

The 3rd International Conference

on **Green**Purchasing Suwon

Date 20~23 October 2009

Venue Gyeonggi Arts Center, Hotel Castle (Suwon, Korea)

www.ICGPsuwon.org

We cordially invite you to the 3rd international conference on Green Purchasing!



Ryoichi Yamamoto Chairman of IGPN

It was groundbreaking that the G8 leaders and the MEF countries agreed at the summit in L'Aquila, Italy to try to limit global warming to just 2°C above pre-industrial levels.

It is now predicted that the glacier of the Himalayas, Tibet and the Andes would melt within 20 years, adverse effects of the ocean acidification would come to the surface within a few decades, the North Pole sea ice would disappear during summer in 20 years, with 2°C rise in temperature 20 – 40% of the tropical rain forest in the Amazon would wither or die and 1 million species would become extinct. And, according to scientists, the Point of No Return, when the temperature rise exceeds 2°C, could be only 20 years away.

The keywords to solving the problems are Green Growth, Green Recovery, and achieving Green Economy by Green New Deal, In particular, Green Purchasing for the mitigation and adaptation of global warming and purchasing activities to assist developing countries will strongly assist in achieving Green Economy, IGPN strongly support the 2°C climate target and express that we plan to realise it by Green Purchasing.

I am pleased that businesses, consumers and governments will have the opportunity to discuss issues and strategies for further dissemination of Green Purchasing at our 3rd International Conference, It will be a milestone for Green Purchasing issues, and I will be honoured to share the experience with you in Suwon.

Chairman of IGPN

Rysichi Gamamoto

Ryoichi Yamamoto

Build up the wisdom and courage to save the Earth in Suwon!

On behalf of the 1,1 million citizens of Suwon and the steering committee of the International Green Purchasing Conference, I invite you to the 3rd International Green Purchasing Conference to be held from October 20 to 23, 2009, in Suwon City.

At the 3rd International Green Purchasing Conference in Suwon, following the first conference in Sendai, Japan, in 2004 and the second conference in Barcelona, Spain, in 2006, environmental experts from around the world will gather and engage in discussions on Green Purchasing as a tool that can ensure the future of the Earth in the 21st century.



Yong-Seo Kim
Co-chair of the Organizing Committee
Mayor of Suwon City

This meeting is particularly significant as companies, consumers, and interested parties from public organizations worldwide will gather in one place to devise means by which to address environmental risks on a broad scale under the theme of "Tackling Climate Change through Green Purchasing."

I hope to see all of you at the 3rd International Green Purchasing Conference so we can share our wisdom and courage to save the Earth. I look forward to seeing you in Suwon!

Co-chairs of the Organizing Committee / Mayor, City of Suwon

Yong Seo Kim



David Cadman President of ICLEI

Overcome climate change through green purchasing!

Without urgent global action now to tackle climate change we are destined to do irreparable damage to our planet, and leave our children with a shameful legacy.

Central to any solution will be changing the way we consume -both what we consume and how much we consume. We need to buy less, to buy energy efficient products, and to buy goods made from renewable materials using sustainable production processes,

ICLEI - Local Governments for Sustainability recognises the opportunity which public authorities have across the world to help this process, In Europe, for example, public sector spending corresponds to 16% of GDP. This huge purchasing power can and should be used to push the market towards more sustainable production, and to set an example to companies and the general public that it pays to buy green,

As a proud founding member of the IGPN we also recognise that making progress means working together, and this conference provides a unique forum for all stakeholders - businesses, consumers and public authorities - to come together and map out a new path forward,

At its recent World Congress in Edmonton ICLEI's municipal membership determined that more rapid action, and more radical solutions are required for humans to adapt their ecological footprint to a sustainable level that the biocapacity of the Earth can support,

Buy green, only.

President of ICLEI David Cadman

Tackling Climate Change through Green Purchasing, an opportunity for global networking!

The recent dimensions of climate change are turning the theory that the manmade industrial activity is capable of destroying our ecological system into an inescapable truth, As our fears become reality, nations and their leaders worldwide are pressed by the imperative need for measures to address climate change.

The belated yet fortunate recognition of this problem is only the beginning of the winding path before us; therefore, the cooperation and participation of all parties involved - governments, industries and consumers - is crucial. The central issue here is the establishment of a low-carbon green market for the promotion of green purchasing. The amendments in technologies, policies and rationales necessary for this task will remain our main mission.

