

ASEM SMEs Eco-Innovation Consulting Project :

- *Eco-Innovation Guideline for Malaysian Agri Group of Companies (Myagri) -*

2011. 12



Contents

1. Introduction to ASEM Eco-innovation Project

2. Myagri Overview

3. Assessment & Recommendations

4. Strategies and Tools for Sustainability

4.1 Environmental Strategy Establishment

4.2 Environmental Management Organization Establishment

4.3 Environmental Data Management

4.4 GHG Emissions Management

4.5 Cleaner Production

4.6 Environmental Transparency

5. Eco-innovation Strategy

5.1 Sustainable Business Management

5.2 Environmental Labelling & Eco-design

This material may contain privileged or confidential information. It is solely for use by the individual or the organization for which it is intended. If you are not the intended recipient, please discard and destroy this material immediately. Any other use of this information is strictly prohibited. Thank you for your compliance.

Copyright © 2012 ASEM SMEs Eco-Innovation Center All rights reserved.



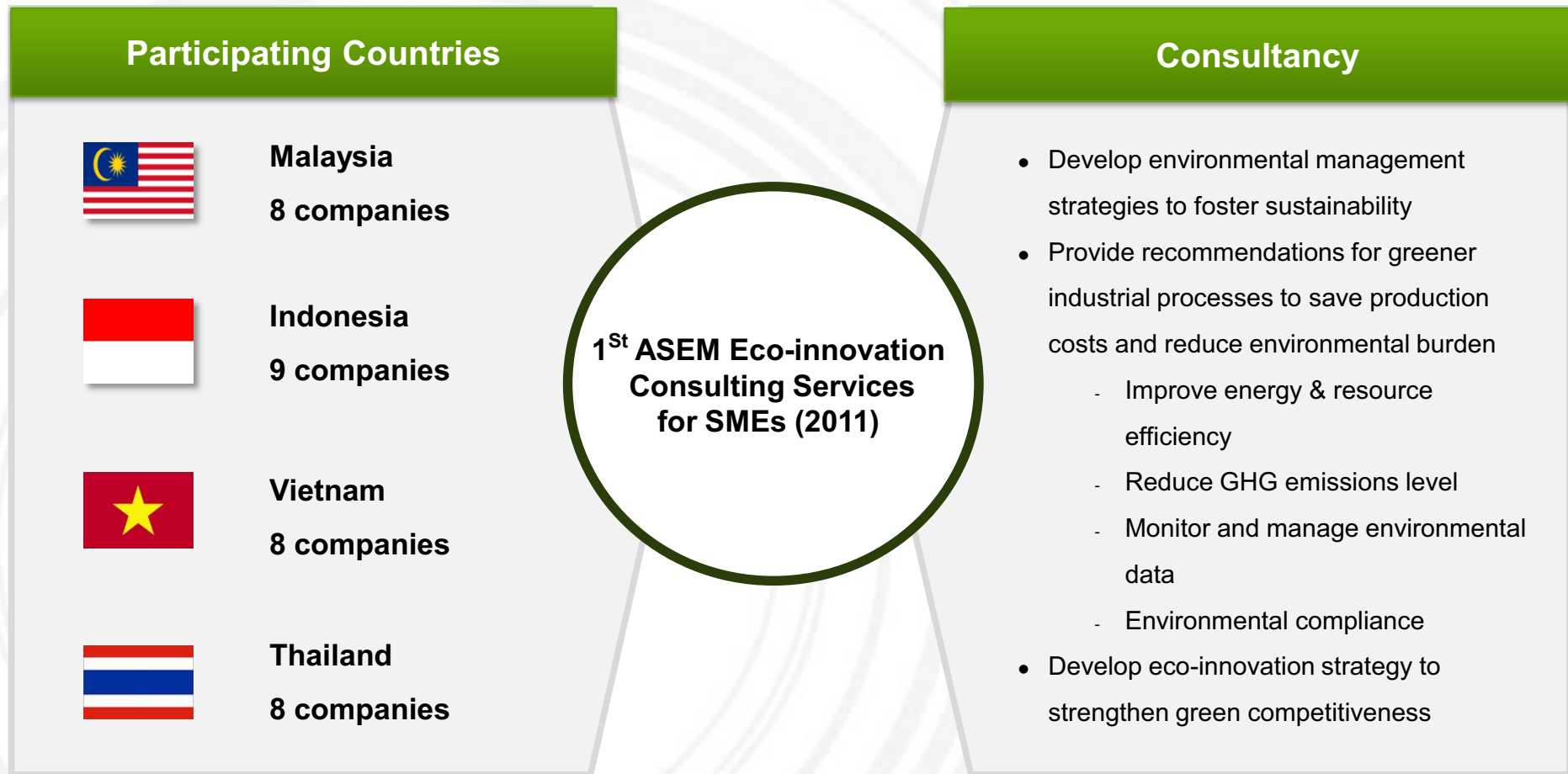
Introduction to ASEM Eco-innovation Project

- The green marketplace is worth trillions of dollars and against this backdrop, Asian and European countries under ASEM established ASEIC as a cooperative mechanism with the principal mandate of enhancing eco-innovation of SMEs in both regions.
- The Project aims to facilitate innovation in the corporate strategy of SMEs at any stage of the product or service lifecycle, while developing global green growth opportunities.
- The consulting services provide SMEs with the implementation of a holistic and multifaceted approach to strengthening eco-innovation, from sharing core environmental regulations, innovative techniques and practices, to providing related educational program.
- The main goal of Eco-innovation consulting is to strengthen the “green competitiveness” of SMEs by disseminating and utilizing green management and technology in their various businesses.



Introduction to ASEM Eco-innovation Project

1st ASEM Eco-innovation Project was launched September 2011 and finalized in December 2011. Four countries and a total of 33 companies participated in this Project.



Contents

1. Introduction to ASEM Eco-innovation Project

2. Myagri Overview

3. Assessment & Recommendations

4. Strategies and Tools for Sustainability

4.1 Environmental Strategy Establishment

4.2 Environmental Management Organization Establishment

4.3 Environmental Data Management

4.4 GHG Emissions Management

4.5 Cleaner Production

4.6 Environmental Transparency

5. Eco-innovation Strategy

5.1 Sustainable Business Management

5.2 Environmental Labelling & Eco-design

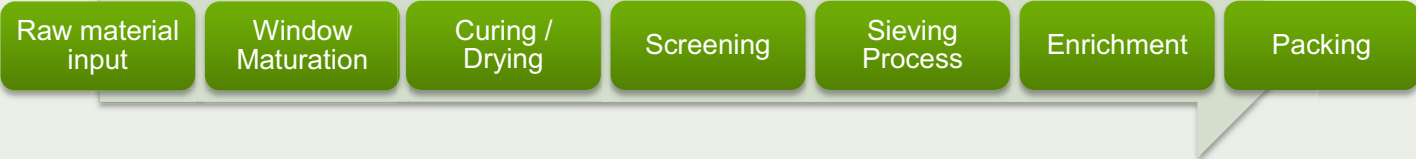


This material may contain privileged or confidential information. It is solely for use by the individual or the organization for which it is intended. If you are not the intended recipient, please discard and destroy this material immediately. Any other use of this information is strictly prohibited. Thank you for your compliance.

Copyright © 2012 ASEM SMEs Eco-Innovation Center All rights reserved.

Myagri Overview

Company Overview

Company Name	Malaysian Agri Group of Companies (Myagri)
Managing Director	Hayati Taib
Address	No.29, Jalan Impian Putra ¼, Taman Impian Putra, 43600 Bangi, Selangor, Malaysia
No of employees	250
Products & Services	Biofertilizer, biopesticide, bioremediation
Production Process	 <pre>graph LR; A[Raw material input] --> B[Window Maturation]; B --> C[Curing / Drying]; C --> D[Screening]; D --> E[Sieving Process]; E --> F[Enrichment]; F --> G[Packing];</pre>

Myagri Overview

Initial visit

Date: 4th October 2011

Objective:

- Introduction to ASEM Eco-innovation Project
- Conduct an interview and a site tour to assess the company's environmental management and process activities
- Based on findings, provide short-term cleaner production recommendations

Participating Consultants:

- Eco-Frontier, OWW, ERE

Myagri representatives:

- Ms Salwa MD Hashim, Sr Manager, Ms Elyana Shariff, Manager

Interim visit

Objective:

- Assist **Myagri** to implement the short-term cleaner production options recommended during the initial visit

Participating Consultants:

- Eco-Frontier , ASEIC

Myagri representatives

- Mr. Lai, Factory Manager

Final visit

Date: 8th November 2011

Objective:

- Review of preliminary findings
- Comprehensive education on environmental management
- Development of long-term eco-innovation strategy for **Myagri**

Participating Consultants:

- Eco-Frontier, OWW, ERE

Myagri representatives:

- Ms Hayati Taib, Managing Director, Ms Salwa MD Hashim, Sr Manager

Contents

1. Introduction to ASEM Eco-innovation Project
2. Myagri Overview
3. Assessment & Recommendations
4. Strategies and Tools for Sustainability
 - 4.1 Environmental Strategy Establishment
 - 4.2 Environmental Management Organization Establishment
 - 4.3 Environmental Data Management
 - 4.4 GHG Emissions Management
 - 4.5 Cleaner Production
 - 4.6 Environmental Transparency
5. Eco-innovation Strategy
 - 5.1 Sustainable Business Management
 - 5.2 Environmental Labelling & Eco-design



This material may contain privileged or confidential information. It is solely for use by the individual or the organization for which it is intended. If you are not the intended recipient, please discard and destroy this material immediately. Any other use of this information is strictly prohibited. Thank you for your compliance.

