

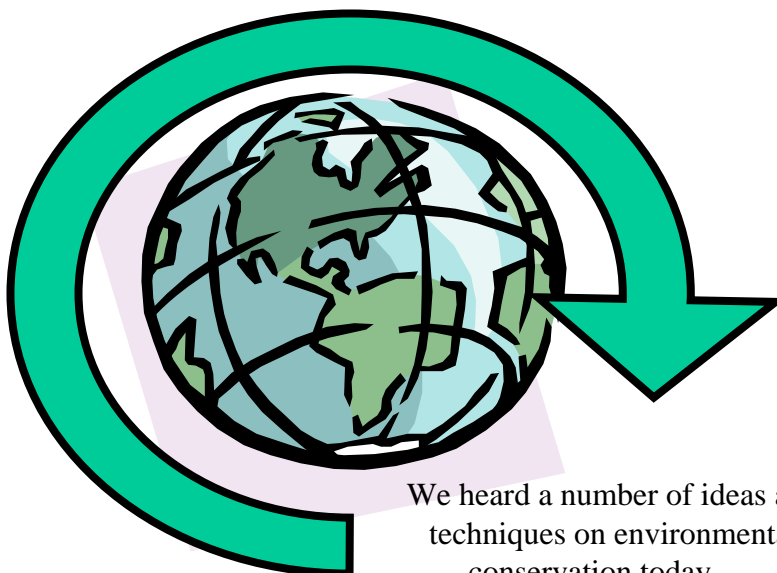


An Environment for Eco-Towns:
Setting the Strategic and Thematic Environmental Priorities for Bandung's Industries.

Conclusions and Recommendations

Friday, 13 March 2009
8:30 to 11:30
Luxton Hotel , Bandung.

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We heard a number of ideas and techniques on environmental conservation today

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<p>Some of the key lessons learnt we have learnt so far:</p> <ul style="list-style-type: none"> • Eco-town as a laboratory to test and implement sustainability concepts • These concepts are applied at the level of a factory, a group of factory or the city as a whole • While the focus is on the private sector, there is a clear and important role to be played by local governments and communities – a multi-stakeholder partnership 		
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<p>Some of the key lessons learnt we have learnt so far:</p> <ul style="list-style-type: none"> • But problems faced by cities in developing countries is complex. • Job creation, income generation, informal sector, political support etc. need to be considered along with the environment. • Environment should be looked at from the perspective of this big picture! 		
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Some of the key lessons learnt we have learnt so far:

- Green innovation is not a burden or additional cost for factories. It can actually increase profits or reduce costs!
- Companies have both internal and external pressures to initiate green activities. We need to address these pressures to succeed in implementing the eco-town concept!
- A combination of governance, education, technology and finance incentives is critical to ensure success.

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Some of the key lessons learnt we have learnt so far:

- Simple easy to understand concepts such as ecological footprints should be used to bring a wider range of participants to support the eco-town concept.
- This is particularly true to make ordinary consumers change their life-styles – a key starting point!

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Some of the key lessons learnt so far:

Change in our daily lifestyles and everyday decisions to be more environmentally friendly!

Environmentally friendly technologies

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What are Eco-towns?!

- **Eco-towns** are urban planning and environmental management efforts where industries located in a designated 'eco-town' area practice 3Rs and resource conservation within their manufacturing process, and in between the industries.
- **Eco-towns** are developed in pursuit of synergies derived from combined efforts in waste treatment, environmental preservation, and promotion of industrial development.

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Sustainable Development

At the level of a city
(including local governments,
consumers etc.)

At the level of an industrial
estate

At the level of a group of
factories within an industrial
estate

At the level of an individual
factory

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Eco Towns

Greener Procurement

EMS and ISO14001

Corporate Social Responsibility

Global Reporting Initiative

Green Labeling

Integrated waste management

Socially Responsible Investment

Extended Producer Responsibility

Industrial Ecology

Green Consumerism

“Eco towns” therefore become a defined area, a laboratory, where various different eco concepts can be developed and implemented.

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The Kawasaki 7-point Guiding Principles for Building an Eco-Town in Asia

- (1) Developing [local authorities initiatives](#) in providing directions for sustainability by setting up necessary regulations, economic incentives and capacity building
- (2) Formulating [national government frameworks](#) to guide a variety of sectors by setting up laws, plans, economic instrument and international conventions (such as Kyoto Protocol etc.)
- (3) Ensuring [industries' continued willingness](#) and determination to pursue sustainable production and consumption in their own business strategies

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- (4) Facilitating [active participation](#) from civil communities such as consumer, NGOs and mass media
- (5) Activating [strong will to change](#) the "cost" of environment management into valuable opportunities and profits in the long run
- (6) Collaborating with [academic communities](#) and financing institutions such as banks and international aid agencies
- (7) Incorporating local [traditional cultures and values](#) in building and implementing strategies for an Eco-Town

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But ...

*3Rs and Eco-town concept is more
than just waste management!*

*It requires a fundamental change in
how we look at our lifestyles and the
resources we use on a daily basis!*

Thank you very much!

*There is much work that we all
have to do to make Bandung a
beautiful city!*