

# 4 Key Elements must CO-EXIST to Drive Market Demand for 3R Technology Transfer



## 1. Infrastructure

### ■ *Encourage Capital Investment in 3R Technology*

*eg. Tax Deduction, Funding for Start-ups, Leverage on Existing Expertise and Innovation*

## 2. Regulatory Framework

### ■ *Fundamental Framework*

- \* Clear Guidelines for relevant stakeholders*
- \* Practical Standards and Cost Effective to comply*
- \* Engage Informal Sector*

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## **3. Recognition**

- *Green Awards for Green Partners*
- *Green Certifications facilitate consumers in their purchasing decisions*

## **4. Public Awareness**

- *Market Readiness co-relates to Level of Public Awareness*
- *Government as a driver for National Green Educational Campaigns*



# Role of Private Sector

- **Work with government to develop policies / guidelines which are harmonized with international standards**
- **Sharing of Industry Best Practices**
- **Participate in National Campaigns**



**Canon**



**Let's work together to realize a society that promotes both enriched lifestyles and the global environment**