

GREEN-WIN

Green growth and win-win strategies for sustainable climate action*

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Project objective:

To identify, co-develop and disseminate economic win-win strategies* which link climate and sustainable development goals

Approach:

A **solution-oriented approach** is applied to combine and connect macro-economic and financial analysis with stakeholder consultations and empirical case studies in the **areas of coastal adaptation, urban transformation and energy poverty eradication and resilient livelihoods**.

The project aims at **overcoming local to regional barriers to sustainable climate action** through identifying **win-win strategies, green business models and enabling environments**, in particular by:

- ❑ **Increasing collaboration in scientific research, capacity-building and knowledge-sharing and co-producing a set of evidence-based transformative narratives** through a sustained **Global Dialogue** and green business-training activities.
- ❑ **Identifying specific barriers that impede climate and sustainability finance** and exploring the role of **institutional and private investors**.
- ❑ **Extending macro-economic modelling and further development of network diffusion models** to identify key leverage points for switching to green growth pathways and accelerating the adoption and transfer of low-carbon and adaptation technologies. Macro-economic analysis of **Carbon Clubs**
- ❑ **Mapping and assessing the green business and investment opportunity landscape**.
- ❑ **Contributing to overcoming local to regional barriers to sustainable climate action** through identifying win-win strategies, green business models and enabling in the three case study domains.....

Results:

- ❑ **It is possible to create economic value while achieving both climate and sustainable development goals**, specially in the renewable energy and sustainable livelihood domains.
- ❑ **Public actors are central financial players** to kick-start liquidity in low-carbon assets and to open markets to other types of investors. **Institutional investors hold the highest potential to fill the climate finance gap**. **Low-cost finance is key in carbon clubs success**.
- ❑ **World regional hubs**, such as those in Brazil and Latin America, **play a key role in the diffusion of green technologies**. International trade agreements can help at bridging structural gaps in the global green-tech diffusion network. **Technology diffusion can be accelerated in a region through shared energy-environment targets and removal of barriers in accessing patterns**.
- ❑ For **Green Businesses** to be successful without relying on public support **they need to be financially and economically competitive in the market**, regardless of whether they are green or not. **Cooperatives** and other new forms of citizen-based business models are particularly open to embrace green-tech and support low-carbon economy goods and services.
- ❑ **Positive synergies and win-wins can be created between coastal adaptation strategies**, land reclamation, nature-based solutions, and real-estate and tourism development, and especially with the latter.
- ❑ **Important win-win opportunities in the urban contexts are fast emerging from the ITC and sharing economy revolution**, specially in the mobility sector, as well as from urban renewal plans.
- ❑ **Distributed innovations at community level combining new green-tech, mobile ICT and new forms of low-income finance/banking developments play an increasing role in securing resilient livelihoods and eradicating energy poverty around the world**.



***WWS: A strategy that contributes to both climate goals (adaptation and mitigation) as well as short-term economic goals**

Level	Win-win	Economic goal	Climate goal
Macro: whole economies	Green growth	GDP growth	Mitigation
Micro: Individual entrepreneurs	Green business model	Profit	Adaptation or mitigation
Micro: Household	Household win-win	Income	Adaptation or mitigation



❑ **IN SHORT...: Despite some identified contextual barriers, many supporting measures (including the removal of perverse incentives, connecting green-tech networks, etc) could fast be implemented to accelerate the deployment of win-win solutions, climate-resilient pathways and improve the competitiveness of green businesses models to move towards a deeply decarbonised economy.**