

Through **National Green Export Reviews (NGERs)**, UNCTAD works in a close partnership with countries seeking to strengthen their green economies. NGERs assist developing countries and countries with economies in transition to develop and implement green economy policies and establish regulatory and institutional frameworks and cooperative mechanisms to strengthen the capacity, efficiency and competitiveness of their green sectors. NGERs respond to emerging country demand for assessments of national potential to develop selected national green sectors that can generate new employment and export opportunities while promoting sustainable development.

Motivation

Across countries, transitions to a green economy are expected to make increasing contributions to economic diversification, employment creation, export earnings, and to environmental protection and social equity. Importantly, a dynamic green economy can make significant contributions towards the achievement national development objectives relating to economic diversification, investment, poverty reduction, employment generation and an overall improvement of social welfare. As such, it can also make significant contributions to the achievement of Sustainable Development Goals (SDGs).

A green economy is driven by both domestic and foreign demand for green goods and services, including more efficient and renewable energy, organic food, ecotourism, solid waste and water recycling, environmental consulting, and emerging categories that include green construction, sustainable harvested timber products and natural fibers. Current market shares of green products and services represent just a small fraction of their ‘brown’ counterparts indicating a vast potential for growth. And many are tradeable products. 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.

A large un-tapped potential exists for developing countries to advance the development of their green sectors. Principal approaches towards this goal include the creation of an enabling environment through improved regulatory and institutional frameworks needed to support a national green economy and more liberalized environmental goods and services trade to enhance market access and investment. Support to the development of high potential green value chains through enhanced stakeholder collaboration has proved to be a very effective in promoting the development of green sectors. UNCTAD thus integrates stakeholders into every element of the NGER process.

Expected NGER Results

- Enhanced collaboration among sectoral actors through partnerships formed by the project
- Improved understanding of national strengths and weaknesses for the production and export of selected green products and related value chains
- Appreciation by policymakers of ways to create an enabling environment for the development of green sectors and the facilitation of green exports
- An action plan validated by stakeholders, to advance the adoption of sustainable production techniques, and to promote exports in promising green products and their value chains
- Positive socioeconomic and environmental impacts at local and national levels

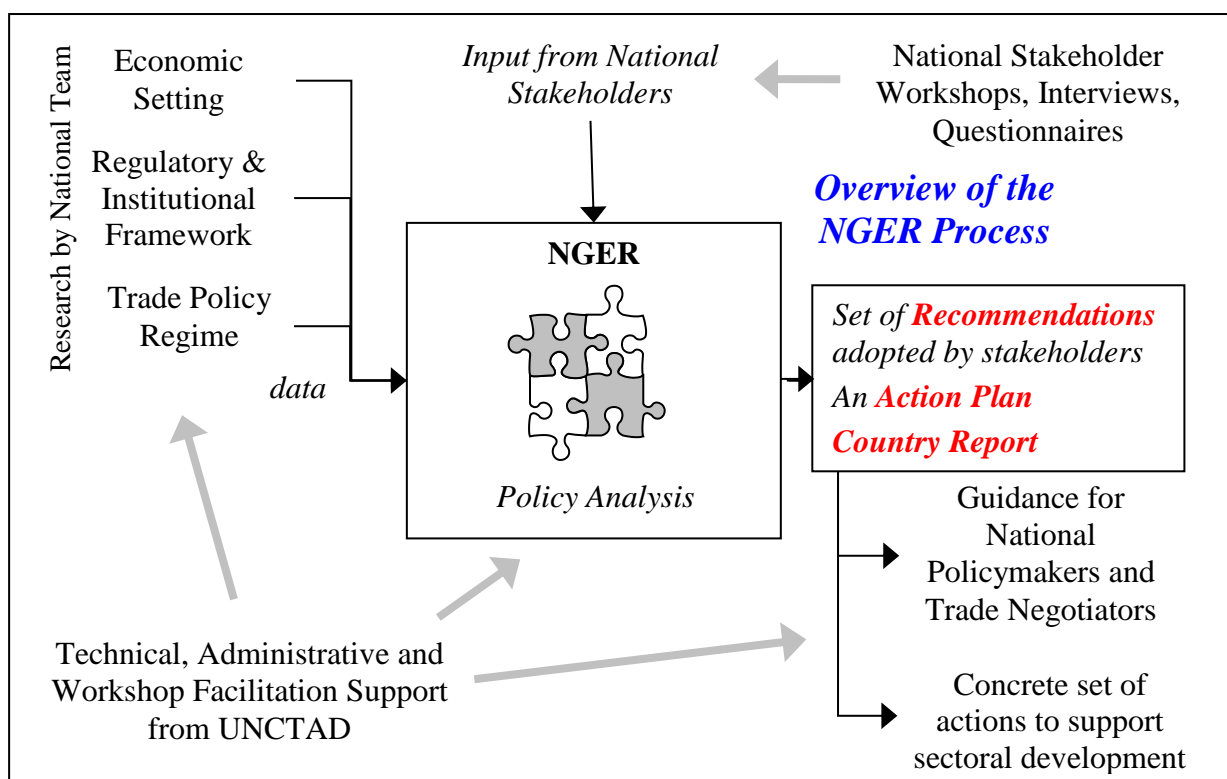
The NGER Process

NGERs are demand-driven, so the first step in any NGER project involves an official request from a government to undertake a project. UNCTAD will then, in consultation with the designated national entity nominated to support the project, conduct a baseline study of the country's trade statistics, applicable regulatory framework, and relevant strategic plans and policies in the fields of green economy and sectoral promotion. A first national stakeholder workshop will then be organized to launch

the project, discuss the findings of the baseline study and validate, in consultation with national stakeholders, the selection of final set of 2 to 3 green sectors which will be supported in the framework of the project.

Some governments may request NGERs for a particular green sector in which they may already have considerable experience and a demonstrated comparative advantage. In this case, as well as in the above scenario, the NGER will employ UNCTAD’s analytical *green product space* approach to validate the growth potential of pre-selected green sectors, and to identify a fuller set of green sectors so that (additional) promising green sectors can be selected as the focus of the NGER.

Once the target sectors selected, UNCTAD and the government will identify a team of national experts to conduct the in-depth national study and review. In close interaction with national stakeholders, and with technical support provided by UNCTAD, these experts will: 1) coordinate and conduct a series of activities based on the NGER methodological guidelines developed by UNCTAD¹, and, 2) prepare an NGER Report comprising comprehensive sectoral diagnostics and an action plan to advance the development of the selected sectors. Both the diagnostics and action plan will be critically reviewed, revised and validated by stakeholders during a second national stakeholder workshop. At this occasion, the action plan will be enhanced to include agreed timeframes, stakeholder responsibilities for implementation, and the sequence of implementation of the adopted actions. Once finalized the report and the action plan are endorsed by all stakeholders including the government to galvanize stakeholder commitment, ensure collaboration and maximize the impact of national actions.



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¹ UNCTAD will provide technical and administrative support throughout the process, as well as various research methodologies, market studies, sector-specific questionnaires for use in national surveys, analytical tools and negotiations updates needed to complete the study. UNCTAD also serves as a facilitator for the national workshops.