



# Conference on ASEAN SCP Policies and Practices:

Celebrating 12 Years of German-Southeast Asian  
SCP Cooperation In partnership with  
17<sup>th</sup> Asia-Pacific Roundtable for Sustainable  
Consumption and Production (APRSCP)

**21-22 OCTOBER 2024**

DoubleTree by Hilton Shah Alam i-City, Shah Alam, Selangor, Malaysia





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# INDEX



Clickable Table of Contents

Executive Summary and Key Recommendations.....	4
Key recommendations from the 12 parallel sessions for ASEAN are:.....	6

## DAY 1

<b>Plenary</b> : Welcome remarks.....	9
<b>Plenary</b> : Key-Note Speech: Global Resources Outlook and the ASEAN case.....	10
<b>Plenary</b> : Opening speech.....	12
<b>Plenary</b> : Key-Note 2 The ASEAN SCP Framework.....	13
<b>Plenary</b> : Opening Panel .....	15
<b>Breakout 1</b> .....	17
: Linking SCP to Nationally Determined Contributions (NDC)	
<b>Breakout 2</b> .....	19
: Labels for Trade – Impacts of the EU’s Sustainable Product Initiative on ASEAN SMEs	
<b>Breakout 3</b> .....	22
: Making Sustainable Public Procurement (SPP) mandatory2	
<b>Breakout 4</b> .....	25
: Measuring SPP – Using digitalization to guide policies	
<b>Breakout 5</b> .....	27
: Harmonization of eco-label for construction material	
<b>Breakout 6</b> .....	30
: Impact calculation for Green Public Procurement (GPP) using eco-label	

## DAY 2



<b>Breakout 7</b> .....	<b>33</b>
: Consumption-based policies beyond GPP and Ecolabelling	
<b>Breakout 8</b> .....	<b>36</b>
: SCP implementation by multistakeholder partnership and national networks	
<b>Breakout 9</b> .....	<b>38</b>
: Green Public Procurement (GPP) Works and Embedded Carbon in Buildings	
<b>Breakout 10</b> .....	<b>41</b>
: GPP on sub-national level	
<b>Breakout 11</b> .....	<b>44</b>
: Credible EL schemes and cooperation	
<b>Breakout 12</b> .....	<b>46</b>
: Industry-lead EL for construction materials	
<b>Plenary : Handover of the SPP E-Learning Course to the One Planet Network</b> .....	<b>53</b>
<b>Plenary : Ceremonial Closure of SCP projects</b> .....	<b>53</b>
<b>Testimonies by partners:</b> .....	<b>54</b>
 <b>Annex</b> .....	 <b>56</b>
<b>Conference Photos</b> .....	<b>60</b>



# Executive Summary and Key Recommendations

The conference began with welcome remarks from **Dr. Peter Blomeyer**, the German Ambassador to Malaysia, who highlighted Germany's 12-year contribution to advancing Sustainable Consumption and Production (SCP) in Southeast Asia. **Dr. Janez Potočnik**, co-lead of the International Resource Panel (IRP), delivered the first keynote address, offering a scientific perspective on the IRP's Global Resources Outlook report, with a focus on ASEAN. The session concluded with an official opening by the **Head of Selangor State, Yang Amat Berhormat**.

In the afternoon, **Mr. Ary Sudijanto**, lead of the ASEAN Senior Officials on Environment (ASOEN), delivered a keynote addressing the ASEAN SCP Framework. A subsequent panel featured key representatives from ASEAN Member States, including Deputy Director General **Sounadeth Soukchaleun** of Department of Planning and Finance – Ministry of Natural Resources and Environment (MONRE, Lao PDR) and **Dr. Wijarn Simachaya** (President of Thailand Environment Institute), alongside Dr. Ulf Jaeckel from Germany's Federal Ministry for Environment, Nature, Conservation and Nuclear Safety (BMUV). The panel explored policy development, eco-labels, green product certifications, and the role of Green Public Procurement (GPP) in driving market changes. The discussion provided both local and global perspectives, highlighting successes, challenges, and next steps for sustainable reforms in the region.

In the evening, a delegate dinner hosted by the Mayor of Shah Alam Municipality, **YBhg. Dato' Haji Mohd Fauzi Bin Haji Mohd Yatim** and **Dr. Ulf Jaeckel** provided an opportunity for further networking and discussions.

On Day 2, the morning session, Rethinking Sustainable Urban Living, featured an opening by **Dr. Yasuhiko Hotta**, President of the Asia-Pacific Roundtable for Sustainable Consumption and Production (APRSCP), followed by a keynote from **Dr. Atsushi Watabe**, Program Director at Institute for Global Environmental Strategies (IGES). Dr. Watabe focused on shifting the emphasis from individual behavior changes to the creation of sustainable societal systems, particularly in rapidly urbanizing ASEAN economies. A panel discussion explored the essential role of collaboration among policymakers, civil society, businesses, and educators in fostering sustainable living systems.

The afternoon session presented and discussed recommendations from the 12 parallel sessions. Key speakers, including **Mr. Ir Ts Shamsul Bahar** (Malaysian Green Technology and Climate Change Cooperation – MGTC), Associate Professor Dr. Natasha Khalil (The MARA



Technological University – UiTM), **Dr. Chuttree Phurat** (Thailand Environmental Institute), and **Dr. Chaoyod Bunyagidj** (APRSCP), summarized key takeaways and discussed how to implement the proposed solutions across ASEAN.

The conference featured a series of targeted parallel breakout sessions across two days, designed to address the specific needs and challenges of Policymakers, Sustainable Public Procurement (SPP) Practitioners, and Eco-label Experts.

**Policymakers**, the sessions focused on the integration of SCP into national frameworks. Discussions on aligning SCP with Nationally Determined Contributions (NDCs) explored the challenges of developing effective M&E systems, as well as the need for robust data collection. A second session, Label for Trade, examined the impact of the EU's Sustainable Product Initiative on ASEAN SMEs, highlighting trade challenges and the importance of strengthening ASEAN's green and circular economy strategies. Sessions on day 2 explored expanding SCP policies beyond eco-labelling and SPP, emphasizing the role of consumer education and behavioral science in fostering sustainable behavior. Another session focused on the role of networks and platforms in supporting the circular economy, with a focus on cooperation and capacity building across ASEAN.

**SPP practitioners** participated in one session addressing the move towards making G/SPP mandatory across Southeast Asia, particularly in smaller ASEAN economies. Another session focused on the role of Monitoring and Evaluation (M&E) systems, using South Korea's advanced e-procurement tools as a case study to demonstrate how technology can support data-driven decision-making in SPP. A third session explored the extension of SPP to the public works sector, with a focus on reducing greenhouse gas emissions and promoting sustainable infrastructure. The final session addressed the challenges of implementing SPP at the subnational level, including in provinces, cities, and state-owned enterprises.

**Eco-label** experts engaged in discussions on promoting sustainable trade through the harmonization of ecolabel criteria for construction materials, given the sector's significant environmental impact. Additionally, a session on Methodologies for Calculating the Environmental Impact of GPP provided participants with tools to evaluate and communicate the environmental benefits of their SPP initiatives using eco-labels. The next day, the session explored the importance of credible eco-labels and the role of cooperation in developing green product catalogues for GPP use. The final session discussed private-sector-led eco-labels in the construction industry, emphasizing the need for robust verification processes to prevent greenwashing and ensure credibility in eco-certifications.



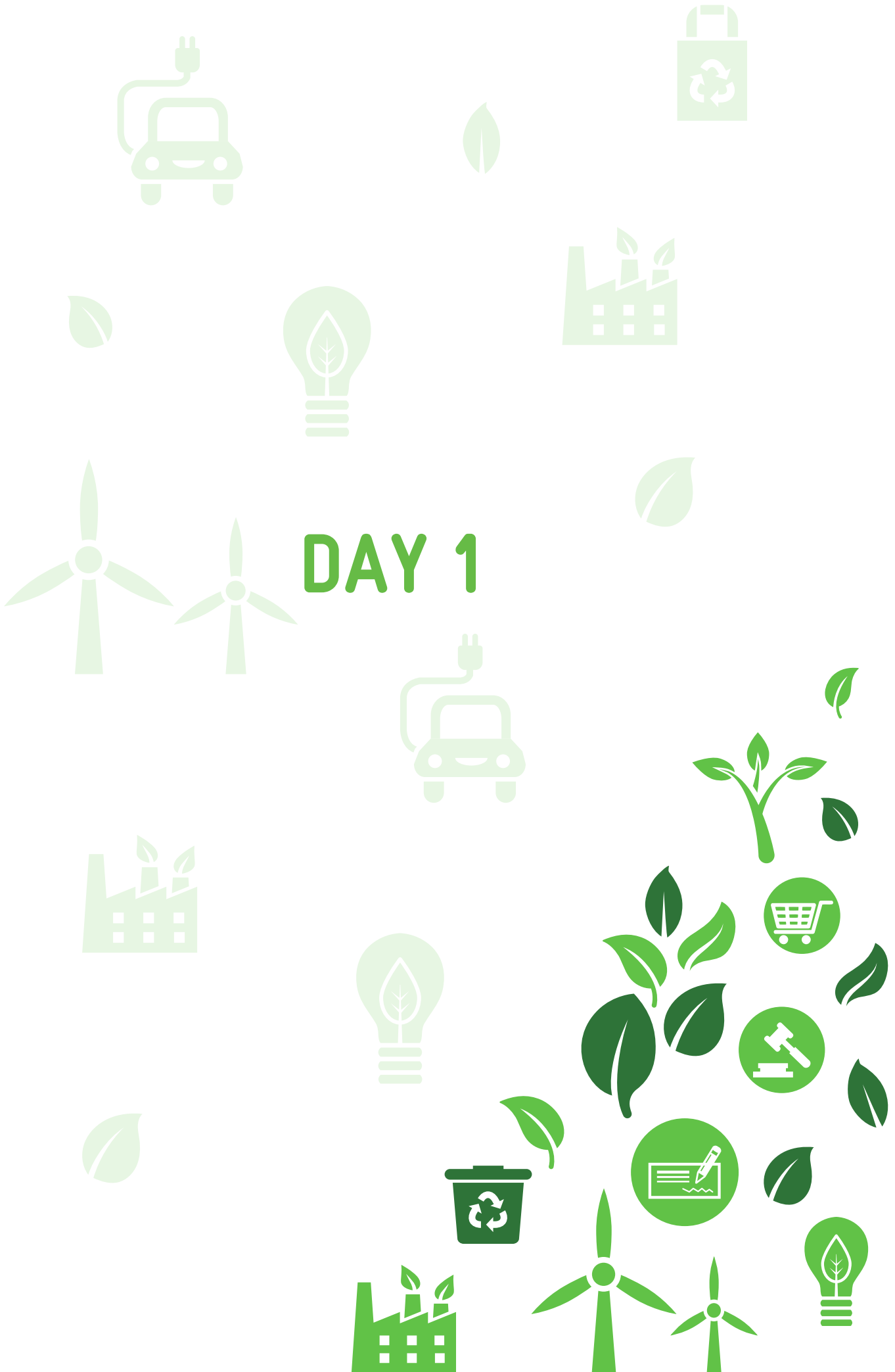
## Key recommendations from the 12 parallel sessions for ASEAN are:

