

Minutes of Meeting

Theme: *RCEs of Asia-Pacific* Region Celebrating "Green Consumer Day" 2020

Meeting time: Sept 29th, 2020, 10:00-12:00 (GMT+8)

Venue: Zoom

Meeting Content:

Part1

Welcome and appointment ceremony to Prof. Dr. Hadi Prayitno, head of department.

Prof. Dr. Hadi Prayitno send his best wishes to the participants.

Part2

Keynote Speeches

A brief introduction to the first speaker – Mr. Agus Suparmanto, the Minister of Trade in the Republic of Indonesia.

Opening remark by **Mr. Agus Suparmanto** (Summary Version):

Indonesia has issued the Green law, the government encouraged the costumer to be eco-friendlier, to reduce, reuse and recycle. To be specific, the government encouraged them to use their own bags for shopping and take their drinking

bottles instead of using the plastic ones. Business company are encouraged to use recyclable products.

Another point is about costumer protection, the government will address the demands from people, and people should be responsible for their actions.

The next speaker is the honored president of sustainability and institutional development in University of Technology Malaysia, **Prof. Mohd. Roslan Hashim**.

Speech by Prof. Mohd. Roslan Hashim (Summary Version):

Every one of us is a consumer. The challenge today is how can we remain (the sustainability)? Consumer is very much about the belief. As a scholar, I would like to say there is a connection between how you value your belief and the responsibility as a consumer. As Muslims, we believe those who wasted unnecessary will become the sibilings of devil.

For the area we are studying, we called it the sustainability studies. The belief that we' ve been implemented in the university, and the society, hopefully, they would have a huge impact on consumers.

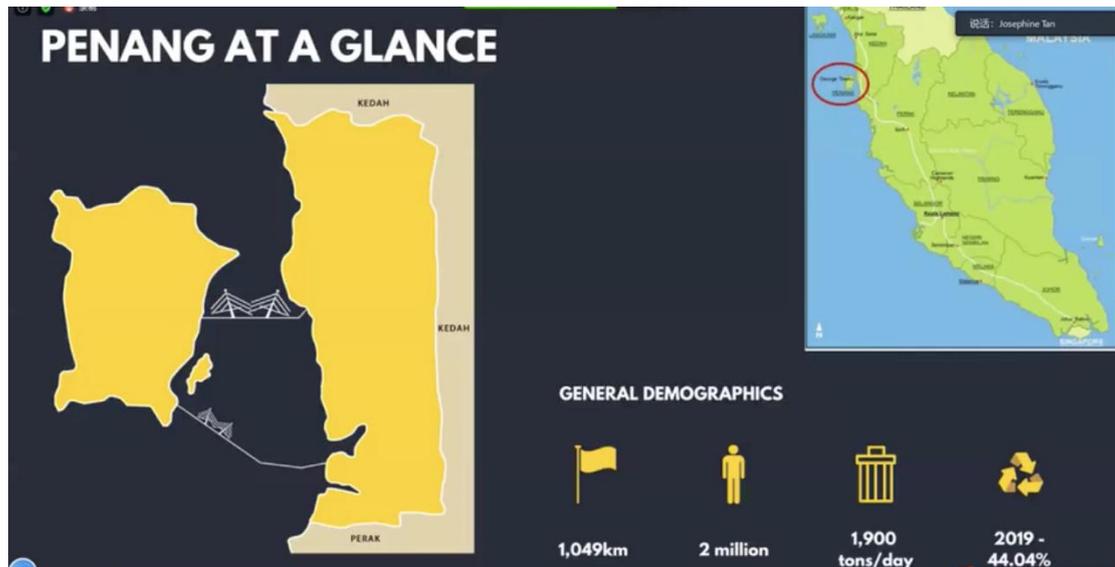
Last but not least, we think attitude is the foremost. We know the supply demand. Actually, both the demand and wastes in many cases will be decreased if we hold the conservation mind.

The next speaker is Dr. Ahmad Masrizal Muhammad, the general manager of

Penang Green Council.

