



Horizon 2020 Societal challenge 5

Climate action, environment,
resource efficiency and raw materials

642018 RIA - *Green growth and win-win
solutions for sustainable climate action*

Summary of the First Global Dialogue Workshop

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1 Introduction

The first GREEN-WIN Global Dialogue workshop was held at magdas Hotel in Vienna from the 19th to the 20th of April, 2016. This was preceded by an intensive process of identifying and inviting stakeholders and designing the workshop process. The Dialogue was attended by 25 stakeholders and 14 members of the project team. It was supported by the 5 members of the team of Jill Jäger.

Following an Integrated Sustainability Assessment (ISA) methodology, this Global Dialogue has been envisioned as three-stage process: (1) Development of a common **Vision** for a Green Economy about 'where we want to go' based on practical experiences of the participants; (2) Development of a set of **Pathways** to achieve that vision and reframe the existing practices; (3) Learning and evaluating the lessons learned to develop set of high-level recommendations for action and engage in a series of outreach activities. Hence, the overall goal is to co-produce a transformative and engaging narrative, supported by ample grounded evidence, able to trigger the required changes for green development pathways.

The first dialogue workshop focussed on the first stage of this ISA process. The specific objectives were to:

- co-develop a vision of a green economy that integrates climate action, business opportunities, economic goals and sustainable development; and
- identify concrete strategies and practical examples of win-win solutions that would support this integration.

During the introductory session of the meeting the participants were asked not only to introduce themselves but also to highlight their areas of expertise. This was followed by a short scoping session identifying the challenges of linking climate goals and economic goals. The afternoon of the first day, the session was devoted to developing a vision of "the world we want in 2050", guided by the question "**What kind of economy for what kind of world?**"

On day 2 the workshop focussed on "win-win solutions". Working in groups, the participants identified a wide range of win-win solutions and presented some of them to the plenary. Then each group selected one solution and examined whether it would also help to achieve or whether it could be in conflict with sustainable development goals (SDGs).

At the end of the workshop, the stakeholders were asked to fill out an evaluation form. The results will feed in to the design of the next workshop. Overall, the 82% of the participants rated the workshop "good" or "very good".

2 The challenges of integrating economic and climate goals

2.1 Introduction

This session was designed to frame further discussions during the Dialogue. Participants discussed in small groups about the challenges of linking economic goals with climate goals. The main points were brought together in a plenary session. An overriding consideration to guide later discussions on pathways and solutions is that the challenges of linking economic goals with climate goals differ between developed and developing countries. The “green growth” paradigm is favoured in developed countries, while it has been seen sceptically by some developing countries.

2.2 Systemic challenges

Addressing economic goals and climate goals at the same time is challenging because of the complexity of the human-environment system as a whole. For example, with respect to the time dimension there is a mismatch in governance for short- and long-term economic goals. Also within the time dimension lock-in effects have to be considered. Because the system as a whole has to be considered, the circular economy and green technologies can only be part of the solution. The search for win-win solutions has to consider a wide range of systemic properties such as labour market shifts, economic sector shifts (e.g. industry, agriculture) and the differences between urban and rural areas. Importantly, it is necessary to improve understanding of human behaviour and of the fears (e.g. of becoming unemployed) of stakeholders, as well as raising societal awareness about the risks and opportunities of using fewer resources while meeting economic goals.

2.3 Equity and inequality

A significant challenge is posed by uneven distributions of wealth, opportunities and exposure to risks. Wealth is distributed unequally across the globe and within countries and regions. The lifestyles of the richest are considerably more responsible for greenhouse gas emissions than those of the poor. Reconciling economic and climate goals needs to take these different distributions into account. Economic goals can focus on economic growth or on a redistribution of wealth, which, if they lead to more resource consumption, increases the risk of climate change impacts. The inequalities also apply to the vulnerabilities to climate change impacts, with the poor (and female and young) usually much more vulnerable to impacts such as flooding or drought.