- **Harmonize Eco-Labeling and GPP Standards** : Establish an ASEAN Working Group for Eco-label Harmonization focused on construction materials (e.g., cement and steel). Integrate harmonized construction material criteria into green building contracts and develop an ASEAN GPP Works Guideline that includes green building rating systems. Implement mutual recognition of eco-labels to reduce certification burdens, promote transparency, and streamline processes.
- **Develop ASEAN Green Procurement Centre (AGPC)** : Establish the AGPC in Malaysia to serve as a hub for building accreditation schemes, recognition for green procurement professionals, and capacity-building for GPP implementation. Invest in training, knowledge-sharing initiatives, and digital tools for government agencies and suppliers to effectively manage GPP.
- **SME Capacity Building and Support** : Establish an ASEAN Center of Excellence (CoE) for SME Sustainability. Create standardized indicators and a taxonomy to track sustainability progress, helping lenders assess the sustainability of business models and develop national financial tools to de-risk lending for sustainable businesses. Reduce certification costs and simplify verification processes to encourage SME participation in green procurement and eco-labeling.
- **Measuring and Reporting Progress** : Establish regional guidelines to track and report on SCP and SDG 12 progress, focusing on GPP as a key mechanism for sustainability. Enhance national M&E systems to monitor the implementation of GPP initiatives and identify gaps, ensuring that regional sustainability goals are met.
- **Sustainable Building Decarbonization** : Align ASEAN's initiatives with zero-carbon and green building goals, setting measurable targets for high-emission materials in building projects. Mandate ASEAN-wide green procurement targets for public construction projects. Test and validate the harmonized criteria with manufacturers.

- **EU-ASEAN and inner-ASEAN Cooperation :** Align ASEAN's policies with global sustainability frameworks, such as the EU Sustainable Product Regulation (ESPR) and assess member states' readiness for implementing these regulations. Leverage ASEAN platforms to enhance cooperation on sustainability practices, focusing on policy alignment and trade agreements. Support national SCP networks and partnerships between government, private sector, and civil society to align policies and implement sustainability practices effectively.
- **Sustainable Lifestyles :** Develop ASEAN-wide guidelines to promote sustainable lifestyles. Raise awareness of eco-labels and sustainable products to increase consumer demand and foster trust in green certifications. Encourage sustainable agricultural practices, support regenerative farming, and promote initiatives like meat reduction and seed diversity. Create a regional framework for waste management, focusing on Extended Producer Responsibility (EPR).







# Plenary : Welcome remarks



**Dr. Peter Blomeyer**

German Ambassador to Malaysia

In his speech, Dr. Blomeyer highlighted the critical role of the Asia-Pacific region in global material consumption and the urgent need to address climate change, particularly in the ASEAN region, which is already facing severe impacts from rising temperatures and extreme weather events. He emphasized the importance of reducing material consumption and promoting sustainable product production as key strategies for a resilient future. Dr. Blomeyer also spotlighted the ASEAN SCP Framework, which guides the region's efforts in advancing green standards, circular economy principles, and sustainable lifestyles.

He underlined Germany's leadership in advancing SCP within the EU and globally, noting the country's pivotal role in initiatives like the EU's Sustainable Product Initiative and the Circular Economy Action Plan. He also praised the strong cooperation between Germany and ASEAN, particularly through the GIZ partnership, and reaffirmed Germany's continued support for ASEAN's Circular Economy initiatives as Malaysia prepares to take on the ASEAN presidency in 2025.

Finally, Dr. Blomeyer took a moment to recognize Dr. Ulf Jaeckel of the German Ministry for Environment, Nature Conservation and Nuclear Safety (BMUV) for his exceptional leadership in advancing SCP and circular economy policies over the past two decades.



# Plenary : Key-Note Speech: Global Resources Outlook and the ASEAN case



Dr. Janez Potočnik delivered an insightful keynote speech on the global outlook for resources, the circular economy, and sustainable pathways, highlighting both challenges and solutions for a sustainable future. As Co-Chair of the International Resource Panel and former EU Commissioner for the Environment, he emphasized the role of scientific knowledge in shaping policy and advancing global resource management.

Dr. Potočnik began by presenting a sobering reality: for the first time in history, humanity operates within a single, interconnected, social-ecological system. This tight interdependence has amplified our collective responsibility to address resource consumption and environmental degradation. Our “full world” now faces limitations not just in labor or infrastructure but increasingly in natural resources and the environment’s ability to absorb waste. He pointed out that six of the nine planetary boundaries are already breached, underscoring the urgent need to adjust our trajectory.

Reflecting on findings from the **Global Resource Outlook 2024**, Dr. Potočnik explored how historical access to natural resources has shaped well-being but also driven conflict, colonialism, and inequality. The current economic model, which prioritizes GDP growth and sector output, is unsustainable. Dr. Potočnik argued for an economic shift toward meeting human needs while minimizing resource consumption, stressing that the economic systems should serve people—not the other way around.

He detailed the profound impacts of resource use on the triple planetary crises of climate change, biodiversity loss, and pollution. High-income nations consume six times more resources per capita than low-income ones, and they produce ten times the climate impact. More than 60% of climate impacts originate from the extraction and processing phases of materials. Addressing these disparities requires a fairer, more efficient distribution of resources worldwide.

Dr. Potočnik then presented two scenarios for the future: continuing on the current path, leading to “too little, too late,” or a “Giant Leap” scenario, advocating for rapid transformation. The latter would involve reducing inequality and creating a well-being-oriented economy that limits resource consumption and curtails environmental harm.

Achieving this requires a “just sustainability transition,” ensuring equitable social and environmental progress.

Transitioning to solutions, Dr. Potočnik outlined several strategic recommendations. He emphasized institutionalizing global resource governance, directing finances toward sustainable resource management, and establishing fair, resource-efficient trade practices. Additionally, he advocated for consumer access to sustainable goods, the regulation of overconsumption, and the adoption of circular economy models that prioritize low-impact production and waste reduction. This, he argued, is crucial for decoupling economic growth from environmental damage and enhancing human well-being.

Highlighting the circular economy’s role, Dr. Potočnik explained that this model serves as both an environmental solution and a business opportunity. Emphasizing sufficiency over efficiency alone, he proposed dematerialization and a shift in consumer behavior to meet human needs without excessive resource use. The circular economy, he argued, aligns with the EU’s Green Deal goals, helping to mitigate climate change and drive the energy transition through recycling and sustainable resource use.

He concluded by stressing the importance of a circular bioeconomy, which has the potential to sustain development while respecting biodiversity and minimizing waste. He cited the EU’s Circular Economy Action Plans, which promote durability, reparability, and recycling, as exemplary steps. However, he emphasized that successful implementation requires adherence to sustainability standards, preventing greenwashing, and safeguarding biodiversity.

Dr. Potočnik’s message was clear: a sustainable future is possible, but only if we act decisively to redefine our economic priorities and adopt a resource-conscious, circular approach that fosters equity, resilience, and environmental stewardship.



**Dr. Janez Potočnik**  
Co-chair  
International Resource Panel





# Plenary : Opening speech

Yang Amat Berhormat Dato' Menteri Besar of Selangor opened the SCP conference by welcoming distinguished guests, speakers, and participants, commending their commitment to advancing sustainability in ASEAN. He emphasized that the state of Selangor, as one of Malaysia's economic and industrial hubs, recognizes the urgency of promoting sustainable practices to safeguard environmental health and economic resilience. He underlined that in today's climate, balancing growth with sustainability is essential for ensuring prosperity without compromising the well-being of future generations.

The Menteri Besar highlighted Selangor's commitment to Sustainable Consumption and Production (SCP), aligning with Malaysia's environmental objectives and ASEAN's sustainability goals. He referenced Selangor's initiatives in green procurement, waste reduction, and eco-industrial innovation as efforts to catalyze sustainable practices at the state level. These initiatives, he noted, reflect a broader vision to embed sustainable consumption and production across sectors, ensuring that growth in Selangor not only enhances the quality of life but also minimizes ecological impacts.

He closed by reaffirming Selangor's support for the ASEAN SCP Framework and expressed optimism that this conference would foster collaboration, innovative ideas, and practical strategies. He encouraged delegates to take this opportunity to exchange knowledge and experiences, build partnerships, and ultimately drive progress toward a sustainable and resilient ASEAN region.



**Yang Amat Berhormat**  
Dato' Menteri Besar  
of Selangor Malaysia

# Plenary : Key-Note 2 The ASEAN SCP Framework



## **Mr. Ary Sudijanto,**

ASEAN Senior Officials on Environment (ASOEN),  
SCP lead country, Head of the Environmental  
and Forestry Standardization Instrument  
Standardization Agency, Indonesia

Mr. Ary's speech emphasized the urgent need to address unsustainable consumption and production patterns, which were driving environmental degradation, climate change, and economic instability. He highlighted the risks these trends posed to public health, social equity, and future generations, urging ASEAN to rethink consumption models and prioritize sustainability across all sectors.