Copyright © 2012 ASEM SMEs Eco-Innovation Center All rights reserved.

Environmental Management Assessment & Recommendations

Environmental Management Assessment Tool

➤ Environmental management is a way of managing an organization by using energy, and resources efficiently, reducing GHG emissions and reducing both health and environmental impact.

➤ Environmental Management Assessment Tool used in this Project was based on 5 criteria:

- ① Environmental Management Strategies
- ② Environmental Management System
- ③ Energy & Resources Management
- ④ GHG Emissions and Environmental Pollution Management
- ⑤ Environmental Responsibility



Environmental Management Assessment Report on SMFs

2. Environmental Management

Environmental Management Strategies and Policies

Company :

Duration :

Consultant :



	The company has established strategies and policies on environmental management.	Proceed to Step 2 of the Analysis	
		YES	NO
Step 2 Identify the company's environmental management status. Are there environmental management objectives and targets? Is there an action plan for achieving those objectives and targets?	The company has environmental management objectives.	The company has environmental management targets and strategies, but there is no action plan for implementation.	The company has environmental management targets and action plan, but they are irrelevant to the quantitative outcomes.
	2	4	6
			8
			10



Preliminary Findings

1. Environmental Strategy & Policies

- No environmental strategy; only informal form of communication
- Conducts energy saving activities
- No guidelines for green procurement

2. Environmental Management System

- Environmental issues are verbally communicated
- No environmental management representative or committee
- Monitoring is not systematic

3. Energy & Resources

- Environmental data is not managed using indicators

4. GHG Emissions and Environmental Pollution

- Does not calculate GHG emissions and has not established GHG emissions reduction target

5. Environmental CSR

- Does not disclose organization's environmental performance and activities
- Complies to environmental regulations

***Refer to the initial report for detailed analysis.**



Cleaner Production Assessment & Recommendations

Case 1



▪ The use of natural lighting is confined to part of the curing area.

➤ Cleaner Production Recommendations:

- Expand the use of natural lighting from the ceiling to reduce the use of light fixtures and improve working conditions.
- (500W*6=3kW) reduction, 11hrs/day, 250days/yr = 740 \$/yr reduction in cost expected

Case 2



• There is a specific area to store scheduled waste prior sending to main storage area in the palm oil mill. Area is not separated from compost product area. No signs for storage area and label on drum to indicated "waste oil".

➤ Cleaner Production Recommendations:

- Scheduled waste area needs to be isolated from product area to avoid accidental spillage and cross contamination.
- Designate a specific area for wastes and provide labeling for effective waste separation.

Cleaner Production Assessment & Recommendations

Case 3



- Pump leaks generating more waste oil and leads to generation of scheduled waste for disposal.

➤ Cleaner Production Recommendations:

- Improve machine maintenance to avoid loss of oil and generation of scheduled waste.
- **Improve resource efficiency**

Contents

1. Introduction to ASEM Eco-innovation Project

2. Myagri Overview

3. Assessment & Recommendations

4. Strategies and Tools for Sustainability

4.1 Environmental Strategy Establishment

4.2 Environmental Management Organization Establishment

4.3 Environmental Data Management

4.4 GHG Emissions Management

4.5 Cleaner Production

4.6 Environmental Transparency

5. Eco-innovation Strategy

5.1 Sustainable Business Management

5.2 Environmental Labelling & Eco-design



This material may contain privileged or confidential information. It is solely for use by the individual or the organization for which it is intended. If you are not the intended recipient, please discard and destroy this material immediately. Any other use of this information is strictly prohibited. Thank you for your compliance.

Copyright © 2012 ASEM SMEs Eco-Innovation Center All rights reserved.

Environmental Strategy Establishment

Establishment of Corporate Environmental Strategy (Policy, Objectives, Targets)

Environmental Policy

- Environmental policy is your declaration of commitment to the environment as well as to health & safety of your employees.
- To develop an environmental policy, make a list of general environmental concerns that could be addressed in your company.
- The environmental policy should serve as the framework for setting environmental objectives and targets.

Qualitative Objectives

- Environmental objectives are established based on the company's environmental vision and policy.
- Environmental targets are established for each environmental objective to measure change in improvement.
- Implementation plan should be developed for each environmental objective and relevant targets.
- Environmental objectives and targets should be included in the company's medium and long-term goals as well as a system for monitoring the performance results of the implementation plan.

Quantitative Targets

Environmental Strategy Establishment

SAMPLE Environmental Policy for Myagri

Malaysian Agri Group of Companies (Myagri) aims to promote and maintain environmentally responsible practices to benefit our customers, employees, clients and community as whole. To realize this vision, we will commit to the following:

- Establish and review our environmental objectives and targets.
- Comply with legal regulations and standards pertinent to our industry.
- Minimize emissions to contribute to climate change mitigation.
- Pursue efficient use of energy & resources.
- Practice safe treatment and disposal of wastes.
- Strengthen our green competitiveness.
- Cooperate and communicate with all relevant stakeholders including employees, suppliers, government agencies and our client.

As a responsible manufacturer, **Malaysian Agri Group of Companies (Myagri)** is committed to design, manufacture, handle and distribute our products to ensure that this policy is met at all times.

[Name of Managing Director]

[Signature]

[Date]

SAMPLE

Environmental Strategy Establishment

SAMPLE Environmental Objective and Targets for Myagri

Environmental Management Objective	Targets (By Year 2015 with Baseline of Year 2010)
Transparency in environmental management	<ul style="list-style-type: none"> • Post environmental management policy on the company's website • Set up an internal bulletin board that discloses the company's environmental management status • Publish a sustainability report
Develop eco-friendly products & services	<ul style="list-style-type: none"> • Increase the use of recyclable & recycled packaging materials by 5% • Adopt Type I eco-labelling for bio-fertilizer
Increase green procurement (purchase of eco-friendly products)	<ul style="list-style-type: none"> • Increase green procurement by 20% • Don't use paper or plastic cups in the office • Increase purchase of recycled packaging material by 50%
Reduce waste and expand recycling	<ul style="list-style-type: none"> • Reduce waste generation by 5% • Achieve 100% waste separation and recycling
Reduce energy-use and GHG emission level	<ul style="list-style-type: none"> • Reduce energy-use by 5% • Reduce GHG emissions (scope 1 & 2) by 5% • Conduct a detailed energy audit every 6 months

SAMPLE

Environmental Management Organization Establishment

- An environmental management organization should be established to manage the company's overall environmental performance.

- Appoint an environmental management representative to manage your company's environmental performance
- Establish an environmental management committee or team

Establishing an Environmental Management Organization

Who should be the environmental management representative?

- The Environmental Management Representative is the top plant manager responsible for the functioning of the organization's environmental management system (EMS).
- It is his or her job to ensure that all tasks relating to EMS are identified and completed in a timely manner.
- He or she is also responsible for reporting periodically to the President Director of the organization on the progress and results of the company's EMS.