The 3rd International Green Purchasing Conference offers an exceptional forum for the world to reinforce practical methods, to strengthen efforts and to build broad networks for "Tackling Climate Change through Green Purchasing", In order to achieve this, leading organizations worldwide that foresaw the promise of green purchasing in the 20 years following the RIO SUMMIT have joined together to arrange this international conference through their utmost efforts, During our preparations, we have expressed our conviction that a global green purchasing organization may be emerging while firmly rooted in local demands around the world including Europe, Asia and North

Taking Green Growth in as one of our national priorities, South Korea has now joined the grand central force to revive our planet, Therefore, at this international conference, not only will we share exhibition materials but also vast experience through which climate change and Green Purchasing, South Korea, national governments, civilians and the world can embark on a new future,

Co-chairs of the Executive Committee / Co-representative, KGPN

Duk Seung Lee O/







Duk-Seung Lee Co-chair of the Executive Committee Co-representative, KGPN



■ Title: The 3rd International Conference on Green purchasing ■ Theme: Tackling Climate Change through Green Purchasing

■ Date : October 20~23, 2009

■ Venue: Gyeonggi Arts Center, Hotel Castle, Hwaseong Palace

Hosted by: International Green Purchasing Network (IGPN), ICLEI – Local Government for Sustainability

■ Organized by: The Organizing Committee of the 3rd Int'l Conference on Green Purchasing

Korea Green Purchasing Network (KGPN), Korea Environmental Industry & Technology Institute (KEITI)

Korea Consumer Agency (KCA), Korea National Cleaner Production Center (KNCPC)

Korea Business Council for Sustainable Development (KBCSD)

Local Sustainability Alliance of Korea (LSAK)

Resource Circulation Industry Promotion Association (RIPA) / Suwon YMCA

Supported by: Presidential Committee on Green Growth, Ministry of Environment, Ministry of Knowledge Economy,

Fair Trade Commission, Public Procurement Service, Gyeonggi Province, Suwon City

Green Start Network, Korea Environmental Goods Producers Association

Partners: United Nations Department of Economic and Social Affairs (UNDESA)

United Nations Environment Programme (UNEP)

United Nations Economic and Social Commission for Asia and Pacific (UNESCAP)

CITYNET, Asian Productivity Organization (APO)

The 3rd International Conference on Green October 20~23, 2009

Purchasing |WON





Objectives: Combatting Climate Change with Green Growth and expanding the Green Purchasing Network

- Confirming the role of green purchasing in building a sustainable socioeconomic system for the world while developing specific implementation strategies with the goal of mitigating climate change. In particular, promoting the importance of green growth in Asia and finding a role and place for green purchasing in successfully achieving green growth.
- Promoting mutual partnerships in formulating a 10-year framework of programs on sustainable consumption and production currently being pursued by the UN's Marrakech Process so as to reflect the opinions of officials in the public sector, business groups, consumers and NGOs,
- Forming a global network to support green purchasing by sharing the systematic, technical knowl edge and experience necessary for implementing and expanding green purchasing and providing opportunities for cooperation,



The emblem expresses partnership between consumers and producers to save the green earth holding hands in hands each other,

Conference Structure

Xeynote Speech

Thinking Green: Al Gore(45th Vice President of U.S.A)

Green Growth and Green Purchasing: Chung, Rae-Kwon(Ambassador for Climate Change)

>> Presentation & Practice

The Marrakech Task Force on Sustainable Public Procurement: Eveline Venanzoni / Chair, The Marrakech TF on SPP, Swiss Government(B1)

What is happening in Europe: Simon Clement / ICLEI(B1)

What is happening in the Asia region : Augustine Koh / GPN Malaysia(B1)

US experiences with GPP: Julie Shannon / US Environmental Protection Agency(B1)

Case studies on SPP: City of Sendai(Japan), King County(USA), Eco-Buy(Australia), Public Procurement Service(Korea)(B1)

Embedding sustainable public procurement in developing countries: UNEP's capacity building project on SPP: Farid Yaker / UNEP DITE(B1)

Developing green purchasing criteria - prioritizing and stakeholder involvement

: Peter Nohrstedt / Environmental Management Council (MSR), Sweden(B1)

Supplier engagement: Improving communication and dialogue between public authorities and suppliers(B1)

: Dana Peterson / New Zealand MoE(B1)

Ecolabels and other product labelling in sustainable procurement: Dr Ning Yu / Environment and Development Foundation & Chair, Green Purchasing Alliance, Chinese Taipei(B1)

Chinese business' green purchasing strategy to improve environmental performance: China BCSD(B2)

Greening the market through green product purchasing and supply: Takamatsu Kazuko, Vice President of Environment Affairs, SONV(B2)

Japanese green purchasing policies for low-carbon society and the implications for Korean business: Soo-Chul Lee, Professor, Meijo University(B2)

Global companies' efforts driving sustainable consumption and green technology deployment

: Ichin Cheng, Director&Partner, Sustainable Innovation Lab.(B2)

Green purchasing as a new growth engine towards Low-carbon Green growth: Presidential Committee on Green Growth(B2)

Partnerships between SME suppliers and retailers to promote Green Purchasing: Selichi Ueyama, Member of Environmetal Advisory Board, AEON(B2)

The Policy Task for Low carbon green consumption: Soon-Young Bae / Korea Consumer Agency(B3)

