



SUMMARY REPORT

6th GLOBAL MEETING, IUCN HQ, 26 – 27 FEBRUARY, 2013

EXECUTIVE SUMMARY

The overarching objective of our 6th Global Meeting was to define and agree on our shared work-programme for phase 3 (2013 – 2015).

1. Since Rio+20, there has been an escalation of green economy activity amongst governments, businesses and international organisations with a particular focus on 'green growth' which tends not to address issues of equity, inclusion or ecological limits. However, more broadly, the global context is still one of a 'brown economy' landscape. This necessitates strong civil society participation both to engage with the green economy / growth agenda and to ensure wider understanding of the green economy concept, policies and practices in mainstream circles.
2. The Green Economy Coalition (GEC) is well placed to tackle these challenges due to its scope, diversity, shared vision and history of working together.
3. Members and friends are committed to the work of the GEC in a new phase, 2013-2015. Phase 3 will mobilise our networks to engage with key economic actors in order to champion **green economies founded on equity, inclusion and ecological limits**. As coined at the meeting, the GEC is committed to 'equity through a green economy'.
4. The GEC core activities (dialogue, knowledge sharing, collective influence) remain valid for this next phase. The five thematic project areas: 1. Measuring What Matters; 2. Financial Sector Reform; 3. Greening Economic Sectors; 4. Investing in People; 5. Managing Natural Systems were well received among the members and provide a useful framework for collaboration. Members clustered themselves around each theme and committed to taking them forward.
5. Members will collectively and individually continue to **support green economy dialogues**, particularly by linking to existing processes, such as PAGE, and commit to sharing updates, lessons and analysis across the network. The practice of multi-stakeholder dialogue will be built into all of our five thematic project areas.
6. The GEC shared narrative is the 'glue that sticks us together'. This now needs to be strengthened with 'evidence and relevance'. The GEC will **expand our knowledge-base** at the national and local levels to capture stories, analysis and evidence across our work portfolio as well as monitoring relevant trends impacting our agenda. Members will explore ideas for media friendly campaigns; as well as build stronger relationships with existing platforms, e.g. Green Growth Knowledge Platform (GGKP).
7. In line with phase 3 objective to **influence mainstream economic power** including the G20, World Economic Forum, national governments, and business, the GEC will collectively lobby on a set of enabling policies for the transition - examples of which should meet our core principles (equity, inclusion, limits). The GEC will not benchmark governments but instead will turn our 9 Principles for a Green Economy and associated policies into a checklist to use as a dialogue tool with governments.
8. Metrics are very high on the international agenda. The added-value of the **Measuring What Matters** project is that it links the metric discussions at the corporate, national and international level and ensures that green economy measures are coherent across all. Members expressed a strong commitment for the project going forward.
9. Members agreed that **financial system reform** is a necessity for the transition to a green economy. Members would like to expand the network to include financial experts, and also to improve their own



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capacity on the issues. The GEC will develop the financial reform narrative to show its relationship to green economic investment as well as the role that sustainability banks play in the transition.

10. The new EC-funded project to develop an exchange network of best practices for SMEs is in line with GEC objectives for **greening economic sectors**. Members would like to see a greater link to the global south, as well as to existing expertise in ILO, UNEP and UNIDO. Project leads should update network with opportunities to engage and collaborate.
11. Members agreed that **'equity is our heartland'**. GEC needs to map out and engage other actors in the 'social' GE space, as well as to continue to engage directly with the 'dark side' issues. Members would like to see a closer relationship with ILO and labour movements on issues of the just transition, social protection, jobs and livelihoods. GEC should also build on the 9 principles.
12. Members agreed that **natural capital valuation** is at the heart of controversy on green economy and should be a priority issue for a GEC thematic dialogue. It is important to differentiate between valuation as a tool and the use of valuation results in financial mechanisms; and ensure that the design of valuation methodologies are inclusive.
13. Members are satisfied with the running of the GEC and consider it good value to their organisations. The next phase will see a period of expansion of membership, particularly developing countries and appropriate private sector and financial sector organisations, and move towards a 'network of collaborating partners'. The Steering Group membership and decision-making process will be made more transparent, and it will also include representatives from business and finance.