Establishing an Environmental Management Organization

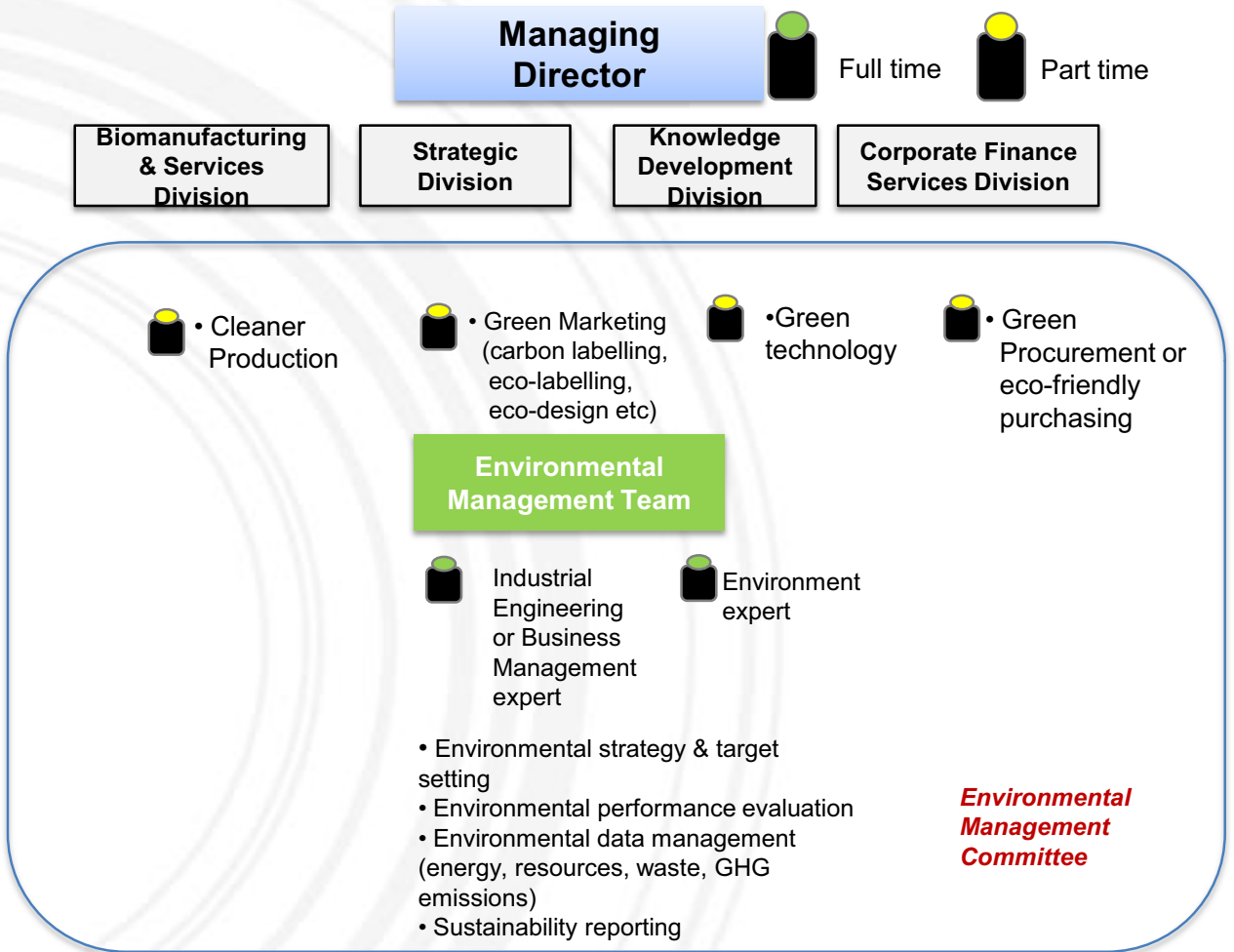
- Before establishing your environmental management organization, consider the following.
 - Who is/should be our EMS Management Representative?
 - Does this individual have the necessary authority to carry out the responsibilities of this job?
 - How will we divide EMS roles and responsibilities?
 - How do we ensure that adequate resources have been allocated for environmental management?
 - How will we keep this information up-to-date?

Environmental Management Organization Establishment

SAMPLE Environmental Committee for Myagri – At least one environmental management representative should be selected to implement the company’s environmental management

Responsibilities of Myagri’s Environmental Management Representative

- Establish environmental strategy and objectives
- Manage environmental data (energy, resources, GHG emissions)
- Monitoring and set reduction targets (energy, resources, GHG emissions), and compare with actual performance
- Foster green production processes by practicing cleaner production
- Prepare a guideline for eco-friendly purchasing



Environmental Data Management

Environmental data should be managed in relative terms to compare your environmental targets (e.g.: reduction in energy use by 5% by year 2012) and your performance outcome (energy use in year 2012 compared to baseline year)

Why should you manage your environmental data?

- **Absolute indicators**

- Measure basic data in a given time frame, typically one year
- **e.g.)** tons of CO₂ emitted annually, tons of wastes generated annually

- **Relative indicators (normalized indicators)**

- Measurement of absolute consumption or emission figures relative to reference data
- Used to measure productivity and intensity ratios e.g.) waste generated per unit of production(kg)

***Relative indicators provide accurate information → better management**

Track, analyze and compare monthly & annual environmental performance

Environmental Data Management Tool

- The Project provided all participating SMEs with a tool that automatically calculates the organization's environmental data including:

- 1)Electricity consumption
- 2)Fuel consumption
- 3)Water use
- 4)Use of materials (resources)
- 5)Waste generation
- 6)Emissions of harmful substances

* The environmental data management excel tool is available on ASEIC's portal site. <<http://www.aseic.org/main.do>>

Environmental Data Management

Using the excel tool → Electricity Use (Example)

(Company A) Indicator					
Criteria for Comparison		Electricity Use Indicator			
Month(2010)	Sales/1,000RM	Electricity Use (kwh)	Total Price(RM)	Use/Sales (kwh/1,000RM)	Total Price/Sales(%)
1	464	32,642	2,307,390	70.35	0.5
2	291	32,254	2,527,930	110.84	0.9
3	462	29,102	2,203,710	62.99	0.5
4	526	33,902	1,851,810	64.45	0.4
5	447	26,894	1,670,230	60.17	0.4
6	654	23,832	1,806,190	36.44	0.3
7	514	26,076	2,212,550	50.73	0.4
8	348	24,163	2,181,980	69.43	0.6
9	354	24,509	2,047,000	69.23	0.6
10	417	17,549	2,054,190	42.08	0.5
11	426	22,649	2,233,310	53.17	0.5
12	401	25,675	2,468,170	64.03	0.6
yr2010	5,304.00	319,247	25,564,460.00	60.19	0.48

Step 1: Input the amount of your monthly sales volume.

Step 2: Input monthly electricity use in kWh indicated in your energy bill.

Step 3: Input the monthly electricity rate indicated in your energy bill.

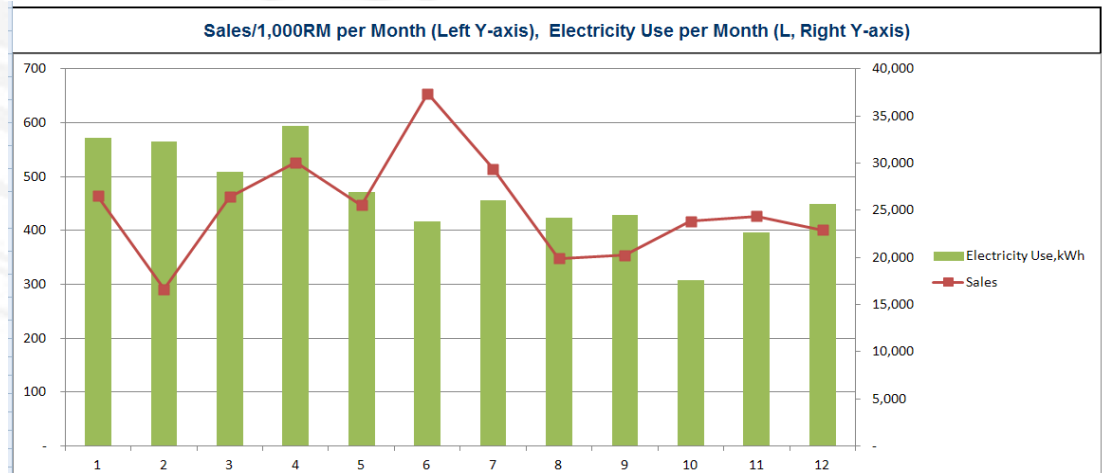
Environmental Data Management

Using the excel tool → Electricity Use (Example)

A graph & table automatically constructed based on the inputs from steps 1,2,3



Repeat steps 1, 2, 3 for other indicators (waste, materials, harmful substances, water, fuel)



Month (2010)	1	2	3	4	5	6
Use/Sales (kwh/1,000RM)	70.35	110.84	62.99	64.45	60.17	36.44
Unit Price(RM/kwh)	70.69	78.38	75.72	54.62	62.10	75.79
Month (2010)	7	8	9	10	11	12
Use/Sales (kwh/1,000RM)	50.73	69.43	69.23	42.08	53.17	64.03
Unit Price(RM/kwh)	84.85	90.30	83.52	117.05	98.61	96.13

2010 Use/ Sales (kwh/1,000RM)	60.19
2010 Unit Price (RM/kwh)	82.31

GHG Emissions Management

What are GHG Emissions? Where do they come from?

