilQPt](https://pic.twitter.com/kLaFlilQPt)

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Anja GmbH M. Buckley zooms in on food and SDGs [#GreenBizAsia](#) [#ADBGBF2016](#) [#SDGen](#) [#Youth4GG](#) [pic.twitter.com/Ah8dzs12Bj](https://pic.twitter.com/Ah8dzs12Bj)

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Marc speaking at the panel about #sustainablefarming, #softcommodities, #agroprocessing and #foodindustry



□ @ADBEnvironment #GreenBizAsia pic.twitter.com/Eos5cwGVqL

🐦 ANJA GMBH & CO. KG @ADAPTIVELOHAS · A YEAR AGO

.@ECHOstore Owner P. Juan shares her #socent story, encourages people to shift to eco lifestyle  
#GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/75fEhGtmej


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In Malaysian Mosaic, employees get incentives for achieving energy cost-saving targets - P. Patail #GreenBizAsia


 A YEAR AGO



**ADB Youth For Asia**

@YouthForAsia

Eat good food, safe food, and fair food. - @ECHOstore Owner P. Juan #GreenBizAsia  
#ADBGBF2016 #SDGen #Youth4GG


 A YEAR AGO



**M.E.C. Aguinaldo**

@BullishMECA

Be inspired like me on the topics of slow food, eating green and clean @ECHOstore from the Philippines! @ADB\_HQ #GreenBizAsia #ADBGBF2016

 A YEAR AGO

Track 3B: Greening Industry: Improving Resource Use, Reducing Waste examined how a range of industries address resource use and efficiency, including identifying use of new and innovative materials and business scope expansion.

Panel on Greening Industry: Improving Resource Use, Reducing Waste starting off with intro by Maleki founder Matthias Gelber #GreenBizAsia pic.twitter.com/RMIBwQYcOH

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Pavel Cech of Resource Co talks abt recovering resources to green up industries in Asia #GreenBizAsia #ADBGBF2016 pic.twitter.com/tlIDD1g4Hd

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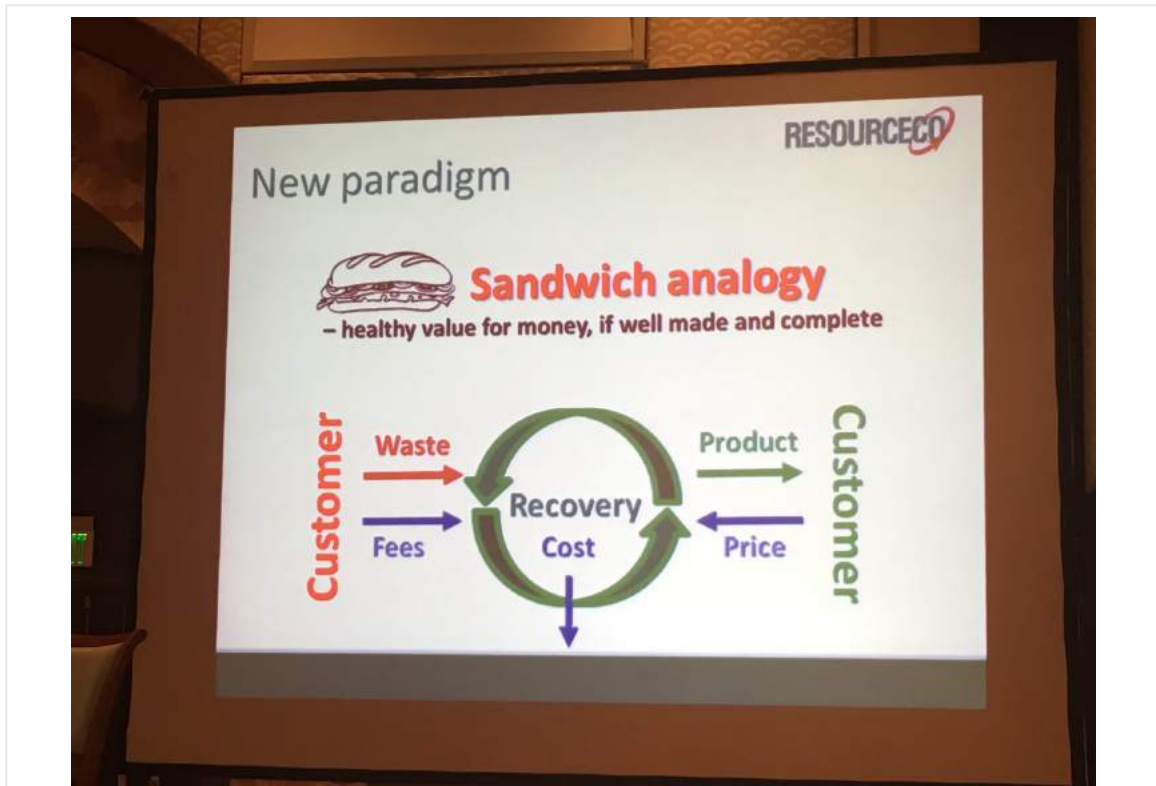
"This is the sad reality of Asia. Incineration is a common solution." P. Cech #GreenBizAsia #ADBGF2016 [pic.twitter.com/mx0ZzvOqGQ](https://pic.twitter.com/mx0ZzvOqGQ)

