

# The Green Economy Coalition

The world's largest civil society alliance inspiring  
the transition to green and fair economies.



[www.greeneconomycoalition.org](http://www.greeneconomycoalition.org)

# What does a green economy look like?

## There are many pathways to greener economies.

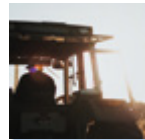
National transitions should be rooted in local contexts. But we know that there are five essentials for getting there.



**Valuing nature:** Bridging the ways that people and policymakers value nature can drive the investment to help human and natural ecosystems flourish. That means championing environmental limits, natural and social capital accounting, and progressive payment for ecosystem service schemes.



**Prioritising equality:** Evidence shows that fairer economies are not only more resilient but they have a smaller environmental footprint. That means progressive social welfare systems, shared ownership business models and reskilling workforces for a just transition.



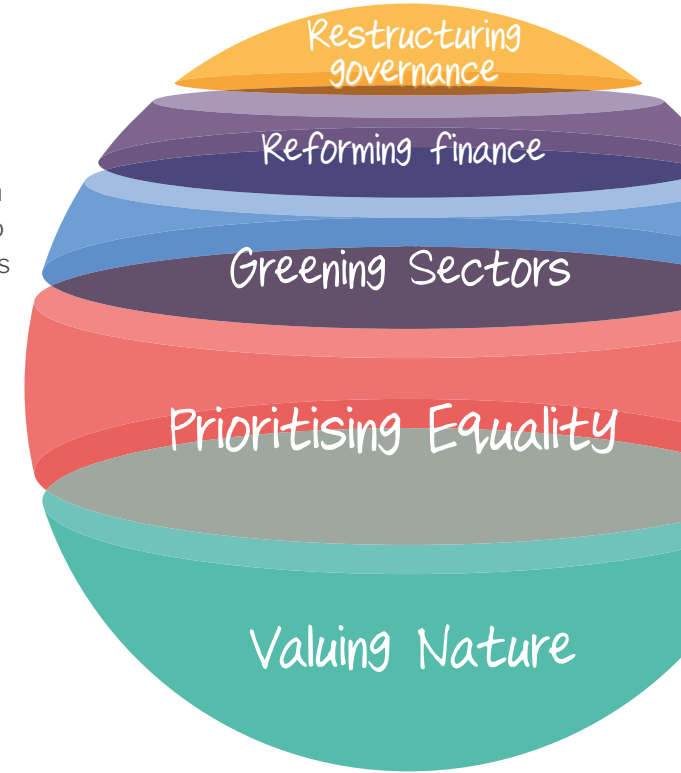
**Greening sectors:** Supporting innovators and smaller business to develop tomorrow's markets and green solutions. That means sustainable public procurement, clean infrastructure and creating incentives for emerging pioneers.



**Reforming finance:** Reshaping our capital markets to make them more resilient and fit to finance a new economy. That means supporting smaller banks rooted in the community, revising the mandates of major institutions and lengthening investment cycles.



**Restructuring governance:** Helping institutions redefine progress so that they can meet the opportunities, risks and trends of a green economy. That means moving beyond GDP or profit driven business reporting.