ACTIONS

	Actions	Who?
Overarching	1. Launch new phase by publishing / distributing meeting report to key stakeholders	Secretariat
	2. Use a matrix structure between 'core activities' and 'thematic projects' so that they support each other	Secretariat
	3. Suggest organisations, particularly from the south and from appropriate private sector / finance, who we should now engage	All members
	4. Use GEC newsletter and website to share relevant articles, blogs, publications, info-grams etc. with the network. Just contact Emily	All members
Core Activity: Dialogue	5. Develop guidance note on conducting GE dialogues based on experience so far	IIED, Eco-Union
	6. Share all knowledge of dialogue processes with secretariat and other members via GEC website, newsletter etc.	All members
	7. Establish action working group within secretariat to support and exchange knowledge on dialogue processes	Secretariat
	8. Build dialogues into all of our five project activities and proposals	Thematic project leads, secretariat
	9. Provide all members with regular updates on regional hubs, e.g. India and South Africa, and identify other potential regional 'hubs'.	Secretariat
Core Activity: Sharing knowledge	10. Conduct a heat-map of GEC member expertise	IISD, secretariat
	11. Link to GEC website across all member websites; link GEC secretariat to Comms team contacts	All members
	12. Explore collaboration with GGGI Knowledge platform (and other	Secretariat, UNEP

	similar networks and platforms)	
	13. Monitor, share and comment on global trends impacting the GE agenda (e.g. website + newsletter)	All members
	14. Explore and collaborate on more media-friendly campaigns (e.g. letters to G20, events, viral content, etc.)	VC, GRI, ILO, DA, SEI, WWF, IIED, secretariat
Core Activity: Influence	15. Build on GEC submission to Rio+20 zero draft to lobby on enabling policies	IUCN, thematic project leads, secretariat
	16. Turn our principles and policies into a 'checklist' of the transition to open dialogue with governments	SEI, IUCN, thematic project leads, secretariat
	17. Convene an internal policy team to develop and implement 'corridors of power' strategy	Secretariat
	18. Build dialogues into all thematic project proposals and activities	Thematic project leads, secretariat
1. Measuring What Matters	19. Update all members on the project timeframes and milestones, and opportunities for other members to collaborate	Project leads + EM, DA, IUCN, SEI, GFN, secretariat
Project leads: IIED, A4S, IIED, GRI	20. Link to work underway in the GGKP and 2014 UNEP platform; and explicitly link with other GEC thematic projects	Project leads, secretariat
2. Financial reform	21. Develop macro narrative on financial reform and relationship to green economics	Project leads + GFN, IISD, Anglia Ruskin, IUCN, UNEPFI, WWF, EM
Project leads GABV, EM	22. Coordinate an online learning session on financial system reform	EM, secretariat
3. Greening economic sectors	23. Deliver EC funded project to exchange network of best practices.	Project leads: SEI, UPRC, CEPS, JIN, Ecologic.
	24. Update GEC members on the project timeframes, activities and opportunities to collaborate	Project leads + ILO, UNIDO, WWF B&I, DA
Project leads: SEI, UPRC, CEPS, JIN Eco-Logic	25. Link to work by ILO, UNEP and UNIDO	Project leads: SEI, secretariat
4. Investing in People / Equity through a GE	26. Engage more organisations, particularly in the south, and Latin America working on the social space of GE	Project leads + EcoUnion, IUCN, SEI, WWF
Project leads: DA, IIED, VC, ILO, ITUC, IISD, STEPS	27. Develop stronger linkages with ILO and trade union movement to develop stronger narrative on livelihoods, jobs, social nets and the just transition.	ILO, ITUC, secretariat
	28. Lead knowledge-sharing of 'dark side' of GE issues (trade protectionism, land grabbing, etc.) through network, e.g. website, articles, newsletters etc.	Project leads
5. Managing natural capital	29. Convene internal team to further define project and find funding sources. Interested members include: WWF, UNEPFI, PBI, VC	Project leads, secretariat
Project leads: IUCN, IIED, SEI	30. Explore option of a GEC thematic dialogue on natural capital valuation amongst members	Project leads, secretariat
GEC governance	31. Include issue of SG transparency and decision making on SG agenda	Steering group, secretariat
	32. Identify new funding opportunities with collaborating partners	Secretariat, all members
	33. Include secretariat staffing scale up on next SG agenda	Steering Group, secretariat



