

Green Economy Coalition



Vision, goal, objectives, theory of change, strategy and work

GEC SHARED VISION: PROSPERITY FOR ALL WITHIN ONE PLANET LIMITS

GEC GOAL: TO ACCELERATE THE TRANSITION TO GREEN, FAIR AND INCLUSIVE ECONOMIES

Where we are

The transition to green economies is underway but in an early adoption stage. The parameters of green economy and the actions are clear to us but they are not held by powerful institutions, most governments or understood by most people.

Why our voice is important

As the largest global civil society green economy alliance, we believe transformation requires us to be the guardians and champions of the fundamental principles of green economies: environmental limits, equity and inclusion.



How change will happen

Civil society leadership is critical for achieving transition. The changes we target are:

- A stronger more confident and influential civil society movement that is clear on green economy principles, transition policies and action.
- That partners from other 'change groups' are inspired and supported to champion our shared principles and thinking.
- That international and national policy is shaped by the vision and thinking of our collaborative projects.

Our theory of change

The GEC accelerates and broadens global societal demand for change towards green and fair economies by creating a compelling story of change; stimulating collaboration on five policy areas; and supporting national leadership.

Our network vision

- By 2020 we will mainstream the global green economy concept ensuring it means an economy that reduces **inequality and poverty**, increases the **inclusion** of all stakeholders and respects **environmental limits**.
- By 2018 we will have established understanding that the transition from brown to a green economy is underway, desirable and good value; and that the prize is one of economic resilience, prosperous communities and reduced environmental risks.
- By 2018, we will have supported inclusive civil society movements in at least 7 developing countries and 3 regions have the capacity to

support the development and implementation of green economy policies at national, regional and international levels.

- By 2018, civil society, small businesses, policy makers and researchers are working closely together to implement changes to policies, practice and legislation to support just transitions to green economies.
- By 2020, we will have influenced key global institutions so that transformative enabling policy on 5 areas of green economy are emerging. Those five areas are: adoption of new measures of economic performance, finance sector development to support greater green economy investment, improved sector transitions with a particular focus on small and medium sized enterprises (SMEs), policy on economic democracy and fairness, economic tools and policy to support healthy natural world.
- By 2020, the GEC network will be 100 collaborating organisations, with agreed and effective ways of working, a secretariat of 10 people, fully funded projects and core.
- By 2018 we will have developed our core funding to cover new emergent areas and projects.

Our strategy

GEC has four core activities:

1. Building a compelling story through global advocacy, and coherence through knowledge platforms.
2. Collaborative action on five policy areas (measurement, finance reform, sectors, people, and planet)
3. Mobilising action through dialogue
4. Strengthening our network

I. BUILDING THE STORY; ADVOCATING FOR CHANGE

Why: Despite all the science and research, current political and media discourses are still dominated by assumptions that environmental and social issues are secondary to economic growth; that GDP growth will trickle down to the poorest and protect our natural systems; and above all, that there is no alternative way of managing our economies. Only by developing alternative, compelling and inspiring narratives that speak to different people will transformation take hold.

What: Develop a global advocacy campaign around the story of transition - one that builds from a multitude of different perspectives, but that tells a similar story. The campaign will build on the strength of the membership and have a global reach, but it will also be relevant and applicable to national contexts.

How:

- Launch the GEC 'Big Picture – phase II' – The Transition Story
- Connect the advocacy and media representatives across the network
- Launch a global advocacy campaign on a green economy connecting to artistic and creative groups
- Strengthen the GEC websites as hubs of civil society information and activity on the transition

<i>Outcomes</i>	<i>Stakeholders: Targets, allies, influencers, other audiences</i>	<i>Activities</i>	<i>Outputs</i>
By 2020 <ul style="list-style-type: none">• Made connection between green and fair visible• Busted myths supporting current economic model• Made vision of green economy aspirational and journey towards it tangible	GEC project team: <ul style="list-style-type: none">• Allies - GEC secretariat, IIED comms, STEPS comms, NEF, WWF, Sustainable Prosperity, ECODES, UNEP Finance Inquiry, national hubs, Global Insights consulting, Mindfully Wired.	<ul style="list-style-type: none">• Map assets of influence amongst membership• Launch big picture phase II• Launch a global advocacy strategy on a green economy• Connect communicators across the membership	<ul style="list-style-type: none">• Updated GEC website with story of transition with and representing national hub activity• Online campaign (e.g. petition; league table; letters to G20 from leading economists; stories of change; etc. TBC)• Resources (online to link national hub advocacy and global GEC advocacy