Speech by **Dr. Ahmad Masrizal Muhammad** (Summary Version):

General review of Penang (pictured):



A brief introduction to Penang Green Council (pictured):

PENANG GREEN COUNCIL

- Established in 2011 by Penang State Government.
- A social profit, government-linked company.
- Nurtures, facilitates and coordinates environmental causes in Penang.

A little bit catches up of what the government have done for those years (pictured):

2008-2016



<p>2012</p> <p>Penang kicks off bicycle lane plan of 350km</p>	<p>2013 </p> <p>Incentives for Green Building (GBI) Gold and Platinum certified buildings</p>	<p>2014 </p> <p>BEST (Bridge Express Shuttle Transit) free shuttle in Georgetown</p>
<p>2015</p> <p>Ban on shark's fin soup in all State's function</p>	<p>2017 </p> <p>Food waste reduction initiatives</p>	<p>2016</p> <p>Waste Segregation at Source Policy</p> <p></p>

2016-2020

 <p>Bicycle sharing System as alternative transportation</p>	<p>Local council sets up pocket parks</p>	<p>2017</p> <p>Penang has planted ~271,000 trees since 2008</p>
<p>Converting conventional streetlights to LED</p>	<p>PGC introduces Penang Green Agenda (PGA)</p>	 <p>Achieved recycling rate of 38%</p>

<p>2018</p> <p>Launch of 'No Single Use Plastic' campaign</p>	<p>Penang Chief Minister announces Penang's new vision</p> 	
<p>2019</p> <p>Launch of 'Tak Nak Straw' campaign</p>	 <p>'No Plastic Bag Day Every Monday' at participating outlets</p>	<p>2020</p> <p>No Plastic Bag Day Every Monday, Tuesday & Wednesday' at participating outlets</p>

For the energy part, the local government also take some actions (pictured):

MBSP	MBPP
<p>Renewable Energy projects – first PBT in Malaysia to enter into a SARE agreement with TNB; open tender for roof and rooftop solar installation at car park.</p> <p>Energy Efficiency projects – changing all MBSP streetlights into LED; mandating all new streetlights installed by private entities to be LED; all existing lighting in MBSP buildings to be retired must be replaced by LED.</p> <p>Planning - "Green Lane" for development using RE.</p> <p>Green Procurement – for office equipment and supplies</p>	<p>Green buildings – all new MBPP buildings must be GBI certified.</p> <p>Energy Efficiency projects – changing all MBPP streetlights into LED</p> <p>Planning – Rebate for green buildings</p> <p>Green Procurement</p>

Government also word hard on dealing the waste, esp. the plastic waste. They launched several projects (pictured):



SEA Circular Project

- Collaboration between **PGC, KASA** and **MGTC**.
- An initiative by **UNEP** and **COBSEA**, supported by the **Swedish Government**.
- Aim:
To **reduce the adverse impacts of plastic pollution** on the marine environment, by **transforming plastic management** and **preventing waste leakage** with a focus on value chain stages.



And for the circular cities, the government launched the cities project (pictured):



At last, I would like to show you the Penang Green Agenda 2030 (pictured):

- Three-year policy planning project, aimed at formulating strategies and building resilient communities in Penang to meet and adapt to future environmental challenges by 2030.
- **10 Working Group - Completed**
 1. Land Use and Planning
 2. Disaster Risk Reduction and Management
 3. Green Economy
 4. Agriculture
 5. Marine and Coastal Management
 6. Sustainable Mobility and Connectivity
 7. Green Building and Township
 8. Water and Sanitation
 9. Governance and Institution
 10. Biodiversity and Natural Ecosystem

For the 2020 and beyond, we have several things to do (pictured):

2020 AND BEYOND	
2020	2030
<ul style="list-style-type: none"> • No Plastic Bags Day every Monday, Tuesday, & Wednesday • No Single Use Plastic Campaign • Penang Green Agenda • Penang Green Hotel • Disaster Management Unit • 50% recycling rate in Penang 	<p>“Penang2030: A Family-Focused, Green and Smart State that Inspires the Nation”</p> <ul style="list-style-type: none"> • Liveability • Economy • People • Built environment 

Hope everyone of us can be a green consumer, thank you so much!

