

**TRANS  
FORMING  
ASIA  
PACIFIC**



**INNOVATIVE SOLUTIONS  
LOW-CARBON LIFESTYLES  
AND CIRCULAR ECONOMY**

17-19 September, Bangkok



มูลนิธิสถาบันพัฒนา  
วิชาชีพเพื่อสังคม  
แห่งประเทศไทย



**EVENT REPORT**

**Transforming Asia Pacific: Innovative Solutions,  
Circular Economy and Low Carbon Lifestyles**

17 - 19 September 2018  
Bangkok, Thailand

# OVERVIEW

- **Consumption patterns are changing rapidly in the Asia-Pacific region.** While this has been an economic growth success story, it has come at an environmental cost: high resource use, fast growing greenhouse gas emissions, and rising amounts of plastic waste.
- **We can do better going forward.** To meet the scale of the sustainability challenges facing the region, policies and businesses must move from incremental improvement towards systemic strategies that change the consumption behavior and lifestyle of individual consumers, with the public sector leading the way.
- **Businesses and governments must apply innovative solutions.** Major innovative 'disruptions' to our consumption patterns are already underway with an explosion of innovations in business under Industry 4.0 and share economy models. Policy makers are also leading the charge with ambitious action on plastic waste and carbon.
- **Decision makers need our support.** Civil society actors can share their expectations on low carbon goals, and support the transition. Academia, youth and faith based groups are already showing the way, sharing, learning to sustain our natural resources and further transform change for a resource efficient Asia.

Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles was a week-long event that brought together governments leaders, experts, private sector and civil society organizations in a series of events focused on a demand driven shift to greener products and services, and a resource efficient Asia. The two types of consumption were be addressed: individual consumption as influenced by lifestyles, and public procurement which accounts for at 30% or more of consumption in many countries.

Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles is a key event under the SWITCH-Asia Regional Policy Advocacy 2017-2021. The European Union (EU) funded SWITCH-Asia Policy Advocacy Component, which aims to "strengthen the dialogue at regional, sub-regional and national policies on Sustainable Consumption and Production (SCP) in selected countries from the Asia region, thereby contributing to green growth and reduction of poverty in Asian countries". This includes specific activities:

- A1. Regional policy advocacy forum
- A2. Annual dialogue on sustainable consumption and lifestyles
- A3. Sub-regional thematic policy dialogue

# KEY MESSAGES

Key messages from the stakeholders that participated in “Transforming Asia Pacific: Innovative Solutions, Low Carbon Lifestyles and Circular Economy” included:

- Low Carbon and Circular Economy approaches can contribute to the 2030 Agenda. There is need to focus on resource efficiency and natural capital as the building blocks of our economy and recognize that environmental degradation undermines long term economic growth and human development.
- Innovative solutions are needed to trigger transformative actions that would give our planet and future generations hope for a better world. Innovation comes in many forms, and promising solutions are emerging in policy, finance, business models, technology and cultural change.
- Policy:
  - ▶ Governments have long implemented policies that influence consumption and production. These policy mechanisms need to be steered towards low carbon and circular economy development. Policy approaches include mainstreaming low carbon lifestyles and circular economy goals into long term plans, and developing portfolios of policy implementation instruments that include financial instruments, regulatory instruments, and information based instruments such as ecolabels. Sustainable Public Procurement has the potential to kick start implementation of such portfolios.
- Finance:
  - ▶ Efforts are needed to match funding sources with innovative solutions at the right point in their life cycle. Emerging private finance courses, such as crowdsourcing and venture capital, can provide seed funding for innovative solutions at early stages. Public and multilateral finance can support mature innovations that support public goals.
  - ▶ Green finance mechanisms should be complemented by fiscal incentives.
  - ▶ Technologies such as blockchain and the emergence of Fintech are enabling new forms of finance.
- Business models:
  - ▶ If businesses want to thrive in the 21<sup>st</sup> Century, they must begin to decouple their emissions production from growth.



