



10 - YEAR STRATEGY

2020 – 2030

Economic reform
within a generation

GREEN ECONOMY COALITION

The largest **civil society movement** focused on green and fair economic reform, with a mission to **transform our economies** within a generation.

INTRODUCTION

THE GREEN ECONOMY COALITION

- The Green Economy Coalition is the world’s largest movement committed to accelerating the global transition to green and fair economies.
- We are a new type of institution: we mobilise multiple organisations – including global institutions, business, civil society, trade unions and people’s movements - behind shared positions and collective action.
- Our network now spans six continents across 50 members and continues to grow.
- We tackle some of the world’s biggest challenges: extreme poverty, climate change, biodiversity loss, rising inequality and weak governance.
- But we recognise that these issues cannot be tackled alone, and that they arise from the same problem – how our economies are organised, ruled and managed.



WHAT WE STAND FOR

OUR VISION

...is of resilient economies that put people and planet first; where nature is restored, protected and preserved for future generations; and where equitable societies secure wellbeing for all.

OUR MISSION

...is to accelerate a just transition to green and fair economies by catalysing a movement for systemic reform.

OUR GOAL

... is that by 2030 inclusive green economy principles have become central to the decisions of policymakers, business leaders, economists and ordinary citizens.

A GREEN AND FAIR ECONOMY

- ⇒ supports prosperity for everyone within the ecological limits of the planet;
- ⇒ allows natural systems – biodiversity, water, soils, forests – and people to thrive together;
- ⇒ redistributes natural, physical and financial wealth, closing the gap between rich and poor;
- ⇒ brings diverse voices into the policy making process and delivers fairer outcomes.

TEN YEARS OF ACHIEVEMENTS

- The GEC was founded in 2009 by four leading global environment and development organisations: WWF; UN Environment Programme; International Institute for Environment and Development; and International Union for Conservation of Nature.
- We successfully lobbied for the green economy to be recognised as a vital part of sustainable development at the 2012 UN Conference on Sustainable Development (Rio+20), and we have kept it on global and national agendas ever since.
- We have established seven green economy hubs to build support for and influence reform in India, Mongolia, Peru, Senegal, South Africa, Uganda and the Caribbean region.
- We have developed a tried-and-tested model of citizen-led dialogue that has informed national policy changes in our hub countries.
- We have defined a framework for tracking the transition to green and fair economies across five policy themes: governance; finance; sectors; people; and nature.
- Our Green Economy Principles have been endorsed by major global institutions including the OECD, UNEP, UNDP, the ILO and the Global Green Growth Institute.
- GEC is recognised by the European Commission as having a unique role in delivering the green and fair agenda.

Our Green Economy Principles

Wellbeing – all people contribute to and share prosperity, not just a few.

Justice – the new economy delivers equity within and between generations.

Planetary Boundaries - the new economy safeguards, restores and invests in nature.

Efficiency and Sufficiency - production and consumption must be sustainable.

Good Governance - economies are guided by integrated, accountable and resilient institutions.

WHAT WE DO

GEC works with civil society and citizens to demonstrate the demand for green and fair economies while also influencing the institutions, businesses and policies needed to drive the and deliver structural economic reform for a sustainable future. **We:**

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.

STATE OF THE GLOBAL ECONOMY

THE CHALLENGE

Our planet faces multiple, serious, interconnected challenges:

- **Climate change** is accelerating faster than predicted; climate scientists warn there are only 10 years to keep global heating to a maximum of 1.5°C and avoid catastrophic impacts on people and the planet.
- **Biodiversity is in crisis** – with a million plant and animal species at risk of extinction; over 75% of Earth’s land areas are substantially degraded.
- **Inequality** – poverty is entrenched in much of the world and the gap between rich and poor is widening; 61 individuals own as much wealth as the poorer half of the world’s population.
- **Threats to global cooperation** – Growing inequality has fuelled reactionary and nationalist politics, undermining the global cooperation needed to combat climate change and environmental destruction; 2 billion people are governed by populist leaders.