He then discussed the ASEAN SCP Framework, focusing on key pillars: measuring progress on SDG 12, promoting green public procurement (GPP), and fostering sustainable lifestyles. The framework aimed to align national policies with regional goals, track progress, and support green procurement practices, ensuring sustainability was embedded in the region's growth.

Mr. Ary stressed the importance of supporting small and medium-sized enterprises (SMEs) in GPP processes, addressing their challenges in accessing tenders and navigating certification schemes. He called for capacity-building and clearer guidelines to help SMEs participate in sustainable markets through credible eco-labeling.

Finally, he reaffirmed ASEAN's collective responsibility to integrate the SCP agenda into regional frameworks, encouraging collaboration through existing networks like AWGEE and the APRSCP to strengthen ASEAN SCP structures and advance sustainability goals. Mr. Ary highlighted several key recommendations for advancing SCP within ASEAN:



- **Regional Guidance for Reporting on SCP/SDG 12** : ASEAN needs a framework to track SDG 12 progress, enhancing capacity to measure resource efficiency and material consumption across member states.
- **ASEAN Guidelines on Credible Product Certifications** : Developing regional guidelines for eco-labeling will standardize certified products for Green Public Procurement (GPP), supporting sustainable trade and reducing market fragmentation.
- **Harmonizing Construction Criteria** : Given the construction industry's carbon footprint, an ASEAN Working Group is needed to harmonize standards for materials like cement and steel, promoting sustainable practices and trade.
- **ASEAN GPP Academy** : Strengthening GPP at the sub-national level requires a permanent institution for capacity-building and knowledge-sharing among procurers.
- **Promoting Sustainable Lifestyles** : An ASEAN guideline on sustainable lifestyles, led by the AWGEE, will provide a framework to guide countries in adopting best practices.
- **Integration of SCP with Other Frameworks** : SCP should be integrated with regional initiatives like the ASEAN Circular Economy Platform to foster a cohesive sustainability approach.
- **Strengthening ASEAN-Wide Cooperation** : Collaborative efforts across AMS, civil society, the private sector, and international partners are crucial, with networks like APRSCP supporting regional integration and bottom-up cooperation.

# Plenary : Opening Panel



The opening panel at the ASEAN SCP Conference, featuring Dr. Ulf Jaeckel from Germany's Ministry of Environment (BMUV), **Dr. Wijarn Simachaya**, president of the Thailand Environmental Institute (TEI) and former Permanent Secretary of the Thai Ministry of Natural Resources and Environment (MoNRE), and **Mr. Sounadeth Soukchaleun** from Lao PDR's Ministry of Natural Resources and Environment, highlighted regional progress and challenges in implementing SCP practices. The panel provided a comprehensive overview of achievements under the ASEAN SCP Framework, particularly in establishing good practices for green product markets and Green Public Procurement (Pillar III).

Dr. Jaeckel shared insights on international collaboration, emphasizing the potential for knowledge exchange and technical support to accelerate SCP policy implementation in Southeast Asia, such as the Global Eco-label Network (GEN) and the One Planet Network (OPN), the global knowledge hub for SDG 12. His reflections underscored Germany's dedication to supporting eco-labeling initiatives and GPP development, especially through the Blue Angel eco-label and other collaborative platforms.

Mr. Sounadeth highlighted Laos' progress in SCP policy, notably its eco-label development and SCP roadmap, which now serve as the backbone for legislative frameworks and action plans in green procurement. He also noted the instrumental role of trilateral cooperation with Thailand and technical assistance from Germany in building capacity and supporting policy frameworks.

Dr. Wijarn presented Thailand's experience as a regional leader in SCP, particularly in integrating the Thai Green Label with GPP over the last 15 years. He outlined Thailand's success in linking eco-labeling efforts to procurement policies and discussed ongoing challenges, including expanding certification to additional products critical for government procurement. He also shared Thailand's advancements in developing monitoring and evaluation (M&E) systems to track GPP impacts, underscoring their importance for measuring progress and refining SCP strategies.

The discussion also covered regional goals such as the development of certification schemes, eco-labels, and national green product directories, which are critical to fostering markets for green products. The panelists shared potential recommendations for ASEAN, focusing on fostering cross-border harmonization in GPP, building capacity for eco-labeling, and advancing digital M&E systems to monitor the impact of SCP initiatives. These insights helped lay a foundation for the conference's subsequent breakout sessions, aimed at aligning SCP policies across ASEAN and supporting sustainable development throughout the region.







**Dr. Ulf Jaeckel**

Federal Ministry for the Environment,  
Nature Conservation, Nuclear Safety and Consumer  
Protection (BMUV) Germany



**Dr. Wijarn Simachaya**

Thailand Environmental Institute (TEI)  
Thailand



**Mr. Sounadeth Soukchaleun**

Ministry of Natural Resources  
and Environment  
Lao PDR

## Breakout 1

# : Linking SCP to Nationally Determined Contributions (NDC)

ASEAN's SCP Framework supports member states in advancing sustainable practices, with many currently updating SCP and Circular Economy (CE) roadmaps. A core challenge is creating effective Monitoring and Evaluation (M&E) frameworks to drive data-informed SCP policy and economic instruments, which remain limited across AMS. This workshop shared Germany's experience with M&E for SCP, offering AMS insights to strengthen SCP initiatives in alignment with climate commitments, particularly their Nationally Determinate Contributions (NDC).

**Mr. Siddharth Prakash**, senior researcher at the Oeko-Institute and **Dr. Ulf Jaeckel** from Germany's Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) provided insights in The German National Program for Sustainable Consumption (NPNK) highlights best practices in integrating SCP and CE into Nationally Determined Contributions (NDCs). Key technical considerations include the limitations in accounting rules that underestimate SCP and CE's mitigation impacts under current NDC frameworks, challenges in Monitoring, Reporting, and Verification (MRV) due to vague consumption-based narratives, and the data-intensive nature of modeling GHG reductions from SCP and CE activities. One key-resource provided is the UN Toolbox for CE to NDC.

## Recommendations:

- Establish national committees with representatives from key ministries to ensure SCP measures are not overlooked and reduce isolated policy approaches.
- Begin with a limited set of quantitative indicators backed by available data, and gradually expand to include additional indicators for future data collection.
- Invest in in-house capabilities for GHG modeling and MRV using widely accessible methodologies to quantify SCP and CE contributions to national and global emissions targets.





### **Siddharth Prakash**

-Input giver-

Head of Sub-Division Circular Economy and Global Value Chains, Division Sustainable Products and Material Flows Oeko-Institut e.V. Germany



### **Dr. Ulf Jaeckel**

Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) Germany

## Breakout 2

# : Labels for Trade – Impacts of the EU's Sustainable Product Initiative on ASEAN SMEs

The European Green Deal's Sustainable Product Initiative (SPI) seeks to reduce resource depletion by enforcing environmental sustainability standards for products in the EU market, impacting manufacturers in ASEAN Member States (AMS) and potentially straining trade relations. The SPI, along with new directives on Ecodesign for Sustainable Products Regulation (ESPR), raises the bar for consumer rights and environmental accountability. As ASEAN's economic strategies increasingly embrace green and Circular Economy principles concerns of leaving behind smaller AMS and SMEs. A recent workshop emphasized the need for better collaboration, policy coordination, and stakeholder engagement.

Moderated by Mr. Kai Hofmann, GIZ Director for SCP, the session will commence with a keynote address by Mr. Henry Pierre from the EU DG Environment, outlining the Sustainable Product Initiative (SPI) and the Ecodesign for Sustainable Products Regulation (ESPR) and their implications for ASEAN manufacturers. Following this, there will be a panel discussion featuring insights from Mrs. Sarah Sadiqa of LKPP Indonesia and Mr. Siddharth Prakash from Öko-Institute e.V. in Germany, offering perspectives from both Indonesian and European contexts. The event concludes with a World Café format, enabling participants to engage in interactive group discussions and collaboratively explore recommendations for enhancing ASEAN SMEs' readiness to comply with the ESPR.

Following recommendations have been derived from the panel and the World Café:

### 1. Awareness, Capacities and Knowledge

- Set up an ASEAN SCP or CE Academy and Knowledge Management Centre as a hub for resources and guidance on SME sustainable practices.
- Initiate a communication plan to raise awareness about the EU Sustainable Product Regulation (ESPR) and launch pilot projects to document best practices for replication across the region.



- Implement comprehensive training programs for SMEs through online courses, while fostering trust by involving SMEs in decision-making processes.
- Develop capacities for auditors and eco-design practitioners through university-based programs and ASEAN-wide recognized certifications.

## **2. Incentives and Financial Support for Green Innovation**

- Establish an ASEAN Green Finance Hub/Platforms to facilitate investments in sustainable product/service development and encourage financial institutions/investors to provide supportive measures following a prescriptive matrix.
- Offer financial incentives beyond GPP, including subsidies and grants, to encourage SMEs to adopt eco-friendly practices. Implement targeted incentives for technological investments in textile waste management to revitalize the declining textile industry.

## **3. Regional Cooperation, Policy Alignment, and Trade Agreements**

- Leverage the ASEAN Working Group on SCP to enhance cooperation among AMS countries in promoting sustainable practices and formulate EU-ASEAN trade positions.
- Conduct thorough analyses of each ASEAN Member State's policy environment and market readiness to identify gaps and prepare for the implementation of the ESPR.
- Map existing ASEAN cooperation platforms, like the ASEAN Circular Economy Stakeholder Platform and the ASEAN Business Alliance, and create a new negotiation platform to enhance stakeholder engagement, ensuring representation for smaller ASEAN Member States and small island nations.
- Revitalize the EU-ASEAN Free Trade Agreement (FTA) through the ESPR, prioritizing minimum safety standards. Use the Green Economy Agreement (GEA) between Australia and Singapore or the Philippine General System of Preference (GSP) as inspirations.

## **4. Standardize Product Standards, Eco-Labels, and Green Public Procurement (GPP)**

- Establish an ASEAN Technical Working Group for Eco-Labels (EL) and Green Public Procurement (GPP) to guide the harmonization of standards for ESPR-compliant products.
- Create an ASEAN e-marketplaces or product aggregator platforms to make eco-friendly choices more accessible and appealing to consumers, leveraging the capabilities of the

ICT sector to drive green innovation.