Policy to support consumer's Green Purchasing: So-young Lee/ Pusan University, Dong-in Shin/MoE Korea(B3)

Case Study of overseas sustainable consumer education: Victoria W, Thoresen / Hedmark University(B3)

Green Purchasing & Consumer Education Tasks: Yoshiaki Takahashi / Cabinet Office, Government of Japan(B3)

Measures to revitalize Green Marketing for Active Green Product Purchasing: Peter J, Boyle / Central Washington University(B3)

Overseas Green Marketing guideline and strategies: Hideki Nakahara / Tokyo City University(B3)

Green Marketing & Labelling and Advertizing regulation: Jung-hun Kim / Korea Fair Trade Commission(B3)

10—Year Framework of Programmes on Sustainable Consumption & Production (10YFP on SCP): David Le Blanc / UN-DESA(S1)

Resource Recycling and Green Purchasing: Woo-zin Choi / Professor, Suwon University(PB1)

	Eve Events	Opening Ceremony & Plenary 1	Paralle	l Break-out	Session	Special Lecture
Date	20 Oct.	21 Oct.	21 ~ 22 Oct.			22 Oct.
Time	10:00~20:00	09:30~12:20	20 Oct, 14:00~18:00/21 Oct, 09:00~12:00			13:30~14:30
Contents	Green Market, Green Village Festival, etc.	Opening Performance	B1 Public Authority	B2 Business	B3 Consumer	SL1 Special Lecture
		Opening Ceremony				
		P1 Plenary 1 Keynote Speech 1 Keynote Speech 2				15:00~16:00
						SL2 Special Lecture * (Suwon City hall)



Case Studies for Resource Recycling and Green Purchasing: Katsuhiko Shinogami/Nippon Steel, Graham Randles / London Remade(PBI)

Green Growth & Methods for Promoting Resource Recycling : Korea, Japan, China, Chinese Taipei(PBI)

Successful Green Procurement through Local Agenda21: Emilio D'alessio / President of Italian Local Agenda 21 Association,

Yoo MiHwa / Manager of Green Consumers Network of Ansan city(PB2)

Green Procurement through green life: Moon Sung-Sik / Office director of Eco-products promotion office, KEITI(PB2)

Case study of the Local Governments' Green Purchasing partnership for CO2 neutrality: Nagatoshi Ogawa / Associate Director of department of

Lake Biwa & the Environment, Shiga Prefecture, Lee JongHoon / Manager of Green Gyeongnam 21 Council(PB2)

The Need & Effect of Supply Chain: Masahiko Hirao / Professor, Tokyo University(PB3)

The actual condition and task for building up Green Partnership between Large, Medium and Small Enterprises in Korea

: Sung-Duk Kim / Director, Policy Development & Research Department, KNCPC, KITECH(PB3)

Building SCEM(Supply Chain Environment Management) between large and minor enterprise and practical opinion about green purchase

: SANG-HUN KIM / Direct of the Environment Quality Institute, HEAD OF THE ENVIRONMENT MANAGEMENT, Woongjin(PB3)

Green Purchasing through Green Partnership between Life Supplies Corporations:

Heon-Chang Jeong / Senior Researcher, Aekyung Central Research Laboratories(PB3)

Green Purchasing in POSCO: JONG-HEE LEE, POSCO Operating and Technology Division, Procurement Service Center, Materials Procurement Group(PB3)

Supply Chain Management Practices in India: Sharlene Chichgar, Green Purchasing Network India(P83)

Case study presentations on green purchasing in Asian Cities(PB4)

>> Training Program

Sustainable procurement: first step - Introductory training to implementing sustainable procurement run by the UK Department for Environment, Food and Rural Affairs: Barbara Morton / Sustainable Procurement Ltd /Defra - Procurement and Contracts Division

Discussion

Integrating climate into procurement opportunities and challenges(B1)

Practical policy recommendations and the efforts made for green purchase

: from business perspective in developed & developing countries(B2)

Proliferation of green market by developing environmental technology, standards, and certifications(B2)

Incorporating green purchasing into management: from both big companies and SME's perspective(B2)

Laying a Foundation for Green Consumption and Related Tasks at the Policy Level(B3)

Revitalizing consumer education on green consumption and information provision(B3)

Tasks and Strategies for Green Marketing(B3)

Encouraging Resource Recycling and Green Purchasing(PB1)

Encouraging Green Purchasing for CO2 Neutrality in Local (PB2)

Green Purchasing through Green Partnership between Corporations(PB3)

Toward Green Purchasing in Asian Cities(PB4)