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Hard truths about waste management in Asia according to P. Cech #GreenBizAsia #ADBGF2016 [pic.twitter.com/G9VWOjCnOu](https://pic.twitter.com/G9VWOjCnOu)

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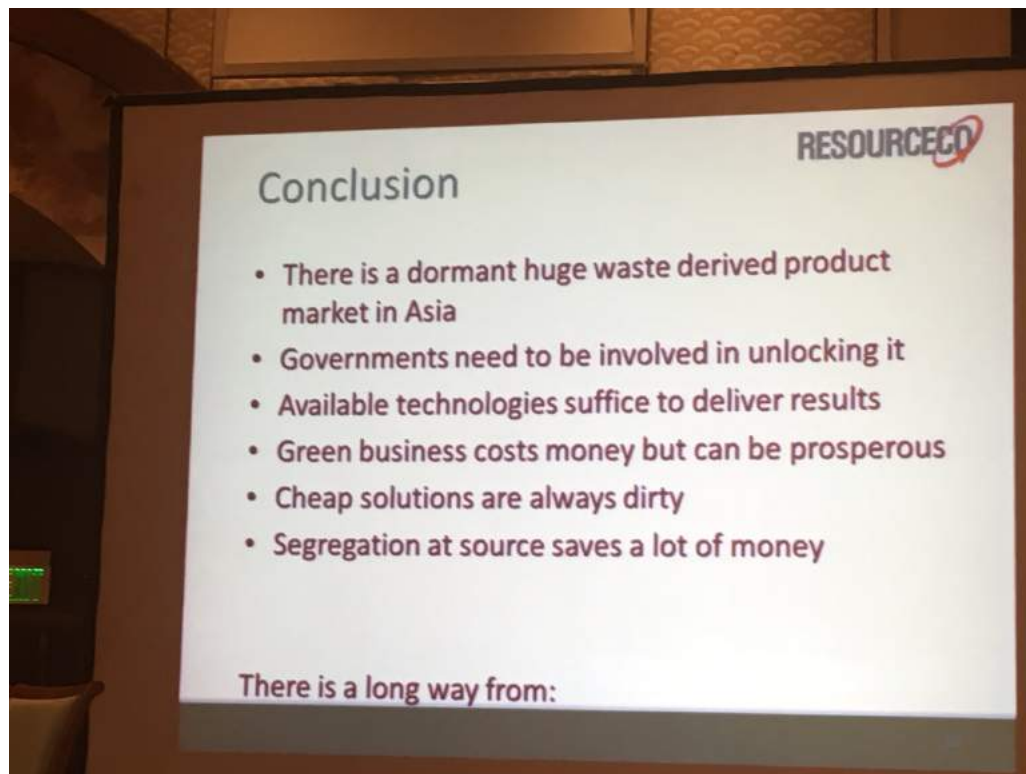
P. Cech uses sandwich analogy to propose solution to waste problem in Asia [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/8yZtWv2LXX](#)

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If we don't design green, we will have a problem in the future. Don't wait for future tech. - P. Cech [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



P. Cech believes there's no need to wait for technologies to manage waste. Solutions require investments & gov't involvement [#GreenBizAsia pic.twitter.com/5alkRGYisz](https://twitter.com/5alkRGYisz)