# KEY MESSAGES

Emerging business models such as share economy, product as a service, digitization of goods and services, and product lifespan extension are showing promising results.

- ▶ Fast growing fields such as eCommerce and Fintech can integrate sustainability into their business models.
- ▶ Large sectors like mobility and food and beverage can collaborate to develop integrated solutions pre-competitively.

## ● Technology:

- ▶ The rise of sophisticated technology is already changing the way Asia and the Pacific lives and works. We can leverage this revolution to integrate low carbon and circular economy approaches. Internet of Things technology can bring more environmentally relevant data into our systems. Artificial Intelligence helps improve energy and transport consumption habits. Blockchain can unlock a range of sustainable practices such as peer to peer clean energy trading, supply chain transparency, tokenizing recycling and other sustainable behaviors.
- ▶ Traditional technologies should be brought into modern day approaches.

## ● Culture:

- ▶ Societal norms are the most powerful driver of consumption. Innovative approaches, such as the Nobel prize-winning nudge theory, can shape our consumption through subtle policy and infrastructure shifts.
  - ▶ Religious institutions also shape norms with their influential and vast reach through all corners of society, and can be engaged based on common values of environmental stewardship.
  - ▶ Advertising and media are emerging as dominant influencers of consumption patterns and can be engaged to help “win hearts and minds”.
- The knowledge sharing and dialogue provided by “Transforming Asia Pacific: Innovative Solutions, Low Carbon Lifestyles and Circular Economy”, under the SWITCH-Asia Regional Policy Advocacy Component, is timely as governments in the region are stepping up their commitment and action to apply innovative solutions for sustainable consumption and production. Fora such this could become a regular channel to highlight and share innovative solutions towards the pressing environmental challenges of Asia and the Pacific.







# South Asia Training and Policy Dialogue on Sustainable Public Procurement (SPP)

17 – 18 September 2018, Bangkok, Thailand

## Why Sustainable Public Procurement?

Public procurement wields enormous purchasing power, accounting for up to 30 percent of GDP in many developing countries. Leveraging this purchasing power by buying more sustainable goods and services can help drive markets in the direction of sustainability, reduce the negative impacts of an organization, and also produce positive benefits for the environment and society.

The Sustainable Development Goals (SDGs) have reiterated the strong link between environmental protection, sustainable development, and public procurement. SDG 12.7 focuses specifically on the promotion of “public procurement practices that are sustainable, in accordance with national policies and priorities”. The advancement of sustainable public procurement (SPP) practices is thus recognized as being a key strategic component of the global efforts towards achieving more sustainable consumption and production patterns.

## The South Asia Training and Policy Dialogue on Sustainable Public Procurement

The South Asia Training and Policy Dialogue on Sustainable Public Procurement brought together the three key stakeholders from each country to facilitate interministerial and multistakeholder coordination:

- Ministry of Environment (or similar) officials who are generally tasked with SCP coordination
- Ministry of Finance officials who are tasked with procurement policy
- Industry associations who can bridge to businesses that can provide environmentally preferred goods and services.

Together these stakeholders worked through the key dimensions of the Sustainable Public Procurement methodology:

- **Step 1:** Project Set up and Governance Structure Establishment. This step ensures that the right stakeholders are engaged with clear roles and governance processes from an early stage, right through the lifecycle of SPP.
- **Step 2:** Assessment, Review and Prioritization. In this step, studies are needed to determine answers to the questions that commonly arise in sustainable public procurement:
  - ▶ What are the legal frameworks and documents for procurement that need to be changed?
  - ▶ What products and services does the government procure?
  - ▶ Which products and services are most important for sustainability?
  - ▶ Is the market ready to provide sustainable alternatives for those products and services?
- **Step 3:** Sustainable Public Procurement Policy and Action Plan. In this step, the policy documents are drafted for multistakeholder consultation and adoption.
- **Step 4:** Training and reporting. This critical step brings the policy to life by training procurement officers and businesses about the new procedures. Reporting is also critical to ensure that there is continual buy-in from stakeholders, and opportunities to improve.

