Global Green Growth Institute

Global Green Growth Institute
Seventh Session of the Assembly and
Eleventh Session of the Council (Joint Session)
October 31, 2018; Seoul, Republic of Korea

Global Green Growth 2030 Campaign

Concept Note (Revised)

NOTE explaining the key revision to this concept note:

This most recent version of the Concept Note for the Global Green Growth 2030 Campaign reflects minor revisions to the narrative and updates to the proposed report outline and overall timeline during 2018 and 2019. The planned launch of the Flagship Report remains 2019.

Introduction

GGGI is launching a high-profile new initiative—the Global Green Growth 2030 Campaign—built around a new flagship annual report documenting the "State of Green Growth" incorporating GGGI's Green Growth Index and championing significant progress towards the global adoption of green growth by 2030. The Campaign will consist of a series of promotional engagements for the report that start with a formal launch of the report in late 2019.

The overall Campaign encompasses three key components:

1. State of Green Growth Report

A high-profile a new Flagship Green Growth Report, to be based on the Green Growth Index findings updated annually.

2. Global Green Growth Week

A global event showcasing progress in Green Growth and serving as the launch platform of the Green Growth Report and Green Growth Campaign

3. Green Growth Champions

A group of eminent persons and Non-State Actors advocating for the adoption of a Green Growth model of economic development and the champions of the Green Growth Campaign

Consistent with GGGI's Disclosure Policy [C/5/DC/2], this document will be disclosed on the GGGI Website upon its approval by the Council, and its classification will be changed from "For Official Use" to "General Distribution".

The Global Green Growth Campaign to 2030 will work to:

- amplify the communications impact of the Green Growth Index findings;
- more broadly advocate for the adoption of green growth pathways to economic development to GGGI's key stakeholders; and
- demonstrate GGGI's thought leadership.

This Concept Note outlines the objective, strategic approach, roles, and responsibilities related to both the flagship report contents and peer review process, as well as the communications and outreach campaign.

Objective

The objective of GGGI's Global Green Growth 2030 Campaign is to provide a high-level vehicle for explaining, promoting, and ultimately advancing the model of green growth through: high-level engagement through the Champions; global, regional, and national-level exposure through a promotional campaign; and a solid foundation of data-driven and evidence-based analysis through GGGI's Green Growth Index. Substantively, the Campaign will aim to achieve measurable progress in all key areas of green growth in all GGGI countries by the year 2030.

Strategic Approach

Key principles underlying the green growth report and campaign will ensure that it is:

- Demonstrating Leadership – Showcasing GGGI's capacity to drive the green growth agenda with timely insights and innovative recommendations
- Aspirational—inspiring GGGI Members and partners to take action, and strive to achieve greater success in green growth
- High-Profile—engaging widely visible advocates of green growth through high-profile, well-attended events and achieving wide media coverage
- Relevant—directly relevant to countries' green growth objectives
- Transparent, data-driven, and evidence-based—based on internationally recognized, accepted, and available data sources and based on concrete experience and peer-reviewed research and analysis
- Integrated—leveraging expertise, experiences, resources, and inputs from across the organization (One GGGI)
- Inclusive and Collaborative—leveraging global data, expertise, and inputs through peer-review and outreach engagement with country counterparts and international institutions

The State of Green Growth Report will be promoted through Green Growth Champions, derivative reports and publications of the State of Green Growth Report and the Green Growth Index, and various events and outreach activities, including Global Green Growth Week and other regional, subregional, and national-level events and engagements. The Global Green Growth Campaign 2030 will be coordinated closely with GGGI's new 2030 Strategy process and co-developed alongside the 2030 Strategy Engagement Campaign given the considerable synergies between these initiatives.

State of Green Growth Report

This flagship report will serve as a core part of GGGI's initiative to promote the model of green growth and to showcase successful country experiences and approaches, supplemented by data, analysis, and stakeholder engagement. Through the annual State of Green Growth Report, GGGI will share practical examples of successful approaches to green growth across the GGGI value chain and

in multiple thematic areas. The report will also serve as the main vehicle for publishing and promoting results of GGGI's annual Green Growth Index, describe analysis GGGI has conducted that assists countries in policy and investment decision-making. The report will be built on a foundation of practical experience and robust analysis.