STRUCTURAL ECONOMIC REFORM IS ESSENTIAL

Our economies are no longer fit for purpose.

This message is neither radical nor fringe – central bankers, insurers and credit rating agencies are ringing the alarm bell over the systemic risk posed by climate change biodiversity loss.

“ *A transition to a green and low-carbon economy is not a niche nor is it a ‘nice to have’ for the happy few. It is crucial for our own survival.*

Frank Elderson - Executive Director, Bank of the Netherlands.

“ *We face a direct existential threat.*

Antonio Guterres, UN Secretary General

“ *A 2°C world might be insurable. A 4°C world certainly would not be.*

Thomas Buberl, CEO, AXA Insurance

DIAGNOSING ECONOMIC FLAWS

GEC has identified five “system flaws” that drive our economies towards unsustainable forms of consumption, production and behaviour:

- **Outdated metrics.** GDP growth and corporate profits dominate our assessments of how countries and companies are faring but provide limited real information;
- **Short-termism** in finance and politics prioritises instant returns over longer-term goals;
- **Overconsumption.** Our economies are built on using more materials to consume ever more things, and our infrastructure and pension debt rely on this model;
- **Fallacy of “trickle-down” economics.** Deregulation of markets has not delivered wealth for all, but has concentrated it in the hands of a few countries, companies and individuals;
- **Economic blind spots.** Mainstream economic models fail to value natural and social assets – such as clean water or healthy air, or informal work and unpaid care - yet these are vital to our economy.

NEW GREEN AND FAIR ECONOMIC MODEL

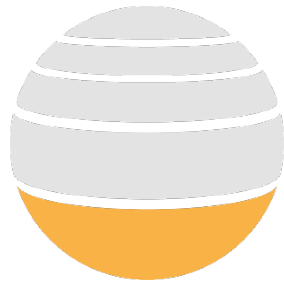
We have developed a new economic model and identified five key interventions required to address these flaws and deliver an inclusive green economy:

1. **Measuring and Governing** our economies differently, beyond GDP growth and corporate profit margins, to reorient the economy towards protecting nature and enhancing wellbeing.
2. **Reforming Financial Systems** to break the cycle of short-termism and integrate social and environmental priorities into decision-making.
3. **Greening Economic Sectors**, such as energy, food and transport, so they recognise dependencies on nature and mitigate their impact on our climate and environment.
4. **Tackling Inequality** – prioritising a just transition by putting people first in decision making – especially the poor - and supporting communities affected by change.
5. **Valuing Nature** and the services it provides, to make it visible in decision-making and to drive investment that helps humans and ecosystems flourish together.



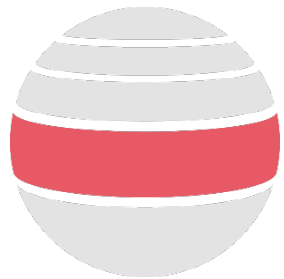
GLOBAL GREEN ECONOMY BAROMETER

- Our **Global Green Economy Barometer** gives an overview of the status of the global economic transition and highlights the latest trends, opportunities and challenges.
- It reviews developments across five key policy themes: measuring and governing; reforming financial markets; greening economic sectors; tackling inequality; and valuing nature.
- It sets out key recommendations for governments, businesses and civil society to accelerate the transition to green and fair economies.
- It sets the agenda on the transition and is used by governments, researchers and civil society networks at global and national levels.
- It is the only global report generated from civil society perspectives and focused on the transition to green and fair economies.



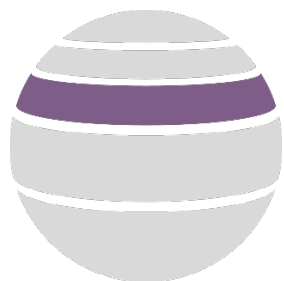
VALUING NATURE

We understand that healthy forests, soils and rivers are the bedrock of all our economies. We are supporting companies and governments to understand the value of nature in their economic decisions.