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NOW: Panel discussion on greening industry- improving resource use & reducing waste  
[#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/4HUYTdYPSF](https://pic.twitter.com/4HUYTdYPSF)

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You can put technology out there, but if people don't understand it, it will go to waste. - Puan Patail of Malaysian Mosaic [#GreenBizAsia](#)

 A YEAR AGO

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Malaysian Mosaic has saved RM20 million after the first year of implementing green changes - P. Patail [#GreenBizAsia](#)

 A YEAR AGO


Greening saves money. -Tamal Sarkar of Foundation for MSME Cluster in India #GreenBizAsia #ADBGBF2016 pic.twitter.com/DU9J4ldtUp

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One of the main problems of green initiatives in India is the availability of service providers - Tamal Sarkar #GreenBizAsia #ADBGBF2016

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If we won't pay for proper waste solutions, problems will remain and increase. -P. Cech #GreenBizAsia #ADBGBF2016

 A YEAR AGO





Anthony Halog stresses importance of making the supply chain sustainable and educating the youth  
[#GreenBizAsia](#) [#ADBGF2016](#) [pic.twitter.com/dRvwWfi3cy](#)

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What is circular economy? A. Halog shows this video for #GreenBizAsia participants  
[youtube.com/watch?v=zCRKvD...](#)

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Shifting to a circular economy will allow us to double our resources - A. Halog #GreenBizAsia #ADBGBF2016 pic.twitter.com/m8SMC8OwpM

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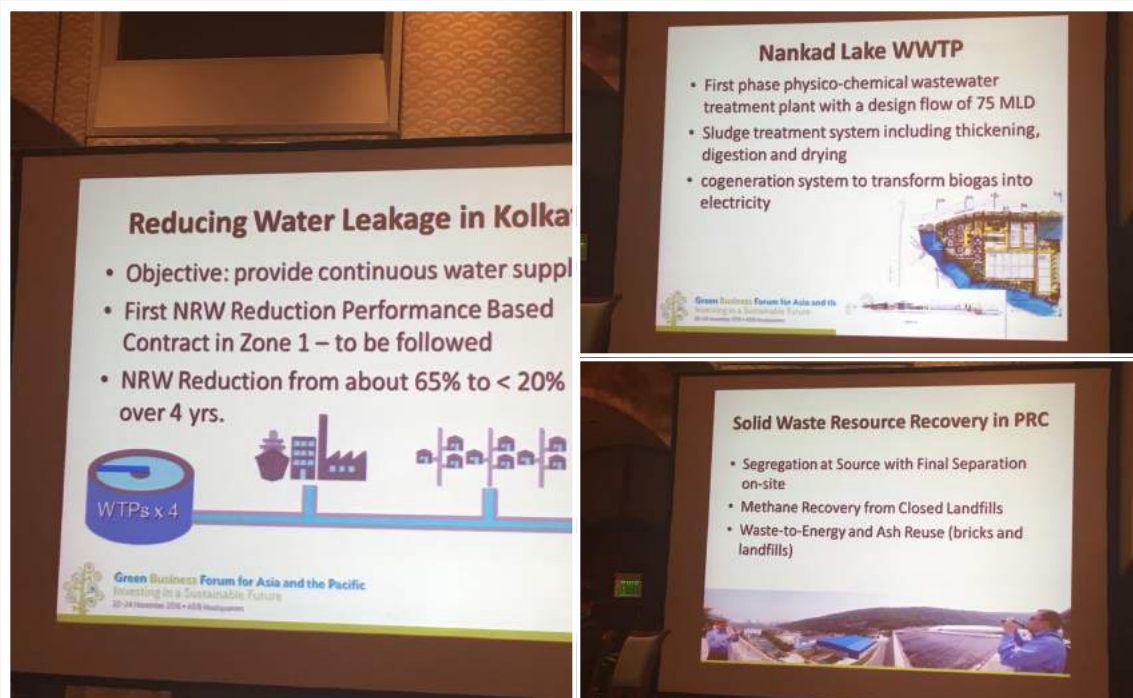
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We're all in this together whether we are in developed or developing country. Each of us has something to contribute.-A. Halog #GreenBizAsia

 A YEAR AGO

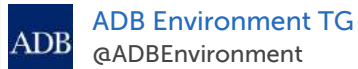
Cities consume 70% of the world's resources - @ADB\_HQ's Tatiana Lizon #GreenBizAsia #ADBGBF2016 pic.twitter.com/LT40bH7zMv