	Partnersh	nip Session	Special Session	Plenary 2 & Closing Ceremony	
1	22	Oct,	22 Oct.	23 Oct,	
Ī	15:00	~18:00	15:00~18:00	09:00~12:00	
	PB 1 Encouraging Resource Recycling and Green Purchasing	PB 2 Encouraging Green Purchasing for CO2 neutrality in Local	S1 Workshop on SCP: Marrakech Process & the 10 YFP	P2 Special Lecture/ Discussion/ Suwon Declaration Announcement/ Press Conference Closing Ceremony	
Green Purch Green F	PB 3	PB 4 City-Net Session:		14:00~17:00	
	Green Purchasing through			F1 Feild Trip	
	Green Partnership Towards Green Purchasing	Towards Green Purchasing in		24 Oct, 09:00~17:00	
	between Corporations	Asian Cities		F2 Eco-Tour : DMZ	

The 3rd International Conference on **Green Purchasing**

Keynote Speakers



Al Gore

- 45th Vice President of U.S.A (1993–2001)
- Jointly won Nobel Peace Prize in 2007 with Inter-government Panel on Climate Change
- Currently the Chairman of Current Broadcasting Station, U.S.A., and chairman of Generation Chairman, Generation Investment Management
- Chairman of the Alliance for Climate Protection
- Documentary Film 'An Inconvenient Truth,' Book 'Earth in the Balance'

Former US Vice President Al Gore will give a keynote address at the International Conference on Green Purchasing held in Suwon on the 21st of October, Mr, Gore, who won the Nobel Peace Prize as an environmental activist; it currently states Mr, Gore who won the Nobel Peace Prize by changing himself into an environmental activist.

Advisor to the President of the United States, former leader of the US Congress, leader of the world, and the world's strongest and most influential voice against climate change, former vice president Al Gore is sending a strong message about the importance of green purchasing to overcome climate change,

Al Gore was born in Washington in 1948, graduated from Harvard University, and studied law and philosophy at Vanderbilt University. He joined the Vietnam War in 1960 as a reporter, and he also worked as a report for The Tennessean, Under the influence of Professor Revelle, his teacher from university, he became interested in environmental issues, and has been consistent in his efforts in the environmental movement thereafter. He was first elected in 1976 as a member of the House of Representatives of the Tennessee state legislature and elected four more times as a member of the House of Representatives, he held a hearing on environmental issues for the first time in the history of Congress.

He was elected as a Senator of Tennessee in 1984 and became the 45th Vice President of the United States in 1993. He continuously showed an interest in the environment, including leading international meetings on the environment including the Rio Summit, and publishing books on the environment such as 'The Earth in the Balance'. He has been focusing on the environmental movement full—time after his 2000 presidential election bid. He has also given more than 1,000 presentations informing people about the severity of the global warming problem around the world, Presently, he is the president of 'Current TV,' a non—fiction satellite broadcast station made by viewers, and is also a visiting professor at Middle Tennessee State University. His major publications include 'An Inconvenient Truth,' 'Quo Vadis Ubiquitous, and 'The Earth in the Balance.'

Rae Kwon Chung

- Ambassador for Climate Change, Republic of Korea
- UN ESCAP (The United Nations Economic and Social Commission for Asia and the Pacific) Director for Environment and Sustainable Development Division

After serving as the officer in charge in the Montreal Protocol of 1989, he participated in the negotiator for climate change that began in 1991, At the Rio Earth Summit held in 1992, he worked as the executive representative, incorporating the enforcement of patent practice as well as the transfer of public technology into the



Agenda 21 plan negotiation. While serving in the UN and the OECD, he has received a personal copy of the 2007 Nobel Peace Prize due to his contribution in the framework of IPCC special report on technology transfer which won IPCC the glorious prize,

Since participating in the negotiator for climate change as the head executive representative, his original proposal on the concept of Unilateral CDM devised in 2000 has contributed to its attainment in 2005, allowing the market incentive to be involved in the climate change system.

During his service in the UN ESCAP, he has first established the concept of Green Growth which was officially accepted as the sustainable growth strategy by the UN nations at the Economic and Social Commission for Asia and the Pacific held in March of 2005 in Seoul, Ever since he has made genuine effort to extend the concept of green growth in the Asia and the Pacific via "Green Growth Seoul Initiative".

Jonathan Lee

- Environmental ambassador to children around the world
- GoGreenMan Homepage address: www.gogreenman.com



Jonathan Lee, an Environmental cartoonist and a children ecoactivist, is a Korean American who has initiated the children environmental campaign by creating the gogreenman cartoon character, representing ecofriendliness at the age of 10.



He has been spreading eco-friendly messages worldwide on the internet through the stories of the superhero gogreenman who saves the globe, His campaign has generated great social interest in the U.S. and has been supported by many influential politicians. Jonathan believes the change in the youth will bring forth the change in the global environment. He pursues the youth oriented campaigns and activities and suggests the establishment of I,C,E,Y, will contribute greatly to overcoming the imminent environmental issues.

10.21 (Wed.)

