

## GEC Steering Group, Friday 20th January 2017– Minutes

Attendees: Steve Bass, Mick Blowfield, Oliver Greenfield, Peter Poschen-Eiche, Steven Stone, George Varughese, Zeenat Niazi



Apologies: Aban Marker Kabraji, Thibaut Portevin, Mike Wilson

### **Agenda 20<sup>th</sup> January 2017:**

1. GEC Plan for 2017 – vision and strategy recap and corresponding main activities, milestones, events.
2. Natural capital programme
3. MAVA GEC Steering Group representation
4. New Member growth
5. SG Meeting in March – provisional agenda

### **1. GEC Plan for 2017 – vision and strategy recap and corresponding main activities, milestones, events.**

The Steering Group's role is strategic rather than operational. We need to agree the strategic priorities for 2017. There are potentially many activities, milestones and events, and in this first call for 2017 we introduced them, sought questions and clarifications, and aim to gain overall agreement. The detail of some of them will need focused discussion in further SG calls early in 2017, e.g. the distributed operating model for GEC.

Our agreed network vision and four core activities were tabled for reference:

#### **RECAP - Our network vision**

- By 2020 we will mainstream the global green economy concept ensuring it means an economy that reduces inequality and poverty, increases the inclusion of all stakeholders and respects environmental limits.
- By 2018 we will have established understanding that the transition from brown to a green economy is underway, desirable and good value; and that the prize is one of economic resilience, prosperous communities and reduced environmental risks.
- By 2018, we will have supported inclusive civil society movements in at least 7 developing countries and 3 regions have the capacity to support the development and implementation of green economy policies at national, regional and international levels.
- By 2018, civil society, small businesses, policy makers and researchers are working closely together to implement changes to policies, practice and legislation to support just transitions to green economies.
- By 2020, we will have influenced key global institutions so that transformative enabling policy on 5 areas of green economy are emerging. Those five areas are: adoption of new measures of economic performance, finance sector development to support greater green economy investment, improved sector transitions with a particular focus on small and medium sized enterprises (SMEs), policy on economic democracy and fairness, economic tools and policy to support healthy natural world.
- By 2020, the GEC network will be 100 collaborating organisations, with agreed and effective ways of working, a secretariat of 10 people, fully funded projects and core.
- By 2018 we will have developed our core funding to cover new emergent areas and projects.

#### **RECAP - GEC strategy has four core activities:**

1. Building a compelling story through global advocacy, and coherence through knowledge platforms.
2. Collaborative action on five policy areas (measurement, finance reform, sectors, people, and planet)
3. Mobilising action through dialogue
4. Strengthening our network

**In response to our vision and four core activities, the proposed 2017 GEC priorities are:**

1. **GEC launch new website** – beacon of hope, clarity and inspiration, connecting, empowering, informing.
  - **Status:** The website will be live late March/early April. Priorities for redesign include stronger focus on national dialogues and the state of each policy area and our members' work. Improved navigation for different audience groups (policy, business, NGO) to help them understand what it means for them
  - **Main 2017 Activities:** GEC member consultations, GEC national dialogue partner site developments, GEC Big picture refresh, main messages development and site build.

**SG comments on Website:**

1. **Be clear on how we are different to GGKP site how we add value**
2. **One added value is being a place of Dialogue**
3. **We need a harder edge on the Brown economy**
4. **Website needs to be only one component of communications strategy more broadly e.g. we need to be strong on Social media**

