



Global Meeting 2017 Report

Supporting green enterprises
to drive the transition to
inclusive green economies



Contents

- Key messages from our partners
- Status of the transition
- Enabling conditions for policies, tools
- GEC dialogue, strategy and actions



Green Economy Coalition policy dialogues are funded in collaboration with the European Union (DCI-ENV/2016/372-847)

Overview

- **Who?**

+50 participants representing Antigua and Barbuda, Barbados, Cuba, Dominica, Dominican Republic, Grenada, Haiti, India, Jamaica, Mongolia, Peru, Saint Lucia, Senegal, South Africa, Trinidad and Tobago and Uganda and UK.

- **Why?**

Tackling the question “How can smaller green enterprises be better supported to lead the transition to fair, green economies?”

- **How?**

Four days of collaboration and cooperation, bringing **civil society, small businesses, academia, government** and **international organisations** together through workshops, panel events, media outreach and strategy sessions.

- **Results:**

- ✓ Agreement for a global campaign championing green enterprises: **Santa Cruz Declaration**
- ✓ Tools inventory for smaller enterprises
- ✓ Key enabling policies to support small enterprises
- ✓ Refreshed GEC strategy 2020
- ✓ Renewed commitment from GEC members



From our coalition members and local participants, three messages stood out from the event:

- **The green economy transition is underway and gathering pace. But financial systems remain unchanged, inequality is rising, and nature is in crisis.** The GEC exists to ensure that green economies are shaped for and by the poorest and respects planetary boundaries.
- **Small enterprises stand at the frontline of the transition to inclusive green economies.** But they lack the enabling policy to go to scale. The Santa Cruz Declaration developed at the Global Meeting 2017 marks the beginning of a global campaign to connect, champion and shape policy for smaller enterprises.
- **As a coalition, we renew our commitment to accelerate the transition together.** Specifically, we want to scale up our bottom-up dialogues work across the world, and to better managing network communications and functions. We will embed green economy into all of our organisational strategies, seek better research and better platforms to share and support. The GEC's 5 themes frame action aims to harness grassroots knowledge and action for change, and use that evidence to shape policy.



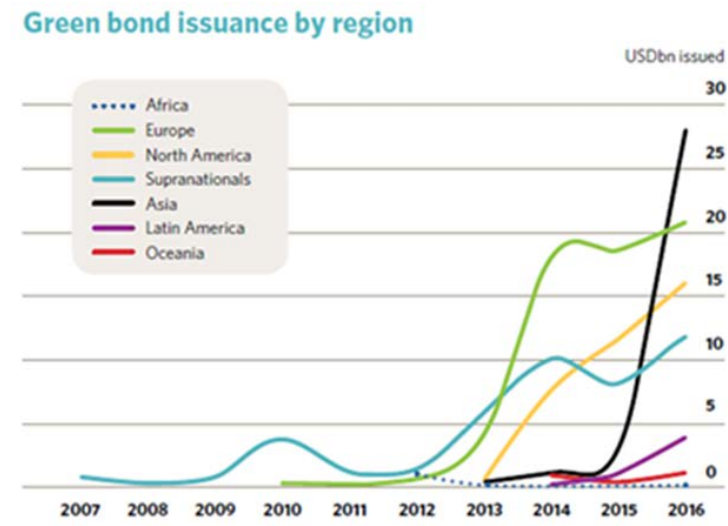
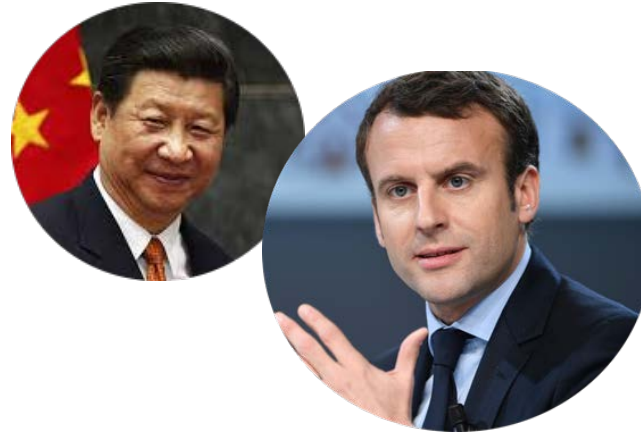
What is the global status of the transition?