2.4 Financial challenges

A fiduciary has the duty to take care prudently of money or other assets of another person. This is a challenge with respect to meeting climate goals. While the fiduciary might only look for maximisation of profits, the climate change impacts of an investment can be ignored. Further challenges are posed by the need to correct market distortions and remove subsidies and this is particularly challenging given the opposition from vested interests. Where are the incentives to look critically at the risks related to climate change and embed them in financial decisions? There is no governance framework for a stakeholder/value-based approach to finance, as opposed to the current shareholder/profit-based approach. Cooperative companies and mutualisation have almost disappeared. Meeting the challenge of reconciling economic and climate goals means that the investment paradigm – maximisation of profits in the short term and a shareholder system – must be questioned. The potential solution is a communal stakeholder approach to finance. One business case for action alone will not work– there is a need to support collective action with a polycentric/global approach that includes civil society. However, collective actions involving civil society, households and businesses at all levels are difficult and often insufficient.

2.5 Data and methods

Missing data hamper efforts to reconcile economic and climate goals. These include data on carbon intensity at the country and corporate levels, as well as data on climate change impacts and risks to investments through unsuccessful adaptation. An international agreement on carbon accounting methods is needed. Alternative methods for measuring economic growth must also be further explored. The calculations of decoupling between economic growth and environmental impacts focus on the production side, while it would be important to also look at consumption.

2.6 Need to reframe the debate

While these framing discussions raised a range of significant challenges to reconciling economic and climate goals, they also noted the importance of highlighting the opportunities. Rather than thinking only about barriers, it is important to consider the benefits. For example, reducing greenhouse gas emissions can drive higher efficiency and lead to new structures within the economy. The mechanism of Intended Nationally Determined Contributions (INDCs) could stimulate more innovative approaches to emissions reductions, as it moves away from the framing of a “CO₂ burden”. Thinking of “opportunity-sharing” rather than “burden-sharing” steers the debate from one of fear to one of hope. The narratives about win-win solutions can embrace this framing of opportunity and show the benefits for the economy, society and the environment, as well as the enabling conditions and not just the barriers.

3 Visioning Session

3.1 Introduction

“Vision is the most vital step in the policy process. If we don’t know where we want to go, it makes little difference that we make great progress. Yet vision is not only missing almost entirely from policy discussions; it is missing from our whole culture.” – Donella H. Meadows 1996¹

Visions and future scenarios are central for policy processes and human development in general, once they serve as overall-goal aspiration and as a kind of “direction” where to evolve and align the corresponding measures. Without having such an overall picture of an aspiring vision, endeavours such as goal setting and designing policies or measures are doomed to fail. Consequently, visions need to be shared with others, engaging with their visions as well as societal consensus processes in general: “Only shared visions can be responsible” (Meadows, 1996) and only such visions can empower policy decisions, join forces, establish legitimacy, share dreams and ideals or open the mind to unexpected opportunities.

The visioning process consisted of working in 8 groups, then 4, then 2 and finally in plenary. We present here the consolidated final product. The inputs from the other sessions are presented in depth in the project deliverable.

¹Meadows, H.D. (1996) Envisioning a Sustainable World. In: Costanza, R.; Segura, O. and Martinez-Alier, J. (Eds.) Getting Down to Earth, Practical Applications of Ecological Economics. Washington DC: Island Press.

3.2 Consolidated Vision

The Green-Win Times

20 April 2056

Forty years ago, a group of about 40 people from around the world, male and female, young and old, from various walks of life, met in Vienna, Austria to begin a Global Dialogue about transitioning towards sustainability. During that meeting they created a vision for the “world that we want and which kind of economy we want for the world we want” -- a stark contrast to the “world and kinds of economic arrangements that they had” at that time. Then, the world was marred by a large and growing gap between rich and poor, serious military conflicts, terrorism attacks and the first signs of accelerating climate change. In addition, the old economy was based on completely untested assumptions of human behaviour about rationality and individual utility, which now have been replaced by a more sound understanding of collective behaviours, needs and sustainability ideals.

