

Promoting the transition to the Green Economy

3rd meeting of Thematic Working Group

Developing the Green Economy programmes

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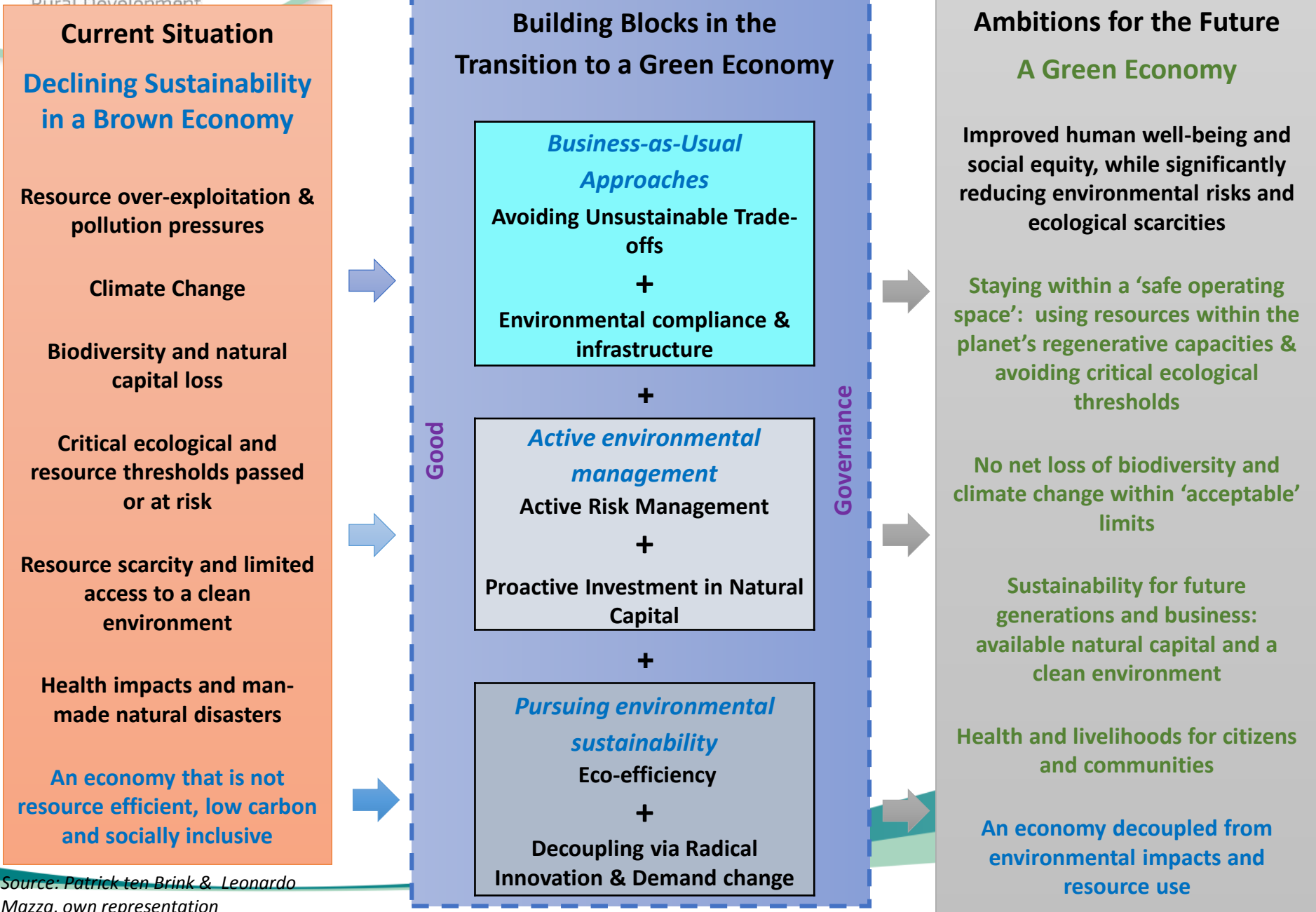
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What is the Green Economy?

United Nations Environment Programme
defines green economy as:

‘an economy that results in improved human well-being and reduced inequalities over the long term, while not exposing future generations to significant environmental risks and ecological scarcities’ (UNEP, 2010)

Making the Transition to a Green Economy



From projects to programmes



making the green economy a reality
through individual projects



making the green economy happen
through RDP programming and
implementation

Efficiency and effectiveness of public support

Is it delivering of green benefits **AND** economic benefits?

+ natural resources protected, conserved and enhanced

+ biodiversity + ecosystem services sustained

+ GHG emissions reduced, carbon stored

+ climate resilient

+ socially inclusive

+

+ jobs and skills

+ production potential

+ efficient sustainable businesses

+ new markets and products

+ economically viable rural communities

What does this mean for potential RDP beneficiaries?

- Understanding why moving their business or community into the 'green economy' is a good idea for **them**, now
- Knowing what the potential impact could be on their long-term business opportunities
- Having reliable, trusted and *locally relevant* sources of advice on best available technology, legislation, finance and how to develop their own ideas and plans
- Identifying and gaining access to new and existing markets for both 'private' and 'public' goods
- Having access to on-going advice and 'hand-holding'

What are the possibilities for managing authorities?

- Choosing and co-ordinating different Funds (and state aid)
- Working across sectors and institutional divisions (energy, climate, environment, agriculture, forestry)
- Using new sources of technical expertise
- Pro-actively 'green economy proofing' the RDP sub-measures and implementing decisions
- Tailoring and targeting packages of RDP support for specific green economy objectives

Is the key to delivering the green economy not just **what** the programme or project aims to achieve but **how** it is designed and implemented?

Thank you