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Some examples of good waste management in Asia presented by @ADB\_HQ's Tatiana Lizon #GreenBizAsia #ADBGBF2016 pic.twitter.com/6lLv6Np4CB

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Greening is about changing the mindset about your business to do good and do well for environment in the process - P. Patail [#GreenBizAsia](#)

A YEAR AGO



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There's no such thing as waste. It's something that can be made into something else - Tamal Sarkar [#GreenBizAsia](#) [#ADBGBF2016](#)

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Waste is waste until you do something with it. And it requires creativity, money. - Pavel Cech [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



Visual summary of greening industry panel by [@elbertor](#) of [@PushpinVisuals](#) [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/TlUc6ydato](#)

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For developing countries, vested interests of various groups are major roadblocks. -Pavel Cech  
[#GreenBizAsia](#) [#ADBGBF2016](#)



A YEAR AGO



**ICLEI Southeast Asia**  
@icleiseas

Gallego-Lizon on Greening the Industry: We need the citizens to be part of the solution otherwise it wouldn't work. [#GreenBizAsia](#) [#ADBGBF2016](#)



A YEAR AGO



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We all contribute to the problem: our consumption patterns need to be revisited and managed. -  
[@ADB\\_HQ's Tatiana Lizon](#) [#GreenBizAsia](#)



A YEAR AGO



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We also need to manage resources and consider technology as a solution and not just a problem.  
- [@ADB\\_HQ's Tatiana Lizon](#) [#GreenBizAsia](#)



A YEAR AGO



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The solution to system approach is to understand the interconnectedness of issues - Anthony Halog  
[#GreenBizAsia](#) [#ADBGBF2016](#)



A YEAR AGO



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Consider the potential big contribution of small institutions - Tamal Sarkar [#GreenBizAsia](#)  
[#ADBGBF2016](#)



A YEAR AGO



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Plan, plan, plan and execute. - Puan Patail #GreenBizAsia #ADBGBF2016

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Internalize impact of action before acting. - Pavel Cech #GreenBizAsia #ADBGBF2016

A YEAR AGO

Track 3D: Innovation and Green Business highlighted the challenges and opportunities of green business innovation in the region.



Innovation and #GreenBusiness panel session starting now. #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/r4ZwicguJW](https://pic.twitter.com/r4ZwicguJW)

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Businesses fail when they fail to innovate. - David Sundahl #GreenBizAsia #ADBGBF2016

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David Sundahl talking about disruptive innovation #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/KNvGETUhrA](https://pic.twitter.com/KNvGETUhrA)

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Disruptive innovations have to be measured differently from current business. - David Sundahl  
#GreenBizAsia #ADBGBF2016

 A YEAR AGO



Carlo Figa Talamanca of Sustainable Green Fuel Enterprise talks about producing clean charcoal in Cambodia [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/pal03gicaa](https://pic.twitter.com/pal03gicaa)

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Innovation in Cambodia charcoal industry in a single photo - C. Talamanca [#GreenBizAsia](#)  
[#ADBGBF2016](#) [pic.twitter.com/x5rVITaStd](#)

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In marketing our eco-friendly product, benefits for environment aren't mentioned -C. Talamanca  
[#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/gGpgYq3OW9](https://pic.twitter.com/gGpgYq3OW9)

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We should be anxious for profitability but patient for growth. - David Sundahl [#GreenBizAsia](#)  
[#ADBGBF2016](#)

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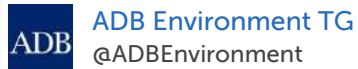
We worked with the government and were able to get tax exemption for a few years w/c increased our profit margin-C. Talamanca [#GreenBizAsia](#)

A YEAR AGO

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As of June 2016, we saved 175,000 trees = forest area of 193 football fields -C. Talamanca  
[#GreenBizAsia](#) [#ADBGBF2016](#)

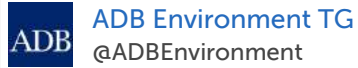
A YEAR AGO



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Don't sell something you can do, do something that you can sell. - C. Talamanca #GreenBizAsia #ADBGBF2016

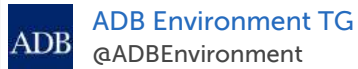
A YEAR AGO



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In India, there are 39 million people who don't have access to electricity.- Pollinate Energy India #GreenBizAsia #ADBGBF2016

