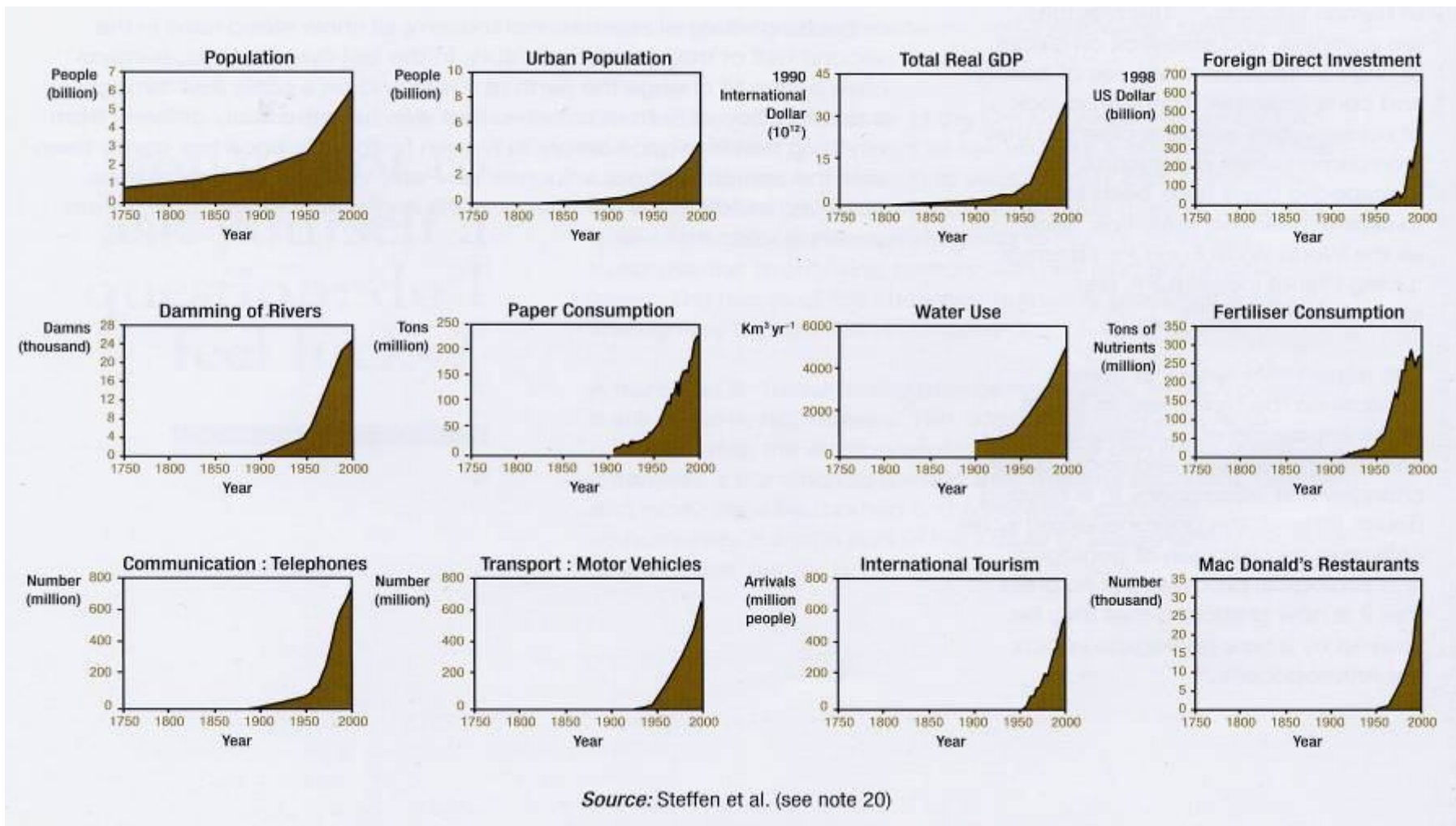




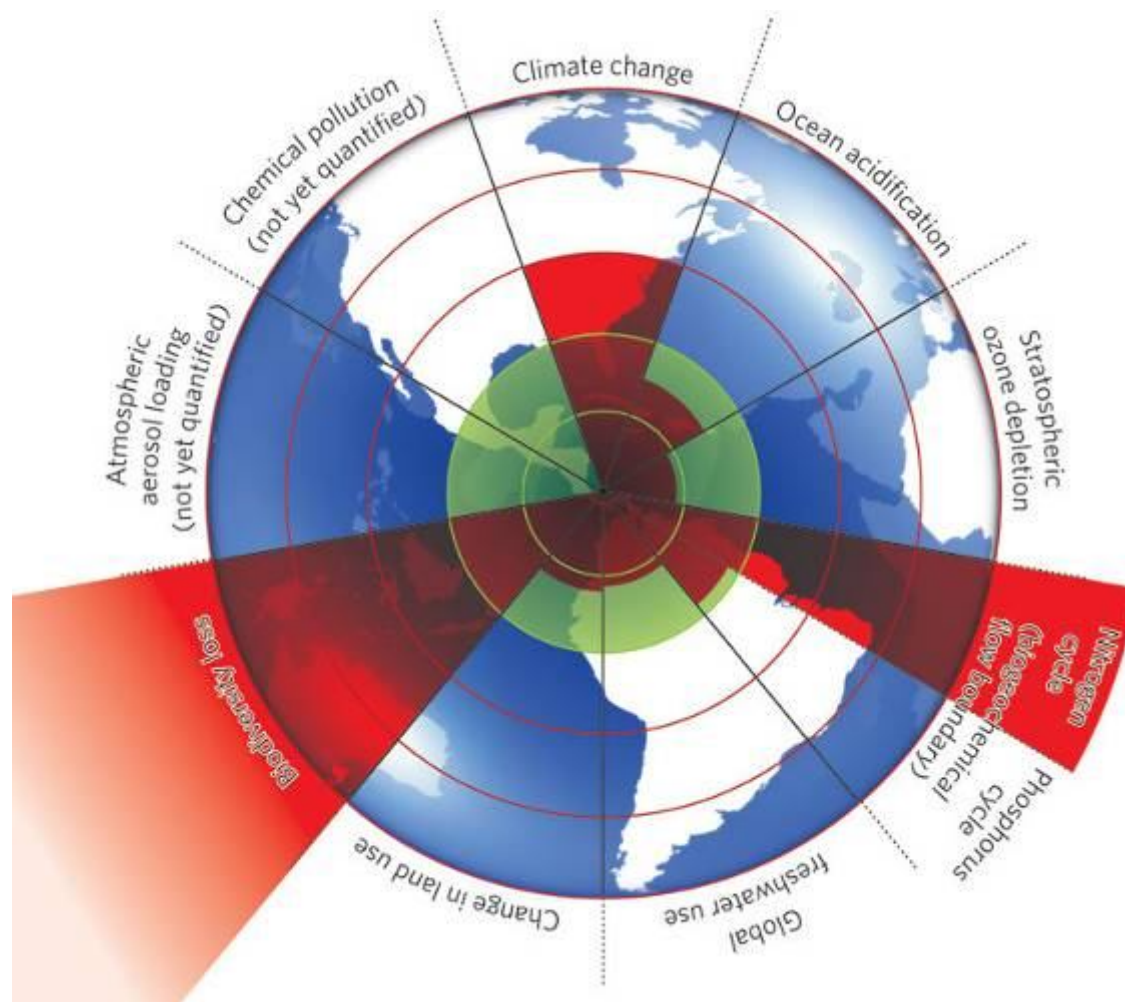
# The Green Economy Coalition:

Who we are, what we plan to do, and  
links to the 2012 Rio Conference

# Rapidly growing economic activity....



# ... is breaching ecological limits





---

# The env foundations of MDGs are insecure

- 1: Eradicate poverty and hunger – **sustainable NRM...**
- 2: Universal primary education – **sanitation / water / fuelwood**
- 3: Gender equality and empower women – **NR access / IAPoll**
- 4: Reduce child mortality – **sanitation / water / IAPollution**
- 5: Improve maternal health – **water / fuelwood / IAPollution**
- 6: Combat major diseases – **wat-san / biodiversity / climate**
- 7: Ensure env sustainability – **env info / rights / accountability**
- 8: Global partnership – **manage global public goods (BD, CC)**



---

## Green economy – recent answer to many problems?

1. *Climate change is the problem; after Copenhagen, **green economy** is the answer (Sukhdev/UNEP)*
2. *Further economic collapse is the problem; **green growth** is the answer (OECD, G20 stimulus)*
3. *Lack of decent employment & dying industry is the problem; **green jobs** are already the answer (ILO, ITUC)*
4. *Debt-fuelled consumption growth is the problem; **'one planet economy'** is the answer (WWF)*



---

## Green economy – some worries

Green economy could turn out to be:

