

## APO outreach: the Secretariat goes to Jeju

In efforts to become the “world’s environmental capital,” the Environmental Hub Policy Division of Jeju Special Self-Governing Province of the ROK has organized a Global Environmental Experts’ Invited Lecture series for the past three years. In 2014, provincial Governor Keun-min Woo extended the invitation to the APO Secretariat, as represented by Senior Program Officer K.D. Bhardwaj of the Secretariat’s Industry Department, whose lecture at the Sulmundae Women’s Center on 15 January was entitled *The Green Economy and Directions for Municipalities (Moving Forward from Rio+20)*. The audience of approximately 250 was composed of members of environmental groups, government agencies, NGOs, the general public, and an officer of the Korea Productivity Center.

After outlining the APO’s environment- and Green Productivity-related activities over the past two decades, Bhardwaj briefed attendees on the various definitions of a “green economy” and explained the significance of urbanization. He noted that half of the world’s 7 billion people now live in cities, and by 2030 that figure will be nearly 60%. At the same time, cities can create efficiency gains and technological innovations to reduce resource consumption. The presentation then focused on how individual cities can contribute to establishing a global green economy. Bhardwaj referred to the Rio+20 outcome document “The Future We Want,” which “clearly acknowledged efforts and progress made at the local and subnational levels and recognized the important role that such authorities and communities can play in achieving sustainable development.” Basic actions recommended at the municipal level were: improve energy efficiency; provide sustainable transportation options; treat and recycle wastewater; safely manage solid waste; and limit air pollution. After completing a municipal environmental checklist comprised of 15 questions, which



*APO Senior Program Officer K.D. Bhardwaj being interviewed by a journalist from Jeju Free International City Broadcasting System prior to his presentation at the Global Environmental Experts’ Invited Lecture series event.*

formed part of the lecture, most audience members found room for improvement in their home cities.

In addition to a broadcast of the entire 1-hour lecture as simultaneously interpreted into Korean, a 30-minute interview of Bhardwaj on the same topic was aired by local television station Jeju Free International City Broadcasting System (JIBS).

With a population of nearly 600,000, the motto of Jeju Special Self-Governing Province is “The world comes to Jeju, and Jeju goes to the world.” The APO was honored to be invited to go to Jeju to promote greener municipalities for sustainable development and hopes that the message will spread from Jeju to the world. 🌐