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Addressing the social challenges in Green Growth and SD

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Fair and sustainable economy!

Quality of life

Carrying capacity

Justice

Participation and democracy

Based on Carley and Spapens
“Green Growth”

Looking at it from a Sustainable Development perspective:

**Why Green?**
- and not social /fair as well

**Why Growth?**
- Is this possible on a finite Earth?
- For whom?
Development within limits

Sustainable development?

Or recognition of limits!

Economic pillar
Environmental pillar
Social pillar

Ecological Capital
Social Capital
Economic Capital
Social degradation ...
Stress or jobless ...
Over- and underconsumption
Everybody happy?
It is claimed that the “Green Economy” and “Green Growth” proposed by UNEP, OECD and Europe 2020 is the way out of ongoing economic-, climate-, water- and food crises by restructuring our economies to simply encourage and sustain green energy, green growth and green jobs.

A Green Economy is a big step forward, but will not solve on her own problems of inequity in incomes, access to resources and quality of life, nor tackle pollution from existing industry and environmental degradation.

Promoting Green Growth is not the same as “changing our economy” towards Sustainable Development.
Need for systemic change

Business as usual
Economy = unsustainable

Need for sustainable society – not only “green” consumers

Green Economy
Promoting green products

How do we organise a total transition
Recognising limits

- Our global economy is already going far beyond the limits of the carrying capacity of the planet.
- Environmental problems are caused mostly because of this. Some social ones too.
- We are using too much of our natural capital, and any businessman knows: if you start eating your capital: bankruptcy will soon follow....

- There is an urgent need to cut down the use of natural resources in absolute amounts.
- Technical solutions (eco-efficiency) will not be enough..

=> sufficiency
To achieve a balanced living for most people of earth ANPED stresses the need to jointly address:

- overall and limited levels of consumption
- need for more social equity - fair distribution

See publications of Herman Daly, Robert Costanza, Tim Jackson, Peter Victor and others on "Redefining Prosperity" and for that reason redefining main policy goals.

⇒ Economy on a finite planet
⇒ Rights for future generations
⇒ Sustainable and Fair Economy
Fair share for all!
Contraction and Convergence

Environmental Space

- Developing countries
- Former Eastern European countries
- Industrial countries

Level of welfare

Use of natural resources pp

Ceiling (= overconsumption)

Floor (= dignity life line)

Based on Rochol
Social challenges

North - South dimension:

- common but differentiated responsibilities: reduction of use of natural resources and waste emissions
- Bali Action Plan: technology transfers
- Increase and improvement of international cooperation
- Cancellation of financial debt
- Fair Trade (good prices for natural resources)
- promote local and sustainable business
- strengthen civil society movements (watch dogs) in order to implement democracy and transparency
- NSSD instead of PRSPs and Structural Adjustment Programs (WB-strategy)
In OECD countries

Besides greening the economy (eco efficiency) governmental policy has to be focused on:

- Recognising and establishing the limits: resource and emission caps, strong reduction targets (in absolute amounts),
- Fiscal reforms (taxing the bads, not the goods),
- Revising national accounts
- Alternative indicators (“beyond GDP”)
- Contraction and convergence (“wealth reduction”)
- Tackling income inequalities
- Strengthen social capital
- Investment in public goods
Stop the rat race....
- Dismantling the culture of consumerism, instead of promoting (green) consumerism
- Sharing available work
- Urban planning which allows sustainable transport, local shops and food production, open spaces, .. (local agenda 21)
- Education: integrate SD in curricula at all levels
- Allow real civil participation (not consultation after the decisions are made.. :-) 
- Put human values at the heart of every policy

=>

Show **leadership** and design **long term visions**, go beyond single and end-of-pipe solutions
Just one last concern

The tricky trap of promoting Green Growth is:

How to avoid “Greening the greed”?

Thanks!

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