**OG ACTION - to feedback SG comments to web design team**

5. **Five Policy areas active:**
  - 2.1 **Measure What Matters phase II.** In partnership with IIRC and ICAEW. Approximately £100k pa secured.
    - **Status** – Setup phase.
    - Two project streams - 1<sup>st</sup> ICAEW led, 2<sup>nd</sup> GEC and IIRC led. This project is about linking the capitals model to Green Economy and SDGS – using the MWM first phase resources
    - **Main Activities 2017:**
    - Consolidate core team and project plan. Commission research. Allocate budgets.
  - 2.2 **Finance reform.** Led by Finance Watch. Approximately £400K pa secured.
    - **Status:** set-up phase
    - This project is about linking the UNEP Inquiry performance framework to a civil society dashboard, plus finance for natural capital-based green economy investment
    - **Main Activities 2017:**
    - Detailed project plan, ongoing collaboration with UNEP Inquiry
  - 2.3 **Greening sectors – EC dialogue funding allows us to support National SME networks.**
    - **Status** – Developing SME networks in dialogue countries.
    - More work on Informality desirable
    - **Main Activities 2017:**
    - Support development of Informality research and SME approaches in dialogue countries
    - **SG – what is out global SME plan?**

**OG ACTION – to develop a global SME plan**

- 2.4 **Green Must Be Fair.** Led by CAFOD. Target £1m pa funding to be sought for GMBF.
  - **Status:** Partner team and scoping achieved. Need to secure funds to develop further.
  - **Main Activities for 2017:**
  - Develop GMBF narrative and project pitch for funders
  - **SG – what is the pipeline for funding GMBF? Can Equity Trust help access funding?**

## OG ACTION to develop funding pipeline for GMBF

2.5 **Economics for Nature** (Natural capital) programme – Led by GEC secretariat. £1.6 m pa (£9.6 M over 6 years)

- **Status:** set up phase. 4 main partners leading a 4 strategy programme.
- Note: cross fertilisation of funds from this pot fund the MWM and Finance reform projects
- Project detailed in Agenda Item 2 below.
- **SG comments. There is a lot going on with Nat Cap. We need to be clear how we add value and how we enable/connect to other initiatives. E.g. PEP**

## OG ACTION: Develop positioning paper on nat cap and landscape stakeholder plan

6. **National dialogues start delivering. Led by GEC Secretariat and IIED.** Euro 3.5m secured with EC and MAVA.

- **Status:** Started in March 2016 in India, Caribbean, and South Africa. Starting in Uganda, Peru, Senegal and Mongolia. All local partners active.
- **Main Activities 2017:**
  - GEC web site redeveloped (see above)
  - Accelerate country dialogue processes.
  - Establish GEC-PAGE partnership as best practice country support
  - Funding sought for additional dialogue countries (targeting PAGE and GGGI funders)
  - How to link international policy to country
  - Brazil

7. **GEC strengthens network:** Led by GEC Secretariat. Funded through each programme above. No core funding.

- **Status:** GEC Network active and healthy. Growing in reputation, impact, projects, funding, membership and secretariat size.
- **Main 2017 activities:**
  - Develop distributed delivery model (through members) and agree Secretariat hosting (second 3-year IIED agreement coming to a close)
  - Pursue new partner growth, consolidating and professionalising existing relationships.
    - **SG discussed about the need for a partner Growth strategy that would expand both geographical diversity and thematic diversity. It also need to address the how to go more mainstream – grow our influence AND maintain our niche identity.**

## OG ACTION to develop partner growth strategy

- Continue to support GE/GG institutional collaboration meetings; and reflecting on these to further home GEC's niche
- Hold new 'GEC Friends and Founders CEO' event. Date tbc.
- Hold GEC 2017 annual summit (Provisionally Pretoria in November)
- Grow Secretariat – 3 further FTEs plus Steve Bass retained as 0.1FTE Strategic Advisor to GEC

## 2017 Project milestones and associated:

January - Allocation of funding to Economics for Nature programme, to MWM phase 2, to Finance reform.  
February – Develop Nat cap team  
March - GEC New Website launch, Berlin PAGE  
September – Friends and Founders dinner (TBC)

## **SG Signed of GEC ACTION plan for 2017**

### **2. Natural Capital programme**

GEC has won backing from the MAVA Foundation for a large programme on Natural Capital. GEC secretariat wish the GEC SG to be clear on the strategy and to help connect it to other initiatives. OG described the new programme in detail.