TACKLING INEQUALITY

We know that fairer economies are more resilient but they also have a smaller environmental impact. We are ensuring that this is a just transition, particularly for poor people, informal workers and marginalised communities.



GREENING ECONOMIC SECTORS

We see that a new industrial revolution is underway transforming our food, energy, transport and infrastructure systems. We are the champions of smaller businesses to lead the way.



REFORMING FINANCIAL MARKETS

We know that diversifying our capital markets will make them more resilient and send the right signals to the economy. We are lobbying financial institutions to revise their mandates with environmental and social goals.



MEASURING & GOVERNING

We see that by re-wiring our institutions and reporting frameworks will allow them to see the opportunities and risks of the future. We are working to align GDP and corporate financial reporting systems with the Sustainable Development Goals.

GREEN ECONOMY TRACKER

- Our new **Green Economy Tracker**, launched in 2020, is the first tool to benchmark how governments are transitioning towards greener, fairer economic systems.
- It tracks governments' progress towards a green economy through 20 key policies across five policy themes: measuring and governing; reforming financial markets; greening economic sectors; tackling inequality; and valuing nature.
- It aims to influence economic reform by showcasing “best in class” policies from around the world – measures that exist and are working.
- It enables citizens to see if their government is doing enough to move towards a safer, greener more inclusive economic system – and hold them to account.
- To date we have tracked 20 countries, and are looking to expand this in 2020

WE ARE AT A TURNING POINT

The political window for green economic reform is widening, as leaders and citizens alike unite around the necessity for urgent action.

- The science is clear on the scale and urgency of the environmental and climate challenge, and this is now breaking through to mainstream conversations.
- Governments are ratcheting up ambition on carbon reductions, with the UK, Norway, Sweden and EU all pledging to achieve ‘net zero emissions’ by 2050.
- A new set of international institutions have emerged to support governments in greening their economies and financial institutions including: the UN Partnership for Action on Green Economy; the Global Green Growth Institute; the Network for Greening the Financial System; and the Task Force on Climate-related Financial Disclosures.
- Central banks recognise the systemic risk posed by climate change and have started to climate “stress test” banks and insurers to ensure they are properly managing risks.
- Support for action is coming from all areas of society, from school climate strikes and Extinction Rebellion protests, to coalitions of investors with assets worth trillions of dollars and growing numbers of parliaments declaring a climate emergency.

MOBILISING A CRITICAL MASS

- Demand for green economic reform is growing, but mass popular support from ordinary people has yet to be achieved.
- A green economic transition must also be fair - citizens, communities and small businesses must feel that it meets their needs and offers them a better life.
- That's why we have developed a green and fair reform agenda, rooted in citizen dialogue and broad coalitions that represent multiple perspectives.
- We are now embarking on a 10-year action plan to achieve the change we need.