Some of the participants were quite sceptical about the vision that they created, suggesting that it was just a “utopic dream”. Others saw it as a guiding light and the main driver for future transformations. The vision developed in 2016 is now a reality. So on the 40th Anniversary of its creation, The Green-Win Times celebrates with a reprint of that vision, which describes the world we live in today. Subsequent issues will describe how this vision was achieved.

Health and Education for All

Everybody now has access to a free and good education system as well as a free and equitable healthcare system, which is a cornerstone for well-being. This includes the removal of persistent sources of thousands of pollutants which were harming health forty years ago. Now, education systems teach respect for and understanding of “otherness” and support

a world in which all people understand social and environmental interdependencies.

Governance

In a peaceful world of decentralised responses to global problems, strong local communities play a significant role. With an emphasis on universal political participation, shared responsibility, cooperation and collaboration, local communities have been empowered to deal with global challenges. Economic, social and environmental goals have been harmonised and integrated into all levels of policy-making. At the same time, good governance of the global commons governs the global markets. Long time-horizons are taken into account in both political and business decision making. There is strong civic accountability of elites and corporations and no corruption. Through education, the end of male-dominated decision-making has been achieved.

Equity/ Equality

In a world where the Sustainable Development Goals have been achieved and social inequality has been reduced, the gap between rich and poor has been narrowed. With a fair distribution of wealth and opportunity (health, education, work) for all people both within and between economies, there is prosperity for all within planetary limits. Everyone in society can participate and contribute to creating this world of peace, tolerance and equality – a world of global well-being in which real needs are fairly met.

Culture, Values and Lifestyles

“Less is more” and sustainability principles guide lifestyle choices, for example in the areas of travel and mobility. With a culture of empathy, collaboration and cooperation, people have embraced diversity. Differences within and between societies are respected. It is accepted that there is not only one “right way” of development. Thus, a diversity of solutions coexists.

Rather than a focus on scarcity, society focusses on “plenty” and “abundance”. There is an abundance of creativity and services but not of products. There is an abundance of renewable energy as well as of beauty, of chaos and of order.

Technology

Technological progress has contributed to a closer relationship between humans and the environment, because people now have better knowledge about the environment that supports life on the planet. It has also led to improved connections between people. Furthermore, technological innovation has contributed to sustainable development, for example by eliminating waste.

Environment

With strong climate and environmental implementation capacities and resolutions, people can now enjoy a biologically diverse, beautiful and clean landscape and climate change is no longer a serious threat. People are living in harmony with the environment and within ecological limits.

Communities and the open knowledge society

In an inclusive world, there is a focus on the community and not only on individuals. Communities are resilient, maintain structure and enable people to stay, which means that there is no forced migration. People are connected; they are talking to each other. Dialogue plays an essential role in the sharing, collaborative and needs-focussed economy. Knowledge is exchanged and this supports networks focussing on solutions to problems. Transparency is an essential characteristic in this open knowledge society.

Economy

Supported by a broader definition of well-being and “growth”, the well-being of all drives economic activity. The sharing (beyond owning), service-based and carbon-free economy is inclusive and respects all different kinds of citizens including children, the vulnerable and the elderly. The economy is based on a sustainable and efficient/sufficient use of

resources, including repair and recycling and uses a mix of market and social economy to increase resilience. The asset-based economy uses assets efficiently. There are no perverse subsidies for food and energy systems.

Businesses create social and environmental value and capital (not just financial value and capital) and thus report on triple bottom lines. Alternative business models (e.g. cooperative & new finance systems) are supported by responsible banking, finance and investment. The number of local enterprises has increased, leading to distributed /decentralised production of goods and services and a regionalisation of the economy.

With transparency and accountability for all parts of the value chain, the links between consumption and production are clear. Prices for products now reflect their true social, environmental and financial costs. The consumer is thus paying the “right price” and taking responsibility for the impacts of what he/she consumes. The gap between the consumer and the resources he/she consumes has shrunk.