## Policy dialogue

Following the training, a half day policy dialogue enabled stakeholders to discuss opportunities for cooperation and raise issues that might impede progress. This resulted in the following recommendations:

- Exploration of whether the ASEAN+3 cooperation on SPP which allows Japan, Republic of Korea and China to transfer the knowledge to ASEAN countries could be applied in the South Asia context.
- EU noted that there are many cases of examples that regional arrangements were not working properly and can be strengthened through these fora.
- Bhutan proposed to establish a regional Task Force on SPP under the South Asia Forum on SCP of South Asia Co-operative Environment Programme (SACEP) to enable knowledge sharing and joint fund raising among member countries through SACEP, and to enable the development of regional strategy for SPP under SACEP.
- Sri Lanka requested more multi-country training for focal points, training of trainers, and establishment of knowledge hub under SACEP. Bangladesh supported this suggestion and added that this could be done on a rotational basis to enable countries to bring more local staff while hosting.
- The Maldives suggested the development of regional eco-labeling standard for South Asia and capacity building around certification, since many products consumed in the region are from similar origins.

These ideas will be compiled into a declaration to be tabled at the next SACEP Governing Council meeting.

## Background on the South Asia Forum on Sustainable Consumption and Production under the SWITCH-Asia Programme

In 2013, the South Asia Cooperative Environment Program (SACEP) Governing Council reached Decision 10.2.2 to promote Sustainable Consumption and Production within policy-making mechanisms of South Asian countries. As a result, the South Asia Forum on Sustainable Consumption and Production was launched in 22 October 2016, with the support of the SWITCH-Asia Programme. The Forum recognized Sustainable Public Procurement as one of the priority areas needs to include into the work plan. The 14th Governing Council of SACEP in 2018 endorsed the recommendation of South Asia Forum on SCP to hold a Sub-regional policy dialogue on Sustainable Public Procurement to exchange experiences to date, necessary training and industry roundtable. It was based on the recognition that much of the ground work need to be done with regards to the application of SPP in South Asia sub-region comparing the other sub-regions of Asia Pacific region, especially ASEAN. As a first step, South Asian countries could be supported by a subregional policy dialogue to exchange experiences to date and to participate in a training.



# Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles Forum

18 – 19 September 2018, Bangkok, Thailand

## Opening Session:



## Key Messages

- How can we trigger transformative actions that would give our planet and future generations hope for a better world? We are looking at innovative solutions, circular economy and low carbon lifestyles. If sustainability is to succeed, it depends on the efforts of each of us.
- Green and Circular Economy approaches can contribute to the 2030 Agenda, to the sustainable development goals and targets. Fundamentally this agenda is there for us to survive as a planet.
- The first step is understanding. We do not only focus on Gross domestic product (GDP) growth as a goal. We need to focus on resource efficiency and natural capital as the building blocks of a real economy. We recognize that environmental degradation undermines long term economic growth and human development.
- What's the use of being very rich if you don't have a planet to live in?
- Circular Economy is an essential part of ensuring we have a planet to live in, in the future as well. All countries have their own definition. We need a growth model that decouples growth and prosperity from the consumption of natural resources and associated environmental impact. And links environmental sustainability as a key factor of economic development and social equity.

 Innovation trailer



## Opening session and keynote

Welcome Remarks, Framing Asia's key questions about low carbon consumption  
**Dechen Tsering**,  
UN Environment Asia and the Pacific Office

Regional policy solutions for low carbon and low waste consumption – top 5 lessons learned in Europe  
**H.E. Pirkka Tapiola**,  
Ambassador of the EU Delegation to Thailand





“

**We only have one planet. We need to make sure that its future is sustained and enjoyed for generations to come. Circular economy can help achieve that.**

”

**H.E. Pirkka Tapiola**  
Ambassador of the EU Delegation to Thailand



“

**The idea of less is more is how we rethink the way we produce, how we share our resources, how we rethink about value...**

”

**Ms. Dechen Tsering**  
Regional Director, UN Environment Asia  
and the Pacific Office

# TRANSFORMING ASIA PACIFIC

## Session 1: Rules of the game

### Policy mechanisms for low carbon consumption

Changing policies is hard work. The panel discussion will debate which are the most critical policy measures governments should take to enable low carbon consumption. One type of policy from each category will be showcased by policy makers and businesses from the following types: legal instruments, financial instruments, mainstreaming, and sustainable public procurement.