Next steps

- Finalise and circulate advocacy strategy options based on which factors of the following GEC considers the most inhibiting to action based on meeting discussion: 1. Major governments blocking faster action; 2. Institutional inertia; 3. Citizens have more pressing concerns; 4. Translation from expert language to everyday language.
- Develop website wireframes and story of transition draft for consultation with GEC members
- Connect national hub communicators

II. FIVE BUILDING BLOCKS OF ECONOMIC TRANSFORMATION

Governance and Measurement - Measure What Matters

Why: To secure a greener, fairer future, we need to redefine the purpose of our economies – and hard-wire this purpose into government and market performance systems. Measure what matters is our contribution to this challenge.

What: Businesses, governments and international organisations measure their 'success' beyond profit alone to include people's wellbeing and the health of the planet. Use the SDGs to catalyse national frameworks to go beyond GDP and business to go beyond financial reporting, to be part of inclusive green economy.

How:

See more at: www.measurewhatmatters.info

- Forge links between international statistical and accountancy communities to align and co-develop the new measures of success
- Ensure convergence of 5 capitals models and SDGs
- Support national governments to link SDGs to their green economy action plans
- Support businesses and investors use the SDGs to inform and benchmark their core strategy



Outcomes	Stakeholders: Targets, allies, influencers, other audiences	Activities	Outputs
By 2020: <ul style="list-style-type: none"> • Businesses, governments and international organisations measure their 'success' beyond profit alone to include people's wellbeing and the health of the planet. 	GEC project team: <ul style="list-style-type: none"> • Targets/Influencers – the holders of GE and GG concepts (UNPAGE, GGGI, World Bank, OECD) • National GE policy makers 	<ul style="list-style-type: none"> • Use the SDGs to catalyse national beyond GDP and sustainable markets. • Forging links between international statistical and accountancy communities to align and co-develop the new measures of success • Ensure convergence of capitals models and SDGs • Ensure National GE development plans are linked to and defined by SDG targets 	<ul style="list-style-type: none"> • MWM project website • National MWM Dialogues • Workshops • National advocacy

Next Steps

- Refocus and define more clearly the Measure What Matters target audience – country partners, governments, statistical authorities and small business/local community sector
- Develop narrative and qualitative analysis of measurement that can ensure delivery against SDG framework countries and sectors with low technical capacity.
- Continue innovative communications around the MWM brand and web platform.
- Cultivate new partner relationships, such as with the IIRC, UN and others, so that MWM can continue in a more agile form beyond current project activities.

Moving the money – finance sector reform

Why: 30 years of financialization have put the economy and society at the service of financial markets. Inequality has skyrocketed as a result and recurrent, worsening financial crashes hurt the weakest and paralyze the economy. Markets dominated by short-term speculators are an impediment to the patient, just and sustainable investments needed to build a green and fair economy.

What: Improve the flow of investment to projects contributing to a fair and green economy, ensuring that finance goes to poorest countries and communities first.

How: A multi-year campaign built around a global finance benchmark, connecting to public demand, delivered by a global network of influential organisations – with a clear message – change finance to build the economy and future we want.



Outcomes	Stakeholders: Targets, allies, influencers, other audiences	Activities	Outputs
By 2020: <ul style="list-style-type: none"> Public support global finance reform global finance institutions are creating the change identified from the benchmarking National finance policy makers are innovating new finance reforms 	GEC A global co- project team: <ul style="list-style-type: none"> Allies - Finance Watch, NEF, Finance Innovation lab, and others GEC members (TBC) Targets/Influencers - A wide network of CSOs, academics, business and finance pioneers and policymakers 	<ul style="list-style-type: none"> Establish the GEC team Develop a popular narrative and related global long term campaign Develop Citizens Dashboard of Finance as the benchmark framework Develop a reform toolkit (change solutions) and related advocacy 	<ul style="list-style-type: none"> Clear benchmark framework of systemic finance leverage points (Citizens Dashboard of Finance) A powerful change narrative that is politically relevant Policy briefs Dialogues in 7 countries and with key policy makers Moving the Money Website

Green and Fair Sectors

Why: The sectors – energy, agri-food, SMEs, informality – are the backbone of our economies to create decent jobs, healthy local communities, prosperous markets and good environmental conditions

What: Sustainable energy for all – affordable, safe, reliable. Sustainable agriculture. SMEs are supported to become green. Informal actors have a stake. Sustainable agricultural practices are promoted.