Achieving the vision

Based on the principles of cooperation and co-creation instead of competition, quality instead of quantity, appreciation in the way we treat humans and other living beings, fairness and equity, the dream of a good life for all became true.

4 Win-Win Solutions

4.1 Introduction

One aim of GREEN-WIN is to explore so-called “win-win solutions” (WWS) for climate change. In the first stakeholder dialogue the participants discussed such solutions based on existing examples and the vision that was created on the first day of the workshop (as described above). In general, WWS refer to strategies that reconcile short-term economic goals with assumed conflicting climate goals and/or conflicting stakeholder interests. On the other, WWS and new forms of Business Models (BM) contribute in the short term and constitute the practical mechanisms to achieving the Vision. Some experts argue that a WWS should hit the so called triple bottom-line – it should be good for business and the local/regional/national economy, have positive social and environmental impacts. Ideally they do not need major public support but can be developed from a private initiative, e.g. using market mechanisms and operate without subsidies –although some initial investment may be needed.

4.2 List of WWS that came up during the workshop

In a first exercise, six groups brainstormed a list of WWS. Some of them have been elaborated further (see next chapter):

- “Prosumer” concept: consumers are single and collective producers of different goods, such as food and energy, offer services etc. and share them as well by using time banks, alternative currencies or direct sharing systems.
- Working for water programme in South Africa: people (50% women) are employed by the government to eliminate invasive plants causing problems in freshwater treatment. Thereby, jobs are created through training in conservation and agriculture practices.
- In Kenya recycled plastic instead of timber is used for fences.
- Clean tech innovation programme in Malaysia: fostering the implementation of sustainable ideas. For example: “Free the Seed”- Biodegradable Packaging in Malaysia –SME.
- Agro-forestry in Nairobi. Re-innovation by adopting local traditions and sharing this knowledge.
- Small ovens in Senegal – triggering cooking with less emissions.
- Zero waste – circular economy: Waste of an industry becomes the product of the other.
- Consumption-focused solutions: product service market switching from ownership to sharing and collaborative economy. Substituting products by services.
- Smart parking with app, low cost solutions and a source of revenue for the city.
- Renovating and retrofitting of block housing buildings in Eastern Europe in addressing climate change and raising the competency of the building sector as well.
- Cacao project “Chiapas”: an old, but high-quality cacao species was reintroduced for production and sale.
- Biofuel ethanol to run cooking stoves – is safer and more efficient.
- Recycling mobile phones to 100% by big companies (e.g. Apple): saves costs and resources. Such a win-win solution requires large scale businesses to develop products that can be completely recycled (eco-design). This would avoid electric waste, saves energy and resources,

- Reduction on inheritance tax in Japan - green gift: There is a proposal to the government to exempt the tax if it's a green gift, e.g. investment in renewable energy. As investment in renewable energy generates benefits in the long-term there are long-term benefits to this "gift". This WWS would lead to reduced carbon emissions and benefits for families.

These examples show the great diversity of solutions, but also some commonalities; many of them originally developed independently and without government help. Some developed despite barriers put in their way by governments. Clearly, however, these examples illustrate that there are many opportunities for upscaling, support and green finance. These will be explored further in the next Global Dialogue workshop.

4.3 Linking climate goals with economic goals through WIN-WIN solutions (WWS)

After discussing broadly about WWS, each group selected one or two examples and explored them in depth.

In this section we present the examples by responding to the following key questions:

- How does it work?
- Who has to act?
- Enabling conditions?
- What problem is solved?

The final exercise also considered which sustainable development goals are supported by the WWS.

4.3.1 New financial framework – Green sustainable banking [A]

Climate change requires higher capitals (e.g. reserve assets/savings) and actions to be implemented short-term, but funded with a long-term perspective. This requires a "new" framework determining the scope and conditions of action. Long-term investments are riskier as they need higher reserve assets to cope with long-term externalities and unexpected developments. So, current capital requirements need to be softened to enable a practicable and convenient long-term green investment as well as to make a long-term funding towards the realisation of the SDGs feasible.