#### Video



#### Issue brief



**Session Chair:**  
Ms. Hong Sin Kwek,  
Founder, CrowdFunding Asia,  
Singapore



**LEAD by EXAMPLE:** India's experience with sustainable public procurement  
Sanjay Aggarwal, Ministry of Finance, India



**MAINSTREAM:** 5 Year Plans, Eco-Civilization, and implementation instruments – China's experience with integrating sustainable lifestyles at multiple levels of policy  
Mr. Shi Feng, Deputy Division Director, China-ASEAN Environmental Cooperation Centre, China



**STANDARDS:** ASEAN's experience with harmonizing regional standards on sustainable lighting  
Weeraphon Aotharnsakun, Signify (Philips Lighting), Thailand



**TAX:** How financial instruments facilitate private sector action for electric mobility  
Sasiranga de Silva, Low Carbon Mobility Entrepreneur, Sri Lankand



# Session 1: Rules of the game

## Policy mechanisms for low carbon consumption

### Key Messages

- Governments have long implemented policies that influence consumption and production in the interest of societal goals on health, safety and economic development. Likewise, businesses and citizens need policy frameworks to support efforts to facilitate sustainable consumption. Several options were discussed.
- Policy mainstreaming. Putting sustainable consumption goals into uppermost national economic plans encourages sector and subnational policies to align with these goals. China's 11th 5 Year Plan has mainstreamed sustainable lifestyles under the ecological civilization framework.
- Financial mechanisms. Economic instruments can fundamentally shift decision making. Depending on the policy goal, governments can use subsidies of sustainable goods and services, full cost pricing, taxes, elimination of harmful subsidies, deposit-refund systems and soft loans and microfinance. Sri Lanka is developing financial instruments to support the transition to electric mobility including subsidies on imports, reduced tax for production of electric vehicles, and low interest loans for consumers.
- Regulation and laws. Restrictions could be used more widely to restrict producer and consumer choices that are considered harmful, such as bans (when the market can supply similar products with lower impacts), standards (to set minimum performance criteria), and product information disclosure (to allow consumers to make informed decisions).
- Information based and voluntary mechanisms. For products with claims of a lower environmental impact, such as energy efficient household appliances or organically produced food, it is essential to ensure that information from producers is reliable. The following are three steps that governments can take: Impartial product testing, Independent product certification, Eco-labelling. The lighting sector has proactively cooperated to harmonize standards for sustainable lighting in ASEAN which facilitates independent product testing.
- Sustainable Public Procurement. The largest consumer, government should lead by example and practice sustainable public procurement. This would send market signals of the direction government is encouraging, and also generate a market momentum towards more accessible and affordable sustainable products. India has established a task force on sustainable public procurement, which will integrate sustainability criteria into the purchase of office equipment, vehicles and general supplies.



## Session 2: Show Me The Money

Using financial mechanisms for low carbon consumption

This session will present and discuss the lead 'characters' of the financing world, who will share information about financing sources needed to drive public and private investment to achieve low carbon consumption.