Part3

An Overview of the Webinar, by Abdhesh Kumar Gangwar, coordinator of India Green Guard.

Part4

RCE' s Presentation by Participants 1

A brief introduction to the first speaker – Hao Xin, the executive director of Green Zhejiang, Vice director of RCE Hangzhou

Opening remark by **Hao Xin** (Summary Version):

Sustainable Consumption and Production in China:

1. Introduction to the general situation and policies in China:

A short review on a conference meeting in a green restaurant in Hangzhou;

SCP in China



General situation and polices (pictured):

Policies

- China has released a series of policies in order to promote sustainable consumption:



SCP in China

- China has conducted a research on consumer awareness and behavior change in sustainable consumption



Consumers agree that consumption has impact on the environment

Reasons for change (pictured):

Driving forces



Reasons of purchasing sustainable products

Online SP

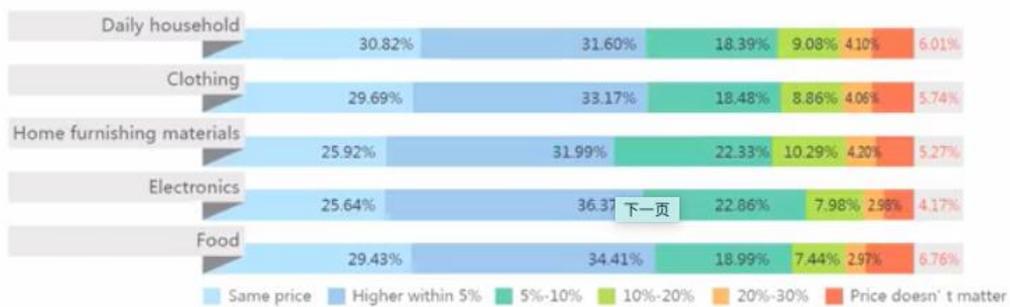
Alibaba Research Institute- Consumers' online purchasing interest of sustainable products



Rank	Category	Customer interest	Keywords
1	Home improvement supplies (home, building materials, etc.)	★★★★★	Non-toxic, handmade, no formaldehyde, E0 level, acrylic etc.
2	Household goods (bedding, kitchen utensils, storage, etc.)	★★★	Environmental-friendly, non-toxic, food-grade, lead-free etc.
3	Home appliances (large appliances, living appliances, etc.)	★★★	Energy saving, water saving, energy saving, environmental protection, frequency conversion, air purification lights
4	Pregnant baby su 下一页 (maternity wear, knapsack , children's clothing, etc.)	★★★	Radiation, antibacterial, natural, a level, no fluoride etc.
5	Food (grain and oil, salt, snacks, fresh, etc.)	★★	Green, organic, the original ecology, no added, no anti-corrosion, no colour etc.
6	Clothing (men's, women's clothing, etc.)	★★	Cotton, cotton, linen, modal, hand etc.
7	Personal care (beauty, essential oils, nursing, etc.)	★★	Natural, environmentally friendly, organic, negative ions, no silicon etc.

Willingness to pay (chart):

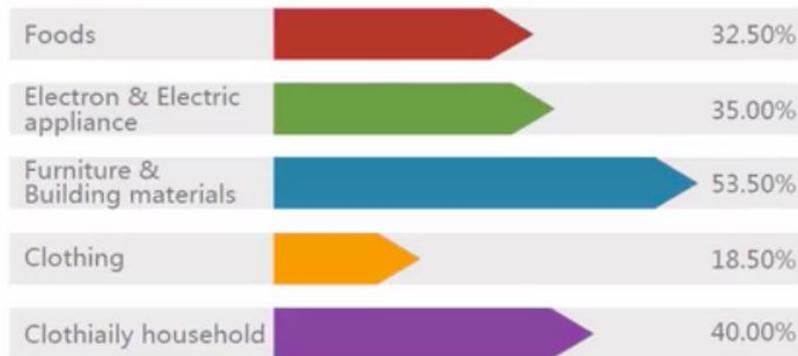
Willingness to pay



Willingness to pay premium (different categories)

Willingness to pay

- The average premium rate of green products is 33%, which is much higher than consumers' willingness to pay.
- 40% of consumers will not choose sustainable products due to the high price.