OVERVIEW OF DISCUSSIONS

The Green Economy Coalition (GEC) came together on 26-27 of February 2013, at IUCN's offices in Switzerland, to plan our collaborative work for the period 2013-2015. Over the two days, we discussed the origins and history of our collaboration. We analysed the current context for a green economy by reviewing the emerging political, economic, science and business landscape and the activities of key players. We agreed on the need for the GEC to continue and on the proposed activities and objectives for the next two years. We reviewed the working of the coalition and made recommendations for improvement.

LOOKING BACK

In reviewing the work of the GEC since its inception in 2009, we noted much of our strength as a global network has come from our ability to mobilise partners through dialogue processes and promote 'inclusive green economies' relevant to different country and regional contexts. The 9 Principles for a Green Economy came from this dialogue approach creating further ownership and buy-in from a wide stakeholder base. We have been consistent in championing fairness, inclusion and ecological limits within our green economy narrative, but we have refrained from a set definition and instead created a framework (the big picture) that has helped us articulate and orientate the many strands of green economy. We have used this frame to create an opportunity narrative defining policies for green economy, the Green Economy Pocketbook, around which we lobbied at Rio+20.

Some of the strengths of working as a coalition include our understanding of green economy, our global network, our collective brand, our diversity, and our position as the leading civil society voice in this agenda. We noted that together we tackle challenges too big or complex for any one organisation.

A CHANGING LANDSCAPE

During this session, we heard how activity around a green economy is accelerating, with many actors scaling up their activities and new actors emerging. We heard that the scientific community is responding with The Future Earth Initiative, a ten year research programme aimed to mobilise scientists around the world to develop the knowledge to respond to the risks and opportunities of environmental change.

- GEC challenge is to ensure that the social sciences connect many of the solutions to the green economy agenda

We also heard about some of the business responses using the lens of the World Economic Forum. Their focus is to support green growth through their Green Growth Partnerships Initiative. Working with national governments (South Africa, India, Kenya and others coming on line) and financial services and investment communities, they will design national investment strategies for sectors: energy, transport, agriculture, water and green infrastructure.

- GEC challenge is to engage with the WEF constructively, perhaps through their focus on 'resilient dynamism', while championing equity and environmental limits

We heard about the response with the UN system, particularly the Partnership Action for Green Economy (PAGE). PAGE is a collaboration of ILO, UNEP, UNIDO and UNITAR. Building on the existing initiatives and expertise of the four agencies, PAGE aims at providing countries with a full range of integrated services and tools facilitating their national green economy plans. The partnership intends to mobilise social awareness and special training, and foster policy development and implementation, as well as knowledge sharing and policy dialogues.

- GEC challenge is to engage with PAGE both at an international level and in country.



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In the discussions, we also acknowledged that there are some major legitimate concerns amongst some civil society groups on issues with the green economy term. These concerns include:

- Risk that green economy approaches will commoditise nature
- Potential failure to improve the lives of the poorest
- Concerns that we cannot decouple 'growth' from the environment
- Risk that powerful countries will evade responsibilities to tackle unsustainable consumption and production patterns

During the discussion, members commented that there is still need for greater clarification of the difference between the terms 'green growth' and 'green economy', although it was also agreed that our understanding of green economy is firm: it explicitly aims to improve economic inclusion and equity and recognises environmental boundaries and seeks to improve the state of the environment; whereas 'green growth' focusses more on investment for green sectors.

Key points:

- We are seeing an escalation of green economy activity post Rio+20; however there is a risk that it is being defined more narrowly than we would like with inadequate focus on improving environment, equity or inclusion. More broadly, we are still in a predominately 'brown economy' landscape.
- GEC needs to hold firm on its understanding of a green economy, and challenge more narrow definitions.
- GEC needs also to continue to create a compelling case for the transition from a multitude of different perspectives.