Types of GHGs	Global Warming Potential
CO ₂	1
CH ₄	21
N ₂ O	310
HFCs	140 ~ 11,700
PFCs	6,500 ~ 9,200
SF ₆	23,900

- GHG Emissions are gases in Earth's atmosphere that prevent heat from escaping into space. GHGs increase the Earth's surface temperature resulting in climate change and global warming.
- There are 6 types of GHGs.
- The 6 types of GHGs can come from 3 different scopes of emissions.

GHG calculation tool include

Scope 1

- **Definition:** GHG emissions from sources that are owned or controlled by a Federal agency
- **Examples:**
 - Vehicles and equipment
 - Stationary Sources
 - On-site landfills & wastewater treatment
 - Fugitive emissions

Scope 2

- **Definition:** GHG emissions resulting from the generation of electricity, heat, or steam purchased by the company.
- **Examples:**
 - Purchased electricity
 - Purchased Heating / Cooling
 - Purchased Steam

Scope 3

- **Definition:** GHG emissions from sources not owned or directly controlled by the company but related to the company's activities.
- **Examples:**
 - Business travel
 - Employee commuting
 - Contracted solid waste disposal
 - Contracted wastewater treatment
 - Others

* The GHG emissions data management tool is available on ASEIC's portal site. <<http://www.aseic.org/main.do>>

GHG Emissions Management

1. Station Combustion (Scope 1 Emission)

Scope 1- Stationary combustion				Step 1		
				A	B	C
Calculation						
Factory Site	Period	Process	Equipments	Fuel Type	Collecting Methods	Fuel Consumption
	2011			LNG	measured	0
	2011			Gasoline	measured	0
	2011			Lamp oil	measured	0
	2011			Coal	measured	0
	2011			Diesel	measured	0
	2011			Others	measured	0
	2011			LPG	measured	0
Scope 1 Stationary Combustion Emission						

Step 1: Indicate year

Step 2: Select fuel type (LNG, Gasoline, Lamp oil, coal, diesel, LPG, Others)

Step 3: Input the total amount of fuel consumption

Step 4: Repeat steps 1, 2 & 3 if the facility uses more than one type of fuel

GHG Emissions Management

2. Mobile Combustion (Scope 1 Emission)

Scope 1- Mobile Combustion						Step 1					
						A	B	C	D	E	
Calculation	Factory Site	Period	Vehicle	Use	Registration number	Manufactured Year Production	Fuel Type	Collecting Methods	Fuel Consumption	Unit	Mile
		2011	Company Vehicle A	Transportation of Confectionery			Diesel	measured	34,796	l	-
		2011					Diesel	measured		l	-
		2011					LPG	measured		Nm3	-
Scope 1- Mobile Combustion Emission											

Step 1: Indicate year

Step 2: Select fuel type (gasoline, diesel, LPG)

Step 3: Input the total amount of fuel consumption

Step 4: Repeat steps 1, 2 & 3 if the facility uses more than 1 vehicle type

GHG Emissions Management

3. Electricity (Scope 2 Emission)

Scope 2 - Electricity			Step 1					
			A	B	C	D	E	
							Emission Factor	
Period	Process or Place	Facility	Fuel Type	Collecting Methods	Electricity Consumption	Unit	CO ₂ Default emission Factor	D en F
2011				measured	10,950,000	kWh	0.6900	0.0
Scope 2 - Emission by Electricity								

Step 1: Indicate year

Step 2: Input annual electricity consumption in kWh.

Nations have different electricity emission factors; therefore, refer to national government website for accurate electricity emission factor or follow IPCC guideline.

GHG Emissions Management

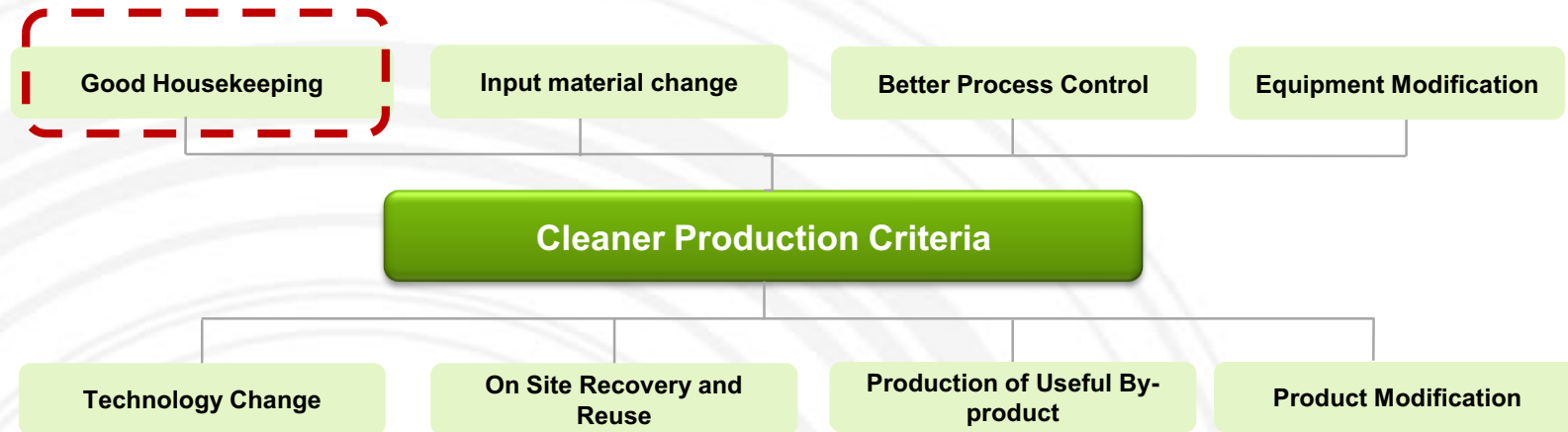
Total GHG Emissions for Scope 1&2

Total GHG emissions automatically calculated – A table is constructed showing accumulated GHG emissions for scopes 1 & 2

Emission Type		Emission total Amount	Emission Subtotal Amount	Types of GHGs					
				CO ₂	CH ₄	N ₂ O	HFCs	PFCs	SF ₆
SCOPE 1	Stationary combustion	Fuel	0	0.0	0.0	0.0	-	-	-
	Mobile combustion	Vehicle	93	92.8	91.3	0.1	1.4	-	-
	Sub total		93	92.8	91.3	0.1	1.4	0.0	0.0
SCOPE 2	Electricity	Purchasing Electricity	7,566	7,566.2	7,555.5	1.5	9.1	-	-
	Sub total		7,566	7,566.2	7,555.5	1.5	9.1	0.0	0.0
GHG Total Emission (Scope 1 + 2)			7,659	7,659.0	7,646.8	1.7	10.6	0.0	0.0

Cleaner Production

“Cleaner production is the continuous application of an integrated preventative environmental strategy to processes, products and services to increase efficiency and reduce risks to humans and the environment” (United Nations Environment Programme, 1991)



- **Good housekeeping:** appropriate provisions to prevent leaks and spills and to achieve proper, standardized operation and maintenance procedures and practices. → **Lowest cost and most basic form of cleaner production**
- **Input material change:** replace hazardous or non-renewable inputs with less hazardous or renewable materials or by materials with a longer service life-time
- **Better process control:** modification of the working procedures, machine instructions and process record keeping for operating processes at higher efficiency and lower rates of waste and emission generation
- **Equipment modification:** modification of the production equipment so as to run the processes at higher efficiency and lower rates of waste and emissions generation
- **Technology change:** replacement of technology processing sequence and/or synthesis pathway in order to minimize the rates of waste and emissions generation during production
- **On-site recovery / reuse:** reuse of wasted materials in the same process or for another useful application within the company
- **Production of useful by-products:** transformation of previously discarded wastes into materials that can be reused or recycled for another application outside the company
- **Product modification:** modification of product characteristics in order to minimize the environmental impacts of the product during or after its use (disposal) or to minimize the environmental impacts of its production (e.g.: automatic control)

Cleaner Production

- To foster greener industrial processes, many nations have developed national programs to foster cleaner production.
- In Malaysia, the **Cleaner Production Virtual Centre (CPVC) Malaysia** is responsible for fostering cleaner production initiatives of companies.
- Enterprises that need assistance with cleaner production should contact CPVC for training and support.

- Website: <http://cp.doe.gov.my/cpvc/>
- CPVC Malaysia is hosted by the Cleaner Technology Unit, Department of Environment Malaysia, to help inform and educate Malaysian SMEs about cleaner production opportunities.
- CPVC provides workshops, roadshows and case studies for SMEs.
- CPVC also provides “cleaner production implementation tool” <http://cp.doe.gov.my/cpit/login.php> , which is a web-based tool developed by Department of Environment to assist Malaysian SME / SMI in conducting qualitative and quantitative audits to determine opportunities of waste reduction potential.

