

[Abstracts](#)

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## **Towards Clean Shared Growth in Asia**

Contact: Mr. Owen Cylke  
Director, The Policy Group  
The United States-Asia Environmental Partnership  
1720 Eye St., NW, Suite 700  
Washington, DC 20006  
Tel: 202-835-0333, ext. 117 / Fax: 202-835-0366

Speakers: Mr. Owen Cylke and Mr. George Heaton

### **Abstract:**

This program outlines a policy approach to promoting clean, shared growth among the newly industrializing economies of Asia. Clean, shared growth is a process of sustainable economic development that yields both improvements in environmental quality (locally and globally) and continued enhancement of socio-economic welfare. The critical challenge is that of reducing the energy, materials, pollution and waste intensity of urban-industrial activity. The critical opportunity lies in influencing the technology choices and management of new urban and industrial investment. To meet this challenge, public policy must go beyond controlling pollution to the adoption of policies that drive down the energy, materials, pollution and waste intensity of urban-industrial activity in a dynamic of continuous improvement and superior performance.

For this to succeed, the policy response must go beyond environmental regulation to encompass a coordinated array of interventions in industrial, technology, trade and urban policy, and promote pro-environmental forces emerging in civil society, the private sector, and global governance. Public policy must promote performance measurement as a basis for harnessing market forces, community engagement, and private ordering to the goal of clean shared growth in Asia. Once identified, measured and tracked as an issue of economic performance, then the environmental intensity of economic activity becomes more susceptible to the force of the market and of society at large, whether this be through consumer demand, community pressure, or supply chain management. The openness of East Asian economies to trade, investment and technology, combined with growing public concern with the environment, and the increasing globalization of markets and information flows, suggest that these latter forces can be powerful drivers of improved environmental performance. Public policy has a key role to play in bringing these drivers to bear on the investment and technology decisions of private industry, and in fostering a clear performance orientation among firms.

In 1997, US-AEP initiated a new partnership between Clark University in Worcester, Massachusetts, and the Center for Strategic and International Studies in Jakarta, Indonesia, to develop a series of papers that examine these issues. The papers, co-authored by leading policy experts from the United States and Asia, are intended to frame a policy agenda directed toward industrial transformation and address six critical

areas:

- Measuring industrial environmental performance
- Investment and technology transfer
- Public policy to improve environmental performance
- Globalization and industrial environmental performance
- Civil society and industrial environmental performance
- Urban environmental management

US-AEP will present findings of these papers as well as a summary overview with public policy recommendations.