The highs

Dawn of new global leadership:
“Let’s Make Our Planet Great Again” President Macron

Green investment continues to rise:
\$8.13 trillion in private investments in the green economy since 2007

Green solutions are hitting the mass market:
For the second year in a row, renewable energy accounted for **more than half the new power generation capacity** added worldwide (IRENA)



The lows

10 years on, financial systems are unchanged:
Finance institutions are still ‘too big to fail’, fossil fuel subsidies reach \$5.3 trillion, and our natural assets are priced at zero

Inequality continues to rise in most countries:
7 out of 10 people live in a country that has seen a rise in inequality in the last 30 years (Oxfam)

Poor people are being left behind:
Majority of national green growth plans make no mention of poor people (CAFOD)

Nature remains in crisis:
Wild animal populations plummeted by almost 60% between 1970 and 2012 (WWF)

Green economy in the Caribbean

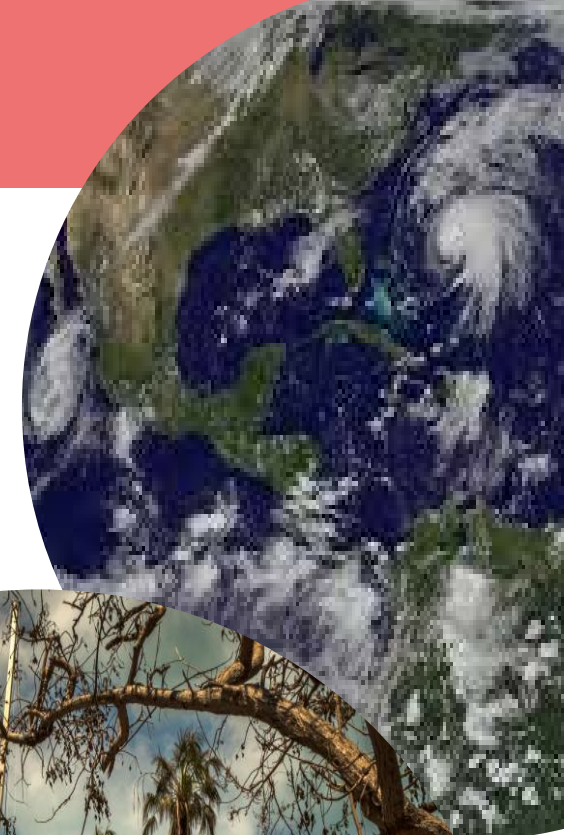
Section 2: The green economy transition

Challenges

- Regional trend of zero or negative economic growth, even before the global financial crisis. National economies have stayed afloat through generous development support, which is now being phased out.
- Rising trend in hurricane risk, including two Category 5 hurricanes within a single month, means further social and environmental risks.

Opportunities

- A 'new economy', be it blue or green, must leverage disaster response and climate resilient development: the new economy means self-driven, pro-poor, triple-bottom-line initiatives.
- The opportunities of international frameworks (e.g. Agenda 2030, SDGs, Climate resilience, C-serms); finance streams (e.g. GCF, CDB, World Bank, etc.); Green growth public finance and Greening sectors (e.g. agriculture, energy, tourism, waste, etc.)
- But that requires new ways of collaborating, pooling resources, and networks of change.



Local Green Enterprises – what works

Section 3: Enabling
green enterprise

The global meeting kicked off with a visit to the Santa Cruz green market, where participants met and workshopped with local entrepreneurs and green traders.

The discussions concluded that, for local green enterprises to grow, they need:

- **Strong enabling leadership** – locally and at policy level
- **Local participation** - local actors defining what works
- **Strong networks** of small micro enterprise groups
- **Good policy** and services that enable small enterprises to flourish
- **Appropriate financing** products for small businesses
- **Enabling conditions** that tip the advantage of small green enterprises
- **Great stories to tell** - the Green Market in Santa Cruz is one



How can policy empower smaller enterprises?

Meeting participants collaboratively developed a set of policy recommendations that will allow SMEs to grow – and grow green. Here are the top 5 recommendations:

- **Support SMEs to form clusters, networks and business ecosystems:**
 - E.g. innovation hubs; common workspaces; online networking etc.
- **Ensure financial products are developed for and with SMEs. Too many 'green funds' have been co-opted by large enterprises.**
 - E.g. Local bank lending for small enterprises; connecting to social impact investors; opportunities for smaller enterprises to form networks and apply for collective funding; international institutions to recognise social and green enterprises etc.
- **Support SMEs to access markets:**
 - E.g. Brokering relationships; reduced rates for advertising; support to develop social media skills.
- **Introduce a new category, 'social enterprise', incentivised with tax breaks and access to training and / or support**
 - E.g. Via development/ revision of enabling legislation, regulations, fiscal and funding frameworks.
- **R&D aimed for SMEs**
 - E.g. Innovation funds; capacity building; learning across regions; shared ownership models.



