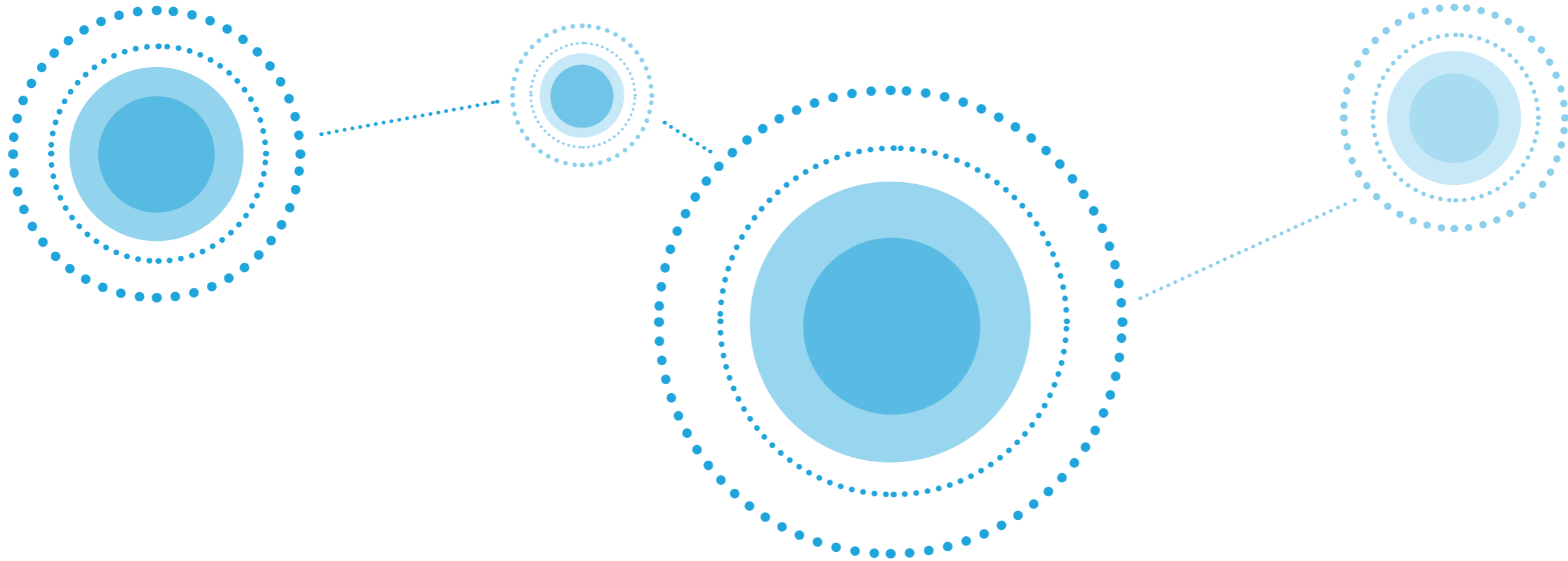


ASEIC

ASEM SMEs Eco-Innovation Center

Achieving Eco-Innovation of SMEs through
Asia-Europe Cooperation





ASEIC

ASEM SMEs Eco-Innovation Center

The ASEM SMEs Eco-Innovation Center (ASEIC) was established in 2011 to promote cooperation of green growth in Europe and Asia, with a particular emphasis on enhancing eco-innovation of small and medium sized enterprises (SMEs) in both regions. Agreeing on the importance of SMEs as main engines of innovation and growth, Asia-Europe Meeting (ASEM) member countries joined together to establish ASEIC as an international platform for spreading eco-innovation principles and practices among SMEs and assisting them in harnessing the new business opportunities that arise out of such principles and practices.

History

The 2010 ASEM Forum on Green Growth and SMEs was endorsed as an official project at the 7th ASEM Summit held in Beijing, China, in October 2008. Hosted by the Ministry of Foreign Affairs and Trade (MOFAT) and the Small and Medium Business Administration (SMBA) of the Republic of Korea, the purpose of the forum was to facilitate knowledge to share experience among ASEM member countries toward assessing the roles of SMEs in promoting green growth.