The 3rd International Conference on Green Purchasing Suwon

12:30~

Program

October 21~23 2009

Opening Ceremony & Plenary 1

Venue: Gyeonggi Art Center

21(Wed) October 2009 9:00 ~ 12:00

Luncheon

9:00~	Registration & Opening Performance
	Opening Ceremony
10:00~10:30	Opening Address: Ryoichi Yamamoto(Chairman, International Green Purchasing Network) Welcome Address: Yong-Seo Kim(Chair of the Organizing Committee, Mayor of Suwon City) Congratulatory address: Konrad Otto Zimmerman(Secretary General, ICLEI) Maanee Lee(Minister, Ministry of Environment, Republic of Korea) Moon-Soo Kim(Governor of Gyeonggi Province) Introduction of the Conference Duk Seung Lee(Chair of the Executive Committee, Co-representative of KGPN)
	Plenary 1
10:30~12:00	Moderator: Myung-Ja Kim, Former Minister of MoE, Republic of Korea (Keynote Speech 1) Thinking Green: Al Gore(45th Vice President of U.S.A.) (Keynote Speech 2) Green Growth and Green Purchasing: Rae-Kwon Chung (Ambassador for Climate Change, Republic of Korea)
XBIIM	W = 13



10.22 (Thu.)



Venue: Crystal(B1F), Hotel Castle

21(Wed) October 14:00 ~ 18:00

Moderator: Konrad Otto-Zimmermann, ICLEI

Session1: What is happening internationally

(Presentation) 1. The Marrakech Task Force on Sustainable Public Procurement

- : Eveline Venanzoni(Chair, The Marrakech TF on SPP, Swiss Government)
- 2. What is happening in Europe: Simon Clement, ICLEI
- 3. What is happening in the Asia region : Augustine Koh, GPN Malaysia
- 4. US experiences with GPP: Julie Shannon, US Environmental Protection Agency

Session2: Sustainable procurement - entry points & systematic implementation

- (Practice) 1. Hironao Hayata, City of Sendai, Japan
 - Karen Hamilton, King County, USA
 - Hugh Wareham, ECO-Buy, Australia
 - 4, Seung Hyun Kang, Senior Deputy Director, Public procurement service, Korea

22(Thu) October 09:00 ~ 12:00

Session3: Achieving the best solution - knowing what to buy

Moderator: Julie Shannon, US EPA

(Presentation) 1, Embedding sustainable public procurement in developing countries: UNEP's capacity building project on SPP: Farid Yaker, UNEP DTIE

- 2. Developing green purchasing criteria prioritising and stakeholder involvement: Peter Nohrstedt, Environmental Management Council (MSR), Sweden
- 3, Supplier engagement: Improving communication and dialogue between public authorities and suppliers: Dana Peterson, New Zealand Ministry of of Environment
- 4, Ecolabels and other product labelling in sustainable procurement
 - : Dr Ning Yu, Environment and Development Foundation & Chair, Green Purchasing Alliance, Taiwan

Session4: Integrating climate into procurement - opportunities and challenges

Moderator: Chang Woo Lee, Seoul Development Institute

Panel discussion assessing progress in incorporating climate concerns into procurement, the main challenges today, and future perspectives

Panelists: Hugh Wareham, ECO-Buy, Australia / Peter Nohrstedt, Environmental Management Council (MSR), Sweden/ Dr Ning Yu, Environment and Development Foundation & Chair, Green Purchasing Alliance, Chinese Taipai/ Seung-Ho Han, KEITI



21(Wed) October 15:00 ~ 18:00

Sustainable procurement - first steps

Introductory training to implementing sustainable procurement run by the UK Department for Environment, Food and Rural Affairs

: Barbara Morton, Sustainable Procurement Ltd / Defra - Procurement and Contracts Division

22(Thu) October 09:00 ~ 12:00

Sustainable procurement - first steps (repeated)

Introductory training to implementing sustainable procurement run by the UK Department for Environment, Food and Rural Affairs

: Barbara Morton, Sustainable Procurement Ltd / Defra - Procurement and Contracts Division

Program Book

uwon

Green Purchasing Suwon

Business Session

Venue: Diamond(6F), Hotel Castle

21(Wed) October 14:00 ~ 18:00

Moderator: Sang Eun Lee, Professor, Ajou University / Member of Advisory Committee, KBCSD

(Presentation1) Green purchasing as a new growth engine towards Low-carbon Green growth

: Hyung-Shin Kang, Green Specialized Commissioner, Policy Committee of Grand National Party(Major)

(Best Practice 1) Greening the market through green product purchasing and supply

: Takamatsu Kazuko, Vice President of Environment Affairs, SONY

(Discussion 1) Practical policy recommendations and the efforts made for green purchase: from business perspective in developed & developing countries

- Jong-Hwan Eun, CEO, Ecosian
- Wai–Ahin Chan, Executive Director, ASrlA
- Ir. Hadjar Setiadji, Board of Director, PT. PP Persero

(Presentation 2) Japanese green purchasing policies for low-carbon society and the implications for Korean business