The Santa Cruz Declaration

- We the undersigned are a group of manufacturers, producers, business owners, entrepreneurs, innovators, local communities, and the agencies that support them from Antigua and Barbuda, Barbados, Cuba, Dominica, Dominican Republic, Grenada, Haiti, India, Jamaica, Mongolia, Peru, Saint Lucia, Senegal, South Africa, Trinidad and Tobago and Uganda.
- Gathered in Santa Cruz, Trinidad and Tobago on 3 November 2017, we have come together in recognition that local green enterprises stand at the frontline of the transition to inclusive, green and resilient economies and achieving the Sustainable Development Goals. We are here to demonstrate and build support from our respective countries, regions and spheres of influence for local green enterprises to lead, shape and accelerate the transition.
- Every community on the planet faces, to a greater or lesser extent, a common set of intertwined socioeconomic challenges. Vulnerabilities to climate and natural disasters, collapsing biodiversity, unequal and stagnant economic development, and exclusionary governance.
- Micro, small and medium-sized enterprises (SMEs) account for 95% of the world's private enterprises, and provide 60% of private sector employment. We are the engines of prosperity, job creation and innovation. We deliver economic, social and environmental benefits to our communities and countries. We are the economies of today and tomorrow.
- Learning how to build greener, fairer and more resilient economies is the biggest challenge of our times, but it cannot be achieved without empowering SMEs as innovative local actors to deliver social and environmental transformation.
- We stand together in solidarity. We invite fellow business people, governments, civil society, academia and local communities to partner with us. We offer the opportunity to:
 - Partner with green SMEs and build a social movement in service of inclusive green and resilient economies that deliver local value and sustainable livelihoods, all around the world.
 - Champion SMEs as an engine of disruptive innovation, invention and creative development. Most of the businesses which will drive the economies of 2040 don't exist yet, and all of them will have started out as SMEs.
 - Rethink systems within our sphere of direct and indirect influence that affect the functioning of SMEs, sustainable practices and business models.

Learn more [here](#) – and sign the declaration yourself!

What tools are available for SMEs?