A 10-YEAR ACTION PLAN

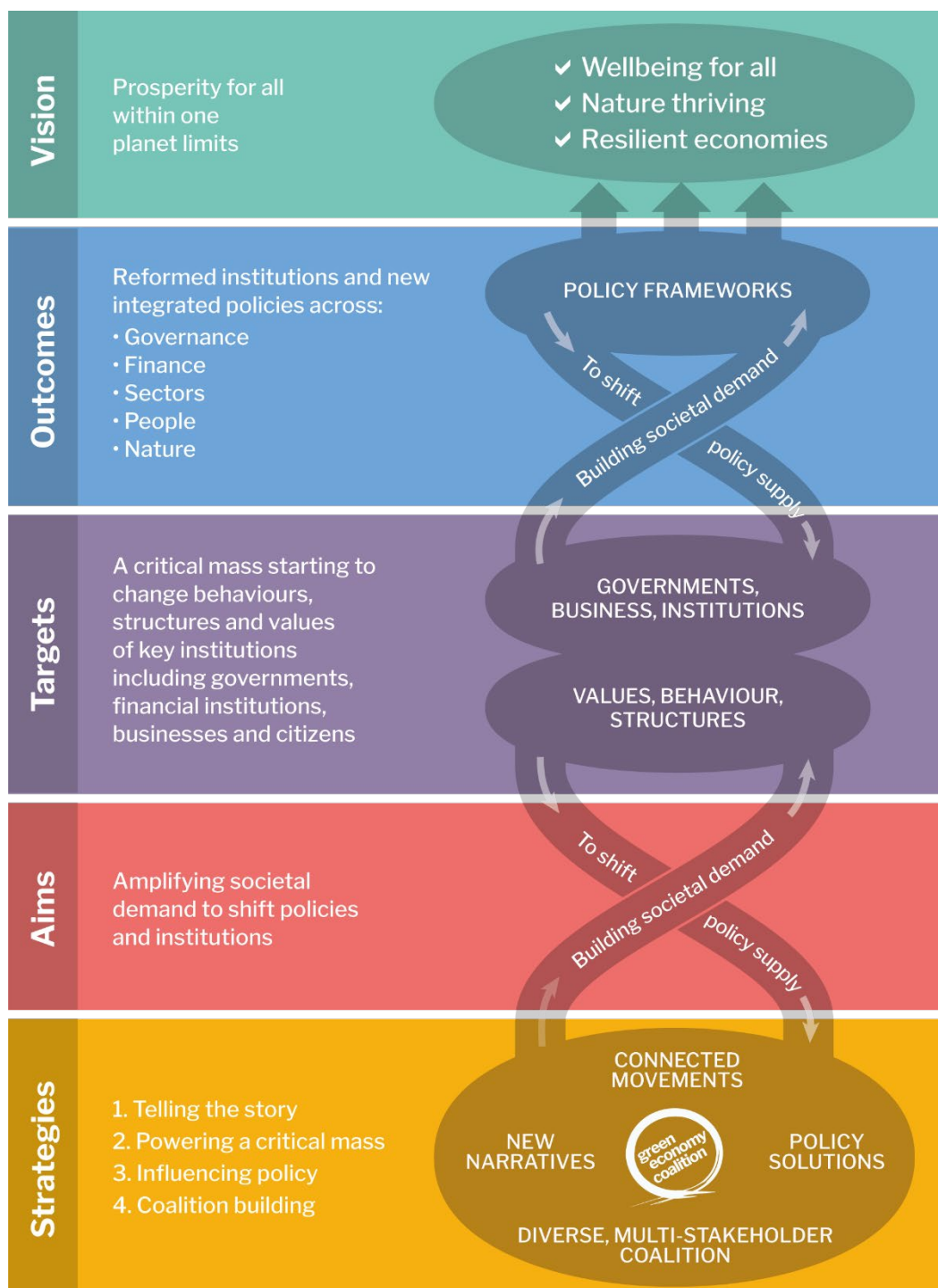
WHAT WE ARE DOING

- We are now scaling up our ambitions and interventions in order to meet the urgency of the challenge. **Our mission is economic transformation within a generation.**
- We have set out a ten-year strategy to achieve **sustained, systemic and structural economic reform.**
- In complex and dynamic systems, no single approach is sufficient to catalyse change. Our strategy connects multiple actors across different levels to shift **values, structures and behaviours** so a new economic system can emerge.
- This strategy is ultimately about shaping a **new social contract** that gives ordinary citizens a say in the economic decisions being made in their name.

OUR THEORY OF CHANGE

- We bring together a broad **coalition** of organisations, institutions and individuals with multiple perspectives and wide-ranging expertise, in a network more powerful than the sum of its parts.
- This allows fresh thinking to emerge and new **solutions, narratives** and **movements** for a green and fair economy to be developed and refined, creating a **shared vision** of wellbeing for all, ecological limits and thriving nature.
- New ideas emerging from multiple sources and amplified by many voices will **build sustained public demand** that is essential to shift policies and institutions onto a new track.
- We will drive political priorities over the long term, hold decision-makers to account, and create space for business innovation in order to change the **values, structures** and **behaviours** that bind us to the current economic system.
- In parallel, it is crucial to inform, inspire and influence the **institutions, businesses** and **policies** needed to drive and deliver structural economic reform for a sustainable future.

