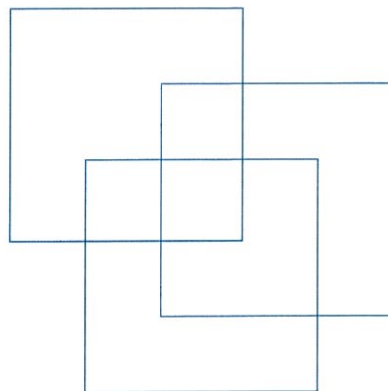


## Benefits

- Competitive businesses that are also more desirable places to work.
- Increased profit margins through more efficient use of resources and less waste.
- Businesses that are more committed to their workers and workers that are more committed to their jobs.
- Businesses regarded as a positive force in environmental management.
- More economic and business activities that contribute to sustainable development.
- Businesses that are better equipped to face up to increasingly complex global challenges.

ASIAN 2006  
DECENT WORK  
DECADE 2015



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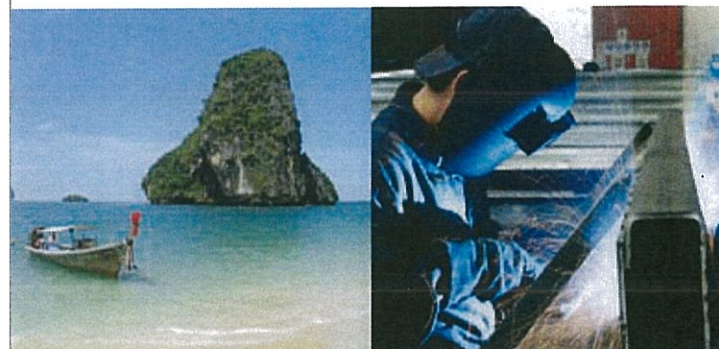


ILO/Japan  
Multi-bilateral  
Programme



International  
Labour  
Organization

# GREENER BUSINESS ASIA



DECENT WORK

A better world starts here.

## Background

In the last decade many Asian countries have witnessed rapid economic growth and remarkable reductions in poverty. But there are still challenges ahead. The fast-paced growth and booming manufacturing and service sectors have exacted a heavy toll on the environment and its natural resources, in a region that is highly vulnerable to environmental threats.

At the same time some 908 million workers are still living below the poverty line, on less than US\$2 a day. With continuing pressure from globalised competition, improving both the performance of enterprises and the conditions of their workforces is of fundamental importance.

It is against this backdrop that the ILO initiated the Greener Business Asia project (GBA). The aim is to increase the capacity of national institutions and promote a model of worker-employer cooperation that supports greener workplaces and sustainable enterprises in selected manufacturing and service industries. It will initially work in Thailand and the Philippines in the period of 2010-2012.

Supported by the Government of Japan, the GBA project is part of the ILO's global Green Jobs Initiative. Together they form a response to the need to face up to environmental challenges and their implications for the world of work, while continuing to make progress towards the goal of decent work for all.



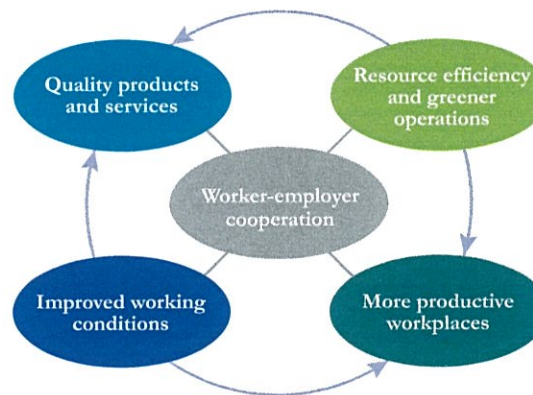
## Greener Business Asia: objectives and strategy

Enterprises are drivers of growth and development. They therefore play a vital role in the transition to sustainable economies and societies.

The project promotes an integrated approach that helps companies to improve their performance when measured by a so-called triple bottom line – environmental, economic and social impacts. This links environmentally-friendly practices to improvements in productivity and overall competitiveness, while also advancing the decent work agenda in the workplace.

To realise such benefits and implement the necessary changes, it is critical to have dialogue and cooperation between employers and workers, applying the principles of decent work.

## Fostering business sustainability and competitiveness



The project has three complementary components:

- Research
- Training and capacity building, including model activities at enterprise level
- Knowledge sharing

Its support for capacity building and knowledge sharing will include the production of new green business development services for different economic sectors, as well as strengthening ILO constituents' ability to contribute to policy discussions.

## Two countries, two sectors, one common approach

The project is initially being implemented in Thailand and the Philippines. In each country three economic sectors were assessed (and stakeholders consulted), to help identify the most effective focus for activities.

In the Philippines the automotive sector was selected. The industry has important 'green' drivers for change and therefore significant potential for improvement. Examples include opportunities for cost reductions with more efficient use of resources, strong environmental components in Corporate Social Responsibility (CSR) policies, and an existing range of good practices applied by industry leaders.

In Thailand the tourism sector, with a focus on hotels, was selected. The sector offers remarkable potential for change because it already has strong public links to the environment. 'Green' drivers of change include meeting consumer expectations, the market and business opportunities associated with better environmental practices, and potential cost savings from more efficient use of resources.

Working in these two sectors the GBA project will demonstrate a model of better worker-employer cooperation. It will also produce a set of easily adaptable, core materials that can be used to improve the triple bottom line of a wide range of manufacturing and services industries – the sectors that form backbone of many Asian economies.

It is expected that the project will provide ILO constituents and partners with greater knowledge and understanding of the challenges facing enterprises today, as well as an effective, integrated model for addressing them. This will help employers, workers and governments play their role in achieving sustainable development in the region.

