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| Workstream 3: Narrative |
| Brief descriptionThis workstream focuses on the need for a positive natural capital narrative to capitalize on the enormous potential the natural capital concept has to accelerate and guide transformative economic changes. A positive narrative would include a vision on a natural capital positive economy as well as how natural capital approaches over time will help to realize this. Such a narrative is necessary to ensure that natural capital approaches are viewed as being worthwhile, and where governments have not previously tried specific approaches before then they are encouraged to do so. The narrative should be based on robust scientific evidence, data and tools, and should align with other global initiatives such as the SDGs and 2oC climate target to deliver an integrated message. An interesting opportunity could be to collaborate with the Green Growth Knowledge Platform (GGKP), that recently launched an Expert Group on Natural Capital that also identified the development of a joint narrative as one of its priorities. |
| Possible actions* Systematically support and promote pilot studies which demonstrate the added value of using natural capital approaches in related policy areas, like green economy, green growth, SDGs or circular economy.
* Jointly develop an integrating vision and storyline to link natural capital, circular economy, blue/green economy and SDG concepts.
* Liaise and collaborate with the GGKP-Expert Group on Natural Capital.
* Seek to hold the physical meeting to discuss the first draft narrative at UN PAGE Ministerial meeting, 3rd and 4th September, Durban, South Africa.
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| Working Group*Lead-country* *Lead-partner**Participants* | NetherlandsGreen Economy Coalition World Bank GroupGermany, Ghana, Japan, Netherlands, Nigeria, South Africa, United KingdomCISL, European Commission, ICAEW, IUCN, NCC |
| Governments and partners to be informedAustralia, France, Malaysia, Namibia |
| ContactIf you want to engage in this workstream, please send an email to:m.c.lok@minez.nloliver.greenfield@greeneconomycoalition.org sahlroth@worldbank.org |