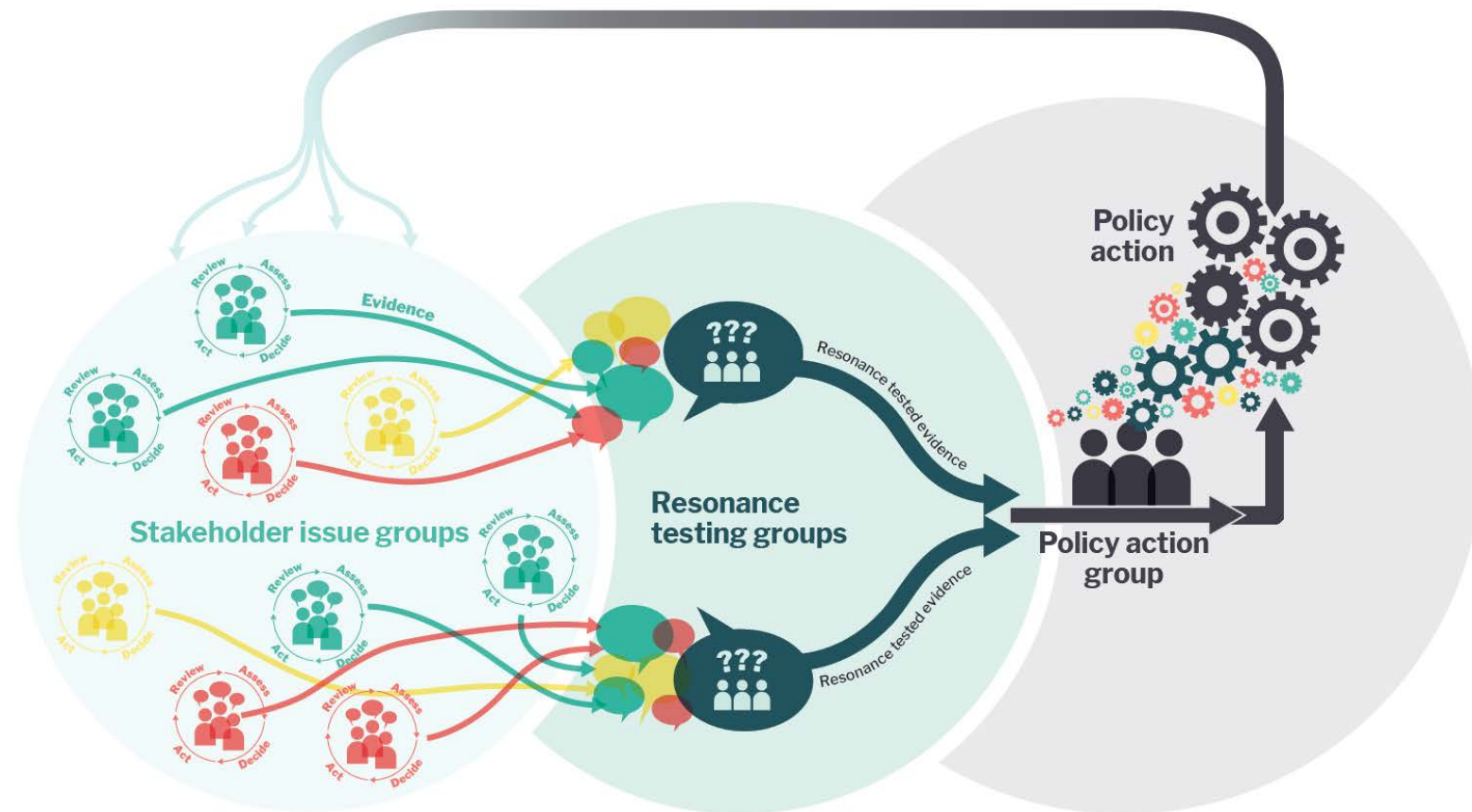


At the global meeting, participants and entrepreneurs developed an inventory of tools and initiatives for SMEs to develop new, green approaches. The GEC is now developing a toolkit for use across our network.

Environmental	Social	Economic	Business
<p><u>Analysis:</u></p> <ul style="list-style-type: none">•Testing water, air, soil•Waste water treatment•Soil water conservation•Disaster risk management•Bioclimatic housing•Floods•Climate vulnerability assessment•Reforestation <p>•<u>Intervention:</u></p> <ul style="list-style-type: none">•Vetiver systems•Environmental management•Community adaptation to climate change•School environmental education•Environmental Film festival•Surface water management•Tree planting•Demonstrations•Trend/pressure/response matrix•Hotspot biodiversity analysis•Community vulnerability analysis•Polyvalent mapping	<p><u>Analysis:</u></p> <ul style="list-style-type: none">•Community mapping•Stakeholder analysis•Community Canvas•Focus groups•Gender Analysis•Community based social marketing <p>•<u>Intervention:</u></p> <ul style="list-style-type: none">•Territorial agreement•Participatory planning•Community Radio•Social impact bonds•Social innovation grants programmes•Nexos+1 event•Community forestry•Gyan Chaupali – women’s learning•Social marketing•Technology applicability framework•Personal diagnosis	<p>•<u>Analysis:</u></p> <ul style="list-style-type: none">•Econometric modelling•Future scenarios•Value chain analysis•Trade analysis (TRADEMAP)•Sustainability transition matrix•Energy led economic development•Marginal abatement costs curves•TEEB•New developing model•SEIAS•Statistical analysis <p>•<u>Intervention:</u></p> <ul style="list-style-type: none">•Sovereign wealth funds•Trade policy•Industrial policy•Alternative financial systems•Fiscal / tax policy	<p><u>Analysis:</u></p> <ul style="list-style-type: none">•Business plans, canvases and advice•Rapid response surveys•Enterprise performance tracking•Climathon•#Heart+4Climate Public Knowledge•Awareness campaigns•Social environmental analysis•Information management•Mobile based M&E•Eco tourism <p>•<u>Intervention:</u></p> <ul style="list-style-type: none">•Sustainable business 4 climate change•Monitoring, support and evaluation•Business to business mentoring•Community business leadership•Green enterprise fairs•SIYB•Agrihub•Green business strategies•7C corporate platform•Database management•TERM

How does our dialogue model work?

- Dialogues work to connect people in enthusiastic movement across the world (local issues, national possibilities, global policy)
- Dialogues handle complexity and unpredictability; to enable networked learning and action, generate change ideas and foster inspiring, relevant and useful policy
- Dialogues happen at three levels
 - **micro** (local issues that ignite passion);
 - **meso** (across localities – testing for resonance);
 - **macro** (using tested evidence for policy action)
- Dialogues require approaches and methods that are participative, foster learning and build networks



Meeting participants agreed that our 5 themes remain relevant, and provided detailed feedback for new areas of inclusion. The GEC is now updating our strategy and communications to reflect these perspectives.