At the conclusion of the forum, a joint statement-drafted by the Korean SMBA and modified by a Steering Committee composed of representatives from Denmark, Germany, Spain, Sweden, China, Indonesia, Portugal, and the Republic of Korea-was released to support the establishment of ASEIC. Prior to this, sixty representatives from ASEM member countries affirmed the need and urgency of taking specific and cooperative measures to leverage the capacity of SMEs as main engines of innovation and job creation in Asia and Europe. They also agreed on the need for creating a mutually supportive environment to foster the low-carbon green growth paths of both regions. A working group was then established in order to identify and discuss such actions in a more concrete and detailed manner. This forum was extremely meaningful as it was one of the first to realize a consensus on the necessity to promote the green growth of SMEs. Leaders from ASEM member countries officially endorsed the establishment of ASEIC at the 8th ASEM Summit held in Brussels, Belgium, in 2010, and ASEIC was officially launched in June 2011.

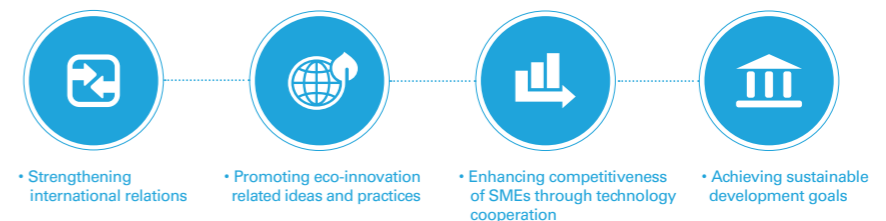
Initially being managed under the Small and Medium Business Corporation (SBC), ASEIC became an independent organization, taking another step forward as an organization centered on supporting the eco-innovation of SMEs.



Vision & Mission

ASEIC Vision

To serve as an international platform to promote eco-innovation by providing support for technology cooperation of SMEs in ASEM member countries.



Eco-Innovation

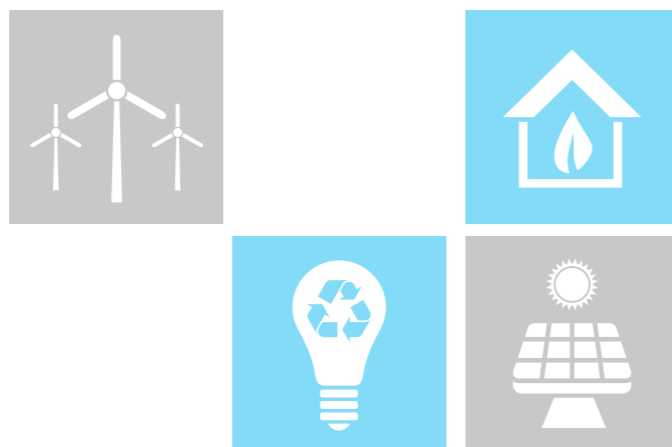
- Any form of innovation that reduces environmental impact
- An important element of sustainable development

Eco-innovation is defined by the European Commission (EC) as "any form of innovation aiming at significant and demonstrable progress towards the goal of sustainable development through reducing impacts on the environment or achieving a more efficient and responsible use of resources including both intended and unintended environmental effects from innovation as well as not only environmental technology but processes, systems and services."

Likewise, the Eco-Innovation Observatory (EIO), a three-year initiative financed by the European Commission, defines eco-innovation as "any innovation that reduces the use of natural resources and decreases the release of harmful substances across the whole life-cycle." The EIO's definition goes beyond the traditional notion of innovating to reduce negative environmental effects to also encompass ways and methods of minimizing the use of natural resources in the design, production, use, reuse, and recycling of products and materials.

According to the Organization for Economic Cooperation and Development (OECD), what makes eco-innovation distinct from any other type of innovation is that it "results in the mitigation of environmental impact, whether the effect is intended or not. Furthermore, its scope may transcend the traditional structural limitations of the innovating organization, thus involving broader social arrangements that could spur sociocultural and institutional changes."

