



Attendees: Oliver Greenfield, Zeenat Niazi, Andy Norton

**Note: Summer holiday season and many apologies. (possibly not do an August meeting next year)**

Apologies: Clara Axblad, Laura Kelly, Peter Poschen, Juha Siikamaki, Steven Stone, Steve Bass, Aline Brandstatter, Holger Schmid, Mike Wilson, Kamal Gueye

**Agenda 4<sup>th</sup> August 2021:**

1. May minutes for approval.
2. Influencing, Tracker, other policy areas
3. Horizon scanning – discussion if time permits
4. Reporting – for information
5. AOB – next meeting date - **Wednesday, 13<sup>th</sup> October 2021, 12.30pm-2pm, UK**

**1. Draft – May Minutes – attached**

- **SG signed off.**

**2. Policy Influencing and Advocacy: What policies? Who to influence? How to influence?** There is a recognised need, identified in our strategy process, for GEC to become better at policy influencing and advocacy, grounded in an understanding of the political economy of policy-making processes and actors. In today's Steering group, we clarify our general current approach, the specific examples of: Green recovery and the GE Tracker - its policies, use and influence and ask for the Steering Group's advice on how to improve.

**Current approach:**

- **What policies?** – Our [Green economy tracker](#) is GEC's overarching answer and description to the question, 'What is green economy policy'. Part of its unique selling proposition is that it is a holistic framework addressing structural economic reform and goes beyond narrower definitions of green transitions – such as clean energy policy. However, one of its weaknesses is that it does not necessarily start where the green economy debates are at – i.e. should money be spent on road building or rail, or housing policy, or agriculture? (specific SG questions on the tracker are covered in section 2.2)
- **Who to influence?** Our theory of change is that national policy makers are our main influence target. We also target international policy processes – such as UN COP processes, UNGA, and international organisations setting economic and development norms – UN PAGE, GGGI, OECD etc. We believe that we need a stronger political economy approach to identifying key actors and pathways for policy influence.
  - **Who do the steering group think we should target more/as a priority and to what level of specificity – i.e. down to the levels of individuals?**
  - **Geographical focus on those countries who can help transform the global economic system**
  - **If national economic reforms is our primary focus – a generic change model only makes partial sense. It would be better to have a political economic analysis for each country done in partnership with country partners.**

- **How to influence?** - Our theory of change puts dialogue as our main influence approach, creating spaces for robust exchange between policy makers and informed CSOs. We also use our communications, storytelling, and pressure from Tracker and barometer analysis
  - Is convening dialogue still the preferred GEC way? To what extent should we be trying new ways including engaging with social movements and their more direct approaches, and other developments such as, citizen assemblies, just transition forums, social dialogue structures?
  - Space for social movements is smaller due to Pandemic and general democracy space is declining.
  - We need to focus on a transformational framing for justice
  - What do the dialogues feed into? Do they feed into national economic policy? We should be dialogue with business, policy, academia, not just civil society.
  - We host bottom up civil society national dialogues as a counter point to top down national UN supported GE policy processes. If there are no UN processes – we feed directly into national policy debates.

#### **ACTIONS and DECISIONS**

- **GEC to develop more political economy expertise, including in country with partners**
- **GEC to focus on justice framing**
- **GEC to ensure we move to more multi-stakeholder convening (i.e. business) not just civil society organisations**

**2.1 Green recovery influencing.** Green recovery influencing is our 2021 GEC priority. We describe our policy creation and influencing approach.

- Firstly, we analysed the COVID and green recovery interventions of others, including governments, and concluded that stimulus was not enough, recovery should be focussed more on: the ‘best’ structural interventions, the gaps, the finance and the examples of good practice in order for better consensus to emerge about what policy interventions should meet the moment.
- We have created a draft Green Recovery brief framework (attached) to digest the work of others, answer these questions collaboratively, with as many of our coalition members and friends as possible. The central idea here is co-creation of consensus among a broad and influential stakeholder group on green recovery.
- We will be pushing the development of the framework – through – the PIGE group, running national dialogues with our hub countries, hosting government, business and civil society dialogues with our E4N partner, then specifically looking to expand the influence of the policy consensus through key process and events including, OECD GGSD Forum, UNFCCC COP, CBD COP, Stockholm+50, and through other groups
  - **What do Steering group think about the green recovery policy brief framework and process? Who else should we seek to influence or involve? Other thoughts?**
  - The What – is to ensure we are pushing for transformational structural economic reforms
  - The where – focus primarily on national recovery decisions, the regional EU, US, China and some focus on international policy
  - Missing elements – GEC needs to be focussed on making this transition fair
  - Our narrative seems to be Green recovery is happening but it only needs tweaking. This may be true in some richer countries but not everywhere. We need to situate the narrative. Important to have our own analysis. “2% is green recovery”. But Shift the dial.
  - It is bad taste to talk about green recovery until there is a trajectory out of the worse of COVID. GR is for Western governments. Vaccine equity. Be sensitive to different stages of each nation’s situation.