- Integrate eco-labeling approaches into policy frameworks of AMS, while promoting GPP incentives to drive the adoption of sustainable products.
- Raise consumer awareness of the benefits of green labels to stimulate demand for sustainable products in the market.
- Focus on upstream controls targeting chemical companies regarding substances like PFAS, prioritizing regulatory measures over product-level policies.



**Pierre Henry**

European Commission DG ENV



**Ibu Sarah Sadiqa**

Deputy for Strategy and Policy Development of  
LKPP Indonesia



**Mr. Siddharth Prakash**

Senior Researcher at the Oeko-Institute e.V. in  
Germany



## Breakout 3

# : Making Sustainable Public Procurement (SPP) mandatory

Southeast Asia has achieved significant strides in SPP, with many countries now featuring supportive policies, legislation, and tools, along with initial experience in implementing SPP practices. Advancing towards mandatory SPP is a crucial to foster a lasting demand for sustainable products and services. A recent publication provides a structured approach to mandatory SPP, drawing insights from international case studies. The session aimed to facilitate dialogue and develop strategies for advancing mandatory SPP across SEA, addressing prerequisites and success factors for its effective SPP implementation.

This session was facilitated by **Ms. Kanchanatetee Vasuvat**, GIZ Office Bangkok and introduced by Mrs. Ashleigh McLennan, a researcher at Öko-Institut, who presented diverse strategies from their recent publication on GPP implementation. Thereafter Atty. Rowena Candice Ruiz, Executive Director of the Government Procurement Policy Board – Technical Support Office (GPPB-TSO) and **Atty. Genmaries S. Entredicho-Caong**, Executive Director of the Procurement Service – Department of Budget and Management (PS-DBM) in the Philippines, shared their country's experience in progressing toward mandatory GPP. Recommendations based on the discussion are

1. **Establish Regulatory Frameworks for Mandatory GPP** : frameworks should be based on analysing existing regulation and drawing on lessons from other ASEAN Member States (AMS). These frameworks must adapt to local legal contexts, with flexible, enforceable standards tailored to each country's regulatory environment and capacity. Focus areas should include:
  - Establishing specific minimum standards for high-impact sectors, especially energy-using products, to reduce consumption and save lifecycle costs.
  - Prioritizing products with strong regional ecolabels.
  - Mandating the use of e-catalogues where available.

Frameworks should align with public procurement laws and include a clear timeline for applying and revising requirements to allow market adaptation. Regular updates will ensure minimum standards evolve with market progress.

2. **Strengthen Capacity-Building Initiatives** : Invest in capacity-building programs to equip government agencies, suppliers, and procurement officers with the skills and knowledge needed for effective GPP implementation and management. Encourage cross-institutional collaboration by promoting inter-agency partnerships that foster a unified approach to GPP, supported by clear communication and resource-sharing protocols.
3. **Prepare Markets for Green Products** : Facilitate market readiness by promoting sustainable product certification, supporting local green suppliers, and providing incentives for eco-friendly manufacturing. Governments can further encourage industry to meet GPP standards through targeted incentives, technical support, and partnerships to expand the availability of green products.
4. **Strengthen Monitoring Systems** : Implement digital tools to streamline compliance tracking and set clear metrics to evaluate GPP progress, ensuring consistent and feasible enforcement. Begin monitoring from the outset with well-defined processes for enforcement and incentives to support effective implementation.



**Kanchanatetee Vasuvat**

Regional Coordinator,  
SCP Outreach Project,  
GIZ Office Bangkok



**Ashleigh McLennan**

Researcher  
Öko-Institut







**Atty. Rowena Candice Ruiz**

Executive Director V  
Government Procurement Policy Board –  
Technical Support Office (GPPB-TSO)



**Atty. Genmaries S. Entredicho-Caong**

Executive Director V  
Procurement Service –  
Department of Budget and Management (PS-DBM)

## Breakout 4

# : Measuring SPP – Using digitalization to guide policies

Monitoring and Evaluation (M&E) are pivotal components in the success of Sustainable Public Procurement (SPP) initiatives, as they provide a framework for continuous improvement, accountability, and impactful decision-making. By embedding robust M&E processes, SPP programs can transition from well-intentioned policies to data-informed strategies that enhance their environmental and social impact.

The integration of Information Technology (IT) in M&E systems is a transformative development, allowing agencies to gather, analyze, and share data effectively. South Korea's progress with SPP illustrates the benefits of digital M&E systems; the upcoming KONEPS II e-procurement platform is expected to provide enhanced M&E capabilities that allow procurement activities to align more closely with sustainability goals. This approach offers valuable insights for Southeast Asian countries that are at different stages of SPP implementation and are likewise developing M&E systems tailored to their unique contexts and challenges.

Moderated by **Ms. Wilasinee Poonuchaphai**, and introduced by **Mrs. Ashleigh McLennan** the session explored the importance of systematic data collection, particularly through e-procurement systems. Mrs. Saera Park presented South Korea's KONEPS, which integrates GPP into public procurement, supported by a strong legal framework. Ms. Jarinporn Tippamongkol and Dr. Sarawut Ninsawat shared Thailand's transition from manual reporting to a hybrid digital system, addressing challenges such as user readiness and the perceived higher costs of green products.

The discussion stressed the need for a unified data system and greater regional collaboration for effective M&E practices. Recommendations where:

- 1. Test and Improve System :** Conduct prototype testing with feedback from PMU and invited guests to enhance system flexibility, ease of use, and reporting processes.
- 2. Encourage Participation :** Foster active participation from reporters by ensuring the system provides co-benefits and simplifies the reporting process, while addressing the complexity of certified green products.
- 3. Integrate GPP into Procurement :** Overcome challenges in integrating the GPP reporting process into the procurement workflow and use the green product inventory as a reference for decision-making.





**Wilasinee Poonuchaphai**

Co-Director, SCP Outreach Project, GIZ  
Office Bangkok



**Ashleigh McLennan**

Researcher  
Öko-Institut



**Saera Park**

Public Procurement system, South Korea



**Ms. Jarinporn Tippamongkol**

Pollution Control Department of Thailand



**Dr. Saruwat Ninsawat**

GeoInfo, Thailand

## Breakout 5

### : Harmonization of eco-label for construction material

According to the Global Status Report for Buildings and Construction, the building and construction sector is responsible for 34% of global energy demand and 37% of energy and process-related CO<sub>2</sub> emissions, with 11% originating from the manufacturing of materials and construction. Cement, steel, and aluminium are among the most polluting and widely used materials in new construction. In response to the triple planetary crisis and trade pressures to cut carbon emissions, Southeast Asian countries are increasingly focusing on certifying construction materials like cement and steel, which require a Carbon Border Adjustment Mechanism (CBAM) certificate under EU regulations.

ISO 14024 Type 1 ecolabels help distinguish sustainable construction materials and ensure compliance with broad impact standards. Harmonizing these criteria can simplify development, reduce costs, and streamline certification, advancing cooperative, sustainable practices in the construction sector. The Consumer Information Programme of the One Planet network (CIP OPN) and the EcoAdvance project are working closely with Asian ecolabel schemes to improve their criteria for construction materials, focusing on climate mitigation, biodiversity conservation, and resource protection, and to develop a strategy to harmonize these criteria in the region. This session unites ecolabel schemes and regional organizations to strengthen harmonization strategies and encourage ecolabel schemes to participate in a mutual recognition initiative.

This session, facilitated by Mrs. Bruna Tiussu from UNEP and Dr. Chuttree Phurat from the Thailand Environment Institute, began with an introduction to the EcoAdvance project and best practices in ecolabeling criteria for construction materials used in Sustainable Public Procurement (SPP). Mr. Karthikeyan from the Global Ecolabel Network then presented guidelines for criteria harmonization, followed by Dr. Chuttree's insights into the lifecycle impacts of cement and steel and a strategy for aligning criteria for these materials. Mr. Samantha Kumarasena from National Cleaner Production Centre (NCPC), Sri Lanka concluded with an overview of the opportunities and challenges in harmonizing construction material criteria, which led into group discussions. Key recommendations included:



1. **Define Common Criteria Scope :** Using lifecycle assessments to identify environmental priorities and align with national and international strategies. This process should include setting ambition levels for criteria and revisiting areas where additional data may be needed.
2. **Action Plan for Regional Harmonization of Building Material Criteria :** Establish an ASEAN Working Group on Eco-label Harmonization and identify key stakeholders for interviews or surveys to collect relevant data. The initiative will focus initially on cement and steel, developing a strategy to address regional and international labeling differences. The expected outcome includes findings, guidelines, and the engagement of at least two ecolabel schemes for building products.
3. **Pilot Implementation and Validation :** A pilot project will test harmonized criteria, aiming to produce a practical guideline for manufacturers and offer training, support, monitoring, and evaluation. The target is to engage at least 10 manufacturers, with two achieving compliance with the criteria.
4. **Integrate SPP for Green Construction Contracts :** Harmonized criteria should be incorporated into green construction works contracts in Thailand and other AMS. The output will contribute to the ASEAN SPP guideline for sustainable works projects.



**Bruna Tiussu**

Consumer Information & Ecolabelling  
Consumption and Production Unit  
Industry and Economy Division  
UNEP



**Dr. Chuttree Phurat**

Thailand Environment Institute,  
Thailand



**Mr. S Karthikeyan**

CEO of the Indian Green Building Council  
(IGBC) and GreenProEcolabelling)



**Samantha Kumarasena**

Chief Executive Officer  
National Cleaner Production Centre,  
Sri Lanka



## Breakout 6

# : Impact calculation for Green Public Procurement (GPP) using eco-label

Sustainable Public Procurement (SPP) is an essential strategy for promoting sustainable development by integrating environmental considerations into public purchasing decisions.

The core of SPP is establishing specific environmental criteria for goods, services, and works to meet sustainability standards. These SPP criteria set the requirements that products and services must meet to qualify as sustainable. However, it is important to recognize that meeting these criteria doesn't always guarantee actual sustainable outcomes. Goods procured may exceed the minimum standards, while others may fall short due to factors like non-compliance with contract specifications. Gathering precise data on procurement outcomes is challenging and resource intensive. To simplify this, proxies for sustainable and conventional products are used. These proxies represent the average sustainability outcomes of products meeting the SPP criteria, such as using the average test results of products awarded ecolabels as proxies.