OUR OBJECTIVES, OUR AUDIENCE

During this session, we reviewed four proposed objectives for the next phase that build on our current strengths and tackle the emerging issues on the horizons:

1. Ensure that ecological limits, inclusivity and equity underscore green economic policies and activities at all levels
2. Shape the agendas of 'economic power': G20, World Economic Forum, business leaders and SME's.
3. Drive green economy coherence across policy processes and stakeholder groups (business, governments, civil society)
4. Ensure that we grow and maintain our position as the clearest, most influential civil society voice on green economy

Over the course of discussions, it was noted that our heartland is that of equity. We need to be creating the case, evidence and narrative for 'equity through green economy' achieved by championing inclusion, and representing environment. We discussed ways of engaging a much wider public; as well as how we best share best practice and influence our target audience.

Members agreed that the overarching goal for the next phase is to engage with economic power at the national and international levels



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SHARED WORK PLAN (SESSIONS 5 – 10)

Our proposed work plan for phase 3 divides into **three core activities** and **five thematic projects**.

Members agreed that the GEC's three core activities (dialogue, knowledge sharing, collective influence) remain valid for this next phase

Core Activity 1 – Dialogues:

In this session we discussed some of the value that dialogues create both in informing our understanding but most importantly empowering more people to define and own green economy change within their own contexts.

Key points

- GEC should support more thematic and geographical dialogue processes (online and in-person). Above all, our dialogue approach is about mobilising and empowering – actively promoting inclusion.
- Geographical dialogues will be led by individual coalition members, both new dialogues and piggy backing or linking to existing processes (such as PAGE).
- Partners will work with the secretariat to leverage other coalition members resources and so that the lessons learned are shared across the Coalition
- GEC should develop a geographical (i.e. national/regional) dialogue process guidance in order to scale up a quality approach.
- Secretariat should encourage dialogue exchange, local to local and local to global.
- All partners are to consider the move to more permanent dialogues – hubs (as in recent GEC partnership with SA and India)
- Dialogue is a common theme to all of our five thematic projects and should be built within them. Explicitly, we will seek to ensure any thematic dialogues are based around our thematic projects
- Secretariat will set up an action working group for dialogues

Core activity 2 - Sharing Knowledge: communications and narrative – Big picture phase 3 - Evidence and Relevance:

In this session we discussed ways of co-creating and improving our shared narrative, which is the 'glue that sticks us together', and the need for this to evolve to include more practical evidence.

Key points:

- GEC should expand knowledge-base at the national and local levels to capture stories, analysis, examples and evidence across our five themes of change; as well as supporting a growing network of green economy practitioners to share their experiences and evidence of different policy measures, encouraging debate and exchange.
- One of our added-values as a network is the ability to monitor global trends and to support knowledge sharing across the different communities (Heat-mapping of issues).
- Sharing knowledge was a common theme to all of our five thematic projects and should be built within them.
- All members should link to GEC website from their own pages.
- We will explore collaboration with Global Green Growth Knowledge Platform

Core team: IIED, GEC secretariat, member's communication departments

Interested partners: VC, GRI, ILO, DA, SEI



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Core activity 3: Influence and policy

In this session we discussed the importance of standing behind key enabling policies to catalyse and accelerate the transition, as well as the potential for a GEC 'product' or 'index' that would assess governments against their progress.

Key points:

- GEC should build on the experience of the 'zero draft' to generate a set of policies that will speed up the transition while meeting demands for equity, inclusion and limits.
- Benchmarking governments risks alienating them. Instead, we should consider transforming principles and policies into a checklist for green economy transition that we would use in discussions with governments.
- Each thematic project should have an influence objective and audience, and these should also be reflected in our core influence strategy
- An internal policy team should develop comprehensive influencing strategy, and all members should forward on ideas for influence priorities (events, processes.)
- To influence economic power then GEC needs to be active at international processes; needs to engage with mainstream actors including G20; WEF; national governments; needs to make our agenda relevant to what is happening every day; needs to engage alternative players, e.g. SMEs.

Core team: GEC secretariat, thematic project leads.

Interested partners: SEI, IUCN.

Members agreed that the GEC five thematic project areas (Measure what matters, Finance reform, Greening sectors, Investing in people, Managing natural systems) are on the right agenda and have strong support.

Thematic Project 1: Measure what matters (Measurement and governance)

In this session we discussed how international development goals and metrics are a proxy for deciding priorities for action. As such, it is important that the GEC uses this window of opportunity to intervene in these processes to ensure there is a clear link between global and national priorities and green economy delivery.