How: Global GEC policy advocacy on energy, agriculture, SMEs and informality.



Outcomes	Stakeholders: Targets, allies, influencers, other audiences	Activities	Outputs
<ul style="list-style-type: none"> Sustainable energy for all – affordable, safe, reliable Sustainable agriculture and fisheries Informal sectors get recognition and support in the green economy transitions Businesses lead the transition with SMEs supported and well represented 	<p>GEC project team:</p> <ul style="list-style-type: none"> Targets/Influencers – the holders of GE and GG concepts (UNPAGE, GGGI, World Bank, OECD) National GE policy makers 	<ul style="list-style-type: none"> GEC global policy positions developed National incubators and dialogues on each of these themes Policy influence into green economy national action plans 	<ul style="list-style-type: none"> Global narratives Policy briefs Dialogues Workshops Websites

Green Must be Fair

Why: Unless social outcomes define green policy making, inequality and economic exclusion will continue at pace. Fairness must be put at the forefront of the green economy transition.

What: Integrate fairness and inclusivity into green economy plans. Promote decent work and sustainable livelihoods as part of a just and sustainable transition. Integrate fairness into Green Economy narratives.

How:

- Target national green economy action plans and policies to integrate the social outcomes of different strategies. Undertake research to show how decent jobs and sustainable livelihoods have been and can be created in the green and fair transition.



Outcomes	Stakeholders: Targets, allies, influencers, other audiences	Activities	Outputs
<ul style="list-style-type: none"> Green Economy Plans have integrated fairness and inclusivity Clearer evidence base on policy measures that support decent work and sustainable livelihoods in a green and fair transition – and proposals on how to overcome blockages 	<p>Targets – the holders of GE and GG concepts (UNPAGE, GGGI, World Bank, OECD) and GE policy makers at national level</p> <p>Allies: GEC partners – development and environment agencies, civil society groups, trade unions</p>	<ul style="list-style-type: none"> Cultivate new partnerships beyond traditional GE stakeholders Use SDGs to promote wider debates on green economy plans Engage UN agencies to integrate fairness into GE support Engage national civil society groups in GE debates Develop practical tools on policies for decent work and sustainable livelihoods 	<ul style="list-style-type: none"> SDG / fairness guidance for all GE plans In-depth research and policy proposals on decent work and sustainable livelihoods in the green and fair transition People-centred narrative on Green Economy that integrates fairness

Next Steps

- Mainstreaming fairness into UN PAGE support for Green Economy Plans through
 - Including explicit “SDG test” in GE planning and country-support by ensuring SDG transformation shifts are at heart of plans (leave no one behind, tackling inequality, participation, environmental sustainability) - collectively develop dashboard or guidance on how to do this
 - Analysing blockages on why fairness isn’t core to current GE plans
- Develop research proposal on decent work and sustainable livelihoods in the green and fair transition
- Communications and framing work - ensure fairness is central to a people-centred narrative
- Link to other work areas – MWM, Green and Fair Sectors, Moving the Money
- Governance - Consider development organisation representative on steering committee

Economics for nature

Why: Despite progress on many technical natural capital tools and market, the environment continues to degrade at an alarming rate.

What: Key institutions and national governments are pursuing policies that create economic tools and markets for ecosystem protection and services, securing investment, improved management and legal or statutory protection for ecosystems

How: Identify what is working, and support civil society organisations are helping governments to establish enabling policy, markets and tools to invest in and manage natural systems.



Outcomes	Stakeholders: Targets, allies, influencers, other audiences	Activities	Outputs
By 2020: <ul style="list-style-type: none"> • Global institutions are ensuring Economics for nature policy is included in their change • National governments are implementing the policy in the green economy transitions • Incentives are Reformed to increase natural capital investment 	GEC project team: <ul style="list-style-type: none"> • Targets – the holders of GE and GG concepts (UNPAGE, GGGI, World Bank, OECD) • National GE policy makers 	<ul style="list-style-type: none"> • Develop a core team to develop this work • Create initial scoping papers • Develop a global advisory group • Support a set of scientific, legal, technical and economic incentives for natural capital investment • Develop global policy position • Develop national dialogues and policy • Implement global and national advocacy 	<ul style="list-style-type: none"> • Global natural capital investment incentives evaluation • policy briefs • Dialogues • Workshops • Websites

III. MOBILISING NATIONAL ACTION THROUGH DIALOGUES

Why: No enduring economic, cultural or political transformation has been achieved without a solid constituency demanding and enabling that change – changing the narrative, changing the power base. These constituencies must be supported closest to economy power – national governments.