Facilitated by **Mrs. Pimpilas Nuntiphon Khoeiram** from Scaling SCP, GIZ Thailand, and introduced by **Mrs. Ashleigh McLennan**, Researcher at Oeko-Institut e.V., Germany, this session explored methodologies and tools for calculating the benefits of Sustainable Public Procurement (SPP), enabling participants to assess and communicate the positive impacts of their procurement activities. **Dr. Nongnuch Poolsawad**, Research Group Director at the National Metal and Materials Technology Center (MTEC) in Thailand, shared insights from recent work in Thailand on developing such proxies. The following recommendations emerged from the discussion:

- 1. Capacity Development :** Provide access to resources, training, guidelines, and tools, as well as opportunities for networking at the ASEAN level to share experiences. Practical examples are needed to demonstrate real-world applications.
- 2. Develop an ASEAN LCI Database :** A pragmatic approach, potentially using AI, should be adopted. A globally recognized carbon calculator could be leveraged, alongside technology transfer.
- 3. Mandate Disclosure of LCA Data :** During SPP, require the disclosure of LCA data, supported by independent verification. Annual sectoral reports should be requested, including lists of suppliers, good examples, and rankings.



**Pimpilas Nuntiphon Khoeiram**  
National Coordinator of Scaling SCP  
Project, GIZ Thailand



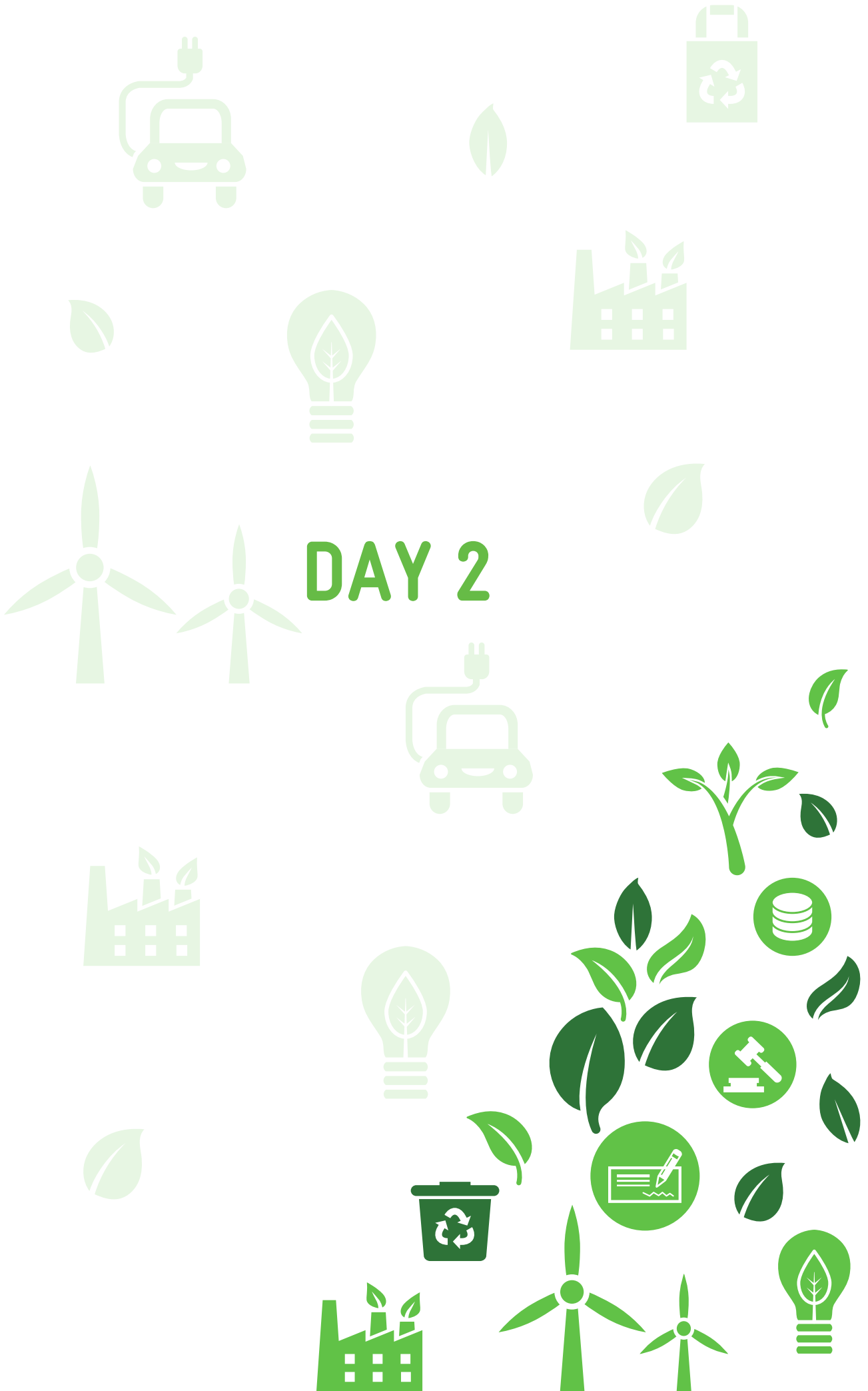
**Ashleigh McLennan**  
Researcher  
Öko-Institut



**Dr. Nongnuch Poolsawadad**  
Research Group Director  
National Metal and Materials Technology  
Center (MTEC)  
Thailand







DAY 2

## Breakout 7

# : Consumption-based policies beyond GPP and Ecolabelling

ASEAN's rapid socio-economic growth, driven by rising wealth and population, has led to increased consumption, which, while boosting social mobility, also brings significant resource and environmental challenges. Currently, the region's policies addressing sustainable consumption focus mainly on eco-labeling and S/GPP. To strengthen these efforts, fostering behavior change among consumers and businesses is essential. This will require a combination of regulatory shifts, educational programs, incentives, and innovative tools that leverage social and emotional influences to encourage sustainable choices.

In alignment with Pillar IV of the ASEAN SCP Framework, ASEAN has launched pilot projects aimed at promoting sustainable lifestyles in both urban and rural areas. Despite widespread interest from communities and the private sector, such as initiatives to reduce single-use plastics, many efforts lack scale. A tailored approach to sustainable consumption, addressing both urban and rural needs, is critical to expanding these practices.

This session is moderated by **Mr. Dwayne Appleby** from IGES and brought to the panel **Dr. Jonna Baquillas** from the De La Salle University, **Dr. Arisman Adnan** from the University of Indonesia and **Piyush Dhawan** GIZ 3R PROMAR to identify ways to elevate successful pilot initiatives to broader policy levels. Drawing on experiences from three ASEAN countries, the session discussed scaling impacts and provide guidance on translating pilot insights into effective policies.



**Dr. Jonna Baquillas**  
De La Salle University





**Dr. Arisman Adnan**  
University of Indonesia



**Piyush Dhawan**  
3RPROMAR Project Director, GIZ

## 1. Sustainable Food Systems:

To build resilient and sustainable food systems, ASEAN should prioritize policies and initiatives that ensure food security and nutrition, support livelihoods, and reduce environmental impact. This involves setting regional targets for sustainable agricultural practices, supporting producer-led regenerative and organic farming through policy incentives, and promoting practices such as meat reduction campaigns (inspired by the EU) and seed diversity initiatives (similar to Japan). Additionally, ASEAN should enhance business and civil society collaborations to redistribute surplus food to underprivileged communities, using private sector incentives to encourage broad participation.

## 2. Support for SMEs in Sustainable Practices:

To empower SMEs, ASEAN should create national financial tools that de-risk lending to sustainable businesses, establish a taxonomy and indicators to measure SME sustainability impact, and implement national incubators and accelerators focused on green innovation. For eco-labeling, ASEAN should provide funding to reduce certification costs (following Thailand's example), facilitate mutual recognition of eco-labels to reduce audit burdens, and invest in consumer education campaigns to boost public trust and understanding of eco-labels.

### **3. Waste Management Strategies:**

ASEAN countries should establish a common framework to address waste management, drawing on models from Germany and Japan to develop effective Extended Producer Responsibility (EPR) policies suited to the region. Resources should be allocated to localize national waste policies, and promising community waste initiatives should receive support to scale up, bridging local efforts with national policy and impact.

### **4. Scaling Sustainable Lifestyles and Business Models:**

National governments should facilitate multi-stakeholder partnerships among civil society, businesses, and local governments to share best practices and scale sustainable initiatives. A network for experimental projects on sustainable lifestyles should be established to allow shared learning and replication across ASEAN, integrated into national strategies that provide formal recognition and pathways for expansion.

### **5. Recommendations to ASEAN:**

ASEAN should establish facilitated dialogues between civil society organizations and the private sector to share best practices, co-develop scalable solutions, and support the broad implementation of successful sustainability initiatives across the region. Develop an ASEAN Guideline on best practices for sustainable lifestyles to raise awareness and promote responsible consumption across the region.



## Breakout 8

### : SCP implementation by multistakeholder partnership and national networks

Sustainable Consumption and Production (SCP) aims to achieve better outcomes with fewer resources, focusing on decoupling economic growth from environmental degradation, enhancing resource efficiency, and promoting sustainable lifestyles. The APRSCP, a non-profit established in 1997, initially focused on “Cleaner Production” (CP) and expanded its scope to SCP in 2005. With support from international programs like EU SWITCH-Asia and GIZ, SCP initiatives have been implemented across Asia and the Pacific, including the development of an SCP roadmap for ASEAN countries such as Thailand, Malaysia, Indonesia, Laos, and Cambodia. At the APRSCP Board of Trustees Meeting in Malaysia in 2017, a proposal was made to foster national SCP networks, which has since led to the establishment of networks in Thailand, Sri Lanka, and Indonesia.