Objective and Expected Outcomes

The objective of the State of Green Growth Report is to provide a high-level platform for explaining, promoting, and ultimately advancing the model of green growth, built on a foundation of practical experience and robust, data-driven, and evidence-based analysis.

Through both print and web based content, the report will illustrate the current state of green growth adoption and progress within GGGI's partner countries on an annual basis. The report will also use narrative text, maps, infographics, and other illustrative designs to cater to a broad audience, in contrast to the Green Growth Index tool which requires guidance and interaction. This approach will lend itself to communicating the impact of GGGI's programmatic interventions to its donors, potential donors, and partner governments through persuasive messaging, and logical impact pathway narratives.

The State of Green Growth 2019 report will describe strategic approaches and best practices in promoting green growth in each sector. The report will be distinct from GGGI's Annual Report, which will include specific case studies describing green growth projects and successes, and build off of these stories to describe broader insights and innovations for successfully achieving green growth. The proposed Future of Green Growth can also provide the long-term context for the State of Green Growth.

GGGI proposes that future State of Green Growth reports focus on specific themes, although each annual report will continue to present the same breadth of indicators and data generated from the Green Growth Index and include discussion of trends across all sectors.

After reading through the Green Growth report, audiences should:

- be persuaded that green growth works and is necessary;
- be persuaded that GGGI is the best organization to partner with to deliver green growth at scale; and
- for those audiences who are interested in learning more about the how growth at is measured, be persuaded or encouraged to want to use the Green Growth Index tool (and possibly to attend a Green Growth Index stakeholder consultation workshop).

Report Components

Annex 1 consists of the draft outline of the first flagship report, the State of Green Growth 2019.

Peer Review Process

The Office of Thought Leadership will coordinate peer review of drafts of the flagship report, and sections of it, with the Green Growth Index advisory group (which includes international partners such as the OECD, World Bank, UNDP, UN Environment, UNIDO, IGES, etc.), the Green Growth Knowledge Platform (GGKP) Metrics and Indicators Expert Working Group, the GGKP Advisory Committee, members of the Green Growth Champions, university partners, and others. Peer review will be conducted early enough to ensure full and adequate review and comment on the report.

Key Messages

The flagship report is intended to convey the following messages:

- Green growth works and is necessary

- By mainstreaming green growth into national development planning frameworks, developing countries can achieve robust economic growth while also achieving their Nationally Determined Contributions (NDCs) and the Sustainable Development Goals (SDGs)
- Green growth:
    - Reduces GHG emissions
    - Creates green jobs
    - Increases access to sustainable services
    - Improves air quality
    - Ensures adequate supply of ecosystem services
    - Enhances adaptation to climate change

Targeted Audiences

Key audiences for the flagship report will include:

- Ministers and ministerial level stakeholders, from both GGGI Member and partner countries, as well as from donors, potential donors, and partner organizations;
- partners, focal ministries of GGGI throughout its 26 programs, and their first-degree stakeholders (to use the publication to advocate for green growth themselves within their networks);
- communities of practice;
- journalists in both developed and developing countries;
- the civil society and the general public in GGGI countries; and
- Parliaments and local governments.

Product Finalization and Promotional Campaign

The flagship report is intended to be a high-profile, professional, visually dynamic, and stimulating work product and promotional piece. As such, it will be professionally edited and the layout and graphics will be professionally designed.

GGGI will also work carefully to develop key messages associated with the report and consider the most strategic means of promoting the report through the launch of a dedicated report platform, partnering with a top tier development media organization to deliver a launch campaign through promotion to a focused audience of development and climate change practitioner audiences, hosting events, with the press/media, and through social media and to leverage a cohort of Green Growth Champions to deliver the key messaging in top tier conferences and roundtable discussion.

GGGI also proposes to launch a dedicated website that provides an interactive experience for accessing and developing visualizations of data, results, and insights generated in the Green Growth Index and presented in State of Green Growth reports. GGGI will connect this website to the GGKP web platform as well as work through the GGKP to further disseminate information about and promote the Report and Index.