Moreover, such a framework could help taking higher financial risks and thereby foster the spread of forerunners, early adopters or role models. Given present low interest rates ethical, social or green investments are a promising alternative to saving. Some banks already offer short-term investments in social or environmental projects (e.g. addressing energy-poverty) , providing no "extra interests" but just getting the money back. The economic crisis showed that banks financing local business or following particular ethical or sustainability frameworks did not fail.

- WWS: new financial framework
- Actors: global, national and regional banks - global alliance on (local) banks applying an ethical and sustainability framework.
- Stimulus/Motivations/Enabler: economic crisis & difficulties in taking investment risks/a new global frame of action is needed/greater degree of freedom, equal access of opportunities for entrepreneurs and innovators, knowledge sharing.
- Winners: people (increased equality), communities (higher equality in opportunities), environment (increased investments and efforts towards its protection), global community (framework to act).

SDGs addressed:

<p>Better and fairer investments leading to a fairer distribution of opportunities & wealth</p>		<p>More equal access to money, funding, opportunities for all</p>	 
<p>Through increased investments in sustainable and renewable decentralised energy projects</p>		<p>Through investments in research, sustainable development, social and environmental projects, financial partnerships and business collaborations emerge.</p>	 

Key message:

“A new framework (e.g. minimum capital requirements or green labelling of investment funds) is needed to send the signals to the market that green or sustainable banking will generate returns as well as how and why it will be the future.”

4.3.2 Community-based and bottom-up initiatives

South Africa Parkhurst Go Green Johannesburg [B]

In order to become independent from private companies and national energy suppliers, a local resident association implemented a mix of local energy generation by the use of small scale technology (e.g. solar panels). For example, they installed solar water heaters and improved energy efficiency in the community households (e.g. energy-efficient light bulbs). Moreover, by acting as a community they could not only get bulk discounts from the suppliers, but also add to their community spirit. In future it is planned to convert waste to energy.

- WWS: Solar water heaters & energy efficiency
- Actors: suppliers, association of citizens
- Stimulus/Motivations/Enabler: economic crisis & low quality of energy supply (interruptions)/ expected economic savings/community & technological innovations
- Winners: city council (energy independence), households (savings through lower energy costs), environment (renewable energy reduces GHG emissions), business (sale of new technologies), community (increased social capital)

Stoves in Mexico (Oaxaca)-TechnologiaUtil Y Amigable (TUYA) [B]

In order to increase well-being in Oaxaca (indigenous region, high biodiversity, diversity of landscapes), the government offered subsidised conventional stoves for free, but no one adopted them. Then a cooperative started a business to sell specially designed stoves for a low price that take into account cultural cooking practices and needs. These stoves are a great success as they have been designed and adapted towards the daily needs of the “users”. The cooperative understood the communities’ needs, and they could address indoor pollution by using chimneys and being more efficient (e.g. demanding less charcoal or wood). Moreover, the stoves have become a valuable asset.

- WWS: Specially designed stoves supporting sustainability and well-being
- Actors: communities, governments (support), finance (micro-credits)

- Stimulus/Motivations/Enabler: governmental & market failure/increased well-being/special product-design
- Winners: people (better health), community (social ownership of the entire programme, increased social capital), households (improved situation of women), environment (less GHG emissions and forest saving), business (new jobs).

SDGs addressed (by both WWS):

Lower expenditures for resources for daily use (wood)		Improved health because of less pollution and more wealth (lower energy costs)	
Less time scarcity of women because of facilitated cooking		Cheaper and cleaner energy due to renewables (less wood & charcoal)	
Increased well-being and social wealth (energy security & savings)		Less GHG emissions produced	

Key message:








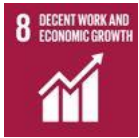









Public policies to make it a programme connected to other aspects: “If it is good for the family economy it will work!”