- Living with the virus – lock down – two steps forward, one back. Global responsibility – access to vaccines. Enabling the stabilisation. Travel embargoes.
- In the West there is increased emphasis back on climate action – the green economy and green recovery fit.
- Recovery from covid but recovery to Green economy.

### SG Conclusions and actions:

- **GEC to focus on structural economic reforms from COVID**
- **To build a narrative recognising GR is not the reality in many developing countries**
- **To focus on justice in the transition**

**2.2 GEC's Green Economy Tracker.** For most of GEC's history the most repeated question posed to us – was – 'What is a green economy?' To create a collaborative answer to this question was a process that lasted 8 years, with deep consultation moments and thousands of debates and inputs from our members and others, development iterations, web designers, global research and many decisions. In 2020 the Tracker was finally made – a Herculean task and created to be our GEC flagship product (lead by Chris Hopkins – GEC Policy Manager – massive thanks and respect).

One of the most important decisions we made was that the Tracker was not a ranking 'name and shame' tool. In line with our change approach, it was to be a **dialogue tool** – to be used by CSO organisations to help create robust, authoritative and holistic green economy policy debates with national policy makers and use the tool to hold their governments to account. This decision makes the GE Tracker less 'news-worthy' but hopefully more useful.

The Tracker's web creation in 2018-20 (funded by MAVA) and launched in Jan 2020 in Davos, was/should have been a seminal moment. However, COVID struck, lockdown halted the planned roll-out via our hubs, and the policy landscape changed considerably. We responded by adding a 21<sup>st</sup> policy (COVID recovery) and using the time to expand the countries from 20 – to 40 (new country launches imminent).

As we stand in mid-2021 – the Tracker is underused and not yet achieving a level of influence commensurate to its quality (in our view). With MAVA's closure in 2022 – there is a risk that this tool falls into disrepair unless we increase its visibility, its use and its continued investment.

We have taken steps to improve the Tracker's visibility – (selection of GEC how to videos for SG interest: [How To Build A Green Economy: A GREEN COVID-19 RECOVERY - YouTube](#); [How To Build A Green Economy: INCLUSIVE GOVERNANCE - YouTube](#); [How To Build A Green Economy: SUPPORTING SMALL BUSINESS - YouTube](#); [How To Build A Green Economy: INVESTING IN NATURE FIRST - YouTube](#)),

We are relaunching the Tracker with our hubs in their national green recovery dialogues (also with the EC delegations), and we have considered it as part of our growth strategy for new hubs – i.e. become a hub - use the tracker.

Attached a **pdf** of the live Tracker development discussion for more detail on the above summary.

### Steering group Tracker observations:

#### Congratulations on an excellent and exciting piece of work.

- **Usage is key!**
  - How can we drive user engagement? Inside and outside the coalition? Future dialogue processes around tracker?
  - How might evolution of GEC dialogue work toward citizens assemblies be aligned with Tracker?
  - Is there a half-way house between – ranking making headlines and dialogues. Make more of Regional

stories – Bangladesh versus India.

- Blog new data – from the tracker... bringing attention.
- Make clear the coalition contributions – recognise the creation in order to get more organisations.

- **Credibility and authority are also critical.**

- How can we add economic credibility / secure external endorsement? Independent reviews on the GE Tracker – headline quality.
- Do hits give evidence of its value – seeing – aggressive social media. Recovery in the news. Hits – IIED – twitter.
- It needs to be seen to support Policy conversations

- **Future development**

- Who might fund further Tracker work – development and deployment
- Should we overhaul the (now dated) policy suite? *Does net-zero by 2050 cut it for ambition anymore?*
- Do we want to look to add more quantitative / ranking / comparison functionality to the platform now we have 40+ countries?
- Consider enlarging the funder base, WRI, SDG, Supporter base – membership
- Funding EU citizen engagement

3. **‘Horizon scanning’ – to identify big strategic issues.** If we do have time, a running agenda item – big things we should be aware off – events, agendas, changes, blind spots.

