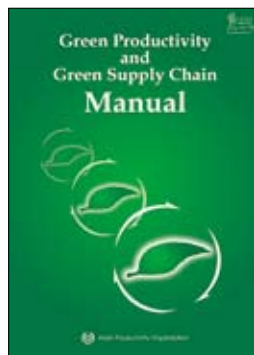




New APO publication



GREEN PRODUCTIVITY AND GREEN SUPPLY CHAIN MANUAL

APO 172 pp. May 2008

ISBN: 92-833-2384-X (print edition)

ISBN: 92-833-7070-8 (e-edition)

The April *APO News* reported in detail on the smashing success of the 4th Eco-products International Fair (EPIF) in Hanoi, Vietnam, in March. The most recent EPIF was by far the largest and most successful to date. With almost 100,000 visitors, it demonstrably raised public awareness of eco-living and eco-business, promoting sustainability and the availability of eco-products and -services. The APO marked the 2008 EPIF with the simultaneous publication of the latest version of the *Eco-products Directory*. The directory, a treasure trove of eco-products/services, is a significant effort to promote the concept and practice of environmentally responsible purchasing among enterprises and consumers in the region.

These two mega eco-projects are part of the APO's Green Productivity (GP) strategy for harmonizing productivity enhancement with environmental preservation. For the effective promotion and implementation of GP in close partnership with the private sector, in 2003 the APO set up the GP Advisory Committee (GPAC) comprised of senior representatives in charge of environmental management in leading Japanese corporations. Since then, the GPAC has supported the APO's promotion of green supply chains (GSCs) and green procurement, two of the main pillars of the GP Program and underpins of successive EPIFs and *Eco-products Directory* series.

GSCs mean that suppliers and vendors assume greater responsibility for meeting specific environmental requirements. GSCs are part of the green procurement process, which is especially important for large and/or multinational enterprises with many links in their supply chains. GSCs not only strengthen customer-supplier relationships, but also reduce costs, lead to sustainable production and consumption, and provide potential opportunities to add value to businesses.

The *Green Productivity and Green Supply Chain Manual* combines the GP and GSC concepts in a coherent, structured manner and explains at length how the GP approach and principles can be applied to identify, evaluate, prioritize, and manage issues pertaining to GSCs. It takes a step-by-step approach, complete with worksheets and a detailed methodology, in showing how industries can green their supply chains. The manual is organized into six sections. The introduction outlines the background and objectives. The chapter titled "Green Productivity" reviews the concept, tools, and techniques of GP. "Greening Your Supply Chains" details the definition, scope, GP steps, and associated tasks involved in making supply chains green. "Working with Business Partners" gives examples of collaborative partnering in GSCs. Indicators and methodologies for measuring GSC performance are introduced in the chapter "Measuring Performance on GSC." Finally, "Case Studies" illustrates GSCs developed by actual enterprises in various industries. Each section provides questions, checklists, examples, and suggestions that any organization or enterprise can easily follow and refer to.

The method of achieving GSCs varies according to the nature of the products/services of an enterprise, and there are many approaches that can be chosen, depending on available resources. This manual takes the form of a guide compiled from experience and current information. The APO hopes that the *Green Productivity and Green Supply Chain Manual* will serve as another effective, easy-to-use reference for enterprises desiring to adopt the GSC approach.

For order and inquiry on APO publications and videos, please contact the Asian Productivity Organization, Hirakawa-cho Dai-ichi Seimei Bldg. 2F, 1-2-10 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093, Japan. Phone number: (81-3) 5226-3920, Fax: (81-3) 5226-3950, e-Mail: apo@apo-tokyo.org.