Rainwater harvesting by MM Vitaoils Sdn Bhd

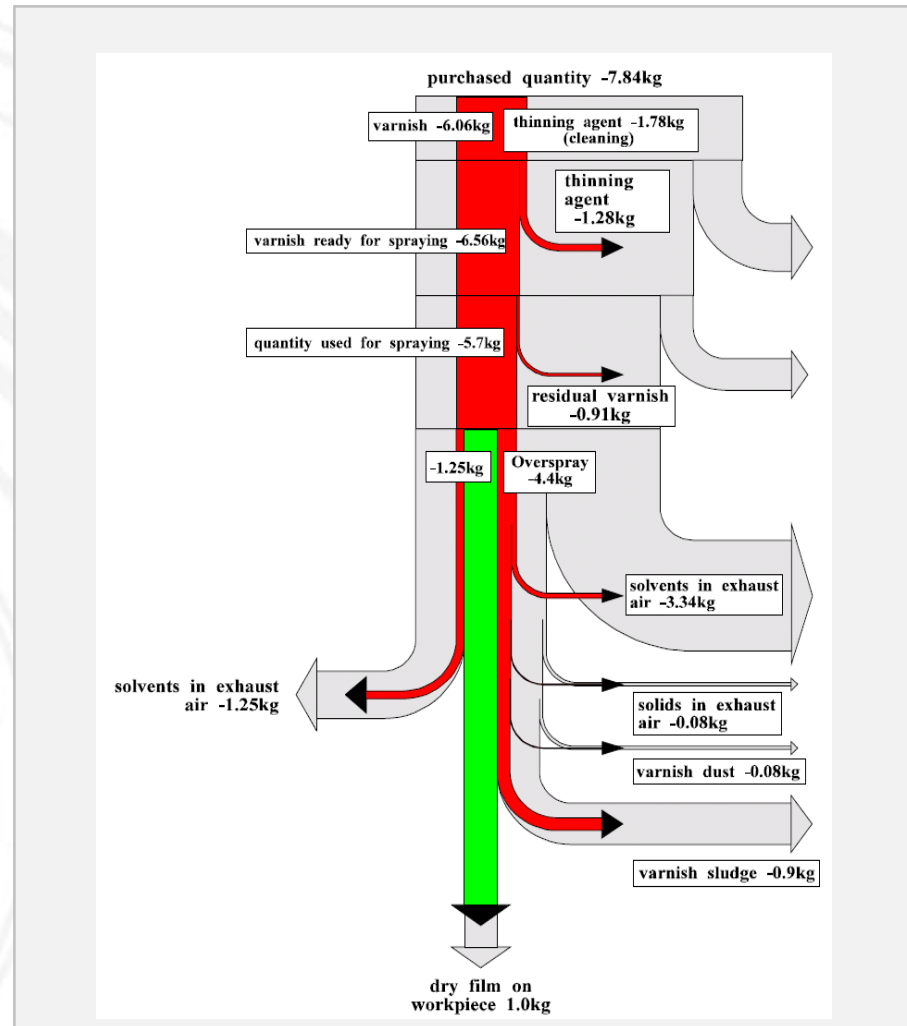


Efficient Lighting by MM Vitaoils Sdn Bhd



Cleaner Production – Resource Efficiency

- **Material flow analysis** is a systematic approach aiming at:
 - Presenting an overview of materials used in a company
 - Identifying the point of origin, the volumes as well as the causes of waste and emissions
 - Creating a basis for an evaluation and forecast of future developments
 - Defining strategies to improve the overall situation
- There are 7 steps to completing the material flow analysis:
 - 1) Define the objective of the material flow analysis and parameters to be monitored
 - 2) Define the balance scope
 - 3) Define the balance period
 - 4) Identify and define process steps
 - 5) Draw a flowchart: qualitative approach
 - 6) Draw up balances: quantitative approach
 - 7) Interpretation of the results
 - 8) Conclusion



Resource Efficiency Example 1. Process Simulation Tool

– Improve metal mold design to save costs on materials and energy

BEFORE

■ CAD/CAM system used to design metal molds



- The design is too big, or too small for the product
- Unnecessary material input, high waste generation

AFTER

■ Use metal mold design simulation tool



- The simulation program provides solutions for optimal metal mold designs
- Minimize waste and material input

➤ Improvement result: **Save 14,500 USD / yr**

- Reduce purchasing costs of raw materials from less input
- Reduce utility costs (electricity, gas, etc)
- Reduce working hours and equipment costs

Resource Efficiency Example 2. Jig Reuse

- Reuse Jig and Reduce Waste

BEFORE

■ Before Jig cleansing

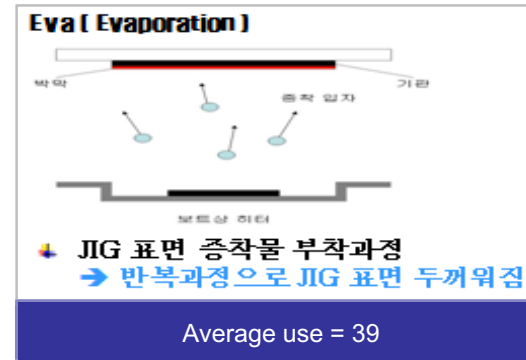


Average use = 35

- Continuous re-attaching of the jig to the product wears out the jig
- Disposed after an average use of 35 times

AFTER

■ Increase reuse by cleaning



- 4-fold increase in the reuse of the Jig

➤ Improvement result: **Save 29,430 USD/yr**

- Minimize use of resources
- Reduce waste, reduce environmental burden
- Raise environmental awareness among employees

Resource Efficiency Example 3. Efficient use of PVC using MFA

- Foster resource efficiency by conducting a material flow analysis (MFA)

BEFORE

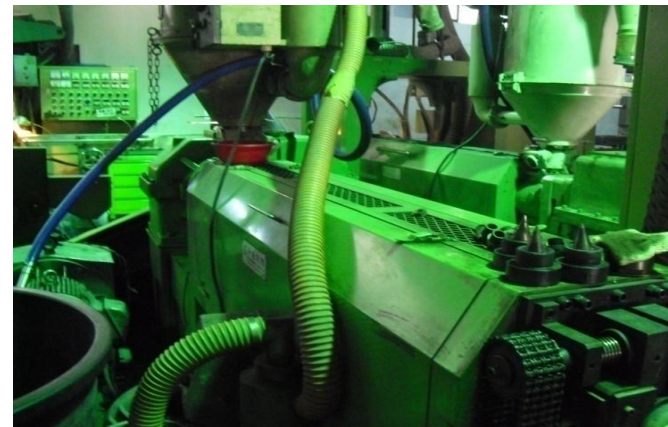
■ Before MFA



- 4kg of PVC residue is produced in after end of each extrusion process

AFTER

■ After MFA



- MFA allowed the company to accurately measure the amount of PVC needed for the extrusion process

- Improvement result: **Save 8,300 USD/yr**
 - Minimize the use of materials & reduce waste

Resource Efficiency Example 4. Minimize the use of packaging materials

– Reduce packaging materials to save time and costs

BEFORE



• Packaging materials used for concrete powder results in unnecessary waste disposal costs

AFTER

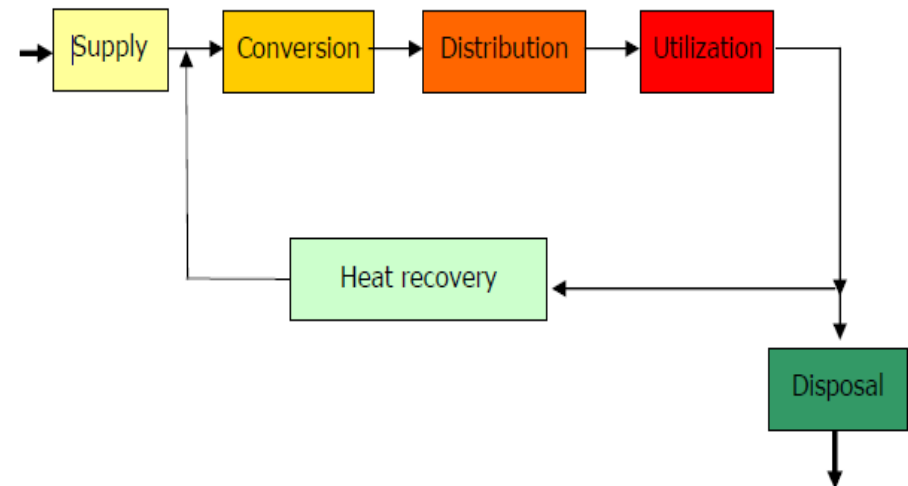


• The packaging material is the same as the input material

- Improvement result: **Save 4,300 USD/yr**
- Able to input all materials into concrete mixer
 - Avoid unnecessary time consumption and costs from packaging