*'Greenwash'*

*'A diversion from solving the real problems'*

*'Abandoning sustainable development'*

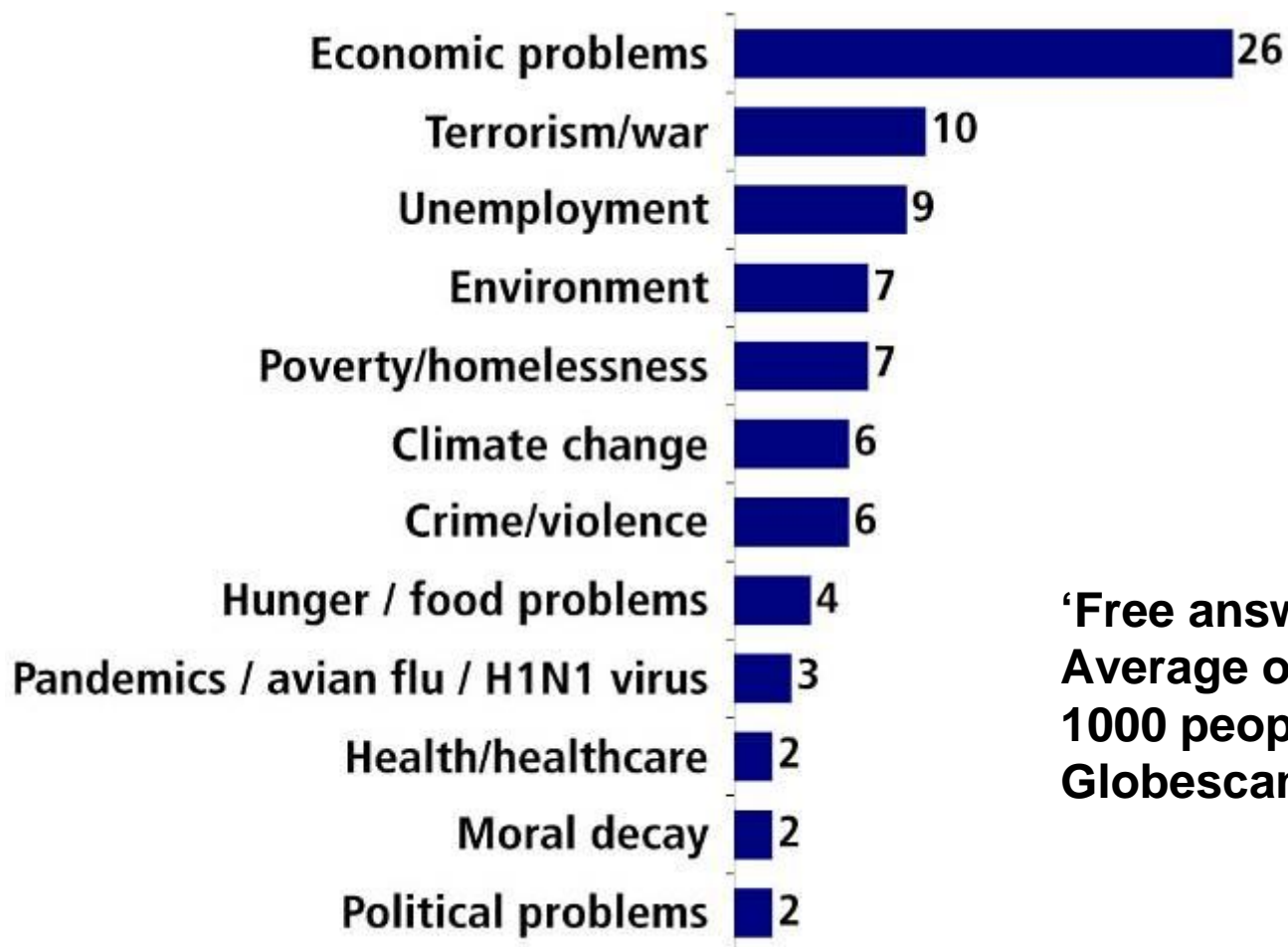
*'A new green conditionality'*

*'A new consensus of the powerful, excluding many'*

Need to assess potential GE solutions and worries

*The invisible hand of the market is not enough; it needs the guiding hand of society (Adam Smith)*

# Public concern about the economy



**‘Free answer’ unprompted.  
Average of 23 countries –  
1000 people per country –  
Globescan/IIED 2009**



---

# The Green Economy Coalition

**Founded 2009:** Grew out of IUCN 'Future of Sustainability' initiative.

**Shared vision:** *A resilient economy that provides a better quality of life for all within the ecological limits of one planet.*

**Two-year strategy:** But not inextricably linked to Rio +20.

**Broad range:** N-S, NGO, Unions, Private Sector, Research, links to IGOs, Govts...





# Coalition Collaborators



World Business Council for Sustainable Development





---

## Five key questions and GEC approaches:

What do we mean by the term 'green economy'?

