


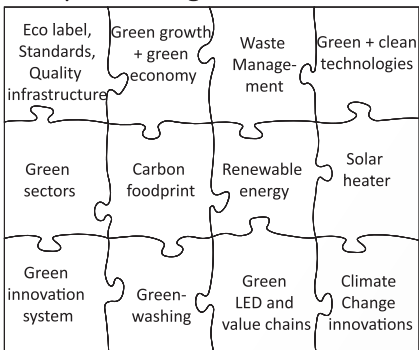
The Green Buzzword Puzzle: How to structure Climate Change Opportunities for Private Sector Development





The puzzle of green buzzwords

Different stakeholders + mindsets



Different perspectives

Different change implications

Different opportunities

Different Intervention levels (policy, institutional, business)

during our Summer Academy. The topic also came up frequently during our fieldwork on innovation systems and territorial development. Some of the questions we tackled were the following: "How can we turn climate challenges into business opportunities?" "What are the respective systemic change requirements at local and national policy as well as institutional level?" "What can we learn from good and down-to-earth practices in this respect?" From a practical perspective, we also had to ask: "What is green economic development?" and more specifically "What is a green job?"

What do we mean by 'green growth', 'green LED', 'clean technologies' and 'climate change innovations'? For a private sector development practitioner, these are often buzzwords from the puzzle of approaches that try to capture the economic challenges as well as opportunities for more sustainable competitiveness. In 2010 Mesopartner started to reflect more on this topic with our clients at several events and seminars. This included training events at the ILO Training Centre (ITC) in Turin, the Goethe University in Frankfurt and

Initially elaborated answers to these questions encouraged Mesopartner to look for a more systemic structuring of 'green economic development'. Firstly, it is useful to separate the different approaches that are concealed in the buzzword puzzle and to differentiate the different perspectives on green economic development, namely:

- A **technological perspective** that puts special emphasis on new technologies to reduce emissions and energy consumption (often referred to as 'clean' or 'green' technologies).



They are sometimes based on high-tech products in many industrialised countries to reduce costs and consumption as well as to make better use of renewable energies. But not all green technologies have to be high-tech. They can also include more basic technological products that are very much adjusted to local conditions (e.g. a solar cooker). Technology transfer projects in developing countries are often related to the transfer of this type of knowledge.

- A **renewable sector perspective** that is very much oriented towards introducing new energy-production formats. It includes the strategic promotion of biomass, solar, wind, water and ocean power strategies. These strategies often include innovation networks, cluster discussions and value chain promotion efforts at the local and regional level. Often they go hand-in-hand with the integration of new technologies such as biogas production,

solar water heaters, wind power grids into existing products and processes.

- A **resource and energy efficiency perspective** which is very much related to the improvement of resource efficiency in companies, along value chains and large business supply chains (see 'environmental footprint' discussion). This refers to cost and waste reduction as well as revisiting the internal value chain within the firm to reconsider all the basic steps, including improved design, production, packaging and distribution.
- An **employment and capacity-building perspective** on 'green jobs' or job opportunities that emerge and are required in areas such as resource efficiency, renewable energy and clean technologies.

All these perspectives have synergies but at the same time they often emerge from different groups of mindsets (engineers, environmentalists, employment

Resource and
Energy efficiency

Employment
promotion
and capacity
building



Technology
development

Renewable energy

experts, etc.). They include different actors, and have different requirements, different intervention strategies and different system thinking approaches.

In many industrialised countries such as Germany, there are experimental laboratories devoted to this topic. Instruments and promotion programmes are very much differentiated along the lines of the different perspectives mentioned above. At the same time, there is little

expectation that all these different promotion activities can be coordinated in the 'right way'. Rather, different groups with different priorities take on different problems or opportunities. However, there are also coordination efforts in the search for complementing knowledge during the implementation of suitable solutions. In many developing countries such laboratories do not exist. Nonetheless, support instruments developed in the industrialised world and their experiences could also be used for promotion strategies in developing countries. This includes SME resource efficiency, the design of biomass or material flow analysis and related local strategies, respective value chain approaches and promotion programmes. Mesopartner intends to explore this topic further in 2011 to provide support in structuring the different approaches and help to identify intervention strategies for practitioners and policy representatives in the field. This will provide us with a deeper and clearer understanding of how innovation promotion and systemic interventions can contribute to a more sustainable and inclusive competitiveness approach.

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