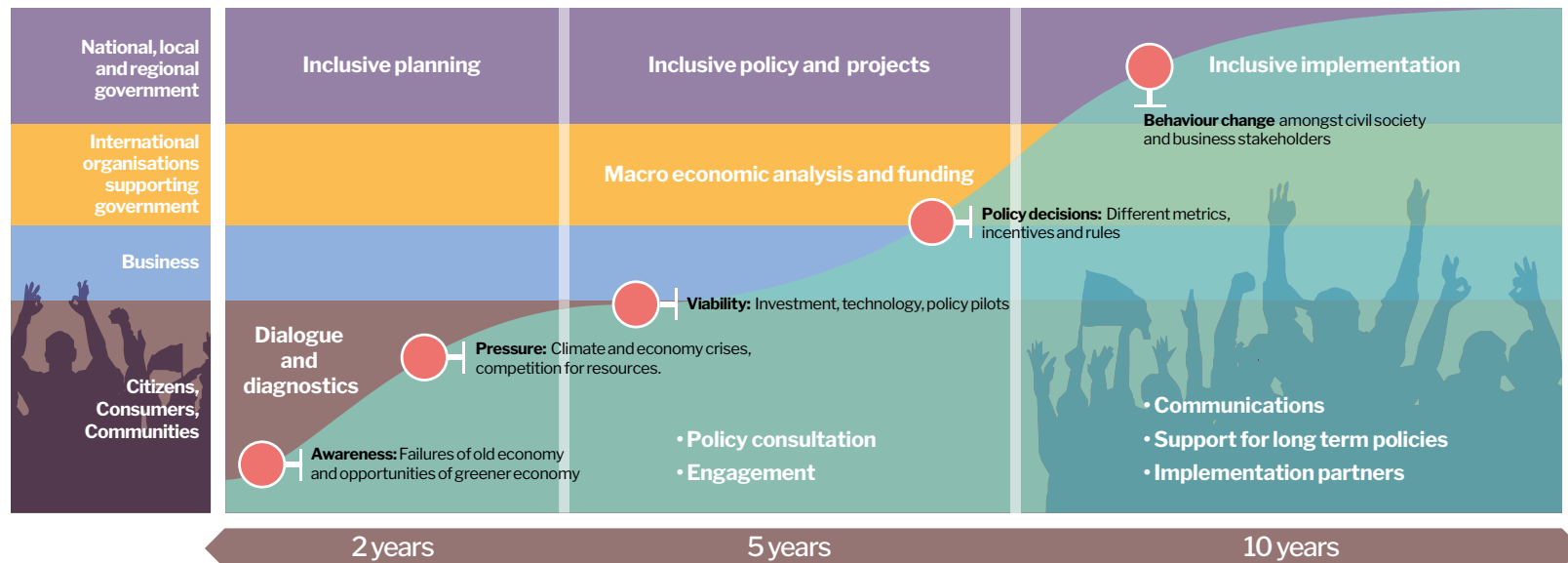
## How transition happens?

Economic transition of this scale does not happen through policy and institutions alone.

Change starts with people: their lives, their needs, their aspirations. Transition happens when people choose to do things differently.

Our work focuses on helping people – be they consumers, citizens, voters, workers, businesses, or communities – engage with alternative economic pathways.

### Phases of a national transition



# Why do we need a green economy?

Our economies are reaching breaking point:

## **They are unfair**

62 people now own as much as the poorest half of the world's population. *(Oxfam)*

## **They are debt-ridden**

Last year, global debt reached a record \$152trillion – that's over double global GDP. *(IMF)*

## **They are over-stretched**

Over 60% of our ecosystems are degraded. *(Millennium Ecosystem Report)*

**These are not abstract trends. They impact you and me.**

We know that an economy can be different. **And better.**

## **Communities in Germany take back control**

Helped by progressive incentives, over 800 cooperatives and community-owned renewable projects have leveraged €800m in investments.

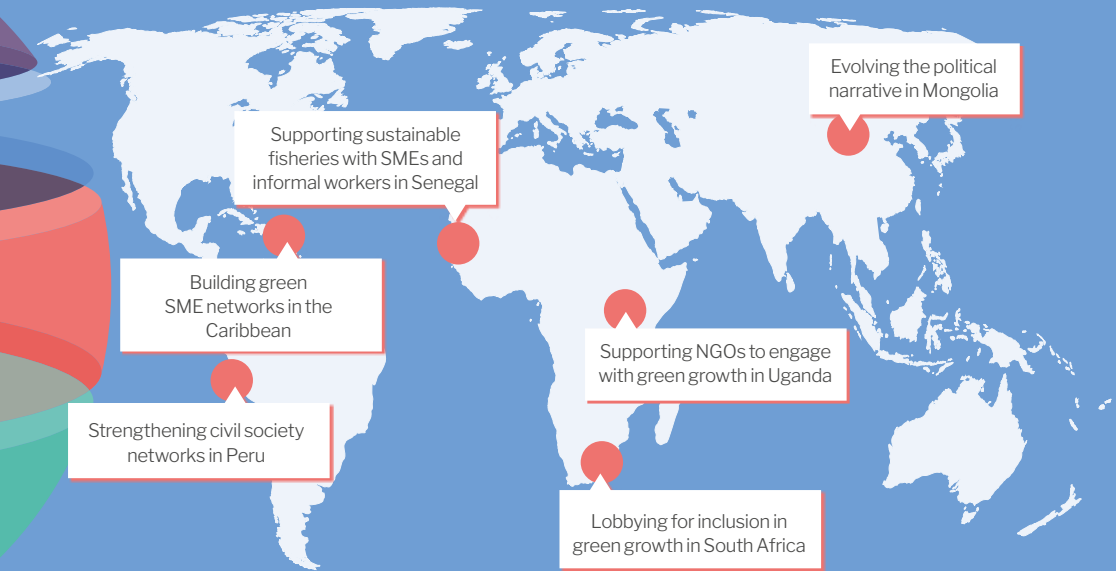
## **Informal workers turn waste to wealth in Brazil**