### Video



### Issue brief



**Session Chair:**  
Steven Stone, Chief, Resources and Markets Branch  
Economy Division,  
UN Environment



**BLENDING PRIVATE AND PUBLIC FINANCE:** Channeling capital towards sustainable supply chains  
Angela Chen, Advisor, Akipeo, Philippines



**THE CROWDFUNDER:**  
Democratizing investment by letting the public invest, one dollar at a time  
Ms. Hong Sin Kwek, CEO of CrowdFunding, Singapore



**GREENING FINANCE:** How the IFC is enabling low carbon solutions  
Kalina B. Miller, Financial Institutions Group, IFC, Thailand



**THE VENTURE CAPITALIST:**  
Investing in the un-investible – how VCs are breathing life into innovation by investing in businesses with higher risk and longer payback periods  
Shailesh Vikram Singh, Managing Partner, Massive Fund, India



# Session 2: Show Me The Money

## Using Financial Mechanisms For Low Carbon Consumption

### Key Messages

- Asia is expected to double consumption to reach US\$8.6 trillion by 2020 at a rough annual growth rate of 8%. Companies looking for money to fund their low-carbon solutions, however, are hard pressed to find enough capital in a region that has a largely conservative banking sector. Traditional sources of funding like bank loans are expensive and are hard to obtain for most small and medium sized enterprises. In recent years however, alternative sources of finance have emerged in the region.
- Public and multilateral finance. Public finance is already used to invest in both infrastructure and business activities to stimulate growth. Public and multilateral institutions have a critical role to play for predictability and innovation around environmental challenges. Collectively, the multilateral development banks increased their climate financing in developing countries and emerging economies to \$35 billion in 2017.
- Private finance. Alternative forms of private finance can complement traditional forms and 'flatten' access to capital. Venture capital financing – where investors provide funding to startup companies and small businesses that are believed to have long-term growth potential – remains a key source of capital for emerging companies. Crowdsourcing funding is another alternative form of finance that can provide seed funding for early stage innovations.
- Green finance. Fiscal incentives and the right policy frameworks are needed to facilitate financing of investments that generate environmental benefits as part of the broader strategy to achieve inclusive, resilient and sustainable development.
- FinTech has triggered diverse policy and entrepreneurial responses, which are shaping the future of the financial services sector. These platforms offer can lower transaction costs and enhance the convenience for end users. It also increases access to credit and investments for underserved segments of the population and businesses.
- Initial coin offering (ICOs) and blockchain. Blockchain is a public chain of records in which each new transaction is logged. Initial Coin Offerings (ICOs) are an example of blockchain application for financing, representing a new way for organisations to raise capital.



## Session 3. Sectoral healing

Business action for cleaning up our consumption one sector at a time

This session will identify both readily available and innovative best practices, policies and lessons learned from efforts by different stakeholders on low carbon consumption in the region.

 Video



Issue brief



**Session Chair:** Jessica Cheam, EcoBusiness, Singapore



**FOOD:** How to bring sustainability to our most loved commodity: Rice  
Rice Wyn Ellis, Coordinator, Sustainable Rice Platform, Thailand



**MOBILITY:** Radically changing our mobility choices with shared roads and eMobility  
Sharon Meng, APAC Head of Growth, Mobike, China



**eCOMMERCE:** Leveraging the eCommerce boom to integrate sustainability into our consumption choices  
Jamie Brennan, Lazada Group, Thailand



**PLASTIC:** How the food and beverage sector is innovating in the fight against plastic litter  
Edwin Seah, Head of Sustainability and Communication, Food Industry Asia, Singapore



**FOODèMOBILITY:** Bridging between food and mobility sectors for circular economy  
Robert Earley, Chief Operating Officer, MotionECO, China