*Shared analysis produced by Coalition*

What does a green economy look like?

*'Glimpses' being collated of GE in practice at all levels*

What does green economy mean at national level?

*National dialogues (India; Brazil; Caribbean; Mali – plus others with GEC support: El Salvador; Eastern Europe etc)*

What are the key dilemmas in applying the GE concept?

*Thematic dialogues (eg. 'low carbon development')*

How do we move towards the green economy we want?

*GEC to produce 'road maps' for this transition (national/global)*



---

## Five themes dominate recent GE action

1. **Low-carbon** energy, transport, infrastructure
2. **OECD/G20** recovery packages and investment
3. **Big banks/companies** (regulations, clean-up, expanding green markets, CSR)
4. **Intergovernmental strategies, studies, guidance, toolboxes** (OECD, UNEP, UNDP, ILO, EC....)
5. **NGO/think-tank** visions and wellbeing measures  
= *Green growth/development/economy/new deal...*



---

## Seven more GE themes for attention?

1. **Green govt procurement** (govt purchases = 27% of the global market...)
2. **Green jobs** - huge potential (c.100m in India?)
3. **Cut env-degrading subsidies** (fossil fuel and farm)
4. **Recapitalise the NR base** – ‘green infrastructure’
5. **Long-term investment mechanisms** e.g. green bonds and social stock exchanges
6. **Informal economy, social enterprise and civil society action** – building local resilience
7. **Governance for GE** – how to get into the ‘DNA’ of institutions, practice at local to global levels



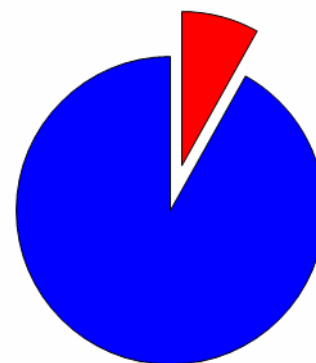
**Are “green economies”  
important in developing  
countries?**

---



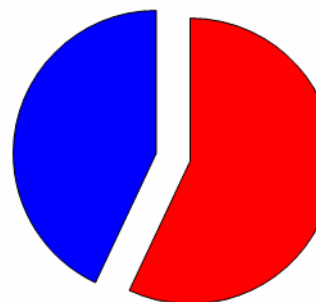
a. Recognise importance of **env assets**:  
e.g. 480M Indians depend on farms, forests, fisheries

**Ecosystem services as % GDP**



**7%**

**Ecosystem services as  
% "GDP of the Poor"**



**57%**



## b. Recognise important **non-state actors**

- **Informal economy** = 20-65% economic activity, flexible, resilient; growing: +200M 2009 recession
- **Communities** – \$2.5B annual investment by forest communities in sustainable forestry...
- **Social enterprise** – solar, cookstoves, footpumps, community toilets, etc <50% cost + other benefits
- **Economic empowerment of women is critical**
- **Provides social security**; but low tax revenue, illegal
- **Cities** – 80% of CO<sub>2</sub> emissions **but** many examples of rapid change and planning for long term

## c. Assess **GE** cases that work at scale



### Development Alternatives

#### Economic impacts:

1M green jobs; 100M tiles;  
100M bricks; 50,000 houses

#### Environmental impacts:

48,000 env initiatives by  
1.25M schoolchildren

#### Social impacts:

25,000 community groups  
help 1.3M to claim rights

#### Institutional impacts:

Links with **local** authorities,  
**national** NR inventory/policy







## d. Need **country views** on green economy

**'Ownership' of GE initiatives is critical:**

1. What GE 'glimpses' exist, formal and informal?
2. What enables them – or holds them back?
3. What kind of national GE does the public want?
4. What do developing country govts need to do?
5. How can international agencies help – aid, policy coherence?



'People working with Nature  
through Green Jobs and Enterprises  
in Green Economies  
will secure the future of our planet'

(Development Alternatives, India, 2010)



*For more information and contacts:*  
[www.greeneconomycoalition.org](http://www.greeneconomycoalition.org)