#### 4. GEC reporting - SUMMARY – STATUS OF FIVE STRATEGIC 2021 PRIORITIES

The reporting framework has been updated to reflect the agreed 2021 priorities (agreed at SG Jan 2021)

	Strategic Theme	Status Update	Status	Planned activities
1	<b>Capitalise on Green recovery</b>	<ul style="list-style-type: none"> <li>• Green recovery landscape analysis</li> <li>• Country analysis of green recovery nature spending</li> <li>• Green recovery resources secured</li> <li>• Core team in place (E4N plus, country hubs)</li> <li>• <i>Green recovery campaign in development</i></li> <li>• <i>COVID recovery debates and themes</i></li> <li>• Tracker updated with recovery policy</li> </ul>	GREEN	<ul style="list-style-type: none"> <li>• Deployment of COVID Tracker in country with EU delegations and GEC hubs</li> <li>• <i>PIGE thinking</i></li> <li>• <i>Campaign targets</i></li> </ul>
2	<b>Build a GEC inequality approach</b>	<ul style="list-style-type: none"> <li>• Social contract plan evolving. Kumi Naidoo advising</li> <li>• Building the partnership - UNRISD partnership, CESR, Transparency international, Oxfam, Climate Action Network.</li> <li>• Researching legal approaches, <a href="#">citizen’s assemblies</a> and social contract – all of which is starting to define social movement approaches to defining an eco-social contract</li> </ul>	GREEN	<ul style="list-style-type: none"> <li>• Podcastlog series on Power, People and Planet exploring a new social contract</li> <li>• Developing funding relationships for Social contract</li> <li>• Oak learning grant in preparation for submission</li> </ul>
3	<b>Develop SME approach</b>	<ul style="list-style-type: none"> <li>• New GEC SME policy network established.</li> <li>• EC finance for SME, Network SME,</li> </ul>	GREEN	<ul style="list-style-type: none"> <li>• Connecting global policy work with national hub work</li> </ul>

	Strategic Theme	Status Update	Status	Planned activities
		<ul style="list-style-type: none"> <li>Funding pitch in place and in discussion with foundations</li> </ul>		
4	<b>New funding pipeline strong</b>	<ul style="list-style-type: none"> <li>81.5% of funding secured for April 2021 – March 2022 <ul style="list-style-type: none"> <li>Tracker expansion in development under E4N collaboration</li> </ul> </li> <li>43% of funding secured for April 2022 – March 2023</li> <li>GEC funding strategy (2023 onward) and team in place</li> <li>New pitches for SME, Inequality and Dialogues, and Brazil Hub developed</li> </ul>	GREEN	<ul style="list-style-type: none"> <li>Launch of ‘inclusion paper’ on the value of dialogues to Government development funders</li> <li>Expansion to US foundations being scoped</li> </ul>
5	<b>GEC Building the coalition:</b> network function co-defined with hubs and being implemented. Partnership growth enabled	<ul style="list-style-type: none"> <li>New TOR for this work signed off with GEC Steering group in March 2021</li> <li>East African regional hub TOR agreed – based in Uganda and serving Kenya, Tanzania, Rwanda</li> <li>Brazil hub piloting the new approach</li> <li>Future hub work funding will most likely need their leadership from country – this necessitates a more balance approach to shared UK and hub funding.</li> </ul>	GREEN	<ul style="list-style-type: none"> <li>Developing a shared funding approach</li> <li>To deliver the EC funded hub process</li> </ul>

## 5. AOB

**NEXT GEC Steering group MEETING: Wednesday, 20<sup>th</sup> October 2021, 12.30pm-2pm, UK.**

**Appendix: GEC Forward calendar<sup>i</sup> that maps above agenda items to a year of SG activity:**

December: Annual review of strategy and partnership. - Global meeting agenda

Jan/February: Annual plan – calendar of events – priorities and targets for the year

March/April: Building the coalition – including funding

May/June: Big programme reviews

August/Sept: Influencing, Tracker, other policy areas

October: Telling the story and Barometer - context

December: global meeting strategy, partnership, annual plan review

Each meeting could have 5-minute standing agenda item on ‘horizon scanning’ – to identify big strategic issues

Individual SG members could volunteer to take the lead for particular items in the calendar. The advantage of a forward calendar is this should enable members’ forward planning.

<sup>i</sup> Forward calendar for SG meetings approved in December 2019