This session, moderated by Assoc. Prof. **Dr. Thumrongrut Mungcharoen** from the APRSCP Foundation, mapped existing networks, platforms, capacity-building institutions, and development actors’ roles in supporting sustainable development. Speakers included **Ms. Eleen Ooi**, Head of Sustainability at Dutch Lady Milk Industries Berhad, Malaysia; **Mr. Nimal Perera** from the Sri Lanka SCP Forum; **Dr. Peeraporn Palapleevalya** from the Thai SCP Network; and **Dr. Hong Quan Nguyen**, Director of the Institute for Circular Economy at Viet Nam National University – Ho Chi Minh. They shared their experiences in developing national SCP networks and advancing Circular Economy initiatives at the national level.

The session highlighted the work of APRSCP and demonstrated the benefits of establishing national chapters as multi-stakeholder platforms to drive SCP within countries. Discussions focused on how to implement SCP roadmaps or blueprints at the national level using a multi-stakeholder approach, the importance of effective collaboration between national and regional SCP networks, and case studies from the participating countries. The speakers outlined key success factors, challenges they faced, and next steps for scaling up SCP and Circular Economy initiatives.



**Ms. Eleen Ooi Yi Ling**

Sustainability Lead, Dutch Lady Milk Industries Berhad



**Mr. Nimal Perera**

President to the Sustainable Consumption and Production Forum of Sri Lanka



**Dr. Peeraporn Palapleevalya**

Secretary-General and Committee of Sustainable Consumption and Production Association (Thailand) Executive Secretary APRSCP Foundation



**Dr. NGUYEN Hong Quan**

Director, Institute for Circular Economy Development, Vietnam National University-Ho Chi Minh City (VNU- HCM)



## Breakout 9

# : Green Public Procurement (GPP) Works and Embedded Carbon in Buildings

In ASEAN, SPP has customarily centred on products and services. However, to achieve more ambitious resource efficiency and GHG goals, it is essential to include the Public Works sector. Projected infrastructure investments in ASEAN over the next two decades risk depleting natural resources and harming the environment. Additionally, there is growing demand from developers and construction professionals for green certification, acknowledging that uncertified products compromise the quality and longevity of buildings.

During COP 28, the Buildings Breakthrough Initiative initiated a global push for near-zero emission and resilient buildings by 2030. 29 participating countries identified five key action areas for building decarbonization, including standards and certifications and demand creation. The One Planet Network (OPN) has addressed these action areas by providing tools, guidelines, and best practices, and by establishing an online Knowledge Secondary Materials Market Platform.

AMS are keen on greening the public works sector, demonstrated by their interest in certifying domestic green construction products and first pilot projects. Malaysia is leading in green public procurement (GPP) for works, having developed guidelines and tested them on two buildings. Electricity Generating Authority of Thailand (EGAT) has started to calculate building's embedded carbon.

Moderated by **Dr. Natasha Khalil**, Associate Professor at UiTM Perak, Malaysia, and Project Leader for Malaysia's GPP Works Guideline Development, this session featured presentations from several key experts. **Ms. Gina Torregroza**, Programme Management Officer at UNEP, introduced the Building Breakthrough Initiative. **Mr. Rio Jon Piter Silitonga**, Senior Research Analyst in Conservation and Energy Efficiency at the ASEAN Center for Energy (ACE), discussed ACE's efforts in developing the ASEAN GPP Works Manual. **Mr. Sarly Adre Sarkum**, CEO of the Green Building Index (GBI) and lead of green building rating tools under

the Malaysian Green Building Council (MGBC), highlighted the role of building rating tools in this reform. Finally, **Ms. Isnazunita Ismail**, Senior Manager at SIRIM Industrial Research of SIRIM Berhad, outlined the role of the Ecolabelling Scheme in certifying green products and services. In the discussion with the panelists, five themes were discussed which includes the i) The roles of GPP in supporting decarbonization , ii) Technological & stakeholder engagement, iii) Supports on economic and policy drivers, iv) Challenges and opportunities and v) Future perspectives. The following recommendations derived from the panel discussion:

- 1. ASEAN Participation in the Building Breakthrough Initiative (COP28).** Align ASEAN's initiatives with national strategies and plans focused on green sustainability and zero-carbon goals. Accelerate global collaboration to strengthen ASEAN's role in climate dialogue, including participation in initiatives like the Global Cooling Pledge aimed at reducing emissions from refrigeration and air conditioning and the Building Breakthrough Initiative.
- 2. Accelerate GPP Roles in Building Decarbonization :** Set clear, measurable targets for building projects, especially regarding high-emission materials like steel, cement, and glass. These targets should be defined early in the project phase, particularly in the client's brief, ensuring alignment with green procurement and green material adoption.
- 3. Mandate GPP Works :** AMS should incentivize green markets by mandating green procurement targets for public construction, ensuring the availability of eco-friendly materials. This boosts demand for eco-labeled products and encourages the private sector to meet GPP standards
- 4. Enhance Collaboration and Technological Engagement :** AMS should focus on regional cooperation, technology investment, capacity building, and public awareness. Successful initiatives, such as ACE's green cooling projects, SIRIM's eco-label platform, and GBI's Green Pages, can serve as benchmarks for collaboration and stakeholder engagement in the construction sector.
- 5. Create a Regional Eco-Labeling Platform :** Establish an ASEAN platform for eco-labeling hosting best practices, case studies, and guidelines for construction materials. AMS can share data, create a shared certified products database, and align procurement practices to improve GPP scalability and effectiveness across the region.







**Ms. Gina Torregroza**

Programme Management Officer UNEP



**Mr. Rio Jon Piter Silitonga**

Senior Research Analyst  
ASEAN Centre for Energy



**Ms. Isnazunita Ismail**

Senior Director SIRIM Berhad



**Ar. SarlyAdre Sarkum**

Chief Executive Officer  
Green Building Index



**Dr. Natasha Khalil**

UITM  
Malaysia

## Breakout 10

### : GPP on sub-national level

Some ASEAN countries are beginning to implement mandatory SPP while simultaneously scaling SPP to provinces, cities, and semi-public institutions. For instance Malaysia plans to expand SPP to all provinces and local governments, while Indonesia is currently piloting GPP in five provinces. Meanwhile, Thailand's state-owned enterprise (SOE) EGAT is encouraging its provincial units to adopt green procurement practices, and the Stock-Exchange of Thailand (SET) is encouraging listed companies to engage and report on green procurement. The SCP Framework calls for sustainability reporting in corporations and state enterprises is key to advancing SCP. Many already include sustainability in their reports, aligning with global standards. Governments can leverage this to enhance SCP practices and foster broader SDG support, as these initiatives also engage business partners and customers in sustainable practices.

However, scaling these good practices comes with its challenges. Expanding SPP requires leadership and adaptation to specific legislative and cultural contexts. Additionally, it necessitates capacity building for procurers and the development of user-friendly policy tools to address audit concerns of procurers.

Moderated by **Mrs. Pimpilas Nuntiphon Khoeiram**, this session featured **Ibu Dwi Wahyuni Kartitaningsih** from Indonesia's LKPP, **Abd. Malik Bin Atan** from MGTC, and **Mr. Supaporn Treehirun** from EGAT.

Sub-national pilot projects highlighted significant differences in needs and capabilities between national and sub-national levels, particularly in legal frameworks and capacity constraints. Voluntary participation often led to low commitment, revealing a need for stronger local leadership and coordination mechanisms. Additionally, sub-national levels face limited availability of green products, high certification costs for local SMEs, and a lack of third-party testing facilities, which challenge the feasibility of eco-labeling. Widespread knowledge gaps further complicate effective GPP implementation, especially without adequate access to best practices and guidance. Therefore, the following recommendations have been extracted:



- 1. Legal and Stakeholder Engagement :** To address the differences between national and sub-national requirements, legal conditions at the sub-national level should be assessed early in the process. Stakeholders at all levels should be included from the outset to ensure shared understanding and realistic objectives.
- 2. Coordination and Commitment :** Strengthen cooperation by establishing a formal coordination structure, such as a working group with both national and sub-national actors. Securing prior commitment from high-level management and developing a clear institutional framework—like a GPP Steering Committee and Working Groups—will build a foundation for consistent engagement. Regular monitoring, alongside awareness campaigns, can help sustain momentum. GPP tasks should be streamlined to minimize the burden on sub-national actors, and knowledge-sharing initiatives among peer sub-national entities should be encouraged.
- 3. Product Availability and Certification Support for SMEs :** Given the limited availability of green products and high certification costs for SMEs, it is recommended to make GPP mandatory to drive broader compliance and participation. Organize knowledge transfer sessions, focus group discussions (FGDs), and training tailored to SMEs to improve understanding and access. Reducing certification costs or offering a grace period could lower entry barriers for SMEs. Simplifying verification processes, where possible, would further increase uptake.
- 4. Bridging Knowledge Gaps :** To close knowledge gaps, a national knowledge hub should be established to offer easy access to best practices, criteria documents, and guidance on GPP. Issuing MoF circulars with clear requirements can provide ongoing support, while capacity-building campaigns and shared best practices will promote a stronger, unified understanding of GPP standards across all levels.



**Dwi Wahyuni Kartitaningsih**

National Public Procurement Agency of  
Indonesia (LKPP)  
INDONESIA



**Abd. Malik Bin Atan**

MalaysianGreen Technology and Climate  
Change Corporation (MGTC)  
MALAYSIA



**Supaporn Treehirun**

Electricity Generating  
Authority of Thailand (EGAT)  
THAILAND



## Breakout 11

### : Credible EL schemes and cooperation

Sustainable Public Procurement (SPP) requires credible and verifiable green claims to ensure that products meet the technical specifications outlined in tenders. While national Type I labels are commonly used, SPP often accepts a range of other labels, including those from other countries or internationally recognized certifications. Sri Lanka has taken a step towards improving green procurement by developing a National Framework on Eco-Labeling, which was approved by the Cabinet of Ministers in 2022.

The Global Ecolabelling Network (GEN) plays a key role in promoting environmental sustainability through the development and recognition of eco-labeling standards globally. GEN supports over 50 countries in harmonizing eco-label criteria and ensuring that labels meet rigorous environmental standards. It also facilitates the development of Common Core Criteria (CCC) for eco-label programs, which guide the creation of eco-labels that address critical environmental aspects like resource use, energy efficiency, emissions, waste management, and chemical substances. Additionally, GEN supports Mutual Recognition Agreements (MRAs) between eco-labeling programs to streamline the certification process and reduce duplication, ensuring that certified products meet comparable environmental performance standards.