: Soo-Chul Lee, Professor, Meijo University

(Best practice 2) Global companies' efforts driving sustainable consumption and green technology deployment

: Ichin Cheng, Director & Partner, SustainableInnovation Lab

(Discussion 2) Proliferation of green market by developing environmental technology, standards, and certifications

- Ki-Chan Kim, Professor, Catholic University
- Seung-Shin Lee, Professor, Konkuk University
- Soon-Young Park, Green Globe Specialist, Novotel

22(Thu) October 09:00 ~ 12:00

Moderator: Sang Eun Lee, Professor, Ajou University / Member of Advisory Committee, KBCSD

(Presentation 3) Chinese business' green purchasing strategy to improve environmental performance

: Guojun Song, Professor, Renmin University of China

(Best Practice 3) Partnerships between SME suppliers and retailers to promote Green purchasing

: Seiichi Ueyama, Member of Environmental Advisory Board, AEON

(Discussion 3) Incorporating green purchasing into management

- : from both big companies and SME's perspective
- TBC
- Sung-Ha Park, Vice President, SYGear
- Byung-Woog Lee, Director, Korea Economic Research Institute /

Former Secretary-General, KBCSD

(Conclusion / Q&A) The conclusion from the Business Session

: Every distinguished speakers and panels





The 3rd International Conference on **Green** Purchasing

Consumer Session

Venue: Noblesse(B1F), Hotel Castle

21(Wed) October 14:00 ~ 18:00

Opening address: Young-seen Kim, President of Korea Consumer Agency

Topic1: Laying a Foundation for Green Consumption and Related Tasks at the Policy Level

Moderator: Jong-youn Rha, Professor, Seoul National University

(Presentation) 1. The Policy Task for Low carbon Green Consumption

: Soon-young Bae, Korea Consumer Agency

Policy to support consumer's Green Purchasing

: So-young Lee, Pusan National University

: Dong-in Shin, Ministry of Environment

(Discussion) Hee-sook Lee, Chungbuk National University

In-rye Park, National Council of Homemakers' Classes

Topic2: Revitalizing consumer education on green consumption and information provision

Moderator: Richard Widdows, Professor, Seoul National University

(Presentation) 1, Case study of overseas sustainable consumer education

: Victoria W. Thoresen. Hedmark University

2, Green Purchasing & Consumer Education tasks

: Yoshiaki Takahashi, Cabinet Office, Government of Japan

Green Purchasing & provision of exact information(including labelling & advertizing)

: Sung-Cheon Kim, Korea Consumer Agency

(Discussion) Doo-ryon You, Catholic University of Daegu

Jung-hwa Kang, Consumers Union of Korea

22(Thu) October 09:00 ~ 12:00

Topic3: Tasks and Strategies for Green Marketing

Moderator: Ju-young Park, Professor, Soongsil University

(Presentation) 1. Measures to revitalize Green Marketing for Active Green Product Purchasing

: Peter J, Boyle, Central Washington University

- Overseas Green Marketing guideline and strategies: Hideki Nakahara, Tokyo City University
- Green Marketing & Labelling and Advertizing regulation: Jung-hun Kim(Korea Fair Trade Commission)

(Discussion) Chang- jo Yoo, Dongguk University / Sung- whan Lee, Kookmin University

10.21. (Wed.) 10.22. (Thu.)

10.22. (Thu.)

Green Purchasing Suwon

Special Session 1 Venue : Grand Ballroom(2F), Hotel Castle

SCP workshop: Marrakech process and 10YFP

22(Thu) October 15:30~18:00

Moderator: Tak Hur, Professor, Konkuk University / David Le Blanc, UN-DESA

Objective

- The workshop's objective is to gather participants' inputs on their priorities for policies to increase the share of Green Purchasing, both public and private, in Asia, through an interactive discussion, It is hoped that the session will allow people from different countries, backgrounds and sectors of society to get abroad perspective of the various policy issues at stakes,
- Priorities expressed during the session will be organized by UN-DESA into a summary that will serve as an input to the international discussions on a 10-year framework of programmes on sustainable consumption and production (10YFP on SCP) at the Commission on Sustainable Development in May 2010 and May 2011,

(Introduction) Purpose of the workshop, Introduction of motivators, Rules for the session (Presentation) The international context: 10YFP on SCP.

How can participants contribute?

: David Le Blanc, Senior Sustainable Development Officer, UN-DESA

(Discussion 1) Policies for consumer information

This theme covers inter alia labelling, content disclosure rules, consumer education including in the formal school curricula, green marketing, supporting information needs (electronic product databases, others)

(Discussion 2) Facilitating green choices by consumers

This theme considers the possibilities for governments to make it simpler to make the green choices (so-called "nudging"), or for companies to voluntarily set standards or ban certain products or processes sometimes called "choice editing" (e.g. Wal-Mart banning rBST in its brand name

(Discussion 3) Regulation

This theme covers the needs for national regulations of products (e.g. electronic products, food products); and rules of public procurement. This also includes enforcement and capacity-building aspects.