A YEAR AGO



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It's not abt providing green products, it's abt providing good products that have a green benefit - K. Kimmorley #GreenBizAsia #ADBGBF2016

A YEAR AGO



Phat Nguyen talks abt products supported by Inclusive Business Accelerator in Viet Nam #GreenBizAsia #ADBGBF2016 [pic.twitter.com/iedFJlVFRE](https://pic.twitter.com/iedFJlVFRE)

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Patrick Chan showcases eco-hat which is designed for people working outdoors #GreenBizAsia #ADBGBF2016 [pic.twitter.com/FV6fu0m3wJ](https://pic.twitter.com/FV6fu0m3wJ)

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Target the nonconsumers market. - Patrick Chan #GreenBizAsia #ADBGBF2016


 A YEAR AGO

Patrick Chan on riding the mega train of sustainability #GreenBizAsia #ADBGBF2016  
[pic.twitter.com/omSon3HF83](https://pic.twitter.com/omSon3HF83)

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Green jobs is something many youth are interested in & can address youth unemployment. - L. Lima #GreenBizAsia

 A YEAR AGO


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Work hard to stand on own two feet, don't wait for handouts - Katerina Kimmorley of Pollinate Energy India #GreenBizAsia #ADBGBF2016

 A YEAR AGO

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It may be hard to work with gov't sometimes but in some cases it will work when they see value for citizens - C. Talamanca #GreenBizAsia

 A YEAR AGO



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Whether you like it or not, govt is there & we need to work with them. Be proactive & use direct approach-P.Nguyen [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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Only a few people have the luxury to think about being more green. - D. Sundahl [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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Innovation should address people's needs that are not currently being met. - D. Sundahl [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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Consider people's priorities, mindset, in developing products/services. [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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The most successful businesses now are those that require low investments and use shared technology - K. Kimmorley [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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The mega train of sustainability is for everyone to ride in - P. Chan [#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO



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Green business is the business of the future bec. sustainability is a big concern - C. Talamanca  
[#GreenBizAsia](#) [#ADBGBF2016](#)

A YEAR AGO

Track 3C: Greening the Service Sectors examined how green innovations in the service sector are generating environmental and social benefits across Asia and the Pacific.



NOW: Session on greening the service sector ongoing. [#GreenBizAsia](#) [pic.twitter.com/alJru2SaWl](#)

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**M.E.C. Aguinaldo**  
@BullishMECA

[#HappeningNow](#) On stage is the drone man himself [@RoderickRuhl](#) on drone use for sustainability. [#ADBGBF2016](#) [#GreenBizAsia](#)

A YEAR AGO

As the Green Business Forum drew to a close, the audience had a chance to revisit themes and trends discussed over the three days during the closing plenary.



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WATCH: Catch the key highlights of the Green Business Forum in this video by [@PushpinVisuals](#) [#GreenBizAsia](#) [bit.ly/2gmSAXx](#)

A YEAR AGO



LIVE: [@ADB\\_HQ](#) VP Gupta speaks in closing plenary for the first Green Business Forum for Asia and the Pacific [#GreenBizAsia](#) [#ADBGBF2016](#) [pic.twitter.com/OCGDKriYSx](https://pic.twitter.com/OCGDKriYSx)

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At the Post-Forum Special Session: Investment Opportunities for Nature-Based Tourism in the Coral Triangle (jointly led by ADB and WWF Coral Triangle Program), panelists discussed sustainable tourism in the context of the Pacific.





.@ADBAndNGOs' @hedupuy opens panel on Investment Opps for Nature-based Tourisms in the #CoralTriangle. #GreenBizAsia #ADBGBF2016 pic.twitter.com/nQouk1oQo0

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LIVE: @WWF\_Philippines CEO & President Jose Palma talking abt promoting eco tourism in the Coral Triangle #GreenBizAsia #ADBGBF2016 pic.twitter.com/RqPDY4p21k

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.@WWF\_Philippines CEO J. Palma talks abt #sustainabletourism in the #CoralTriangle #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/zl3ckJ3w70

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3 Pillars of Sustainable Tourism

- (i) natural capital management
- (ii) visitor satisfaction
- (iii) community benefits