This session was facilitated by **Ms. Kanchanatetee Vasuvat** from GIZ Thailand and introduced by **Mrs. Ashleigh McLennan** from the German Oeko-Institut e.V., who presented their publication on "Identifying Credible Labels for Use in G/SPP". Following this, **Ms. Jasothara Perinpanathara**, Deputy Director of the Environmental and Economic Planning Division at the Ministry of Environment in Sri Lanka, introduced the National Framework on Eco-Labeling in Sri Lanka. Ms. Kanchanatetee highlighted the recently signed Mutual Recognition Agreement (MRA) between the Japan Environment Association (JEA) and the National Cleaner Production Centre (NCPC) Sri Lanka. **Mr. Hiroyuki Kobayashi**, Deputy Manager of the Japan Environment Association Eco Mark Office, and **Mr. Samantha Kumarasena**, CEO of the National Cleaner Production Centre Sri Lanka, then explored the use of eco-label benchmarking for SPP, discussing the advantages and challenges of implementing MRAs and Common Core Criteria (CCC) in eco-labeling systems.



**Kanchanatetee Vasuvat**

Regional Coordinator,  
SCP Outreach Project,  
GIZ Office Bangkok



**Ashleigh McLennan**

Researcher  
Öko-Institut



**Ms. Jasothara Perinpanathara**

**Deputy Director**

Environmental and Economic Planning  
Division Ministry of Environment  
Sri Lanka



**Mr. Hiroyuki Kobayashi**

Deputy Manager  
Eco Mark Office  
Japan Environment Association



**Mr. Samantha Kumarasena**

**Chief Executive Officer**

National Cleaner Production Centre  
Sri Lanka



## Breakout 12

### : Industry-lead EL for construction materials

Eco-labels play a critical role in identifying green construction materials and ensuring compliance with environmental standards and building rating tools. To avoid greenwashing, these labels must be credibly verified. With the increasing adoption of Green Public Procurement (GPP) Works in ASEAN, credible labeling has become essential, yet a lack of green product certifications for construction materials has emerged as a key challenge.

In response, private-sector-led eco-labels are addressing these certification gaps, with India's GreenPro Type I label leading in Asia. In ASEAN, the Thai Environmental Institute's "Circular Mark" and SCG's Type II label support eco-friendly products and recycling. Malaysia's CIDB also plans to introduce a national label. These labels foster a circular economy by connecting manufacturers, consumers, and recyclers, strengthening national competitiveness and encouraging industry leadership.

Moderated and introduced by **Mr. Kai Hofmann**, Director of SCP Projects at GIZ, this session featured two keynote presentations from different industry perspectives. **Mr. S. Karthikeyan**, CEO of the Indian Green Building Council (IGBC) and head of GreenPro Ecolabelling, discussed the industry-driven approach that has made the Type I GreenPro ecolabel a success in India. Following this, **Mr. Wachirachai Koonamwattana**, Head of Smart System Solution Business at SCG and leader of the Green Choice Team, introduced the Type II SCG Green Choice label and addressed the construction industry's increasing interest in expanding to Type III labels (EPD). In the panel discussion, Dr. Natasha Khalil from UITM Malaysia shared how green labels have influenced her architectural designs. **Mr. Ir. Ts. Dr. Hj. Mohd Khairolden**, from the Construction Industry Development Board (CIDB) Malaysia's subsidiary, CREAM, discussed plans to establish a credible Type II label for construction materials in Malaysia. Key recommendations from the panel included:

- 1. Develop an ASEAN Manual on Certification Credibility :** Create an ASEAN manual defining the credibility of certifications, including eco-labels, to meet public procurement needs. This manual should guide the integration of green products into GPP e-procurement platforms and help prevent greenwashing.
- 2. Foster Public-Private Partnerships for Certifications :** Encourage the development of public-private partnership models for certifications and labels specifically within the construction materials sector. This approach will promote greater ownership and participation of local SMEs in labelling products and certification systems.
- 3. Harmonize Core Criteria for Green Construction Materials :** Establish harmonized core criteria across ASEAN for green construction materials, focusing on key factors such as carbon footprint (e.g., energy consumption) and circularity criteria (e.g., recycled content). This should apply to the most relevant construction materials, including cement, steel, aluminum, wood and eco-glass.
- 4. Expand Market Availability for Eco-Label Materials :** Establish more eco-label certifications for construction materials, particularly Type II labels, to increase market options. Educate building owners and construction stakeholders about the existence of green premiums to help them capture benefits and secure supplies of low-carbon materials. Enhance marketing efforts, create platforms, and provide incentives and innovative tools to promote eco-labeled materials in the construction industry.







**Mr. S Karthikeyan**

CEO of the Indian Green Building Council (IGBC) and GreenProEcolabelling)



**Mr. Wachirachai Koonamwattana,**  
**Head of Smart System Solution**

Business at SCG and lead of the Green Choice Technical Team



**Mr. Ir. Ts. Dr. Hj. Mohd Khaiolden,**  
from the Construction Industry  
Development Board (CIDB) Malaysia's  
subsidiary, CREAM



**Dr. Natasha Khalil**

UITM  
Malaysia



# Plenary : Closing Panel Recommendations from the parallel sessions



**Dr. Chuttree Phurat**  
Thailand Environment Institute  
Thailand



**Dr. Natasha Khalil**  
UITM  
Malaysia



**Shamsul Bahar Mohd Nor**  
Malaysian Green Technology And  
Climate Change Corporation (MGTC)  
Malaysia



**Dr. Chaigyod Bunyagidj**  
APRSCP  
Thailand



## 1. Establish an ASEAN Green Procurement Centre (AGPC)

The establishment of the AGPC will mark a significant step towards advancing sustainable procurement practices across the region. The AGPC aims to serve as a hub for capacity building, accreditation, and technical expertise, fostering collaboration among ASEAN Member States (AMS) in the pursuit of green procurement initiatives.

The AGPC consist of the Greentech Academy and a network of SCP Technical Experts, possibly form the Asia-Pacific Roundtable for SCP (APRSCP).

- The Academy will be hosted by the Malaysian Green Technology Corporation and will initially coordinate the establishment of the AGPC with the SCP experts. The Academy will oversee the development of accreditation schemes for Green Procurers and focus on building their capacity.
- The SCP experts offer technical expertise in the accreditation of Green Procurement programs, labeling, and professional recognition. They also facilitate networking and engagement with relevant experts across ASEAN.

In its **first phase (2025-2026)**, the AGPC will engage with ASEAN countries to form a consortium of experts to discuss the development of an ASEAN Green Label Recognition Scheme, as well as a professional recognition scheme for Certified Green Procurement Professionals and Certified Green Contractors, the latter focused on GPP Works. Additionally, it will initiate training programs for green public procurers, open to all AMS.

The **second phase (2026-2030)** will expand green procurement efforts to the private sector, enhancing sustainable procurement guidelines, criteria, and specifications for various products, services, and works. The AGPC will also offer business advisory and consultancy services to both government and private sectors on sustainable procurement and eco-labeling.

**What:** ASEAN Green Procurement Centre (AGPC)

**Who:** Malaysian Green Technology Corporation (MGTC)

**Finance:** Self-financed by MGTC – business model

## 2. Enhancing Green Public Procurement for Works (GPP Works) in ASEAN: Harmonizing Green Building Rating Tools

Recognizing the significance of green ratings in promoting the implementation of Green Public Procurement (GPP) Works is essential. Prioritizing energy efficiency (EE) through green cooling and lighting, as well as water efficiency (WE) and embedded carbon in construction materials, should be a focus. When tendering GPP Works using Green Building Rating Systems, procurers should evaluate the procurement route—whether through fixed contracts, design and build, or public-private finance initiatives (PFI). Therefore, it is recommended that:

- **ASEAN Member States (AMS)** align existing green building rating systems to promote the adoption of green cooling technologies, low-consumption appliances, and certified construction materials.
- Develop an **ASEAN Green Public Procurement (GPP) Works Guideline** that highlights the use of Green Building Rating Systems in public tenders, incorporating the specified criteria.

**What :** ASEAN GPP Works Guideline

**Who :** ASEAN Center for Energy (ACE)z in cooperation with UiTM (MYS)

**Finance :** IKI-financed Asia Low Carbon Building Transition (ALCBT) project by GGGI

## 3. Enhancing Green Public Procurement for Works (GPP Works) in ASEAN: Harmonizing Green Building Rating Tools

The building and construction sector accounts for 34% of global energy demand and 37% of energy and process-related CO<sub>2</sub> emissions, with materials such as cement, steel, and aluminium being major contributors. In response to climate and trade pressures, Southeast Asian countries are prioritizing the certification of construction materials to comply with EU regulations, including the Carbon Border Adjustment Mechanism (CBAM). Harmonizing ISO 14024 Type 1 ecolabel criteria can simplify certification, reduce costs, and promote sustainable practices.

The Consumer Information Programme of the One Planet Network (CIP OPN) and the IKI-financed EcoAdvance project are collaborating with Asian ecolabel schemes to enhance and harmonize construction material criteria, focusing on climate mitigation, biodiversity conservation, and resource protection. The following recommendations have been agreed upon:



- **Define Common Criteria Scope :** Use lifecycle assessments to identify environmental priorities and align with national and international strategies, setting ambition levels for criteria and addressing data gaps.
- **Action Plan for Regional Harmonization of Building Material Criteria :** Establish an ASEAN Working Group on Eco-label Harmonization, identify key stakeholders for interviews or surveys, and focus initially on cement and steel. The initiative will aim to bridge regional and international labeling differences, with the expected outcome of producing findings, guidelines, and engaging at least two ecolabel schemes for building products.
- **Pilot Implementation and Validation :** A pilot project will test harmonized criteria, offering practical guidelines, training, support, monitoring, and evaluation. The goal is to engage at least 10 manufacturers, with two achieving compliance with the criteria.
- **Integrate SPP for Green Construction Contracts :** Incorporate harmonized criteria into green construction works contracts in Thailand and other ASEAN Member States (AMS), contributing to the ASEAN SPP guideline for sustainable works projects.