(Discussion 4) Corporate Social Responsibility / Greening the supply chains

This theme covers the means by which green purchasing can be extended down the supply chain of both private firms and governments,

(Discussion 5) Enabling and supporting legal and regulatory frameworks

This would cover policies falling outside the core Green Purchasing area, but which are necessary for Green Purchasing to develop, As an example, this may include mutual recognition and equivalence of standards and labels, as well as various national policies.

10.22. (Thu.)



Partnership session

22(Thu) October 15:00~18:00 Venue: Crystal(B1), Hotel Castle

PB1: Encouraging Resource Recycling and Green Purchasing

Moderator: Dr.Ji-hwan Ahn, Group leader of Korea Institute of Geoscience and Mineral Resource

Session 1: Resource Recycling and Green Purchasing

(Presentation) Dr. Woo-zin Choi, Professor, of Suwon University

(Case Study) 1. Japan: Katsuhiko Shinogami, Senior Manager of Environmental Affairs Division, Nippon Steel Corporation

> 2, Europe: Graham Randles, Programme Manager of London Remade, Mayor of London's Green Procurement Code

(Panel Discussion) Tae-wook Park, Group Leader of Korean Agency for Technology & Standards Mi-ho Yoo, Section Chief of Korea Christian Environmental Movement Solidarity for Integrity of Creation,

Joong-shik Lim, Deputy director of Procurement policy division, Public Procurement Service

Session 2: Green Growth & Methods for Promoting Resource Recycling

(Panel presentation) 1. Korea: Kyung-soo Ha, Deputy director of Presidential Committee on Green Growth

2. Japan: Naoto Masuda, Section chief of Environment and Economy Division. Ministry of the Environment

3. China: Zhou Jun, Senior Engineer of Institue for International Environmental Policies. Policy Research Center for Environment and Economy. Ministry of Environmental Protection of P,R,China

4. Chinese Taipe: Ning Yu, President of The Environment and Development Foundation

PB2: Encouraging Green Purchasing for CO2 neutrality in Local

Venue: Noblesse(B1F), Hotel Castle

Moderator: Tack-Cheon Kim, Secretary General, LSAK, GreenStart Network

(Case Study 1) Successful Green Procurement through Local Agenda21

1. Italy: Emilio D'alessio, President of the Italian Local Agenda 21 Association

2. Korea: MiHwa Yoo, Manager of Green Consumers Network of Ansan city

(Case Study 2) Green Procurement through green life

: Seung-Sik Moon, Office director of Eco-products promotion office, KEITI

(Case Study 3) Case study of the Local Governments' Green Purchasing partnership for CO2 neutrality

 Japan : Mr. Nagatoshi Ogawa, Associate Director of department of Lake Biwa & the Environment, Shiga Prefecture

2, Korea: Mr. Lee JongHoon, Manager of Green Gyeongnam 21 Council

(Comprehensive Discussion)

- Kim EunJin, Professor of Wonkwang University Law School
- Nam Mi Jung, President of Korean Women's Environment Network
- Bok JinKook, Local Agenda21 for Chungnam
- Jung HyunSoo, Local Agenda21 for Daegu
- Je Hyoun–Soo, Wonju Council for Sustainable Development

Program Book

10.22. (Thu.)

Green Purchasing Suwon

3rd International Conference

PB3: Green Purchasing through Green Partnership between Corporations

Venue: Diamond(6F), Hotel Castle

Moderator: Jong-Dae Kim, Professor, Ajou University/President, Korea Environmental Management Association

(Presentation) 1. The need and Effect of Supply Chain: Masahiko Hirao, Professor, Tokyo University

2. The actual condition and task for building up Green Partnership between Large, Medium and Small Enterprise in Korea: Sung-duk Kim, Director, Policy Development & Research Development, KNCPC, KITECH

(Case Study) 1. Buildding SCEM(Supply Chain Environment Management) between large and minor enterprise, and practical opinion about green purchase: Sang-hun Kim, Director of the Environment Quality Institute, Head of the Environment Management, Woongjin

- 2, Green Purchasing through Green Partnership between Life Supplies Corporations : Heon-chang Jeong, Senior Reseacher, Aekyung Central Research Laboratories
- 3. Green Purchasing in POSCO: Jong-hee Lee, Assistant Manager, POSCO Operating and Technology Division, Procurement Service Center, Materrials Procurement Group
- 4, India Enterprises' Green Purchasing: Sharlene Chichgar, GPN India, Environmental Management Center, India

