

NEWSCLIPPINGS

Publication:	Green Purchasing Asia	Section:	Information
Date:	October Issue	Page:	50
Headline:	Recognition for Green Corporate Leaders		
Summary :	Twenty-six companies from the APAC region, and two global players were honoured for achieving excellence in sustainable products, services and strategies at the first ever Frost & Sullivan Asia Pacific Green Excellence Awards 2011 held in Singapore. The companies were evaluated based on their social impact, overall market growth and penetration, profit margins, growth in market share, stock price & overall industry impact.		

INFORMATION

Recognition for green corporate leaders

Companies now measured by 3Ps: profit, people and planet, says Frost & Sullivan

Top management support critical in successful implementation of green practices

By Bhavani Prakash



Green champions of Asia Pacific with their awards at the Green Excellence Awards night, Amara Sanctuary Resort Sentosa, Singapore

Twenty-six companies from the Asia Pacific region, and two global players, were honoured for achieving excellence in sustainable products, services and strategies at the first ever Frost & Sullivan Asia Pacific Green Excellence Awards 2011, held in Singapore on August 26th.

The companies were evaluated based on their social impact, overall market growth and penetration, profit margins, growth in market share, stock price and overall industry impact. *Green Purchasing Asia* was the media partner for the event.

Partner and Asia Pacific managing director of Frost & Sullivan, Manoj Menon who presided over the banquet, said the awards recognise that although sustainability is in its infancy, it is growing and will have a profound impact on every aspect of business. The megatrend, he observed, is for companies to be measured on their triple bottom line, namely, profit, people and planet.

A sheer range of industries were acknowledged, demonstrating that green as a theme cuts across various sectors such as building and environment, energy (including IT), logistics, healthcare and chemicals. Likewise, size does not matter for sustainability efforts. Awardees came

from large companies like roofing solutions provider **Monier Sdn Bhd** operating in 33 countries, to small-scale biotech organisations such as **Microgen Australia** employing less than 20 people.

The awards showcased, among others, exciting research and innovation in the use of algae and yeast for different purposes. Paul Zaman, representing **MBD Energy**, an Australia-based company, described carbon capture through algae, one of the solutions to reduce industrial CO₂ emissions, by converting flue gas into fuel. Algae is also used for water bioremediation. Syed Isa Syed Alwi, group CEO of **Algaetech**, which researches algae for functional food and biofuels, said candidly, "Algae cannot solve all problems, but it can certainly solve some problems." Algaetech also develops integrated renewable energy plants combined with algae cultivation and production.

Microgen Australia uses, on the other hand, enhanced non-GM yeasts to convert plant biomass into ethanol and food protein. CEO Geoffrey Bell believes that large corporations need to be convinced that it is not just fuel which is the problem, but food. According to the Food and Agriculture Organisation (FAO), food production

Green Purchasing Asia's managing director Lim Siang Jin presenting an award to Syed Isa Syed Alwi, group CEO of Algaetech



needs to double in the next 40 years but 80% of fisheries are already overexploited.

Product innovation was evident in other industries too, from data centre power management by **Emerson Network Power**, green chemistry by **Emery Oleochemicals** and renewable waste to energy generation by **Asia Biogas**.

Petri Jokinen, managing director of **Neste Oil Singapore**, spoke of NExBTL, Neste Oil's proprietary premium-quality renewable diesel which has been shown to reduce greenhouse gas emissions by more than 50% over the product's entire life cycle when compared to fossil diesel. Its lower tailpipe emissions also makes a valuable contribution to enhancing overall air quality.

Fujita Tetsuro, CEO of **Nippon South East Asia** group remarked

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how green innovation had helped the company save resources while enhancing consumer wellbeing. He cited the low-VOC content of Nippon paints, which also absorb harmful indoor air pollutants.

Awardees also highlighted how operational and supply chain efficiencies had brought about cost savings and environmental benefits. Georg Harrasser, CEO Asia Pacific of **Monier Sdn Bhd**, said the energy-efficient roofing solutions of his company translate to 30% reduction in energy consumption through reflectivity and natural ventilation.

UGL, a green facilities management company and **Hongkong International Terminals**, a cargo terminal operator, echoed how efficiencies had brought about

greenhouse gas emissions reductions. In the latter's case, it has been an impressive 40% year-on-year reduction. Likewise, homegrown logistics provider **Keppel Logistics** achieved 7,500 tonnes of carbon emission cuts with the implementation of a carbon monitoring system.

Green practices have also enabled companies to achieve cost leadership through higher environmental standards, be it through health and safety, energy conservation or recycling as highlighted by **Lonza Biologics**, a pharmaceutical contract manufacturing company.

CapitaLand, a Singapore-based developer, also pointed out how top management commitment is critical for the successful implementation of green practices, as demonstrated by the

encouragement given to their "green army" for innovation, creativity and entrepreneurship. A definite hit at the awards ceremony was the company's mascot for its community initiatives – a little green frog. As Wong Hooe Wai, chairman of CapitaLand Green Committee pointed out, they chose an amphibian because of the importance of air, land and water.

As the audience passed along the stuffed doll version of CapitaFrog to one another, it became clear there are many creative avenues to spread green awareness, which is a growing phenomenon. The companies present at the award have shown that it is not difficult going green. On the contrary, it may be the most important way to achieve sustainable growth, innovation, cost savings and efficiency. ☺

Frost & Sullivan Asia Pacific Green Excellence awards recipients

Asia Pacific		
Building and Environment	Technology innovation in eco-materials	Cardia Bioplastics
	Technology innovation in waste processing	Blest
	Technology innovation in carbon capture	MBD Energy
	Technology innovation in green building materials	Monier Sdn Bhd
	Green facilities management company of the year	UGL
	Green builder of the year	CapitaLand
Energy	Product innovation in renewable energy	Solar Frontier
	Technology innovation in data centre power management	Emerson Network Power
	Technology innovation in building power management	Ubiquitous
	Solar energy vendor of the year	Kyocera Corporation
	Wind equipment vendor of the year	Suzlon
	Wind project developer of the year	AGL Energy Limited
	Geothermal equipment vendor of the year	Fuji Electric Co., Ltd.
Geothermal project developer of the year	PT Pertamina Geothermal Energy	
Logistics	Green home-grown logistics service provider of the year	Keppel Logistics
	Green cargo terminal operator of the year	Hongkong International Terminals
Healthcare	Green pharmaceutical contract manufacturing company of the year	Lonza Biologics Tuas
Chemicals	Product innovation in industrial biocatalysts	BioWish
	Service innovation in algae technology	Algaetech
	Product innovation in renewable chemicals	Emery Oleochemicals
	Technology innovation in bioenergy	Asia Biogas
	Product innovation in bioenergy	Neste Oil
	Product Innovation in automotive coatings	PPG
	Product Innovation in decorative coatings	Nippon Paint
	Service Innovation in paint re-use	Akzo Nobel
Product Innovation in natural tocotrienols	Palm Nutraceuticals	
Global		
Chemicals	Technology innovation in green chemistry	LanzaTech
Healthcare	Technology innovation in biotechnology	Microbiogen