4.3.3 Biogas Bags as an example for product-service-systems (PSS) [C]

Recent technological development enables a decentralized sharing of biogas by bags. The business concept is that local farmers can install this technology by a leasing-model (affordability), and can capture the biogas that they are producing. The biogas bags are used for fermentation of organic resources from agriculture. Through the use of such bags it is also possible to strengthen the link between local farmers and consumers (purchasing both food and energy on site). Moreover, the biogas gained can be used for many purposes, for example as an organic fertilizer or as an energy source to cook (gas-driven ovens) but also a way of sanitation of dirty materials. However, this WWS also implies some risks, such as for example: The leasing concept and low energy prices can lead to dependencies on a certain system, which can be abused (e.g. raising service prices). Secondly, sharing of nitrate-heavy inputs can cause a diffusion of pollution risks.

- WWS: Product-service-systems – Biogas Bags
- Actors: Combination of actors; private sector, public, citizens, investors
- Stimulus/Motivations/Enablers: regional development & triggering rural resilience/ easy to implement & multiple benefits expected/ technology available & opportunity for rural prosperity in developing countries
- Winners: households (increased wealth, better health, more resilient), community (economic alternatives, increased self-determination), environment (less GHG emissions and less material and energy use), business (new jobs).

SDGs addressed:

Low energy costs and multiple application (fertiliser, sanitation, cooking gas...) contribute to an increased wealth of the population.		Food security, help to cook and free fertiliser	
Improved health because of less pollution (less downstream and indoor pollution) and more wealth (savings by lower energy costs)		More affordable energy enables the use of lights in the evening and of other electric devices that in turn can contribute to achieve further education or advanced trainings.	
Less time scarcity in daily life (e.g. collecting resources for cooking) improves women lives.		Reducing downstream pollution. Biological waste becomes a resource.	
Quite constant production because any kind of organic waste can be used. GHG emissions are circularly balanced		Increased well-being and social wealth (energy security & savings); jobs (cook, selling organic fertilizer),	
Family scale and communities become more resilient		Reduces energy poverty especially for isolated communities.	
Reduces rural depopulation (urbanisation). Human settlements are made more resilient		It is clearly a SCP model: using waste, reduced use of wood, fertilizer, more self reliant, gives people control, production ownership, closed system, where waste becomes a product.	
Less GHG & CO ₂ emissions produced; reduces CH ₄ and deforestation. Earthquake resistant because more flexible.		Reduces land-based pollution and harming of water species. Import of energy resources from abroad is reduced	
Reduces deforestation, biodiversity loss – new resource of energy		Affordable energy can develop additional activities: fighting for and defending of personal rights is easier with a full belly 😊	
Financing activities. Possibility to repair and overcoming the difficulty of the initial investment.			

Key message

Product Service System (Biogas Bag service leasing) works for all 17 SDGs – Indication is clear: Win-Win Solution that can be implemented

4.3.4 Climate-smart labelling for SMEs in Vancouver [D]

In Vancouver the Climate Smart Company helps other companies to reduce their carbon footprint by specific trainings, efficiency guidance & measures and a web-based tool for SMEs to account for GHG emissions. It is a profit business model by selling these services to other companies, but owned by non-profit firms. Profits are re-invested to non-profit goals. The government supports it by providing finance by a carbon tax, since SMEs often struggle with the capacity (human capital costs) to engage in such programmes. However, companies at different levels should be integrated into networks that together account for and take measures to reduce CO₂.

- WWS: labelling and efficiency trainings for companies
- Actors: Companies that offer the programme, and the government supporting the training fees.
- Stimulus/Motivations/Enablers: /trigger sustainability/implementation of a carbon tax, and an additional governmental funding for trainings
- Winners: business (sustainability performance report & cost savings), citizens (transparency), environment (feweremissions, waste etc.)

