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**Global Green Growth Institute**

Fourth session of the Council

Songdo, 5-6 December 2013

**Discussion paper: GGGI flagship outreach events**

This paper explains the current status of GGGI's flagship events, highlights key challenges with the current approach, and proposes a new approach for flagship events for 2014-2015.

**Current situation**

1. For the past three years, GGGI has sponsored annually two flagship events: the Global Green Growth Summit (GGGS), held in early summer in Korea; and the Global Green Growth Forum (3GF), a process culminating with the event in October in Denmark. Attendance at GGGS 2013 was approximately 800 persons for the two-day event (opened to public), as compared to approximately 1,000 in both 2012 and 2011. By contrast, 3GF drew 300-400 persons in between 2011-2013 as a closed event.
2. Both the GGGS and the 3GF provide platforms for GGGI to present and discuss GGGI's programs and activities as well as exercise convening power with key stakeholders in both the public and the private sectors. The two initiatives differ in that GGGS was intended to be a high-level conference of government representatives and policy-makers, while the 3GF is a process designed to convene senior private sector representatives to agree on public-private partnerships related to green growth. Although GGGS was intended to focus on policy-makers, and 3GF was to focus on the private sector, the two conferences draw from a similar list of high-level invitees involved in climate change, sustainable development and green growth.
3. The Secretariat recognizes the need for an annual flagship conference to showcase the organization's accomplishments to external stakeholders, convene GGGI's networks relevant to green growth, and share lessons learned in designing and implementing green growth policies. Most major international organizations convene annual conference to highlight the role and contribution of the organization in the world.
4. However, supporting two major events a year represents a significant burden to GGGI as a small organization with limited resources. GGGI, as a new kind of international organization, can build on the experience of existing international organization practices but will need to achieve efficiencies consistent with the Council's injunction to focus on consolidation and building its internal capacity.

**Key challenges**

5. GGGI incurs significant costs to host the GGGS. In 2013, the GGGS cost GGGI approximately USD 700,000 with additional contributions from the Ministry of

Environment, Ministry of Strategy and Finance, Ministry of Foreign Affairs, and Incheon Metropolitan City, which together contributed USD 180,000. In addition, GGGI dedicated 4 to 5 full time employees (FTE), including program planners and organizers (excluding contractors), in planning and executing the GGGS; with proper planning, these resources would be required for at least 6 months.

6. For 3GF 2013, the resource requirements have been lower than that dedicated to GGGS: one part-time FTE and one FTE for two months, two consultants at a cost of approximately USD 120,000, and contributions to plan and program for three sessions. However, under the partnership agreement approved by the Council on 15 April 2013 and signed on 2 May 2013 between GGGI and 3GF, GGGI agreed to a funding mechanism in which GGGI “[would] take the lead in approaching the corporate sector for sponsorships by presenting a joint 3GI-3GF value proposition. Funds raised would progressively replace most of the Danish government’s financial contribution over the period 2013 to 2015.”<sup>1</sup>
7. Under the agreement, GGGI would be responsible for outreach to private sector sponsors from 2014. This agreement may no longer be compatible with GGGI’s future direction. While GGGI seeks to embrace the corporate sector, it is not doing so for funding purposes but rather for programmatic guidance and support at the operational level. Mobilizing sponsorships invariably calls for a reflection on the returns sought by private sector players, which may adversely affect GGGI’s integrity and independence. That said, limited private contributions to a conference can usually be managed in terms of moral hazard and can also be attractive to some firms for marketing or corporate social responsibility purposes. Still, by definition such contributions will be relatively small (to avoid perceptions of capture) and consequently be resource intensive. Duplication in program and substance between 3GS and 3GF, and with other international forums, results in difficulties in ensuring participation by key players.

### **Proposed approach for 2014-2015**

8. The GGGI Secretariat recognizes the potential benefits of a flagship conference and the need to continue to invest to ensure that GGGI is a globally recognized institution. At the same time, it is important to weigh the costs and benefits and to strike a balance between outreach and internal capacity. GGGI’s priority must be to ensure positive returns and impact from its activities, in a way that is consistent with GGGI’s strategy and mission.
9. The Secretariat therefore recommends the following steps in planning for 2014-2015:
  - First, we recommend not holding the GGGS in the year of 2014. The next GGGS would be in 2015. This will give more time for consideration of the program content and thematic focus as well as allow for broader potential resource mobilization to support the conference.
  - Second, we recommend participating in the 3GF process in 2014. While 3GF in 2013 delivered limited results to GGGI in terms of visibility and outreach, a closer involvement with the 3GF Secretariat in programming could lead to improved

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<sup>1</sup> See Article 1.3 of the Partnership agreement between the Global Green Growth Forum and the Global Green Growth Institute.

outcomes in 2014 in line with GGGI's new long-term strategy (2015-2020) and fit with GGGI's PPC activities. The partnership agreement, however, no longer reflects GGGI's key objectives and therefore needs to be rapidly revisited.

- Third, we recommend closer association with the Green Growth Knowledge Platform (GGKP) conference and its other stakeholders – the OECD, the World Bank and UNEP. GGKP holds an annual meeting, which draws high-level experts and participants.<sup>2</sup> GGGI can play more active role and utilize this event as a platform to promote GGGI as a major international organization shoulder-to-shoulder with other large IOs. GGGI can also explore how GGKP can include more GGGI-related content and thereby enhance GGGI's visibility as a globally relevant organization.

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<sup>2</sup> Annual conferences rotate between host locations. The next conference will be hosted by UNEP in September 2014.