Global Green Growth Week

GGGI's annual (or biennial) Global Green Growth Week (GGGWeek) conferences will provide an important vehicle for promoting the annual State of Green Growth report and related work products.

Objective and Expected Outcomes

GGGI has organized two Global Green Growth Week conferences, including GGGWeek2016 in the Republic of Korea and GGGWeek2017 in Ethiopia. The multi-day conference serves as a platform for GGGI member countries and the institute's programs to showcase their achievements implementing

green growth models of economic development. The conference also serves as a platform to launch the Institute's flagship initiatives and make large announcements.

GGGI proposes to organize Global Green Growth Week 2019 (GGGWeek2019) in Seoul, and the costs to GGGI will be largely offset through co-sponsorship arrangements. GGGWeek2019 will be co-organized and co-located with the 2019 International Renewable Energy Conference (IREC), which will be hosted by the Republic of Korea during October 23-26, 2019 and jointly sponsored with the Korean Ministry of Trade, Industry, and Energy (MOTIE) and the City of Seoul, together contributing $1.4m for the venue, participant travel expenses, and meals.

GGGWeek2019 will be organized around opportunities to generate high-value synergies with other critical international platforms and initiatives, and to showcase achievements and launch new initiatives. GGGI will aim to launch its 2030 Campaign at that time, and provide a high-level vehicle for explaining, promoting, and advocating the principles and objectives of the green growth model throughout the world.

GGGWeek2019 will build on the results GGGI will have achieved since 2017, while generating momentum for the series of flagship initiatives that GGGI will be rolling-out in 2018 and 2019 including the launch of the first edition of the annual State of Green Growth Report.

Targeted Audiences

Key audiences to attend GGGWeek2019 will include:

- Ministers and ministerial-level stakeholders, from both GGGI Member and partner countries, as well as from potential donors and partner organizations;
- high-level staff of the host government and international partner institutions;
- partners, focal ministries of GGGI throughout its country programs, and their first-degree stakeholders;
- journalists in both developed and developing countries; and
- civil society and the general public.

Green Growth Champions

To augment the distribution of the State of Green Growth Report's key messages, the Institute is proposing to establish a club of Green Growth Champions in early 2019 to serve as the primary high-level vehicle for promoting the flagship report. Initially, these Champions can be drawn from two bodies within GGGI, the five Non-State Actors who are members of GGGI's Council, as well as a proposed eminent person's group to be formed during late 2018 in support of GGGI's proposed 2030 Strategy. In addition, GGGI's President of the Assembly and Chair of its Council can be leveraged to deliver the high-level messaging and promote the launch of the report on an annual basis.

Objective and Expected Outcomes

The Green Growth Champions will aim to effectively advocate for the transition towards a model of green growth to a much broader audience than the Green Growth Report alone. The messaging and supporting material provided to the Green Growth Champions will be derived directly from, and be aligned with, the outputs, conclusions, and recommendations of the State of Green Growth Report.

The initial launch of the Green Growth Champions will take place at an event during GGGWeek2019, announcing the list of Champions and highlighting their contribution to advocating for the adoption of Green Growth models of development, as well as their planned advocacy activities throughout the coming year.

Following GGGWeek2019, the Green Growth Champions and GGGI's programmatic teams will continue to promote the messaging of the State of Green Growth Report through green growth-related global forums and events such as the United Nations General Assembly (UNGA), World Economic Forum, G77, UNFCCC Conference of the Parties (COP), and others.

After viewing/hearing content from the Green Growth Champions, audiences should:

- be persuaded that Green Growth policy adoption by governments has demonstrated credible evidence that it results in positive sustainable economic growth
- be persuaded that GGGI is the among the top-tier of Green Growth service providers in the world, and
- (for those audiences who are interested in learning more about the state of Green Growth) will be persuaded to want to read the most recent State of Green Growth Report

Key principals underlying membership in the Green Growth Champions include: commitment, recognition, reach, and substantive relevance.