The actual premium rate of different categories of sustainable products

Chinese green habits (pictured):

Green Habits



Sustainable living habits

2. NGO' s practice:

What we have done?

- Green Production

Green Production



- Green Consumption Platform (aims at “Recyclable”):

Green Consumption Platform



Green Consumption Education:

Green Consumption Education



- Green Community
 - Re-Store
3. A town' s practice: a recyclable material

The next speech will be given by RCE Dobong-Gu:

Dr. Bae Hyun Soon, Director of RCE Dobong-Gu, Dobong-Gu office

Mr. Yang Yoon Sik, Team Manager, Dobong-Gu Region Self-Support Centre

Ms. Kim Mi Yeong, Chief director Dobong Maeul Education & Social Cooperate

Speech by **Dr. Bae Hyun Soon**:

Introduction to RCE Dobong-GU (pictured):



Based on our Dobong-Gu' s region, we established 250 green houses. And we use

environmental certification office equipment to realize sustainable eco-friendly consumption and production. The Dobong-Gu is reborn on both cultural and natural sphere. We formed the Café Green Body.



Speech by **Mr. Yang Yoon Sik:**

Introduction to the Green Body:

Green Body provides young local people' s with opportunities to start a business through collaboration, also Green Body is a Zero-Waste company, we share a new concept of "peace

& culture" . Green Body had the value of eco-friendly and being able to relax and rely on local residents and visitors at all times while minimizing waste emissions,

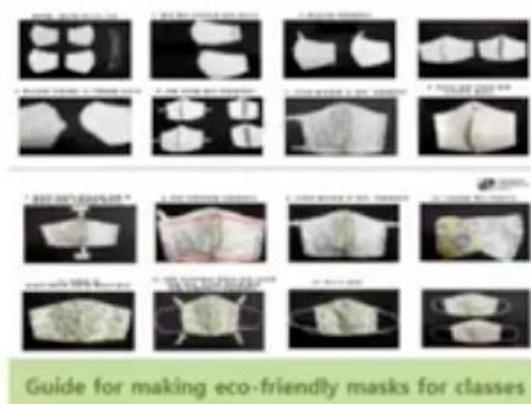
not just for profit-making purposes.

Speech by **Ms. Kim Mi Yeong:**

Green consumption case: Ham-Da-Rak

The theme of this case is making eco-friendly masks. Local people can make eco-friendly masks together to overcome the sense of crisis of social solidarity under COVID-19. And this project will promote a community of education for residents by donating their talents.

By recycling discarded fabrics and contributing to the importance and value spread of the Earth and environment through the production of eco-friendly masks that "Use share my neighbors and I" . In cases of a crisis, self-improvement of ability to solve problems and deliver masks to place where is it difficult to distribute them. Conducting classes at the Kium Centre and linking school education courses from now on.



The next speech is given by **Md Nazumul Islam, Youth Coordinator and RCE Greater Dhaka.**

Introduction to Green Consumer Day:

Green Consumer Day is the day when we can think and rethink on what we buy, how and the impact it has on us and on our common environment.

Who is a Green Consumer?

A green consumer is someone who is aware of his or her obligation to protect the environment by selectively purchasing green products or services.

A green consumer tries to maintain a healthy and safe lifestyle without endangering the sustainability of planet and the future of mankind.

Sustainable Consumption and Production:

Sustainable Consumption and Production refers to “the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and environment impact.”

SCP

SCP is a driving force of global economy.

SCP aims to do more and better with less by reducing use of resources, degradation and pollution along the life cycle of goods and services, and to enhance the quality of life and well-being for all.

Why SCP is essential?

SCP ensures to adopt sustainable practices at each of the life cycle stages including sourcing, production, distribution, design of products and services, use of products, and waste management.

(Followed by some facts and figures)

How to achieve SCP?

- Effective coordination within government and non-government organizations.

- Awareness building of all consumers, industry and government.
- Management of sustainable and efficient use of natural resources.
- Systematic integration of SCP into the education processes.