Valuing nature

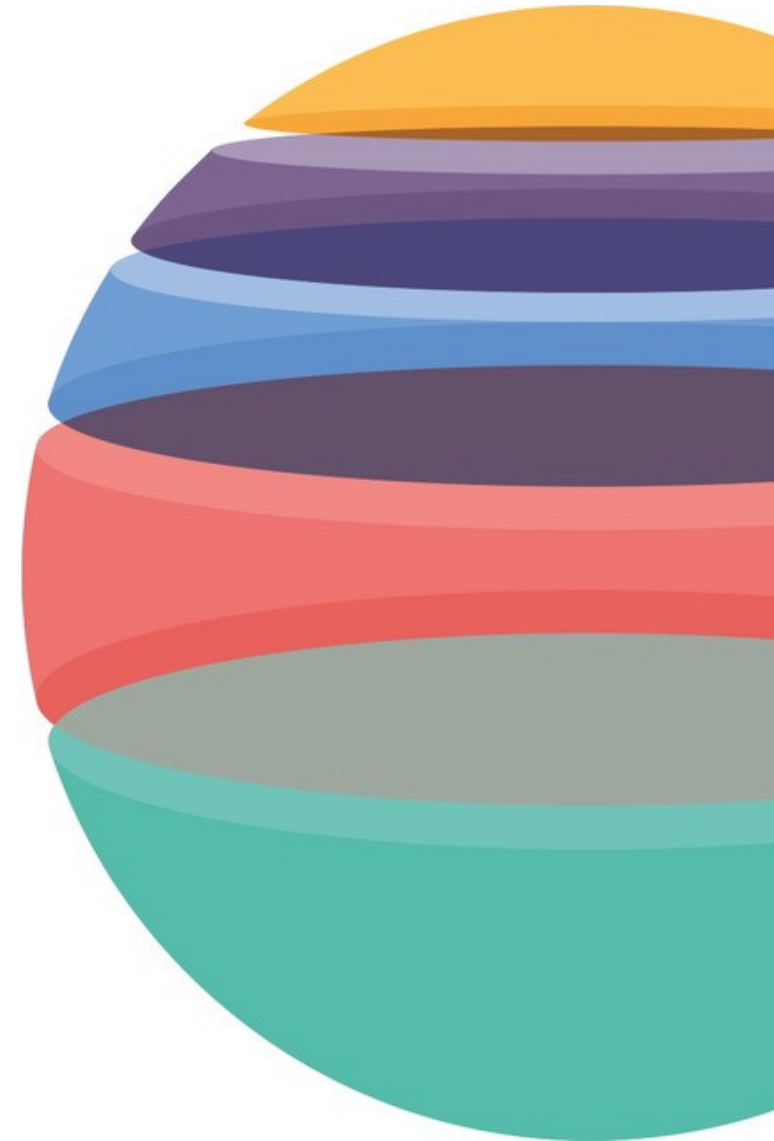
- Requires policy for education / awareness of the current ecological crisis;
- New ways for government and business to value nature and their dependences;
- and ecological planning and green urban spaces.