# Session 3. Sectoral healing

Business action for cleaning up our consumption one sector at a time

## Key Messages

- Asia is home to more than 4,000 businesses worth a minimum of US\$1.6 billion, which is set to grow as income levels rise to drive more consumption and economic activity. This gives them an immense ability to influence the way people live, especially in developing countries where the middle class and consumption are growing. It is a window of opportunity to set them on the path of low-carbon living. If businesses want to thrive in the 21st Century, they must begin to separate their emissions production from growth.
- Share economy. In this business model, consumers are given direct access to items that are owned by the company and pay for their use. Mobike (China) is a bicycle-sharing scheme that has expanded globally.
- Product as a service. Companies that follow a product as a service business model own assets and sell its benefits, usually bundled together with other services. Kaer Air (Singapore): air conditioning as a service, the company installs and services the air conditioner, and customers pay only for the amount of cooling hours used.
- Digitalization. Companies that digitalise their operations lighten their reliance on limited amounts of natural resources, and even create completely new ways to sell products based on cutting-edge technology such as blockchain. Energo is a digital platform through which households that generate extra solar energy can trade with neighbors using blockchain. eCommerce is opening new opportunities to shift consumption patterns.
- Circular Economy. This business model is for companies that use secondary resources, bio-based or fully recyclable resources in production; as well as businesses that recover value from their waste and by-product. MotionECO in China uses waste cooking oil to produce biofuels for the transport sector.
- Some key sectors presented their perspectives:
  - ▶ The food and beverage sector note that pre-competitive collaborations are a huge opportunity for businesses and brands to work towards greater sustainability, for example, big brands fighting plastic pollution together, addressing solid waste management
  - ▶ The commodities sector can set up public-private platforms to collectively agree on sustainability standards, such as the Sustainable Rice Platform.
  - ▶ E-commerce platforms can give consumers the choice to support sustainable products; platforms need to facilitate this matching and there is huge potential to use data insights to enable this.



# TRANSFORMING ASIA PACIFIC

## Session 4. "What the tech?"

Disruptive tech Innovations for low carbon consumption

The panel discussion will shed light on technological revolutions Asia and the Pacific should expect in the next 5 years, and how they can be used for low carbon consumption.

 Video



Issue brief



**Session Chair:** Lewis Akenji, SWITCH-Asia SCP Facility, Director, Institute for Global Environmental Strategies, Japan



**SMART MOBILITY:** Optimizing urban traffic using new technologies  
Daniel Kondor, Senseable City Lab, Future Urban Mobility group, MIT Singapore



**INTERNET OF THINGS:** How Blockchain can enable sustainable consumption through traceability, engagement and consumer information  
Tim Hadsel-Mares, Regional Director, ScanTrust, Thailand



**MACHINE LEARNING:** How ML is optimizing our transport choices  
Hassam Ud-din, Founder, Rasai ride sharing and route optimization platform, Pakistan



**BLOCKCHAIN:** Unlocking peer to peer transactions in smart grids  
Lathika Chandra Mouli, Business Development Manager, Energo Labs, China



**BIOMIMICRY:** Nature-inspired cooling based on traditional technology  
Monish Siripurapu Kumar, Founder, CoolAnt, India



# Session 4. "What the tech?"

## Disruptive Tech Innovations for low carbon consumption

### Key Messages

- The rise of sophisticated technology is changing the way Asia lives, plays, and works. We can seize the opportunity to leverage the change for sustainability.
- Internet of Things is a network of smart, interconnected devices and services capable of sensing or listening to requests or needs, and then acting on them. IoT technology can monitor metrics such as air and water quality, energy consumption, temperature and traffic flows. These inputs can unlock better decision making on consumption and production.
- Blockchain is a transaction ledger where blocks of new information can be added, but old blocks cannot be changed. Blockchain's decentralized, immutable, and consensus-oriented nature makes it a trustworthy and secure way to transact information. Applications for low carbon lifestyles and circular economy include Peer to peer clean energy sharing, Supply chain transparency, Tokenising recycling, Carbon footprinting along supply chains to enable carbon pricing at point of sale, and Rewarding good behaviour. Examples include:
  - ▶ Goodchain is a platform where brands place products and pledge consumer tokens to causes.
  - ▶ Cambio coffee worked with ScanTrust to give customers access to blockchain enabled data about the beans' point of origin, harvest date, shipment date, and roast date.
- ▶ Energo Labs enables peer to peer energy trading in cities and off-grid areas. Their next challenge is to power eVehicle charging stations with solar power to reduce the carbon footprint of eMobility.
- Artificial Intelligence and associated technologies can analyse enormous volumes of data and automate decision-making with or without human intervention. Rasai startup in Pakistan is using Artificial Intelligence to optimise transport routes. Artificial Intelligence is also a crucial feature of smart electricity grids, and can help predict demand and supply, improve load management, and stabilizes grids as they integrate renewables into the system.
- Traditional Technology should not be overlooked, and businesses can explore how to bring traditional technology into modern applications. Ant Studio in India uses traditional terracotta pots to cool air and water.
- Questions remain about societal tolerance of technology-centred living and the democratization of participation. Some key areas of action are capacity development and technology literacy, as well as ensuring the environmental soundness of technologies.



