

Green Economy Coalition



Vision, goals, who we are, why we matter, our ToC

GEC VISION : Prosperity for all within one planet limits.

GEC GOAL : To accelerate the transition to a green, fair and inclusive economy.

Our purpose...

CONNECT : We make bridges between business, civil society, government and people. We stimulate debate, dissent and dialogue.

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.



Draft for consultation

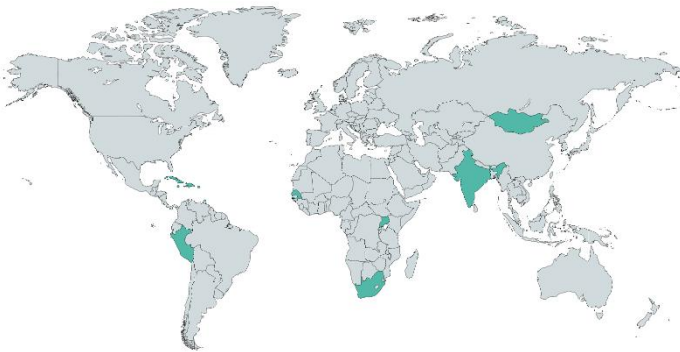
The transition to green economies is shifting up a gear. Green solutions have begun to hit the mass market and despite fragmented global leadership green economy is emerging as a unifying political narrative. The GEC must be ready for a green economy come of age.

Who we are

The GEC is **the world's largest movement for green and fair economies**. We are a diverse set of 50+ organisations from around the world representing a range of sectors, NGOs, businesses, research institutes, UN organisations and trade unions.

We are working with our **national hubs** in the Caribbean, South Africa, India, Peru, Senegal, Uganda and Mongolia to bring new understanding of green economies through dialogue.

Despite our diversity we are united by the same **vision**. We know that green economies are possible, necessary and desirable.



Why we matter

Our status as the largest global civil society green economy alliance means we must be the guardians and champions of the fundamental principles of green economies: **environmental limits, equity and inclusion**.

Civil society leadership is critical for achieving transition. We work for:

- A stronger civil society movement that is clear on green economy principles, transition policies and local-global 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 mission is to ensure the global green economy agenda is true to local priorities and can motivate a global movement for change.

Our theory of change & network vision

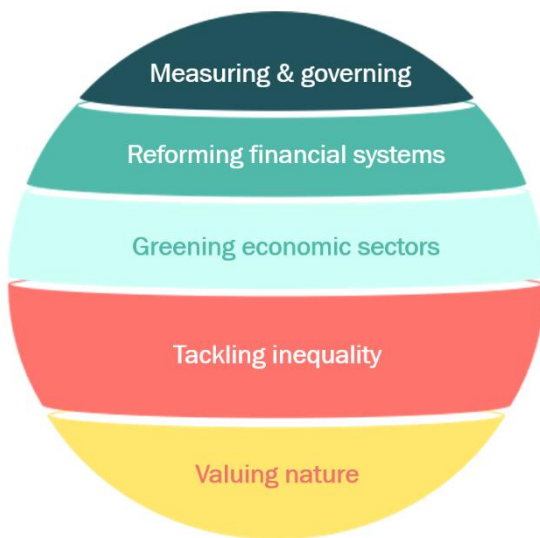
The GEC accelerates and broadens global societal demand for change towards green and fair economies through **four core activities**:

- I. Building a compelling story of change through global advocacy, and coherence through knowledge platforms.
- II. Stimulating collaborative policy on five thematic action areas: Measuring and Governing, Reforming Financial Systems, Greening Economic Sectors, Tackling Inequality, and Valuing Nature.
- III. Mobilising national action and leadership through dialogue.
- IV. Strengthening our network of allies, partners and members.

I. BUILDING THE STORY

Despite clear science and mounting economic research, many political and media driven discussions of green economy still take it for granted that there is no truly alternative way of managing our economies. The GEC works to develop **compelling narratives** that speak to the genuine challenge, opportunity and urgency of green economy transitions around the world. We're working with our global network to share and connect stories that can inspire social movements for fair and green economic transitions.

II. FIVE THEMATIC ACTION AREAS



- To secure a greener, fairer future, we need to redefine the purpose of our economies through **measuring and governing** better. The GEC working to ensure that capitals and national wealth aligned for achieving the SDGs.
- Financial and fiscal policies are currently ill-equipped to support the green economy transition without **reforming financial systems**. The GEC is supporting campaigns for finance reform and channelling finance to protect nature.
- **Greening economic sectors** like energy, agri-food, transport, and infrastructure is essential for the transition. The GEC is working on the policy

frameworks to accelerate reform and allow innovative SMEs to break into new markets.

- Unless green economy is **tackling inequality** and economic exclusion the transition will lack legitimacy and resilience. The GEC is working to ensure informal actors are represented in the transition and that 'green must be fair' when it creates new jobs and opportunities.
- Despite progress around climate, ecosystems and biodiversity continues to degrade as national economies are not **valuing nature**. The GEC is working to bring together the green economy and natural capital communities so that nature is valued and protected.

III. MOBILISING NATIONAL DIALOGUE

No enduring economic, cultural or political transformation has been achieved without a solid constituency demanding and enabling that change. We support national dialogues to ensure that green economy transitions are fit for the contexts and **represent the voices of those who have most at stake**. The GEC is working to build on its existing seven national hubs and cover new stakeholders and geographies.

IV. STRENGTHENING OUR NETWORK

Civil society can be the key catalyst for green transitions around the world. The GEC is aiming to **double our size and impact by 2020**, engage new international organisations in institutional collaboration, secure further funding for our outreach, and strengthen our secretariat and steering group.