Therefore, ASEIC would like to define eco-innovation as "an idea to achieve environmental improvements, to enhance competitiveness of enterprises and to provide new business opportunities by means of using low cost and non-technology-intensive methods." Especially, SMEs are in a very important position as a performer and a consumer of eco-innovation at the same time.

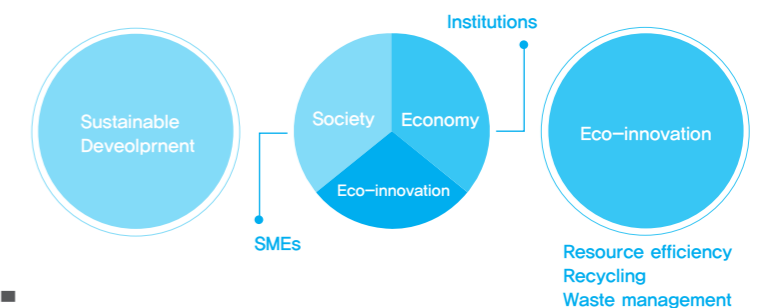


Eco-Innovation & SMEs

In Europe, SMEs represent 99 percent of all businesses, providing jobs to more than 100 million people. In Asia, SMEs constitute the lifeblood of many industries as they grapple with the present global economic crisis

Eco-innovation offers SMEs a huge opportunity to save costs, expand into new markets, create new jobs, and reduce pressure on the environment, thus bridging the gap between maximizing commercial profit and minimizing negative environmental impact. Beyond boosting a company's corporate image and profits, riding the tide of eco-innovation enables SMEs to maintain a high level of legitimacy, especially considering the array of environmental regulations now being imposed by governments and international organizations.

Eco-innovation is now a prevailing phenomenon, which is expanding more rapidly around the world. The greatest challenge most governments face today is how to create an environment that allows SMEs to easily explore and pursue their innovative ideas despite the risks. The most common barriers are lack of access to finance or venture capital, inadequate information, poor business management skills and the protection of intellectual property rights. Overcoming these can empower green SMEs to contribute significantly to reviving the global economy while securing a sustainable future for all.



Eco-Innovation & Sustainable Development

Sustainable development is a dynamic process which enables all people to realize their potential and to improve their quality of life in ways which simultaneously protect and enhance the Earth's life-support systems.*

* Porrit, J. 2007. Capitalism as if the world matters. London: Earthscan (revised edition).

Eco-innovation contributes to sustainable development by reducing the negative impact of resource use and pollution, by generating jobs and income, and by creating changes in our mindsets and social behaviors.

ASEM Eco-Innovation Consulting

Greening SMEs

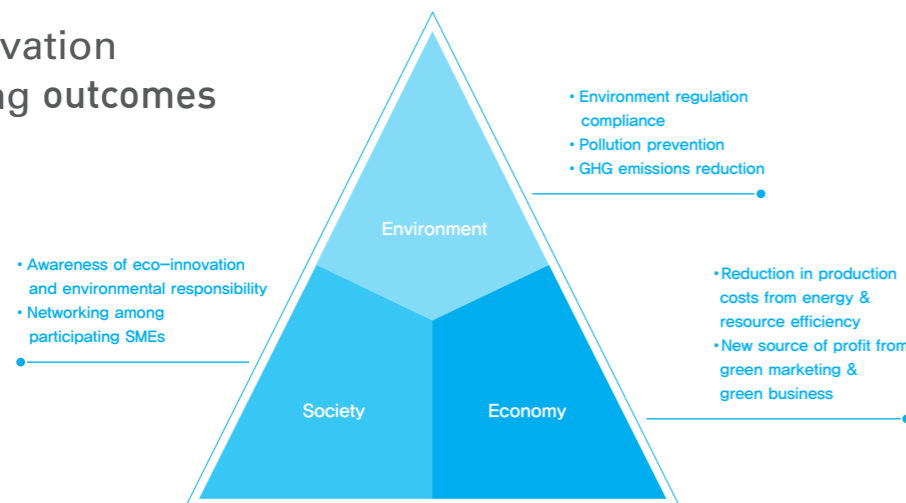
Eco-Innovation Consulting helps SMEs in developing countries to better respond to environmental impacts by supporting them in their adoption of eco-innovative technologies and management.