Cleaner Production - Energy Efficiency

- Energy efficiency aims to increase efficiency in terms of conversion, distribution and utilization of energy and heat recovery.
- The company's energy system covers six areas:
 - 1) Data collection
 - Collect data on type, number and characteristics of equipment/machines;
 - Types of energy consumed
 - 2) Energy purchase
 - Analyze energy consumption
 - 3) For all areas:
 - Interpret the data in comparison with benchmarks
 - Suggest possible solutions for efficient use of energy



Energy Efficiency Example 1. Energy audit

– Conduct energy audit and reduce energy costs

BEFORE

■ Before energy audit



- Pressure Level = 7~8 (kgf/cm²)
- Energy overuse from inaccurate pressure level

AFTER

■ After energy audit



- Pressure Level = 5~6 (kgf/cm²)
- Electricity consumption reduced due to accuracy in pressure level

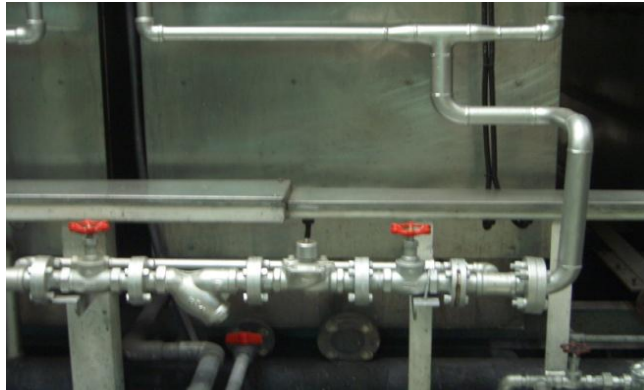
➤ Improvement result: **Save 3,460 USD/yr**

- Reduce energy use by maintaining appropriate pressure level of the air compressor

Energy Efficiency Example 2. Additional installation of pipe hangers

– Install additional hot water circulator pipe hangers to reduce energy costs

BEFORE



AFTER



Water is circulated to produce heat → Add protective materials over the pipes to prevent heat loss

➤ Improvement result: **Save** $(20.46 \text{ USD/hr} \times 616 \text{ hr} - 10.68 \text{ USD/hr} \times 616 \text{ hr}) \times 0.47 = 2,831.51 \text{ USD/yr}$

Energy Efficiency Example 3. Optimize drying process

– Optimize drying process to reduce energy consumption

BEFORE



Operation of drier, 10hrs/day

- Drier is operated 10 hrs/day

AFTER



Operation of drier reduced to 3hrs/day

- Optimize the drying process to increase efficiency

➤ Improvement result: **Save 7,290 USD/yr**

- Reduce operating costs
- Reduce electricity consumption
- Prevent heat loss

Cleaner Production - Waste Management

- Avoiding waste is more economical and environmentally friendly than collecting and recycling wastes.
- Waste consists of costly raw materials that have not been transformed into products and for which one pays additional disposal costs.
- Integrating waste management into the company's environmental management is crucial to saving resources and costs:
- Good waste management practice should include the following:
 - 1) Familiarize employees with relevant waste management regulations
 - 2) Ensure that the legal requirements for waste management are observed and initiated
 - 3) Designate a specific area for different types of wastes
 - 4) Collect data on waste volume and disposal costs
 - 5) Evaluate and identify areas of improvement for waste management
 - 6) Implement specific measures for proper waste management



Waste Management Example 1. Waste separation

– Waste separation and minimization of dead space waste storage

BEFORE



- Inadequate waste management results in high disposal costs
- No waste separation, no recycling

AFTER



- Establish waste logistics
- Reusable packaging
- Tie up waste with a rope to reduce dead space
- Notice sign in front of waste disposal site

Waste treatment cost/year

5,517 USD / last year → 3,767 USD / current year (under the same production amount)

Improvement result

32% reduction in disposal costs = Save 1,750 USD / yr

Environmental Transparency

Global companies are disclosing their environmental management practices.

⇒ **WHY:** Interested stakeholders (investors, consumers, buyers, suppliers) pressure companies to measure their sustainability.

⇒ **HOW:** **Transparency** is the first step to environmental responsibility of companies

What and how to disclose environmental information?

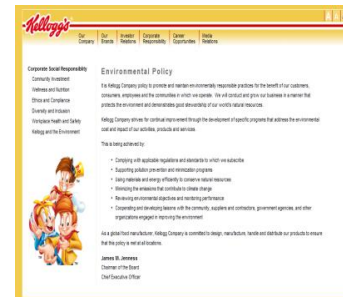
Information Content

- Use of Electricity, Fuel, Materials
- Waste and Toxic Substance Generation
- Carbon footprint
- Environmental Management Strategies & Targets

Methods

- Disclose environmental management information on company's **website**
- Publish a **sustainability report**
- Use **bulletin boards** to share information on the company's environmental management status and sustainability to employees & clients

Sample 1



Environmental policy on website

Sample 2



Environmental management bulletin board

Sample 3



Sustainability report

Environmental Transparency

How to write a sustainability report

Sustainability Report

Contents

Managing Director's Message
Company Overview
Report Overview

1. Environmental Management Strategy & System
 - Environmental Management Performance & Targets
 - Environmental Management System
2. Environmental Management Practices
 - Green Procurement
 - Education & Training Activities
 - Environmental Certification
 - Others
3. Energy & Resources
 - Energy efficiency
 - Resource efficiency
4. GHG Emissions & Environmental Pollution
 - GHG Emissions & Reduction Target
 - Environmental Compliance

Appendix

Energy & Resources

Energy-saving activities:

- Schedules adjusted for cooling, heating, and air filtration
- Heat exchangers installed
- Hot water supplied on ground floors
- Floor lamps replaced with high-efficient lights

	Unit	2009	2010
LNG	Nm3	265,626	275,319
Diesel	ℓ	106,947	80,947
Gasoline	ℓ	221,330	242,368
Electricity	kWh	55,314	59,767
Heating System	Gcal	1,059	1,192

SAMPLE

Contents

- 1. Introduction to ASEM Eco-innovation Project**
- 2. Myagri Overview**
- 3. Assessment & Recommendations**
- 4. Strategies and Tools for Sustainability**
 - 4.1 Environmental Strategy Establishment**
 - 4.2 Environmental Management Organization Establishment**
 - 4.3 Environmental Data Management**
 - 4.4 GHG Emissions Management**
 - 4.5 Cleaner Production**
 - 4.6 Environmental Transparency**
- 5. Eco-innovation Strategy**
 - 5.1 Sustainable Business Management**
 - 5.2 Environmental Labelling & Eco-design**