It has four interdependent strategies, each to be led by different partners. The overall programme is sizeable and intended to last for the six years. The overall programme will be co-ordinated by GEC, under Strategy 1.

#### **Strategy 1: Demonstrate, communicate and orchestrate the value and adoption of Natural Capital based Green Economy transitions**

##### **Main Partner – Green Economy Coalition Secretariat**

##### **Description of the strategy and the main activities:**

The momentum around Green Economy has opened up a new and unique political space to make the case for the importance of Natural Capital for preventing ecosystem decline. National development ambitions around the world are increasingly connected with Green Economy transitions, but the importance of natural capital for these transitions are under appreciated. We can address these problems and accelerate the transition through stronger communication with all stakeholder of the importance of Natural Capital strategies for delivering development outcomes.

**Activity.** Coordinate the overall action, ensuring all strategies add up to the results chain

**Activity.** Communicate the need for and value and the risks of Natural Capital based Green Economy transitions to society

**Activity:** Establish the framework of capitals, SDGs and Green economy – addressing the substitutability of capitals

**Activity:** Develop a transition tracker for national adoption of Natural capital based green economies

**SG wants programme to be clear on the Politics to theory of change**

**SG wants to be clear on programme Risks**

##### **OG ACTIONS:**

**Share programme initiation document when complete (risks defined and actions understood)**

**Involve SG in capitals work**

**Seek synergies on tracker with other institutions – including UNEP**

#### **Strategy 2: Integrate and connect Natural Capital communities with Green Economy communities**

##### **Main Partner –Scottish Wildlife Trust**

##### **Description of the strategy and the main activities:**

For Natural Capital based ecosystem protection to succeed it must be thematically integrated within the Green Economy policy toolkit and embraced by key stakeholders But this can only be achieved through the opening up of spaces for dialogue on Natural capital, Natural Capital in Green Economy, and clear links with mainstream environmental protection. We must ensure there are explicit spaces for dissent and open improvement of Natural

Capital strategies, valuation and regulatory deployment; engaging critics, practitioners and civil society. This is to ensure the concept gets wider ownership and addresses its perceived or real failings

**Activity. Create fora for exploration of Green economy and Natural Capital convergence**

Create international and national spaces where advocates for natural capital approaches can engage with green economy/green growth practitioners. At international levels curate a credible and structured debate so that disagreements can be clarified and practical compromise can be found as the best way forward.

- We have explicitly agreed with SWT (World Forum on Natural Capital) to make their next forum about Natural Capital, SDGS and Green Economy.

**SG ACTION to hold the date 28<sup>th</sup> and 29<sup>th</sup> November for the conference**

**Strategy 3: Improve Natural Capital Valuation and consolidate into GE policy advice**

**Main Partner– Green Growth Knowledge Platform**

**Description of the strategy and the main activities:**

Delivery on ecosystem protection requires that the theoretical framework of Natural Capital approaches is made robust and best practice identified. This calls for stronger integration within a Green Economy paradigm and better understanding of the practicalities of deploying natural capital markets and valuation on the ground. Moreover, new accountable institutions need to be created to manage the transition from incomplete and informal valuation of ecosystems to a more comprehensive regime. Protections for the poorest and traditional stewardship roles are essential.

**Activity. Consolidate lessons learned and best practice on Natural Capital**

**Activity. Develop research theme around Natural Capital markets that work**

**Activity: Expand understanding of the role of Natural Capital within Green Economy**

**Activity: Recommend Natural Capital in influential national and global GE/GG policy advice**

**Strategy 4: Increase investment in Natural Capital**

**Main Partner(s) – Finance Watch**

**Description of the strategy and the main activities:**

For Natural Capital to have influence on national and global level ecosystems, markets must recognise the value in protecting ecosystems and the systemic risks of failing to do so. Capital market and global finance must be made aware of the market opportunity of effective ecosystem management - subject to national and regulatory oversight. We will work to create recommendations for financial reform that can deliver sustainable, practical natural capital markets that meet the needs of local and national stakeholders. Once identified, we must work with key financial players to deliver increased funding to best-practice pilot projects that can stress test successful natural capital shames in new geographies.

