

# GREEN ECONOMY PIONEERS: innovative approaches, business models, partnerships

Greening our economies is a job too big for a single institution. This is a journey for everyone.

Green Economy Pioneers is an exhibition showcasing innovative partnerships, research and approaches in the transition to greener economies. It highlights different facets of the transformation including alternative measurement systems, reforming finance systems, greening sectors, prioritising inclusion and valuing nature in decision making. But above all, it celebrates the real stories of transition: how communities, local banks, informal workers, small business, poor people, and entrepreneurs are driving change.

Come and find out what is already happening around the world, explore the latest research and talk to the organisations who are pioneering change from the ground up.

## Promoting green entrepreneurs – hosted by SEED



**Arab Hoballah,**  
Executive Director,  
SEED

Far from parliamentary halls or large company boardrooms a wave of innovation is taking place around the world. In this stand, SEED demonstrates the wealth of green innovation by entrepreneur's from micro, small and meso enterprises. It also explores the policy landscape needed for small scale entrepreneurial initiatives to scale and be included in the Green Economy transition.



**Marion Müller vom Berge,**  
Compliance and Event  
Specialist,  
SEED

SEED will be accompanied by the SRI Global Marketing Partnership, a 2005 SEED Award Winner marketing indigenous and environmentally-friendly grown rice varieties in partnership with Farmers in Asia and East Africa.

## The informal economy: the world's largest private sector – hosted by IIED



**Paul Steele: Chief Economist, IIED**

In many developing countries the informal economy makes up 85 per cent of the economy – it where the poorest find work, housing, food and markets. For green growth to be inclusive then it must work alongside and in partnership with the informal economy. This stand will explore the linkages between Green Economy and the informal economy and showcase positive stories whereby policy makers have partnered with informal workers and communities in order to drive sustainability.

## Sustainable Energy for all: the German Energiewende – hosted by Agora Energiewende



**Susanna Mocker: Adviser, Agora Energiewende**

Germany's great energy transition, or Energiewende, has proved a success because it is founded on sharing community benefits and costs. It is one of the best examples of the green and fair transition at scale that is working. This stand will provide an opportunity for participants to learn more about policy delivery, lessons learned and opportunities.

## Promoting green start-ups – hosted by the Borderstep Institute



**Constanze Trautwein: Researcher, Borderstep Institute**

The Borderstep Institute for Innovation and Sustainability is active in the field of applied innovation and entrepreneurship research and committed to the vision of sustainable development. Borderstep is an independent research institute focused on entrepreneurial solutions for global challenges. Borderstep's research-driven projects focus on green innovation, sustainable entrepreneurship, climate change and energy efficiency in buildings and IT systems.



## Sustainable lifestyles – hosted by UNEP 10YFP

How is the 10-year framework of programmes (10YFP) supporting the transition to a green economy? Through its 6 thematic programmes on Sustainable Public Procurement, Consumer Information, Sustainable Tourism, Sustainable Lifestyles and Education, Sustainable Buildings and Construction, and Sustainable Food Systems, the 10YFP stimulates global action on Sustainable Consumption and Production (SDG12), which is critical to operationalizing a green economy. UN Environment serves as the 10YFP Secretariat and provides structure for the fostering of knowledge, experience-sharing and the fulfilment of initiatives, projects and efforts across various stakeholder groups. This stand will provide more information on what the 10YFP is doing and in particular has information on UN Environment's contributions to Sustainable Lifestyles and Sustainable Food Systems Programmes.



**Garrette Clark:** Programme Officer, Sustainable Lifestyles and Education, UN Environment



**Farid Yaker:** Programme Officer, Sustainable Public Procurement, UN Environment

## Moving the money – hosted by Global Alliance on Banking on Values (GABV) and Finance Watch



**Marcos Eguiguren:** Executive Director, GABV



**Benoît Lallemand:** Acting Secretary General, Finance Watch

Reforming our financial systems requires multi-layered action. It means large scale reform of the capital markets to ensure that green finance can be mainstreamed into the economy. At the same time, it requires that green investment reaches people and is rooted in local communities. This stand will demonstrate how our finance systems can be reformed at scale. It will also show how local banks committed to environmental and social goals are not only helping to accelerate the shift to a greener, fairer economy but are also providing more stable returns over the long term.



## SDGs, Green Economy and business - hosted by Institute of Chartered Accountants in England and Wales (ICAEW)



**Richard Spencer: Head of Sustainability, ICAEW**

The SDGs offer an opportunity to reframe the meaning of a successful economy. But the SDGs will only take hold if they are actionable at the corporate and national level. Led by ICAEW, this stand will highlight the steps they are taking to ensure the accountancy profession helps business engage with the SDGs and helps direct business strategies.