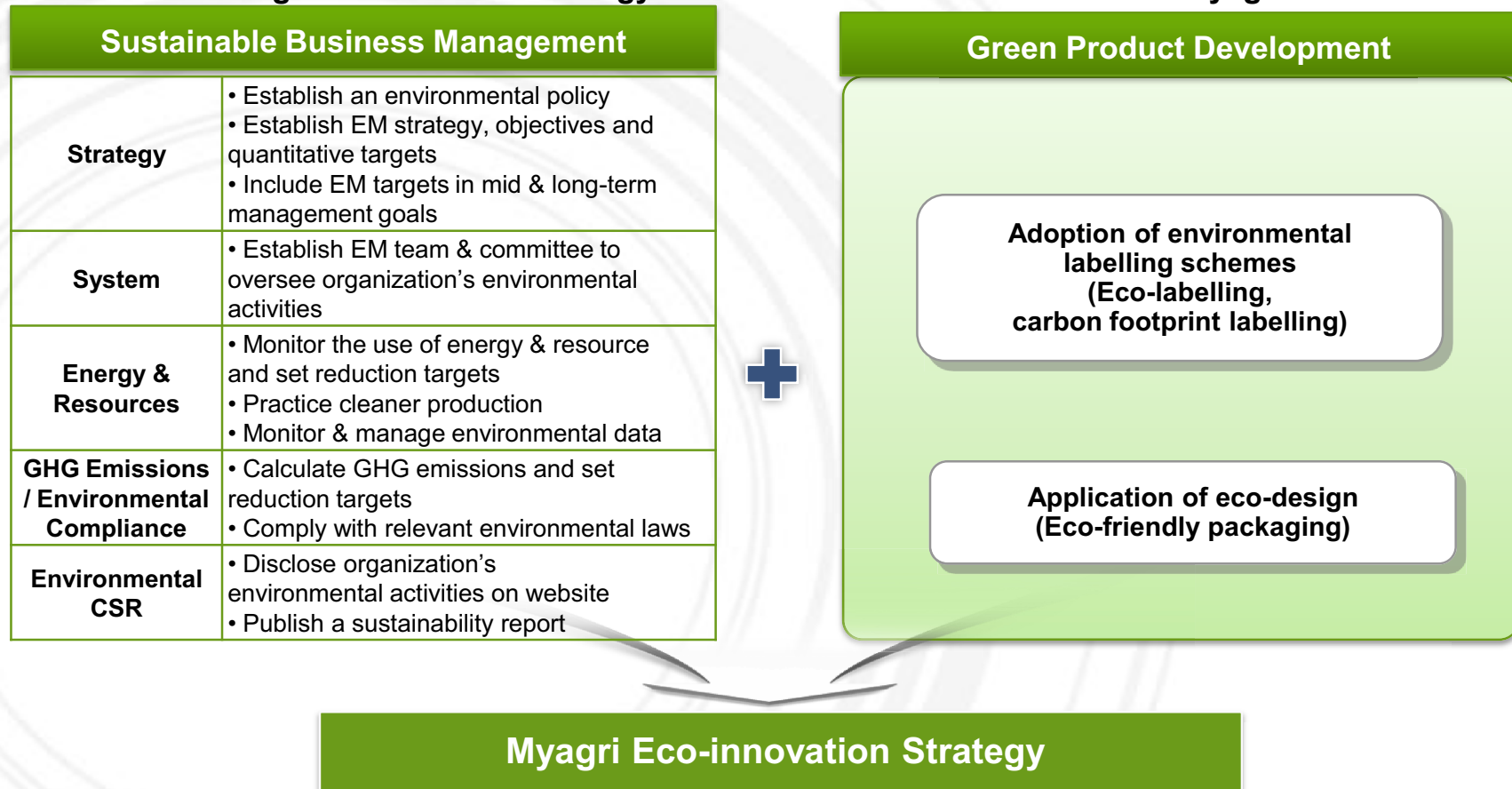
This material may contain privileged or confidential information. It is solely for use by the individual or the organization for which it is intended. If you are not the intended recipient, please discard and destroy this material immediately. Any other use of this information is strictly prohibited. Thank you for your compliance.

Copyright © 2012 ASEM SMEs Eco-Innovation Center All rights reserved.

Eco-innovation Strategy

- **Eco-innovation** is innovation that results in a reduction of environmental impact, no matter whether or not that effect is intended.
- Eco-innovation can be analyzed along three dimensions:
 - 1) **Targets**: the focus areas of eco-innovation such as products, processes, marketing methods, organizations and institutions
 - 2) **Mechanisms**: the ways in which changes are made in the targets (modification, redesign, alternatives and creation)
 - 3) **Impacts**: effects of eco-innovation on the environment

The following eco-innovation strategy was identified as most suitable for Myagri.



Sustainable Business Management

Sustainable Business Management Recommendations

1. Environmental Strategy & Policies

- Establish an environmental management strategy
- Set qualitative objectives and quantitative targets based on your EM strategy
- Increase green procurement such as purchase of eco-friendly office supplies and recycled materials
- Increase efficiency of equipments for energy efficiency

2. Environmental Management System

- Appoint an environmental management representative and establish an environmental management committee
- Establish an internal bulletin board to share EM information with employees & visitors
- Conduct an internal energy audit (twice a year)
- Attend EM & cleaner production training sessions provided by governmental organizations or global corporations

3. Energy & Resources

- Monitor energy consumption using relative indicators (use environmental data management tool provided by Eco-Frontier)
- Set quantitative reduction targets
- Annually compare environmental performance and targets

4. GHG Emissions and Environmental Pollution

- Calculate GHG emissions (Scope 1 & 2) from total energy use using GHG calculation excel tool provided by Eco- Frontier
- Set GHG emissions reduction target

5. Environmental CSR

- Disclose company's environmental management status on website (start with a simple environmental management policy)
- Publish a sustainability report

Eco-labelling – Carbon Footprint Labelling

Marketing Tool – Popularity of Eco-label Products in Korea



죽은상품 홀콜러스 비타민 우유(1800ml)
(학)연세대학교 연세우유



스마트미팅무염감자칩
해태제과식품(주)



항공운송서비스
(A330-300기종, 김포-하네다 노선)
아시아나항공(주)



나비엔콘덴싱가스보일러(NCN-21KD)
(주)경동나비엔



코카콜라 PET (500ml)
코카콜라음료(주)



햇반(210g)
CJ 제일제당(주)



냉정수기 (CP-07BL.black)
웅진코웨이(주)



드림세탁기TROMM (FR328WA)
LG전자(주)



Plus male 포인트스 티셔
(주)현대시트



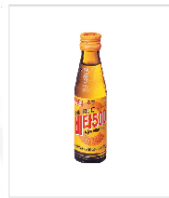
FXPIX 포인트스타커
(주)현대시트



장롱(레이나 柜 306)
(주)리바트



유기농두부생식용(320g)
(주)풀무원



비타 500 [100ml]
(주)광동제약



육수수업저[340ml]
(주)광동제약



이마트 제주감귤 [500ml]
웅진식품(주)



드림세탁기(SEW-HAR149AUW)
삼성전자(주)



탄소성적표시 상품 '인기몰이'

환경보호 녹색소비운동 인식 확산... 매출 증가

기사입력 2009-04-23 10:02 김대섭 joast11@asiae.co.kr

페이지 4 / 1



이마트를 방문한 고객이 탄소성적표지 인증 제품을 고르고 있다. 이 제품은 전류총과정에서 발생하는 탄소 판매현장에서 인증마크를 통해 확인할 수 있다.



서 발생하는 탄소배출량을 상품 자체 또는 판매현장에서 인증마크를 탄소성적표지 인증 상품이 고객들에게 인기를 끌고 있다.



Environmental Labelling

Types of Environmental Labelling?

- There are 3 types of Eco-labelling defined by ISO (International Organization for Standardization)
- Myagri's bio-fertilizers are Type II Eco-label products. To increase green competitiveness, it is recommended to pursue Type I or Type III Eco-label.

Type I

Voluntary, multiple-criteria based, third party. These entities can award licenses to authorize the use of environmental labels. These labels indicate overall environmental preferability of a product within a particular product category based on its lifecycle.



Type II

Informative environmental self-declaration claims by manufacturer or retailer

Type III

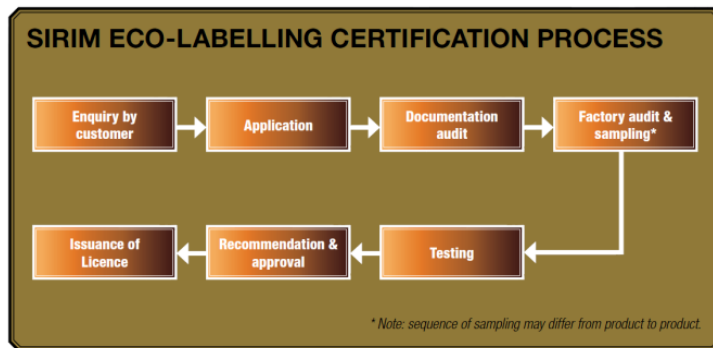
Voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters. These are also based on lifecycle assessment. (Example: carbon footprint labelling)



Environmental Labelling – Eco-labelling

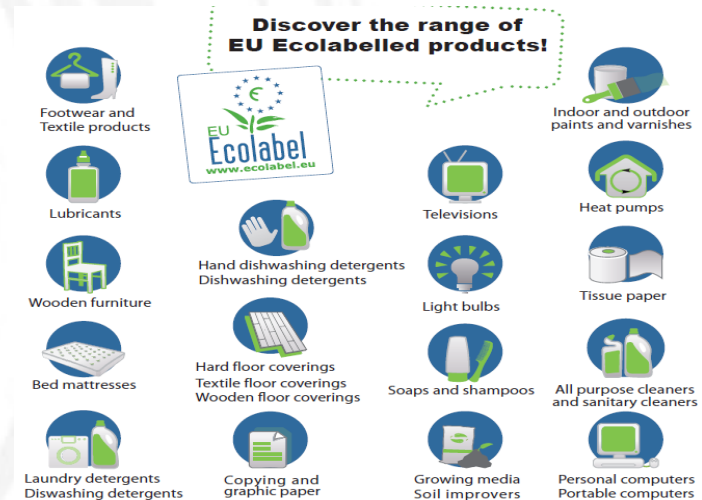
SIRIM Eco-labelling Scheme

- Website: http://www.sirim-qas.com.my/index.php?option=com_content&task=view&id=28&Itemid=209
- In 2004, SIRIM launched an Eco-labelling scheme in Malaysia to encourage demand and supply of eco-friendly products and services.
- Currently, the scheme is offered to 31 product types and Myagri is eligible for **“ECO 13: Organic Fertilizer”**
- SIRIM Eco-labelling Scheme became an internationally recognized standard with the acceptance as a full member of the Global Eco-labelling Network (GEN).