Key points:

- The current Measure what Matters project adds value to the broader metrics debate because it links corporate, national and global discussions.
- The project should draw links to other thematic projects (especially finance, equity and natural systems) but should also link to external processes such as GGKP and 2014 UNEP platform conference.
- A core aim of project theme should be to influence the creation of core green economy measures that are coherent across international, national and corporate decision and reporting processes
- Once initial measurement analysis is done then it should be circulated around the coalition so that all members can contribute and input.

Core team: GRI, IIED, A4S, SEI, GEC secretariat

Interested members: Ethical Markets, Development Alternatives, IUCN, Global Footprint Network, Sustainable World Initiative



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Thematic Project 2 - Banking because the future matters (Influencing financial flows)

In this session we explored the different ways in which financial system reform is an essential component of the green economy transition. There was a strong agreement across the network that this theme needs to be developed further.

Key points:

- Further develop our shared macro finance change narrative to show the relationship between financial system reform and green economic investment;
- Strengthen the case that sustainability banks offer an effective route for sustainability investment, particularly for SMEs (thematic project – on sectors)
- Engage with the financial policy system (HQ in Basel)
- Offer a '**how to engage with financial policy reforms processes**' for all coalition members.

Core team: GABV, Triodos, Ethical Markets, GEC secretariat

Interested partners: Global Footprint Network, IISD, Anglia Ruskin, IUCN, UNEPFI, WWF

Thematic project 3 - Greening sectors and business

In this session we acknowledged this is a very broad area of work that may require multiple projects. We could either focus on the nexus or single sectors (food, energy, transport, housing, cities and infrastructure).

Key points

- The EC funded project to develop an exchange network of best practices aimed at private enterprises, the academic research institutions, business networks and the wider business community, with a special focus on SMEs, fits into our broader strategy and offers a useful lens into greening economic sectors.
- The project needs to engage SMEs in the south as well as within the EU; and it should also build far greater links with existing expertise in the ILO, UNEP and UNIDO
- Coalition members are encouraged to showcase their best practice sector knowledge on the GEC knowledge base

Core team: Stockholm Environmental Institute, University of Piraeus Research Center (UPRC), Centre for European Policy Studies (CEPS), Joint Implementation Network (JIN), Ecologic Institute

Interested partners: Eco-union, ILO, UNIDO, SEI, WWF B&I engagement, Development Alternatives

Thematic project 4: Investing in People / Equity through a green economy

In this session we saw an enthusiastic endorsement that '**equity through green economy**' was our heartland. "We can be the conscience of GE". Our ambition is that in the future people look at green economy and see inclusivity, equity and a new economic structure approach for sustainable development.

Key points

- There is a wider group of stakeholders involved in the 'social' side of GE, that GEC needs to better engage – particularly on the 'dark side' of GE (e.g. trade protection, land grabbing etc.)
- Our entry point is around equity, employment and livelihoods. As such, we need closer links with the ILO and trade union movement.
- We should build on nine principles
- Be aware that many of the barriers to equity including: the rich and powerful countries, some industries and corporations, lack of knowledge etc. We can help define these barriers.

Core team: Development Alternatives, Vitae Civilis, IIED, ILO, ITUC, (Poverty/ green grab) – STEPS

Interested partners: IISD, ILO, Steps, Eco-Union, IUCN Laura, SEI, VC, WWF



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Thematic Project 5 - Valuation to Action (Managing Natural systems and capital)

This session we discussed the role that valuation has in the shift to a green economy. We acknowledged that valuation sits at the heart of the controversy around green economy, but that it brings together so many diverse perspectives that we need to explore it in more detail.