## Principles of Inclusive Green Economy – hosted by GEC



**Steve Bass: IIED Senior Fellow and GEC Advisor**

As Green Economy plans and initiatives begin to proliferate, what are some of the core principles that might underpin a transition? In the lead up to Rio+20 over 300 civil society organisations drafted some key principles. Are these still valid? What's missing? What would you change? Join us at this stand and cast your vote and opinion in an ongoing discussion on the principles for a green economy.

## Green Must Be Fair – hosted by CAFOD



**Graham Gordon: Head of Policy, CAFOD**

In 2015 global leaders made a stand against climate change, poverty and inequality. The signing of the SDGs and the Paris Agreement to tackle climate change represent a new global consensus on sustainable development. The urgent challenge moving forward is to ensure that economic planning reflects this transformational vision, and leaves no one behind. This stand will present some of the emerging research from civil society networks on the linkages between inequality and sustainability, and offer some practical pointers for tackling inequality from the start of a national Green Economy approach.



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## Just transitions and green jobs – hosted by ILO and ITUC



**Samantha Smith,**  
Director, Just  
Transition Centre



**Dorit Kemter, Technical  
Officer, ILO Green Jobs  
Programme**

From social protection measures for waste collectors in Brazil, to good transition agreements for coal and nuclear workers in Australia and the US, there are many examples of a 'just transition' in practice. Here ILO and ITUC will showcase some of the best examples whereby communities, consumers and workers are supported so that they can benefit from the transition to greener economies. It will focus on the policies, principles and good examples of 'leaving no one behind' that can be applied in different sectors.

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## Natural capital and Green Economy – hosted by WAVES and Natural Capital Coalition



**Mark Gough: Executive  
Director, Natural  
Capital Coalition**



**Sofia Ahlroth: Senior  
Environmental  
Economist, World Bank**

Reframing 'environmental limits' as natural capital and natural assets is helping businesses and policy makers at the operational and strategic level. This stand will highlight the work of WAVES to encourage governments to adopt natural capital policy and also the success of the Natural Capital Coalition in helping business make better decisions that include their relationship with nature.

## National transitions - hosted by PAGE and GEC

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**Oliver Greenfield:**  
Convenor, Green  
Economy Coalition



**Alexandra Galef,**  
Programme  
Management Consultant,  
PAGE

Every green economy must be rooted in local and national contexts, but there are some phases that all countries will likely go through in order to accelerate the transition. This stand will highlight some of the different phases of a national green economy transition – from inception to mainstream adoption. It will highlight the roles of policy leadership and societal demand in securing inclusive national green economies, and showcase a diversity of different transition pathways.

## Knowledge and stories of transition – hosted by GGKP and GEC



**Emily Benson:**  
Programme Manager,  
Green Economy  
Coalition



**Ben Simmons,**  
Head of Green Growth  
Knowledge Platform

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## Greening Trade, Greening Economies - hosted by IISD and UN Environment



**Anja von Moltke:**  
Head of Environment  
and Trade Unit, UN  
Environment

Trade has to be a key driver for achieving the implementation of the sustainable development goals. But currently trade itself, trade policies, trade negotiations and trade governance are not systematically designed to support the environment and trade. Capacity and leadership is needed to make trade “greener” and more inclusive.

Through the Environment and Trade Hub, UN Environment is assisting countries to strengthen sustainability aspects of trade, trade policies and trade governance. IISD is a major partner in this effort.



**Aaron Cosbey:** Senior  
Associate, IISD

Jointly, UN Environment and IISD are launching an on-line interactive guide to incorporating environmental provisions in trade and investment agreements. Easy to use and constantly updated, it draws on over 200 examples from 90 existing agreements, with links to full text and annotation to explain the significance of the various options. This is an invaluable resource for negotiators eager to understand what makes sense in their specific context, and how others have approached the same issues.

See: <http://www.iisd.org/toolkits/sustainability-toolkit-for-trade-negotiators/>

## Economics thought and taught differently - hosted by The Initiative for Transformative Economics



**Jonathan Barth:**  
The Initiative for Trans-  
formative Economics

The Initiative for Transformative Economics, an informal association of German economists, calls on the discipline to meet this responsibility: First, economists should reflect on their impact. Second, they should be transparent and communicate their implicit world views. Third, they should use the varieties of economic theories and methods to better understand how we can shape an economy, which provides sustainable and long lasting prosperity for us and our children.

Please note, there will be no physical stand, but please do come find Jonathan Barth to find out more about the Initiative