EU Eco-labelling Scheme

- Website: http://ec.europa.eu/environment/ecolabel/index_en.htm
- EU eco-labelling was established in 1992
- Certified 1152 eco-labels (2010)
- Most recognized Eco-label
- Eco-label products include cleaning agents, electronic equipments, clothing, paint, furniture, soil improvers, household appliances, lubricants, paper and services
- Myagri can apply for **“soil improvers”** → Refer to EU eco-labelling soil improver guideline



Environmental Labelling – Carbon footprint labelling

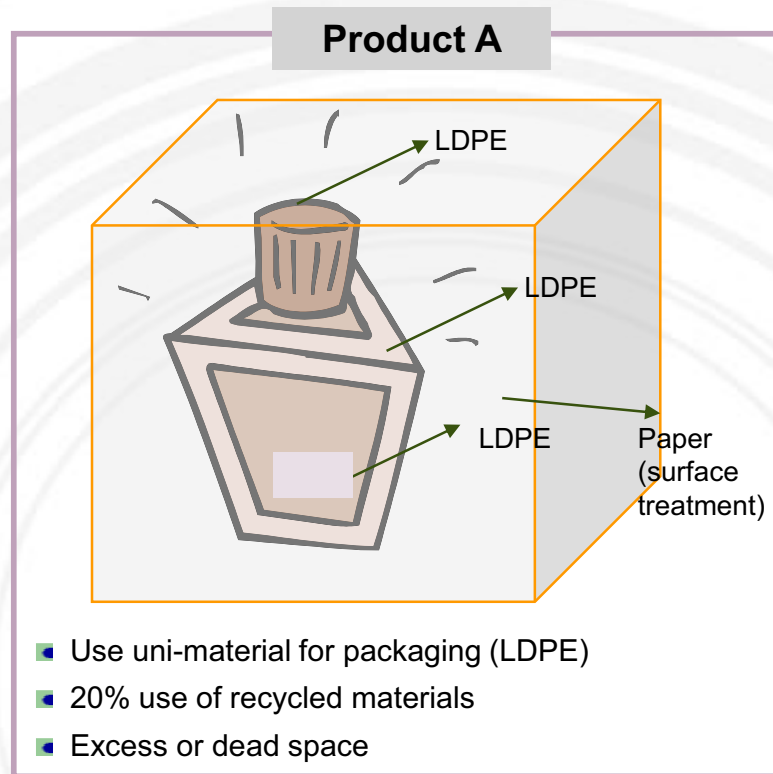
- Carbon footprint labelling is an example of Type III eco-labelling.

Country	Initiative	Label	No. of Certifications
U.K. (2007)	Carbon Reduction Label		Over 7,000 products
Sweden (2007)	Climate Declaration		Over 100 products
U.S. (2008)	Carbon Conscious Product Label		—
Japan (2008)	Carbon Footprint		94 companies
Korea (2008)	Carbon Footprint Label		68 companies & 325 products
	Energy Labels & Standards		-
Malaysia (??)	<ul style="list-style-type: none"> • Proposed Under the 10th Malaysia Plan (2011 – 2015) • 2011 National Carbon Footprint Labeling Scheme • Led by SIRIM & Department of Standards Malaysia 		

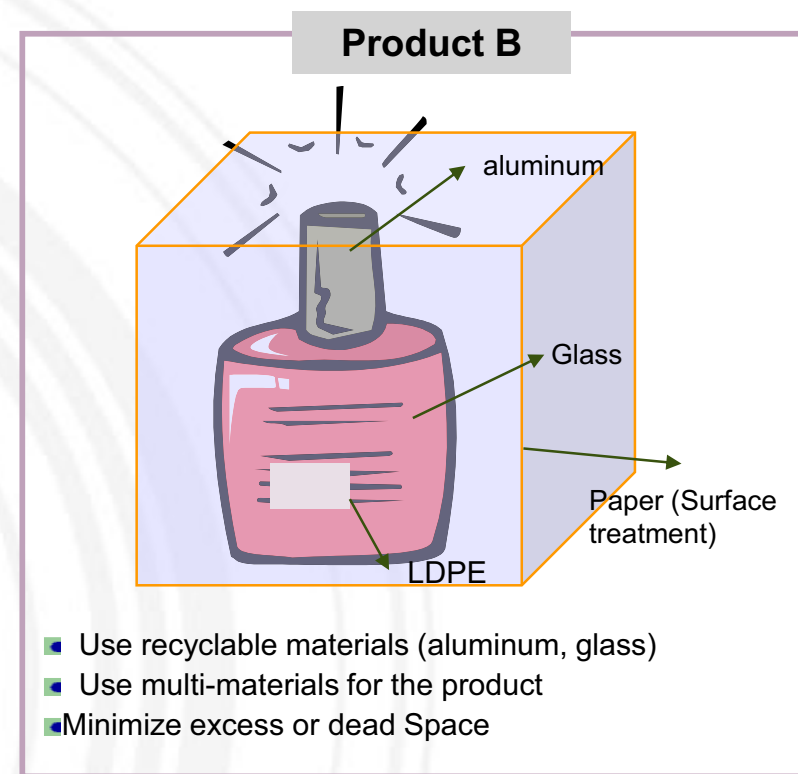
Eco-design

What is Eco-design?

- Eco-design is the systematic integration of environmental aspects into the product design with the aim to improve the environmental performance through its whole life cycle.



VS



Question: Which packaging method is more eco-friendly?

Answer: Neither is more eco-friendly than the other. Eco-design is a **relative-term**. Choose a method most suitable for your product.

E.g.: If you can't use recycled materials, you can reduce excess space.

Eco-design

What are some criteria for eco-friendly design?

Eco-friendly design reduces production costs and environmental burden.

Use uni-material 「Coca-cola」



- Do not use toxic color paint
- Only uses aluminum, which can be fully recycled
- **Benefits:**
 - Save energy & production costs

Use modularized parts in packaging 「Food City」



- Uses eco-friendly cardboard
- **Benefits:**
 - Modular system can meet a large number of packaging combinations and achieve maximum usability of packaging and save costs

Reduce weight and volume of packaging 「PUMA」



- Uses 65% less cardboard than standard shoe box
- No laminated printing, no tissue paper
- **Benefits:**
 - Save energy & production costs

Use recyclable materials for packaging 「L'OCCITANE」



- Uses 100% recyclable materials
- Reduce weight of packaging
- Uses materials that come from sustainably managed forests
- Uses already recycled products and least harmful to the environment
- **Benefits:**
 - Save energy & production costs

Eco-design : Eco-friendly Packaging

Benefits of Eco-design

- Eco-friendly packaging need to be well-designed, streamlined, biodegradable and easily recycled or reused.
- Businesses can reduce cost and increase long-term profit
 - e.g.: reduce excess space or weight of packaging material = reduce costs in transportation
 - e.g.: green consumers seek eco-friendly products = increase long-term profit margin

STEP 1: Identify major products & determine the applicability of eco-design.



STEP 2: Use the eco-friendly packaging checklist to rate the “eco-friendliness” of the existing packaging design.

*Eco-friendly packaging design checklist

Company:				
EM Representative:				
Designer:				
Product Name:				
No	Criteria for Eco-friendly Packaging	Yes / No	Comments	
1	Do not use environmentally regulated substances. (e.g.: Pb, Cd, Cr+6, Hg)			
2	Do not use metallic materials.			
3	Reduce or minimize weight of packaging per content (g of packaging / g of chocolate).			
4	Use modularized parts.			
5	Use recyclable materials (please refer to the “recycling grade of materials” document).			
6	Reduce number of material types used (use of uni-material).			
7	Reduce the number of part types.			
8	Label recycling information.			
9	Apply eco-friendly surface treatment.			
10	Reduce excess or dead space for transportation efficiency and cost reduction.			
11	Use recycled materials.			
12	Use same material for both packaging and labelling.			

Illustrative



checklist, develop an improved eco-friendly design.



ASEM SMEs Eco-Innovation Consulting Project :

- Eco-Innovation Guideline for Malaysian Agri Group of Companies (Myagri) -

ASEM SMEs Eco-Innovation Center (ASEIC)

9th fl, Business Office, 309 Mokdong-ro, Yangcheon-gu, Seoul, Korea
www.aseic.org / info@aseic.org