

Minutes: GEC Steering Group, Wednesday 3rd July

Attendees: Oliver Greenfield, Jakob Haushofer, Peter Poschen-Eiche, Holger Schmid, Steven Stone, Juha Siikamaki



Apologies: Steve Bass, Andy Norton, Mike Wilson, Zeenat Niazi, Aban Marker Kabraji, Laura Kelly, Kamal Gueye

Comments on papers received from Laura Kelly included in minutes

Agenda 3rd July 2019:

1. May minutes for approval.
2. GEC prospectus (the external promotional version of our strategy)
3. HLPF – launching our Principles, Priorities and Pathways
4. AOB and outstanding actions

1. Draft – May Minutes – attached

- **SG sign-off. OG to post on GEC website.**

2. GEC Strategy in the form of a Prospectus

- The Strategy work is drawing to an end. We now attempt to articulately it in a prospectus format aimed at people that have no prior knowledge of the GEC. This is intended to serve a number of functions for different audiences:
 - For our existing and new partners it is a full recap of history, purpose, extended portfolio, and how to be involved.
 - For funders it should be clearer on impact to date, greater clarity on evolved theory of change and areas for investment and future work.
- After this review, we will move into production.

SG discussion and advice:

- **Overall**

- Much more concise and focussed than the previous strategy document. Lots of interesting content.
- Given funders are a key audience there could be more focus on concrete things the Coalition has achieved over the past 10 years. There is quite a lot on process. Eg. concrete examples of what Coalition outcomes have been at the local or national level (some case study boxes?).
- Frame this is a strategy to respond to climate and biodiversity crisis more clearly
- SDGs not mentioned at all as a framing.
- The Strategy included budgets – shouldn't budgets be in Prospectus? – What do funders get?
- Find the sweet spot of transformation from brown the green.
- Inequality is not just about the poor – it is about the excessive footprint of the rich and therefore helps explain our strategy to expand into richer countries

- **Language**

- *Not a UN document – needs clearer language (cut out 'intervention, levers of change' sustainability and participatory language etc)*
- 'Just transition' – not fair transition – as this has defined and accepted meaning
- crisis narrative gets a bit cliched in places.
- A definition of what GEC means by a green economy would be helpful (particularly for approaching new funders). – *can we use the Principles and five themes to answer this.*
- Using the term 'populist leaders'. Understand the point you're making but the GEC approach advocates listening to citizen's concerns (which could also be defined as 'populist').

- Need to be aware when talking about young people and voting – the school strikes people for example, aren't old enough to vote!
- Talking about 'Narratives and storytelling' sounds inclusive but without some examples in the text it sounds like they might not exist (see also point above about concrete examples).
- **Sections**
- **Story/impact**
 - Widen the impact from just helping change UNEPs original definition of GE.
 - Not clear how the founding institutions map onto the coalitions mentioned (eg small business?)
 - Evidence/attribution for some of the statements could be stronger.
 - Point 5 (still to be fleshed out) on the products from the Secretariat is an important part of the GEC USP.
- **The challenge/opportunity**
 - This could benefit from some 'why now?' funding to appeal to funders and potentially getting new members on board.
- **Change model**
 - The second para is quite dense and complex. Could be simplified.
 - Third para – question how GEC is changing cultures. Explain?
 - Good to include some concrete examples of what GEC has achieved in each of the interventions.
 - 'co-creating narratives' – is a rather woolly phrase. Could be clearer what is meant.
- **What's next**
 - Goal 2 – achieving critical mass – challenges the current GEC network size. Needs to be clear how this ambition can be achieved, and what 'public facing organisations' we need to recruit.
 - Goal 4 – national and global hub – but what about regional?
 - The goals are all relevant but are a mix of processes and outcomes – that's not necessarily a problem but it would be good to be clear under each what the priorities would be and to integrate the message in that funding and more members are needed for them to be achieved.
 - **OG to incorporate SG advice into final version**
- 3. **The Institutional collaboration partnership goes public**
 - Five years of informal meetings with key green economy/growth institutions and we decided to go public. We will jointly host an event in New York in UN's High Level Political Forum week where we (PAGE and UN partners, GIZ, GGGI, OECD, GGKP, PEA, and GEC) will launch the message that economy as usual will not deliver climate or SDG targets, that a new economy is needed – defined by our shared Principles, priorities and pathways and supported by our unique global 'transformative' partnership. Attached - the concept of the UN event and the Principles paper.
 - **For SG discussion and advice**
 - Excellent progress and significant initiative
 - **Note: EC Environment commissioner on panel – Jakob to brief.**
 - **GEC to help mobilise youth and media for UN event**
- 4. **AOB**
 1. **Partner application backlog** – ramifications of hubs having their own partners, and what of global hub – risks and opportunities identified. A paper on way forward needed. **OG to prepare.**
 2. **UAE launching World Green Economy Organisation** – how to connect? Steven Stone and OG to reach out, potentially using the Principles.
 3. **Natural capital, CBD** – efforts accelerating – request for GEC SG conversation on this. **OG to prepare.**

NEXT GEC Steering group MEETING: Wednesday, 2nd October, 12.30pm-2pm, UK.