Key message:



Transitions are complex, messy and often hard to measure, but entail many trade-offs as well. Climate Smart only offers incremental steps with low transformational capacity (no systemic change, no potential for radical transition). Active design of business models and the new framework conditions on the meta level (policy) might help.

4.3.5 Leased solar panels on private houses [D]

The affordability (purchasing costs) is a main barrier towards the deployment of renewables such as solar and photovoltaic. Companies or banks could support the affordability of these technologies for private house owners by offering leasing-opportunities for the installation of photovoltaic or solar panels. In this way, costs (investment) and benefits can become shared, once the leasing is refunded by gains from energy returns of private households when they feed electricity back into the grid. As a result there is a triple win situation as the households save money through low energy costs, companies & banks have a functioning business model and the environment benefits from fewer emissions by energy generation. Immediate win-wins on the demand side are the primary focus of the business model.

- WWS: risk sharing by leasing of photovoltaic (PV).
- Actors: home owners, banks, companies.
- Stimulus/Motivations/Enablers: low affordability of renewables/ technology available/ raised awareness and subsidies (leasing).
- Winners: Companies & banks (leasing-refunding), households (lower energy costs), environment (fewer emissions).

SDGs addressed (by Climate smart & solar leasing):

<p>Affordable renewable energy contributes to gender equality and reduced inequalities.</p>	 <p>(indirectly)</p>	<p>The deployment of renewables contributes to innovative infrastructures</p>	 <p>(directly)</p>
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<p>The application and use of renewables is a form of responsible consumption & production</p>	 <p>(directly)</p>	<p>Most obvious energy efficiency measures are at the core, not adaptation measures</p>	 <p>(directly)</p>
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Key message:

Energy-efficiency is at the core, low-hanging fruit, demand side, easy to implement but transformation capacity is low, for that supply side measures should be included and the governance/policy framework must fit.

4.3.6 Leapfrogging – New rural/regional development model/approach from China [D]

A new regional development approach leapfrogging from a low to a high development level can be green and at the same time overcome/surpass the traditional growth models. It is a new paradigm of economic development that is built on green growth and helps to overcome the dichotomy of urbanized and rural regions. The government is supporting local communities to develop environmentally friendly ways for their economic development from the beginning. Knowledge coproduction and collaboration are the main issues. A good practice example of an implementation of a leapfrogging approach is the transformation of chemical agriculture to organic agriculture by a symbiosis between farmers and ducks. Putting ducks onto rice paddies can replace chemical farming as no more pesticides are needed, no more fertilizers needed (e.g. reduction in emissions by 30%), yields will increase and this practice has a cultural added value.

- WWS: “leapfrogging”
- Actors: farmers, local organization, government, artists, designers, architects, NGOs, service providers work cooperatively to promote green development
- Stimulus/Motivations/Enablers: facilitate regional developments towards sustainability/ creation of alternatives to the traditional growth model to motivate regional farmers and local governments to participate/technological innovations (ICTs) help to build up modern economic and sustainable developments, governments as facilitators of these development processes.
- Winners: Environment (protection efforts), people (increased wealth and better health), regional communities (alternative economic opportunities)









4.3.7 Jokaso – Waste water treatment in remote areas [F]

In Japan a public-private partnership was successfully implemented to improve waste-water treatment. By the application of septic tanks and different processes (inclusion of bacteria) it is possible to treat waste water so that it is possible to use it as fertilizer and for irrigation. Such a practice can often easily be transferred to other (similar) regions globally (e.g. Danube-region, in particular Hungary) and already happened in China. The technology is already existing, can be bought on the market and be used by households (1-5 houses). However, there are also some conflicts to be expected, for example between companies that are already well-positioned in the market and that already invested in centralized treatment capacities (e.g. in Brandenburg).