Targeted Audiences

Key audiences of the Green Growth Champions will include:

- Ministers and ministerial-level stakeholders;
- C-Suite stakeholders from private sector corporate and institutional investors;
- partners of GGGI's country programs, and their first-degree stakeholders;
- green growth communities of practice from leading global think tanks, international organizations, and academic institutions;
- top-tier global journalists; and
- civil society and the general public.

Annex 1.

The State of Green Growth 2019:
A Green Model for Global Development (working title)

Draft Outline

September 14, 2018

Front Matter

a. Cover, back of cover page (p.ii)
b. Inside cover (p.iii), back of inside cover page (p.iv)
c. Table of Contents (p.v)
d. List of Tables
e. List of Figures
f. List of Acronyms
g. Acknowledgements
h. Foreword/Preface *(Communications/Office of Thought Leadership (TL))*

EXECUTIVE SUMMARY

(4-6 pages) Author: TL (lead)

INTRODUCTION

(1-2 pages) Author: TL (lead)

Brief introduction summarizing the purpose and contents of the report

PART I: THE CASE FOR A GREEN MODEL OF DEVELOPMENT

1. The Promise of Green Growth

(4-6 pages) Author: TL (lead)

a. What green growth is; definition; theory of change
    i. Box: How countries describe green growth in national strategies
b. The rationale for the green growth model of development, and why countries are moving towards it
    ii. Box: What countries say about green growth as a model for development
c. What countries hope to achieve through the green growth model of development; what the world can look like in 2030 (and 2100 and beyond) following the green growth model of development
d. How GGGI approaches green growth, and the evidence base that undergirds our approach

2. Meeting Global Priorities by Achieving Country Objectives

(4-6 pages) Authors: TL (lead)

a. How GGGI and partner organizations are helping countries achieve key performance measures and alignment of GGGI's three metrics and indicators-focused initiatives, namely the Strategic Outcomes framework, Green Growth Index/GGPM, and Green Growth Potential Assessment)

   i. *Box(es): Examples of achievements aligned to sample of SO performance measures*

   ii. *Box: Alignment of GGGI's SO, GGPM, and GGPA methodologies*

   iii. *Box: Assessing Green Growth Potential: GGGI's experience applying GGPA in 8+ countries to date and lessons learned on assessing green growth potential*

b. Institutional approach, partnerships, and collaboration for promoting green growth

c. How GGGI and partner organizations are helping countries achieve the SDGs and NDC targets

   i. *Box(es): Progress towards SDGs in X countries*

   ii. *Box(es): GGGI's support for the Paris Agreement and NDC implementation*

PART II: VISUALIZING GREEN GROWTH

3. Global Green Growth Performance and Trends

(5-10 pages) Authors: GGPM Project Lead (lead) and other TL staff

a. Introduction to Green Growth Index: concept, framework, and the importance of launching the Green Growth Index

b. Briefly discuss Green Growth Index methodology (reference Appendix A for detailed methodology)

c. Briefly discuss Green Growth Index data and methodological uncertainty, gaps, and other considerations

d. Green Growth Index summary of results of consultations with international experts and with 25-30 countries

   i. *Boxes: Examples of analysis of results from simulation tool, what it could mean for individual countries, and how it is (potentially) being applied in those countries*

e. Green Growth Index – graphics, charts, and maps showing results from the Index (and Simulation Tool on a selected basis)

   i. *Global-level graphics, charts, and maps on important trends and successes*

   ii. *Country examples of overall performance in graphics, charts, and maps*

4. Green Energy

(5-10 pages) Authors: IPSD Thematic Lead (lead) and TL

a. The challenge and our response

   i. *Describing the overarching challenge and GGGI's approach and actions, drawing from GGGI Thematic Strategy and GGGI Technical Guidelines, as well as innovative approaches of partner organizations*

b. Effective strategies and approaches for promoting green energy development (i.e., renewable energy and energy efficiency)

   i. *Outlining the methods and approaches countries take in shifting away from conventional development options towards green growth options, and the benefits they experience/expect as a result*

   ii. *Including selected country success stories (strategies, policies, financing, etc.) derived from relevant GGGI 2017, 2018, and 2019 project reporting and external sources (e.g., as part of the narrative as well as boxes highlighting innovative country policies, projects, financing, etc.)*

c. Graphics, infographics, charts, and maps showing

   i. *Global-level graphics, charts, and maps on important trends and impacts relevant to the topic*

   ii. *Graphics, charts, and maps referencing country examples*

   iii. *Results from the Index (and from the Simulation Tool on a selected basis) presented as graphics, charts, and tables*