By working with regional government, thousands of waste pickers have developed new markets for recycled materials while lifting themselves out of poverty.

## **Green investment is booming worldwide**

The market for 'green bonds' has risen from under US\$10 billion in 2013 to over US\$ 220 billion in 2017.

## Our current projects



The story of transition: Convening the power of our global network to develop alternative narratives around the opportunities and obstacles of a transition.

**Shaping agendas:** Ensuring that diverse views, particularly the poorest, informal workers, and small businesses shape green economy policy.

**National dialogues:** Building and strengthening civil society green economy networks in Peru, South Africa, India, Mongolia, the Caribbean, Uganda and Senegal.

**Green Must be Fair:** Convening global advocacy and research organisations around the theme of inequality.

**Economics for nature:** Working with global institutions to ensure that green economy policy drives investment towards managing nature better.

**Measure What Matters:** Ensuring progress is measured differently and drives better economic decisions.

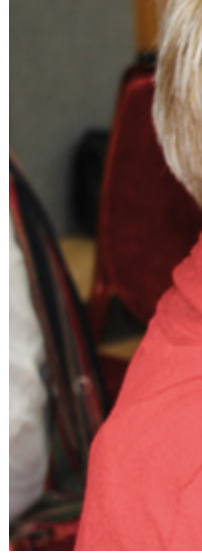
## What we do

We exist to accelerate the transition to green and fair economies.

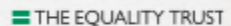
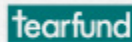
**Connect:** We make bridges between business, civil society and government. We stimulate debate, dissent and dialogue. We build collective positions.

**Communicate:** We tell the stories of change. We track the transition. We bust economic myths.

**Influence:** We champion the voice of the excluded. We challenge the status quo. We hold decision makers to account.



## Who we are





## What makes us different

**Our voice:** We are a diverse movement representing poor people, workers, environmental organisations, faith groups and small businesses as well as international institutions. Together we are inspiring the demand for change from the ground up.

**Our model:** Economic reform is too big to be tackled alone. We are new type of institution that wires together multiple organisations into shared positions and collective action.

**Our mission:** We are excited about the opportunities that a green economy offers everyone. But we insist this transition is shaped by our ecological limits and prioritises the people left behind by the current economy. In short, it must be green and fair.

## Our impact

**Building a movement:** We are growing global movement of 50 organisations and 7 national and regional networks demanding economic reform.

**Championing equality:** Our network has widened the agenda of international organisations to focus the inclusiveness on green growth models.

**Defending democracy:** We have supported 17 multi-stakeholder national processes and developed practical guidance for hosting inclusive dialogues and principles of a transition with over 300 civil society organisations.

**Accelerating action:** By connecting research with policy our network has supported national green economy planning processes.

**Our vision is for prosperity for all within one planet limits.**

**The transition to greener  
and fairer economies**

**It's necessary.**

**It's desirable.**

**It's happening – faster than  
you might think.**

**Join us.**

**[www.greeneconomycoalition.org](http://www.greeneconomycoalition.org)**

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