SMEs in developing countries face specific opportunities and challenges when it comes to eco-innovation issues. It is necessary for SMEs to keep up with the newly created demand for environmental products, services and technologies in the global market. However, the lack of relevant information and finance has impeded their pursuit of eco-innovation initiatives.

The Eco-Innovation Consulting program aims to assist SMEs in their efforts to adopt eco-innovation concepts and to facilitate technological cooperation among ASEM member countries. Under this program, ASEIC dispatches contracted consultants to SMEs in developing countries and provides one-on-one consultation on how to utilize green technology and management in economically viable ways.

Through this program, SMEs are able to develop comprehensive strategies and measurable action plans for eco-innovation. Seminars and workshops are held to raise the eco-innovation awareness of participating companies and strengthen their green competitiveness. All participating companies receive a certificate of completion at the end of the program.

Eco-Innovation consulting outcomes



ASEM Inclusive Eco-Innovation Program

Realizing inclusive green growth for local communities

The ASEM Inclusive Eco-Innovation Program fosters the social, economic and environmental dimensions of sustainable development through transfer of appropriate technology specifically tailored to the actual conditions of rural communities and to the needs of local people.

From 2011 to 2014, capacity building and institutional strengthening programs were held to accelerate entrepreneurship, bring technology to markets and help SMEs with potential develop sustainable business models that lead to job creation and higher values. In 2015 the program will be transformed into the "Eco-Innovation Technology Platform," which aims to accelerate use of eco-innovation technology in the SMEs of ASEM member countries and provide even more sustainable solutions to these businesses.



Eco-Innovation Technology Platform

The aim of the Eco-Innovation Technology Platform is the transferring and sharing of sustainable technology among SMEs and researchers in the ASEM region. The platform will provide an interactive online space for eco-innovation technologies by connecting technology providers with those seeking eco-innovation solutions.

ASEIC will dispatch experts to the SMEs of developing countries (among ASEM member countries) to accurately determine the technologies in need. The platform's database will be stocked with a range of technology information and data resources from ASEM member countries, and the "smart search" function will ensure that technology providers can easily locate the specific technology information they are looking for, thus facilitating the provision of appropriate technology solutions. The platform will be open to public and private organizations in need of information on service technologies, and to SMEs looking to learn new methods of eco-innovation adaptable to their situations.

* The online platform will be open to the public at the end of 2015.

ASEM Eco-Innovation Index

Realizing a sustainable future for Asia and Europe

The ASEM Eco-Innovation Index (ASEI) fosters more in-depth understanding among ASEM member countries of their current eco-innovation status (progress and limitations), knowledge which helps them to implement and promote more effective eco-innovation policies and strategies.

The ASEI was developed to broaden knowledge among ASEM member countries on their eco-innovation performance and conditions. The index was built based on the idea of "learning by comparing."

The primary goals of the ASEI are to help ASEM member countries understand their level of eco-innovation by making widely available related data and information useful for comparative analysis, and to raise awareness of their potential to develop sustainable business strategies.

ASEI promotes eco-innovation at the regional and global levels by serving as both an information and communication channel between Europe and Asia and a source of momentum for the governments of both regions to enhance their eco-innovation policies and programs.

Key Points

01

- Analyzes the capacity for and potential of eco-innovation among ASEM member countries by applying a framework that includes indicators that reflect a country's general innovation potential and economic competitiveness.