5. Sustainable Transport

(5-10 pages) Authors: TL (lead); IPSD

a. The challenge and our response

   i. *Describing the overarching challenge and GGGI's approach and actions, drawing from GGGI Thematic Strategy and GGGI Technical Guidelines, as well as innovative approaches of partner organizations*

b. Effective strategies and approaches for promoting sustainable transport

   i. *Outlining the methods and approaches countries take in shifting away from conventional development options towards green growth options, and the benefits they experience/expect as a result*

   ii. *Including selected country success stories (strategies, policies, financing, etc.) derived from relevant GGGI 2017, 2018, and 2019 project reporting and external sources (e.g., as part of the narrative as well as boxes highlighting innovative country policies, projects, financing, etc.)*

c. Graphics, infographics, charts, and maps showing

   i. *Global-level graphics, charts, and maps on important trends and impacts relevant to the topic*

   ii. *Graphics, charts, and maps referencing country examples*

   iii. *Results from the Index (and from the Simulation Tool on a selected basis) presented as graphics, charts, and tables*

6. Water

(5-10 pages) Authors: IPSD Thematic Lead (lead) and othres

a. The challenge and our response

   i. *Describing the overarching challenge and GGGI's approach and actions, drawing from GGGI Thematic Strategy and GGGI Technical Guidelines, as well as innovative approaches of partner organizations*

b. Effective strategies and approaches for promoting water and sanitation

   i. *Outlining the methods and approaches countries take in shifting away from conventional development options towards green growth options, and the benefits they experience/expect as a result*

   ii. *Including selected country success stories (strategies, policies, financing, etc.) derived from relevant GGGI 2017, 2018, and 2019 project reporting and external sources (e.g., as part of the narrative as well as boxes highlighting innovative country policies, projects, financing, etc.)*

c. Graphics, infographics, charts, and maps showing

   i. *Global-level graphics, charts, and maps on important trends and impacts relevant to the topic*

   ii. *Graphics, charts, and maps referencing country examples*

   iii. *Results from the Index (and from the Simulation Tool on a selected basis) presented as graphics, charts, and tables*

7. Sustainable Landscapes

(5-10 pages) Authors: IPSD Thematic Lead (lead) and other IPSD and TL staff

a. The challenge and our response

   i. *Describing the overarching challenge and GGGI's approach and actions, drawing from GGGI Thematic Strategy and GGGI Technical Guidelines, as well as innovative approaches of partner organizations*

b. Effective strategies and approaches for promoting sustainable landscapes

   i. *Outlining the methods and approaches countries take in shifting away from conventional development options towards green growth options, and the benefits they experience/expect as a result*

   ii. *Including selected country success stories (strategies, policies, financing, etc.) derived from relevant GGGI 2017, 2018, and 2019 project reporting and external sources (e.g., as part of the narrative as well as boxes highlighting innovative country policies, projects, financing, etc.)*

c. Graphics, infographics, charts, and maps showing

i. *Global-level graphics, charts, and maps on important trends and impacts relevant to the topic*

ii. *Graphics, charts, and maps referencing country examples*

iii. *Results from the Index (and from the Simulation Tool on a selected basis) presented as graphics, charts, and tables*

8. Green Industry

(5-10 pages) Authors: IPSD Thematic Lead (lead) and TL

a. The challenge and our response

i. *Describing the overarching challenge and GGGI's approach and actions, drawing from GGGI Thematic Strategy and GGGI Technical Guidelines, as well as innovative approaches of partner organizations*

b. Effective strategies and approaches for promoting green industry

i. *Outlining the methods and approaches countries take in shifting away from conventional development options towards green growth options, and the benefits they experience/expect as a result*

ii. *Including selected country success stories (strategies, policies, financing, etc.) derived from relevant GGGI 2017, 2018, and 2019 project reporting and external sources (e.g., as part of the narrative as well as boxes highlighting innovative country policies, projects, financing, etc.)*

c. Graphics, infographics, charts, and maps showing

i. *Global-level graphics, charts, and maps on important trends and impacts relevant to the topic*

ii. *Graphics, charts, and maps referencing country examples*

iii. *Results from the Index (and from the Simulation Tool on a selected basis) presented as graphics, charts, and tables*

