

The Green Growth Manifesto

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“Imagine”

Imagine a world where we don't have to worry about buying products that harm people or the planet, where investors don't have to worry about related liabilities, and where regulators have the tools to ensure our economic activities do no harm. This is the promise of green growth and the green “do no harm” economy. *But how can we make this a reality?*

“Do no harm”

We should do no harm to people or our planet. But we also know we need mining to make renewable energy technologies and support a transition to green growth. *How can harmful activities be part of a green economy?*

“Harmful activities are followed by restorative activities”

When harmful activities are necessary, they should be followed by restorative activities. A green economy depends on a balance between activities that do no harm, harmful activities, and restorative activities. *But how will we know if activities and products are “doing no harm” (restoration included)?*

“Certify activities and products that do no harm”

These “green” certified activities and products make up the green economy. This includes activities and products that do no harm, as well as activities and products that do some harm but demonstrate they are balanced with restorative activities. The good news is we already have people working on green certification standards, traceability of products, green production, and restorative processes. We can build on the great work they have already done. *Having green certified activities and products makes sense, but how will we know if we are achieving green growth?*

“Measure green growth”

We will measure the size of the green economy, the value of green certified activities, the money spent on green certified products, as well as income from green certified “ESG”² investments and activities. We will measure Gross Domestic green Production (GDgP), green growth rates, green jobs, a green Consumer Price Index (gCPI) and rates of inflation of green goods and services. We will also measure what economic growth means to people’s lives. *But how will we know for sure if we are doing no harm?*

“Verify no harm is being done”

We need to verify if we are living within our planetary boundaries, ecological thresholds, and in ways that allow people to meet their full potential and wellbeing. We need to support local social and environmental research and global assessments reports such as those made by the United Nations. These studies and assessments allow us to independently verify the extent to which we are fulfilling the promise of green growth. *So, what does a green economy mean for people like me?*

“A green social contract”

We should be able to go into any shop, or online store, and not worry about buying products that harm people or our planet. Likewise:

- **Businesses** should have advice on how to go green and do no harm
- **Investors and financial institutions** should have robust ESG metrics
- **Governments** should have robust indicators to monitor green growth and inform policies

We have green certification standards that can help ensure we “do no harm”. Based on green certified activities and products we can measure the green “do no harm” economy. These indicators can inform our decisions, including government and business decisions. Together, we can improve our wellbeing and the health of the planet. *So, what can we do?*

To find out more, contact the Tiaki Institute

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² ESG refers to business enterprises and investments with good Environmental, Social, Governance practices