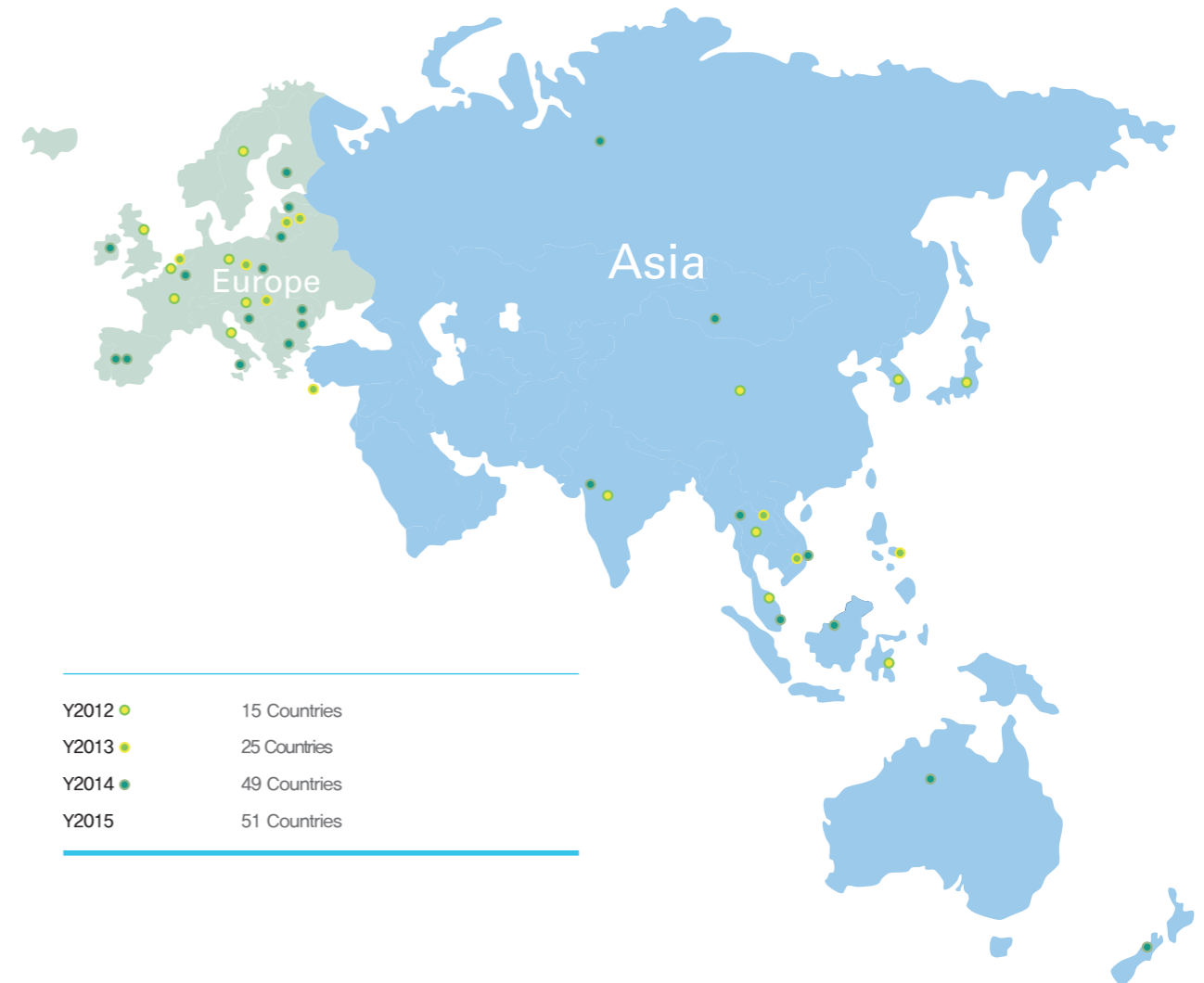
02

- Promotes eco-innovation and enhances the overall environmental competitiveness of companies, industries, and the economy.

03

- Reflects diverse national trends and includes an array of strategies and programs conducive for achieving mutual understanding.

Target Countries



• Y2015 Target countries:

Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, Netherlands, New Zealand, Norway, Pakistan, Philippines, Poland, Portugal, Romania, Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Kingdom, Vietnam, Kazakhstan, Croatia

“ ASEI Indicators

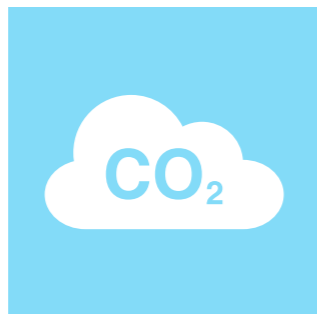
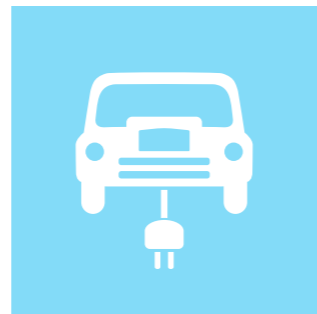
“Eco-innovation capacity” measures the ASEM member country’s attitude and perspective towards eco-innovation, and its potential and capability to implement eco-innovation.