# TRANSFORMING ASIA PACIFIC

## Session 5. "Capturing hearts and minds of Asia"

How culture, psychology and economics shape behaviour

Faith based groups, behavioral economists and publicists know more about our behaviours than we realize. Behaviour economists are the leaders behind successful behaviour change campaigns for health. In this panel discussion, our societies' thought leaders share insights into the hearts and minds of Asia's cultures, and how to apply this through policy and business action on low carbon consumption

 Video



Issue brief



**Session Chair:** Dr Divya Datt, Director, Integrated Policy Analysis, The Energy and Resources Institute, India



**MEDIA:** How to win media partners for sustainability  
Blessen Kizhakkethottam, Deutsche Welle TV, Germany



**BEHAVE:** What is a Behavioural Insight Team, and why are governments building them to influence our behavior through subtle policy shifts  
Alexander Clark, Advisor, Behavioural Insight Team, Singapore



**FEELIN' IT:** Three elements of successful behavior change campaigns  
Jacob Holder, Hill and Knowlton Strategies, Thailand



**NUDGE:** Norwegian experiences in applying nudging techniques  
Stig Traavik, Lead Indonesia Advisor at Antler Venture Capital, Indonesia



# Session 5. "Capturing hearts and minds of Asia"

How culture, psychology and economics shape behaviour

## Key Messages

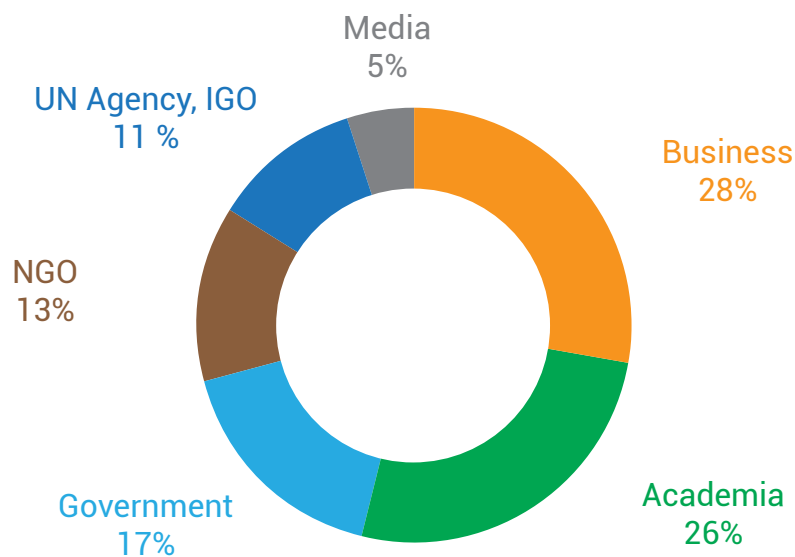
- Societal norms are the most powerful driver of consumption. Innovative approaches to culture can help shift the trend towards sustainability.
- Behavioural insights and nudge theory. The Nobel-prize winning theory can shape our consumption through subtle policy and infrastructure shifts. It came into use by some governments and international institutions which launched nudge units as complement to regulations, laws, taxes and incentives to change behaviour. There is a wide spectrum of nudges:
  - (1) setting the sustainable option to the default, such as requiring people to ask for single use plastic bags. Food delivery companies like foodpanda are following suite by prompting consumers to 'opt-in' if they need plastic cutlery.
  - (2) using social norms by informing people when social norms are more sustainable. Japan informs householders how much electricity they use compared to similar households. Those that use more than average end up reducing their electricity use.
  - (3) changing the physical environment, such as using smaller plates in buffets.
- Religion. At least 5 billion people around the world population follow a religion. Through worship services and religious education systems, religious institutions have many opportunities to translate traditional teaching into modern day sustainable lifestyles messages.
  - ▶ Christianity: The 2015 encyclical Laudato Si delved into sustainable lifestyles as a form of environmental protection, and called on all Christians to lead more reasonable lifestyles in balance with nature.
  - ▶ Islam: The Islamic Declaration on Global Climate Change noted that the Qu'an is "inherently conservationist" and many of its teachings are about how people relate to the natural world and the benefits of protecting it.
  - ▶ Buddhism. Buddhism encourages people to avoid the deliberate killing of any living thing, and to let go of greed to avoid suffering. Deforestation, a surge in dam projects, and pollution prompted monks to become champions for the environment.
  - ▶ Hindusim. The fundamental Hindu teaching, Pancha Mahabhutas, teaches that everything is connected and that humans are inseparable from nature. IT was made famous by Gaura Devi's Chipko movement in Uttar Pradesh which was a successful non-violent protest aiming to protect and conserve trees.
- Advertising and media are emerging as dominant influencers of consumption patterns and can be engaged to help "win hearts and minds". But it can also do the opposite, by persuading consumers to consume less or differently. Sustainability messaging needs to be shaped into storylines that make an emotional connection with the intended target audience and presented in high quality media formats.