Contribution of RCE Greater Dhaka

- Arrange seminar
- Conduct training
- Farmers motivational program
- Organize social awareness program
- Different advertisement for social awareness

Contribution of Youth:

- Youth campaign program
- Social awareness building activities
- Youth can take production responsibility
- Youth Entrepreneurship & Youth Leadership
- Youth can learn and youth can teach SCP
- Youth can be a Green Consumer & Producer

An introduction to SCP in Bangladesh followed by showing the barrier of food

production.

SCP in Agriculture:

Well-planned production and distribution

Making Farmers awareness

Reduce food losses along production and supply chains, including post-harvest losses

Conclusion:

We can bring green peace by becoming a green consumer.

Awareness and good consumption practices improve our lifestyle.

Sustainable Consumption and Production is very essential for save our planet also.

The next speech is given by **Md. Shan Paran, Youth Coordinator, RCE Sundarbans, Bangladesh.**

Speech Content:

Green Consumerism and RCE Sundarbans: Youth Perspective

The speaker briefly introduces the background of this project first.

Some Consumer Perspectives:

- Majority are aware of Green Marketing.
- Positive perception towards Green product.
- Willing to extra payment for Green product.
- Green product not readily available in the market.
- Consumers encourage others to use Green products or services.
- Asking manufacturer to produce environment friendly products or services.
- Highly educated people are more concerned than less educated people.

Governmental Initiatives for Green Development (pictured):

Institutions/Departments	Initiatives/Roles
Bangladesh Bank	Policy formulation and governance, introduction of green finance, supporting employee training, consumer awareness, and green events
Sustainable and Renewable Energy Development Authority (SREDA)	Maintain coordination among various organizations working on green technologies, capacity building in terms of manpower, logistics, and funds
Planning Commission	Inter-sectoral coordination among the related ministries, allocation of resources towards implementation.
Finance Division	Preparing, analyzing, and implementing fiscal policies, budgetary functions, allocate fiscal incentives etc.
Economic Relations Division (ERD)	External support for the socioeconomic development, securing green finance from international sources.

And in reality, there do exist challenges such as economic and environmental balance and social rules.

RCE Responds:

- Research, documentation, publication and dissemination of knowledge promoting Green Development- Sustainable Consumption and Production
- Impact analysis of macro-economic and social policies to the nature and human being
- Market potential, value chain and cost-benefit analysis of nature-based products
- Identifying marketing channels for nature-based products
- Involving stakeholders in awareness building campaign
- Academic-practitioners-indigenous people dialogue for sustainable development and conservation of biodiversity
- Nature based solution and incorporation of ILK for sustainable development and conservation of natural resources
- Enhancing community capacity and knowledge to make nature-based products from the mangrove forest using ILK
- Enabling communities for claiming their rights that ascertain well-being of the nature and local community

Part5

RCE' s Presentation by Participants 2

Opening remark by **Citra** Tunjung Sari Samsudin, student of International relations, University of Jember, Indonesia.

Telling her experience on becoming a volunteer in a food waste project:

Before project: waste food;

During project: reduce preventable food waste and fully utilize food waste for youth to influence their peers and their household.

After project: zero-waste

The next speech is delivered by **RCE-Jammu**, Dr. Hari Dutt (Director, National

Society for HRD and Research, Jammu, J&K, India) and Dr. Sheetal Badyal (KVK Jammu, Sher-E-Kashmir University of Science and Technology Jammu-Kashmir.

The speaker study scope: case study linked to SDGs and to evaluate its impact on the stakeholders of RCE-Jammu.

Main Content:

People in Jammu are waiting for a new set up for the redressal of the state consumer disputes after abrogation of Article 370 and taking over of Reorganization Act 2019 which had abolished State Consumer Dispute Redressal Commission. What could be the role of RCE Jammu and its stakeholders in the backdrop of the preset political and administrative changes.

How can RCE address a better understanding the present phenomenon and contribute to sustainable development? All these questions are being undertaken by RCE Jammu in collaboration with other partners and stakeholders.