- Reformed institutions and new integrated policies in **five key policy themes** – governance, finance, sectors, inequality and nature – will drive systemic change.
- The coalition will monitor progress, share success stories, and promote good practice to reinforce positive change.



IN SUMMARY

a shift in social expectations and narratives around economic purpose...

will empower governments, international organisations and financial institutions to drive systemic change,

so that environmental and social improvements become central to political, economic and business decisions...

and economies are realigned for the benefit of people and nature.

OUR STRATEGY

Our 10-year strategy is based around two fundamental objectives:

1. AMPLIFY SOCIAL DEMAND FOR SYSTEMIC ECONOMIC REFORM

Goal: By 2030 a new coalition of social and civil society movements has built a critical mass of public pressure on governments and institutions to adopt inclusive green economic policies and disincentivise environmentally and socially harmful economic activity.

2. INSPIRE THE SUPPLY OF POLICIES AND INSTITUTIONS THAT GUIDE GREEN TRANSFORMATION

Goal: By 2030 new institutions, laws, policies and practices are in place to accelerate a just transition to greener, fairer and more robust economies; investments in the green economy have increased significantly. Old models are no longer seen as economically or socially viable.

FOUR PATHWAYS

We will deliver our objectives by work spread across four pathways:

1. **Telling New Stories:** We will work with the world's best communicators to tell new stories of change, which resonate with different audiences and challenge current norms.
2. **Building Critical Mass:** We will expand our national dialogue work in order to confront powerful economic interests. We will seek to empower relevant social movements to connect those on the streets with those in power.
3. **Influencing Policy:** We will sharpen our policy interventions, equipping our civil society networks with the tools and knowledge to hold decision-makers to account wherever they are in the world.
4. **Coalition Building:** We will move from a closed coalition model to becoming a decentralised 'network of networks', regionally rooted but united by a shared vision and plan.

1. TELLING NEW STORIES

We will co-develop compelling new narratives which inspire action by citizens, civil society, and institutional stakeholders to transform our economies, restore nature and improve lives.

Stories can change the world. A convincing narrative of change can unite a movement, inspire effective action and connect different activities and groups into a coherent whole. Stories motivate mass movements and inspire individual policymakers and business leaders facing difficult decisions.

More and more people are becoming dissatisfied with how our economies are structured, but the lack of a clear narrative that joins the dots and shows a way forward is holding back communal action. An inspiring “narrative of transition”, which speaks to real people and activates real emotions, is needed to unlock this potential.

TELLING NEW STORIES: ACTIVITIES

We will:

- **Co-create stories of hope and opportunity** - setting out alternative visions of the economy.
- **Track and tell the story of transition** – showing how it affects real people worldwide.
- **Convene the best communicators** – in a “big pitch” to bring alive the opportunities of the green economy.
- **Unite our members and their networks in global campaigns** for structural reform.

2. BUILDING CRITICAL MASS

We will create spaces for meaningful participation and inclusive dialogues to empower activism for green and fair economic reform, engaging and supporting citizen-led movements to influence policies, legal frameworks, finance systems and practices at all levels.

Local citizens have a right to be heard and to influence the decisions that will affect their lives. They also bring unique perspectives about the societies that they live in.

Success depends on building a critical mass of people to engage the system, spread effective alternatives, hold decision-makers to account and create demand for innovation.

GEC national dialogues are underway in seven emerging economies. We must now ramp up our work in countries with the greatest emissions and whose economic power sets “the rules of the game” – China, the USA and Europe.

BUILDING CRITICAL MASS: ACTIVITIES

We will:

- **Engage and support complementary social movements** – focusing particularly on movements led by young people and poorer communities, we will amplify demands for justice and human rights into a unifying call for inclusive green economic reform.
- **Bring the voices of social movements to global institutions** – co-developing policy recommendations and delivering them to global decision makers.
- **Support existing GEC national partners to consolidate progress** developing local green economy solutions.
- **Expand globally** - to achieve active dialogues across 25 countries and five regions.