“Eco-innovation supporting environment” evaluates the ASEM member country’s institutional framework for supporting eco-innovation activities.

“Eco-innovation activities” measures the contribution of firms towards eco-innovation (green patenting and green technology commercialization) that impacts industries and economic activities at the national level.

“Eco-innovation performance” evaluates the national economic, social, and environmental outcomes that eco-innovation can bring in the long term.

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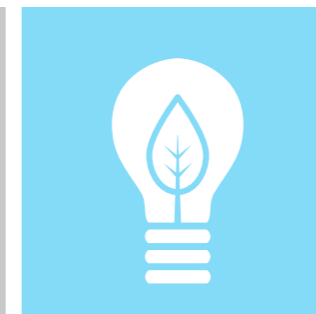
ASEIC Global Forum

Sharing experience and knowledge on eco-innovation

The ASEIC Global Forum provides governments, international organizations, and businesses a valuable venue to discuss concrete measures that can be taken in the pursuance of the successful eco-innovation of SMEs in Asia and Europe.



ASEIC regularly holds international conferences where ASEM member countries share best examples of eco-innovation policies and sustainable practices carried out by their respective SMEs.



Global Forum on Eco-Innovation

Held since 2011, the Global Forum on Eco-Innovation promotes the eco-innovation of SMEs in ASEM member countries. The forum serves as a valuable platform for SMEs, government agencies, academia and NGOs from across Asia and Europe to share knowledge and experience on the most salient sustainable development policies and best practices in both regions. The goal of the forum is to position SMEs to take full advantage of emerging eco-innovation opportunities.

Objectives

To gain deeper understanding on the implementation status of eco-innovation policies for SMEs in Asia and Europe, taking into account recently implemented policies and best practices as well as the concomitant challenges;

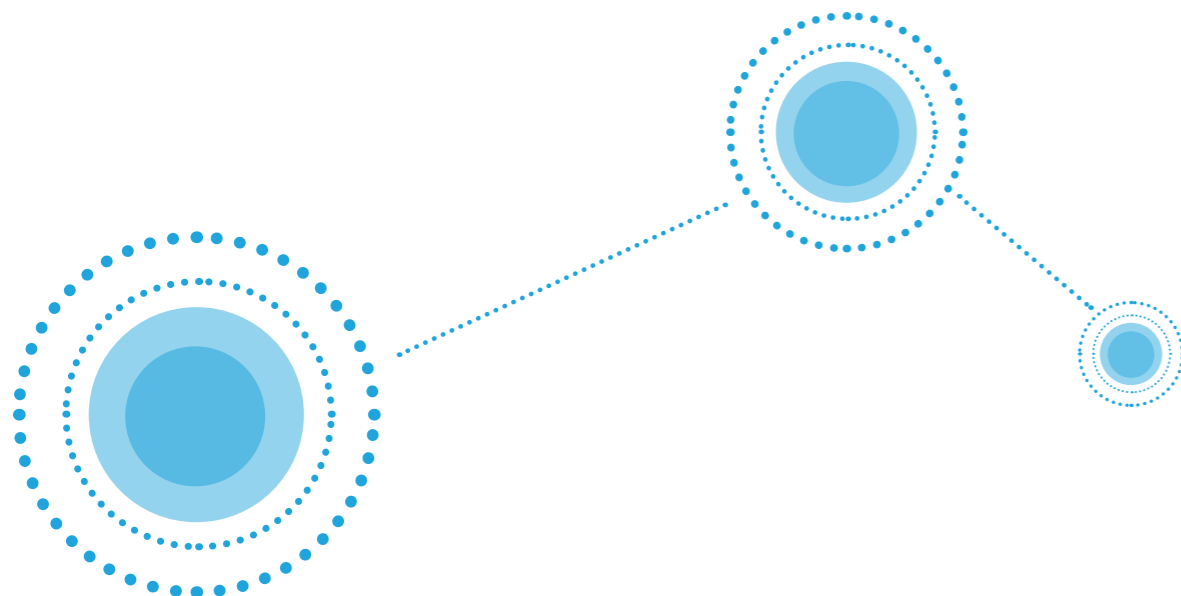
To comprehend the practical use of eco-innovative technologies in the private and public sectors;