- Jose Palma  
CEO & President, WWF Philippines



.@WWF\_Philippines CEO & Pres. J. Palma on #sustainabletourism and #CoralTriangle #GreenBizAsia #ADBGBF2016 pic.twitter.com/XQsOEMOSYG

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Lida Pet-Soede chairing special post-forum session with @ADBWWFPartnersh on the #CoralTriangle initiative #GreenBizAsia #ADBGBF2016 pic.twitter.com/QcFV9zLx9G

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#TimorLeste Natl Dir for Tourism J. Quintas: We have to make sure that our tourism dev't in Timor-Leste is in the right track. #GreenBizAsia pic.twitter.com/9u7pnZwxqA

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### 3 Elements in Eco-tourism

- (i) economic benefits of the community
- (ii) preservation of local culture
- (iii) preservation of the environment itself

- Jose Felipe Dias Quintas  
National Director, Tourism Marketing and International Relations, Timor-Leste

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#TimorLeste Natl Dir for Tourism J. Quintas promotes #ecotourism #GreenBizAsia  
[pic.twitter.com/nh8Hr0igzR](https://pic.twitter.com/nh8Hr0igzR)

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#PapuaNewGuinea Tourism Dir A. Trawen: In the Pacific, you cannot separate nature and culture.  
#GreenBizAsia [pic.twitter.com/MMOVtmNJhC](https://pic.twitter.com/MMOVtmNJhC)

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How can small Pacific countries compete in the tourism market? Innovative ideas here at [#ADBGBF2016](#) [#GreenBizAsia](#) [#CoralTriangle](#) [pic.twitter.com/bNvYMzWHJM](http://pic.twitter.com/bNvYMzWHJM)

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**M.E.C. Aguinaldo**  
[@BullishMECA](#)

"You cannot separate culture from nature." -- PNG Tourism Planning Chief [#GreenBizAsia](#)  
[#ADBGBF2016](#) [@ADB\\_HQ](#)

 A YEAR AGO

## 5 Key Areas in Papua New Guinea's Tourism Master Plan

- (i) Transport and Infrastructure
- (ii) Marketing
- (iii) Investment and Product Development
- (iv) Institutions and Partnership
- (v) HRD

- Alcinda Trawen, Director, Policy and Planning  
PNG Tourism Promotion Authority, Papua New Guinea

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#PapuaNewGuinea faces perception challenges, but tourism initiatives are already in place - PNG Tourism Dir A. Trawen #GreenBizAsia pic.twitter.com/jX2KYgupy8

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**ADB Youth For Asia**  
@YouthForAsia

We seek to partner with associations which have linkage to community initiatives.-  
#PapuaNewGuinea Tourism Dir A. Trawen #GreenBizAsia

A YEAR AGO



**M.E.C. Aguinaldo**  
@BullishMECA

Reverse surfing model safeguards the carrying capacity of PNG. Part of revenues channeled for rubbish collection. #GreenBizAsia #ADBGBF2016

A YEAR AGO

Tourism cannot continue without the local people appeased.  
They're the natural stewards of the environment.  
They just need to be incentivized to also be able to make a living.

- Alcinda Trawen, Director, Policy and Planning  
PNG Tourism Promotion Authority, Papua New Guinea

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#PapuaNewGuinea Tourism Dir A. Trawen underscores imp'tance of collab bet orgs & local communities for #sustainabletourism. #GreenBizAsia [pic.twitter.com/uEnhRPvyBR](https://pic.twitter.com/uEnhRPvyBR)

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**ADB Youth For Asia**  
@YouthForAsia

Asia-Pacific now accounts for 30% of the global tourism market by value. - @Coral\_Triangle  
Lead Lida Pet-Soede #GreenBizAsia

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Why invest in sustainable nature-based tourism in #CoralTriangle? #ADBGBF2016 #GreenBizAsia helps answers this. [pic.twitter.com/LLVn6Nc2a7](https://pic.twitter.com/LLVn6Nc2a7)


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.@LidaPetSoede: what are important criteria & conditions for facilitation of private investment to achieve countries' visions? #GreenBizAsia

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.@ADB\_HQ's @A\_JParker: We're seeing tourism as a driver of conservation and economic development. #GreenBizAsia #ADBGBF2016 #SDGen #Youth4GG pic.twitter.com/wlty4T9ytA