Key points:

- There are many different issues at stake in relation to valuation, and great deal of 'noise' around the issue. As such, the issue deserves to be explored through a thematic dialogue convened by the GEC.
- It is important to differentiate between valuation as a tool and the use of valuation results in financial mechanisms
- Some participants expressed that it is proving difficult to link valuation to planetary boundaries
- Design of valuation methodologies should be inclusive and transparent (bringing different values and stakeholders in)
- Valuation generates relevant information that should lead to the application of regimes and mechanisms that result in a sustainable and equitable natural capital management
- It will be important to reach out to stakeholders and groups in Latin America
- The secretariat should convene a small team to further define the project and find funding sources

Core team: IIED, GEC secretariat, TEEB for Business, Planetary Boundary Initiative, WWF

Interested partners: UNEPFI, Nathalie IUCN, SEI, WWF, VC, SWI

COALITION WORKING, FUNDING AND GOVERNANCE (SESSION 11)

Members agreed that as we move into phase 3, the GEC will become a network that collaboratively tackles implementation projects, which is convened and supported by the secretariat, governed by a steering group and funded by external sources (trusts, bi-laterals, project partners).

We discussed the strengths and weaknesses of past coalition working and how the new model should address our growth ambitions, our funding needs and improve the opportunities for collaboration.

Key points:

- Coalition members are broadly satisfied with the running of the coalition and consider it good value
- Improvements are requested to the transparency of steering group membership and decision making
- Steering group is to include representatives of business and finance
- Coalition is to move to a hybrid model of 'a coalition supporting a growing network of collaborating partners'. GEC secretariat is to develop this further.
- The secretariat is to seek new funds for GEC work with collaborating partners
- The secretariat can grow by 2.5fte (depending on funds)

In addition we acknowledge: Collaboration remains critical. We will create shared projects and pitch them collectively to funders. Without a defined role, each member's involvement in the GEC will continue on an 'interested party' basis.

What does this mean for the secretariat? Secretariat acts as project convenor, bringing each project together through an initial stage for a funding submission.

What does this mean for the Steering Group? We refresh the steering group focussing on 2 core capacities: decision making and leveraging resources while also looking for business and finance skills



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MEETING ATTENDEES

Adrian Ely, Head of Impact and Engagement, STEPS Centre

Chris West, Research Associate, SEI York

Constanza Martinez, Senior Policy Officer, IUCN

Corrado Topi, Senior Research Fellow, SEI York

Cristina Monge, Director, ECODES

Daniel Seddon-Daines, Project Manager, WEF, Accenture

Deborah Tripley, Director, Planetary Boundaries Initiative

Dorit Kemter, Knowledge Management Expert, ILO

Dorothea Seebode, independent Sustainable Innovation expert

Ed Barry, Director, Sustainable World Initiative

Emily Benson, Project Manager, Green Economy Coalition

George Scott, UNEP FI

George Varughese, President, Development Alternatives

Heinz Leuenberger, Director, Environmental Management Branch (EMB), UNIDO.

Holger Schmid, Programme Manager, MAVA Foundation

Ivo Mulder, Programme Officer for the Biodiversity and Water, UNEP FI

Jamie Brown, Project Director, BASE

Jérémie Fosse, President, eco-union & Director of Global Eco Forum

Kate Lines, Senior Coordinator, IIED

Kees van der Ree, Coordinator Green Jobs Programme, ILO

Laura Merrill, Business Development Adviser, Deputy Director General's Office, IUCN

Liz Carlile, Director of Communications, IIED

Lynda Mansson, Director General, MAVA Foundation.

Marek Harsdorff, Green Jobs Specialist, ILO

Mark Halle, Executive Director of IISD-Europe.

Martin Halle, Policy Analyst, Global Footprint Network.

Mei Wang, Director, Planetary Boundaries Initiative

Nathalie Olsen, Interim Head of the Economics Programme, IUCN

Oliver Greenfield, Convenor, Green Economy Coalition

Pietro Bertazzi, Manager Policy and Advocacy, GRI

Poul Engberg-Pedersen, Deputy Director General / Managing Director, IUCN

Richard McLellan Director, Footprint, WWF Int

Rubens Born, Executive Director, Vitae Civilis

Sally Jeanrenaud, Senior Research Fellow, University of Exeter Business School

Sarah Nolleth, Director, HRH the Prince of Wales's Accounting for Sustainability Project (A4S)

Sebastian Winkler, Director for Europe, Global Footprint Network

Steve Bass, Head of the Sustainable Markets Group, IIED

Steven Stone, Chief, UNEP's Economics & Trade Branch

Victor Anderson, Visiting Professor, Global Sustainability Institute

Víctor Viñuales, Executive Director, ECODES