And then the speaker introduces their analysis and methodology

Analysis and Methodology:

In context of developing a healthy and sustainable consumer atmosphere in Jammu, the Private Schools may be trained for taking lead in the wise buying and consumption of Eco-friendly products. The Management of the Schools may be motivated to make their campuses plastic free and also making judicious use of water and electricity.

RCE Jammu has been conducting Farmers awareness programs in collaboration with its stakeholders namely National Society for HRD and Research and Krishi Vigyan Kendra, SKUAST-Jammu for the organic farming to save the soil health from its further deterioration.

RCE Jammu is in regular touch with the government functionaries to set up a well thought and sustainable commission for the protection and healthy growth of consumerism in the state.

Outcomes of practices

As a result of the consistent efforts of the RCE Jammu, a number of the schools in tehsil RS Pura of District Jammu and Tehsil Nagri Parole of District Kathua are fully eco-friendly and using all the products in their premises which are environmentally friendly.

RCE Jammu in collaboration with its collaborator JK Private School Coordination Committee has been permanently organizing training programs in different schools for the capacity building of the teachers for developing a habit amongst the students for wise and eco-friendly consumerism. During pandemic, many such virtual meetings were organized through Zoom.

RCE Jammu has organized three state level annual conferences in a row in collaboration with Private Schools focusing upon SDGs and the fourth is proposed in the near future which shall involve the publishing houses and impress upon them to bring out eco-friendly products over normal alternatives.

Recommendations

Due to the abrogation of Article 370, many laws for the protection of consumerism have been abolished and a new one has been set up, but it requires lots of changes and RCE Jammu shall continue follow the government for issuing the necessary notification in this regard.

RCE-Jammu shall collaborate with its counterpart RCE Kashmir in the wide celebration of the Consumer Day by organizing series of the activities in the various schools of Jammu province in future and collaborative efforts shall be made to develop the related course materials for the conduct of such programs.

In future, RCE-Jammu shall conduct training programs with the Industrial workers in collaboration with industrial Association to further the agenda of environmentally friendly production.

Efforts are being made to get funding from JMC-Jammu Municipal Corporation and RCE shall provide all technical support to realize the dream of making Jammu, a Smart City& educating its people to have healthy and eco-friendly consumerism.

The next speech is given by **RCE-Srinagar**;

Main Content:

The speaker mainly introduces the Co2 Pick Right Campaign – Picking of Right Habits, the “Umang” School program on Green campaign in terms of school. And

also bring us an introduction on the Mobile Exhibition on Green Consumer campaign followed by the Water Sanitation & Hygiene – Wash Campaign.

The last speech is given by **RCE@USM**

Theme: Nurturing Green Consumerism Attitude among primary school students through integrated Green Garden.

Green consumerism through water education:

Water education at pre and primary school level:

Water saving, water reuse, recycle in ensuring water is sufficient for future generation

Workshops will facilitate, educate and promote awareness, knowledge, appreciation and stewardship about water use

hands-on and minds-on activities in providing experiences about the sustainability of water use;

Green Consumerism: Integrated Green Garden

Concepts

Recycle

No pesticides

Used existing space

No digging

Composting

Effective Microorganism

Ecology

S.T.E.M to S.T.E.A.M to S.T.R.E.A.M

Generate income (option)

Objectives

To give knowledge about the sustainability of water use

To create awareness on clean water shortage

To protect and enhance no water waste

To promote and educate teachers about water care activities

To inculcate values towards water

To encourage young children to advocate issues about water by engaging with water authorities

Part6 Q & A (Extracted)

Q1: To all speakers, I would like to know about the key of all those elements that can be sustained.

The project can be sustained, because we are teaching children to make their own green campaign, in this way, we think those children can spread the awareness to their peers. It can be sustained because young generation is the future generation.

Q2: Further explanation on sustainability:

We got several choices to develop the sustainability, but green technology and its products play important roles in the society. There is a market for those affordable products, and they need to reach everywhere. Meanwhile, we should be aware of the packages and make sure they do not provide misleading information. Numerous campaigns in today' s world is related to the protection of the environment. As world citizen, we need to be "green" .

Part7 Brief Summary & Ending

By Fiona