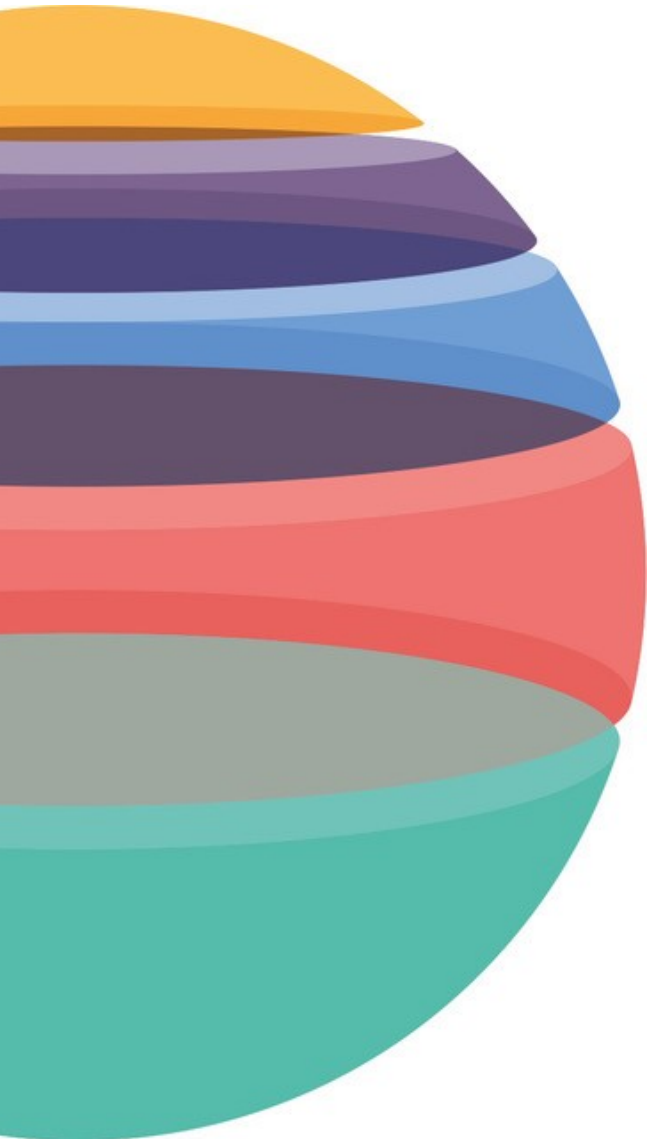
Tackling inequality

- Multi-stakeholder mechanisms addressing inequality (such as in South Africa & India);
- Innovative fiscal policy on redistribution;
- Approaches to give informal actors a voice;
- and to ground policy by making the case that inequality is bad for everyone.

Greening economic sectors

- Energy, water, tourism, and agriculture remain the key sectors.
- For energy, a focus on access and green electrification, as well as recognition that diversified energy economies are stronger and that fossil fuel reliance just delays costs to investors.
- For water, clearer policy around helping the tourism sector reduce usage is needed.
- On agriculture, policy on trade agreements that provides some protection for small-scale growers that are sustainable.





Reforming financial systems

- Target investor criteria and credit rating agency indicators to include sustainability considerations as material.
- Focus on encouraging international financial institutions to reform lending criteria that still incentivises unsustainable economic activity.
- Fossil fuel subsidies and shifting to grassroots sustainability/resilience work.

Measuring & governing

- Requires policy on green economy indicators is still needed, potentially along the lines of UN Mainstreaming and Policy Support (MAPS) on SDGs.
- Recommended approaches to progressing measurement in non-ideal circumstances, when data quality is poor – as informal sector excluded, and businesses/public are reluctant to trust and share their data.
- Similarly, solutions for green economy that work in the context of weak governance – multi-stakeholder international collaboration, and methods for movement to participatory governance.

Individual commitments

Meeting participants also made a number of personal, individual commitments to take action on the green economy at the close of the event. Many are recorded here.

A reinforced organisational commitment to finding evidence supporting GE.

Fight personal and community loss in the Dominican Republic in the face of environmental disaster.

Promote sustainable lifestyles in new and interesting ways - #ecosexy

Bring fame and attention to the GE agenda.

Be an advocate for GE within organisations and with partners.

Support global branding of green entrepreneurs.

Engage parliamentarians directly to think about GE opportunities.

Teach more people how to upcycle locally.

Give climate and GE talks in schools to engage youth voices.

Create stories of GE from Peru and share them around the world.

Support green micro SMEs in India via new financing and funding approaches.

Engage private sector organisations in Senegal to help support economic and ecological resilience.

Build a green economy network for South Africa GE actors.

Bring life and stories to a barometer report on the state of GE in Uganda.

Continue to support green SMEs in Trinidad and Tobago and the region, and explore and fund a new enterprise model based on Indian best practice.

GEC Actions

A vital part of every global meeting is listening to the Coalition and building that feedback into our work. Here are our top-line takeaways from our members:

- GEC secretariat and members to scale up communications around the transition and narrative of greener economies
 - More research on new GE trends, potential futures and ideas for change that connect local to global.
 - Share monthly media interventions in different countries
 - Develop sectoral case studies/ blog series
 - Explore more regionally impactful branding
 - Members to commit to embedding GE into organisational strategies.
- Secretariat to foster stronger networking and knowledge sharing between members and country experiences
 - Better communications amongst members via webinars, knowledge sharing resources, blogs and articles.
 - In-country experience and knowledge to drive the GEC agenda.

Section 1: Feedback from the partners

The Coalition



Read more about our coalition members [here](http://www.greeneconomycoalition.org)