9. Green Cities

(5-10 pages) Authors: IPSD Thematic Lead (lead) and other IPSD and TL staff

a. The challenge and our response

i. *Describing the overarching challenge and GGGI's approach and actions, drawing from GGGI Thematic Strategy and GGGI Technical Guidelines*

b. Effective strategies and approaches for promoting green cities

i. *Outlining the methods and approaches countries take in shifting away from conventional development options towards green growth options, and the benefits they experience/expect as a result*

ii. *Including selected country success stories (strategies, policies, financing, etc.) derived from relevant GGGI 2017, 2018, and 2019 project reporting and external sources (e.g., as part of the narrative as*

well as boxes highlighting innovative country policies, projects, financing, etc.)

c. Graphics, infographics, charts, and maps showing

i. Global-level graphics, charts, and maps on important trends and impacts relevant to the topic

ii. Graphics, charts, and maps referencing country examples

iii. Results from the Index (and from the Simulation Tool on a selected basis) presented as graphics, charts, and tables

PART III: THE GREEN GROWTH INDEX

10. The Data

(30-40 pages of data derived from the Green Growth Index) Authors: GGPM Project Lead (lead) and other TL staff

a. Brief introduction to the data, also referencing some of what is presented in Chapter 3 on the framework and methodology, sources of data, and uncertainty and gaps.

b. Green Growth Index global data tables

c. Green Growth Index theme-based data tables for Energy, Transport, Water, AFOLU, Industry, and Cities

d. Green Growth Index country data tables, spider diagrams, etc.

Appendix A: Green Growth Index Methodology and Uncertainty Analysis

(5-10 pages) Authors: GGPM Project Lead (lead) and other TL staff

a. Detailed overview of the prototype Green Growth Index and Simulation Tool

b. Methodology statement

Appendix B: References

Appendix C: Bibliography/Additional Resources

Back Matter

a. Inside of back cover

b. Back Cover

Annex 2. Draft timeline for the State of Green Growth Report 2019 and the Green Growth Campaign

	2018												2019											
Project Management	**J**	**F**	**M**	**A**	**M**	**J**	**J**	**A**	**S**	**O**	**N**	**D**	**J**	**F**	**M**	**A**	**M**	**J**	**J**	**A**	**S**	**O**	**N**	**D**
Revised Concept Note and Timeline																								
Green Growth Index Development																								
Tool & Methodology Development and Stakeholder Workshops																								
Internal GGGI Green Growth Indicators & Metrics Workshop																								
Review and Strengthening of the Methodology																								
International & Regional Expert Consultation Workshops (5/year)																								
Completion & Update of Methodology Report																								
Integration of New Countries into the Index																								
Brief MPSC & Council on methodology and updated tool																								
Development of additional indicators																								
Contributions to Flagship Report and Website Development																								
Primary inputs to the Flagship Report																								
Supplemental inputs to the Flagship Report																								
Procurement for Green Growth Index website																								
Creation and Launch of Green Growth Index website – August 2019																								
State of Green Growth Report Preparation and Review																								
Draft and Final Report Outline																								
Socialization within GGGI and with International Partners																								
Collection of GGGI country-level results and success stories																								
Full Report – preparation of initial draft – May 2019																								
Peer review within GGGI																								
Peer review with International Partners																								
Full Report – completed draft – July 2019																								
Copy editing, graphic design, & translation of Executive Summary																								
Full Report – final draft – August 2019																								
Printing																								
Promotional Campaign																								
Approach/ propose Green Growth Champions (Eminent Persons Group)																								
Prepare infographics and promotional campaign material																								
Promotional campaign launched at GGGWeek – October 2019																								
Follow up promotional campaign and follow-up events																								