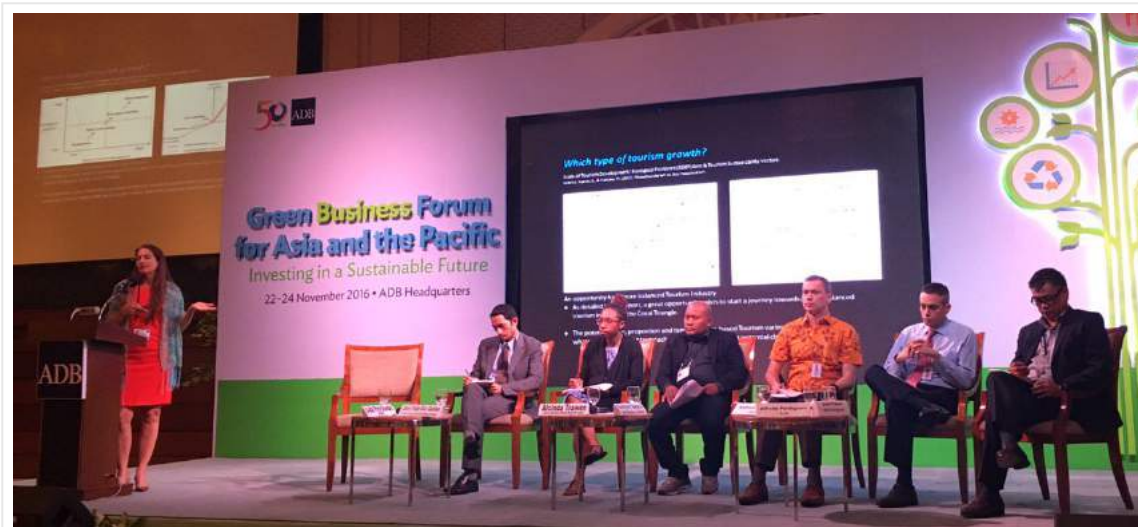
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We're seeing tourism as a driver 4 conservation & economic devt. This is an entry point. – @ADB\_HQ's Andrew Parker #ADBGBF2016 #GreenBizAsia

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What type of investments are needed for sustainable nature-based tourism in #CoralTriangle? Experts share views at #ADBGBF2016 #GreenBizAsia pic.twitter.com/fu0awXWgPq

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If you're trying to attract foreign investors,  
they're going to look at the business operating environment.  
Regulatory environment for foreign investment is a critical one.

- Andrew Parker  
Principal Social Sector Economist,  
Pacific Regional Department, Asian Development Bank

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FOR ASIA



Post-forum Special Session on Investment Opportunities for Nature-based tourism in the  
#CoralTriangle ongoing #GreenBizAsia #ADBGBF2016 [pic.twitter.com/1HrV2WA3Km](https://pic.twitter.com/1HrV2WA3Km)

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"Work in value chain." – @ADB\_HQ's Alfredo Perdiguero #GreenBizAsia #ADBGBF2016



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Govts & industries discuss ways to invest in sustainable nature-based tourism in [#CoralTriangle](#) at [#ADBGBF2016](#) [#GreenBizAsia](#) [pic.twitter.com/6wxal0mr9C](https://pic.twitter.com/6wxal0mr9C)

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"Future tourists will be from China and India, and they are looking for nature." – @ADB\_HQ's Alfredo Perdiguero [#GreenBizAsia](#) [#ADBGBF2016](#)

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Papua New Guinea has a million new journeys. [#CoralTriangle](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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Solomon Islands' pristine landscape attracts tourism investment. [#CoralTriangle](#) [#GreenBizAsia](#) [#ADBGBF2016](#)

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Experts @ [#GreenBizAsia](#) say more investments in basic infrastructure & producing higher value added products & services play key roles.



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Nature-based tourism makes up 25% of world's tourist market. [#CoralTriangle](#) [#GreenBizAsia](#) [#ADBGBF2016](#)



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Sustainable nature-based tourism can play a role n conserving [#CoralTriangle](#)'s valuable coastal & marine resources [#GreenBizAsia](#) [#ADBGBF2016](#)



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Sustainable nature-based tourism has a role in ensuring food security & livelihoods in the [#CoralTriangle](#) region. [#ADBGBF2016](#) [#GreenBizAsia](#)



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