To discuss prevailing global perspectives on eco-innovation based on analyses of actual case studies of eco-innovation policy implementation across regions; and

To identify prospects and challenges, setting the path toward a sustainable and development-oriented eco-innovation model.

Participants

The forum's participants include government representatives from ASEM member countries, SMEs with green corporate strategies, interested international organizations or institutions, and individuals with strong commitment to sustainable development.



Asia-Europe Environment Forum

ASEIC began its partnership with the Asia-Europe Environment Forum (ENVforum) since 2012. ENVforum was established in 2003 for the purpose of further deepening inter-regional cooperation between Asia and Europe in efforts to promote and realize sustainable development and greater environmental awareness. Serving as an inter-regional consultation platform, the ENVforum facilitates global dialogue on sustainable development practices and goals. ENVforum is held in cooperation with ASEIC, the Asia-Europe Foundation (ASEF), the Swedish International Development Agency (Sida), the Hanns Seidel Foundation Indonesia (HSF) and the Institute for Global Environmental Strategies (IGES).



ASEM Working Group on the Eco-Innovation Competence of SMEs

In the Chair's Statement at the 10th ASEM Summit in 2014, ASEM leaders acknowledged the importance of eco-innovation among SMEs and the role of ASEIC, endorsing ASEIC's proposal to establish the "ASEM Working Group on the Eco-Innovation Competence of SMEs." The working group provides a valuable platform for policy discussion, experience sharing and corporate matchmaking—all vital means to expand awareness of eco-innovation among SMEs and realize their sustainable development. It aims to delineate common ground to provide better support for the SMEs of participating countries. The working group is expected to be officially endorsed as a new cooperative initiative at the 11th ASEM Summit in 2016.

Green Business Center

Accelerating business potential based on green business strategies

The Green Business Center (GBC) provides various supportive mechanisms to the SMEs of ASEM member countries that wish to enter the Indonesian market in the areas of eco-innovative technology and manufacturing, mobilizing the green economy.

The Indonesia GBC was established through an MOU between the Ministry of Cooperatives and SMEs of Indonesia (KUKM) and the Small and Medium Business Administration (SMBA) of Korea. ASEIC operates the GBC under a mandate by these two government agencies.

GBC provides SMEs that wish to enter the Indonesian market with professional advisory and consulting services, administrative services, infrastructural (e.g. office space) and other supports to assist in their successful settlement in the country.

GBC aims to become the center of entrepreneurship development and technology exchange, and will continue to be proactive in its efforts to foster business partnerships between the SMEs of Indonesia and Korea as well as other ASEM member countries. ASEIC plans to establish GBCs in other ASEM member countries in the near future, thereby fostering the center as a representative institution of ASEIC, leading initiatives for green growth.



Growing green-tech SMEs as future engines



The Future of ASEIC

2011–2013

Establishing partnerships and launching pilot projects

In its launching year, 2011, ASEIC focused on building partnerships with related organizations and promoting the conception of eco-innovation among ASEM member countries. Various pilot projects were launched, including Eco-Innovation Consulting etc.

2014–2015

Specifying and expanding programs

ASEIC garnered feedback on pilot projects from ASEM member countries by modifying low-performing elements and reinforcing key activities of the programs. In addition, as ASEIC became an independent organization in 2014, it is in a more advantageous position to secure resource and knowledge, moving forward to become an international organization that supports Asia-Europe cooperation on eco-innovation in the long term.

Beyond

Stabilizing and scaling-up the organization

At this stage ASEIC will continue to share expertise and good examples on eco-innovative business practices of the SMEs of ASEM member countries, helping them to create new business opportunities to further advance the center as a valuable global platform for dialogue on environmental regulations and eco-innovation technologies among businesses, governments and academia.