PB4: Towards Green Purchasing in Asian Cities

Venue: Sapphire(1F), Hotel Castle

Moderator: Bernadia Irawati, Tjandradewi, Programme Director, CITYNET

(Openning address): Gyeng-Chul Kim, Secretary-General, CITYNET

(Case Study) : Case study presentations on green purchasing in Asian Cities

- 1, Key success factors and barriers in implementation of green purchasing and eco products
 - Khun Pathom Chaiyapruksaton, Project Manger of Thai Green label Project, Thailand Environment Institute (TEI)
- 2. The role of local governments towards green purchasing
 - Suwanna Jungrungrueng, Director of Policy and Planning Division, Environment Department, Bangkok Metropolitan Administration
- 3. The Status and Challenges of Green Purchasing in Suwon City
- Kim Myung- Uk, Councillor of Suwon City
- 4. Promoting eco-products
- Representative from the City Hall of Kuala Lumpur (tbc)

(Discussion)

23(Fri) October

Plenary 2

10:00~11:20 Special Lecture

- Ryoichi Yamamoto, Chair of IGPN

Comprehensive Discussion

- Moderator: Knrad Otto Zimmerman(Secretary General, ICLEI)

Suwon Declaration Announcement

Press Conference

14:00~17:00 World Culture Hwaseong

Suwon Stream

24(Sat) October

09:00~17:00 Special Eco-Tour : DMZ Korea

>>> Field Trip 1



» Suwon Stream

Recognized abroad, Suwon Creek is one of Suwon's 4 major creeks along with Wonchun Stream, Seoho Creek and Hwanggu Stream, Suwon Stream flows across the Hwaseong Heanggung, the UNESCO World Heritage site. The ecological revival program started in 1996 has flourished the wildlife within the natural Stream.

Date: October 23, 2009 14:00~17:00

Place: Around Suwon Stream



>>> Field Trip 2

>> Suwon Hwaseong Date: October 23, 2009 14:00~17:00

Suwon Hwaseong has been preserving its framework to an astonishing level for the past 200 years. Not only was the structure itself preserved, but also the surroundings, such as the Suwon Stream that runs through Hwahongmun as well as the intersections that connect Paldalmun and Janganmun, and Hwaseong Heanggung and Changnyongmun, Suwon Hwaseong was registered as UNESCO World Heritage site in December, 1997,









» The Four Gates of Suwon Hwaseong

Paldalmun: Known as the South gate. On top of the stone rainbow gate was built a 2 storied wooden pavilion while on the outside was built a semicircular wall called ongseong. The ongseong was used to utilize water force upon enemy's attack.

Janganmun: Known as the North gate, this is the representative structure along with Paldalmun, The framework is similar to that of Paldalmun whereas the scale is larger than Sungneymun in Seoul.

Hwaseomun: Known as the West gate, a single storied pavilion was built on top of the stone rainbow gate which is surrounded by low wall. Unlike Paldalmun and Janganmun, one part of the semi-circular ongseong is opened. The gate stands gracefully with its arch and stone steps.

Changnyongmun: Known as the East gate, a single storied pavilion stands on top with a partially opened semi-circular ongseong, its uniqueness comes from the difference in size of inner and outer arch,

>>> Special Eco Tour





» Coexistence of War and Peace: Demilitarized Zone (DMZ)

Approximately 60 years have passed since the Korean War divided the nation in two, In July 1953, the hostilities which had continued for more than 3 years were terminated; however, the Korean War left deep scars. The war left also left the Demilitarized Zone (hereafter DMZ), a strip of land, running across the Korean Peninsula and dividing it roughly in half along the 38th parallel. So why are people attracted by the DMZ, which symbolizes the tragedy of war in the past? To answer this question, the 'Special DMZ Eco—tour' has been planned by Suwon City, host of the 3rd International Conference on Green Purchasing. Before the tour, however, we should examine the living and breathing vista of the DMZ.

>> What is a DMZ?

A DMZ is an area where militarization is prohibited by international treaty or agreement. Within a DMZ, the placement of military forces and the development of military facilities is prohibited, and the dismantlement or removal of existing military facilities must be executed.

>> The Korean DMZ: An Open Museum of Natural Ecology

The Korean DMZ is highly evaluated by environmentalists all over the world, as it features a wide range of living and intertwined environments such as coasts, valleys, wet lands, mountains, and forests from east to west. Therefore, it is an ideal environment for rare plant and animal species.

Of particular note, the Korean DMZ provides a stable habitat for birds, and almost 800 of the world's 2,800 known bird species winter here. On the Cheolwon plain, you can easily see the graceful figure of a crane and a black-faced spoonbill, which are preserved internationally as rare species. This explains the reason why the Korean DMZ is receiving a global attention. How anyone resist being fascinated by the flight of a

white-naped crane, a precious natural treasure, over wetlands and thick forests?

Moreover, various animal species, which are in danger of extinction and cannot be seen even in a zoo, inhabit the Korean DMZ; this includes the wildcat, elk, tortoise, and many other internationally protected species. As the Korean DMZ has retained its ancient and mysterious features throughout its long history, one can also see a herd of very rare goats that are regarded as living fossils.











Organized by





















Supported by





















Partners