What: Create national social movements and across the world convene existing actors to champion the green economy transition and specific green economy initiatives.

How:

- Launch GEC hubs and multi-stakeholder policy processes in India, Caribbean, South Africa, Senegal, Uganda, Mongolia, Peru.
- Scope and partner other countries: Mediterranean facing countries, Europe, Brazil etc.



IV. Strengthen our network

Why: To ensure that civil society drives this transition at the pace required for a healthy society, a just transition and an environment that can sustain.

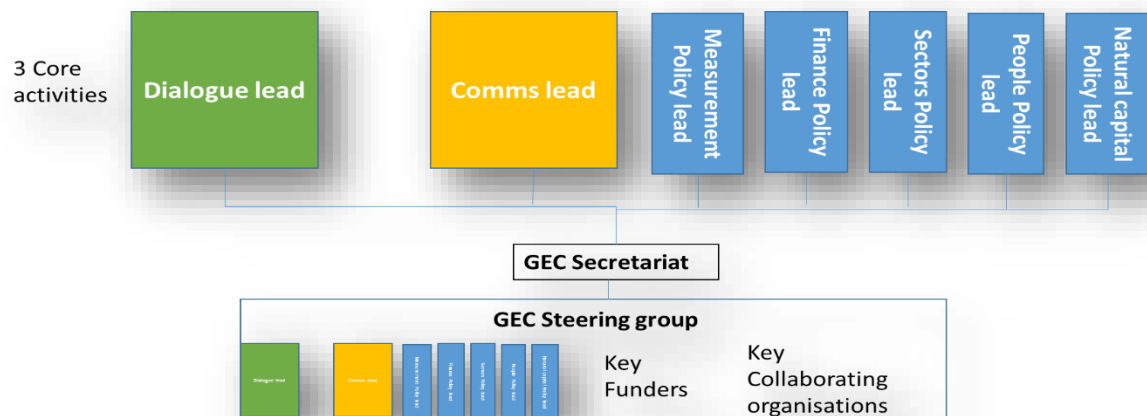
What: To double the GEC, in size and impact by 2020

How:

- **Develop institutional collaborations with key influential organisations** UN PAGE, GGGI, OECD, GIZ, PEI, ILO, EC
 - *The GEC recognises that it is through working with other institutions that it increases its impact most effectively. To this end the GEC is convening the main green economy and green growth global actors*
 - Together we will create greater *Clarity* on what GE is and why it is important to act now. Improve *Confidence* that GE is doable. Develop *Capacity and incentives* to act. *Specifically we shall improve support to country processes by developing Communications* on the progress of transition to GE across countries and with international organisations, improving *Coherence* on the definitions of GE and GG and *Collaborating* to support transition countries, bringing the best of our complimentary skills. Six priority activities are being developed:
 1. Common GE vision (rather than common strategy at this stage)
 2. Joint work in selected countries (according to country demand and opportunity)
 3. Mobilising the wide range of leaders needed for GE (rather than focusing on one group)
 4. Jointly assessing/ranking country progress (in principle more credible than multiple approaches)
 5. Identifying changes needed in global regimes to support national GE (in effect, what is a *global GE*)
 6. Joint advocacy using collective institutional clout, e.g. in relation to the SDGs, finance and aid
- **Develop distributed delivery model and stronger ways of working**

The GEC network needs to develop better ways of working and managing its growth. We shall seek to establish to match the network organisational structure better to our strategy. i.e. we will create a multi-organisational GEC operating model defined by housing particular themes with member's who have the most relevant expertise. Members lead on the funding and execution, with GEC secretariat support. This would mean that different coalition partners lead on different themes using the GEC brand, as the GEC does not seek to duplicate members' work, activities or expertise.

Figure. GEC Phase 4 Network distributed delivery operating model.



- **Recruit new members to GEC new geographies and key areas of work**
 - The network needs particularly to be strengthened in the Americas, in business, finance, and media
- **Double our funding**
 - More foundation and government funding from diverse sources
- **Strengthen our steering group and secretariat**
 - In the secretariat we will need more communications skills, event support, policy convening, project management, fundraising, and network management roles. GEC is keen to encourage secondments from its membership. Other roles will be filled as funding allows.
 - In the steering group we will need more geographical and specific expertise areas

Next GEC Global Summit – Pretoria, South Africa, October 2017