

# NATIONAL GREEN EXPORT REVIEWS

## TOWARDS GREEN ECONOMIES



### GLOBAL CONTEXT

Across countries, transitions to a green economy have the potential to make increasing contributions to economic diversification. Such transitions can contribute to creating employment and export earnings and to environmental protection and social equity. A green economy is driven by both domestic and foreign demand for green goods and services, including more efficient and low-carbon energy and transportation, organic food, ecotourism, solid waste and water recycling, environmental consulting, and emerging categories that include green construction, sustainable harvested timber products and natural fibres. Whether in high-tech goods, commodities, basic manufactures or services, the export opportunities offered in a “greening” global economy are significant and expanding faster than overall world trade – a trend that is expected to continue.

What makes a product green? Green products are those with less of a negative impact on the environment than their traditional equivalents. A green product can be manufactured from recycled components or using renewable energy, or it can be supplied to a market with less wasteful packaging, or all three of these options. A large untapped potential exists for developing countries to advance their green sectors. Opportunities offered by greening economies may stimulate economic diversification, create jobs, raise income levels, foster environmental protection and thereby improve living standards. Achieving a green economy calls for making economic growth compatible with sustainable development, which in turn requires adequate policies and other mechanisms to achieve such goals.

UNCTAD National Green Export Reviews respond to an emerging demand from developing countries to assess national potential to advance the development of national green sectors and generate new employment, increased export opportunities and advance sustainable development. Conducting National Green Export Reviews enables UNCTAD to work in close partnership with countries seeking to strengthen their green economies. The Reviews assist developing countries and countries with economies in transition to implement green economy policies and establish regulatory and institutional frameworks and cooperative mechanisms to strengthen the capacity, efficiency and competitiveness of their green sectors.

### WHAT CAN BE DONE TO MAKE AN ECONOMY GREENER?

A National Green Export Review is initiated at the request of a Government. Depending on the request, UNCTAD can either provide assistance in a particular green sector for which a country has a demonstrated comparative advantage or support the requesting Government in better identifying the green sectors that have high potential in the country. UNCTAD supports sector-specific National Green Export Reviews in a wide variety of green sectors.

The National Green Export Review process covers the formulation, adoption and implementation of economic policies, plans, regulatory and institutional frameworks and cooperative mechanisms. The Reviews are conducted through an interactive national stakeholder process with the aim of designing and

#### PROGRAMME FACTS AND FIGURES

Programme start date: 2014

Number of ongoing Reviews:  
5 (Ecuador, Ethiopia,  
Morocco, Oman, Vanuatu)

Number of Reviews possible  
per year: 2 to 4

Programme website:  
[unctad.org/GreenEconomy](http://unctad.org/GreenEconomy)



implementing green economy policies and establishing regulatory and institutional frameworks, as well as Government-to-business and business-to-business mechanisms that are cooperative. The objective is to strengthen the capacity, efficiency and competitiveness of a country to produce and trade in green sectors, while promoting sustainable development.

## RESULTS AND IMPACT AT A GLANCE

As of November 2015, the National Green Export Review programme has been in place for less than 2 years. While still new, the Review process is already starting to show some initial results. For example, in Ecuador:

- An action plan was recently adopted by the Government.
- The national green export strategy and action plan adopted by the Ministry of Commerce seeks to maintain and expand Ecuador's competitive base for sustainable fish production.
- In line with the action plan, Ecuador has requested support from the Food and Agriculture Organization of the United Nations on regulatory assessments and review of national fisheries.
- The tuna industry sector is developing a voluntary code of conduct for the sustainability of the tuna value chain in Ecuador.

### DONORS/ FUNDING SOURCE

Current: United Nations  
Development Account