- WWS: waste water treatment in remote areas (outskirt of cities)
- Actors: manufacturers; service providers; government (subsidies)

- Stimulus/Motivations/Enablers: waste of resources and pollution/ improve well-being and environment/ governmental subsidies and technology available;
- Winners: environment (less pollution, less resource dissipation), people (better health and saving costs), government (less environmental costs, savings in infrastructure investments), citizens (raised awareness about individual water consumption), rural areas (become more attractive because of regional jobs)

SDGs addressed:

A good and clean sewage water management & treatment contributes to a good health of all.	 	(directly)	
New opportunities provided by waste-water treatment such as further phases of use are innovative for both inhabitants and industry	 (indirectly)	This practice is part of achieving sustainable cities	 (indirectly)
Becoming aware about the water consumption and further treatment	 (indirectly)	Waste water treatment is basically part of climate action	 (indirectly)
Reduces water pollution in Danube and impact in Black Sea	 (indirectly)	A key part of Danube restoration policy is reducing nutrient content in the Black Sea.	 (indirectly)

Key message:





A decentralized sewage treatment addresses a variety of SDGs and brings together a variety of actors as well as resources (simple idea, complex implementation).

4.3.8 Happy People, Happy Forests [E]

Many small-scale farmers in developing countries are illegally producing (e.g. palm oil) & deforesting (timber). This leads to deforestation, poverty, biodiversity loss, GHG emissions. By legalising their work (transparency), offering them support (know-how and money), bringing them together and starting cooperatives, pressure is put on the government to improve training, to support small-scale producers and enable access to the global market. Thereby, it is possible to “control” and manage these activities as well as to provide them an economic basis to live. Furthermore, once such activities are legal and transparent, tax revenues will go up (scaling out), to scale up – work with the national government.

- WWS: legalising and reorganising black markets/agriculture
- Actors: governments, companies, communities, local farmers and NGOs
- Stimulus/Motivations/Enablers: illegal agriculture & deforestation/ improve social wealth and environmental conditions
- Winners: citizens (transparency in the supply chain), communities (social wealth), environment (less harming & deforestation), governments/councils (tax revenues).

SDGs addressed:

<p>Legalizing regional small-scale practices such as deforestation or agriculture contributes indirectly to a reduction of poverty and hunger of especially rural population in developing countries</p>	 <p>(indirectly)</p>		
<p>Legalizing small scale agro-forestry and agriculture supports a reduction in inequalities and contributes to economic growth</p>	 <p>(directly)</p>		
<p>Making illegal activities in the production of goods more transparent can contribute to a raised awareness about sustainable consumption and production</p>	 <p>(directly)</p>	<p>Addressing illegal environmental activities adds also to the management and protection of terrestrial ecosystems</p>	 <p>(directly)</p>

Key message:

“Happy people – happy forest – happy planet”

5 Outlook

The overall goal of the Global Dialogue within the GREEN WIN project is to produce shared policy narratives and innovative pathways about how to implement win-win solutions, green growth pathways, green business models and funding mechanisms that support climate action within the framework of sustainable development.

As discussed in this Deliverable, the first Global Dialogue of the GREEN-WIN project in April 2016 developed a vision of ‘which kind of economy we want for the kind of world we want’. The goal of that vision was to establish the basis for our transformative thinking within the GREEN-WIN project and to help mapping out concrete examples of win-win solutions and business models to be later analysed and mobilised. Then we began a discussion of how win-win solutions and new forms of businesses could meet both economic and climate goals and contribute to achieving sustainable development.

During the second workshop in February 2017, we plan to build on the list of win-win solutions described in this Deliverable and from the win-win solutions analysed in the work packages of the GREEN-WIN project. Within the context of the vision developed at the first workshop, but with an emphasis on the immediate future, we will identify what needs to be done in order to implement those win-win solutions. What enabling environments, policies and capacities are required for the win-win solutions to flourish? How can win-win solutions be scaled up? How can win-win solutions be aligned in order to achieve both short-term and long-term goals?

The Global Dialogue is a process which runs during the whole duration of the project and therefore, the second workshop will be followed by an evaluation stage and an International Conference in which the vision and solutions will be discussed, complemented, revised and promoted.