**Activity: Expand the macro framing of finance reform for natural capital based green economy investment**

**Activity: From the macro framing focus in on finance reform proposals to support investment in Natural Capital**

**SG overall comments and ACTIONS:**

- **SG Support the programme.**
- **However, some concern about this large investment dominating the GEC portfolio. OG confirmed that investment had flexibility and allowed further investment in supporting policy work for Measure what matters and Finance reform.**
- **SG concern of overlap with other initiatives explicitly:**

- **NC policy forum** World Bank, countries, PEP EC policy alleviation – organisations to pick up legacy. Involving Landscape players. NC resolution at UNEA. Government’s declaration. UNEP finance initiative – natural capital finance. Pavan. TEEB – in general.

**OG ACTION – to create a clarity of how this programme contributes and links**

- **Capitals paper drafted – what we mean and what are the challenges. Keep us honest on the risks of natural capital approaches**
- **Questions about Mava’s overall sustainable economy strategy and the positioning of this work and links to other elements**

**OG ACTION – to seek links to other MAVA sustainable economy programmes**

### **3. MAVA GEC Steering Group representation**

OG drew SG attention to previous SG decisions October 23rd 2015 Steering group minutes – **item 2 The GEC Steering group – “**

- Adding one or two GEC funders to the SG – funding is a priority for us, and funders will want to have a say in steering the GEC:*
- SG Decision: We should appoint new funding members. EC and possibly MAVA. Action: OG to follow up with EC and MAVA”**

This conversation was had in context of the impending EC contract signing and the request as part of this deal, the EC would be welcomed to the Steering Group. In addition, if, as seemed likely, if the GEC secured sizeable funding from MAVA, the offer of a steering group place would also be made to MAVA.

**SG DECISION to invite MAVA foundation to join GEC SG.**

**OG ACTIONS:**

- To invite Holger Schmid to join GEC SG**
- To ask MAVA to complete GEC Membership form**

### **4. GEC New partners For SG discussion and decision**

- Application from the [Equality trust](#) which was set up by the authors of the ‘The [Spirit Level](#)’ to continue their influence on Inequality. Director Bill Kerry attended the GEC summit in the summer, and wrote a [blog for us](#). OG recommend them to the coalition, as they bring empirical knowledge of inequality and will be a valuable asset in our Green Must Be Fair programme/team.
- SEI - Delayed till March
- Main areas for membership development:
  - New programme area stakeholders – recruited through programme activities.
  - Business
  - Finance

**SG DECISION: To welcome Equality Trust to GEC**

## **SG discussion on the need for a Growth Strategy**

### **OG ACTIONS:**

- 1 Develop Growth Strategy**
- 2 Prioritise - Make contact with business networks active close to our agenda and partners for GMBF programme**

### **5. AOB – strategic actions outstanding**

- **Distributed delivery model.** GEC steering group asked OG to create a paper on 'GEC Planning for Growth - the Distributed delivery institutional model' and hosting arrangements

### **OG ACTION to deliver it to Steering group in March 2017.**

- **PAGE Berlin Ministerial 26<sup>th</sup> to 28<sup>th</sup> March.** Strategically important GE event with many of most relevant stakeholders.

### **OG Action – enable GEC partners to be there in force and with clear positioning, messaging**

### **NEXT GEC Steering group MEETING: March, 23<sup>rd</sup>, 12.30pm-2pm, UK. Agenda likely to include:**

- GEC distributed delivery model
- GEC secretariat and hosting arrangements
- GEC @ PAGE Ministerial
- New partners