3. INFLUENCING POLICY

We will advocate for policies that will drive the transition to inclusive green economies and reflect local needs and support, promoting success stories of effective approaches, and mainstreaming inclusive green economy practices across governments, financial institutions and businesses.

Whether in government, finance, industry, social policy, or conservation, policymakers need clear signals on the kind of policies they should prioritise to achieve inclusive green economies. They need a sense of where policies are already succeeding in delivering multiple outcomes, which ideas have led to failure, and the confidence that they have allies in delivering the ambitious economic reform essential for our long-term prosperity.

The last 10 years have demonstrated that our five policy themes are a solid, evidence-based foundation for effective collaboration with a purpose. We will continue to deepen the thinking and evidence base behind this framework.

INFLUENCING POLICY: ACTIVITIES

We will:

- **Launch tools to help civil society hold governments and institutions to account** – clarifying green economy policy, tracking best practice and fuelling ambition.
- **Define new areas of priority policy work for delivering a green economic transition** – working with governments, financial institutions, civil society and business to promote new approaches.
- **Collaboratively develop and promote clear policy proposals around the five themes** – informed by evidence from our national dialogues and global network.
- **Create a global policy network of green economy expertise** – to influence policy developed by sub-national, national and global institutions.
- **Deepen our thematic policy programmes** – with new programmes and partners.

4. COALITION BUILDING

We will grow the membership of GEC and transition governance towards a more decentralised ‘network of networks’ operating on the principles of collaboration, co-creation and transparency, with national and regional hubs able to be coherent when acting together and assertive when acting independently.

The GEC brings civil society, business and government together from around the world to cooperate on real change, united by our shared vision of a fair, green economy. Our new, decentralised structure will help us increase our membership, grow our regional work and better connect with others working for the same aims. A global crisis demands a global movement.

COALITION BUILDING: ACTIVITIES

We will:

- **Transition to a distributed and empowered network structure** – where autonomous hubs can build their membership base and connect with relevant stakeholders in their own geographies.
- **Expand our global presence** – aiming for 25 low and middle-income country national hubs and five regional hubs collating their work, and building new networks in the US, Europe and China.
- **Evolve the role of the GEC secretariat into an adaptable and effective global hub** – the London hub will act as a collaborative think-tank on new policy and leading collaborative advocacy.
- **Improve organisational effectiveness** – with better monitoring, evaluation and learning to assess and evolve our approaches.
- **Secure more resources to further collaborative interventions** – seeking funding from institutions, foundations, businesses, donors and governments supporting the green economy.

CALL TO ACTION

Every year that passes the stakes get higher – but the scope of what is possible also shifts, sometimes dramatically. Ten years ago, “green economy” meant “the current economy, with wind turbines”. Inclusion was an afterthought. Net zero a myth.

Today, almost every government in the world is committed to keeping global heating below 1.5°C. A wave of new national laws mandating complete decarbonisation – inside a generation. Huge car companies phasing out fossil fuels entirely. New mass movements arising almost overnight, demanding immediate action.

Transitioning our societies to a sustainable, equitable, and resilient future is the challenge of our lifetimes – the hardest problem humanity has ever faced. What we do will affect the lives of every human being who comes after us.

Millions of people now understand that building a green and fair economy is possible, necessary and desirable. We now need to make it a reality.

Join us.

LEARN MORE

For our latest news and analysis, visit our website, sign up to our newsletter, and follow us on **Twitter, Facebook** and **Instagram**.

twitter.com/GECOalition

facebook.com/GreenEconomyCoalition

instagram.com/gecoalition

To find out how your country is doing on the green economy transition and learn more about the policies that are urgently needed, explore our **Green Economy Tracker**.

greeneconomytracker.org

To understand the state of the transition at a global level, download our **2020 Global Green Economy Barometer**.

greeneconomycoalition.org/news-analysis/green-economy-global-barometer-2020



GEC Global hub - London
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