**What :** Establish ASEAN Working Group for Eco-label Harmonization, starting with cement and steel, followed by piloting and SPP integration.

**Who :** Thai Environmental Institute (TEI), in cooperation with PCEPSDI (Philippines), NCPC (Sri Lanka), and other interested ecolabel institutions.

**Finance :** EcoAdvance IKI project, UNEP



# Plenary : Handover of the SPP E-Learning Course to the One Planet Network

At the conference, GIZ formally handed over its SPP e-learning course to the One Planet Network, marking a new phase in sustainable procurement education. The course is structured into four comprehensive parts: an Introduction to SPP, How to Start implementing SPP, a guide on SPP Processes, and Criteria Examples to illustrate best practices. Drawing on 12 years of GIZ's extensive work in Southeast Asia, the course presents a curated and engaging compilation of publications on eco-labels and SPP by GIZ and other organizations. Primarily designed for mid-level officers and national government procurers, the course also supports secondary audiences, including state audit and budget bureau officials, and anyone interested in gaining a solid understanding of sustainable procurement.



## Plenary : Ceremonial Closure of SCP projects

In a symbolic closing ceremony, Mr. Kai Hofmann, Project Director, and Ms. Willasinee Poonuchaphai, Co-Director, celebrated the achievements and successful collaboration within the SCP projects across ASEAN. Highlighting years of joint effort and innovation, they underscored how cooperation with partner countries has led to significant advancements in policy-making, eco-label institution building, SPP and cooperation throughout the region. Both directors expressed deep gratitude to all partners and reaffirmed their commitment to supporting SCP as a lasting priority across ASEAN.



## Testimonies by partners:



### **Bhutan:**

"German government support has been instrumental in strengthening GPP and eco-labeling in Bhutan. Our collaborative efforts significantly contribute to Bhutan's commitment to an ecologically sustainable economic development model."

### **Cambodia:**

"The cooperation helped to increase our capacity, especially in technical knowledge of the green economy, which aligns with Cambodia's Sustainable Consumption and Production policy."

### **Indonesia:**

"We are learning more and more about SCP policies and practices, especially in implementing SPP in South Kalimantan Province. We developed an action plan guide on how to plan, prepare, execute, and monitor sustainable procurement. Lastly, we hope German cooperation will continue to be successful."

### **Lao PDR:**

"Peer learning and technical training from Germany and Thailand are helping us foster and advance our implementation of Green Public Procurement (GPP) and eco-labeling in our country."

### **Malaysia:**

"The cooperation opened a window to professional networks in Germany and other EU countries. It also enhanced partnerships and knowledge exchange in emerging areas."

### **Philippines:**

"Encouraging and challenging at the same time. While we have made progress towards our desired goals, there is still a huge amount of work ahead. Having Germany behind us along the way provides much relief and confidence."

### **Sri Lanka:**

"Together we created an enabling environment for the implementation of the National Policy on Green Procurement. The partnership helped us widen our network and knowledge with other countries, especially those experienced in developing MRAs with the Japan Eco Mark."

### **Thailand:**

"We appreciate the extensive technical knowledge, enhanced collaboration, expanded networking, and the way we work together towards sustainable development."

### **Vietnam:**

"We appreciate Germany's support in advancing our SPP initiatives. Their expertise has been crucial in refining our framework, enhancing strategies, and providing training, significantly boosting our sustainable procurement goals."





# Annex

## Programme Agenda

### Background

The Asia-Pacific region accounts for 63% of the world's material consumption, driven by urban infrastructure development, a growing consumer base, and global manufacturing. While this rapid economic growth has improved living standards, it also poses environmental and resource efficiency challenges. Enhancing resource efficiency in the region could yield significant regional and global benefits. ASEAN Member States (AMS) economies predominantly consist of small and medium enterprises (SMEs), which are increasingly adopting environmentally sustainable practices. The ASEAN Economic Community (AEC) seeks to boost regional trade by standardizing regulations across the region. In support of these efforts, ASEAN promotes the Sustainable Consumption and Production (SCP) agenda through initiatives like the ASEAN SCP Framework, which emphasizes green standards and circular economy principles. Three of the framework's pillars underpin this conference:

**Measure and support progress in SDG 12,  
Establish good practices for green products and procurement, and  
Promote sustainable lifestyles in urban and rural settings.**

ASEAN chairs the conference, fostering coordination and cooperation on SCP within AMS. This includes facilitating dialogue, actionable solutions, and potential public-private partnerships, with contributions from development partners.

Funded by the Federal Ministry for the Environment, Natural Conservation, Nuclear Safety and Consumer Protection (BMUV) and organized by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Asia Pacific Roundtable for Sustainable Consumption and Production (APRSCP), with implementation support from Shah Alam City Council (MBSA), the conference is expected to attract approximately 180 participants. This includes representatives from ASEAN Member States, Sri Lanka, Bhutan, ASEAN Secretariat (ASEC), BMUV, APRSCP members, ASEAN SCP and Circular Economy platforms, think tanks, international donors, and the private sector.

## Overall objective of the conference

This conference aims to exchange global insights and best practices for advancing SCP policies and cooperation in ASEAN. We will review lessons learned from the German-Southeast Asian cooperation on Green Public Procurement (GPP) and eco-labeling (EL) over the past 12 years, promote SCP regional policies and sustainable consumer lifestyles, and strengthen the SCP network across Asia-Pacific and beyond. The conference is expected to deliver actionable recommendations to advance SCP policies in ASEAN.



## Day 1 : Monday 21<sup>st</sup> October 2024

Time	Description		
8:45	<b>Emcee Welcome Speech</b> Prayer recitation by Ustaz Muhammad Adam bin Mustafa		
09:00-09:15	<b>Welcome remarks</b> 12-year German contribution to SCP in Southeast Asia By Dr. Peter Blomeyer, German Ambassador to Malaysia		
09:15-09:55	<b>Keynote speech I</b> Global Resources Outlook and the ASEAN case By Dr. Janez Potočnik, Co-chair of the International Resource Panel		
09:55-10:10	<b>Opening and Launching speech</b> Selangor Chief Minister By Yang Amat Berhormat Dato' Seri Amirudin Bin Shari		
10:10-10:20	<b>Photo session</b>		
10:20-10:50	<b>Press Conference</b> (available upon request) VIP Exhibition Visit Coffee break		
10:50-11:00	<b>Event introduction</b>		
11:00-11:30	<b>Keynote speech II</b> ASEAN SCP Framework By Mr. Ary Sudijanto, ASOEN, SCP lead country, Head of the Environmental and Forestry Standardization Instrument Standardization Agency, Indonesia		
11:30-12:15	<b>Panel discussion</b> on Regional Good Practices for Green Product Markets and Green Public Procurement		
12:15-13:15	<b>Lunch</b>		
13:15-13:30	<b>Introduction of parallel workshops</b>		
13:30-15:00	<b>Linking SCP to Nationally Determined Contribution (NDC)</b>	<b>Making Sustainable Public Procurement (SPP) mandatory</b>	<b>Harmonization of eco-label for construction material</b>
15:00-15:30	<b>Coffee break</b>		
15:30-17:00	<b>Labels for trade – EU's ESPR impact on ASEAN</b>	<b>Measuring SPP – Using digitalization to guide policies</b>	<b>Impact calculation for Green Public Procurement (GPP) using eco-label</b>
17:00-19:30	<b>Bio-break</b>		
19:30	<b>Delegates' Dinner</b> , opened by Dr. Ulf Jaeckel, BMUV and Mayor of Shah Alam, YBhg. Dato' Haji Mohd Fauzi Bin Haji Mohd Yatim		

## Day 2: Tuesday 22<sup>nd</sup> October 2024

Time	Description		
09:00-09:15	<b>Welcome remarks</b> By Dr. Yasuhiko Hotta, President of the Asia Pacific Roundtable for Sustainable Consumption and Production (APRSCP)		
09:15-09:35	<b>Keynote speech</b> "Rethinking Sustainable Urban Living: From Personal Choices to Societal Systems in Asian Cities" By Dr. Atsushi Watabe, Institute for Global Environmental Strategies (IGES)		
09:35-10:20	<b>Panel discussion</b> on Behaviour insights for green lifestyles		
10:20-10:30	<b>Intro to parallel sessions 2</b>		
10:30-11:00	<b>Coffee break</b>		
11:00-12:30	Consumption-based policies beyond GPP and EL	GPP Works and embedded carbon in buildings	Credible EL schemes and cooperation
12:30-13:30	<b>Lunch</b>		
13:30-15:00	SCP implementation by multistakeholder partnership and national networks	Scaling SPP on subnational level and in the private sector	Industry-lead EL for construction materials
15:00-15:30	<b>Coffee break</b>		
15:30-16:50	<b>Expert Panel</b> Recommendations from the parallel sessions		
16:50-17:20	<b>Ceremonial Closure of GIZ's SCP projects and launch of the SPP e-learning course in the One Planet Network</b> By Dr. Ulf Jaeckel, Germany's Federal Ministry for the Environment, Natural Conservation, Nuclear Safety and Consumer Protection (BMUV) Kai Hofmann and Wilasinee Poonuchaphai, Directors of GIZ's SCP projects		
17:20-17:30	<b>Wrap-up and next steps</b>		





# CONFERENCE PHOTOS







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expertise on the accreditation of Green Procurement programs, labelling and professional recognition

2. Networking and engagement with relevant ASEAN experts

### Phase 1 (2025-2026)

1. Establishment of AGPC.
2. Engagement with ASEAN Countries to establish consortium of network
3. Discussion on development of ASEAN Green Label Recognition Scheme
4. Establish professional recognition scheme on Certified Green Procurement/Purchasing Professional, Certified Green Contractors
5. Capacity building to ASEAN countries

### Phase 2 (2026-2030)

1. Expansion of Green Procurement for the F Sector
2. Enhancement of sustainable/green procurement guidelines including criteria and specifications for products, services and works.
3. Provide ASEAN level business advisory and consultancy on sustainable/green procurement and eco/green labelling for government and private sector