# PARTICIPANTS PROFILE

More than 300 participants participated in the 2018 Transforming Asia Pacific: Innovative Solutions, Circular Economy and Low Carbon Lifestyles. The Forum, as whole, attracted 54 governments, 89 businesses, and 179 civil society organizations, scientific institutions and UN agencies in total.

## PROFILE BY CATEGORY



## COUNTRY REPRESENTATIVES

Participants were drawn from Afghanistan, Bangladesh, Belgium, Bhutan, Cambodia, China, Ethiopia, France, India, Indonesia, Japan, Kenya, Laos PDR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Singapore, Thailand, Vietnam, Switzerland.



# Platform for Knowledge sharing



# Asia Pacific Low Carbon Lifestyles Challenge

The Asia-Pacific Low-Carbon Lifestyles Challenge aims to mobilize and support young people with business ideas on how to foster energy-efficient, low-waste and low-carbon lifestyles.



Lathika Chandra Mouli, China  
Powering electric vehicles with solar power using blockchain  
[View profile](#)



Mohammed Saquib, Pakistan  
Energy efficient modular homes for displaced people  
[View profile](#)



Hassam Ud-din, Pakistan  
Project: Rasai: Sharing the road, Optimising routes  
[View profile](#)



Achmad Solikhin, Indonesia  
Project: Making biodegradable plastic from waste material  
[View profile](#)



Shutong Liu, China  
Project: Turning gutter oil into sustainable fuel  
[View profile](#)



Angelica Salele, Samoa  
Project: Reducing waste with reusable sanitary pads  
[View profile](#)



Deependra Pourel, Bhutan  
Project: Installing smart energy meters in Bhutan  
[View profile](#)



Pamela Nicole Mejia, Philippines  
Project: Making plastic waste fashionable  
[View profile](#)



Monish Kumar Siripurapu, India  
Project: Cooling buildings using nature's designs  
[View profile](#)



Sasiranga De Silva, Sri Lanka  
Electrifying tuk tuks  
[View profile](#)

This is an initiative funded by the Ministry of Environment Japan, as part of SWITCH-Asia Regional Policy Advocacy, the Asia-Pacific Regional Roadmap on Sustainable Consumption and Production and One Planet network (the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10 YFP)). This initiative is carried out together with the Institute for Global Environmental Strategies, The Thai National Science and Technology Development Agency and Sasin Entrepreneurship Center.



# Interactive Exhibit of solutions





## For more information

SWITCH-Asia event page: [click here](#)

<https://transforming-ap.org>

**All photos are available at**

<https://transforming-ap.org/photos>

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